

AUTO MALL @ Orion Mall, BANGALORE 9 – 11 October 2015





Auto Mall Season 3 @ Orion Mall, Bangalore: 6-11 OCTOBER 2015 – Event Synopsis

After the grand success of Auto Mall season 2 in Feb 2015, Auto Mall season 3 @ Orion Mall, Bangalore was organized from October 9 – 11, 2015.

The event has **participation from 12 leading automobile brands** FORD, HONDA, HYUNDAI, MAHINDRA, MARUTI SUZUKI, MINI, SKODA, TATA MOTORS DSK BENELLI, MAHINDRA TWO WHEELERS, ROYAL ENFIELD, TRIUMPH

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

All the brands put together generated over **3000 enquiries** and **350+ hot prospects** and **25 Spot bookings.** Over **1.35 lakh people visited** Orion Mall during Auto Mall event weekend.

Fashion Night Out event organized by Orion Mall 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 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 – E-mailers











MALL AT BRIGADE GATEWAY

Participated Brands Promotion on FACEBOOK and EDMs













Participated Brands Promotion on FACEBOOK and EDMs





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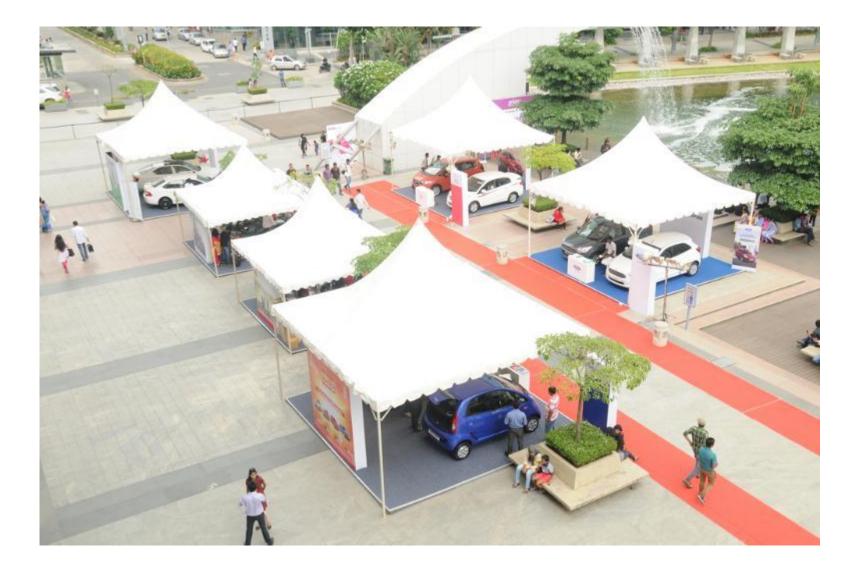
Event Glimpses





#automall2015 AUTOMALL SEASON 3 9-11 OCTOBER 2015





































































































































































































































Thank You...

