

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@  
Orion Mall, Brigade Gateway, Bengaluru  
( Exclusive Vintage & Classic  
Car Show )

27 - 29, OCTOBER 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

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- **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.

## ABOUT Celebrations

Celebrations is the authorised agency to manage Relio Quick Auto Mall IP in Bengaluru.

Started in April 2010, Celebrations has seen rapid growth and is now a Global brand known for its Exclusive Exhibits.

The focus has been on Lifestyle Exhibitions and Luxury Expos at Premium Locations. Celebrations has organised numerous exhibitions at venues like UB City (Luxury Indoor), Orion Mall, Inorbit Mall and Five Star Hotels like The Lalit, Ashok, Taj Krishna in Bangalore & Hyderabad. Celebrations is known for dependable service and impeccable quality of events among its set of clients.

Some of the events organised by Celebrations in the past are:

- Celebrations - The Magical Experience - Lifestyle Exhibition at UB City
- Style Affaire at Taj Deccan
- Family Carnival at Manpho Convention Center
- Global Exhibition at Inorbit Mall



## Relio Quick Auto Mall @ Orion Mall, Bengaluru: 27 - 29 October 17' – Event Synopsis

After the grand Success of **Independence Day Special Vintage Car Show** in Aug. @ Pacific Mall, New Delhi, **Exclusive Vintage & Classic Car Show** was organised from 27 - 29 Oct @ Orion Mall 'mall at brigade gateway' Bengaluru.

Visitors to the Mall got an opportunity to **Take A Drive Down Memory Lane** with beauties of bygone era.

Following the robust marketing campaigns run on Facebook by both Relio Quick Auto Mall and Orion Mall, there was a huge turnout of enthusiasts to visit the show. Additionally, thousands of regular mall visitors thronged the car models on display to get their pictures clicked with the attractive cars.

### **The models present in the show were:**

Buick Super 8 (1949), Ford Model A (1930), Humber Super Snipe (1948), Chevrolet Fleet Master (1947), Citroen Traction Avant French, Ford Model A ( 1931), Adler (1937), Volkswagen Beetle (1967)

**TAKE A DRIVE DOWN  
MEMORY LANE.**



*Exclusive Vintage &  
Classic Car Show*

**27 - 29 OCTOBER**

CAR PARTNER



IP MANAGED BY

Team  
Stratagem



**CELEBRATIONS**

## 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

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

**BUICK SUPER 8 ( 1949)**




*Exclusive Vintage &  
Classic Car Show*

**27-29 OCTOBER**

**ORION**  
MALL AT BRIGADE GATEWAY

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

**VOLKSWAGEN BEETLE ( 1967)**




*Exclusive Vintage &  
Classic Car Show*

**27-29 OCTOBER**

**ORION**  
MALL AT BRIGADE GATEWAY

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

**CHEVROLET FLEET MASTER (1947)**




*Exclusive Vintage &  
Classic Car Show*

**27-29 OCTOBER**

**ORION**  
MALL AT BRIGADE GATEWAY

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

**FORD MODEL A ( 1930)**



*Exclusive Vintage &  
Classic Car Show*

**27-29 OCTOBER**

**ORION**  
MALL AT BRIGADE GATEWAY

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

*Exclusive Vintage &  
Classic Car Show*


**27 - 29 OCTOBER**

**ORION**  
MALL AT BRIGADE GATEWAY

# Event Promotion – On Ground Branding

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

HUMBER SUPER SNIPE (1948)



APX 8016


*Exclusive Vintage &  
Classic Car Show*

27-29 OCTOBER

**ORION**  
MALL AT BRIGADE GATEWAY

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

FORD MODEL A ( 1931)




*Exclusive Vintage &  
Classic Car Show*

27-29 OCTOBER

**ORION**  
MALL AT BRIGADE GATEWAY

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

ADLER (1937)



