

## Our New Identity



*The Stratagem Symbol signifies a convergence of digital and physical experiences leading to infinite possibilities for the new-age marketer.*

RELIO QUICK AUTO MALL  
@Pacific Mall, Dehradun

08 – 10 Dec. 17

# ABOUT US

We create a seamless blend of **Online & Offline**

## BRAND EXPERIENCES

On one hand, Digital Channels are taking over all other mediums of marketing. They're much more measurable and people are opening up to brands online like never before.

At the same time, On-Ground Experiences are getting bigger and better, with the use of latest technologies like AR/VR and improving quality of design and execution. Consumers want their brands to be more than just twitter handles!

Team Stratagem identifies strongly with this convergence of Digital and Experiential Marketing. Our backgrounds and capabilities make us an excellent fit to lead this convergence for our clients.



*The Stratagem Symbol signifies a convergence of digital and physical experiences leading to infinite possibilities for the new-age marketer*

# ABOUT AUTOMALL

- **Auto Mall** is an IP (Intellectual Property) of RQ managed by Stratagem Business Consulting
- The first Auto Mall was launched in Delhi in 2002. Encouraged by participation from leading car and two wheeler manufacturers, OEMs, auto finance and insurance companies, Auto Mall became an business epicenter which provided opportunities to industry players to showcase their products and services. For visitors, it was a great platform to find various products under the one roof.
- Over the years Auto Mall has become India's Largest Multicity Automobile Exhibition in India covering cities Delhi, Chandigarh, Ludhiana, Mumbai, Ahmedabad, Bangalore and Chennai covering 3000 sq m to 10,000 sq m of space in an indoor venue or built up outdoor venues.

## Auto Mall @ Pacific Mall, Dehradun: 08 – 10 Dec. 17 – Event Synopsis

After the Grand Success of Auto Mall Season 1 in Oct. 2017  
Relio Quick Auto Mall Season 2 @ Pacific Mall, Dehradun was organized from  
Dec. 08 – 10, 2017.

Top 7 leading automobile brands participated  
HONDA CARS, RENAULT, TATA MOTORS, TOYOTA, HERO, HONDA BIKES, UM Motorcycles

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

All the brands put together generated over 166+ Hot Enquires, 500+ Enquires, and  
Over 1.15+ Lakh people visited Pacific Mall, during Auto Mall event weekend.



TOUCH & FEEL  
YOUR



FAVOURITE MODELS

*Premium Auto Show*

08 – 10 Dec.


Pacific Mall, Dehradun



# Premium Auto Show

08 - 10 Dec.

Pacific Mall, Dehradun

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IP MANAGED BY  
**Team  
Stratagem** 



## Pre Event Promotion

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

A well planned and executed digital and social media campaign on Facebook created great visibility, Awareness and engagement with the Event

On-ground branding at the Mall was done 1 week prior to the event through Backdrops and standees Screens to create awareness and visibility amongst the Mall visitors.

# Pre Event Promotion – On Ground Branding



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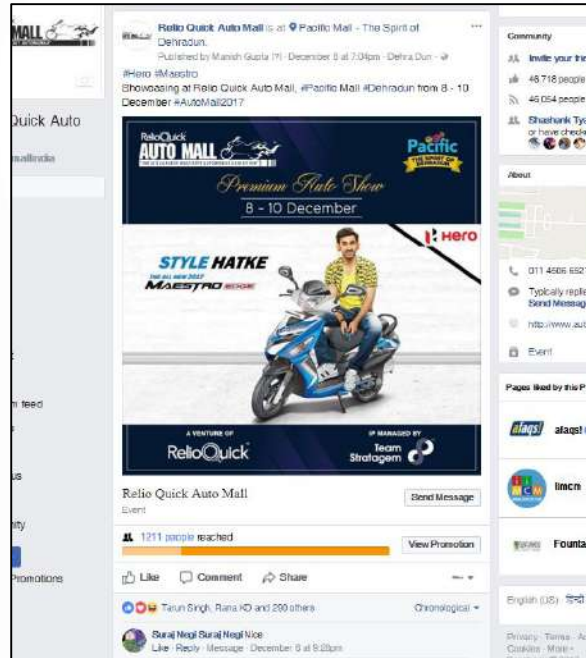


