

# Relio Quick Auto Mall @Orion Mall, Bangalore 21 – 23 October, 2016

IPs managed:















Premium Auto Show

ORION MALL, BANGALORE 21 - 23<sup>RD</sup> OCTOBER, 2016



































## Auto Mall @ Orion Mall, Bangalore: 21 - 23 OCTOBER' 2016 – Event Synopsis

Relio Quick 43<sup>rd</sup> Auto Mall @ Orion Mall, Bangalore was organized from October 21 – 23, 2016.

#### Top 14 leading automobile brands participated

NISSAN, DATSUN, DSK HYOSUNG, FORD, RENAULT, TOYOTA, MARUTI SUZUKI, MAHINDRA 2 WHEELERS, KTM, SKODA, SUZUKI, HYUNDAI, ROYAL ENFIELD, NEXA

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

Auto Mall @ Orion Mall, Bangalore showcased automobiles for all budgets.

All the brands put together generated over 1200 Hot Enquires, 3600 Enquires 375 Hot Prospects and 32 Spot Bookings

Over 1.75 Lakh+ people visited Orion Mall 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 Twitter, Facebook Pinterest, Google+ and You Tube 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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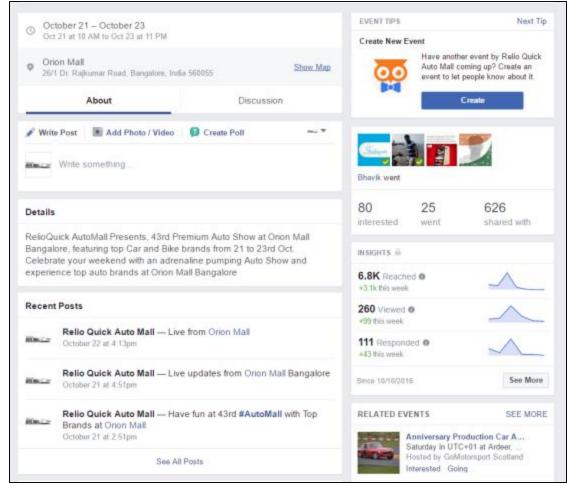






### **Pre Event Promotion – Digital Campaign on Facebook**









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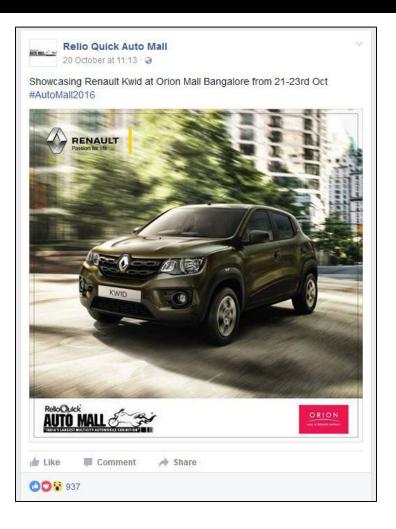
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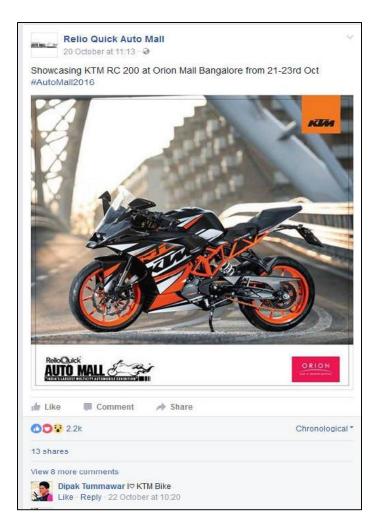


