



**AUTO MALL SEASON-5  
@Lulu Mall, Cochin  
12 – 14 August, 2016**

IPs managed:



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



**Lulu MALL**  
World of Happiness



**37<sup>TH</sup>**  
AUTO MALL

**#automall2016**

*Premium Auto Show*

**12 - 14, AUGUST, 2016**

A VENTURE OF  
**RelioQuick™**

IP MANAGED BY  
**Stratagem**  
BUSINESS CONSULTANTS



**MARUTI SUZUKI**  
Way of Life!

**Mahindra**  
Rise.



**TATA MOTORS**



**DSK Benelli**

# Auto Mall @ Lulu Mall, Cochin: 12 - 14 AUGUST, 2016 – Event Synopsis

After the grand success of Auto Mall season 4 in Feb 2016,  
**Auto Mall Season 5 @ Lulu Mall, Cochin** was organized from **August 12 – 14, 2016**.

The event has **participation from 10 leading automobile brands**  
FORD, HONDA CARS, MARUTI SUZUKI, MAHINDRA, NISSAN, DATSUN, RENAULT, TATA MOTORS, BAJAJ, DSK BENELLI

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 **1123 Hot prospects** and **2650 Enquires**.  
**11 Spot Bookings**, Over **2.5 lakh people visited** Lulu 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 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



# Pre Event Promotion – On Ground Branding



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# Pre Event Promotion – EDM on Facebook

**RelioQuick Automall India**  
Published by Sandeep Kapoor [?] · August 10 at 4:52pm · 🌐

Showcasing #Datsun Redi-go at LuLu Mall on 12-14 Aug

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FROM NISSAN WITH PRIDE

redi GO

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4,025 people reached

[View Results](#)

Like Comment Share Hootlet

👤 Nawalishor Kumar, Dhruv Patel and 1K others

Chronological

**RelioQuick Automall India**  
Published by Sandeep Kapoor [?] · August 10 at 5:05pm · 🌐

Showcasing #Ford Figo at LuLu Mall on 12-14 Aug

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8,885 people reached

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👤 Rama Chandra Peda, Santhosh Santhu and 1.8K others

**RelioQuick Automall India**  
Published by Sandeep Kapoor [?] · August 10 at 5:15pm · 🌐

Showcasing #Honda Jazz at LuLu Mall on 12-14 Aug

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HONDA  
The Premium Choice

JAZZ

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7,740 people reached

[View Results](#)

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👤 Ashahad Khan, Akash Singh and 1.3K others

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# Pre Event Promotion – EDM on Facebook

**RelioQuick Automall India**  
Published by Sandeep Kapoor [?] · August 11 at 9:09am · 🌐

Showcasing #Maruti Suzuki \_ Wagon R AMT at LuLu Mall on 12-14 Aug



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6,842 people reached [View Results](#)

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👍👤👤 Ajay Rajpurohit, Pavan ShAh and 1.3K others Chronological\*

**RelioQuick Automall India**  
Published by Sandeep Kapoor [?] · August 8 at 4:52pm · 🌐

Showcasing #Bajaj Motorcycles at LuLu Mall Cochin



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28,123 people reached [View Results](#)

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👍👤👤 Edward Sagaya Raj, Surjeet Suthar and 1.6K others Chronological\*

**RelioQuick Automall India**  
Published by Sandeep Kapoor [?] · August 12 at 11:49am · 🌐

Showcasing Mahindra-TUV at Lulu Mall, Cochin from 12-14 Aug, 2016



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9,875 people reached [View Results](#)

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👍👤👤 Rohit Yadav, Ritesh Das and 1.5K others Chronological\*



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# Pre Event Promotion – EDM on Facebook

**RelioQuick Automall India**  
Published by Sandeep Kapoor (P) · August 12 at 11:51am · 🌐

Showcasing Renault #Duster, #Kwid, #Lodgy, at Lulu Mall, Cochin from 12-14 Aug, 2016

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8,843 people reached [View Results](#)

Like Comment Share Hootlet

👍👍👍 Swayam P Jena Liked, Sadik Amareliya and 1.7K others Chronological

View 1 more comment

👍 Altamash Imam Nice Like · Reply · Message · August 14 at 8:59am

👍 Altamash Imam Oh ho nice seen Like · Reply · Message · August 14 at 8:59am

**RelioQuick Automall India**  
Published by Sandeep Kapoor (P) · August 8 at 6:11pm · 🌐

Showcasing #Tata Motors at LuLu Mall Cochin

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5,726 people reached [View Results](#)

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👍👍 Naresh Banna, Jay Mangal and 1K others

1 share

Write a comment...

