



**AUTO MALL  
@ ALPHA ONE, AHMEDABAD  
5 – 7 JUNE 2015**

IPs managed:





FINANCE PARTNER



HOLIDAY PARTNER



# Auto Mall @ Alpha One, Ahmedabad: 5 - 7 JUNE 2015 – Event Synopsis

After the grand success of Auto Mall Season 1 in September 2014,  
**Auto Mall Season 2 @ Alpha One, Ahmedabad** was organized from **June 5 – 7, 2015**.

The event has **participation from 8 leading automobile brands**  
AUDI, DSK BENELLI, DSK HYOSUNG, HARLEY DAVIDSON, MERCEDES-BENZ  
SKODA, VOLKSWAGEN, VOLVO. Holiday Partner was CLUB MAHINDRA

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

Auto Mall showcased automobiles for all budgets.

All the brands put together generated over **1028 enquiries** and **184+ hot prospects** and **74 Test Drive Registration**.  
Over **1 lakh people visited** Alpha One, Ahmedabad during Auto Mall event weekend.



THE  
HOTTEST  
AUTO SHOW  
IN TOWN

**Automall Season 2**  
ALPHAONE, AHMEDABAD  
5-7 JUNE 2015



## 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 huge visibility, awareness and engagement with the Event

On ground branding at Alpha One, Ahmedabad was done 2 weeks prior to the event through Backdrops, Standees, Parking Kiosks and LED Screens to create awareness and visibility amongst the Mall visitors.

Radio FM campaign was carried on Red FM.

