

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 9 @
Ambience Mall, Gurgaon

17 – 19 Nov. 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 @ Ambience Mall, Gurgaon: 17 – 19 Nov. 17 – Event Synopsis

After the Grand Success of Auto Mall Season 8 in July 2017
Auto Mall Season 9 @ Ambience Mall was organized from Nov. 17 – 19, 2017.

Top 9 leading automobile brands participated
AUDI, FIAT, JEEP, FORD, TATA MOTORS, RENAULT, NEXA, SKODA, TOYOTA

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

All the brands put together generated over 310+ Hot Enquires, 930+ Enquires, and

Over 2.15+ Lakh people visited Ambience Mall, during Auto Mall event weekend.



Premium Auto Show

17 - 19 Nov.

Ambience Mall, Gurgaon

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Team
Stratagem 



TOUCH & FEEL
YOUR

FAVOURITE MODELS



RENAULT
Passion for life

NEXA

ŠKODA



TOYOTA

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 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 – Event page

The screenshot shows a Facebook event page for 'Premium Auto Show at Ambience Mall'. The event is scheduled for November 17-19, 2017, at Ambience Mall, Gurgaon. The event is hosted by Relio Quick Auto Mall. The page features a promotional banner with the text 'TOUCH & FEEL YOUR FAVOURITE MODELS' and images of a red sports car and a yellow motorcycle. The banner also lists other event locations: Forum Sujana, Hyderabad; Phoenix Marketcity, Kurla; and Orion Mall, Bengaluru. The event page includes a 'Create Event' button, a 'Interested' button, and a 'Going' button. The event details section shows the dates, time, and location. The page also has a sidebar with 'EVENT TIPS' and a 'Create New Event' button.

