



**AUTO MALL SEASON 3
@ AMBIENCE MALL, GURGAON
19 – 21 JUNE 2015**

IPs managed:



THE
 HOTTEST
 AUTO SHOW
 IN TOWN

SEASON
3



A VENTURE OF
RelioQuickTM

IP MANAGED BY



Authorized Partner
 Bird Automotive

DSK  **Benelli**



Go Further



JAGUAR

Kawasaki



Mercedes-Benz

Mahindra
 Rise.



RENAULT
 Passion for life

ŠKODA



BUILT QDR  **TOYOTA**
 Quality Revolution

Auto Mall @ Ambience Mall, Gurgaon: 19-21 JUNE 2015 – Event Synopsis

After the grand success of Auto Mall season 2 in Feb 2015,
Auto Mall season 3 @ Ambience Mall was organized from **June 19 – 21, 2015**.

The event has **participation from 14 leading automobile brands**
BMW, BENELLI, DUCATI, FORD, HYOSUNG, JAGUAR, KAWASAKI, MERCEDES-BENZ
MINI, MAHINDRA, RENAULT, SKODA, TOYOTA and TRIUMPH.

Auto Mall @ Ambience Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike.
Auto Mall showcased automobiles for all budgets.

All the brands put together generated over **2526 enquiries** and **284+ hot prospects** and **272 Test Drive Registration**.
Over **1.5 lakh people visited** Ambience Mall during Auto Mall event weekend.

Concerts organized by Ambience Mall on the occasion of World Music Day were an added attraction for the visitors.



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Pre Event Promotion

To generate visibility and awareness, Auto Mall event was promoted well in advance

A well planned and executed digital and social media campaign on Twitter and facebook created huge visibility, awareness and engagement with the Event

On ground branding at Ambience Mall was done 2 weeks prior to the event through Backdrops, Standees and LED Screens to create awareness and visibility amongst the Mall visitors.

Radio FM campaign was carried on Red FM.



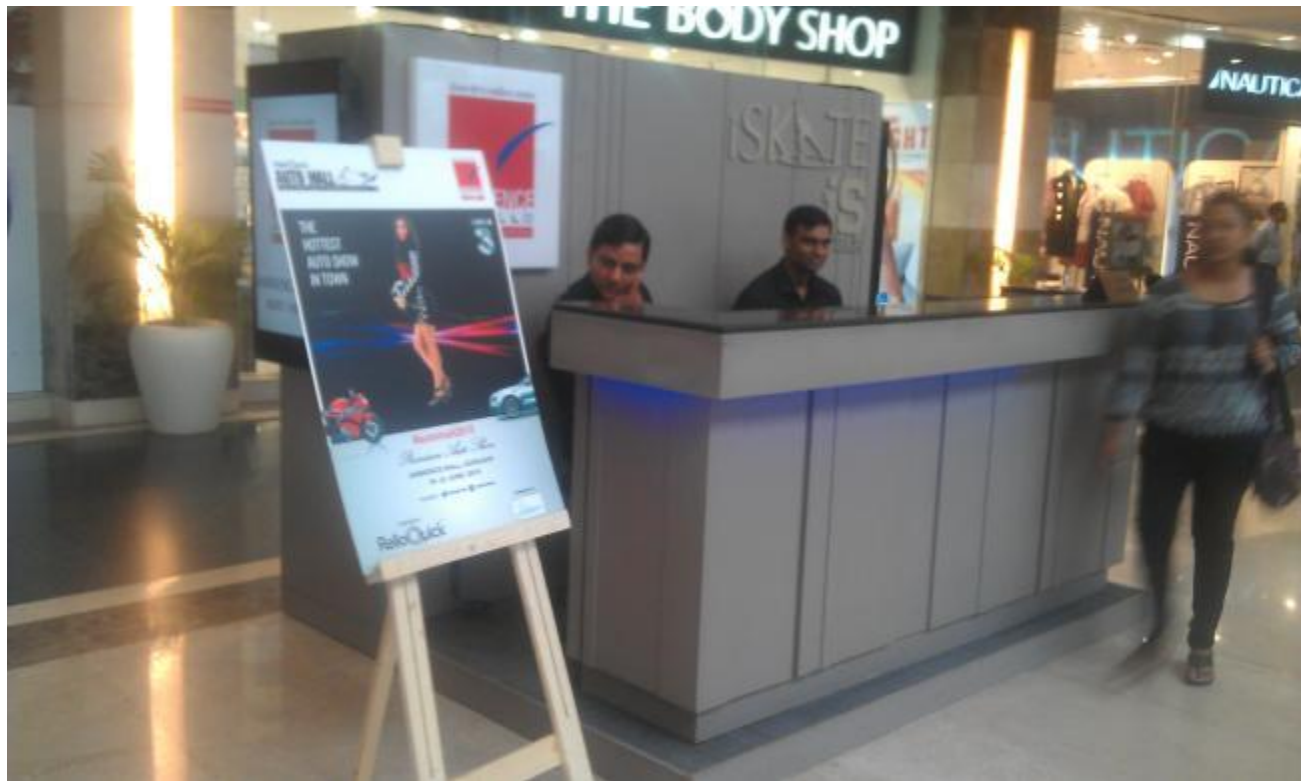
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Pre Event Promotion – On Ground Branding