# Pre Event Promotion – Event page

The screenshot shows a Facebook event page for 'Premium Auto Show'. The event is organized by 'Relio Quick Auto Mall' and is scheduled for December 8-10 at Pacific Mall, Dehradun. The event poster features a red sports car and a yellow motorcycle. The text on the poster includes 'TOUCH & FEEL YOUR FAVOURITE MODELS', 'Relio Quick AUTO MALL', 'Premium Auto Show', '08 - 10 December', and 'Pacific Mall, Dehradun'. The Facebook interface shows the event details, a 'Boost Unavailable' button, and interaction options like 'Like' and 'Comment'. The right sidebar contains contact information (011 4506 6521), a 'Send Message' button, and a list of pages liked by the event page, including 'afaqs!', 'lincm', and 'Fountainhead'.



# Pre Event Promotion – EDM on facebook



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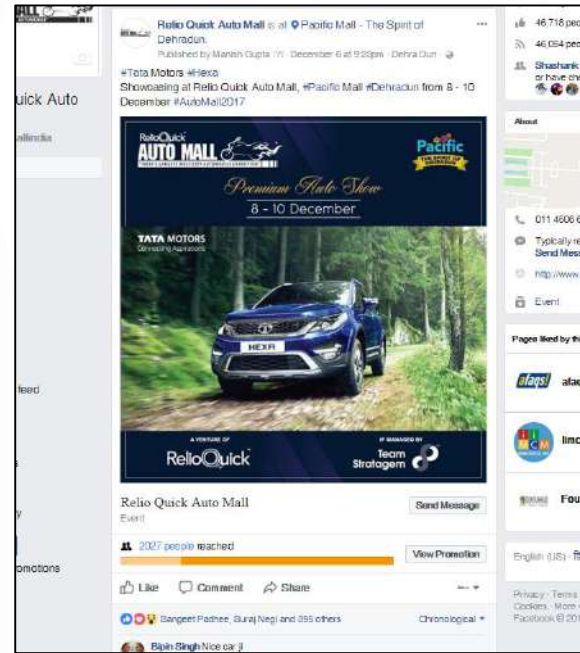
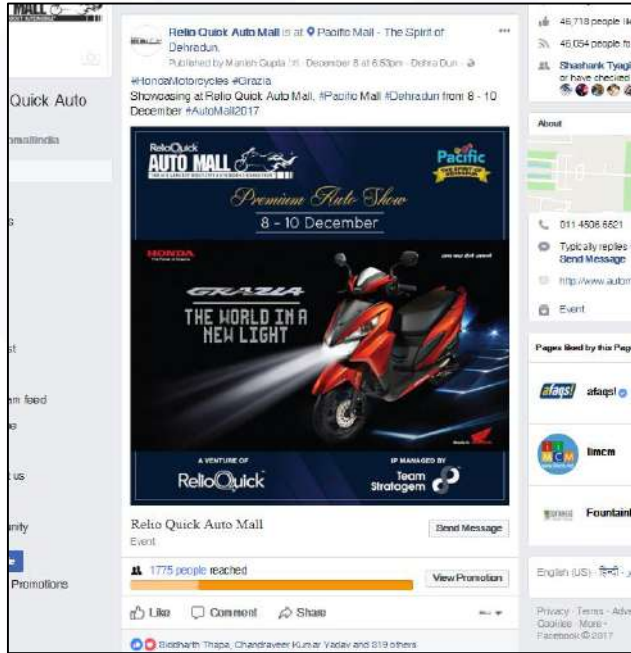
Premium Auto Show  
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Pacific Mall, Dehradun



# Pre Event Promotion – EDM on facebook



# Pre Event Promotion – EDM on facebook



TOUCH & FEEL  
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Premium Auto Show

