

AUTO MALL @ Ambience Mall, GURGAON 11 – 13 March 16

IPs managed:













THE HOTTEST AUTO SHOW IN TOWN





SEASON

AMBIENCE MALL, GURGAON 11 - 13, MARCH 2016



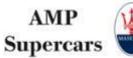
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Auto Mall Season 5 @ Ambience Mall, Gurgaon: 11 - 13 March 2016 – Event Synopsis

After the grand success of Auto Mall season 4 in October 2015, **Auto Mall season 5 @ Ambience Mall, Gurgaon** was organized from **March 11 – 13, 2016**.

The event has **participation from 13 leading automobile brands**AUDI, AMP MOTORS, Hyundai, Jaguar Landrover, Porsche, Renault, Skoda, Volvo, DSK Benelli, Ducati
DSK Hyosung, Hero, Kawasaki

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 **2806 enquiries** and **326+ hot prospects** and **19 Spot bookings.**Over **1.84 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 – LED display





















Pre Event Promotion – LED display













Pre Event Promotion – E-mailers





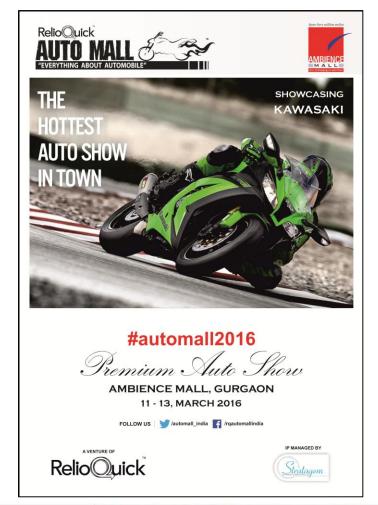


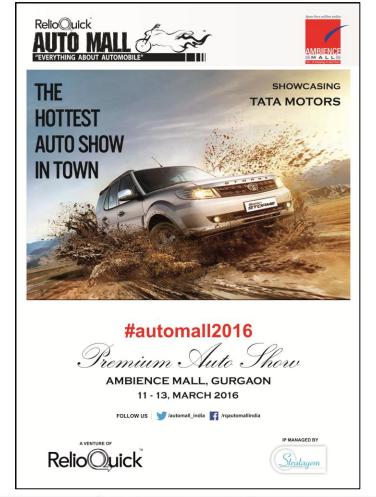






Pre Event Promotion – E-mailers













Participated Brands Promotion on FACEBOOK and EDMs











Event Glimpses



































AMBIENCE MALL, GURGAON 11 · 13, MARCH 2016



























































































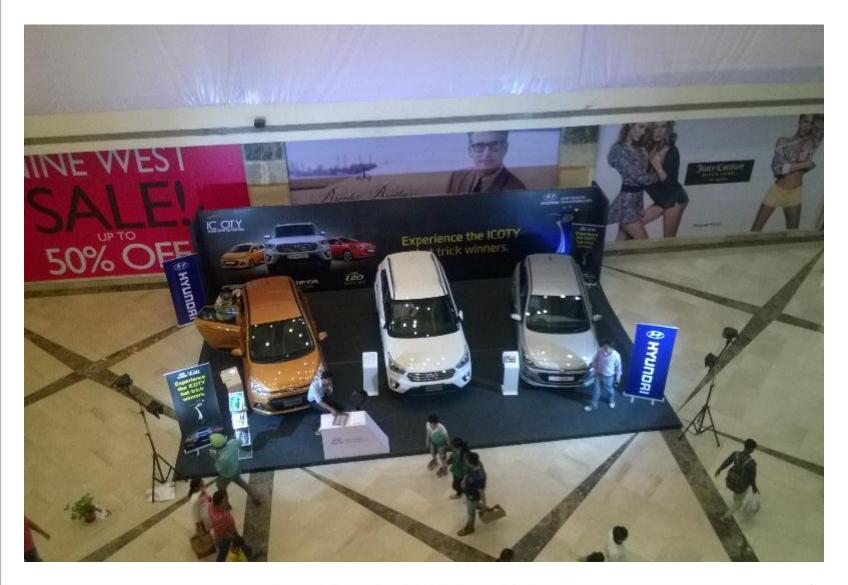




























































































































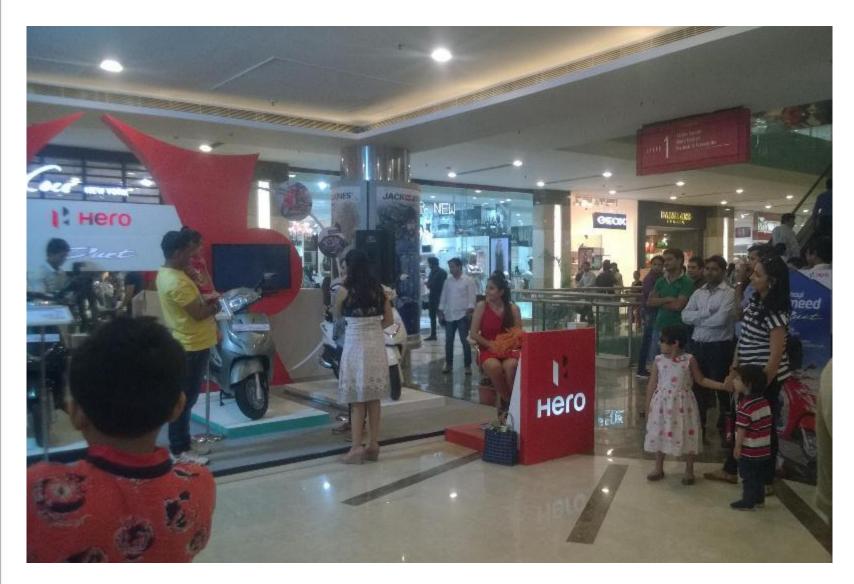














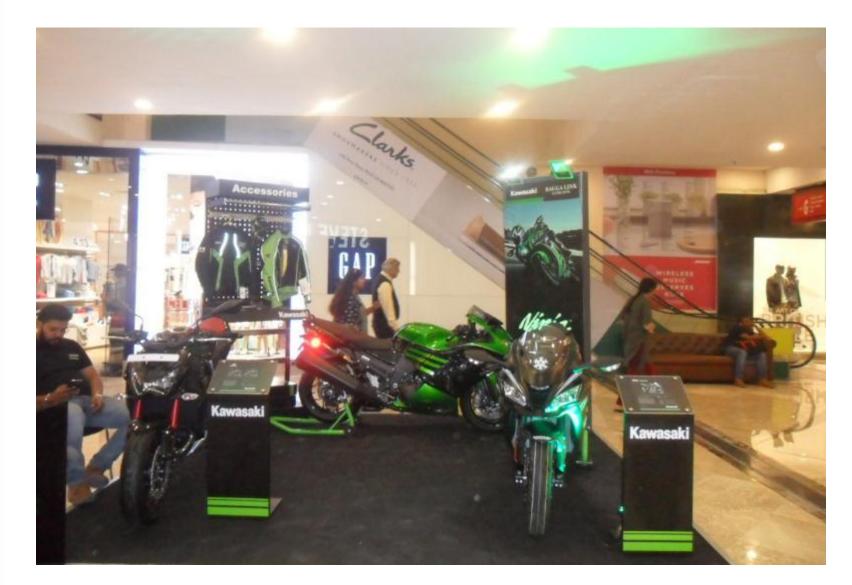






































Thank You...







