



**AUTO MALL**  
**@DLF Place, Saket**  
**13<sup>th</sup> -15<sup>th</sup> May, 2016**

IPs managed:





**#automall2016**

*Premium Auto Show*

13 - 15 MAY, 2016



# Auto Mall @ DLF Place, Saket : 13-15 MAY 2016 – Event Synopsis

The event has **participation from 8 leading automobile brands**

AUDI ( DELHI SOUTH ) , JAGUAR LAND ROVER (AMP MOTORS ) , SKODA, DSK BENELLI, HARLEY DAVIDSON,  
BMW (DEUTSCHE MOTOREN ) , MAHINDRA, VOLVO

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

Auto Mall @ DLF Place, Saket showcased automobiles for all budgets.

All the brands put together generated over **800 enquiries** and **90+ hot prospects** and **04 Spot bookings**.

Over **1.50 lakh people visited** DLF Place, Saket during Auto Mall event weekend.



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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 1 week prior to the event through Backdrops and Standees Screens to create awareness and visibility amongst the Mall visitors.

Radio FM campaign was carried for 5 days



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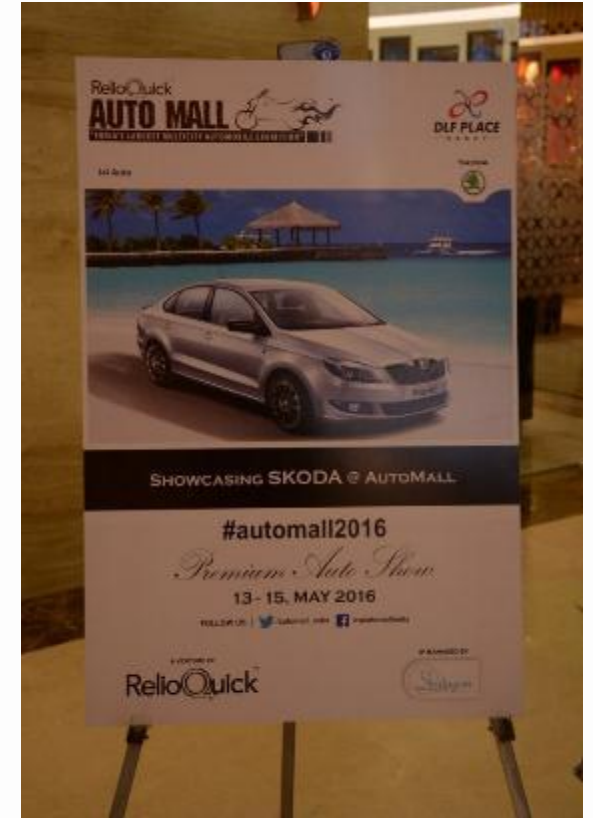
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Pre Event Promotion – On Ground Branding



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Pre Event Promotion – On Ground Branding



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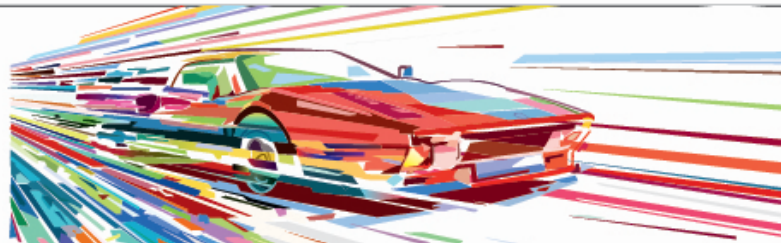


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SAKET

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Pre Event Promotion – On Ground Branding



