



**Relio Quick AUTO MALL  
Season 2  
@Quest Mall, Kolkata  
9 – 11 December, 2016**

IPs managed:





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

**#automall2016**  
*Premium Auto Show*  
**QUEST MALL, KOLKATA**  
**9 - 11, DECEMBER, 2016**

A VENTURE OF  
**RelioQuick™**

IP MANAGED BY  
  
 Stratagem  
BUSINESS CONSULTING LTD.



# Auto Mall @ Quest Mall, Kolkata : 9 - 11 December' 2016 – Event Synopsis

After the Grand Success of Auto Mall Season 1 in August 2016  
Auto Mall Season 2 @ Quest Mall, Kolkata was organized from December 9 – 11, 2016.

**Top 8 leading automobile brands participated**

AUDI, ISUZU, PORSCHE, MITSUBISHI, NISSAN, TOYOTA, DSK BENELLI, HARLEY DAVIDSON

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

Auto Mall @ Quest Mall, Kolkata showcased automobiles for all budgets.

All the brands put together generated over **921 Enquires, 307 Hot Enquires, 154 Hot Prospects** and

**Over 80 K + people visited** Quest Mall, Kolkata 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 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.



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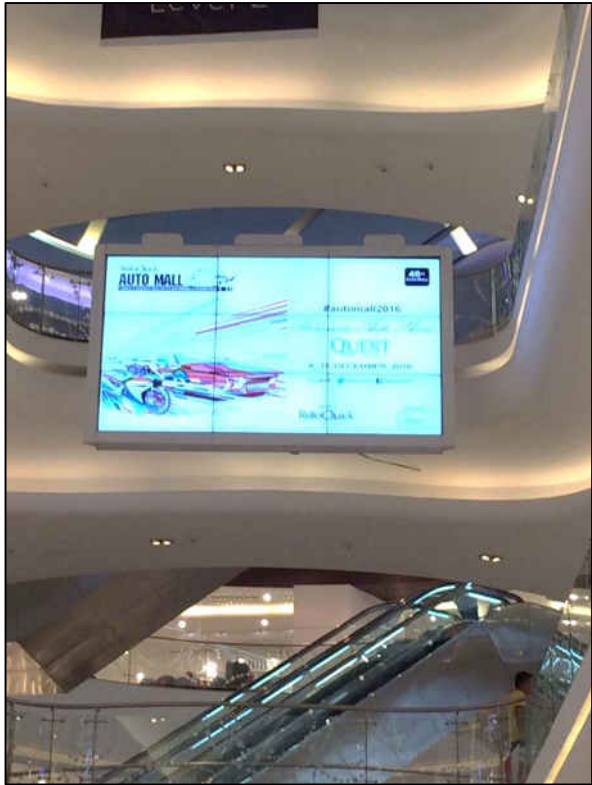
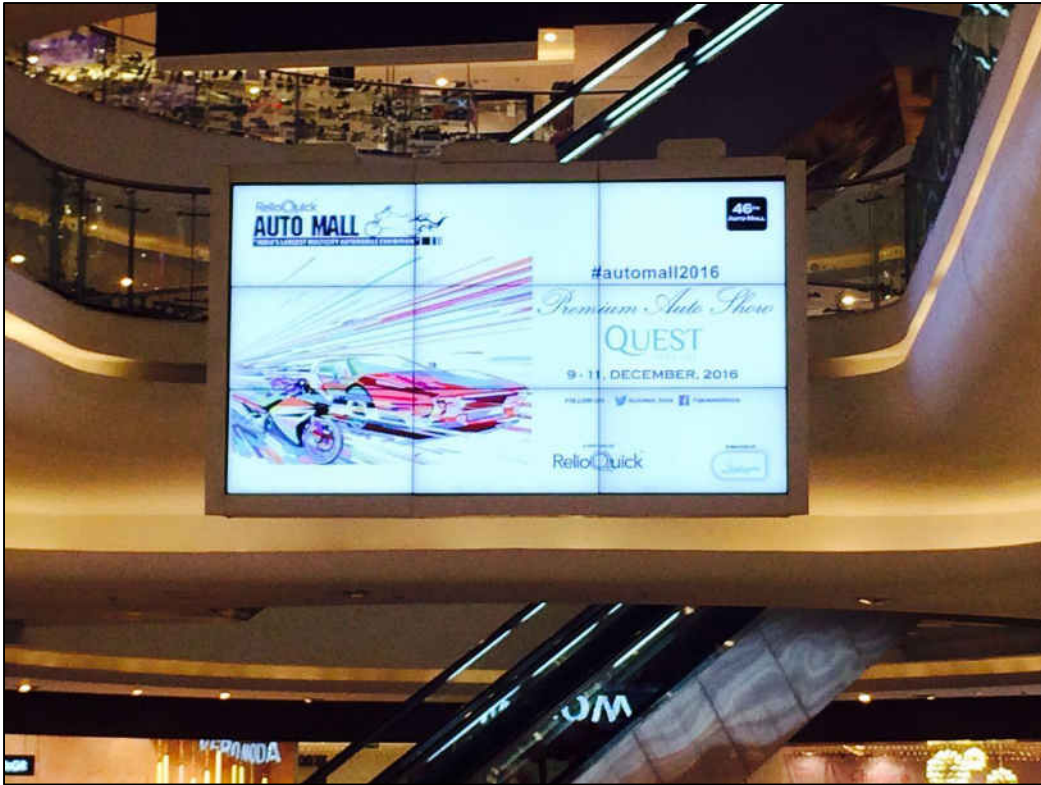
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# Pre Event Promotion – On Ground Branding



