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Pulp Strategy brings home a Globe

By A Correspondent

Pulp Strategy Communications has added another feather to its cap by securing a bronze at Globe Awards in the category Best Telecom, Utilities and Technology for their campaign: Learn with Yahoo – New to Net campaign.

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.

"We are thrilled with the win at the MAA Globes; it's indeed a high to realize the scale at which the program 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," said Ambika Sharma, MD and CEO, Pulp Strategy Communications.

The Globes are the most competitive and renowned awards. Only the 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 – Globe, Silver and Bronze – were awarded 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 recognizes the very best in marketing campaigns executed globally with association partners: CAMPRO from Argentina, the APMA Stars from Australia & 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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