



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

RELIO QUICK AUTO MALL@
ORION EAST MALL, BANGALORE
(Exclusive Vintage & Classic
Car Show)

10th Aug – 12th Aug'18

ABOUT STRATAGEM

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

BRAND EXPERIENCES

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

Stratagem Focus Areas

Experiential Marketing

Event IPs Curation & Management

Digital Solutions

IPs Managed



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

Relio Quick Auto Mall @ ORION EAST MALL, BANGALORE: 10th Aug' & 12th Aug' 18 – Event Synopsis

Exclusive Vintage & Classic Car Show was organised from 10 Aug' & 12 Aug' 18 @ ORION EAST MALL, BANGALORE

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 ORION EAST 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:

Adler Eagle (1938), Dodge (1955), Ford Model A (1931), Ford Prefect (1948), Mercedes-Benz Ponton (1957), Moris Mini Cooper (1967)

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

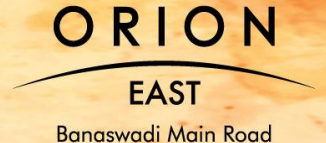
On-ground branding at the Mall was done 1 week prior to the event through Backdrops and standees Screens to create awareness and visibility amongst the Mall visitors.

Pre Event Promotion – On Ground Branding



**TRAVEL BACK IN TIME
THIS WEEKEND**


**EXCLUSIVE VINTAGE ★ CLASSIC CAR SHOW
10TH TO 12TH AUGUST 2018**




Pre Event Promotion – Print Ad.



Event Promotion – On Line

 Relio Quick Auto Mall added an event. August 7 at 4:46 PM · 🌐


This weekend, Visit Exclusive Vintage & Classic Car Show at Orion East Mall, #Bengaluru! 10-12 Aug! #vintage #classiccars #autoshow



RelioQuick AUTO MALL **ORION EAST**
Banarwadi Main Road

TRAVEL BACK IN TIME THIS WEEKEND
EXCLUSIVE VINTAGE ★ CLASSIC CAR SHOW
10TH TO 12TH AUGUST 2018

FRI, AUG 10
Vintage & Classic Car Show at Orion East Mall
Orion East Mall · Bangalore

 You like Relio Quick Auto Mall

Recent Activity

Boosted on Aug 08
Audience: India: Latitude 13 Longitude 77.63 Banga...
By Shrey Kapoor · Completed

Event Promotion – On Line

Relio Quick Auto Mall is at Orion East Mall.
Published by Shrey Kapoor [?] · August 10 at 11:55 AM · Bangalore

#Bengaluru! Calling lovers of all things #vintage! Head to Orion East Mall this weekend 10-12 Aug to experience a special showcasing of exquisite vintage and classic cars from mid-20th century! #classiccarshow #vintagecars #classiccars #automall2018

12,014 people reached [Boost Again](#)

Recent Activity

Boosted on Aug 11
Audience: India: Bangalore Karnataka, 20 - 55
By Shrey Kapoor · Completed

Boosted on Aug 09
Audience: India: Bangalore Karnataka, 20 - 55
By Shrey Kapoor · Completed

Shak Ghouse Pasha, Sudheendra Sudhi and 476 others · 14 Shares

Like Comment Share

Relio Quick Auto Mall is at Orion East Mall.
Published by Shrey Kapoor [?] · August 9 at 7:47 PM · Bangalore

Showcasing the 1931 #Ford Model A at the Exclusive Vintage & Classic Car Show, Orion East Mall! Visit to check out special showcasing of an exciting range of classic beauties! 10-12 Aug #OrionEast #vintage #classiccars

RelioQuick AUTO MALL
ORION EAST
Banaswadi Main Road

SHOWCASING FORD MODEL A 1931

EXCLUSIVE VINTAGE ★ CLASSIC CAR SHOW
10TH TO 12TH AUGUST 2018

2,594 people reached [Boost Again](#)

Recent Activity

Boosted on Aug 09
Audience: India: Bangalore Karnataka, 20 - 55
By Shrey Kapoor · Completed

[View Results](#)

Event Promotion – On Line

Relio Quick Auto Mall is at Orion East Mall
Published by Shrey Kapoor · August 9 at 4:09 PM · Bangalore

Showcasing the 1948 #Ford Prefect at Exclusive Vintage & Classic Car Show, Orion East Mall! Visit to check out special showcasing of an exciting range of classic beauties! 10-12 Aug #OrionEast #vintage #classiccars



The image shows a Facebook post for a classic car show. The post features a central image of a dark-colored 1948 Ford Prefect. The text above the image reads 'SHOWCASING FORD PREFECT 1948'. The event is titled 'EXCLUSIVE VINTAGE CLASSIC CAR SHOW' and is scheduled for '10TH TO 12TH AUGUST 2018'. The location is 'ORION EAST, Banaswadi Main Road'. The post includes a 'Boost Again' button and a 'Recent Activity' section showing a boost on August 9th with an audience of 20-55 in Bangalore, Karnataka.

