

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 10 @  
Phoenix Marketcity, Kurla

09 – 11 MARCH' 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.

## Auto Mall @ Phoenix Marketcity, Kurla: 09 – 11 March' 18 – Event Synopsis

After the Grand Success of Auto Mall Season 9 in November 2017  
Auto Mall Season 10 @ Phoenix Marketcity, Kurla was organized from March 09 – 11, 2018.

Top 6 leading automobile brands participated  
TATA MOTORS, HONDA CARS, FORD, UM BIKES, VOLVO CARS, VOLKSWAGEN

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

All the brands put together generated over 300+ Hot Enquires, 900+ Enquires, and

Over 1.75+ Lakh people visited Phoenix Marketcity, Kurla, during Auto Mall event weekend.



TOUCH & FEEL  
YOUR



FAVOURITE MODELS

*Premium Auto Show*

09 - 11 March

Phoenix, Marketcity, Kurla



# Premium Auto Show

09 - 11 March

Phoenix Marketcity, Kurla

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Volkswagen



## 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



TOUCH & FEEL  
YOUR  
FAVOURITE MODELS

*Premium Auto Show*  
09 - 11 March  
Phoenix Marketcity, Kurla





# 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 March 9th, 10th, and 11th in Phoenix Marketcity, Kuria. The event description includes the text: 'Touch-Feel-Try the latest car and bike models while you shop, only at Auto Mall - Phoenix Marketcity, Mumbai'. The event page features a promotional image with a red car and a yellow motorcycle, and the text 'TOUCH & FEEL YOUR FAVOURITE MODELS'. The page also shows 102,155 likes, 101,503 followers, and 524 people reached. The event is categorized as 'Event' and has a 'Boost Unavailable' button. The page is liked by 'Indian Outdoor' and 'Marketing Solt'.





# Live Happenings

Relio Quick Auto Mall added 8 new photos — at Phoenix Marketcity - Mumbai.

Published by Shrey Kapoor · 11 · March 5 at 1:51 pm · Mumbai · India

Hello Mumbai! Visit Auto Mall this weekend only at Phoenix Marketcity - Mumbai 9th-11th March to Touch-Feel-Try the latest models from #Volvo #Ford #TataMotors #Volkswagen #Honda #NIJIndia #AutoMall2019

20,911 people reached

Boost Again

Recent Activity

Boosted on Mar 08

Audience: India: Mumbai Maharashtra, 18 - 55

By Shrey Kapoor · Complete

View Results

Like Comment Share

AKH Sharma, Kail Hash and 2.8K others

Top Comments

Our Story

AutoMall India is India's Most Comprehensive automobile ground Touch & Feel Platform

+ Finish your story to tell your business.

Page Tips

Know Friends Who Like this topic to see how and help your connect with

See All Pages

71% response rate. 1 more Reply more to turn on the

100K Max +111 Bhai Ganga Sharma and

131K follows

See Pages Feed

Posts from Pages you

Boost "Showcasing" This post is performing your posts. Boost it to more...

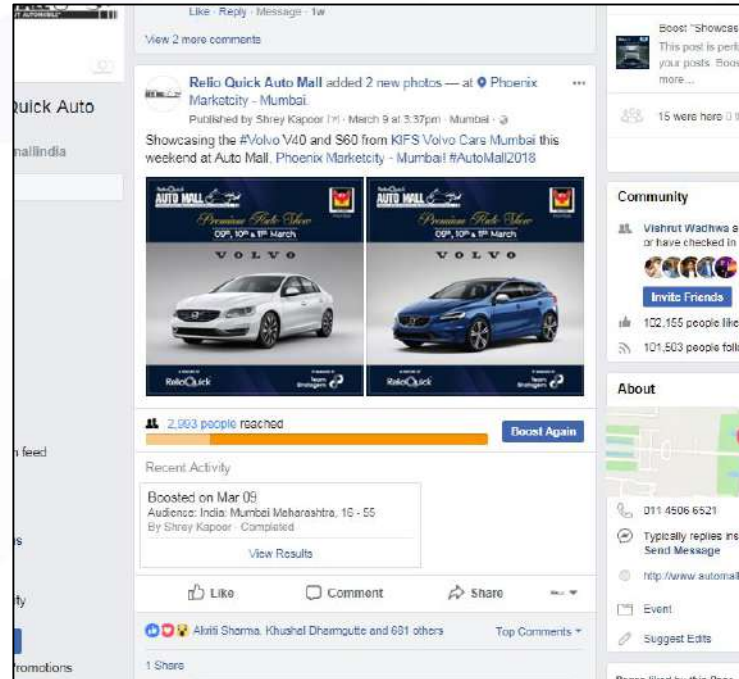
15 more were here



# Pre Event Promotion – EDM on facebook



# Pre Event Promotion – EDM on facebook



# Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall added 6 new photos.  
Published by Shrey Kapoor (7) · March 10 at 4:36pm

Showcasing #Honda #Ford #Volvo #Volkswagen #TataMotors #UM at Relio Quick Auto Mall, Phoenix, Marketcity - Mumbai Stn-11th March) #AutoMall2018

Quick Auto

smallindia

Our Story

AutoMall india is India's Comprehensive auto ground Touch & Feel

+ Finish your story on your business.

Page Tips

Know Friends Who invite friends to like and help you connect

71% responded to this post

102K likes + 11 comments

10K followers

Boost 'Showcase' this post is not your post. Boost more...

2,776 people reached

Boost Again

Recent Activity

Boosted on Mar 10  
Audience: India: Mumbai Maharashtra, 20 - 55, Edu...  
By Shrey Kapoor · Completed

View Results

Like Comment Share

Akshai Sharma, Shikhar Srivastava and 52 others





# Event Promotion – On Ground Branding

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

87  
AutoMall



**VOLVO**

Showcasing  
@ Relio Quick Auto Mall  
*Premium Auto Show*  
09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March  
Phoenix Marketcity, Kurla



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87  
AutoMall



**BMW**  
MOTORRAD

Showcasing  
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**VW**  
Volkswagen

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# Event Promotion – On Ground Branding



Showcasing  
@ Relio Quick Auto Mall  
*Premium Auto Show*  
09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March  
Phoenix, Marketcity, Kuria



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## Event Glimpses

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**TATA MOTORS**  
Connecting Aspirations



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

TOUCH & FEEL  
YOUR



**FAVOURITE MODELS**

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HONDA



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MARKETCITY  
KURLA, BOMBAY





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VOLVO



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TOUCH & FEEL  
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**THANK YOU**