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Pacific Mall, Dehradun



# Pre Event Promotion – EDM on facebook



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Pacific Mall, Dehradun



# Event Promotion – On Ground Branding



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

71  
AutoMall

TATA MOTORS  
Smart & Dependable

Showing  
@ Relio Quick Auto Mall  
*Premium Auto Show*  
8 - 10 December  
Pacific Mall, Dehradun

**Pacific**  
THE SPIRIT OF DEHRADUN

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71  
AutoMall

HONDA

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TOYOTA

Showing  
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TOUCH & FEEL  
YOUR FAVOURITE MODELS



*Premium Auto Show*  
08 - 10 Dec.  
Pacific Mall, Dehradun

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THE SPIRIT OF DEHRADUN

# Event Promotion – On Ground Branding

RelioQuick AUTO MALL  
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" ■■■

71 AutoMall

Hero

**STYLE HATKE**  
FOR ALL NEW 2021  
**MAESTRO** HERO

Showcasing  
@ Relio Quick Auto Mall  
*Premium Auto Show*  
8 - 10 December  
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71 AutoMall

RENAULT  
Kwid

Showcasing  
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"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" ■■■

71 AutoMall

UM  
UNDERSTANDING

**THE AMERICAN STAR**  
ON INDIAN ROADS

Showcasing  
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TOUCH & FEEL  
YOUR FAVOURITE MODELS

*Premium Auto Show*  
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THE SPIRIT OF DEHRADUN

# Event Promotion – On Ground Branding

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

71<sup>st</sup>  
AutoMall

HONDA  
ONE NEW WORLD

GRAZIA  
THE WORLD IN A  
NEW LIGHT

Showcasing  
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Pacific  
THE SPIRIT OF DEHRADUN

# Event Promotion – Facebook post with brands

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

Visit Today! Relio Quick Auto Mall

**3 Super Exciting Auto Shows**  
at your Favourite Shopping Destinations in

**BENGALURU**  
**ORION**  
MALL BY INORBIT

**HYDRABAD**  
**Inorbit**  
MALL

**DEHRADUN**  
**Pacific**  
MALL

**08<sup>th</sup> - 10<sup>th</sup> December**

**Participants:**

- TATA MOTORS**  
LAFORZA, NEXA & CO  
NEXA, NEXON, TIGOR, TIGOR
- TATA MOTORS**  
CATERpillar, NEXON & CO  
NEXA, NEXON, TIGOR, TIGOR
- TATA MOTORS**  
CATERpillar, NEXON & CO  
NEXA, NEXON
- Ford**  
Genius, NEW SCORPIO
- MAHINDRA**  
New of Life  
EVE, BREEZA, AUTO NACIONAL, CELESTO
- HONDA**  
WR-V
- Mahindra**  
SUV, SUV, SUV, SUV
- Mahindra**  
SUV, SUV, SUV, SUV
- TOYOTA**  
INNOVA, CRISTA
- SKODA**  
INDIGO, RAPID
- TOYOTA**  
INNOVA, CRISTA
- HERO**  
MAESTRO, DASH, PLEASURE
- Volkswagen**  
POLO, DE AMIGO
- RENAULT**  
CAPTUR, KWID
- HERO**  
MAESTRO, DASH, PLEASURE
- RENAULT**  
CAPTUR, KWID
- TVS**  
APACHE, JUBITER
- HONDA**  
SHIVA
- ROYAL ENFIELD**  
STANDARD 350, CLASSIC 350, THUNDERBOLT 350, TIGOR 350
- apritia**  
DASH 350, DASH 200, DASH 300, RC 200
- apritia**  
DASH 350, DASH 200, DASH 300, RC 200
- apritia**  
DASH 350, DASH 200, DASH 300, RC 200
- apritia**  
DASH 350, DASH 200, DASH 300, RC 200



TOUCH & FEEL  
YOUR



FAVOURITE MODELS

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# Live Happenings

Relio Quick Auto Mall added 10 new photos — at Pacific Mall — The Spirit of Dehradun  
Published by Shrey Kapoor · December 9 at 1:18pm · Dehra Dun · [@](#)  
#AutoMall2017 Showcasing the latest models from #Toyota #TataMotors #Renault #Honda #Hero #JMMotocycles #HondaMotorcycles at Pacific Mall - The Spirit of Dehradun this weekend. #AutoShow #Cars #Bikes #Dehradun #PacificMall

