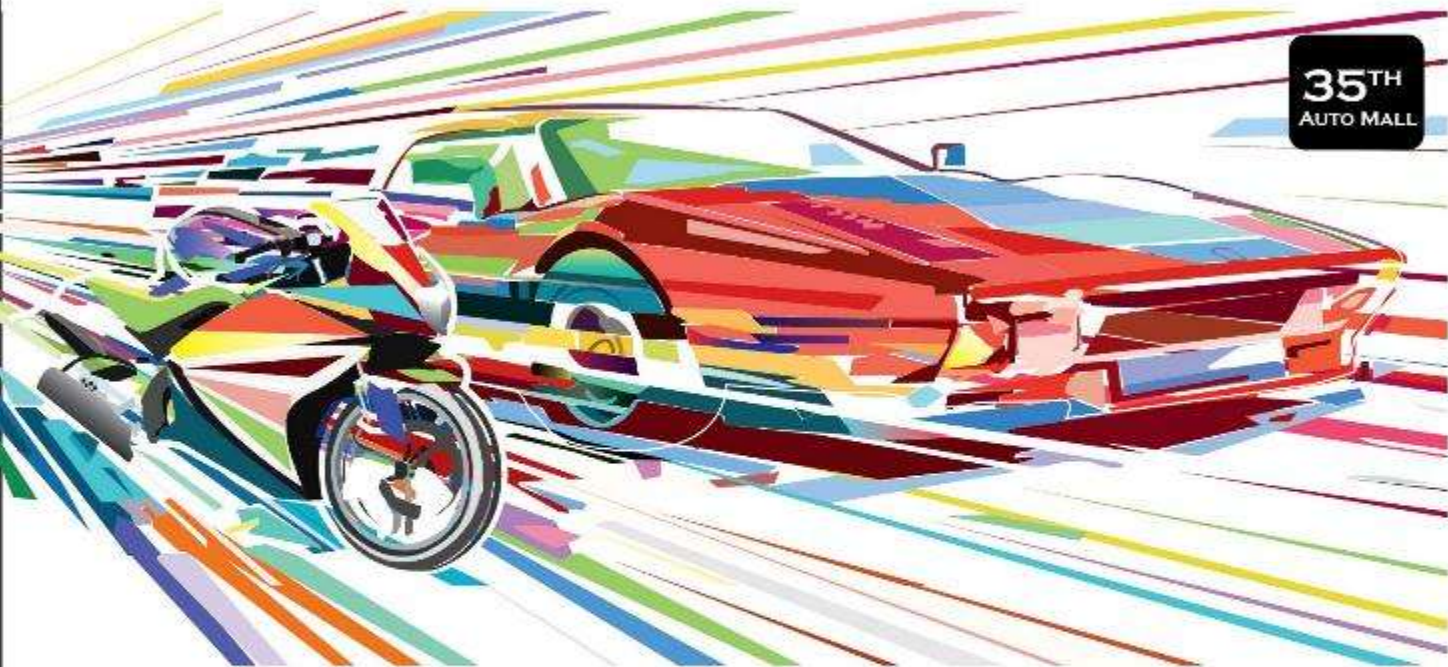




**AUTO MALL SEASON 4  
@ PHOENIX KURLA, MUMBAI  
17 – 19 JUNE, 2016**

IPs managed:







**35<sup>TH</sup>**  
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# Auto Mall Season 4 @ Phoenix , Kurla : 17 - 19 JUNE, 2016 – Event Synopsis

After the grand success of Auto Mall season 3 in Jan 2016,  
**Auto Mall season 4 @ Phoenix Marketcity Kurla, Mumbai** was organized from **June 17 – 19, 2016**.

The event has **participation from 11 leading automobile brands**  
BMW, MINI COOPER, NISSAN-DATSUN, NEXA, SKODA, FORD, VOLKSWAGEN, HONDA, MERCEDES-BENZ, DSK-BENELLI

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

Auto Mall @ Phoenix Market City showcased automobiles for all budgets.

