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Pulp Strategy wins activations and OOH mandate for NEC India

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Pulp Strategy has added NEC India Pvt. Ltd. to its client roster. Pulp Strategy will now handle the creative responsibilities, OOH campaign, and the activations and events for NEC India. NEC India is a wholly-owned subsidiary of NEC Asia Pacific Pte. Ltd. and NEC Corporation. Leveraging on NEC's unique capabilities in integrating IT and networking technologies for a diverse customer base NEC India customizes solutions to construct large-scale, highly reliable, scalable and flexible IT and network systems.

Regarding the election of Pulp Strategy as its activation and OOH partner, Vijayant Khatri, National Marketing Manager, NEC India said: "We are confident that our partner agency will play a critical role in achieving our marketing goals. Their energy and proactive approach has inspired confidence."

Ambika Sharma, Managing Director & CEO, Pulp Strategy Communications added: "NEC is a great brand, and we are proud to be a part of the NEC Sauber F1 team campaign. We are a carefully constructed robust team that brings on board a strong and holistic approach to branding and activation. We look forward to partnering with NEC India."

Pulp Strategy received the mandate as the preferred activation partner in the wake of a multi-agency pitch. Commenting on what won them the pitch, Sharma said: "Our strength in integrating different mediums and experience in the technology space had a strong role to play in process. Our mandate includes planning and implementation for OOH, activations and events, as well as experiential creatives."

The OOH campaign is being executed in collaboration with the Sauber F1 team as a precursor to the Indian Grand Prix 2012, for which NEC India is the premier partner of the Sauber F1 team. Pulp Strategy is responsible for the planning, creatives and implementation as a comprehensive solution.

The activations and events side will see exhibitions, events, conferences and other experience driven initiatives for NEC India. Pulp Strategy has already executed a dealer conference in Thailand for the India dealers.

The agency declined to comment on future plans with this association at this point in time.

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