**RelioQuick Automall India**  
Published by Sandeep Kapoor (P) · August 12 at 1:03pm · 🌐

Showcasing DSK #Benelli, at Lulu Mall, Cochin from 12-14 Aug, 2016

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**Boost This Post Again**  
You can view your results and add budget to get more likes, comments and shares.

13,392 people reached [View Results](#)

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👍👍👍 MP Pareek, Sameer Bhalp and 1.8K others Chronological

1 share



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# Digital Campaign on Twitter



**TWITTER CONTEST**

**#AutoMallinLuluMall**

**12 - 14 Aug, 2016**

8:00am - 11:59:59pm (IST)

**TWITTER CONTEST**

**#AutoMallinLuluMall**

**12 - 14 Aug, 2016**

8:00am - 11:59:59pm (IST)

**Contest Rules**

1. The Contest is open to Indian Citizens residing in India only.
2. 4 Images Questions will be asked each day to write captions for them.
3. All questions will be asked daily between 8:00am-11:59:59pm (IST)
4. One participant can win maximum 3 prizes.
5. The captions you write should be either in English or Hindi languages. Captions in any other language are not eligible for the contest.
6. RelioQuick Auto Mall has discretion to change, alter, modify or discontinue the contest at any point of time.
7. We will only consider replies to the original captions you have written not copied.
8. Read contest Rules, Terms & Conditions in detail on our official blog

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**TWITTER CONTEST**

**#AutoMallinLuluMall**

Live from

**12 - 14 Aug, 2016**

8:00am - 11:59:59pm (IST)

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Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Autocar India	2.4m 	▲0.2%	88	231K 
2  CarDekho	862.9K 	▲0.2%	130	29.3K 
3  ZigWheels.com	727.3K 	▲0.4%	129	113.7K 
YOU				
4  RelioQuick Automall India	39.7K 	▲0.8%	22	14.3K 
5  CarTrade.com	163.7K 	▲0.1%	28	610 
6  CarWale	315.1K 	▲0.3%	65	15.8K 



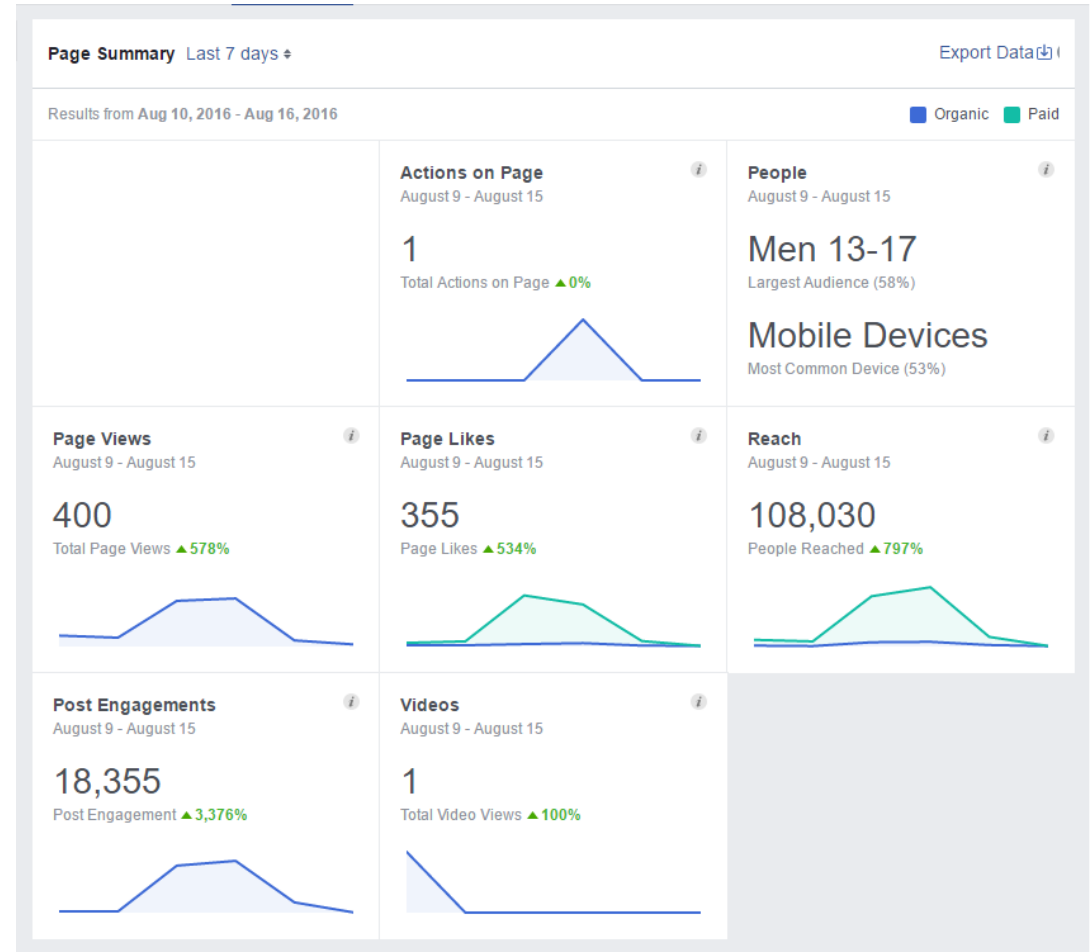
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# Pre Event Promotion – Digital Campaign on Facebook

