

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
Season 3
@Pacific Mall, Dehradun

09 – 11 Feb' 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.



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.

Relio Quick Auto Mall @ Pacific Mall, Dehradun: 09 – 11 Feb' 18 – Event Synopsis

After the Grand Success of Auto Mall Season 2 in Dec' 2017
Relio Quick Auto Mall Season 3 @ Pacific Mall, Dehradun was organized from
Feb' 09 – 11, 2018.

Top 5 leading automobile brands participated
AUDI, JLR, TATA MOTORS, NEXA, 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.



Premium Auto Show

09th, 10th & 11th Feb'

Pacific Mall, Dehradun

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IP MANAGED BY
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N E X A



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



Pre Event Promotion – Event page

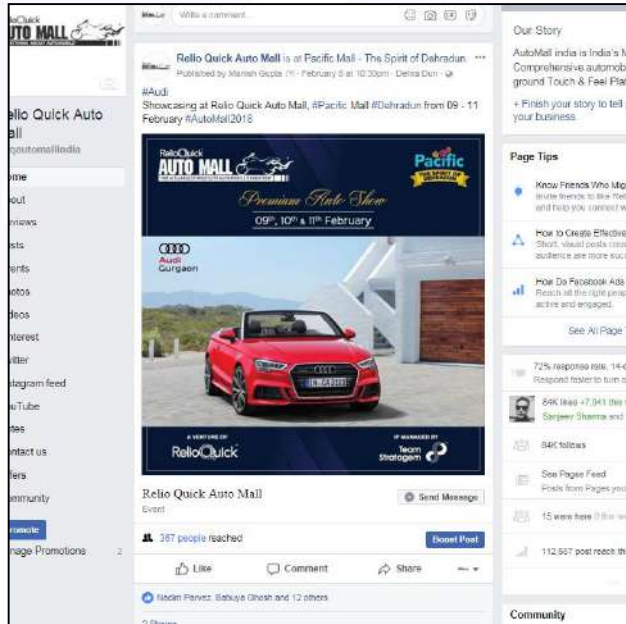
The screenshot shows a Facebook event page for 'Relio Quick Auto Mall'. The event is titled 'Premium Auto Show' and is scheduled for February 9th, 10th, and 11th at Pacific Mall, Dehradun. The event description includes the hashtag #AutoMall2018 and the phrase 'TOUCH & FEEL YOUR FAVOURITE MODELS'. The event page features a promotional banner with a red car and a yellow motorcycle. The page also shows engagement metrics such as 84K likes and 84K follows, and a 'Boost Unavailable' button. The right sidebar contains 'Page Tips' and a '72% response rate' metric.



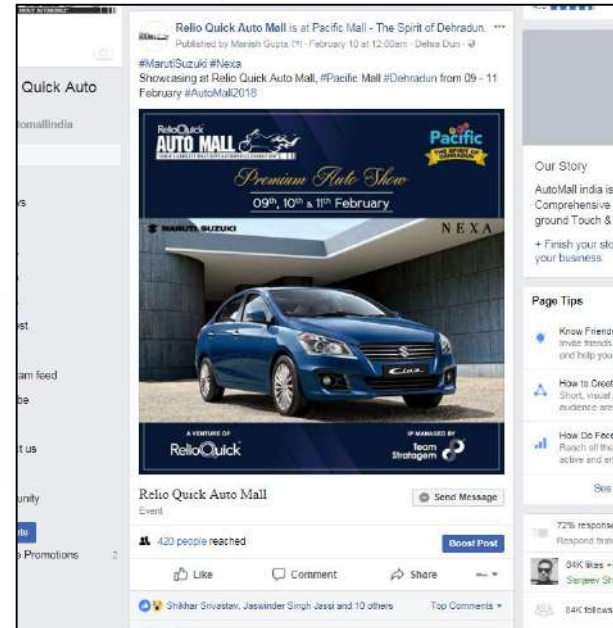
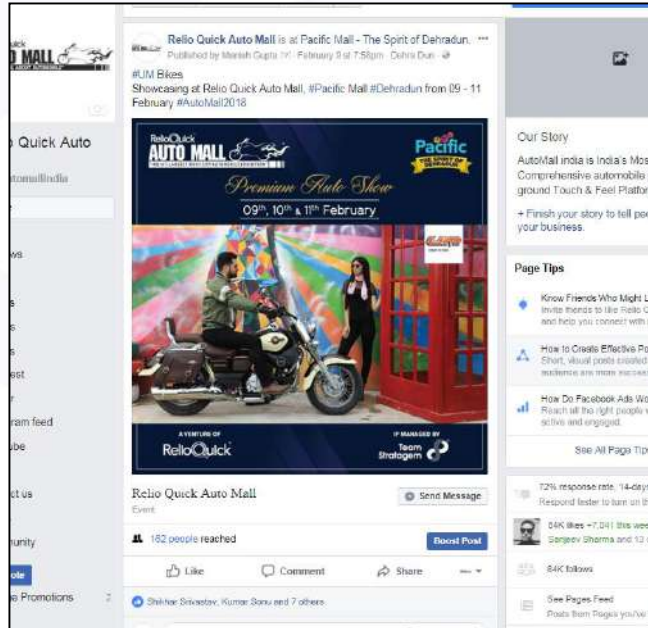
Premium Auto Show
09th, 10th & 11th Feb'
Pacific Mall, Dehradun



Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



TOUCH & FEEL YOUR



FAVOURITE MODELS

Premium Auto Show 09th, 10th & 11th Feb^r

Pacific Mall, Dehradun



Pre Event Promotion – EDM on facebook



Event Promotion – On Ground Branding

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

77 AutoMall

THE AMERICAN STAR
ON INDIAN ROADS

UM
HIGHLIGHT 2015



Showing
@ Relio Quick Auto Mall
Premium Auto Show
09th, 10th & 11th February
Pacific Mall, Dehradun

Pacific
THE SPIRIT OF DEHRADUN

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MARUTI SUZUKI

NEXA



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Event Promotion – On Ground Branding



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Audi
Gurgaon



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THE SPIRIT OF DEHRADUN

Live Happenings

Relio Quick Auto Mall added 5 new photos — at Pacific Mall - The Spirit of Dehradun.

Published by Shrey Kapoor · February 10 at 9:44am · Dehra Dun · #Dehradun Visit Auto Mall at Pacific Mall - The Spirit of Dehradun this weekend to check out models from #Audi #Jaguar #LandRover #Nexia #TataMotors and #UMBIkesl #AutoMall2018

2,868 people reached

Boost Post

Recent Activity

Boosted on Feb 10
Audience: India: Dehra Dun Uttarakhand, 15 - 50
By Shrey Kapoor · Finished 2 days ago
View Results

Our Story

AutoMall india e Comprehensive ground Touch B + Finish your b your business.

Page Tips

- Know Friend Invite Friends and help you
- How to Create Short, visual audience an
- How Do Fac Reach all the active and o

