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## Brands today cannot afford not to be active on social media, Says Ambika Sharma, CEO Of Pulp Strategy

Tags: [Activation](#), [Agency](#), [Brand awareness](#), [Brands](#), [Digital platform](#), [Experiential Marketing](#), [marketing](#), [Mrs.Ambika Sharma](#), [Promotadka](#), [Pulp strategy](#), [Social media](#)

Ever been to a music festival on the beach where marketers bid for a moment of your time, everything burns a hole in your pocket and the sun just mostly burns every thing? Well this would have been true for almost all beach fests at



Google Lounge at Sunburn recently.

Interestingly in this year's Sunburn festival, Pulp Strategy communications: a full service experiential marketing and communications agency specializing in the Business to consumer experiential marketing space has created the unique experience keeping with the spirit of Google to delight consumers in everything it does. Ice-cold slush with refreshing flavors in delightfully shaped unique Branded slush bottles on the house and Straw hats from Google+ to keep out the scorching heat sweetened the experience.

With the heat burning down on hot sands at 35 degrees a few hours into the festival the Hats became a rage and the Slush a Hit as the thoughtful merchandise with a twist made its way to every hand and head. The 3 days saw more slush with a smile delivered than CCD may in a month across India! With consumers, flocking to the Google Lounge.



Ambika Sharma Managing Director & CEO Pulp Strategy Communications said "Pulp Strategy communications created the unique experience keeping with the spirit of Google to delight consumers in everything it does. Ice-cold slush with refreshing flavors in delightfully shaped unique Branded slush bottles on the house and Straw hats from Google+ to keep out the scorching heat sweetened the experience. The activation made a

splash harnessing the energy of the occasion, timing, relevance and its unusual approach to getting the consumer's engaged."

She further said, "The marketing strategy came from a strong insight of what consumers want as a method to communicating & what the brand would like to say. "

In a talk with audiencematters Ambika discussed not only about the "Surnburn Festival" but also about "Pulp Strategies" & more, here are some experts-

**1] Brief us about Pulp Strategy?**

Ans- Pulp Strategy specializes in the Business to consumer 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 the of the various vertical business vertical Brands like Retail & ISP Rural Marketing | Consulting | Digital & Social Media etc.

**2] According to you what are the advantages of Marketing on Digital platform for a particular brand?**

Ans- I have always believed that a well delivered experience recruits u a consumer, he may not convert immediately but when the time to buy comes he will consider the best experience at the top of his list. Once the experience is delivered you can't just let him go without keeping in touch! Integrating social media platforms with ground activation gives the added advantage of being able to retain, converse regularly, re-engage frequently, and help build positive WOM. Being able to provide a holistic solution which brings out the best value from digital to ground activation or from experiential marketing to a social platform is a strong advantage.

**3] Brief us about advertising strategies of Pulp?**

Ans-The Activation Industry is growing at the rate of 18% CAGR. The Market is still nascent with just a handful of organized players who provide comprehensive solutions, marketers look at solutions which address their needs, are clutter breaking in connecting with consumers and results which delight them, the work we deliver will create the niche for us. At the very core of our solutions are the 7 P's. Each Strategist conforms to the 7 P's to ensure the best value and return on investment for all our clients.

**4] Any particular challenges throughout the journey with Pulp Strategy?**

Ans- Change is never easy, and if there are no challenges then one is not doing enough. We take each new pitch and brief as a challenge, at times we thought taking the safe route was easy but now in retrospect its turned out better each time that we did not.As a young challenger agency we work harder for each goal and strive to achieve better results than we thought the previous day. In our journey this has become a part of our attitude, to make this a habit was the strongest challenge.

**5] Please brief us about your current clients?**

Ans- We work with industries and brands which focus on consumer experience. We have serviced and developed and delivered solutions for Brands like Yahoo India, Google Chrome, Youtube Windows Phone, and Microsoft India, Timeless Constructions and Nokia Lumia 800 recently amongst others.

We however for our I café vertical focus on online, mobile handsets, eCommerce, Gaming and technology brands targeting youth consumers. Pulp Strategy also owns powerful digital properties, which are part of our offering to clients .This provides a Power Full Punch to our offering to our White goods, Smartphones, IT and technology Clients, she concluded.