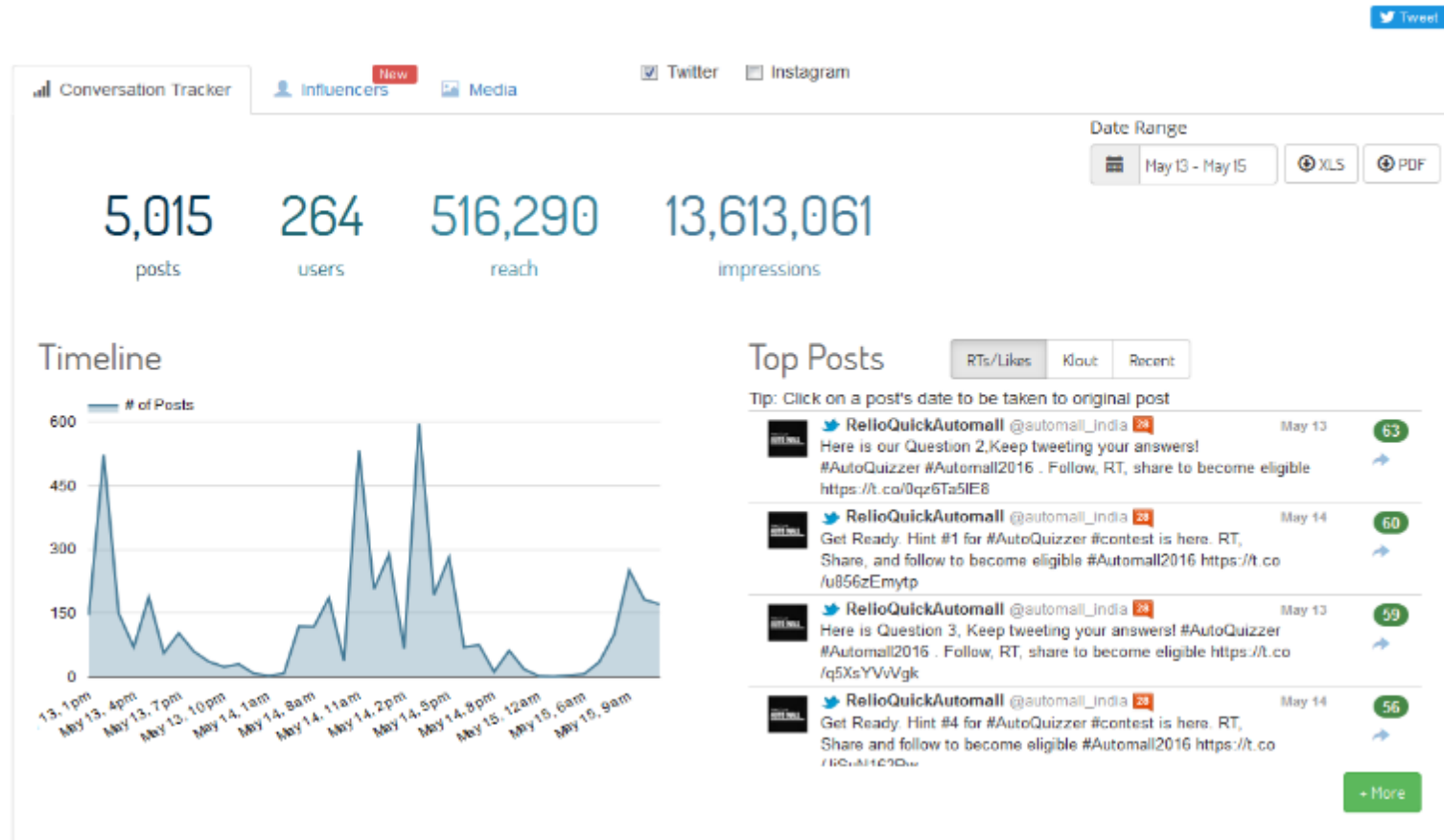
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# Real-time Tracker: #autoquizzer



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# Pre Event Promotion – Digital Campaign on twitter

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate	
	<b>RelioQuickAutomall</b> @automall_india · May 10 Keep it up guys. Upload your #Selfie to participate in #SelfieWithYourCar #contest and win #prize worth Rs. 3000. We are live till tonight. <a href="#">View Tweet activity</a>			3,438	174	5.1%	<a href="#">Promote</a>
	<b>RelioQuickAutomall</b> @automall_india · May 13 Here is Question 3, Keep tweeting your answers! #AutoQuizzer #Automall2016 Follow, RT, share to become eligible pic.twitter.com/q5XsYVvVgk <a href="#">View Tweet activity</a>			3,201	418	13.1%	<a href="#">Promote</a>
	<b>RelioQuickAutomall</b> @automall_india · May 13 Here is our Question 2, Keep tweeting your answers! #AutoQuizzer #Automall2016 . Follow, RT, share to become eligible pic.twitter.com/Dqz5Ta5IEB <a href="#">View Tweet activity</a>			3,081	450	14.6%	<a href="#">Promote</a>
	<b>RelioQuickAutomall</b> @automall_india · May 13 Guys! Hint #1 is out I Keep tweeting using # AutoQuizzer and #Automall2016 Dont forget to follow RT and share it pic.twitter.com/DxwTsBj27g <a href="#">View Tweet activity</a>			2,850	447	15.2%	<a href="#">Promote</a>
	<b>RelioQuickAutomall</b> @automall_india · May 14 Get Ready. Hint #2 for #AutoQuizzer #contest is here. RT, Share and follow to become eligible #Automall2016 pic.twitter.com/ZnySQLuAJT <a href="#">View Tweet activity</a>			2,862	402	14.0%	<a href="#">Promote</a>
	<b>RelioQuickAutomall</b> @automall_india · 23h Here is Question 7 for today's #contest, Keep tweeting your answers! #AutoQuizzer #Automall2016 pic.twitter.com/elqerSZBeR <a href="#">View Tweet activity</a>			2,839	464	16.3%	<a href="#">Promote</a>

