



AUTO MALL
@Phoenix Marketcity,
Bangalore
20th -22nd May, 2016

IPs managed:



RelioQuick
AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



#automall2016

Premium Auto Show

PHOENIX MARKETCITY, BENGALURU

20 - 22 MAY, 2016



Authorized Partner
Navnit Motors



MARUTI SUZUKI
Way of Life!



Mercedes-Benz
Akshaya Motors

Mahindra
Rise.
India Garage - Whitefield

N E X A

Auto Mall @ Phoenix Marketcity: 20-22 MAY 2016 – Event Synopsis

RelioQuick Auto Mall at Phoenix Marketcity was organized from **20-22 MAY 2016**.

The event has **participation from 7 leading automobile brands**

BMW-M, Nexa, DSK Hyosung, Maruti Suzuki, Mercedes Benz, Cooper Mini, MAHINDRA

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

Auto Mall @ Phoenix Marketcity Bangalore showcased automobiles for all budgets.

All the brands put together generated over **920+ enquiries** and **320+ hot prospects** and **05 Spot bookings**.

Over **1.75 lakh people visited** Phoenix Marketcity, Bengaluru 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 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 4 days



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Pre Event Promotion – On-ground Branding

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Ashaya Motors



Mercedes-Benz
The Best or Nothing

SHOWCASING THE SUPER LUXURY MODEL SLK FROM MERCEDES AT RELIO QUICK AUTO MALL, PHOENIX MARKETCITY, BENGALURU

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NEXA

SHOWCASING THE LATEST PREMIUM MODELS FROM NEXA AT RELIO QUICK AUTO MALL, PHOENIX MARKETCITY BENGALURU

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MINI

SHOWCASING THE HOT FAVOURITE ICON MINI AT RELIO QUICK AUTO MALL, PHOENIX MARKETCITY BENGALURU

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DSK

SHOWCASING PREMIUM BIKES FROM HYOSUNG AT RELIO QUICK AUTO MALL, PHOENIX MARKETCITY BENGALURU

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Pre Event Promotion – On-ground Branding





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Promotion on FACEBOOK



Auto Mall India

Published by Sandeep Kapoor [?] · May 20 at 10:17am · 🌐

Facebook Photo #Contest.
 Photo contest is about uploading your photos on your Facebook timeline tagging AutomallIndia page associated with hashtag #AutoMall2016

1. Like our official page to participate in this #contest.
2. Attend #automall2016 at Phoenix Market city Mall, #Bangalore between 20 - 22 May, 2016
3. Take a photo with participating brands in #automall2016 at Phoenix Marketcity Mall Bangalore. ... [See More](#)

642 people reached

View Results

👍 Like
💬 Comment
➦ Share

👍

Ramzeen Mohd, Jasper Flynn Gallardo and 90 others



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Promotion on FACEBOOK

Auto Mall India at Phoenix MarketCity Bangalore.
Published by Sandeep Kapoor | May 21 at 11:29am

Showcasing the latest models from one of India's Top Selling Brands #Maruti at Relio Quick #AutoMall2016 , Phoenix Marketcity Bengaluru



SHOWCASING THE LATEST MODELS FROM ONE OF INDIA'S TOP SELLING BRANDS MARUTI AT RELIO QUICK AUTO MALL, PHOENIX MARKETCITY BENGALURU



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20-22, MAY 2016

Auto Mall India at Phoenix MarketCity Bangalore.
Published by Shrey Kapoor | May 19 at 4:02pm

Catch the Super #Luxury #Mercedes #SLK showcasing at Phoenix Marketcity Bengaluru from tomorrow! #AutoMall2016



SHOWCASING THE SUPER LUXURY MODEL SLK FROM MERCEDES AT RELIO QUICK AUTO MALL, PHOENIX MARKETCITY BENGALURU



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Promotion on FACEBOOK

Auto Mall India at Phoenix MarketCity Bangalore.
Published by Shrey Kapoor 17% · May 19 at 6:28pm · 🌐

Showcasing #Mini at the Hottest Auto Show in Town! Catch your favourite Cars and Bikes at Phoenix Marketcity Bengaluru starting tomorrow! #AutoMall2016



SHOWCASING THE HOT FAVOURITE ICON MINI AT RELIO QUICK AUTO MALL, PHOENIX MARKETCITY BENGALURU



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Auto Mall India at Phoenix MarketCity Bangalore.
Published by Shrey Kapoor 17% · May 19 at 1:29pm · 🌐

Showcasing the Super Luxury M Series from #BMW at Phoenix Marketcity Bengaluru from tomorrow! #AutoMall2016



SHOWCASING THE SUPER LUXURY MODEL M FROM BMW AT RELIO QUICK AUTO MALL, PHOENIX MARKETCITY BENGALURU



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Take a photo with your car or bike and
Post it with
#MyNewAuto
and Win Shopping Vouchers
UpTo Worth ₹ 3000.



Take a photo with your car or bike and
Post it with
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and Win Shopping Vouchers
UpTo Worth ₹ 3000.



