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Pulp Strategy adds NEC India to its client kitty, executes OOH campaign

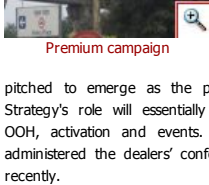
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network2media Bureau
 Wednesday, 26 September 2012 09:00 (IST)



Premium campaign

NEW DELHI: Pulp Strategy Communications won the business pursuant to a multiple agency pitch thereby adding NEC India Private Limited to its client portfolio. Pulp Strategy Delhi office is mandated to handle the OOH campaign as NEC India heralds the Indian Grand Prix 2012, in active collaboration with the Sauber F1 Team. NEC India is the premier partner of Sauber F1 Team.



NEC India had floated a structured process, whereby, several agencies participated and pitched to emerge as the preferred activation partner. Pulp Strategy's role will essentially comprise creative responsibilities, OOH, activation and events. Notably, Pulp Strategy also has administered the dealers' conference for NEC India in Thailand recently.



Strategic placements



Captive eyeballs

NEC India Pvt. Ltd. is a wholly-owned subsidiary of NEC Asia Pacific Pte. Ltd. and NEC Corporation and works with its customers to develop novel solutions and services for a ubiquitous networking society. Leveraging on NEC's unique capabilities in integrating IT and networking technologies for a diverse customer base across governments, businesses, individuals and societies worldwide, NEC India customises solutions to construct large-scale, highly reliable, scalable and flexible IT and network systems.



Vijayant Khattry

On the election of Pulp Strategy as its activation and OOH partner, Vijayant Khattry, national marketing manager, NEC India Pvt. Ltd., remarked, "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

Ambika Sharma, managing director and CEO, Pulp Strategy Communications, said, "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."

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