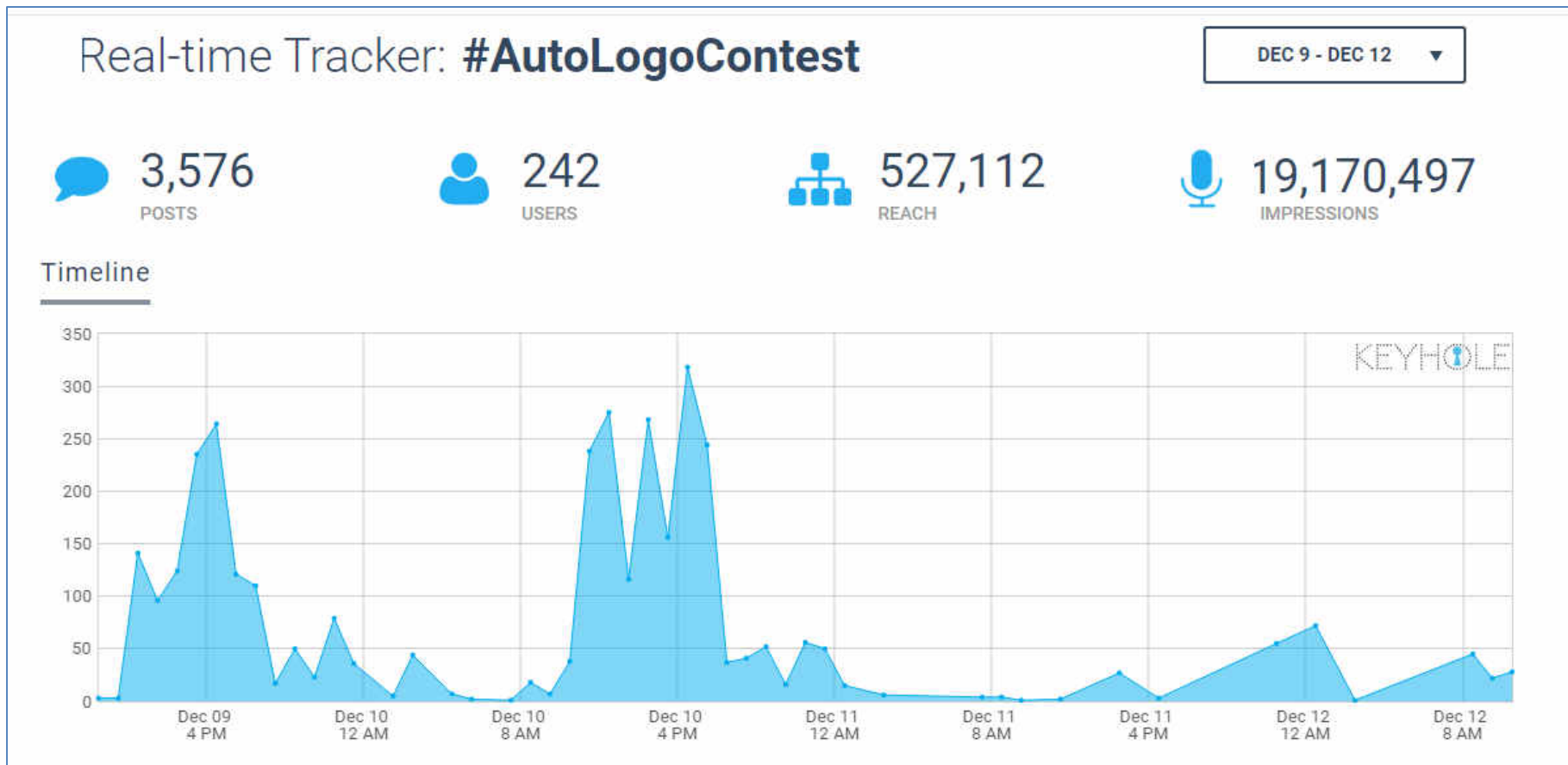
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# Pre Event Promotion – Digital