### Engagements

Showing 7 days with daily frequency

ENGAGEMENT RATE  
6.7% (May 16) 2.9% engagement rate

---

### LINK CLICKS

192 (May 16) 3 link clicks

On average, you earned 27 link clicks per day

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### RETWEETS

4.1K (May 16) 89 Retweets

On average, you earned 581 Retweets per day

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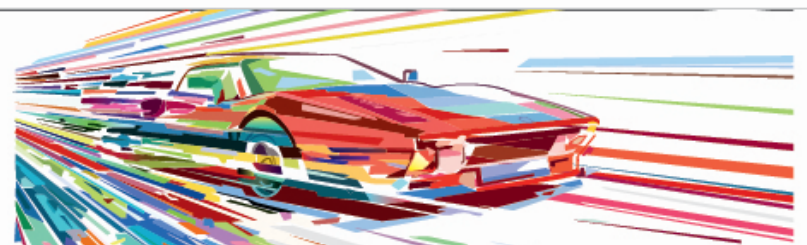
### LIKES

2.4K (May 16) 20 likes

On average, you earned 346 likes per day

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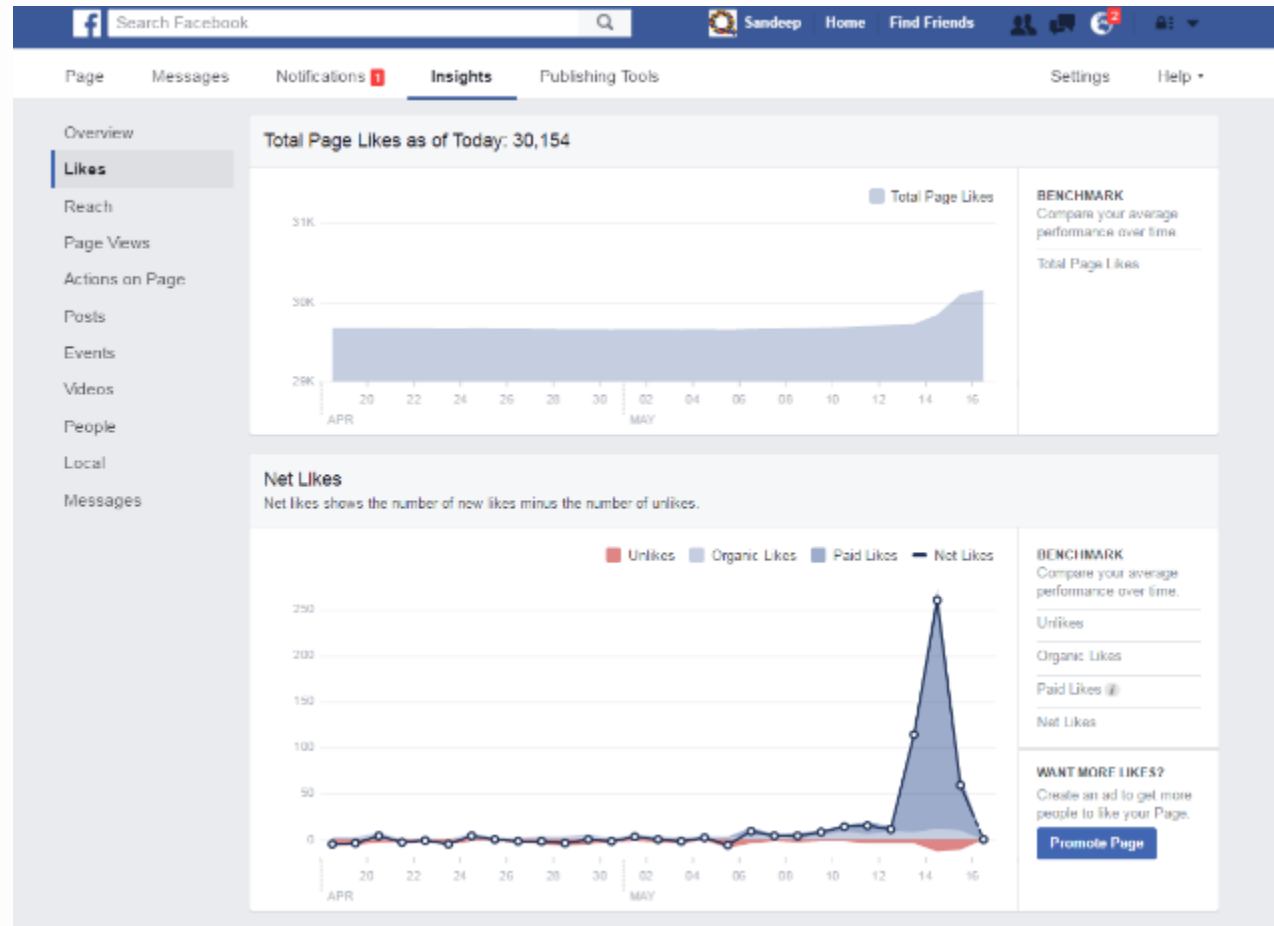
### REPLIES