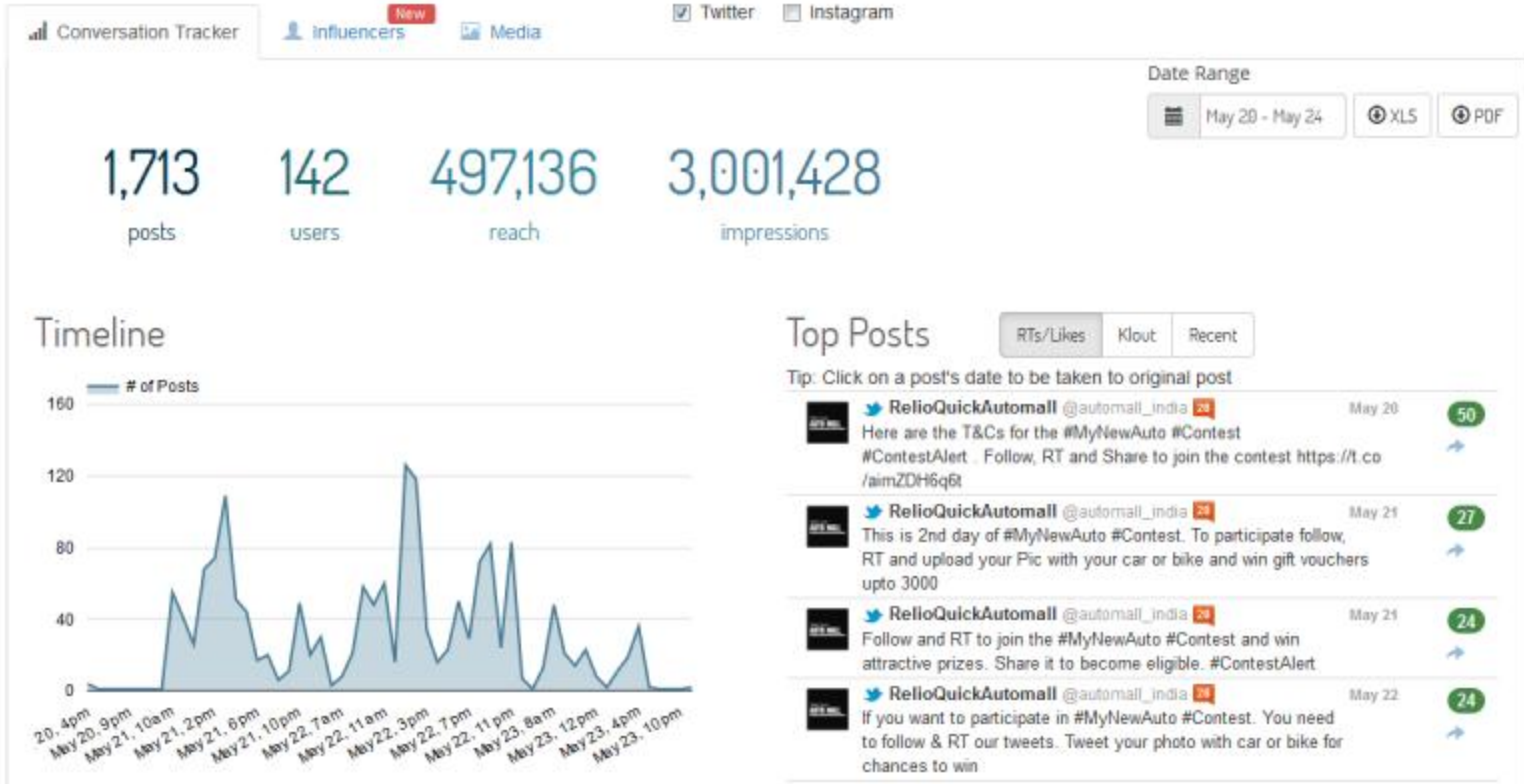
Take a photo with your car or bike and
Post it with
#MyNewAuto
and Win Shopping Vouchers
UpTo Worth ₹ 3000.



Take a photo with your car or bike and
Post it with
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and Win Shopping Vouchers
UpTo Worth ₹ 3000.



Real-time Tracker: #mynewauto









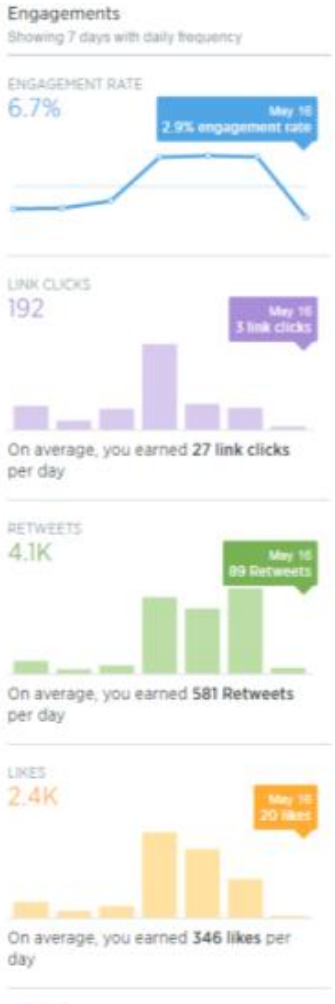
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Contest on Twitter

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	RelioQuickAutomall @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.		3,438	174	5.1%
	RelioQuickAutomall @automall_india · May 13	Here is Question 3, Keep tweeting your answers! #AutoQuizzer #Automall2016 . Follow, RT, share to become eligible pic.twitter.com/q5XsYVVVgk		3,201	418	13.1%
	RelioQuickAutomall @automall_india · May 13	Here is our Question 2, Keep tweeting your answers! #AutoQuizzer #Automall2016 . Follow, RT, share to become eligible pic.twitter.com/0qz6Ta5IE8		3,081	450	14.6%
	RelioQuickAutomall @automall_india · May 13	Guys! Hint #1 is out ! Keep tweeting using # AutoQuizzer and #Automall2016 . Dont forget to follow RT and share it. pic.twitter.com/DxwTsBj27g		2,950	447	15.2%
	RelioQuickAutomall @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		2,862	402	14.0%
	RelioQuickAutomall @automall_india · 22h	Here is Question 7 for today's #contest, Keep tweeting your answers! #AutoQuizzer #Automall2016 pic.twitter.com/velqerSZBeR		2,839	464	16.3%



Most Influential

Avg Engmt | Klot | Frequency



Recent Users




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Event Glimpses

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