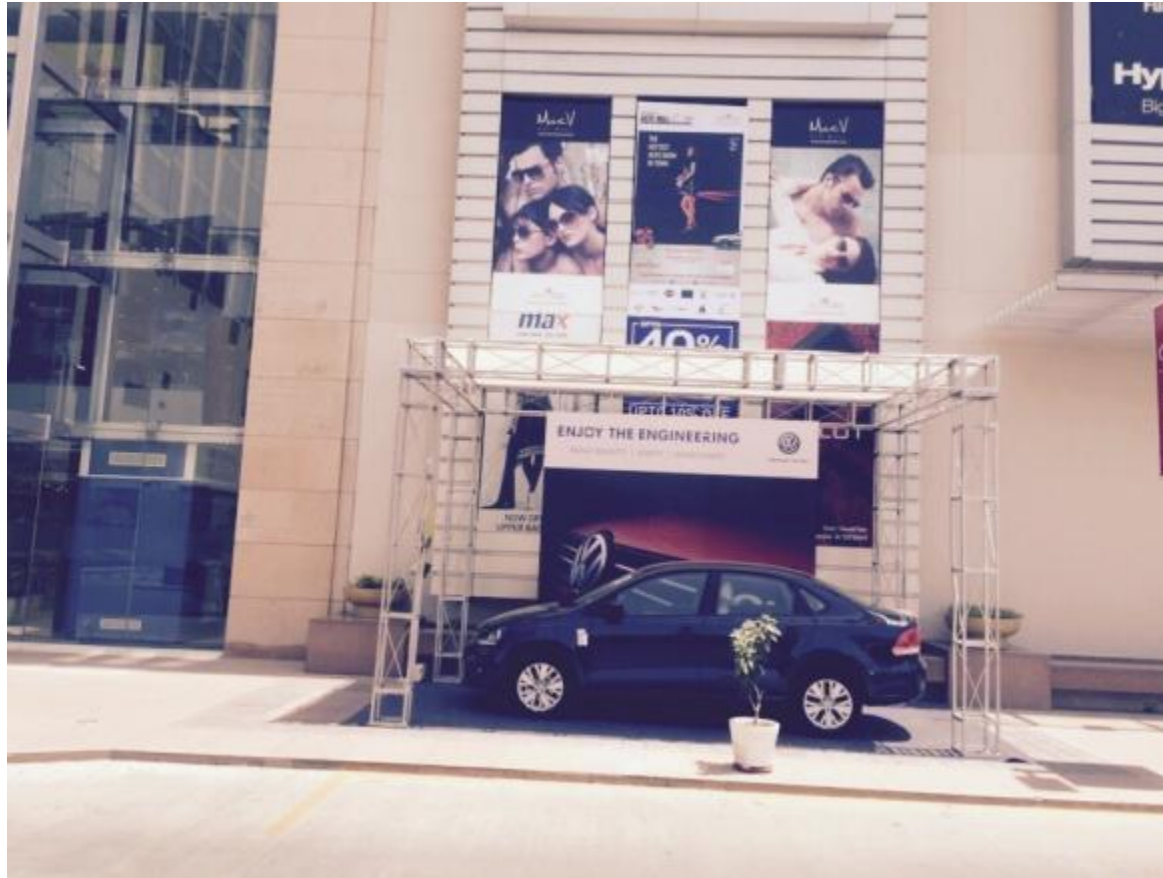


THE  
HOTTEST  
AUTO SHOW  
IN TOWN

**Automall Season 2**  
ALPHAONE, AHMEDABAD  
5-7 JUNE 2015

alphaONE  
Something special...har baar

# Pre Event Promotion – On Ground Branding



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

THE  
HOTTEST  
AUTO SHOW  
IN TOWN

**Automall Season 2**  
ALPHAONE, AHMEDABAD  
5-7 JUNE 2015

alphaONE  
Something special...har baar

# Pre Event Promotion – On Ground Branding



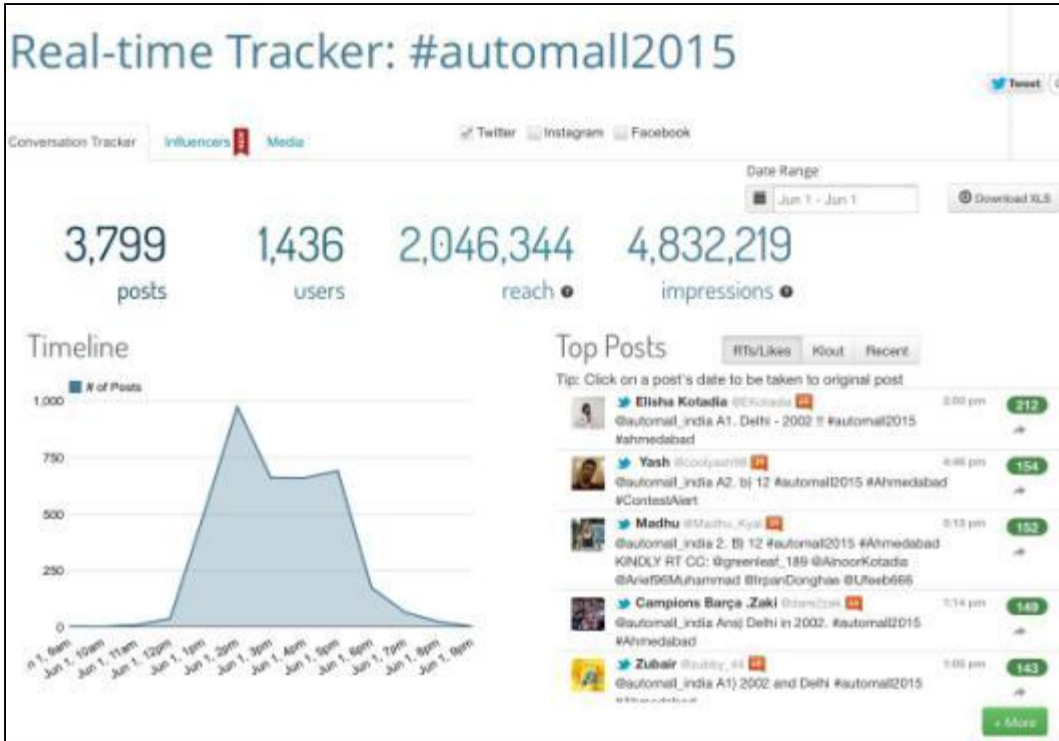
RelioQuick  
**AUTO MALL**  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

THE  
HOTTEST  
AUTO SHOW  
IN TOWN

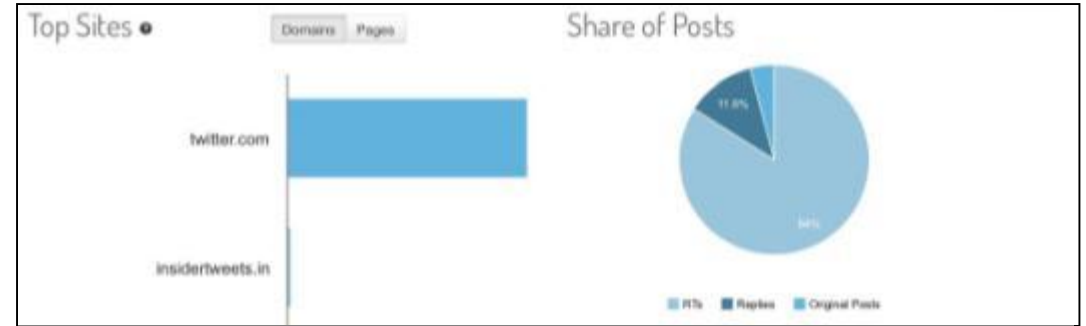
**Automall Season 2**  
ALPHAONE, AHMEDABAD  
5-7 JUNE 2015

