

PREMIUM AUTO SHOW @ FORUM SUJANA MALL, HYDERABAD 14-16 AUGUST 2015

IPs managed:























THE FORUM SUJANA MALL, HYDERABAD 14 - 16 AUGUST 2015









CHEVROLET

















Auto Mall Season @ The Forum Sujana Mall, Hyderabad: 14-16 AUG. 2015 – Event Synopsis

Auto Mall @ The Forum Sujana Mall, Hyderabad was organized from August 14 - 16, 2015.

The event has participation from 11 leading automobile brands

AUDI, BENELLI, CHEVROLET, FORD, HARLEY-DAVIDSON, HONDA CARS, HYOSUNG, HYUNDAI, MAHINDRA, RENAULT, and TATA MOTORS

Auto Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike.

Auto Mall @ The Forum Sujana Mall showcased automobiles for all budgets.

All the brands put together generated over **3425 enquiries** and **360+ hot prospects** and **25 Spot bookings.**Over **1.40 lakh people visited** The Forum Sujana Mall during Auto Mall event weekend.

Fashion Night Out event organized by was an added attraction for the visitors.











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 great visibility, awareness and engagement with the Event

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

Radio FM campaign was carried for 7 days











Pre Event Promotion – On Ground Branding









#automall2015





Pre Event Promotion – On Ground Branding

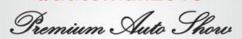








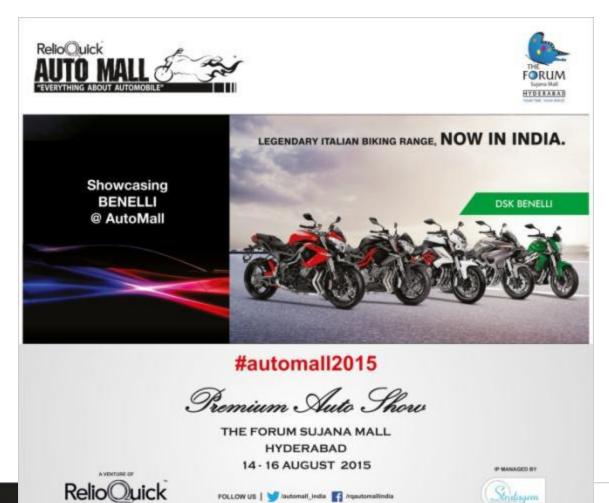
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Participating Brands Promotion on FACEBOOK and EDMs











14-16 AUGUST 2015

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Participation Brands Promotion on FACEBOOK and EDMs











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Event Glimpses





























































































































































































Premium Auto Show



























































THANK YOU









