



**AUTO MALL
@ Lulu Mall, COCHIN
12 – 14 February 2016**

IPs managed:



THE
 HOTTEST
 AUTO SHOW
 IN TOWN

SEASON
4



A VENTURE OF
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Premium Auto Show

12 - 14, FEBRUARY 2016

IP MANAGED BY



Premium Auto Show @ Lulu Mall: 12-14, February 2016 – Event Synopsis

After the grand success of Auto Mall season 3 in Oct 2015,
Premium Auto Show was organized from **February 12-14, 2016**

The event has **participation from 11 leading automobile brands**
BAJAJ, FIAT, FORD, HARLEY DAVIDSON, HYUNDAI, KAWASAKI, MITSUBISHI, MARUTI SUZUKI, RENAULT, ROMAI
TATA MOTORS

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

All the brands put together generated over **4456 enquiries** and **410+ hot prospects** and **28 Spot bookings**.
Over **1.70 Lakh people visited** Lulu Mall, Pune during Auto Mall event weekend.

Fashion Night Out event organized by Lulu Mall, Cochin was an added attraction for the visitors.



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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 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



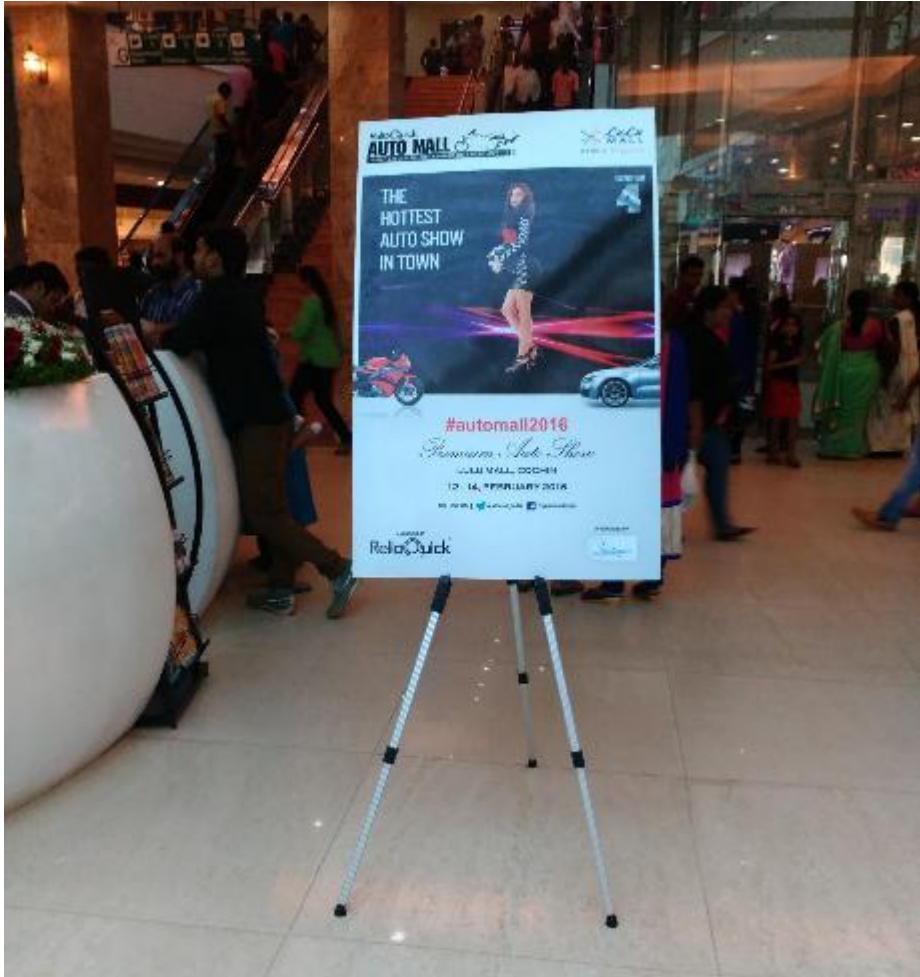
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Pre Event Promotion – On Ground Branding



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Pre Event Promotion – E-mailers/ On Ground Branding

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LULU MALL World of Shopping

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#automall2016

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LULU MALL World of Shopping

Participated Brands Promotion on FACEBOOK and EDMs

Facebook post from Auto Mall India, February 10 at 5:33pm. The post promotes the AutoMall@Lulu Mall, Cochin Showcasing BAJAJ AVENGER, 12-14 Feb 2016. It features a promotional image for the BAJAJ AVENGER motorcycle and includes the text: "Discover. Connect. Experience." and "#automall2016 Premium Auto Show LULU MALL, COCHIN 12-14, FEBRUARY 2016". The post has 17 Page Likes, 526 Post Reach, and 0 Website Clicks. It also shows a 4.4 star rating from 31 reviews and a list of recent years (2016 to 2011).