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>RelioQuickAutoMall</b> @automall_india · Dec 9 Here is the #Q1 for #AutoLogoContest #Contest. #ContestAlert pic.twitter.com/0BqZIsES9Z <a href="#">View Tweet activity</a>			4,812	899	18.7%
	<b>RelioQuickAutoMall</b> @automall_india · Dec 9 Here are the #Rules for #AutoLogoContest #Contest #ContestAlert #Mumbai #Kolkata #AutoMall2016 pic.twitter.com/AuJWtyOYBk <a href="#">View Tweet activity</a>			4,642	422	9.1%
	<b>RelioQuickAutoMall</b> @automall_india · Dec 9 #Q2 for #AutoLogoContest is here #Contest #ContestAlert pic.twitter.com/YG6YHdFPP <a href="#">View Tweet activity</a>			3,688	676	18.3%
	<b>RelioQuickAutoMall</b> @automall_india · Dec 10 Here is the #Q4 for #AutoLogoContest #Contest #ContestAlert #Automall2016 pic.twitter.com/qSgfqYM3uE <a href="#">View Tweet activity</a>			3,513	582	16.6%
	<b>RelioQuickAutoMall</b> @automall_india · Dec 9 Here is the #Q3 for #AutoLogoContest #Contest #Automall2016 pic.twitter.com/5NvlvPxZTz <a href="#">View Tweet activity</a>			3,453	687	19.9%
	<b>RelioQuickAutoMall</b> @automall_india · Nov 26 Tweeps Here is #Q1 for #MarutiQuiz #Contest RT, Follow and Share the world. pic.twitter.com/5NiQ3wllUr <a href="#">View Tweet activity</a>			3,130	546	17.4%
	<b>RelioQuickAutoMall</b> @automall_india · Dec 10 Tweeps! Here is the #Q5 for #AutoLogoContest #Contest. Spread the world! pic.twitter.com/HyULKGofqK <a href="#">View Tweet activity</a>			3,038	527	17.3%
	<b>RelioQuickAutoMall</b> @automall_india · Nov 26 Guys! This is the last #Q4 for #MarutiQuiz #Contest is #Automall2016 pic.twitter.com/rUND7PnHbb <a href="#">View Tweet activity</a>			3,027	527	17.4%
	<b>RelioQuickAutoMall</b> @automall_india · Dec 7 We will start a #Contest on 9th Dec. Inviting all to participate in it. #ContestAlert #AutoMall2016 <a href="#">View Tweet activity</a>			2,974	247	8.3%

**Engagements**  
Showing 28 days with daily frequency

Engagement rate  
3.0%  
1.1% engagement rate (Dec 13)

Link clicks  
93  
0 link clicks (Dec 13)

On average, you earned 3 link clicks per day

Retweets  
3.1K  
2 Retweets (Dec 13)

On average, you earned 112 Retweets per day

Likes  
2.9K  
4 Likes (Dec 13)

On average, you earned 102 likes per day

Replies  
3.5K  
5 replies (Dec 13)

On average, you earned 125 replies per day




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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
9 December at 12:12

Showcasing Porsche 718-Boxster-2 Quest Mall, Kolkata from 9-11 Dec.  
#Automall2016



