

Our New Identity



*The Stratagem Symbol signifies a convergence of digital and physical experiences leading to infinite possibilities for the new-age marketer.*

RELIO QUICK AUTO MALL  
Season 5 @  
DLF Place, Saket

18 – 20 AUGUST' 17

# ABOUT US

We create a seamless blend of **Online & Offline**

## BRAND EXPERIENCES

On one hand, Digital Channels are taking over all other mediums of marketing. They're much more measurable and people are opening up to brands online like never before.

At the same time, On-Ground Experiences are getting bigger and better, with the use of latest technologies like AR/VR and improving quality of design and execution. Consumers want their brands to be more than just twitter handles!

Team Stratagem identifies strongly with this convergence of Digital and Experiential Marketing. Our backgrounds and capabilities make us an excellent fit to lead this convergence for our clients.



*The Stratagem Symbol signifies a convergence of digital and physical experiences leading to infinite possibilities for the new-age marketer*

# ABOUT AUTOMALL

- **Auto Mall** is an IP (Intellectual Property) of RQ managed by Stratagem Business Consulting
- The first Auto Mall was launched in Delhi in 2002. Encouraged by participation from leading car and two wheeler manufacturers, OEMs, auto finance and insurance companies, Auto Mall became an business epicenter which provided opportunities to industry players to showcase their products and services. For visitors, it was a great platform to find various products under the one roof.
- Over the years Auto Mall has become India's Largest Multicity Automobile Exhibition in India covering cities Delhi, Chandigarh, Ludhiana, Mumbai, Ahmedabad, Bangalore and Chennai covering 3000 sq m to 10,000 sq m of space in an indoor venue or built up outdoor venues.

## Auto Mall @ DLF Place, Saket: 18 – 20 August' 17 – Event Synopsis

After the Grand Success of Auto Mall Season 4 in April 2017  
Relio Quick Auto Mall Season 5 @ DLF Place, Saket was organized from August 18 – 20, 2017.

Top 8 leading automobile brands participated  
AUDI, BMW, ISUZU, MERCEDES, SKODA, TATA MOTORS, TOYOTA, VINTAGE WEDDING CARS

Auto Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike.  
Auto Mall @ DLF Place, Saket showcased automobiles for all budgets.

All the brands put together generated over 320+ Hot Enquires, 960+ Enquires, and

Over 1.30+ Lakh people visited DLF Place, during Auto Mall event weekend.



# Premium Auto Show

18 - 20 August

DLF Place, Saket

FOLLOW US |  /automall\_india  /rqautomallindia

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IP MANAGED BY

Team  
Stratagem 



TOUCH & FEEL  
YOUR

FAVOURITE MODELS

Audi Gurgaon 



**ISUZU**  
NEVER STOP



Mercedes-Benz  
The best or nothing.



**ŠKODA**

**TATA MOTORS**



## Pre Event Promotion

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To generate visibility and awareness, Auto Mall event was promoted well in advance

A well planned and executed digital and social media campaign on Facebook created great visibility, Awareness and engagement with the Event

On-ground branding at the Mall was done 1 week prior to the event through Backdrops and standees Screens to create awareness and visibility amongst the Mall visitors.

# Pre Event Promotion – On Ground Branding





# Event Promotion – On Ground Branding





# Event Promotion – On Ground Branding

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

60  
AutoMall

TATA MOTORS

**TATA TIGOR**  
*StyleBack*



Showing  
@ Relio Quick Auto Mall

*Premium Auto Show*

18 – 20 August

  
A VENTURE OF  
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Team Stratagem 

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

60  
AutoMall



SKODA  
MULTIPOINT

Showing  
@ Relio Quick Auto Mall

*Premium Auto Show*

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AutoMall



TOYOTA

Showing  
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# Event Promotion – On Ground Branding

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AutoMall



Showcasing  
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*Premium Auto Show*