Facebook post from Auto Mall India, February 10 at 11:57am. The post promotes the AutoMall@Lulu Mall, Cochin Showcasing Mitsubishi Pajero Sport, 12-14 Feb 2016. It features a promotional image for the Mitsubishi Pajero Sport and includes the text: "Discover. Connect. Experience." and "#automall2016 Premium Auto Show LULU MALL COCHIN 12-14, FEBRUARY 2016". The post has 17 Page Likes, 526 Post Reach, and 0 Website Clicks. It also shows a 4.4 star rating from 31 reviews and a list of recent years (2016 to 2011).



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Auto Mall India
Published by Sandeep Kapoor [?] · February 10 at 11:51am · 🌐

AutoMall@Lulu Mall, Cochin Showcasing Kawasaki, 12-14 Feb 2016.
Discover. Connect. Experience.



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Showcasing KAWASAKI
@ AutoMall

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LULU MALL, COCHIN 12 - 14, FEBRUARY 2016

PHOENIX MARKETCITY, PUNE 18 - 20, MARCH 2016

AMBIENCE MALL, GURGAON 11 - 13, MARCH 2016



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Event Glimpses



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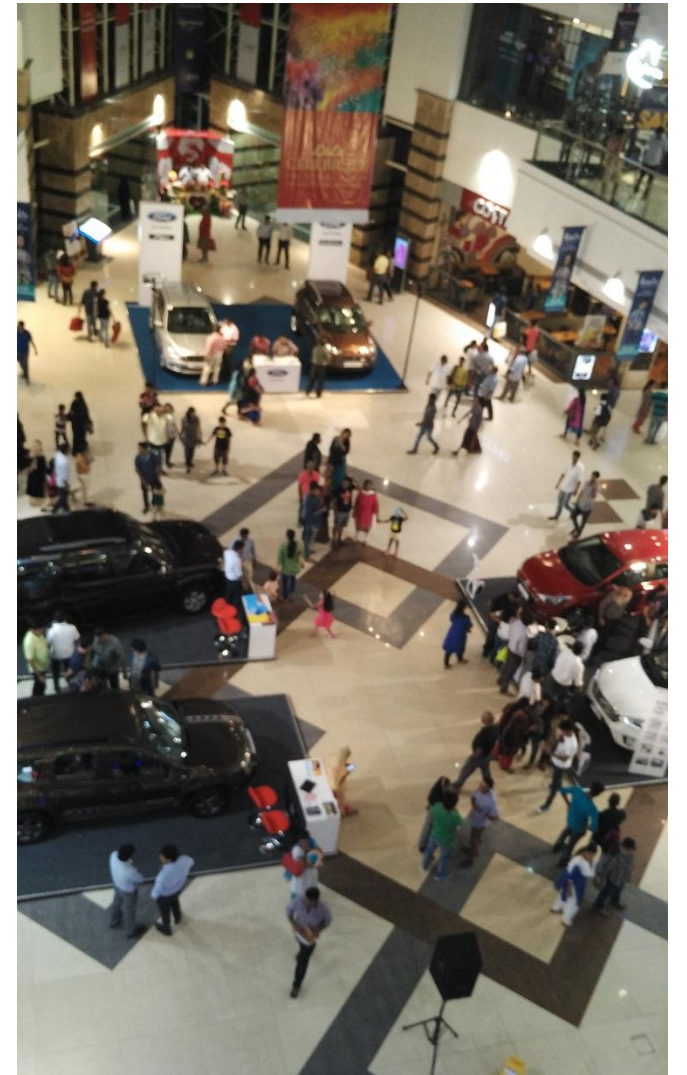


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Thank You...



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