alphaONE  
Something special...har baar

# Pre Event Promotion – Digital Campaign on TWITTER



On Day 1 -- 4,832,219 Impressions through twitter contest



84% Replies

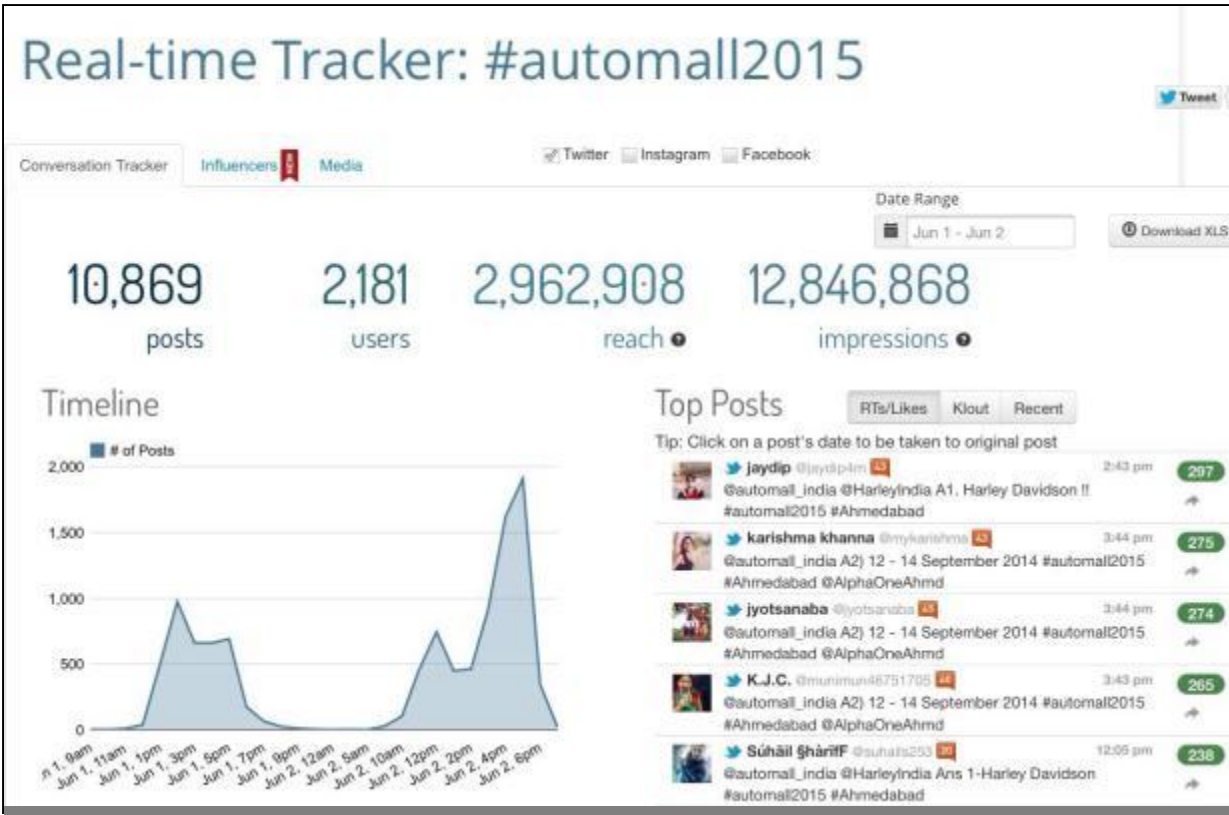


THE HOTTEST AUTO SHOW IN TOWN

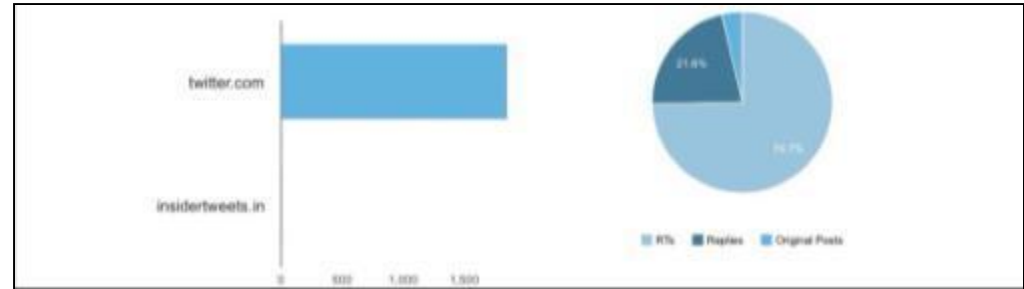
**Automall Season 2**  
ALPHAONE, AHMEDABAD  
5-7 JUNE 2015



# Pre Event Promotion – Digital Campaign on TWITTER



On Day 2 -- 12,846,868 Impressions through twitter contest



74.7% Replies



THE HOTTEST AUTO SHOW IN TOWN

**Automall Season 2**  
ALPHAONE, AHMEDABAD  
5-7 JUNE 2015





# Pre Event Promotion – Contest on TWITTER

Here's the twitter #contest questions



Auto Mall India  
Published by .byRamadve (9) · June 2 ·

Here's the twitter #contest question! The entries will be accepted only on twitter! So what are you waiting for? Start tweeting! Start leading! Rs. 1000 worth Flipkart vouchers are up for the grab! #automall2015 #Ahmedabad #ContestAlert

ReloQuick AUTO MALL  
alphaONE  
Something special...har baar

HOG Club is Associated With Which Bike Brand?

Tweet your answer with #Automall2015  
5 lucky winners will get vouchers worth Rs. 1,000

ReloQuick  
DISK | Benelli | Harley-Davidson | Suzuki | Yamaha | Honda

Start tweeting! Start leading! Rs. 1000 worth Flipkart vouchers are up for the grab



# Pre Event Promotion – on FACEBOOK

The screenshot displays the Facebook interface for the 'Auto Mall India' page. On the left, there are navigation links for 'Manpowerindia.com' and 'Creative Thinkers Network', followed by a 'REVIEWS' section showing a 4.3 star rating from 74 reviews. Two reviews are visible: one by Zaki Ahmed (5 stars) dated June 5, 2015, and another by Sachin Talwar (5 