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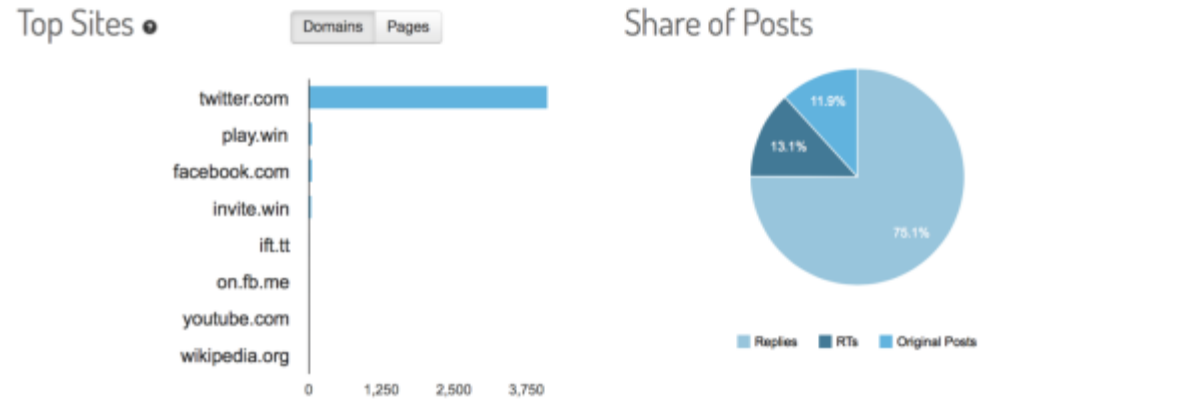