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**DLF PLACE**  
SAKET

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SAKET

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SAKET

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

TOUCH & FEEL  
YOUR

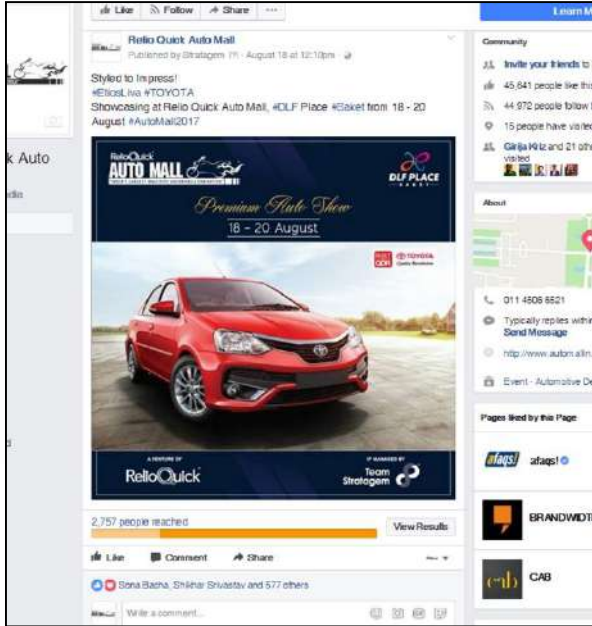
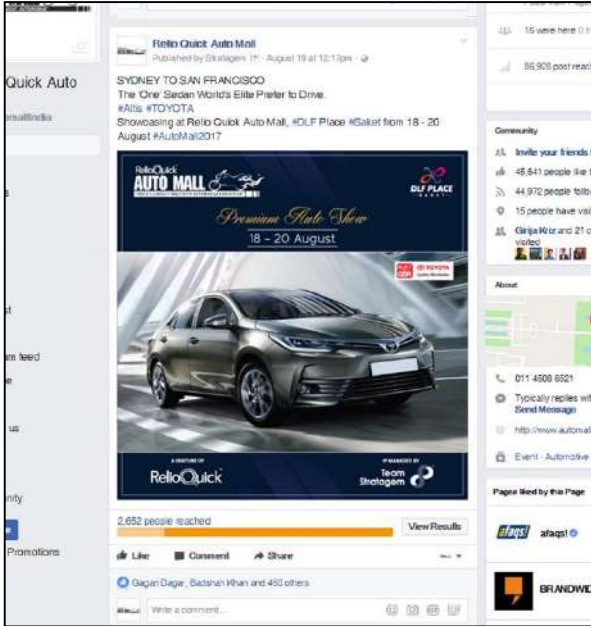


FAVOURITE MODELS

*Premium Auto Show*  
18 - 20 August  
DLF Place, Saket

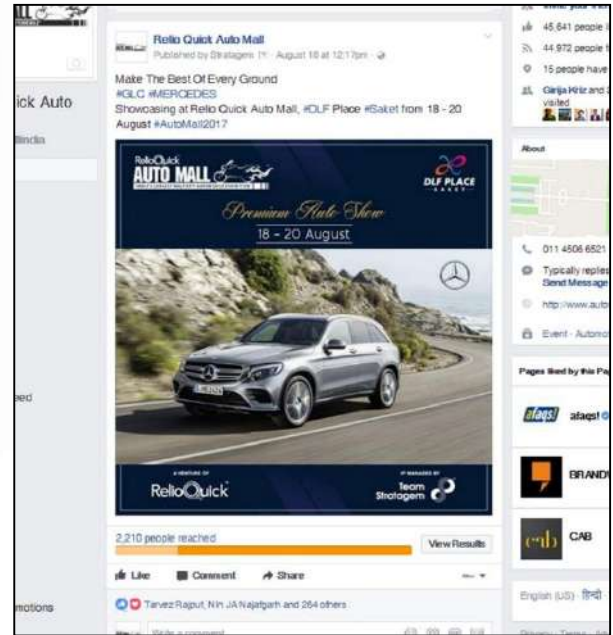
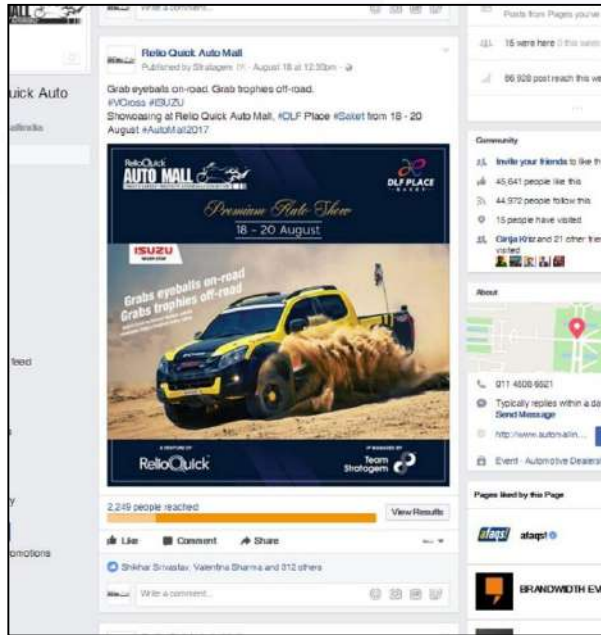
**DLF PLACE**  
SAKET

