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Pulp Strategy named 'Youth Marketing Agency of the Year'

By A Correspondent

Pulp Strategy was given the 'Youth Marketing Agency of the Year' award at the Global Youth Marketing Forum by CMO Asia. The Youth Marketing Forum is the largest rendezvous of youth experts, marketing professionals, cool hunters and brand marketing specialists, with the focus of 2013 being on bold vision and brand ideas for the youth audiences.

Pulp Strategy creates and develops engagement initiatives with youth communities and works with over 4,000 campuses across India, including the premier business and engineering Ivy League campuses. A substantial chunk of the agency's body of work is centred on youth marketing. Having taken an unconventional approach to experiential marketing, Pulp Strategy has built expertise in peer-to-peer marketing, ambassador-led programmes, influencer marketing and community seeding in addition to traditional experiential marketing and brand activation campaigns.



Ambika Sharma

"Youth is a much sought after consumer segment as they are early adopters and value brand engagement when in the correct perspective. We utilize a strong social media connect as part of the relationship building process in addition to using experiential marketing to create seamless engagements with the audience," said Ambika Sharma, MD and CEO, Pulp Strategy Communication.

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