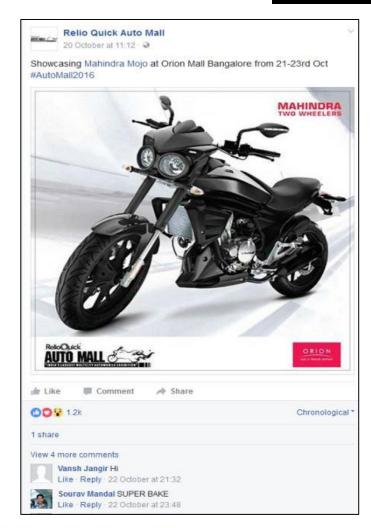


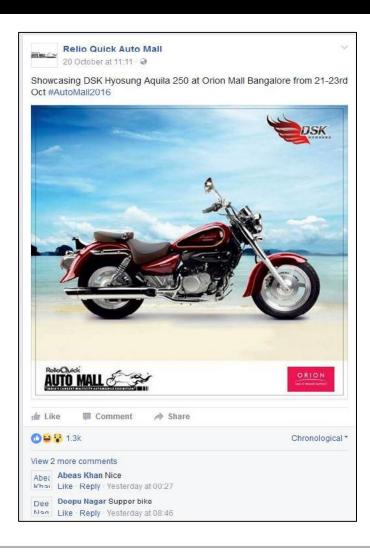
















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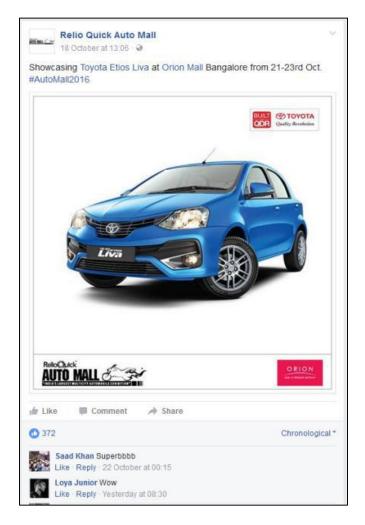
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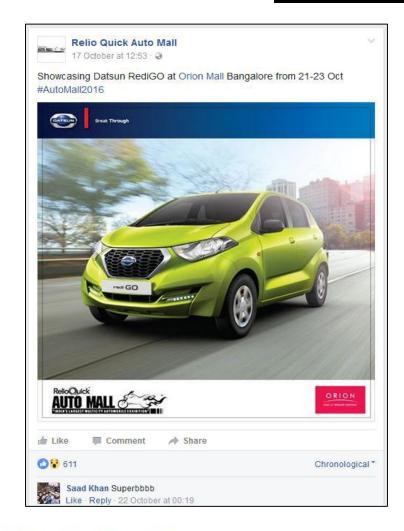


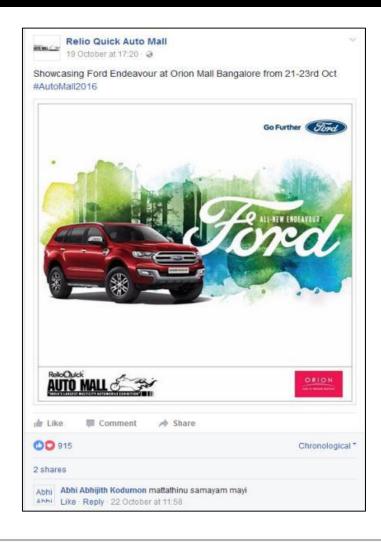
















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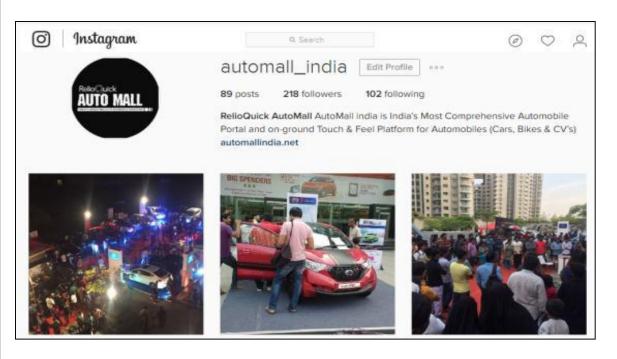
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## **Instagram Marketing**