72% respon Respond fail

84K likes - Sallioy B

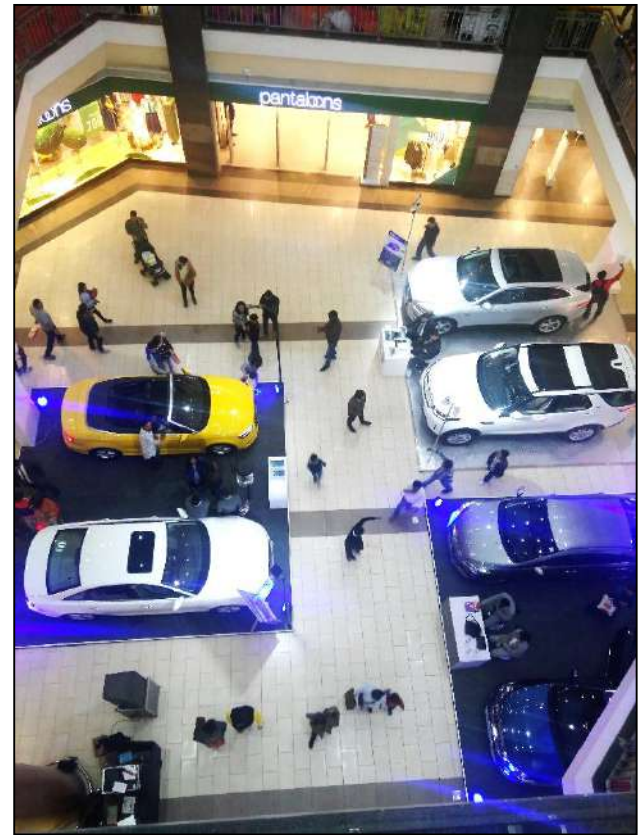
84K follows

See Pages Posts from

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112,557 pe

Event Glimpses



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



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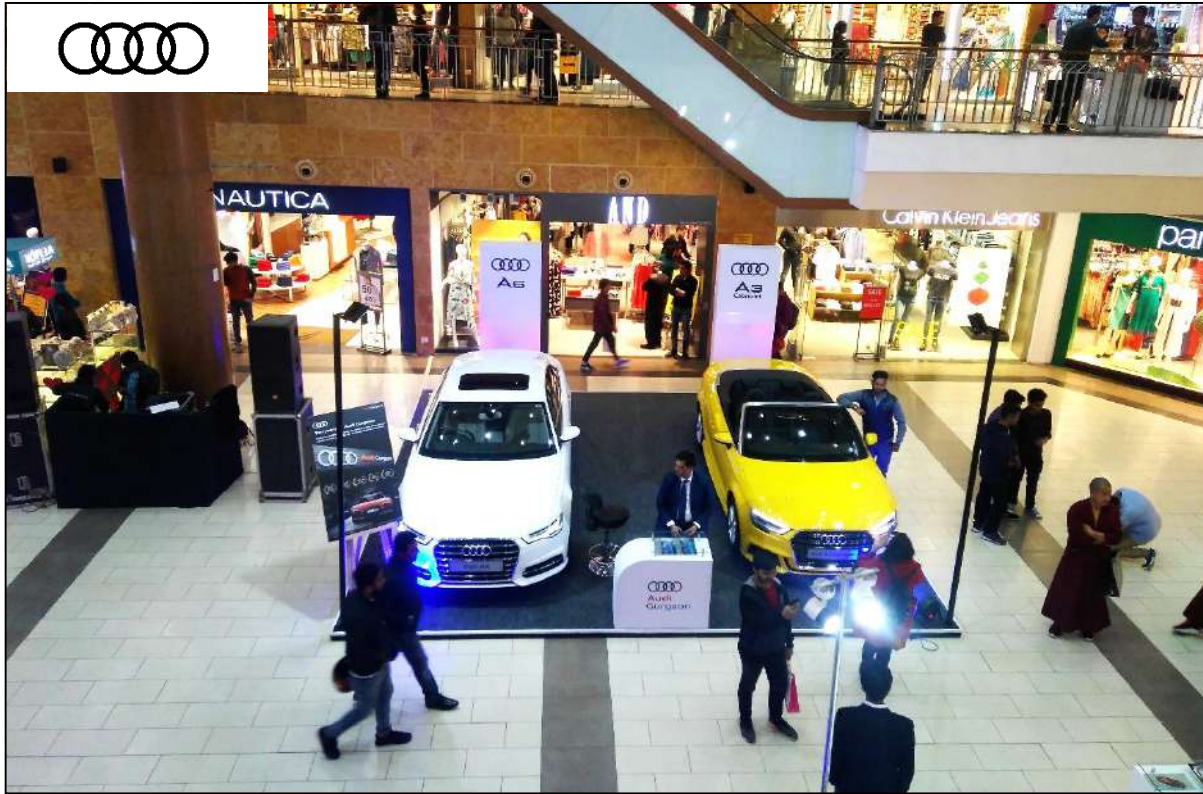
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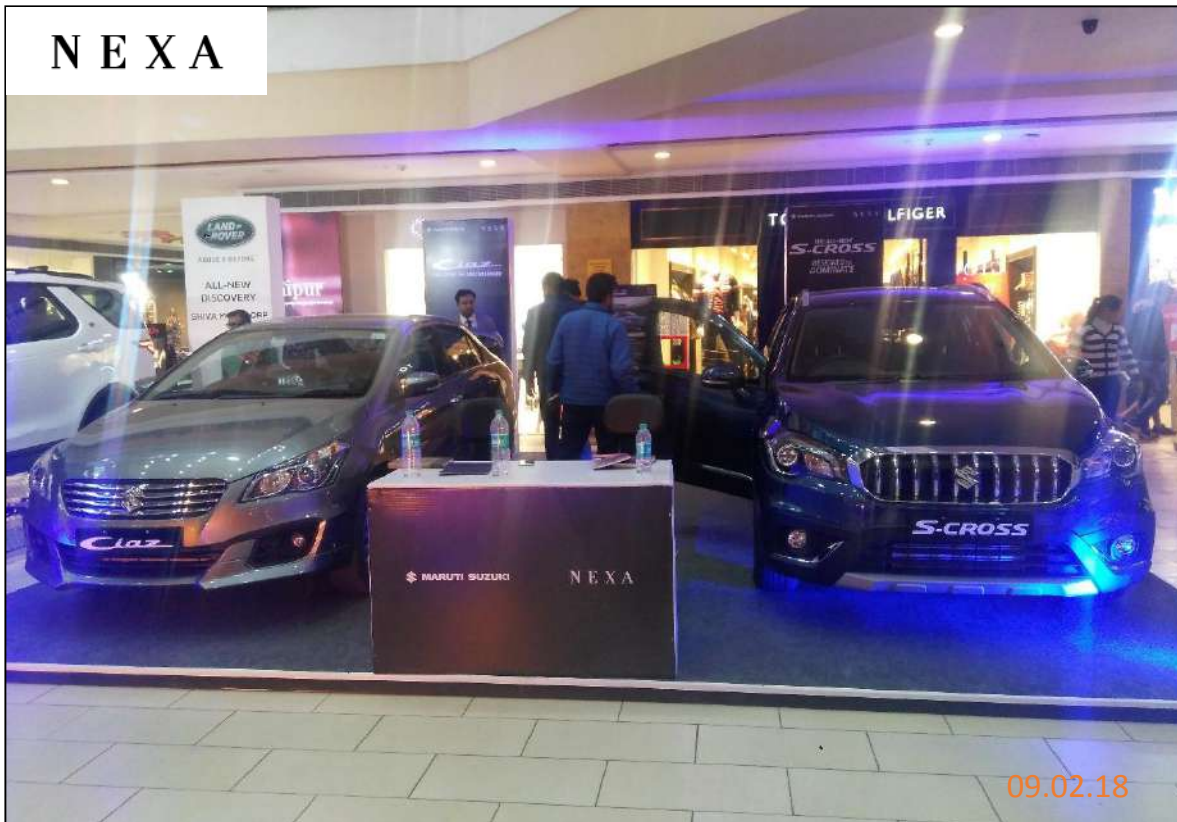
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09.02.18



10.02.18



11.02.18

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