49K likes · 49K followers

See Page for more photos from this post

15 were here

82,335 people

Community

- Invite your friends
- 46,718 people
- 46,054 people
- Share with friends or have a check-in

About

011 4500 6521

Typically replies

Send Message

<http://www.auto>

Event

Pages Used by this Page

alaps afapd



Premium Auto Show  
08 - 10 Dec.  
Pacific Mall, Dehradun



## Event Glimpses

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RelioQuick  
**AUTO MALL**  
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" |||

TOUCH & FEEL  
 YOUR



**FAVOURITE MODELS**

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**Pacific**  
 THE SPIRIT OF  
 DEHRADUN



HONDA



08.12.17



08.12.17



08.12.17

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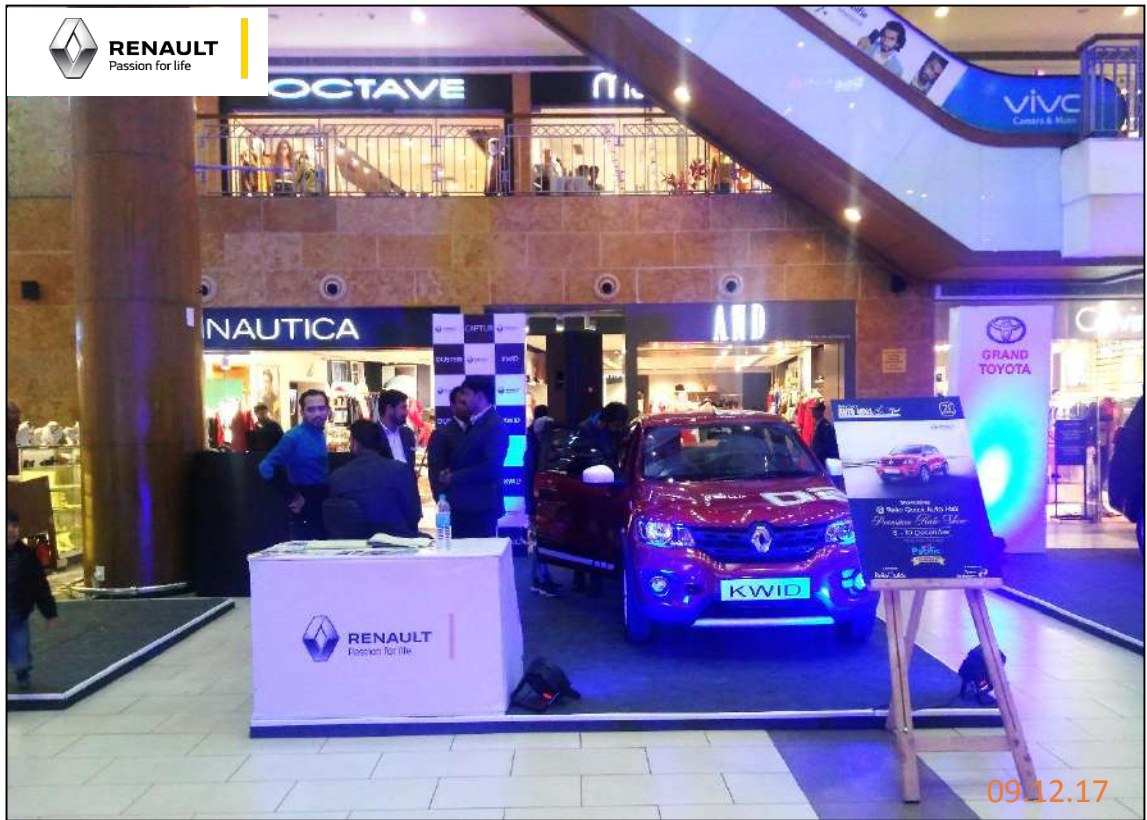
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**TATA MOTORS**  
Connecting Aspirations



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TOYOTA



08.12.17



09.12.17



10.12.17

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**THANK YOU**