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# Pre Event Promotion – Digital Campaign on twitter




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Pre Event Promotion – E-mailers



**YOU ARE CORDIALLY INVITED**



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 DLF PLACE, SAKET  
 13 - 15 MAY, 2016

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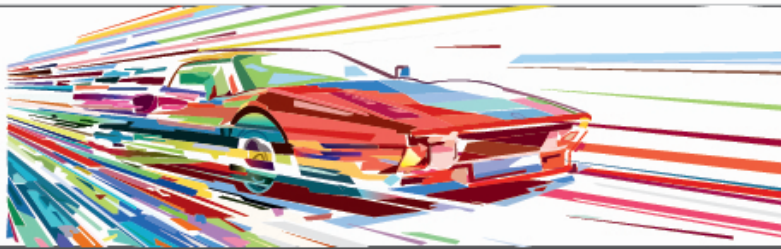
SPONSORED BY: RelioQuick, SsangYong

EXHIBITORS: Audi, BMW, JAGUAR, LAND ROVER, Mahindra, SKODA, Tata Skyvia, DSK, Benelli, Capital Harley Davidson




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EXHIBITORS: Audi, BMW, JAGUAR, LAND ROVER, Mahindra, SKODA, Tata Skyvia, DSK, Benelli, Capital Harley Davidson

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# Participating Brands Promotion on FACEBOOK and EDMs

**Auto Mall India**  
Published by Sandeep Kapoor (?) · May 12 at 5:30pm · 🌐

Showcasing #JLR, at DLF Place, Saket (13 - 15 May) #automall2016



**2,863**  
Post Engagement

**9**  
Call Now

**0**  
Website Clicks

**3 of 5**  
Response Rate

**1 hour**  
Response Time

Recent

- 2016
- 2015
- 2014
- 2013
- 2012
- 2011

1,066 people reached Not Boosted

Like Comment Share

Rakesh Tammisetty, Likhmaan Khan and 112 others


2 shares

**Auto Mall India**

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Auto Mall India  
Published by Sandeep Kapoor (?) · May 12 at 5:30pm · 🌐

Showcasing Mahindra, at DLF Place, Saket (13 - 15 May) #automall2016



**4.4** stars  
83 reviews

Sandeep Kapoor  
5★ Excellent Idea.. Best way to catch attention of TG.  
June 13, 2015 · 🌐

Like Comment

Vihan Khanna  
4★ Great car and bike.  
I like it auto mall india. My dream is auto mall india in job  
May 13, 2015 · 🌐

Like Comment

Prant Sachdeva  
5★ It doesnt get any better, some next level stuff right here. Easily the best automobile exhibition in the country at the moment where people get to See-Touch-Feel the products from leading brands.  
June 15, 2015 · 🌐

Like Comment

255 people reached Boost Post

Like Comment Share

Rakesh Tammisetty, Shraya Shriv and 3 others

2 shares

Write a comment

**Promote**

**THIS WEEK**

**24,830**  
Post Reach

**2,863**  
Post Engagement

**9**  
Call Now

**0**  
Website Clicks

**3 of 5**  
Response Rate

**1 hour**  
Response Time

Recent

- 2016
- 2015
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- 2011



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# Participating Brands Promotion on FACEBOOK and EDMs

Facebook post from Auto Mall India. The post is titled "Showcasing Volvo at DLF Place, Saket (13 - 15 May) #automall2016". It features a promotional image of a silver Volvo car with the text "SHOWCASING VOLVO @ AUTO MALL" and "#automall2016 Premium Auto Show". The post has received 4.4 stars from 33 reviews, 24,830 post reach, and 2,863 post engagement. It also shows 9 call nows, 0 website clicks, and a 3 of 5 response rate. The post was boosted for 1 hour.