MDP 345


*Exclusive Vintage &  
Classic Car Show*

27-29 OCTOBER

**ORION**  
MALL AT BRIGADE GATEWAY

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

CITROEN TRACTION AVANTH FRENCH



CITROEN

*Exclusive Vintage &  
Classic Car Show*

27-29 OCTOBER

**ORION**  
MALL AT BRIGADE GATEWAY

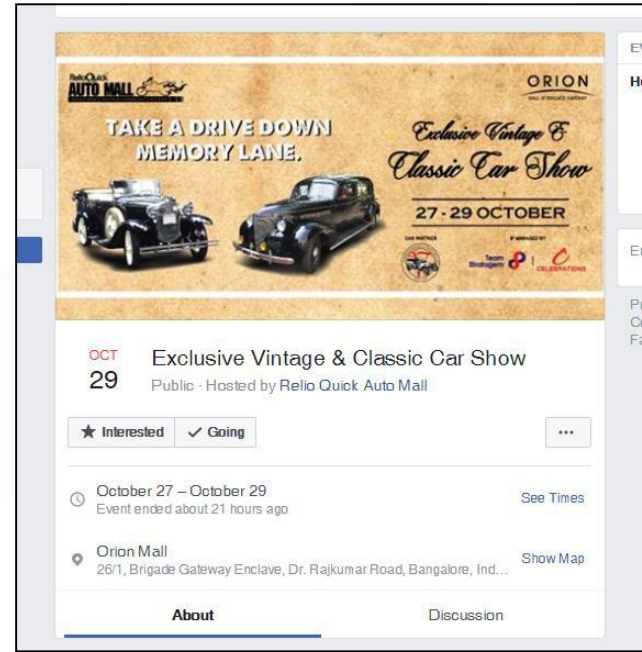
RelioQuick  
**AUTO MALL**  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

*Exclusive Vintage &  
Classic Car Show*

27 - 29 OCTOBER

**ORION**  
MALL AT BRIGADE GATEWAY

# Event Promotion – On Line



Exclusive Vintage &  
Classic Car Show

27 - 29 OCTOBER

**ORION**  
MALL AT BRIGADE GATEWAY

# Live Happenings

Relio Quick Auto Mall added 11 new photos.  
Published by Shrey Kapoor [?], October 28 at 12:46pm

Visit Exclusive Vintage & Classic Car Show and take a drive down memory lane this weekend at Orion Mall Brigade Gateway! Concept by Relio Quick Auto Mall. Managed by Team Stratagem and Celebrations. In association with Karnataka Vintage & Classic Car Club! #vintage #classiccars #automall2017 #orionmall

12,822 people reached

Like Comment Share

Suresh Suri, Altamash Khan and 1.3K others

12,822 people reached

View Promotion

Like Comment Share

Suresh Suri, Altamash Khan and 1.3K others

Chronological

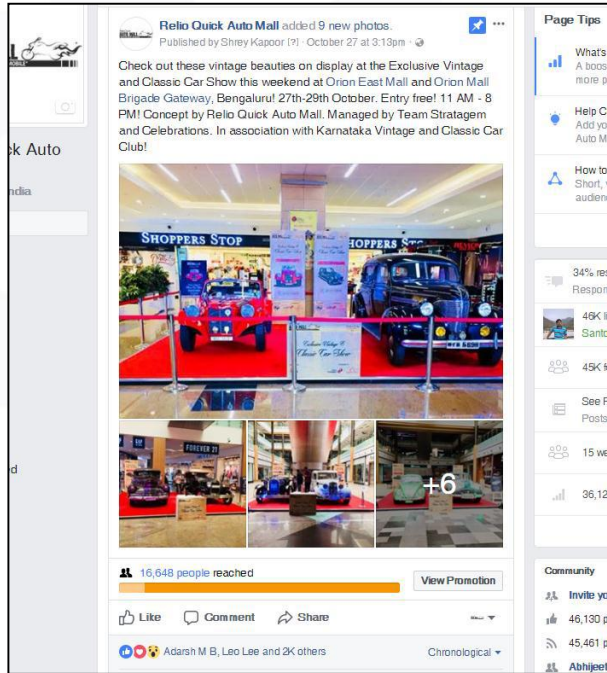
2 Shares

Rooney Wazza Dillen Devaiah look at that hot stuffs lets go visit  
Like Reply Message 1 · October 28 at 2:57pm  
5 Replies

Naveen Shreyas I love drive vintage collection car and my hooby  
Like Reply Message Yesterday at 10:47am


Write a comment...