All the brands put together generated over **2900 enquiries** and **325+ hot prospects**.  
**7 Spot Bookings, Over 2 lakh people visited** Phoenix Marketcity during Auto Mall event weekend.

Vintage car Showcased by Phoenix Marketcity 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 Twitter and 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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## Pre Event Promotion – EDM on Facebook

**RelioQuick Automall India**  
Published by Sandeep Kapoor (?) · June 17 at 4:00pm · 🌐

Showcasing Nexa at RelioQuick Automall at Phoenix Marketcity (Kurla), Mumbai



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SHOWCASING NEXA  
AT RELIO QUICK AUTO MALL, PHOENIX MARKETCITY KURLA



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**RelioQuick Automall India**  
Published by Sandeep Kapoor (?) · June 17 at 2:39pm · 🌐

Showcasing Mercedes at RelioQuick Automall at Phoenix Marketcity (Kurla), Mumbai . #automall2016



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SHOWCASING MERCEDES  
AT RELIO QUICK AUTO MALL, PHOENIX MARKETCITY KURLA



Mercedes-Benz

Auto Hangar



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# Pre Event Promotion – EDM on Facebook

**RelioQuick Automall India**  
Published by Sandeep Kapoor [?] · June 17 at 1:38pm · 🌐

Showcasing Honda Cars at RelioQuick Auto-mall at Phoenix Marketcity (Kurla) ,Mumbai . #automall2016

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**RelioQuick Automall India**  
Published by Sandeep Kapoor [?] · June 17 at 10:35am · 🌐

Showcasing Datsun Redi-GO at RelioQuick Automall at Phoenix Marketcity (Kurla) ,Mumbai . #automall2016

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# Pre Event Promotion – EDM on Facebook

**RelioQuick Automall India**  
Published by Sandeep Kapoor [?] · June 16 at 7:42pm · 🌐

Showcasing Nissan at RelioQuick Automall at Phoenix Marketcity (Kurla), Mumbai



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SHOWCASING NISSAN  
AT RELIO QUICK AUTO MALL, PHOENIX MARKETCITY KURLA



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👤 Girija Kriz Great  
Like · Reply · Message · June 19 at 5:37pm

**RelioQuick Automall India**  
Published by Sandeep Kapoor [?] · June 16 at 5:31pm · 🌐

Showcasing BMW at RelioQuick Automall at Phoenix Marketcity (Kurla), Mumbai . #automall2016



RelioQuick **AUTO MALL** PHOENIX MARKETCITY KURLA  
SHOWCASING BMW  
AT RELIO QUICK AUTO MALL, PHOENIX MARKETCITY KURLA



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# #AutoQuizContest


Date : 17-19<sup>th</sup> June, 2016  
Time : 8:00am - 11:59:59pm (IST)

## Rules

1. 3 questions will be asked each day.
2. Answer hints will be given before the question asked
3. Questions will be asked daily between 8:00am-11:59:59pm (IST)
4. One participant can win only one prize but eligible to answer all questions.
5. RelioQuick Auto Mall has descretion to change, alter, modify or discontinue the contest at any point of time.
6. Retweet it and tag you friend using hastag **#AutoQuizContest, #automall2016**
7. Read contest Rules, Terms & Conditions in detail at our official blog



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17 - 19 JUNE, 2016





# #AutoQuizContest


Date : 17-19<sup>th</sup> June, 2016  
Time : 8:00am - 11:59:59pm (IST)

## Question 9

Which indian two wheeler manufacturer offers ABS as a option?



