



**AUTO MALL  
@ PHOENIX MALL, PUNE  
17 – 19 JULY 2015**

IPs managed:



THE  
HOTTEST  
AUTO SHOW  
IN TOWN



*Premium Auto Show*

PHOENIX MARKET CITY, PUNE

17 - 19 JULY 2015

A VENTURE OF  
**RelioQuick**<sup>TM</sup>

IP MANAGED BY



Mercedes-Benz

b.u.bhandari

Mahindra  
Rise.

MARUTI SUZUKI



b.u.bhandari

# Auto Mall @ Phoenix Mall, Pune: 17-19 JULY 2015 – Event Synopsis

This first-of-its-kind in Pune, **Auto Mall @ Mall** was organized at **PHOENIX MALL, PUNE** from **July 17 - 19**. The event has **participation from 12 leading automobile brands**, BMW, HARLEY DAVIDSDON, HYUNDAI, JAGUAR, LAND ROVER, MERCEDEZ BENZ, MAHINDRA, MARUTI, TRIUMPH, NISSAN, DATSUN & HEROMOTOCORP

Auto Mall @ Phoenix Mall, Pune served as a one stop destination for people thinking of driving home a car. Auto Mall showcased automobiles for all budgets.

All the brands but together generated over **1980 enquiries** and **337 hot prospects**, **86 Test Drive registrations** and **2 Bookings**. Total close to **2 lakhs people visited** the Mall during Auto Mall event weekend.

To generate visibility and awareness, the event was promoted well in advance on digital and social media platforms along with e-mailer campaign to Auto Mall, Stratagem, Relio Quick & Mall data base.

On ground branding at Phoenix Mall was done prior to the event through Standees and Dropdown Banners. Radio campaign was carried for 7 days in **RADIO MIRCHI**



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## 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 Twitter and facebook created huge visibility, awareness and engagement with the Event

On ground branding at Phoenix Mall was done 2 weeks prior to the event through Easel Standees to create awareness and visibility amongst the Mall visitors.

Radio FM campaign was carried on RADIO MIRCHI



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Pre Event Promotion – On Ground Branding



Pre Event Promotion – On Ground Branding



# #Automall2015 17 - 19 June, Pune

TWEETS 713 FOLLOWING 236 FOLLOWERS 684 FAVOURITES 243

Relio Quick @automall\_india · Jul 14

#ContestAlerts #automall2015 #pune #contest Rules, Terms & Conditions! #FastAndFurious #cars

← ↻ 36 ★ 24 ⋮

TWEETS 713 FOLLOWING 236 FOLLOWERS 684 FAVOURITES 243

Relio Quick @automall\_india · Jul 15

#ContestAlert #FastandFurious 4 was a #boxoffice success! #automall2015 #pune #contest

← ↻ 30 ★ 17 ⋮

Relio Quick @automall\_india · Jul 15

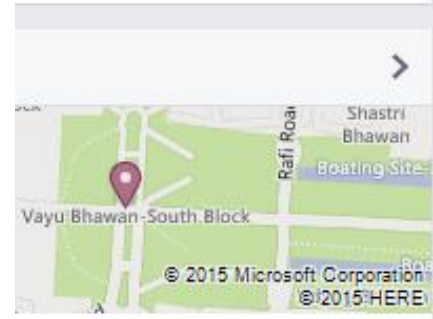
#ContestAlert 2nd Question: What's the top speed of the #car owned by Han in #Tokyo drift? #automall2015 #pune #contest

← ↻ 46 ★ 25 ⋮

Pre Event Promotion – Digital Campaign on FACEBOOK

up to 9,800,000 people near New

note Page



ndia.net/

Promote Website

Write a comment...