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Like Comment Share

70

**Relio Quick Auto Mall**  
9 December at 11:14

Showcasing #Nissan #Terrano at Quest Mall, Kolkata from 9-11 Dec.  
#Automall2016



NISSAN  
Innovation that excites

TERRANO

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188

**Relio Quick Auto Mall**  
9 December at 11:11

Showcasing #Toyota #Fortuner new at Quest Mall, Kolkata from 9-11 Dec.  
#Automall2016



TOYOTA  
Quality Redefined

ALL NEW FORTUNER

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Like Comment Share

781

1 share

View 2 more comments

Sid Thakur BT it's a petrol suv  
Like Reply · 10 December at 06:56

Yash Srivastav Osama  
Like Reply · 10 December at 07:33






# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
9 December at 11:10 · 🌐

Showcasing Isuzu D-MAX V-Cross at Quest Mall, Kolkata from 9-11 Dec.  
#Automall2016



**ISUZU**

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Like Comment Share

👍👍👍 1k Chronological

Joydeb Dutta O...  
Like · Reply · 9 December at 19:38

**Relio Quick Auto Mall**  
8 December at 14:49 · 🌐

Showcasing DSK Benelli Kolkata at Quest Mall, Kolkata from 9-11 Dec.  
#Automall2016



DSK Benelli

RelioQuick **AUTO MALL** QUEST

Like Comment Share

👍👍👍 1.4k Chronological

1 share

View 1 more comment

Keshava Bujji Cool!!!  
See translation  
Like · Reply · 10 December at 08:49

Pabitra Roy Nice  
Like · Reply · 10 December at 10:46

**Relio Quick Auto Mall**  
8 December at 10:35 · 🌐

Showcasing Audi India #Q7 at Quest Mall, Kolkata from 9-11th Dec.  
#AutoMall2016



Audi Kolkata

RelioQuick **AUTO MALL** QUEST

Like Comment Share

👍👍👍 3.2k Chronological

2 shares

Aftab Alam top class yar  
Like · Reply · 8 December at 20:41

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# Pre Event Promotion – EDM on Facebook

**Relio Quick Auto Mall**  
8 December at 11:55 · 🌐

Showcasing Harley-Davidson #FatBoy at Quest Mall, Kolkata from 9-11 Dec. #Automall2016



