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## Pulp Strategy bags three metals at the PMAA 2012

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Pulp Strategy Communications won gold, silver and bronze each at the PMAA Awards, 2012 held last night (26/04/2012) at Kuala Lumpur, Malaysia. The gold award was conferred on Pulp in the category 'Best Integrated Communications Campaign' for I Love You Guys (Microsoft Corporation). The same campaign also got them a silver award in the category 'Best Integrated Communications Campaign'. Finally, Learn with Yahoo. New to Net Campaign (Yahoo India) fetched them a bronze in the category 'Best Consumer Activity Generating Short or Long Term Brand Loyalty'.

Speaking on the win, Ambika Sharma, Managing Director & CEO, Pulp Strategy, remarked: "We are thrilled with the PMAA metals. With recognitions on 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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