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Business Wire

Pulp Strategy Takes Youth Marketing to a New Level with NFC Based Engagement Solutions



Browse, choose, review, download, connect with brands on social media and even buy with a single tap, thanks to NFC based engagement solutions which are successfully enabling brands to take their products to customer's smart phone. Whether it's that latest app to be shared with the audience or instant download of the brands product brochure. Be it giving away cool music content or offer coupons at retail outlets Marketing to youth just got cooler!

In the realm of new technologies, Near Field Communication (NFC) has clear potential and practical uses. This short-range wireless connectivity technology makes it possible to browse, choose, review, download, connect with brands on social media and even buy with a single tap.

To enhance the consumer experience and prolong the engagement with the consumer, **Pulp Strategy Communications** launched NFC based engagement solutions, therefore, allowing brands to engage with consumers in an interesting and meaningful way on a realtime basis. Near Field Communication is wireless technology for smart phones and similar devices to share information via touch. With smart phone penetration at 10% in India, the stage is set for creating unique experiences and enhanced engagement campaigns for consumers.

Commenting on the new offering Ambika Sharma, MD & CEO Pulp Strategy said, "Every marketer's dream is a consumer who looks for value but appreciates innovation. A marketer's nightmare is the consumer easily bored, wants everything on the go, and has seen it all before. Our NFC solutions for retail and brand activation help enhance the consumer experience, spice up and prolong the engagement with the consumer."

Pulp Strategy empowers brands with customized consumer experiences, spiced with engaging technology and real time analytics to ensure a closely monitored boost in ROI. This comes as a breather in today's cluttered space where brands consistently work to hold the consumers attention without diluting the brand presence. Smart phones are the most personal things we own, to be able to take your product there – that truly has potential.

Pulp always strives towards excellent traction for its campaigns. Last year, Pulp Strategy launched the Augmented Reality Mobile application which is getting excellent traction for the campaigns using this app.

Pulp Strategy powered the 1st NFC initiative with 30 Virtual stores in Delhi and B'lore for Yebhi.com. The virtual stores are strategically placed in premium cafes and have seen a lot of interest from consumers. The virtual stores allow consumers to shop for a product of their choice with a single tap of their smart phones. It takes seconds to get the product of your choice and in all sizes and colors! With thousands of trials in just the 1st few days the traction and consumer excitement is amazing!

Commenting on the occasion, Mr. Nikhil Rungta, Chief Business Officer, Yebhi.com said, "30 Virtual Stores is first-in-class initiative in the eCommerce category from Yebhi.com. We have used the latest NFC technology to enhance user experience, as it is quick, easy and very interactive. We feel this is our first step towards training and exciting users towards mCommerce. We feel this kind of initiative can be a true game changer in retailing as it is a hybrid of both online and offline."

For more information on the product and its application in retail and experiential marketing campaigns view http://youtu.be/C_RBj2jADrw.

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