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## Pre Event Promotion – Digital Campaign on Twitter

**#AutoQuizContest**  
Date : 17-19<sup>th</sup> June, 2016  
Time : 8:00am - 11:59:59pm (IST)

**3<sup>rd</sup>**  
**Day of Contest**

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**#AutoQuizContest**  
Date : 17-19<sup>th</sup> June, 2016  
Time : 8:00am - 11:59:59pm (IST)

*Hint 1*



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# Pre Event Promotion – Digital Campaign on Twitter

Page Messages Notifications 9 Insights Publishing Tools Settings Help

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4,785↑ Post Reach	1,253↑ Post Engagement	3↑ Call Now
0 Website Clicks	0 of 0 Response Rate	21 hours Response Time

Automotive · New Delhi, India  
4.4 ★★★★★

Search for posts on this Page

42% response rate, 21-hours response time  
Respond faster to turn on the badge

34K likes +1,008 this week  
Shrey Kapoor and 18 other friends



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# Pre Event Promotion – Digital Campaign on Twitter

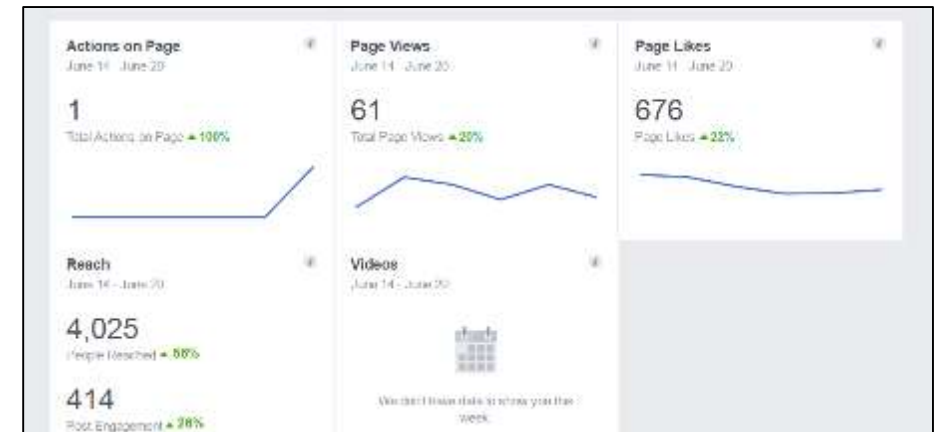
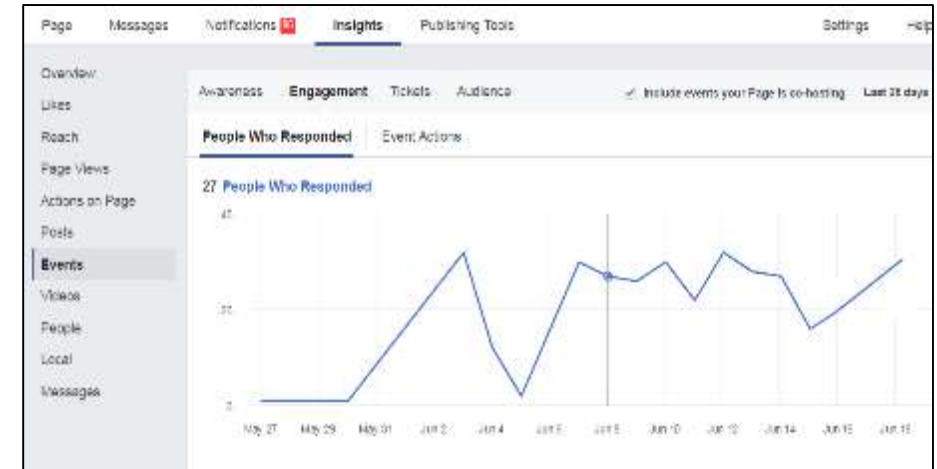
Page Messages Notifications **95** Insights Publishing Tools Settings Help

**Overview**

Pages to Watch  
Compare the performance of your Page and posts with similar Pages on Facebook.