Published	Post	Type	Targeting	Reach	Engagement
08/12/2016 1:03 pm	Showcasing DSK #Benelli , at Lulu Mall, Cochin from 12-14 A			13.4K	379 1.9K
08/12/2016 11:51 am	Showcasing Renault #Duster, #Kwid, #Lodgy, at Lulu Mall, C			8.8K	129 1.7K
08/12/2016 11:40 am	Showcasing Mahindra-TUV at Lulu Mall, Cochin from 12-14 A			9.9K	130 1.6K
08/11/2016 9:09 am	Showcasing #Maruti Suzuki _ Wagon R AMT at LuLu Mall on			6.8K	93 1.3K
08/11/2016 1:08 pm	Showcasing #Maruti Suzuki _ Celerio AMT at LuLu Mall on 1			2.9K	39 701
08/11/2016 9:09 am	Showcasing #Maruti Suzuki _ Wagon R AMT at LuLu Mall on			6.8K	93 1.3K
08/10/2016 9:05 pm	Showcasing #Ford Figo at LuLu Mall on 12-14 Aug			8.9K	103 1.9K
08/10/2016 8:18 pm	Showcasing #Honda Jazz at LuLu Mall on 12-14 Aug			7.7K	88 1.4K
08/10/2016 9:09 pm	Showcasing #Ford Figo at LuLu Mall on 12-14 Aug			8.9K	103 1.9K
08/10/2016 5:00 pm	Showcasing #Nissan #Micra at LuLu Mall on 12-14 Aug			229	18 10
08/10/2016 4:52 pm	Showcasing #Datsun Redi-go at LuLu Mall on 12-14 Aug			4K	50 1.1K
08/10/2016 9:00 pm	Showcasing #Nissan #Micra at LuLu Mall on 12-14 Aug			229	18 10



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Tweets | **Top tweets** | Tweets and replies | Promoted

Engagements  
Showing 8 days with daily frequency

ENGAGEMENT RATE  
15.4%

LINK CLICKS  
25

NET TWEETS  
1.2K

LIKES  
936

REPLIES  
1.8K

On average, you earned 3 link clicks per day

On average, you earned 156 Retweets per day

On average, you earned 117 likes per day

On average, you earned 84.7% engagement rate

On average, you earned 6 link clicks

On average, you earned 6 Retweets

On average, you earned 15.7k likes

On average, you earned 1.8k replies

Tweet	Retweets	Engagements	Engagement %
<b>RelioQuickAutomall</b> @automall_india · Aug 14 Today is the last day of #AutoMallInLuluMall #contest RT, Share it and Follow us to participate. Lets enjoy the best of it! View Tweet activity	1,472	93	4.3%
<b>RelioQuickAutomall</b> @automall_india · Aug 17 Tweeps! Q #1 Write caption for the attached image for #AutoMallInLuluMall #Contest #ContestAlert #1 and Share pic.twitter.com/Maruz2Mgzb View Tweet activity	1,263	247	19.3%
<b>RelioQuickAutomall</b> @automall_india · Aug 17 Hey Tweeps! Before we share Qs, Here are the Rules for #AutoMallInLuluMall #Contest #ContestAlert #1 and Share pic.twitter.com/1lg3Cg3Ha View Tweet activity	1,272	184	14.5%
<b>RelioQuickAutomall</b> @automall_india · Aug 13 Here is the Qs #0 for #AutoMallInLuluMall #Contest, write caption for it pic.twitter.com/0xClU7p94C View Tweet activity	1,228	234	19.1%
<b>RelioQuickAutomall</b> @automall_india · Aug 12 Q #2 Write caption for #AutoMallInLuluMall #contest. Don't forget to RT and Share it pic.twitter.com/1xMkK5cy View Tweet activity	1,128	303	26.9%
<b>RelioQuickAutomall</b> @automall_india · Aug 12 Q #4 is here, Caption it, What does this picture say? #AutoMallInLuluMall #Contest pic.twitter.com/xg/K1bw1 View Tweet activity	1,121	255	22.7%
<b>RelioQuickAutomall</b> @automall_india · Aug 13 I tweeps! this is the Qs #0 for #AutoMallInLuluMall #Contest #1 Write caption for this pic.twitter.com/89w21q View Tweet activity	1,105	219	19.8%