stars) dated June 11, 2015. The main content area shows two posts from 'Auto Mall India', both published by Sandeep Kapoor on May 25. The top post is an update of the cover photo, which is a promotional banner for 'Auto Mall Season 2' at AlphaOne, Ahmedabad, from June 5-7, 2015. The banner features a woman, a motorcycle, and a car, with logos for RelioQuick and alphaONE. Below the post, it indicates '126 people reached' and 'Boost Post' options. The bottom post is a profile picture change. On the right, a 'Post Reach' summary shows 162 post engagements, a 1 of 3 response rate, and a 3-hour response time. A 'Recent' year filter is set to 2015. At the bottom right, there is an advertisement for the page, stating 'Auto Mall India is a biggest manifestation for auto lovers...' and 'Like Page - 25,081 people like this page'.




THE  
HOTTEST  
AUTO SHOW  
IN TOWN

**Automall Season 2**  
ALPHAONE, AHMEDABAD  
5-7 JUNE 2015



# Pre Event Promotion – Contest on FACEBOOK

Here's the facebook selfie contest



The screenshot shows a Facebook post from 'Auto Mall India' published by Joy Ranadive on June 6 at 10:38am. The post text reads: 'Here's what you need to do to participate in the Auto Mall selfie contest! The prize is FREE HOLIDAY PACKAGE from CLUB MAHINDRA!!!'. Below the text is a graphic titled 'CONTEST RULES' with a list of seven rules. The graphic also features logos for 'RelioQuick AUTO MALL' and 'alphaONE', a hashtag '#automall2015', and the event details 'ALPHA ONE, AHMEDABAD 5-7 JUNE 2015'. At the bottom of the graphic are logos for various sponsors including RelioQuick, Honda, Yamaha, and others. A 'Boost your post to reach' button is visible at the bottom right of the post.