Birthdays
Discover
Past

Premium Auto Show at Ambience Mall

+ Create Event

EVENT TIPS

Create New Event

Have a Auto M event to

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

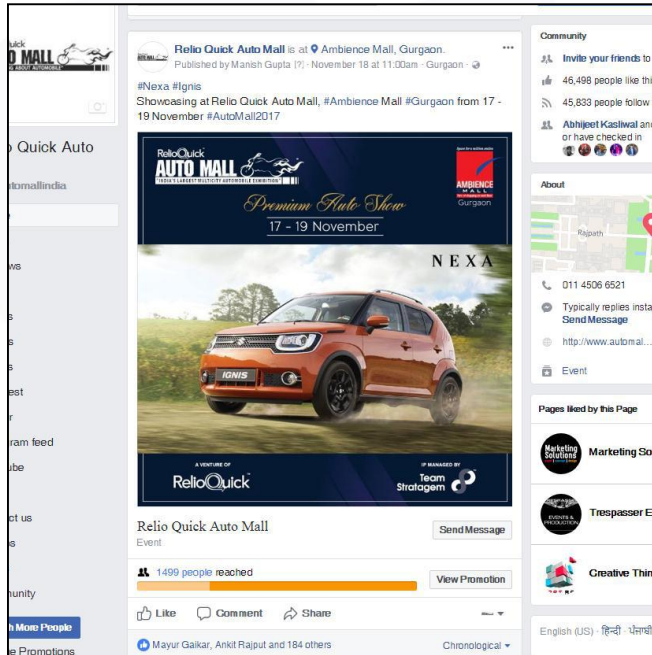
TOUCH & FEEL YOUR FAVOURITE MODELS

Premium Auto Show
17 - 19 Nov.
Ambience Mall, Gurgaon

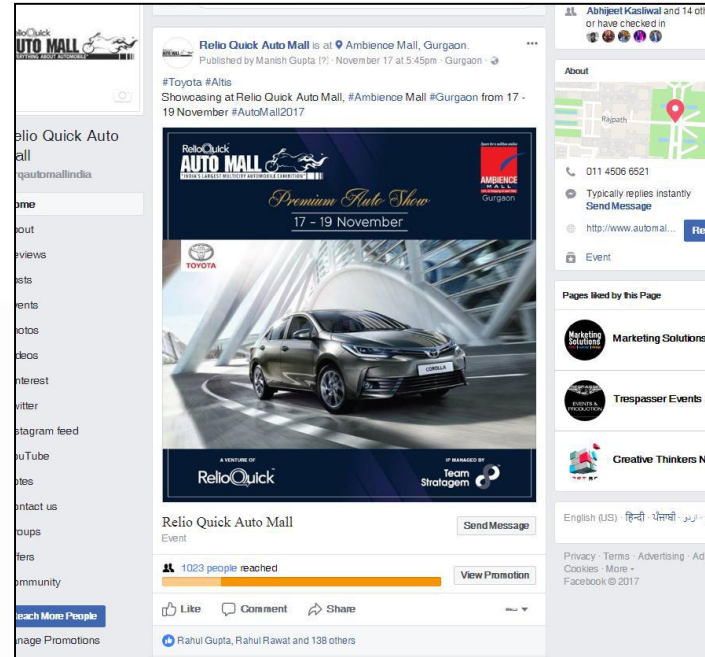
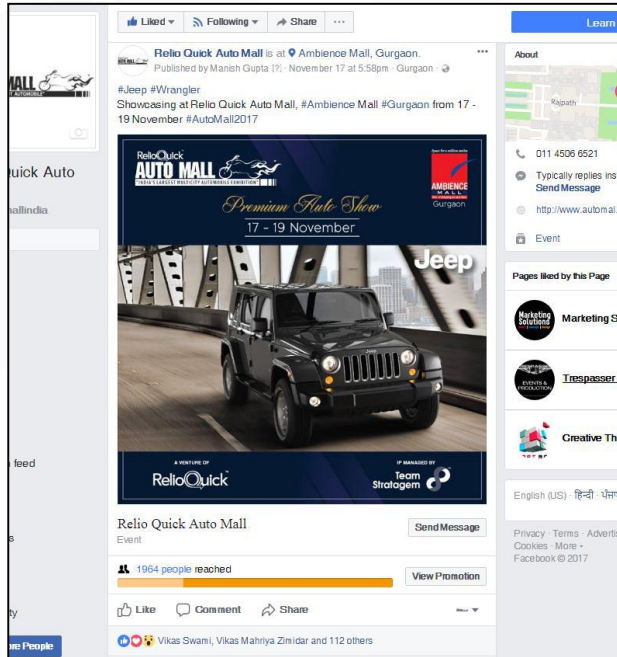
Space for a million smiles
AMBIENCE MALL
100% of shopping on each floor



Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall is at Ambience Mall, Gurgaon. Published by Manish Gupta (P) · November 17 at 5:38pm · Gurgaon ·

#Ford #EcoSport Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 17 - 19 November #AutoMall2017

Relio Quick Auto Mall
Event

740 people reached

Like Comment Share

Thakur Apil Singh, Rohit Yaduvarshi and 104 others

Pages liked by this Page

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Relio Quick Auto Mall is at Ambience Mall, Gurgaon. Published by Manish Gupta (P) · November 17 at 4:06pm · Gurgaon ·

#Skoda #Kodiaq Showcasing at Relio Quick Auto Mall, #Ambience Mall #Gurgaon from 17 - 19 November #AutoMall2017

