



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

RELIO QUICK AUTO MALL@
Ambience Mall, Gurgaon
(Exclusive Vintage & Classic
Car Show)

6 & 7, January 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 @ Ambience Mall, Gurgaon: 6th & 7th January 18 – Event Synopsis

Exclusive Vintage & Classic Car Show was organised 6th & 7th Jan. @ Ambience Mall Gurgaon.

Visitors to the Mall Fall in Love with beauties of bygone era.

Following the robust marketing campaigns run on Facebook by both Relio Quick Auto Mall and Ambience 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:

Buick 50L (1929), Buick Special (1940), Chevrolet (1927), Daimler DB (1952), De-Soto (1929), Ford A (1930), Ford V8 (1935), Plymouth (1931)

**Begin the New Year,
by going back in time...**



*Exclusive Vintage &
Classic Car Show*

6TH & 7TH JANUARY

CAR PARTNER



IP MANAGED BY



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

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

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6TH & 7TH JANUARY

CAR PARTNER

IP MANAGED BY
Team Stratagem

AMBIENCE MALL
11m. of shopping on each floor

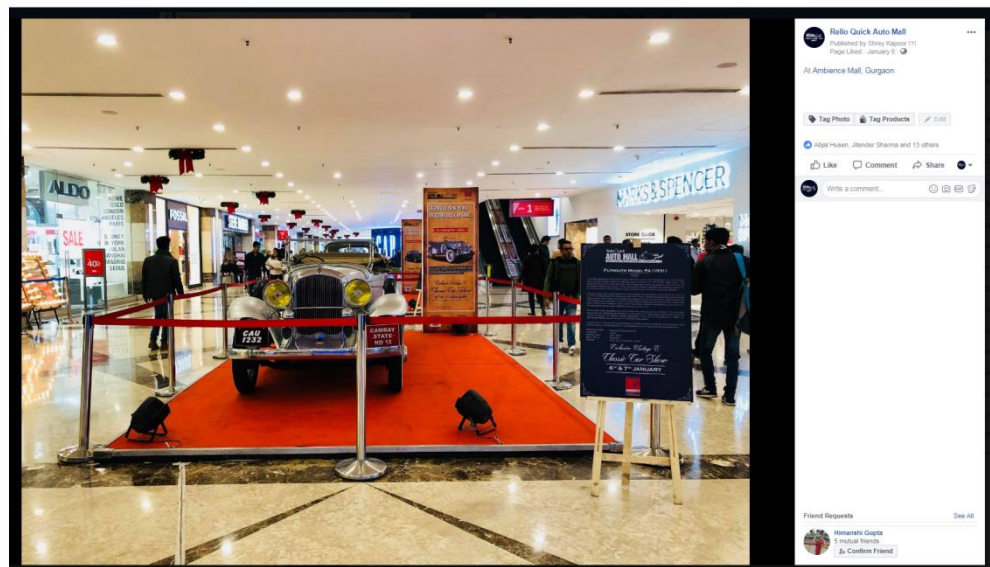
RelioQuick
AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" ■■■

*Exclusive Vintage &
Classic Car Show*

6 - 7 JANUARY

Space for a million smiles
AMBIENCE MALL
11m. of shopping on each floor

Live Happenings



Live Happenings



Event Glimpses









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

*Exclusive Vintage &
Classic Car Show*

6 - 7 JANUARY

Space for a million styles
AMBIENCE MALL
100% of shopping on each floor



THANK YOU