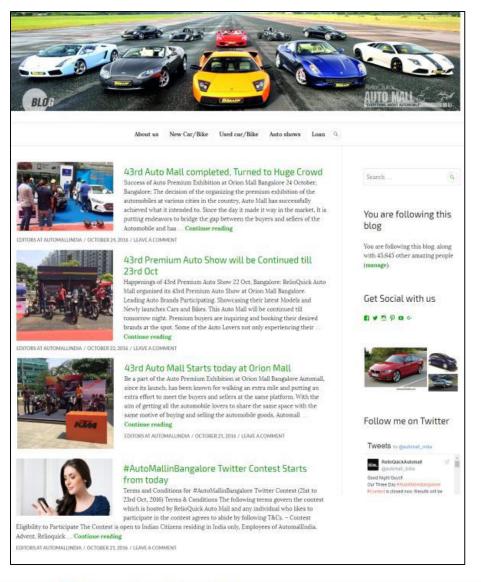


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21 - 23 OCTOBER, 2016





**Blog Posts** 

#### **Event Promotion – Pinterest**

### 43rd Auto Mall at Orion Mall Bangalore

29 Pins 67 followers RelioQuick Auto Mall India Organised its 43rd Auto Mall at Onon Bangalore







Showcasing



Mall Bangalore -YouTube by RelieQuick Automat.



43rd AutoMall at Orion Mall Bangalore -YouTube by ReboQuick Automat.



43rd AutoMall at Orion Mall Bangalore -YouTube by RetioQuick Automet.



43rd AutoMail at Orion Mall Bangalore 21Oct to 23 OCt. Saveit Forn Youtube com



43rd AutoMail at Orion Mail - YouTube by HistoQuick Automat.



43rd Premium Auto Show will be Continued till 23rd

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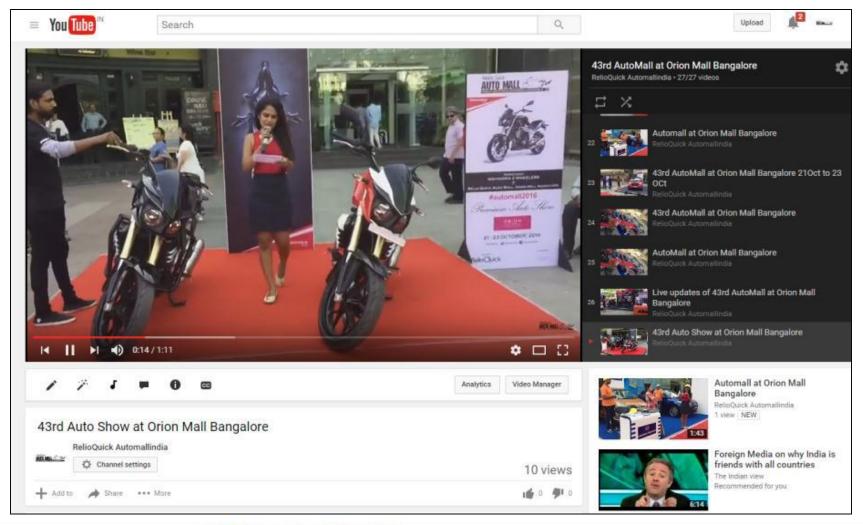
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## **You Tube Marketing**







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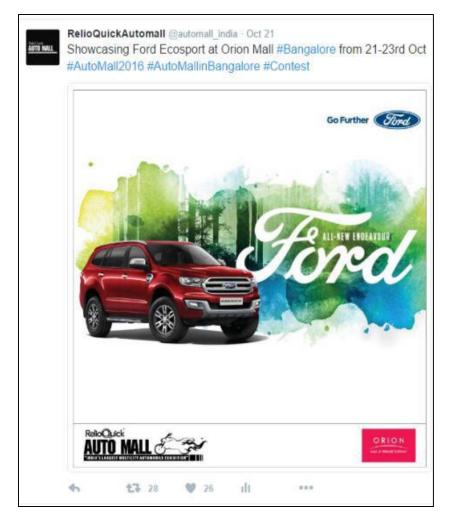
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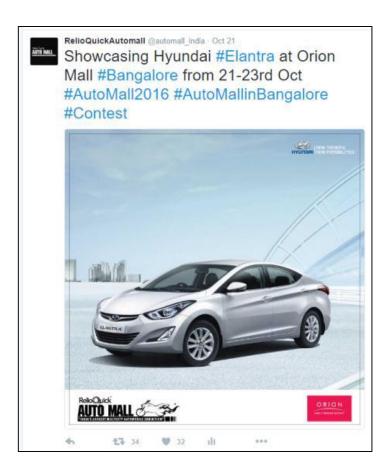
















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## **Top Tweets on Twitter**