# Pre Event Promotion – EDM on facebook





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TOUCH & FEEL  
YOUR



FAVOURITE MODELS

Premium Auto Show  
18 - 20 August  
DLF Place, Saket



# Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall at DLF PLACE, SAKET.  
Published by Stratagem (P) - August 19 at 4:16pm · New Delhi · 🌐

#A4 #Audi  
Showcasing at Relio Quick Auto Mall, #DLF Place #Saket from 18 - 20 August #AutoMall2017

33% response  
Respond fast

45K likes  
Shrey Kap

44K follow

See Page's Posts from

15 were here

89,928 post

Community

Invite your friends to

45,641 people like this

44,972 people follow this page

15 people have visited this page

Garjia Hertz and 21 others visited

4,626 people reached

View Results

Like Comment Share

Aman Divakar, Luxay Mangal and 761 others

Write a comment

011-4506-6521

Relio Quick Auto Mall  
Published by Stratagem (P) - August 18 at 12:23pm · 🌐

Progress is Intense  
#A4 #Audi  
Showcasing at Relio Quick Auto Mall, #DLF Place #Saket from 18 - 20 August #AutoMall2017

06,928 post/reach

Community

Invite your friends to

45,641 people like this

44,972 people follow this page

15 people have visited this page

Garjia Hertz and 21 others visited

2,937 people reached

View Results

Like Comment Share

Moont Roy, Vineet Singh, Vineet Singh and 489 others

Chronological\*

1 share

011-4506-6521

Typically replies within 1 hour

Send Message

http://www.automall.in

Event - Automotive De

Pages liked by this Page

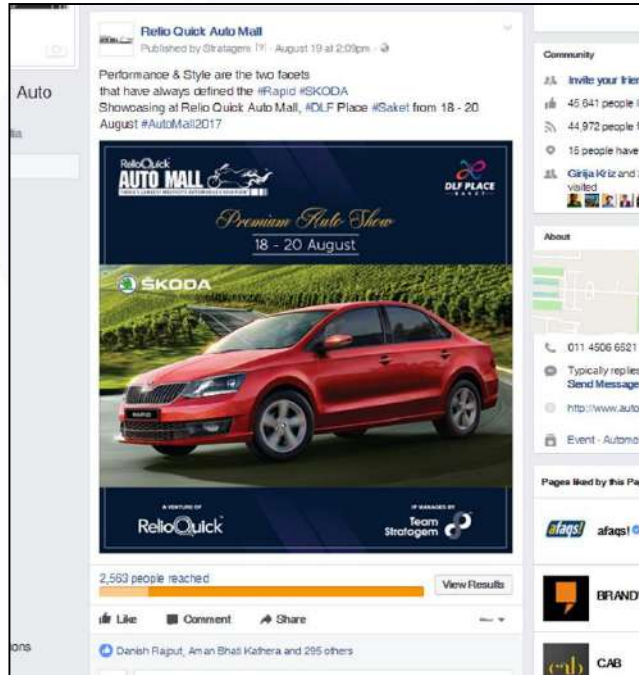
atags! atags!