Published	Post	Type	Targeting	Reach	Engagement
08/12/2016 1:03 pm	Showcasing DSK #Benelli, at Lulu Mall, Cochin from 12-14 A	Image	Global	13.4K	379 1.9K
08/12/2016 11:51 am	Showcasing Renault #Duster, #Kwid, #Lodgy, at Lulu Mall, C	Image	Global	8.8K	129 1.7K
08/12/2016 11:49 am	Showcasing Mahindra-TUV at Lulu Mall, Cochin from 12-14 A	Image	Global	9.9K	130 1.6K
08/11/2016 9:09 am	Showcasing #Maruti Suzuki _ Wagon R AMT at LuLu Mall on	Image	Global	6.8K	93 1.3K
08/11/2016 1:08 pm	Showcasing #Maruti Suzuki _ Celerio AMT at LuLu Mall on 1	Image	Global	2.9K	39 701
08/11/2016 9:08 am	Showcasing #Maruti Suzuki _ Wagon R AMT at LuLu Mall on	Image	Global	6.8K	93 1.3K
08/10/2016 5:05 pm	Showcasing #Ford Figo at LuLu Mall on 12-14 Aug	Image	Global	8.9K	103 1.9K
08/10/2016 5:15 pm	Showcasing #Honda Jazz at LuLu Mall on 12-14 Aug	Image	Global	7.7K	88 1.4K
08/10/2016 5:05 pm	Showcasing #Ford Figo at LuLu Mall on 12-14 Aug	Image	Global	8.9K	103 1.9K
08/10/2016 5:00 pm	Showcasing #Nissan #Micra at LuLu Mall on 12-14 Aug	Image	Global	229	18 10
08/10/2016 4:52 pm	Showcasing #Datsun Redi-go at LuLu Mall on 12-14 Aug	Image	Global	4K	50 1.1K
08/10/2016 5:00 pm	Showcasing #Nissan #Micra at LuLu Mall on 12-14 Aug	Image	Global	229	18 10



