

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  
@Pacific Mall, Kaushambi

15 – 17 Dec. 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.

## Auto Mall @ Pacific Mall, Kaushambi: 15 – 17 Dec. 17 – Event Synopsis

Relio Quick Auto Mall Season 1 @ Pacific Mall, Kaushambi was organized from Dec. 15 – 17, 2017.

Top 4 leading automobile brands participated  
FORD, TATA MOTORS, TOYOTA, HERO MOTOCORP.

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

All the brands put together generated over 133+ Hot Enquires, 400+ Enquires, and Over 1.15+ Lakh people visited Pacific Mall, during Auto Mall event weekend.



# Premium Auto Show

15 - 17 Dec.

Pacific Mall, Kaushambi

FOLLOW US |  /automall\_india  /rqautomallindia

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**TATA MOTORS**  
Connecting Aspirations



## 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

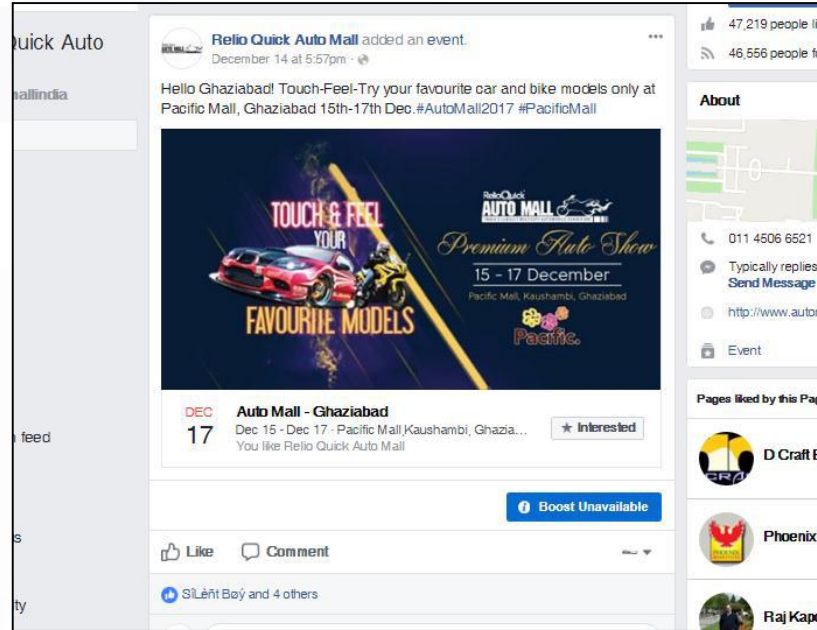


# Pre Event Promotion – On Ground Branding





# Pre Event Promotion – Event page



# Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall is at Pacific Mall Kaushambi, Ghaziabad.  
Published by Manish Gupta [?], December 14 at 6:18pm · Ghaziabad ·

#TataMotors #Nexon  
Showcasing at Relio Quick Auto Mall, #Pacific Mall #Ghaziabad from 15 - 17 December #AutoMall2017

**Relio Quick AUTO MALL**  
Premium Auto Show  
15 - 17 December

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Relio Quick Auto Mall  
Event

1,698 people reached

Boost Post

Like Comment Share

Ajay Thakur, Gaurav Dighan and 382 others

View 1 more comment

Mustafizem Babsha Nice

Community

Shrey Kapoor and 14 others have checked in

Invite Friends

47,219 people like this

46,556 people follow this

About

72% response rate, 1h Respond faster to turn...

47K likes +553 this week Shambhu Jha and 14 others

48K follows

See Pages Feed Posts from Pages you follow

15 were here (0 this week)

18,151 post reach this week

How to Create Effective Short, visual posts on audience are more active and engaged.

