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NEW DELHI: Pulp Strategy Communications won a 'Gold', 'Silver' and 'Bronze' each at the PMAA Awards, 2012 held at Kuala Lumpur, Malaysia. The 'Gold' was conferred on Pulp Strategy in the category 'Best Integrated Communications Campaign' for 'I Love You Guys' of Microsoft Corporation. The same campaign also got them a 'Silver' in the category 'Best Integrated Communications Campaign'. Finally, 'Learn with Yahoo. New to Net' campaign of Yahoo India fetched them a 'Bronze' in the category 'Best Consumer Activity Generating Short or Long Term Brand Loyalty'.



Ambika Sharma

Speaking on the wins, Ambika Sharma, managing director and CEO, Pulp Strategy Communications, said, "We are thrilled with the PMAA metals. With recognitions at the Asia level, we have one of the largest wins in India. These awards position us as a leading youth marketing agency in India, which strengthens our resolve to better ourselves here on."

Describing the experience this year as part of the jury panel for PMAA 2012, she said, "This year saw the largest number of entries ever received in the Dragons, from across Asia, including India. I was fortunate to preview some excellent work from across the continent and the quality of work is an eye opener. The entries this year showed a strong element of integration. Social media also made a strong presence in a lot of the entries. Overall, the emphasis has been on reaching the consumers at multiple touch points to increase engagement."



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