Relio Quick Auto Mall
Event

1539 people reached

Like Comment Share

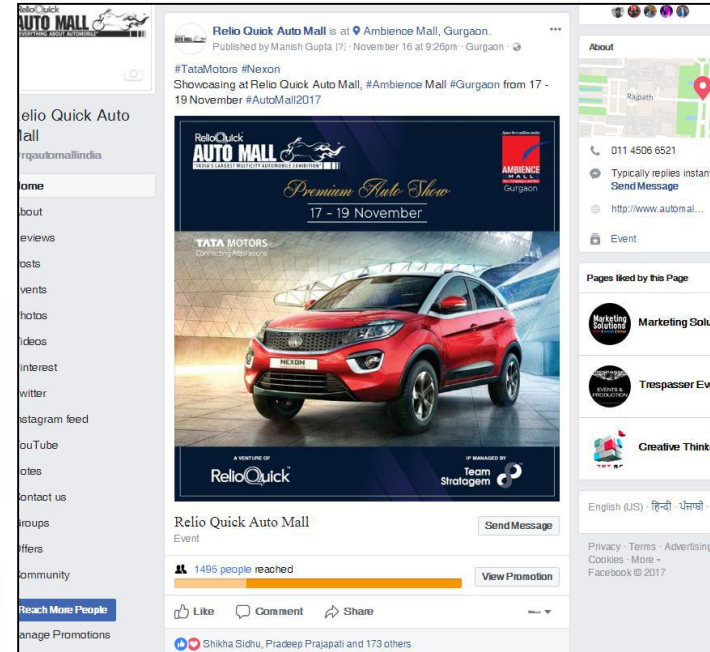
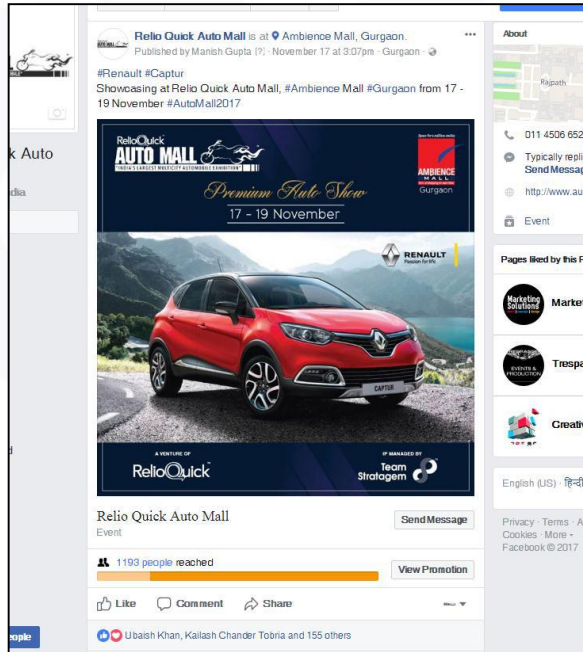
Rajveer Kasolia, Pankaj Yadav and 106 others

Pages liked by this Page

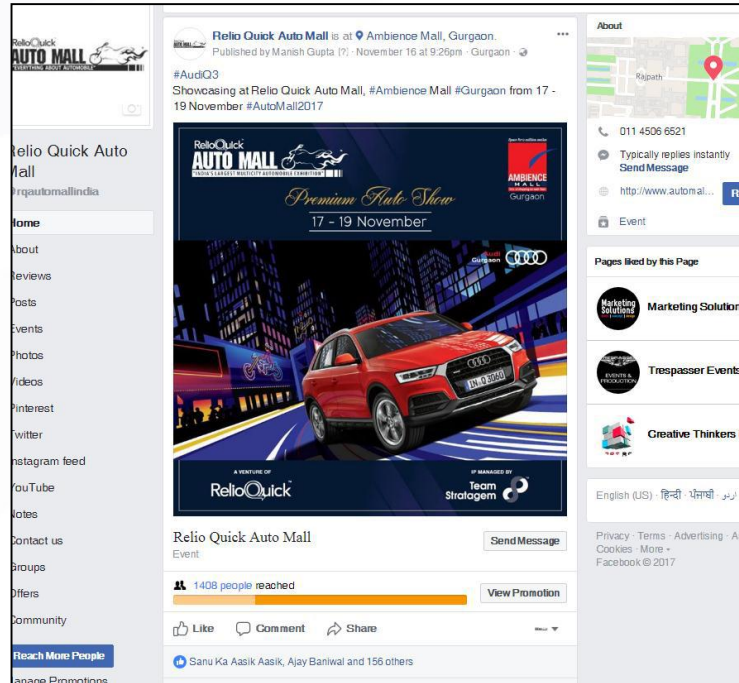
- Marketing Solutions
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Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Event Promotion – On Ground Branding

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

67th AutoMall

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Ford



Showcasing
@ Relio Quick Auto Mall

Premium Auto Show

17 - 19 November

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TATA MOTORS
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 **TOYOTA**



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TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show
17 - 19 Nov.
Ambience Mall, Gurgaon

Space for a million smiles

 **AMBIENCE** MALL

10% off shopping on each floor

Event Promotion – On Ground Branding

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Audi
Gurgaon



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Event Promotion – On Ground Branding

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RENAULT
Power to life



Showing
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FIAT



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Jeep



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Event Promotion – Live Glimpses

Relio Quick Auto Mall added 8 new photos — at Ambience Mall, Gurgaon.