#Automall2015 15 - 21 June, Gurgaon

Real-time Tracker: #automall2015



169820146 Impressions through Twitter Contest



75% Replies



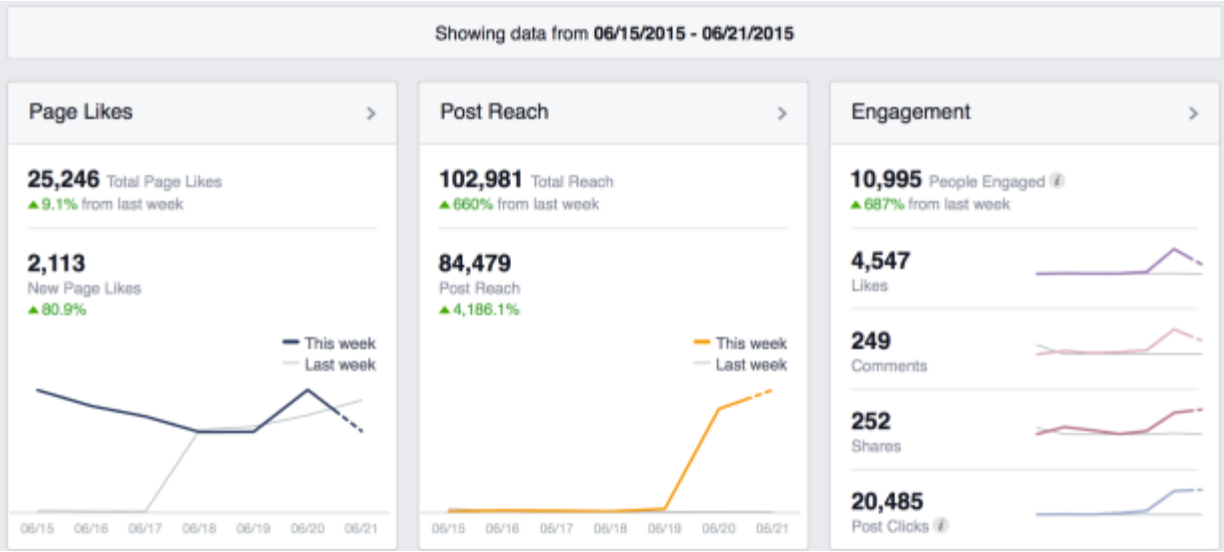
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#Automall2015 15 - 21 June, Gurgaon

Overtaken CarTrade and CarWale



Add Pages Likes, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1 Autocar India	1.8m	▲1.1%	77	353.2K
2 CarDekho	577.8K	▲0.8%	33	100.1K
3 ZigWheels	439.7K	▲3.2%	46	29.7K
4 CarWale	139.6K	▲0.2%	36	1.9K
5 CarTrade.com	131.4K	▲2.6%	27	1.1K
6 Auto Mall India	25.2K	▲8.8%	181	2.4K



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Facebook Get Clicked Contest

#Automall2015



1,000 + Images
of visitors captured from on ground,
Customised and Posted on Auto Mall
Facebook Page in 3 days

Auto Mall 2015 Gurgaon
1,000 photos

James Bond and Cars – Contest on TWITTER and FACEBOOK

RelioQuick **AUTO MALL** INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION™

AMBIENCE MALL

© 2008 *Quantum of Solace* | 2008 Aston Martin DBS V12
Cost New: \$265,846



Top Speed 181mph >>>

© 2012 *Skyfall* | 1963 Aston Martin DB5
Cost New: \$107,834



Top Speed 142mph >>>

BOND CARS

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Premium Auto Show

AMBIENCE MALL, GURGAON
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RelioQuick **AUTO MALL** INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION™

AMBIENCE MALL

BOND CARS

2015 Spectre | Aston Martin DB10
Cost New: \$ 500000



Top Speed 200mph >>>

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Participating Brands Promotion on FACEBOOK and EDMs

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"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



Showcasing
BMW
@ AutoMall

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Open Area at DDA Circle
AMBIENCE MALL
Gurgaon

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Showcasing
KAWASAKI
@ AutoMall

Ninja ZX-14R
KING OF ALL SPORT BIKES

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Open Area at DDA Circle
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Participation Brands Promotion on FACEBOOK and EDMs

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AMBIENCE MALL

Showcasing
FORD
@ AutoMall

**NO.1 IN QUALITY.
OUR TRIBUTE TO YOU.**

India's most awarded vehicle ever is now the highest ranked SUV in the J.D. Power Award for Initial Quality.



13th Place India Initial Quality Study (SIQ) by J.D. Power (2014). EcoSport has won the most number of awards amongst SUVs in the year 2014.

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"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

AMBIENCE MALL

Showcasing
Luxury beyond Excellence
and
World's No.1 Sedan
@ AutoMall



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Event Glimpses



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AUTO MALL
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THANK YOU



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