

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@
The Pavillion Mall, Pune
(Exclusive Vintage & Classic
Car Show)

26 - 28, Jan'18

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.



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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.

Relio Quick Auto Mall @ The Pavillion Mall, Pune: 26 - 28 Jan'18 – Event Synopsis

Exclusive Vintage & Classic Car Show was organised from 26 – 28 Jan'18@ The Pavillion Mall, Pune

The objective was to make the mall visitors Experience [Vintage](#) & [Classic](#) Cars from the mid-20th Century!

Following the robust marketing campaigns run on Facebook by both Relio Quick Auto Mall and The Pavillion Mall, there was a huge turnout of enthusiasts to visit the show. Additionally, thousands of regular mall visitors thronged the car models on display to get their pictures clicked with the attractive cars.

The models present in the show were:

Dodge Kingsway(1958), Buick Limo(1934), Crysler (1932), Dodge Brothers (1931), Fiat Ardita (1935), Rilay (1950), BSA Plunger (1950),

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



**THIS REPUBLIC DAY,
TAKE A
DRIVE DOWN
MEMORY LANE.**

A VENTURE OF

RelioQuick™

*Exclusive Vintage &
Classic Car Show*

26TH - 28TH JANUARY

THE PAVILLION, PUNE

THE PAVILLION

PUNE'S PREMIUM SHOPPING DESTINATION
S.B. ROAD, NEXT TO JW MARRIOTT



IP MANAGED BY

Team
Stratagem




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 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



**THIS REPUBLIC DAY,
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CHRYSLER (1932)




*Exclusive Vintage &
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26TH - 28TH JANUARY


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**THIS REPUBLIC DAY,
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BUICK LIMO (1934)




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**THIS REPUBLIC DAY,
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DODGE BROTHERS (1931)




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**THIS REPUBLIC DAY,
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DODGE KINGSWAY (1958)



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Pre Event Promotion – On Ground Branding

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FIAT ARDITA (1935)

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RILEY (1950)

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BSA ZB31 PLUNGER (1950)

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Event Promotion – On Line

The screenshot shows a Facebook event page for 'Exclusive Vintage & Classic Car Show'. The event is hosted by Relio Quick Auto Mall and is public. The event dates are from January 26th to 28th, 2018, at The Pavillion in Pune. The event description includes the text: 'THIS REPUBLIC DAY, TAKE A DRIVE DOWN MEMORY LANE. Exclusive Vintage & Classic Car Show 26th - 28th JANUARY THE PAVILLION, PUNE'. The event is managed by Team Stratagem. The page also features a 'Create New Event' button, a language selector (English (US)), and a footer with 'Privacy - Terms - Advertising - Cookies - More - Facebook © 2018'.

Event Promotion – On Line

This screenshot shows the Facebook event page for 'Relio Quick Auto Mall' in Pune. The event is titled 'Rilay (1950) Showcasing at Exclusive Vintage & Classic Car Show @ The Pavillion Mall, Pune from 26th - 28th Jan'. The main image features a vintage blue car and the text: 'THIS REPUBLIC DAY, TAKE A DRIVE DOWN MEMORY LANE. Exclusive Vintage & Classic Car Show 26TH - 28TH JANUARY THE PAVILLION PUNE'S PREMIUM SHOPPING DESTINATION S.B. ROAD, NEXT TO JW MARRIOTT'. The page shows 71K likes, 71K follows, and 214 people reached. The event is managed by Team Stratagem.

This screenshot shows another view of the Facebook event page for 'Relio Quick Auto Mall' in Pune. The event is titled 'Dodge Kingsway (1958) Showcasing at Exclusive Vintage & Classic Car Show @ The Pavillion Mall, Pune from 26th - 28th Jan'. The main image features a vintage red Dodge Kingsway car and the text: 'THIS REPUBLIC DAY, TAKE A DRIVE DOWN MEMORY LANE. Exclusive Vintage & Classic Car Show 26TH - 28TH JANUARY THE PAVILLION PUNE'S PREMIUM SHOPPING DESTINATION S.B. ROAD, NEXT TO JW MARRIOTT'. The page shows 352 people reached and is managed by Team Stratagem.



Exclusive Vintage &
Classic Car Show

26TH - 28TH JANUARY

THE PAVILLION
PUNE'S PREMIUM SHOPPING DESTINATION
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Event Promotion – On Line

Relio Quick Auto Mall is at The Pavillion Pune
Published by Manish Gupta 191 · January 26 at 12:00am · Pune ·

Fiat Ardita 2000 (1935) Showcasing at Exclusive Vintage & Classic Car Show @ The Pavillion Mall, Pune from 26th - 28th Jan #AutoMall2018 #VintageCars

THIS REPUBLIC DAY, TAKE A DRIVE DOWN MEMORY LANE. **FIAT ARDITA (1935)**

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Relio Quick Auto Mall Event
154 people reached

Like Comment Share

Gaurav Mishra Gaurav Mishra

Community: Shashank Tyagi and 14 or have checked in
Invite Friends
71,957 people like this
71,301 people follow this