See All Page Tips

Relio Quick Auto Mall is at Pacific Mall Kaushambi, Ghaziabad.  
Published by Manish Gupta [?], December 14 at 6:24pm · Ghaziabad ·

#Toyota #CorollaAtts  
Showcasing at Relio Quick Auto Mall, #Pacific Mall #Ghaziabad from 15 - 17 December #AutoMall2017

**Relio Quick AUTO MALL**  
Premium Auto Show  
15 - 17 December

TOYOTA

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Relio Quick Auto Mall  
Event

1,655 people reached

Boost Post

Like Comment Share

Sombir Jigar, Manav Arora and 12 others

4.5 ★★★★★

Our Story

AutoMall India is India's Comprehensive automotive ground Touch & Feel Platform. + Finish your story to let your business...

Page Tips

How to Create Effective Short, visual posts on audience are more active and engaged.

See All Page Tips

72% response rate, 1h Respond faster to turn...

47K likes +553 this week Shambhu Jha and 14 others



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YOUR

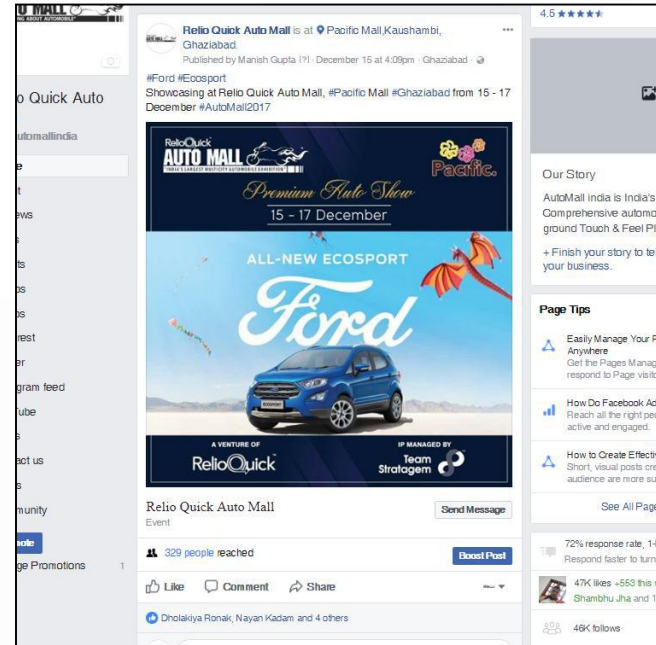
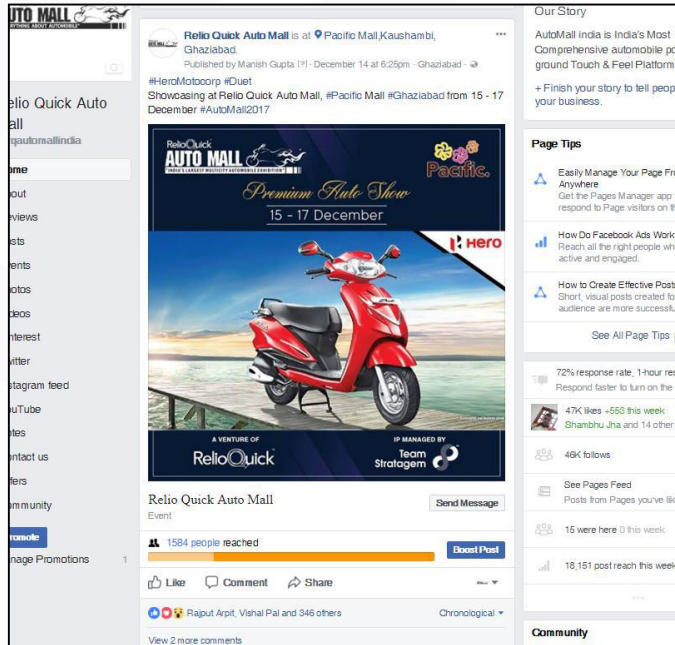