2,441 people reached [Boost Again](#)

Recent Activity

Boosted on Aug 09
Audience: India: Bangalore Karnataka, 20 - 55
By Shrey Kapoor · Completed

Relio Quick Auto Mall is at Orion East Mall
Published by Shrey Kapoor · August 9 at 1:16 PM · Bangalore

Showcasing the 1938 #Adler #Eagle at Exclusive Vintage & Classic Car Show, Orion East Mall! Visit to check out special showcasing of an exciting range of classic beauties! 10-12 Aug #OrionEast #vintage #classiccars



The image shows a Facebook post for a classic car show. The post features a central image of a silver 1938 Adler Eagle. The text above the image reads 'SHOWCASING ADLER EAGLE 1938'. The event is titled 'EXCLUSIVE VINTAGE CLASSIC CAR SHOW' and is scheduled for '10TH TO 12TH AUGUST 2018'. The location is 'ORION EAST, Banaswadi Main Road'. The post includes a 'Boost Again' button and a 'Recent Activity' section showing a boost on August 9th with an audience of 20-55 in Bangalore, Karnataka.

2,963 people reached [Boost Again](#)

Recent Activity

Boosted on Aug 09
Audience: India: Bangalore Karnataka, 20 - 55
By Shrey Kapoor · Completed

View Results

Sandeep Sunny, Sharath Shivagange and 493 others 3 Shares

[Like](#) [Comment](#) [Share](#)

Event Promotion – On Line

Relio Quick Auto Mall is at Orion East Mall.
Published by Shrey Kapoor (7) · August 9 at 1:15 PM · Bangalore · 📍

Showcasing the 1955 #Dodge at Exclusive Vintage & Classic Car Show, Orion East Mall! Visit to check out special showcasing of an exciting range of classic beauties! 10-12 Aug #OrionEast #vintage #classiccars



RelioQuick AUTO MALL **ORION EAST**
Banaswadi Main Road

SHOWCASING DODGE 1955



EXCLUSIVE VINTAGE ★ CLASSIC CAR SHOW
10TH TO 12TH AUGUST 2018

2,734 people reached [Boost Again](#)

Recent Activity

Boosted on Aug 09
Audience: India: Bangalore Karnataka, 20 - 55
By Shrey Kapoor · Completed

[View Results](#)

👍 🗨️ 🔄 🌐 Yess Owan, Saku Salu and 466 others 2 Shares

👍 Like 🗨️ Comment 🔄 Share

Relio Quick Auto Mall is at Orion East Mall.
Published by Shrey Kapoor (7) · August 8 at 9:24 PM · Bangalore · 📍

This weekend, travel back in time! Presenting Exclusive Vintage & Classic Car Show at Orion East Mall! Showcasing an exciting range of classic beauties! 10-12 Aug #OrionEast #vintage #classiccars



RelioQuick AUTO MALL **ORION EAST**
Banaswadi Main Road

SHOWCASING MERCEDES BENZ PONTON 1957



EXCLUSIVE VINTAGE ★ CLASSIC CAR SHOW
10TH TO 12TH AUGUST 2018

3,019 people reached [Boost Again](#)

Recent Activity

Boosted on Aug 08
Audience: India: Bangalore Karnataka, 20 - 55
By Shrey Kapoor · Completed

[View Results](#)

Event Promotion – On Line

Relio Quick Auto Mall is at Orion East Mall.
Published by Shrey Kapoor (P) · August 8 at 9:23 PM · Bangalore

Showcasing the 1967 Morris Mini Cooper at Exclusive Vintage & Classic Car Show, Orion East Mall! Visit to check out special showcasing of an exciting range of classic beauties! 10-12 Aug #OrionEast #vintage #classiccars



RelioQuick AUTO MALL
ORION EAST
Banaswadi Main Road

SHOWCASING
MORIS MINI COOPER 1967

EXCLUSIVE VINTAGE ★ CLASSIC CAR SHOW
10TH TO 12TH AUGUST 2018

3,216 people reached [Boost Again](#)

Recent Activity

Boosted on Aug 08
Audience: India: Bangalore Karnataka, 20 - 55
By Shrey Kapoor · Completed

[View Results](#)

Parburam, Harish Tahesildar and 574 others

6 Shares

Live Happenings



Event Glimpses



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

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10TH TO 12TH AUGUST 2018

ORION
EAST

Banaswadi Main Road



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THIS WEEKEND**

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10TH TO 12TH AUGUST 2018

ORION
EAST
Banaswadi Main Road

THANK YOU