[Add Pages](#) Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Autocar India	2.4m	▲0.1%	84	97.1K
2  CarDekho	847.8K	▲0.1%	236	47.8K
3  ZigWheels.com	702.9K	▲0.3%	223	72.3K
YOU 4  RelioQuick Automall India	36.3K	▲2.2%	29	2.9K
5  CarTrade.com	161.8K	▲0.2%	28	173
6  CarWale	303.5K	▲0.7%	18	4.9K

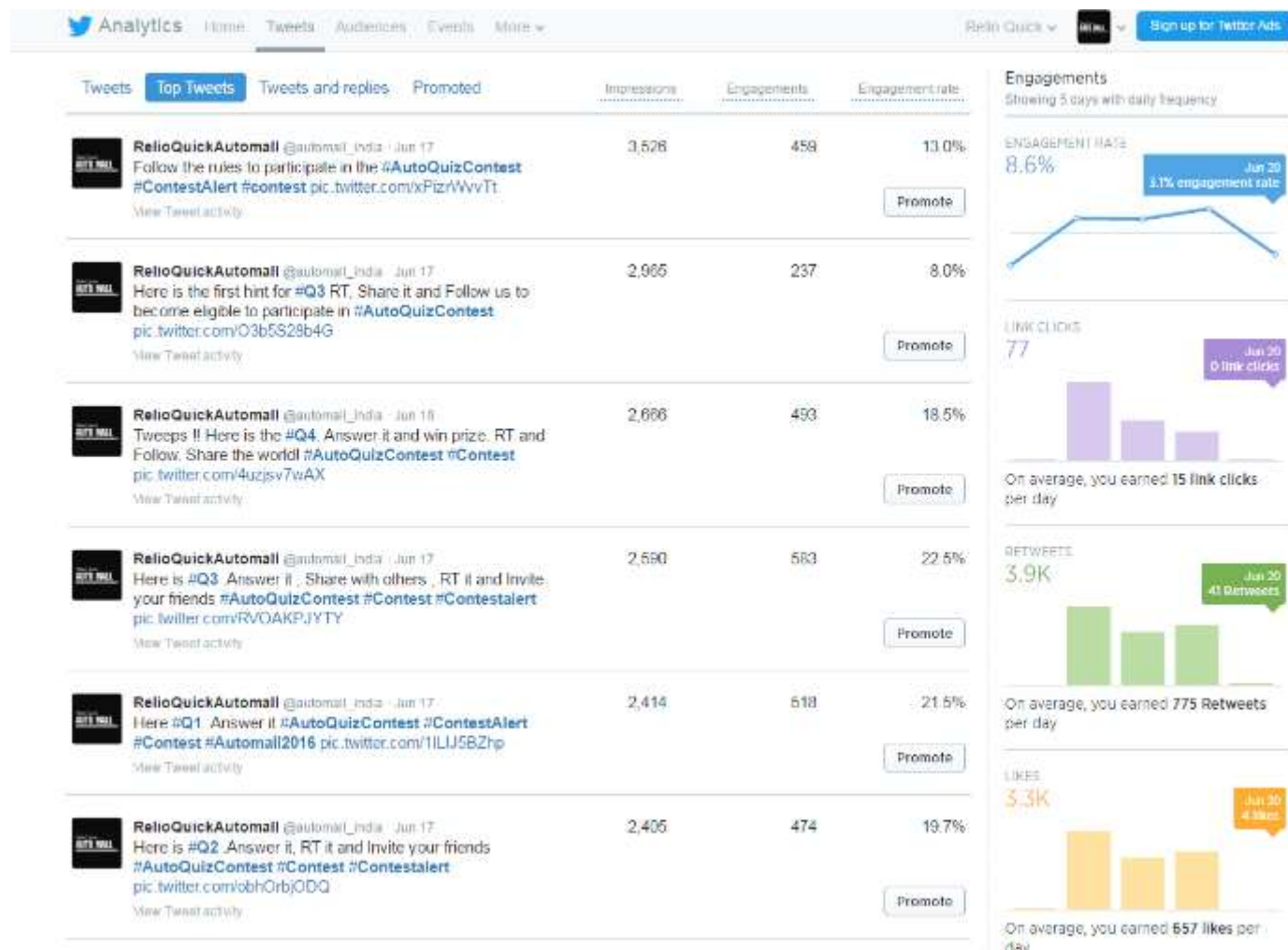