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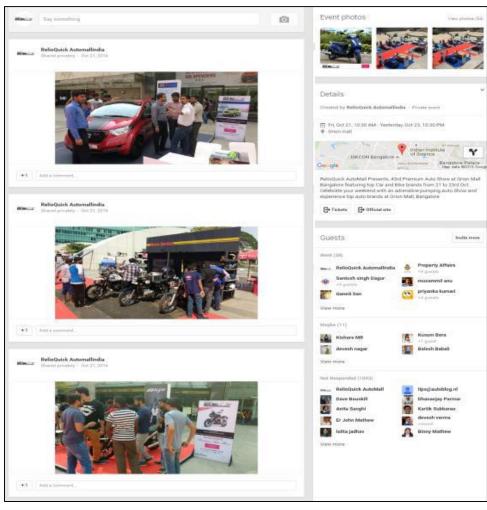






## **Event Promotion – Google+**









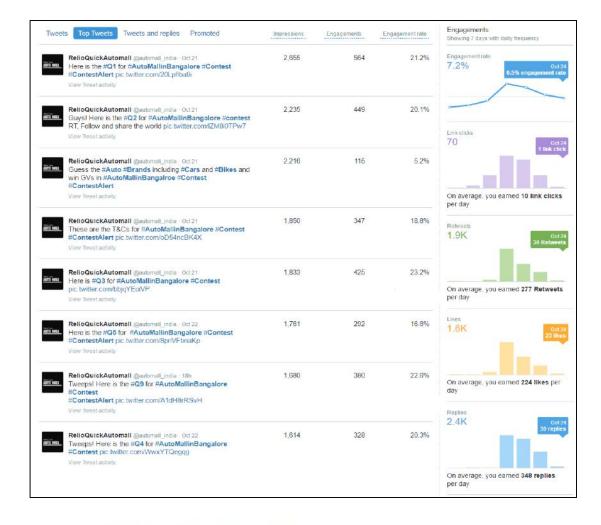
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### **Pre Event Promotion – Digital**







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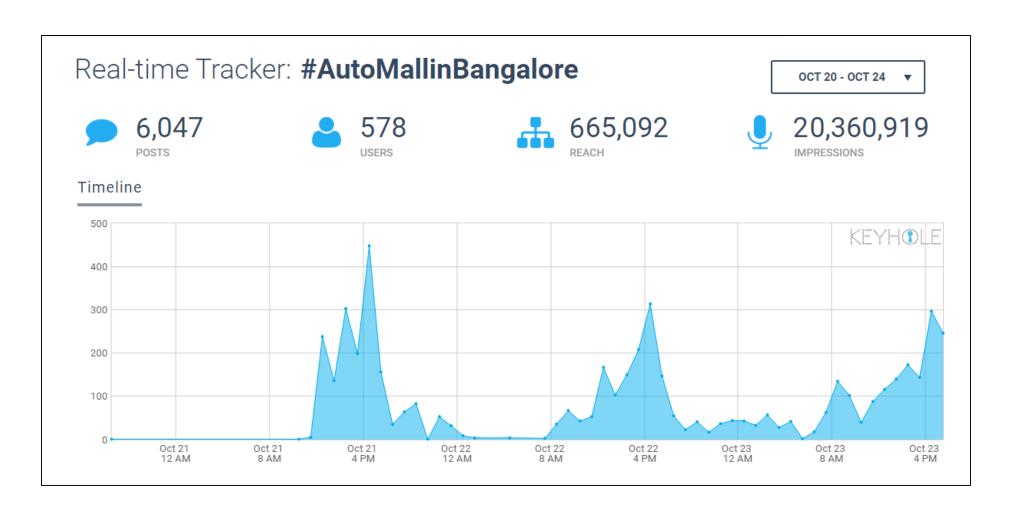








