

Pulp Strategy delighted festival goers at the Sunburn festival 2011

Pulp Strategy Communications, a full service experiential marketing and communications, agency, created a unique experience for festival-goers at the Google's lounge of the Sunburn 2011 festival, keeping with the spirit of Google to delight consumers with everything it does.

Ice-cold slush with refreshing flavors in delightfully shaped, uniquely branded slush bottles on the house and straw hats from Google+ to keep out the scorching heat sweetened the experience.

The slush bottles were specially designed in cool twisted shapes and the straw hats were custom made and were subtly branded.

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Ambika Sharma Managing Director & CEO Pulp Strategy Communications 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. It's about generating consumer love for a brand. It was important that every element be delightful as well as relevant. We have all seen the T's and the pen's and key chains at such occasions that sometimes they are just blind spots, we wanted to be fresh and different."

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