

AUTO MALL @ Ambience Mall, GURGAON 16 – 18 October 2015

IPs managed:













THE HOTTEST **AUTO SHOW** IN TOWN

A VENTURE OF

Relio Quick





AUTOMALL SEASON 4

16-18 OCTOBER 2015

































Special



Auto Mall Season 4 @ Ambience Mall, Gurgaon: 16-18 OCTOBER 2015 – Event Synopsis

After the grand success of Auto Mall season 3 in June 2015, **Auto Mall season 4 @ Ambience Mall, Gurgaon** was organized from **October 16 – 18, 2015**.

The event has **participation from 12 leading automobile brands**AUDI, AMP MOTORS, DSK BENELLI, FORD, MITSUBISHI, RENAULT, SKODA, VOLVO, DUCATI, DSK HYOSUNG
HARLEY DAVIDSON, INDIAN MOTORCYCLE

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

Auto Mall @ Ambience Mall, Gurgaon showcased automobiles for all budgets.

All the brands put together generated over **3112 enquiries** and **351+ hot prospects** and **22 Spot bookings.**Over **1.77 lakh people visited** Ambience Mall during Auto Mall event weekend.









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 – On Ground Branding











AUTOMALL SEASON 4



Pre Event Promotion – On Ground Branding





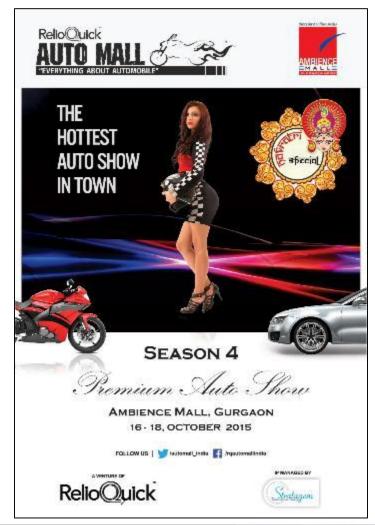








Pre Event Promotion – E-mailers









#automall2015

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Participated Brands Promotion on FACEBOOK and EDMs













Participated Brands Promotion on FACEBOOK and EDMs











Event Glimpses



















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Thank You...