BRANDWID

CAB



# Pre Event Promotion – EDM on facebook



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YOUR



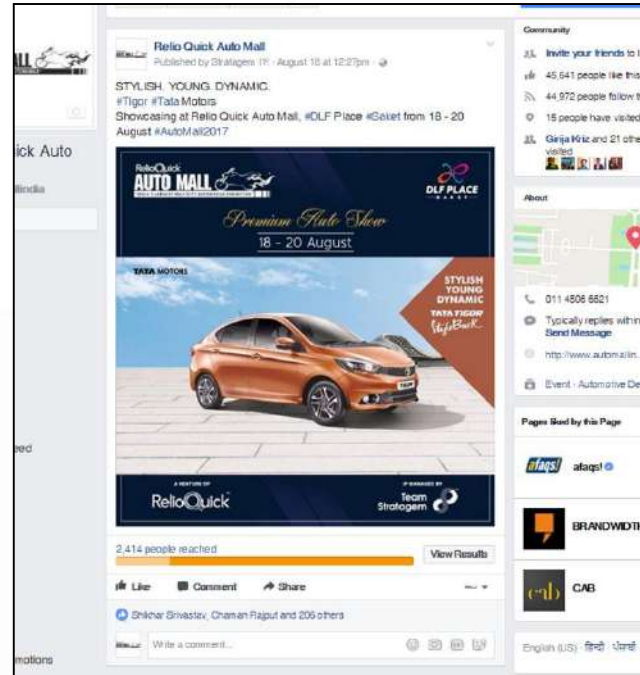
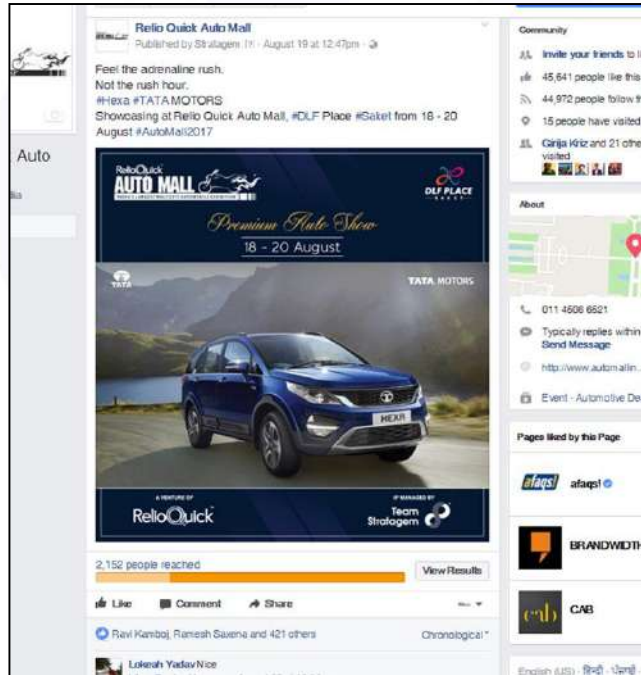
FAVOURITE MODELS

Premium Auto Show  
18 - 20 August  
DLF Place, Saket





# Pre Event Promotion – EDM on facebook




# Live Happenings

Relio Quick Auto Mall added 11 new photos — at DLF PLACE, SAKET.

Published by Shrey Kapoor (1) · August 18 at 10:48am · New Delhi

DLF PLACE, SAKET is all decked up this weekend for our 60th Auto Show in a mall! Catch #BMW #Audi #Mercedes #Isuzu #Koda #Tata #Toyota and a special display of Vintage Wedding Cars at Relio Quick Auto Mall Season 5 - DLF Place! 18-20 Aug #DLFPlace #AutoMall2017



28,437 people reached

Like Comment Share

Lakshay Tewari, Shivan Mittal and 656 others

Page Tips

How to Create Effective Short, visual posts: audience are more likely to engage with short, visual posts.