Auto Mall India updated their cover photo. Published by Sandeep Kapoor [?] · July 3 ·



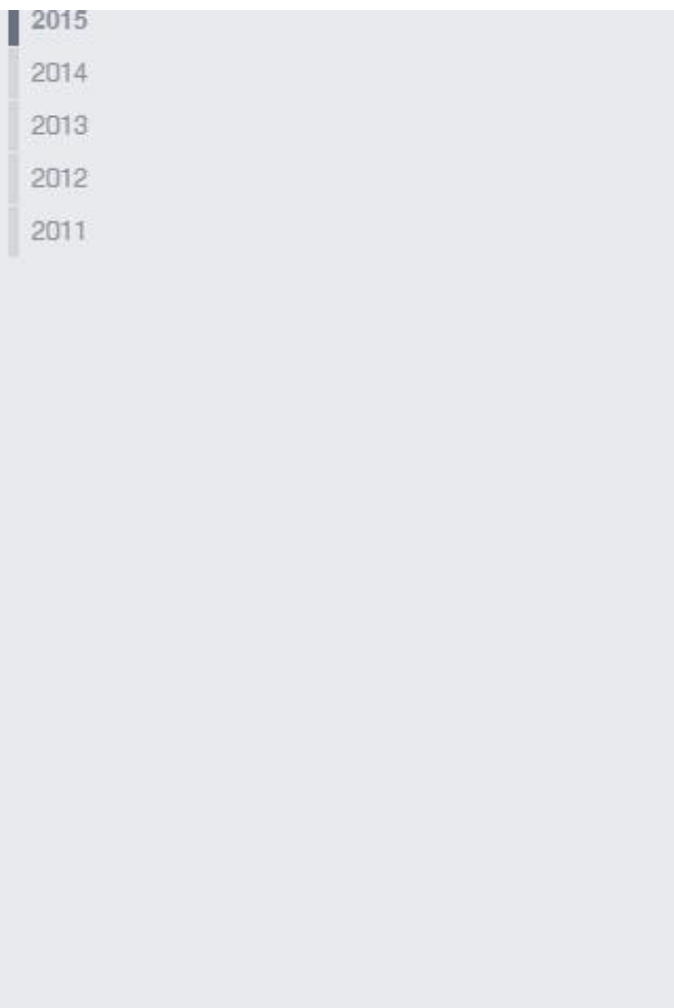
209 people reached Boost Post

Like Comment Share

Sandeep Kapoor, Harsh Kashyap, Sanket Mane and 5 others like this.

2 shares

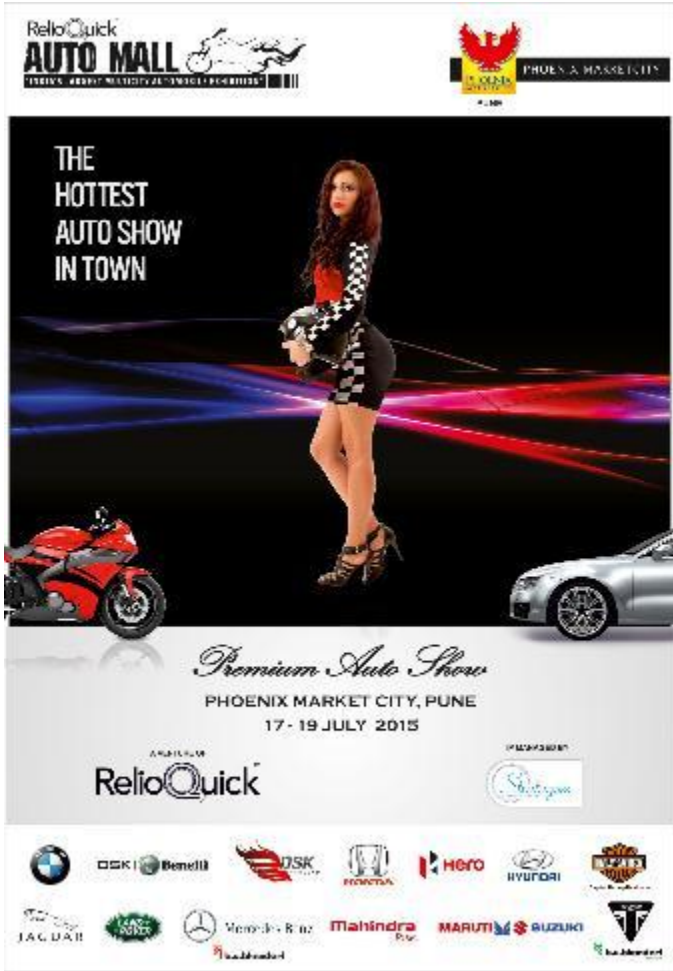
Write a comment...