**RelioQuick AUTO MALL**  **QUEST** INDULGE

Like Comment Share

👍👍👍 3k Chronological ▾

14 shares

View 10 more comments

 **Suman Kar Oooo**  
Like · Reply · 10 December at 10:03

 **Kapil Sihag Dhasu**  
Like · Reply · 11 December at 13:18

**Relio Quick Auto Mall**  
10 December at 11:17 · 🌐

Showcasing #Mitsubishi New at Quest Mall, Kolkata from 9-11 Dec #Automall2016



 **DRIVE EARTH**

**RelioQuick AUTO MALL**  **QUEST** INDULGE

Like Comment Share

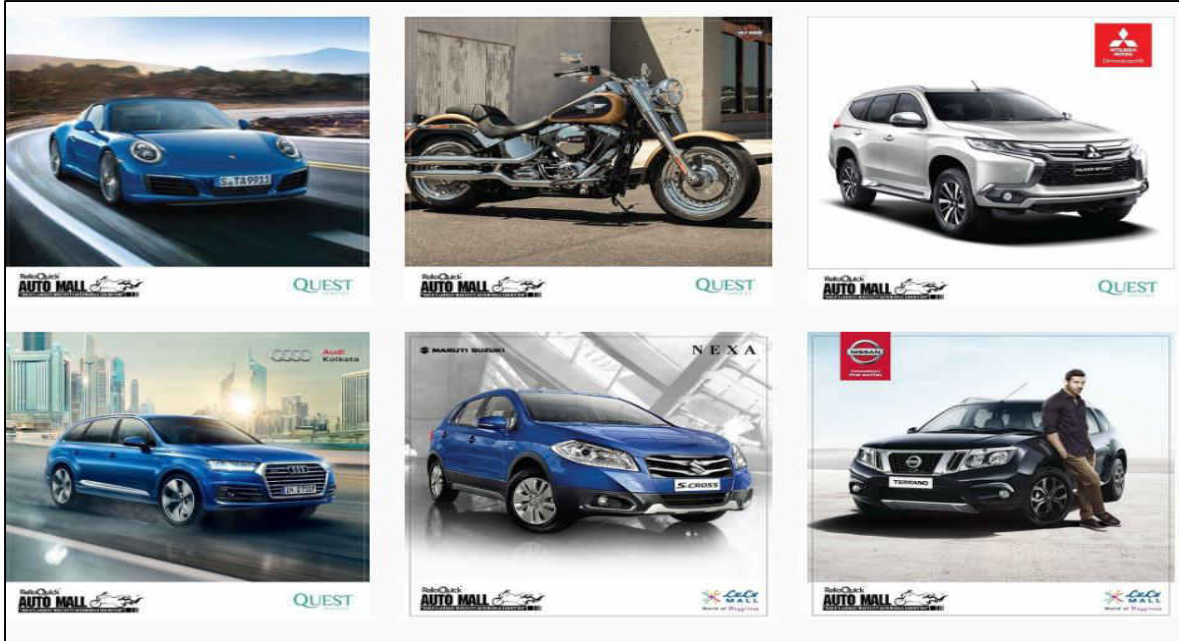
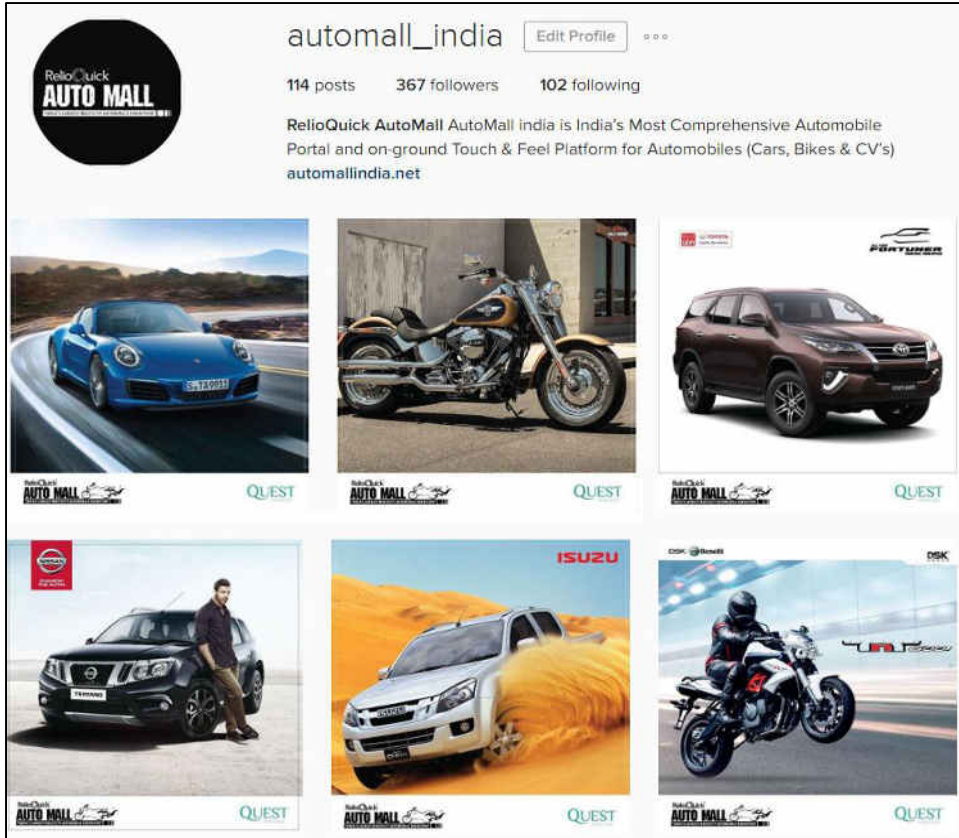
👍 774 Chronological ▾

1 share

 **MaSum Ahmed Nice**  
Like · Reply · 10 December at 18:42



# Pre Event Promotion – Instagram Marketing



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# Digital Campaign on Twitter (Contest)

**Tweet 1 (Dec 9):** Here are the #Rules for #AutoLogoContest #Contest #ContestAlert #Mumbai #Kolkata #AutoMall2016

**Graphic 1:** Twitter Contest #AutoLogoContest. Contest Rules: 1. Follow Auto Mall India twitter handle and RT its tweets to become eligible. 2. 3 questions will be asked each day (9 - 10th Dec 2016). 3. Questions will be asked daily between 12:00pm to 6:00pm (IST). 4. Answer the shared questions with right associated hashtag. 5. Winners will get gift vouchers worth ₹500/- each. 6. Read Contest Terms & Conditions in details at our official blog.