**Auto Mall selfie contest! The prize was FREE HOLIDAY PACKAGE for 2 Night 3 Days from CLUB MAHINDRA!!!**

# Participation Brands Promotion on FACEBOOK and EDMs

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

alphaONE  
Something special...har baar

Showcasing  
**VOLVO**  
@ AutoMall

**V O L V O**



**#automall2015**  
ALPHA ONE , AHMEDABAD  
5-7 JUNE 2015

A VENTURE OF  
**RelioQuick**

IF MANAGED BY  


FOLLOW US | [/automall\\_india](#) [/qautomallindia](#)












TRADING PARTNER



EXHIBIT PARTNER



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

alphaONE  
Something special...har baar

Showcasing  
**HARLEY DAVIDSON**  
@ AutoMall



**#automall2015**  
ALPHA ONE , AHMEDABAD  
5-7 JUNE 2015

A VENTURE OF  
**RelioQuick**

IF MANAGED BY  


FOLLOW US | [/automall\\_india](#) [/qautomallindia](#)












TRADING PARTNER



EXHIBIT PARTNER





THE  
HOTTEST  
AUTO SHOW  
IN TOWN

**Automall Season 2**  
ALPHAONE, AHMEDABAD  
5-7 JUNE 2015



# Participation Brands Promotion on FACEBOOK and EDMs





Showing  
**MERCEDES-BENZ**  
@ AutoMall



**#automall2015**  
ALPHA ONE , AHMEDABAD  
5-7 JUNE 2015

A VENTURE OF  
**RelioQuick**

FOLLOW US | [@automall\\_india](#) [/qautomallindia](#)

IP MANAGED BY  











PRIME PARTNER



HOLIDAY PARTNER







Showing  
**AUDI**  
@ AutoMall



**#automall2015**  
ALPHA ONE , AHMEDABAD  
5-7 JUNE 2015

A VENTURE OF  
**RelioQuick**

FOLLOW US | [@automall\\_india](#) [/qautomallindia](#)

IP MANAGED BY  











PRIME PARTNER



HOLIDAY PARTNER





**THE HOTTEST  
AUTO SHOW  
IN TOWN**

**Automall Season 2**  
ALPHAONE, AHMEDABAD  
5-7 JUNE 2015



## Event Glimpses



THE  
HOTTEST  
AUTO SHOW  
IN TOWN

***Automall Season 2***

ALPHAONE, AHMEDABAD

5-7 JUNE 2015

alphaONE  
Something special...har baar



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

THE  
 HOTTEST  
 AUTO SHOW  
 IN TOWN

**Automall Season 2**  
 ALPHAONE, AHMEDABAD  
 5-7 JUNE 2015

alphaONE  
 Something special...har baar



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

THE  
HOTTEST  
AUTO SHOW  
IN TOWN

**Automall Season 2**

ALPHAONE, AHMEDABAD

5-7 JUNE 2015

alphaONE  
Something special...har baar











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



THE  
 HOTTEST  
 AUTO SHOW  
 IN TOWN

**Automall Season 2**  
 ALPHAONE, AHMEDABAD  
 5-7 JUNE 2015

alphaONE  
*Something special...har baar*



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

THE  
HOTTEST  
AUTO SHOW  
IN TOWN

**Automall Season 2**

ALPHAONE, AHMEDABAD

5-7 JUNE 2015

alphaONE  
Something special...har baar





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

THE  
HOTTEST  
AUTO SHOW  
IN TOWN

**Automall Season 2**

ALPHAONE, AHMEDABAD

5-7 JUNE 2015

alphaONE  
Something special...har baar









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

THE  
HOTTEST  
AUTO SHOW  
IN TOWN

**Automall Season 2**

ALPHAONE, AHMEDABAD

5-7 JUNE 2015

alphaONE  
Something special...har baar



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

THE  
HOTTEST  
AUTO SHOW  
IN TOWN

**Automall Season 2**

ALPHAONE, AHMEDABAD

5-7 JUNE 2015

alphaONE  
Something special...har baar



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

THE  
HOTTEST  
AUTO SHOW  
IN TOWN

**Automall Season 2**  
ALPHAONE, AHMEDABAD  
5-7 JUNE 2015

alphaONE  
Something special...har baar

THANK YOU



THE  
HOTTEST  
AUTO SHOW  
IN TOWN

***Automall Season 2***

ALPHAONE, AHMEDABAD

5-7 JUNE 2015

alphaONE  
Something special...har baar