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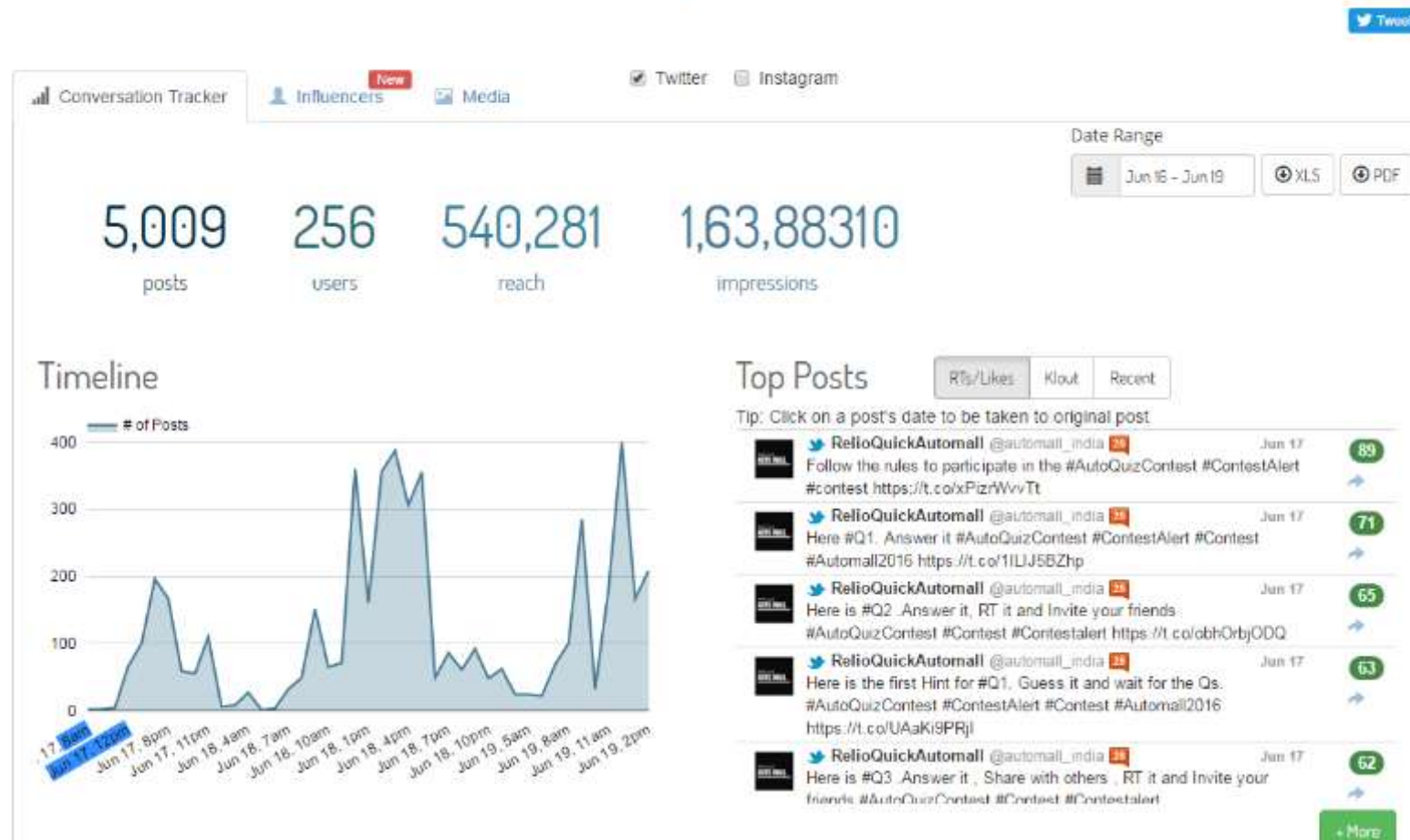
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# Real-time Tracker: #AutoQuizContest



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## Event Glimpses

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