Reviews:

- Sandeep Kapoor: 5★ Excellent Idea. Best way to catch attention of TG. June 13, 2016
- When Khanna: 4★ Great car and bike. I like it auto mall india. My dream is auto mall india in job. May 13, 2016
- Prent Sachdeva: 5★ It doesnt get any better, some next level stuff right here. Easily the best automobile exhibition in the country at the moment where people get to See-Touch-Feel the products from

Facebook post from Auto Mall India. The post is titled "Inviting you all at RolloQuick #automall2016 A 'Premium Auto Show' starting from tomorrow 13th May to 15th May 2016 at DLF SAKET, Delhi. Have a great fun!". It features a promotional image of a red car with the text "#automall2016 Premium Auto Show" and "13-15 MAY, 2016". The post has received 4.4 stars from 33 reviews, 24,830 post reach, and 2,863 post engagement. It also shows 9 call nows, 0 website clicks, and a 3 of 5 response rate. The post was boosted for 1 hour.

Reviews:

- Sandeep Kapoor: 5★ Excellent Idea. Best way to catch attention of TG. June 13, 2016
- When Khanna: 4★ Great car and bike. I like it auto mall india. My dream is auto mall india in job. May 13, 2016



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# Participating Brands Promotion on FACEBOOK and EDMs

AutoMall DLF PLACE, SAKET Showcasing BMW India  
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DLF PLACE  
SAKET

SHOWCASING BMW @ AUTO MALL

#automall2016  
*Premium Auto Show*  
DLF PLACE, SAKET  
13 - 15, MAY 2016

120 people reached

Boost Post

Like Comment Share

Rakesh Tammisetty

24,830  
Post Reach

2,863  
Post Engagement

9  
Call Now

0  
Website Clicks

3 of 5  
Response Rate

1 hour  
Response Time

Recent

- 2016
- 2015
- 2014
- 2013
- 2012
- 2011

Auto Mall India

Manpowerindia.com

Cats N MICE

REVIEWS

4.4 of 5 stars  
83 reviews

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5★ Excellent idea. Best way to catch attention of TG.  
June 13, 2015

Wihan Khanna  
4★ Great car and bike. I like it auto mall india. My dream is auto mall india in job.  
May 13, 2015

Pratik Sachdeva  
5★ It doesnt get any better, some next level stuff right here. Easily the best automobile exhibition in the country at the moment where people get to See-Touch-Feel the products from leading brands.  
June 10, 2015

Auto Mall India  
Published by Sandeep Kapoor on May 10 at 6:00pm

AutoMall@DLF Place, Saket Showcasing DSK Benelli, 13 - 15 May 2016  
Discover. Connect. Experience.

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DLF PLACE  
SAKET

SHOWCASING DSK - BENELLI @ AUTO MALL

DSK | Benelli

THE LATEST EVOLUTION

#automall2016  
*Premium Auto Show*  
DLF PLACE, SAKET  
13 - 15, MAY 2016

RelioQuick

225 people reached

Like Comment Share

Rakesh Tammisetty, Devender Singh and 4 others

2 shares

Promote

THIS WEEK

24,830  
Post Reach

2,863  
Post Engagement

9  
Call Now

0  
Website Clicks

3 of 5  
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## Event Glimpses



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**DLF PLACE**  
 SAKET



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**DLF PLACE**  
 SAKET



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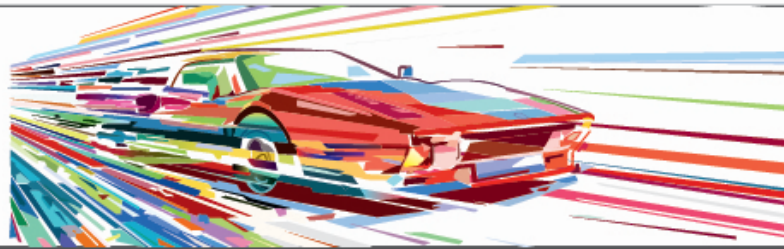
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SAKET

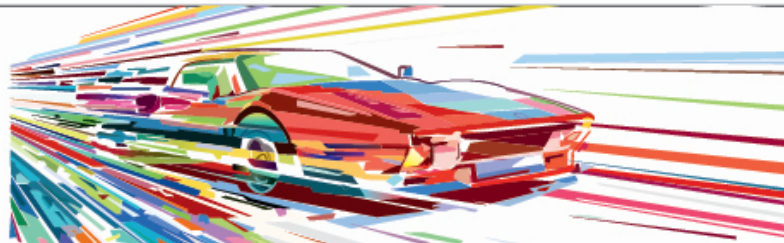








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Thank You...



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