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



30-May-2013 01:08 PM

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 broacher. 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

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