33% response rate. Respond faster to comments.

494 likes · 189 comments · 44K follows

See Page Feed Posts from Pages

15 were here (11 photos)

88,923 post reach

Community

Invite your friends to like this post

45,641 people like this post

44,972 people follow this page

15 people have visited this location


Girja Katar and 21 others visited

About

Relio Quick Auto Mall added 13 new photos — at DLF PLACE, SAKET.

Published by Shrey Kapoor (1) · August 20 at 4:25pm · New Delhi

Some last day glimpses from our 60th successful Auto Show in a Mall! Showcasing brands like #Audi #BMW #Mercedes #Isuzu #Koda #Toyota #Tata and a special display of Vintage Wedding Cars! Big thanks to all participants, partners and visitors! Special thanks to DLF PLACE, SAKET for a long and trusted association! #AutoMall2017



86,923 post reach

Community

Invite your friends to like this post

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15 people have visited this location

Girja Katar and 21 others visited

About

011 4508 6521

Typically replies with Direct Message

http://www.auto Mall.in

Event · Automotive Dealership

Pages liked by this Page:

BRANDWORLD

C/NB



## Event Glimpses

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



**TOUCH & FEEL**  
YOUR



**FAVOURITE MODELS**

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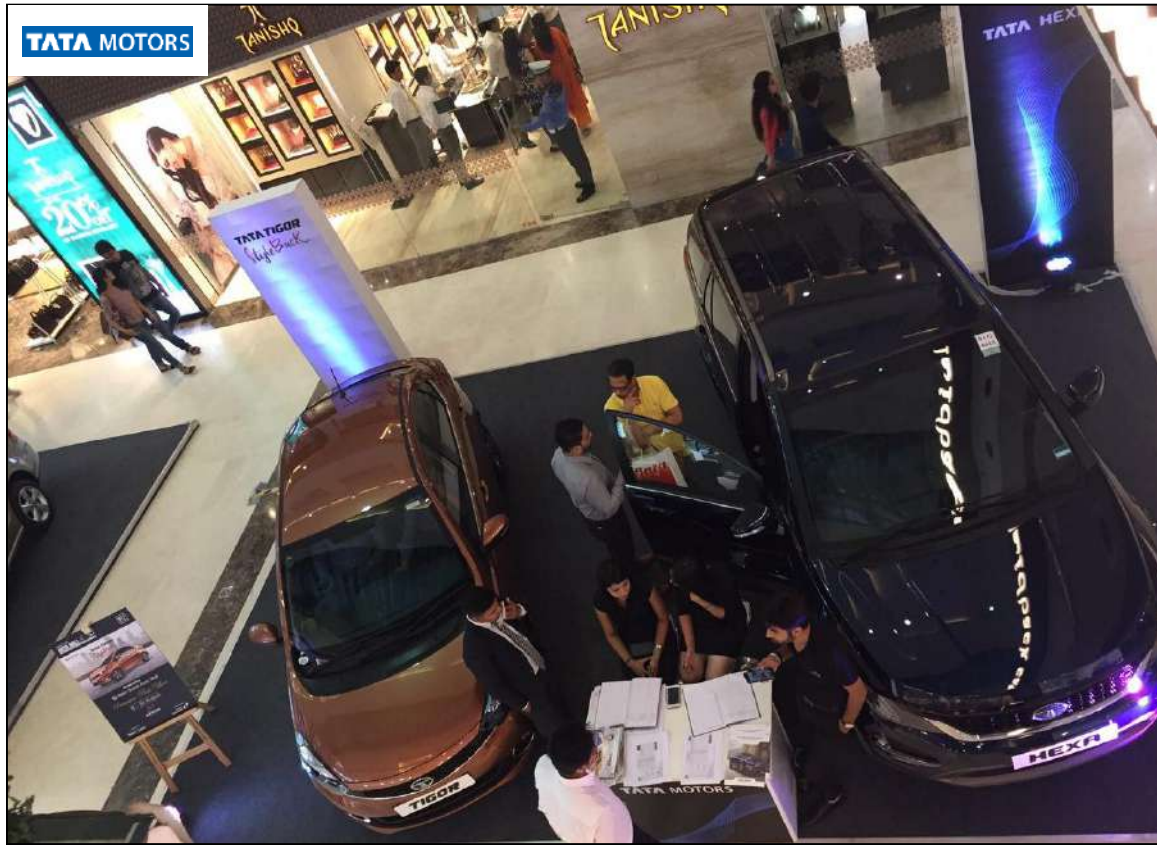