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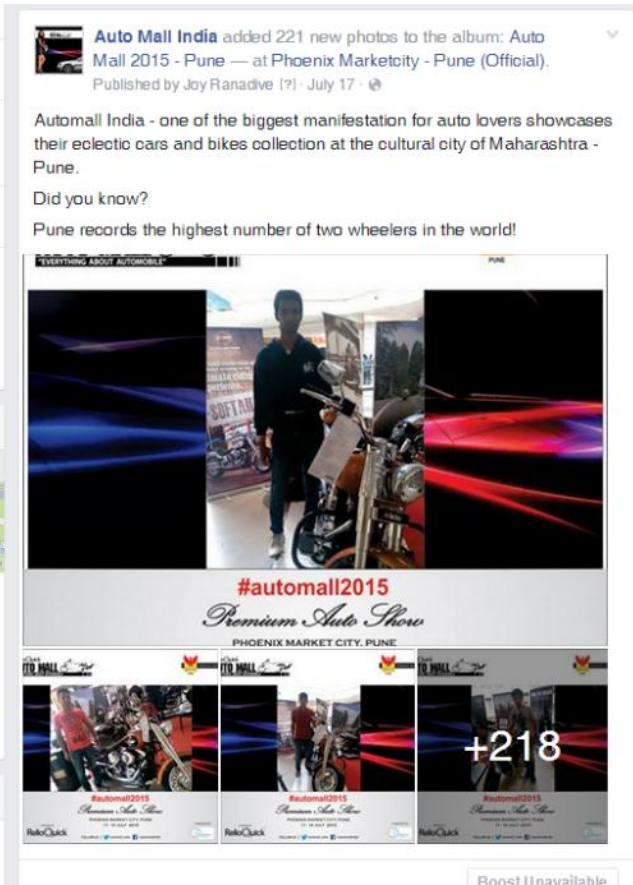
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# Facebook Get Clicked Contest

#Automall2015



1,000 + Images  
of visitors captured from on ground,  
Customised and Posted on Auto Mall  
Facebook Page in 3 days

# Fast & Furious Cars – Contest on TWITTER and FACEBOOK

The screenshot shows the Facebook page for Auto Mall India. The main post is from 'Auto Mall India at Phoenix Marketcity - Pune (Official)', published by Joy Ranadive on July 18, 2015. The post text reads: 'The last question of the contest has been updated on our twitter page: [https://twitter.com/automall\\_india](https://twitter.com/automall_india). This might be your last chance to win Five Flipkart vouchers worth Rs.1,000!'. Below the text is a promotional image for the '2013 Fast & Furious 6' featuring a black Ford Mustang Fastback. The image includes the 'RelioQuick AUTO MALL' logo and the event details: '#automall2015 Premium Auto Show PHOENIX MARKET CITY, PUNE 17 - 19 JULY 2015'. The post has 116 likes, 4 comments, and 2 shares. The left sidebar shows 'LIKED BY THIS PAGE' with users like 'limcm' and 'Manpowerindia.com', and a 4.4 star rating from 81 reviews. The right sidebar shows 'THIS WEEK' statistics: 1,093 Post Reach and 236 Post Engagement. At the bottom of the page, it says '106 people reached' and 'Doost Post'.



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# Participating Brands Promotion on FACEBOOK and EDMs

RelioQuick  
**AUTO MALL**  
"EVERYTHING ABOUT AUTOMOBILE"

PHOENIX MARKET CITY  
PUNE

LEGENDARY ITALIAN BIKING RANGE, **NOW IN INDIA.**

DSK BENELLI

Showcasing  
**BENELLI**  
@ AutoMall



#automall2015

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SP MANAGED BY  
*Stratagon*

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"EVERYTHING ABOUT AUTOMOBILE"

PHOENIX MARKET CITY  
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Showcasing  
**BMW**  
@ AutoMall



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# Participation Brands Promotion on FACEBOOK and EDMs

RelioQuick  
**AUTO MALL**  
"EVERYTHING ABOUT AUTOMOBILE"

PHOENIX MARKET CITY  
PUNE

Showcasing  
**HYUNDAI Elantra**  
@ AutoMall



The new *FLUIDIC*  
**ELANTRA**  
Signature of Success

**#automall2015**

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"EVERYTHING ABOUT AUTOMOBILE"

PHOENIX MARKET CITY  
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Showcasing  
**TRIUMPH**  
@ AutoMall



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"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

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## Event Glimpses



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THANK YOU...



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