About: 011 4506 6521
Send Message
http://www.automallin...
Event
Suggest Edits

Pages liked by this Page: InVision Enterts, Motion Arcs, Nuptialknots

Relio Quick Auto Mall is at The Pavillion Pune
Published by Manish Gupta 191 · January 25 at 7:07pm · Pune ·

Dodge Brothers (1931) Showcasing at Exclusive Vintage & Classic Car Show @ The Pavillion Mall, Pune from 26th - 28th Jan #AutoMall2018 #VintageCars

THIS REPUBLIC DAY, TAKE A DRIVE DOWN MEMORY LANE. **DODGE BROTHERS (1931)**

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Relio Quick Auto Mall Event
1,953 people reached

Like Comment Share

Sanket Soth, Saurabh Chandranvansi and 408 others

Write a comment...

Community: Shashank Tyagi and 14 or have checked in
Invite Friends
71,957 people like this
71,301 people follow this

About: 011 4506 6521
Send Message
http://www.autom...
Event
Suggest Edits

Pages liked by this Page: InVision E, Motion Arc, Nuptialkno

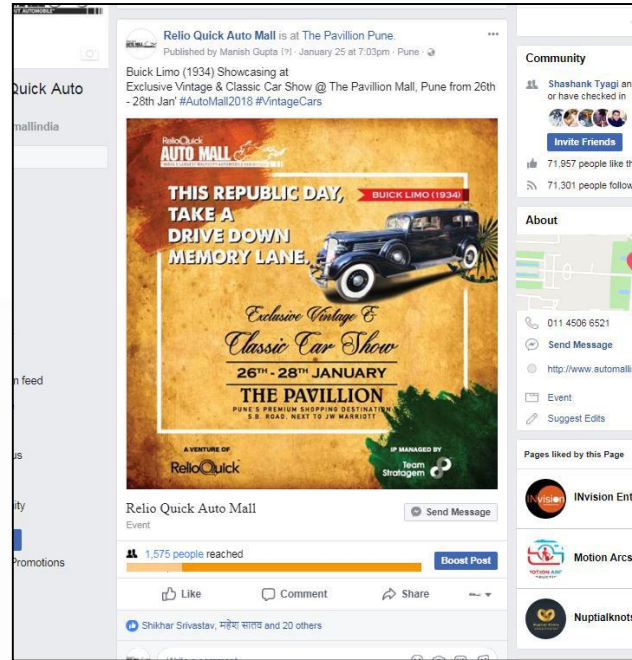
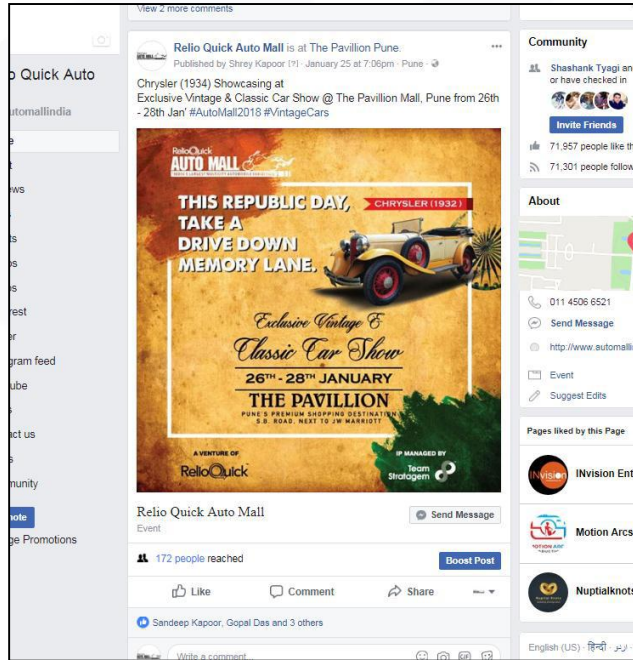


Exclusive Vintage & Classic Car Show

26TH - 28TH JANUARY

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Event Promotion – On Line



Event Promotion – On Line



Live Happenings

The screenshot shows a Facebook post from the page 'Relio Quick Auto Mall'. The post text reads: 'This weekend, head to Pune's Premium Shopping Destination, The Pavillion Pune to catch a glimpse of the enthralling #Vintage and #Classic Cars on display! 26th-28th Jan #AutoMall2018'. The main image shows a vintage car on a red carpet. Below it are three smaller images showing different cars and a '+5' icon. The post has 16,455 people reached and 13 shares. The right sidebar shows page statistics: 71K likes, 71K follows, and 71,957 people like this page. The 'About' section shows a phone number (011 4506 6521) and a website link (http://www.automall.in).

Event Glimpses





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

*Exclusive Vintage &
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26TH - 28TH JANUARY

THE PAVILLION
PUNE'S PREMIUM SHOPPING DESTINATION
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THE PAVILLION
 PUNE'S PREMIUM SHOPPING DESTINATION
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THANK YOU