RelioQuick  
**AUTO MALL**  
 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" ■■■

**TOUCH & FEEL**  
 YOUR



**FAVOURITE MODELS**

*Premium Auto Show*

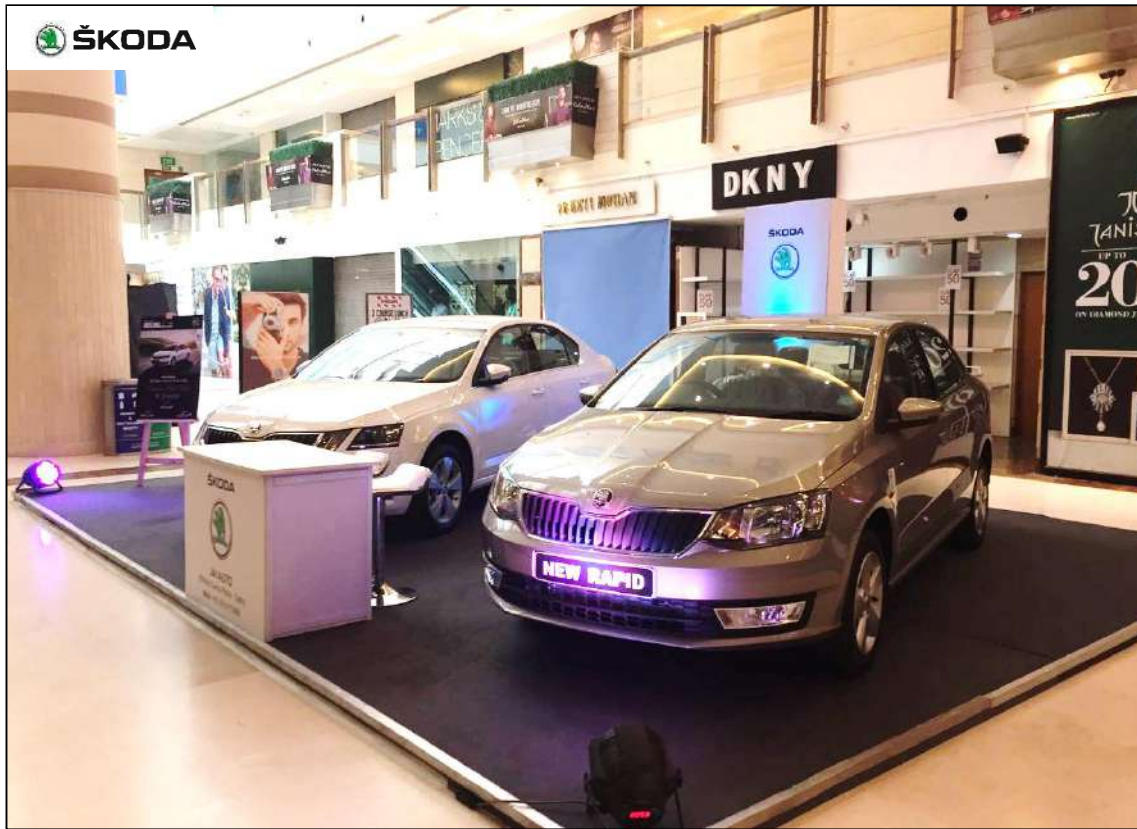
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**DLF PLACE**  
 SAKET







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TOUCH & FEEL  
 YOUR



**FAVOURITE MODELS**

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**DLF PLACE**  
 SAKET



TOYOTA



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**TOUCH & FEEL**  
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**FAVOURITE MODELS**

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**THANK YOU**