### **Event Promotion – Digital Campaign on Twitter Analytics**







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# **Event Glimpses**





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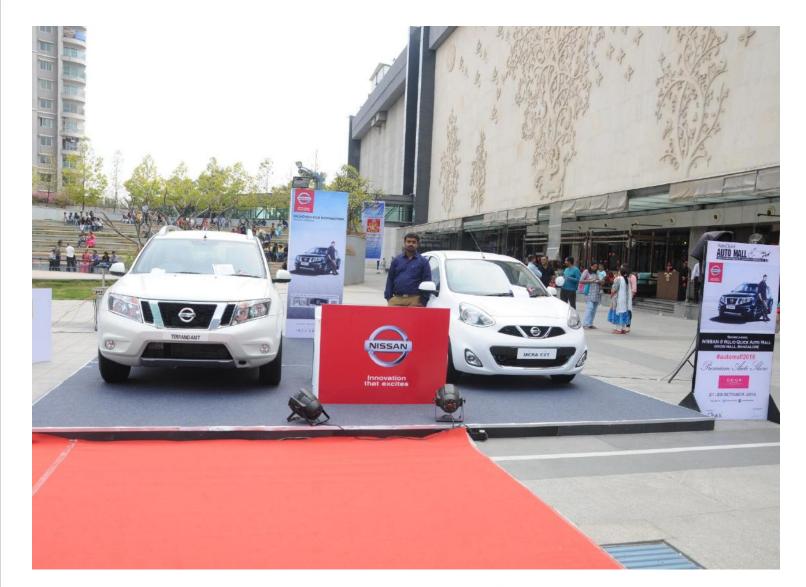




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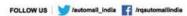








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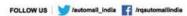




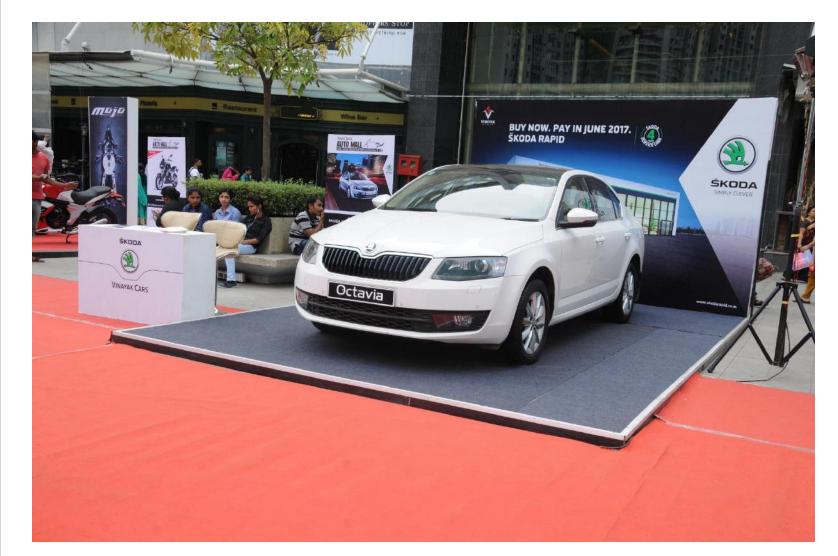




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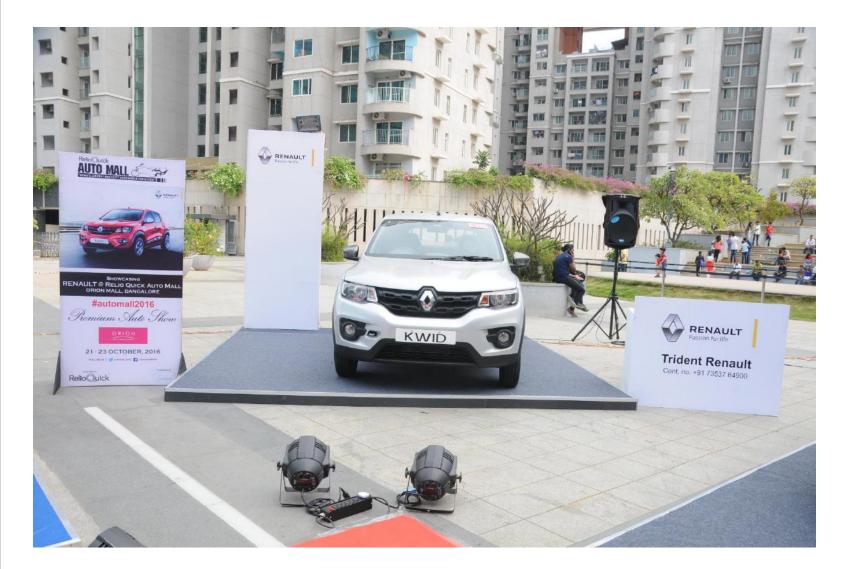




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### **THANK YOU**





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