# Live Happenings



Relio Quick Auto Mall added 9 new photos.  
Published by Shrey Kapoor [?] · October 27 at 3:13pm · 🌐

Check out these vintage beauties on display at the Exclusive Vintage and Classic Car Show this weekend at Orion East Mall and Orion Mall Brigade Gateway, Bengaluru! 27th-29th October. Entry free! 11 AM - 8 PM! Concept by Relio Quick Auto Mall. Managed by Team Stratagem and Celebrations. In association with Karnataka Vintage and Classic Car Club!



16,648 people reached

Like Comment Share

Adarsh M B, Leo Lee and 2K others

Chronological

Write a comment...

Community

- Invite you
- 46,130 p
- 45,461 p
- Abhijeet



16,648 people reached

View Promotion

Like Comment Share

Adarsh M B, Leo Lee and 2K others

Chronological

1 Share

Ritesh Tanwar Nice

Like · Reply · Message · October 28 at 12:48pm

Write a comment...

46

## Event Glimpses

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

*Exclusive Vintage &  
Classic Car Show*

**27 - 29 OCTOBER**

**ORION**  
MALL AT BRIGADE GATEWAY



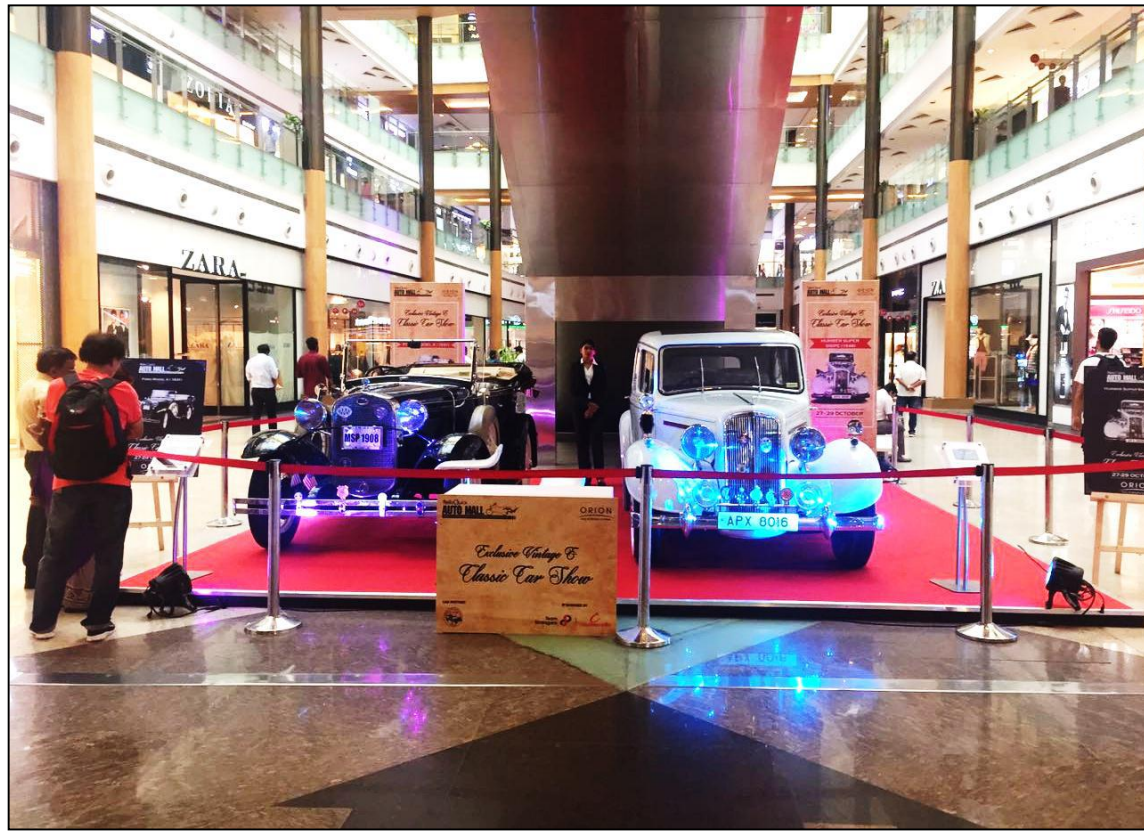
RelioQuick  
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**ORION**  
 MALL AT BRIGADE GATEWAY





RelioQuick  
**AUTO MALL**  
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*Exclusive Vintage &  
Classic Car Show*

27 - 29 OCTOBER

**ORION**  
MALL AT BRIGADE GATEWAY





**THANK YOU**