## #AutoMallinLuluMall

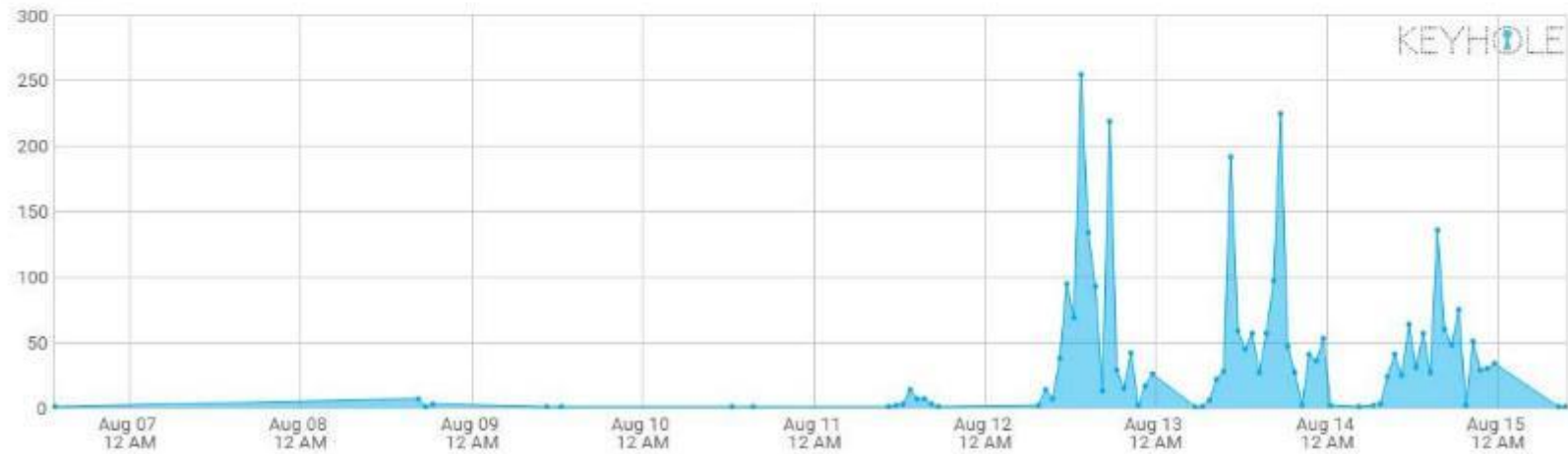
6,891  
POSTS

304  
USERS

605,136  
REACH

20,305,204  
IMPRESSIONS

### Timeline



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## Event Glimpses



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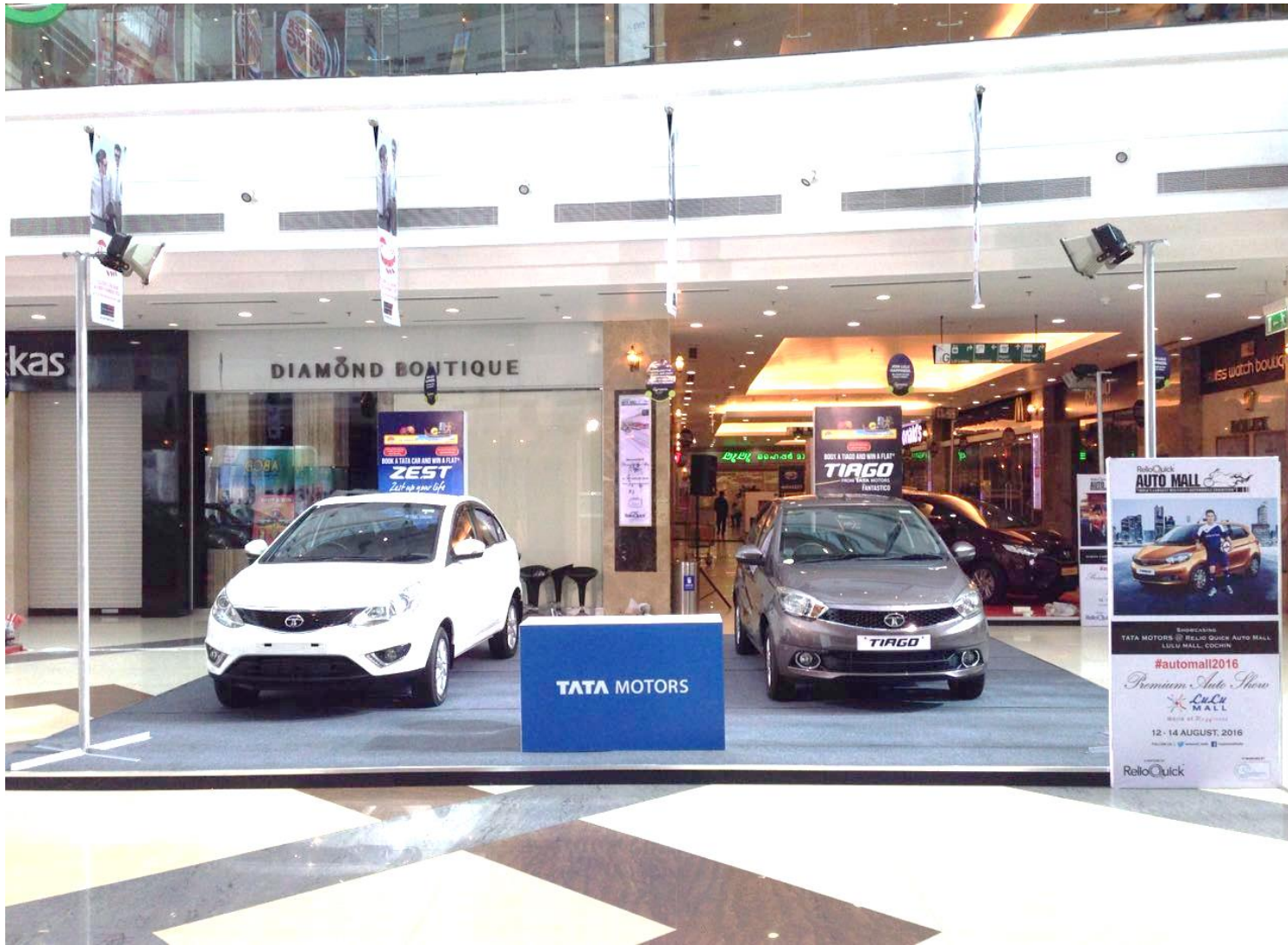


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