Published by Shrey Kapoor (P) · November 17 at 1:55pm · Gurgaon

Auto Mall - India's Largest Multicity Automobile Exhibition is back at Ambience Mall, Gurgaon for the 9th season!! 17th-19th Nov. Showcasing the latest models from top car brands like #Audi A3, Q3, A6 #Jeep Compass, Wrangler #Ford EcoSport, Endeavour #Toyota Altis, Etios #Renault Captur, new Kwid #Tata Nexon, Hexa #Fiat Abarth, Linea #Skoda New Rapid, Kodiaq! Be there! #AutoMall2017

32843 people reached

Like Comment Share

Sachin Najatghardiya, Aryan Aswal and 2,1K others

Abhijet Kasliwal and 4 others have checked in

011 4506 6521

Typically replies instantly

Send Message

http://www.auto mall...

Event

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Event Glimpses



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"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" ■■■



**TOUCH & FEEL
YOUR**



FAVOURITE MODELS

Premium Auto Show

17 - 19 Nov.

Ambience Mall, Gurgaon

Space for a million smiles









17.11.17



18.11.17



19.11.17

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TOUCH & FEEL
 YOUR



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**TOUCH & FEEL
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FAVOURITE MODELS

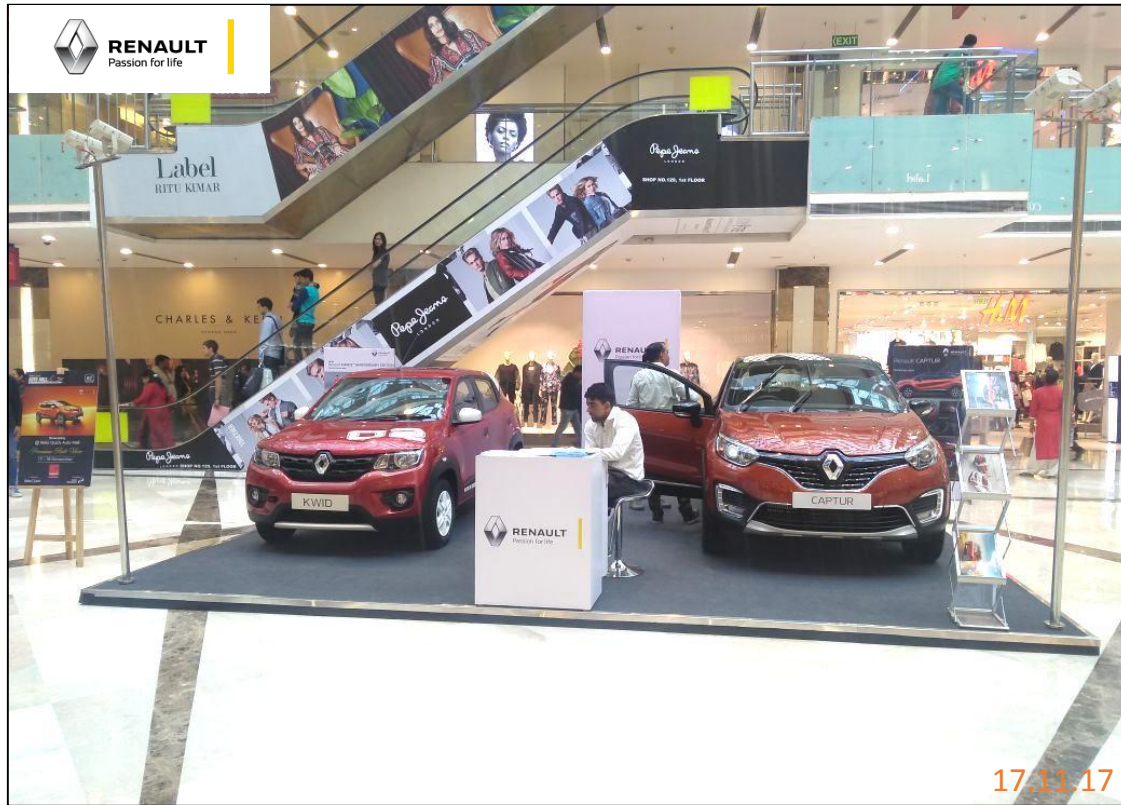
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