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Pulp Strategy wins 'Bronze' at the MAA Globe Awards 2012

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network2media Bureau
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NEW DELHI: Pulp Strategy Communications has added another feather in its cap with a 'Bronze' at the Globe Awards in the category 'Best Telecom, Utilities and Technology' for their campaign: 'Learn with Yahoo - New to Net' campaign. This award adds to Pulp Strategy's long list of existing accolades. Only four Indian agencies have won these coveted awards, Pulp Strategy being one of them.

The awards were announced at the 27th annual MAA Globe Awards during the MAA Worldwide Conference at the Park Hyatt, Chicago. Over 130 judges from 15 countries, representing agencies, clients, academia, media and industry associations carefully reviewed over 300 campaigns spanning across 25 countries in July and August this year.



Ambika Sharma

"We are thrilled with the win at the MAA Globes; it's indeed a high to realise the scale at which the programme takes place, and to absorb the fact that we made our place among the best of the best across the globe. This win not only speaks of our work which has shone with 17 awards this year, but also sets the pace for us to do better with each campaign in the future. Behind this win, silently glows our constant endeavour to deliver innovation and results", says Ambika Sharma, MD and CEO, Pulp Strategy Communications.

The Globes are the most competitive and renowned awards of the industry in the world. Only campaign winners in the PMAA and similar partner awards in each continent can enter into the Globes. Including the 'Best of the Best' Globe Award, 72 awards were given out in 25 Categories and announced at the 27th annual MAA Globe Awards during the MAA Worldwide Conference at the Park Hyatt, Chicago. Entries were received from six continents and some of the most innovative ideas came from Brazil, Russia, China, Ukraine and India.

The MAA Globe Awards recognise the very 'Best of the Best' in marketing campaigns executed globally with association partners: CAMPRO from Argentina, the APMA Stars from Australia and New Zealand, AMPRO from Brazil, CAPMA PROMO Awards from Canada, the JPM Awards from Japan, the PMAA Dragons of Asia, the Silver Mercury's from Russia and Ukraine, the IPM Awards from the UK and the PMA REGGIE Awards from the USA. Entries were also received from Israel, South Africa and Ireland.

Over 130 judges from 15 countries, representing agencies, clients, academia, media and industry associations carefully reviewed over 300 campaigns from 25 countries in July and August this year. Kathryn Williams, a judge from Australia, commented, "The entries are world class. My categories were perfect, and I found the calibre of work to be exceptional – in times where our marketing budgets seem to be drying up, creativity shines."

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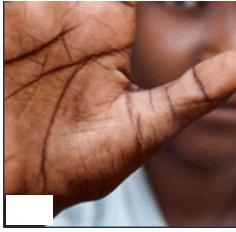
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