**Tweet 2 (Dec 9):** #Q2 for #AutoLogoContest is here #Contest #ContestAlert

**Graphic 2:** #AutoLogoContest Q2 Guess the Logo?

**Tweet 3 (Dec 9):** Here is the #Q3 for #AutoLogoContest #Contest #Automall2016

**Graphic 3:** #AutoLogoContest Q3 Guess the Logo?

**Tweet 4 (Dec 10):** Tweeps! Here is the #Q5 for #AutoLogoContest #Contest. Spread the world !

**Graphic 4:** #AutoLogoContest Q5 Guess the Logo?

**Tweet 5 (Dec 10):** Tweeps! #Q6 is here for #AutoLogoContest #Contest. Spread the world !

**Graphic 5:** #AutoLogoContest Q6 Guess the Logo?

**Tweet 6 (Dec 9):** Here are the T&Cs for #AutoLogoContest #Contest #ContestAlert #AutoMall2016

**Graphic 6:** Twitter Contest #AutoLogoContest Terms & Conditions: 1. Follow RT, share and tag your followers with hashtag #AutoLogoContest & #AutoMall2016 to become eligible. 2. The Contest commences spread of responses, the number of RT, share with the hashtag and the influence of the twitter user will be considered for determining the winner. 3. Winner will be chosen at random. 4. Contest is applicable to all the residents of India. 5. The correct and fastest answers will win Prizes (all rights are reserved at AutomallIndia). 6. Winner will get gift vouchers worth ₹500/- each. 7. Contest Terms & Conditions apply.



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QUEST KOLKATA  
9 - 11 DECEMBER, 2016  
46  
RELIO QUICK AUTO MALL

46th Auto Mall at Quest Mall Kolkata

Edit event +1 Share event

Say something

Did you go?  
Yes +9 guests

RelioQuick Automallindia  
Shared privately - Dec 10, 2016

QUEST

+1 Add a comment...

---

RelioQuick Automallindia  
Shared privately - Dec 10, 2016

QUEST

+1 Add a comment...

Event photos View photos (6)

Details

Created by RelioQuick Automallindia - Private event

📅 Fri, Dec 9, 10:00 AM - Sun, Dec 11, 10:00 PM

📍 Quest Mall

RelioQuick AutoMall Presents, 46th Premium Auto Show at Quest Mall, Kolkata featuring Top Car and Bike Brands from 9th to 11th December. Celebrate your weekend with an adrenaline pumping Auto Show and experience top Auto Brands at Quest Mall, Kolkata

Quests Message Invite more

Went (40)

RelioQuick Automallindia +9 guests	Property Affaire +9 guests
Santosh Singh Dagur +9 guests	Santosh Singh Dagur +9 guests

Not Responded (149)

RelioQuick AutoMall	devesh verma
Devesh Singh	devesh shastri
Anil Reddy	Anita Varshney
Devesh Agrawal	Robin Anil
Anil Kumar Dubey	Anil Kumar

View more



# Pre Event Promotion – Facebook Event Promotion



Public · Hosted by Stratagem Business Consulting LLP and 2 oth... Duplicate Event Invite Edit ...

December 9 – December 11  
Dec 9 at 10 AM to Dec 11 at 10 PM

Quest Mall, Kolkata  
33 Syed Amir Ali Ave, Park Circus, Ballygunge, Opposite Mithai Sho... Show Map

About Discussion

Write Post Add Photo / Video Create Poll

Write something...