FAVOURITE MODELS

Premium Auto Show  
15 - 17 Dec.  
Pacific Mall, Kaushambi



# Pre Event Promotion – EDM on facebook



# Event Promotion – On Ground Branding

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

71<sup>st</sup>  
AutoMall

Hero

**STYLE HATKE**  
FOR ALL NEW 2022  
**MAESTRO 350i**



Showcasing  
@ Relio Quick Auto Mall  
*Premium Auto Show*  
8 - 10 December  
Pacific Mall, Dehradun

**Pacific**  
THE SPIRIT OF  
DEHRADUN

A VENTURE OF  
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RelioQuick  
**AUTO MALL**  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

71<sup>st</sup>  
AutoMall

RENAULT  
Passion for life



Showcasing  
@ Relio Quick Auto Mall  
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**Pacific**  
THE SPIRIT OF  
DEHRADUN

A VENTURE OF  
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Team  
Stratagem

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

71<sup>st</sup>  
AutoMall

UM  
ON THE WHEEL

**THE AMERICAN STAR**  
ON INDIAN ROADS



Showcasing  
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Pacific Mall, Dehradun

**Pacific**  
THE SPIRIT OF  
DEHRADUN

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**AUTO MALL**  
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TOUCH & FEEL  
YOUR



**FAVOURITE MODELS**

*Premium Auto Show*  
15 - 17 Dec.  
Pacific Mall, Kaushambi

**Pacific.**

# Event Promotion – On Ground Branding

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

71<sup>st</sup>  
AutoMall

HONDA  
The Power of Dreams

GRAZIA  
THE WORLD IN A  
NEW LIGHT

Showcasing  
@ Relio Quick Auto Mall  
*Premium Auto Show*  
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Pacific Mall, Dehradun

Pacific  
THE SPIRIT OF  
DEHRADUN

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TOUCH & FEEL  
YOUR



FAVOURITE MODELS

*Premium Auto Show*

15 - 17 Dec.

Pacific Mall, Kaushambi



# Live Happenings

Relio Quick Auto Mall added 8 new photos — at Pacific Mall, Kaushambi, Ghaziabad.  
Published by Shrey Kapoor (9) · December 15 at 2:28pm · Ghaziabad ·  
Showcasing the latest models from #Toyota #TataMotors #Ford #Hero #Nexa at Pacific Mall, Kaushambi, Ghaziabad! 15-17 Dec #AutoMall2017

14518 people reached

Like Comment Share

Deepak Gujjar, Sahil Raj and 1.5K others

View 5 more comments

Shadab Fiheman Mat  
Like · Reply · Message · December 16 at 9:25am

Vivek Kumar Nic  
Like · Reply · Message · December 16 at 11:55am

Community

Shrey Kapoor have checked

47,219 people

46,956 people

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http://www.auto

Event

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Raj Kapoor

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## Event Glimpses

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

**TOUCH & FEEL  
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**FAVOURITE MODELS**

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**Pacific.**



**TATA MOTORS**  
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**AUTO MALL**  
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**TOUCH & FEEL  
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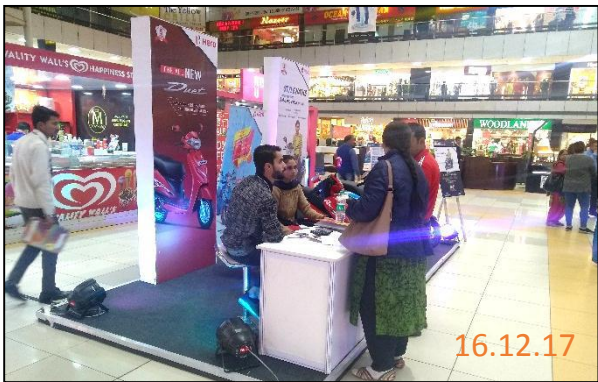
**FAVOURITE MODELS**

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**Pacific.**



15.12.17



16.12.17



17.12.17

RelioQuick  
**AUTO MALL**  
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TOUCH & FEEL  
YOUR



**FAVOURITE MODELS**

Premium Auto Show

15 - 17 Dec.

Pacific Mall, Kaushambi

**Pacific.**



**THANK YOU**