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Last Updated on 24 Sep 2012, 12:36

## Pulp Strategy adds NEC India to its client kitty

By A Correspondent

Pulp Strategy, a full-service experiential marketing and communications agency, has won the business pursuant to a multiple agency pitch thereby adding NEC India Private Limited to its client portfolio. Pulp Strategy Delhi office is now slated to handle 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'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.

On the election of Pulp Strategy as its activation and OOH partner, Vijayant Khatri (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, Managing Director & 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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