Details

RelioQuick AutoMall Presents, 46th Premium Auto Show at Quest Mall, Kolkata featuring Top Car and Bike Brands from 9th to 11th December. Celebrate your weekend with an adrenaline pumping Auto Show and experience top Auto Brands at Quest Mall, Kolkata

Recent Posts

**Relio Quick Auto Mall** — Inviting you all to experience and feel the top auto brands at Quest Mall, Kolkata from 9-11 Dec 2016  
#Automall2016  
December 10 at 11:29am

**শতদু দাস** — is this event free/open for all?  
December 10 at 8:37am

EVENT TIPS Next Tip

Help People Find Your Page's Events

Reorder the tabs on Relio Quick Auto Mall's Timeline so Events is one of the first tabs. Manage Tabs

Bhavik went

104 interested 38 went 790 shared with

INSIGHTS

7.2K Reached +5.5k this week

312 Viewed +153 this week

140 Responded +104 this week

Since 11/29/2016 See More

SUGGESTED EVENTS SEE MORE



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## Event Glimpses



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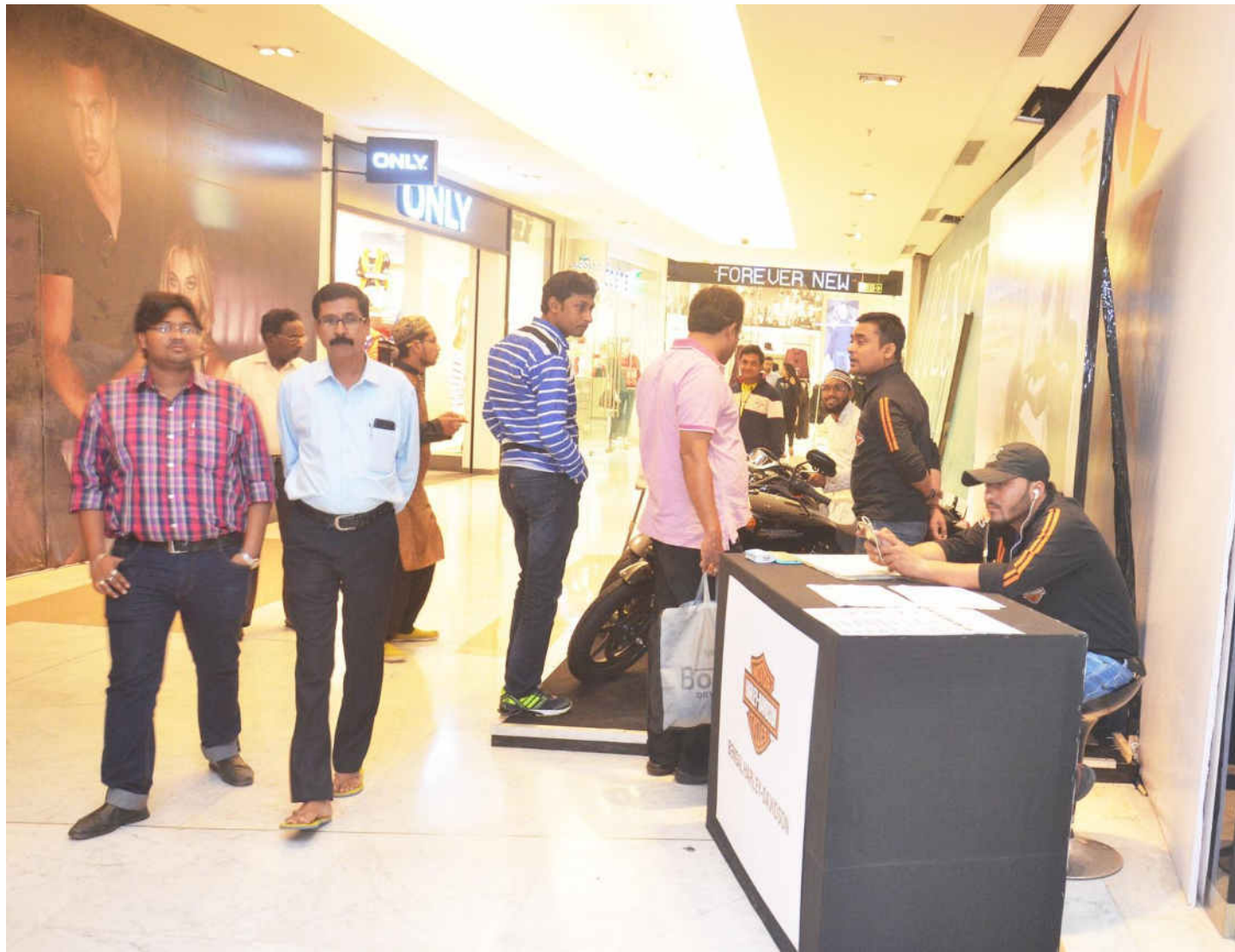
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THANK YOU



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