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## NEWS

### Former Jagran Solutions COO starts up Pulp Strategy Communications

Rachel George

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Ambika Sharma, the erstwhile COO of Jagran Solutions, has taken the path of entrepreneurship and begun a full service experiential marketing and communications agency, Pulp Strategy Communications. Pulp Strategy is fully operational and specializes in the B2C experiential marketing space, providing customized and measurable solutions to address specific brand marketing objectives.

Pulp Strategy provides a comprehensive range of integrated brand activation solutions under seven business verticals - Brand Activation, MICE, Retail & ISP, Rural Marketing, Consulting, Digital & Social Media, and Unique Youth connect Channel via - I cafes. The services include consumer promotions, product launches, contests and on-ground promotions, brand awareness and engagement modules, corporate events, conventions, loyalty and incentive programs, conferences, exhibition design creative planning and marketing services including conceptualizing and designing Web sites, social media integration, and ambient communications. The agency's strategists also provide customized solutions for focus group research analysis, mass marketing, customer acquisition and retention, channel acquisition and loyalty, focused consumer engagement modules, retail display management, rural marketing services and operational marketing services such as program and campaign management.

Commenting on the agency and its direction, Sharma said: "The activation industry is growing at the rate of 18 per cent CAGR. The market is still nascent with just a handful of organized players who provide comprehensive solutions. Marketers look at solutions that address their needs, are clutter breaking in connecting with consumers, and results which delight them. We will focus on all industries and brands which focus on consumer experience. We are a B2B agency specializing in B2C engagement. We will, however, for our I café vertical, focus on online, mobile handsets, eCommerce, gaming and technology brands targeting youth consumers."

Headquartered in Delhi, the company's business network extends to Mumbai, Bangalore, Hyderabad, Kolkata and Chennai, with international associate offices in the UK, Australia, the USA, Thailand, Singapore and UAE. The India execution network extends to over 2,300 towns and cities, and is powered by MIS and consumer insight of the 'Golden Heartland' cities. This insight was obtained by mapping the top 100 cities with information of pop strata distribution, residential areas, commercial complexes and schools, influencers, shopping districts, and web and traditional media consumption. Sharma said, "At this point, the planning, creative and business teams are based out of Delhi while the branch network is powered by operation and logistics teams and associates."

The agency strategists conform to the seven Ps, which are at the core of their solutions to ensure the best value and return on investment for the clients. The seven Ps comprise of the Pitch, People, Plan, Product, Promise, PR & WOM, and Package value.

The strategists understand the client's business, its requirements and strengths; ensure that learnings are incorporated to identify the loose ends in each custom solution; and measure the plan's ability to address pain areas and ability to logically calculate the ROI at the planning stage itself; provide customized, creative consumer insights and innovation driven solutions which integrate technology and technique, while delivering on ROI and quality.

With more than 76 cumulative years of industry experience in delivering award-winning campaigns for global consumer super brands and leading brands in India, the strategists have expertise across industries including media and entertainment, FMCG, telecom, personal care, retail, automobiles, and travel and lifestyle, amongst others. Commenting on the team, Sharma said: "We are a compact, effective and fast expanding team but we have been very selective in our people approach. We look at individuals who do not conform to stereotypes, we appreciate creativity but we also know that activation is about reality. At



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- Sr. Sales / Business Dev. Managers: 2 Nos
- Production Managers: 2 Nos
- Artiste Manager: 2 Nos
- HR Manager: 1 Nos.
- Designer 3 D: 2 Nos

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Pritti Ravindra, Vice President, Marketing, High Street Phoenix

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work and at play, our strategists are unique, dedicated, creative and realistic professionals who are passionate about what they do."

Pulp Strategy Communications | Ambika Sharma | Jagran Solutions

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