

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

08 – 10 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

- **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



Auto Mall @ Orion Mall @ Brigade Gateway, Bengaluru: 08 – 10 Dec' 17 – Event Synopsis

After the Grand Success of Auto Mall Season 4 in January 2017
Auto Mall Season 5 @ Orion Mall @ Brigade Gateway was organized from Dec' 08 – 10, 2017.

Top 8 leading automobile brands participated
FORD, MAHINDRA, NEXA, RENAULT, TATA MOTORS, VOLKSWAGEN, ROYAL ENFIELD, DSK HYOSUNG

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

All the brands put together generated over 400+ Hot Enquires, 1200+ Enquires, and

Over 1Lakh+ people visited Orion Mall, during Auto Mall event weekend.



Premium Auto Show

08 - 10 Dec.

Orion Mall @ Brigade Gateway, Bengaluru

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IP MANAGED BY

Team
Stratagem



CELEBRATIONS
Authorized IP Manager - Bengaluru



**TOUCH & FEEL
YOUR**

FAVOURITE MODELS



Mahindra
Rise.

NEXA



RENAULT
Passion for life

TATA MOTORS
Connecting Aspirations



Volkswagen



**ROYAL
ENFIELD**

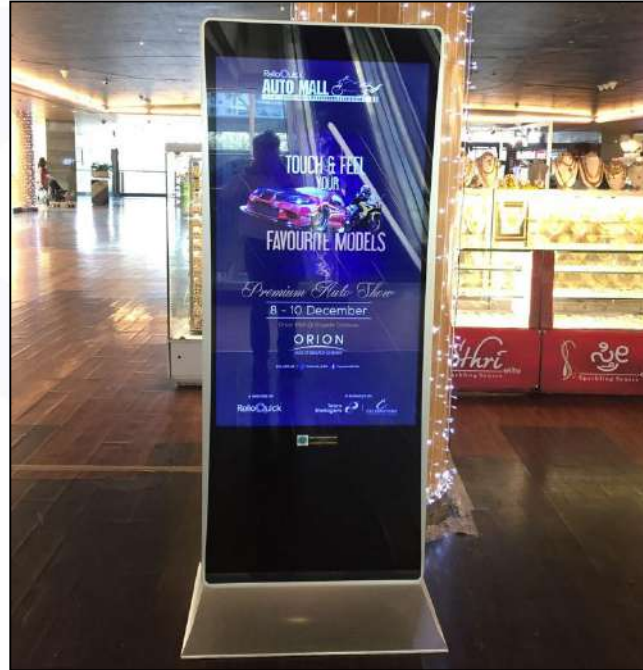
Pre Event Promotion

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

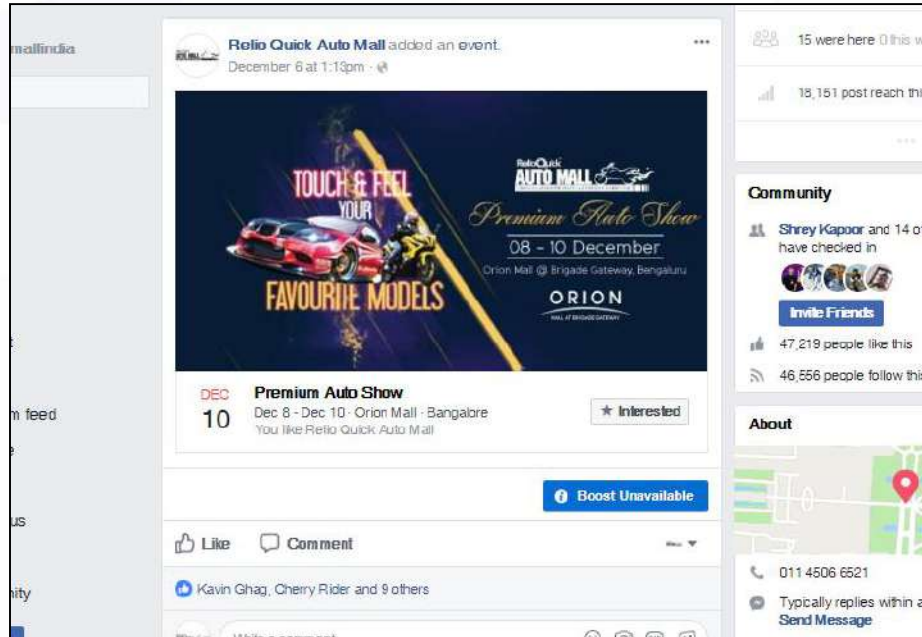
A well planned and executed digital and social media campaign on Facebook created great visibility, Awareness and engagement with the Event

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.

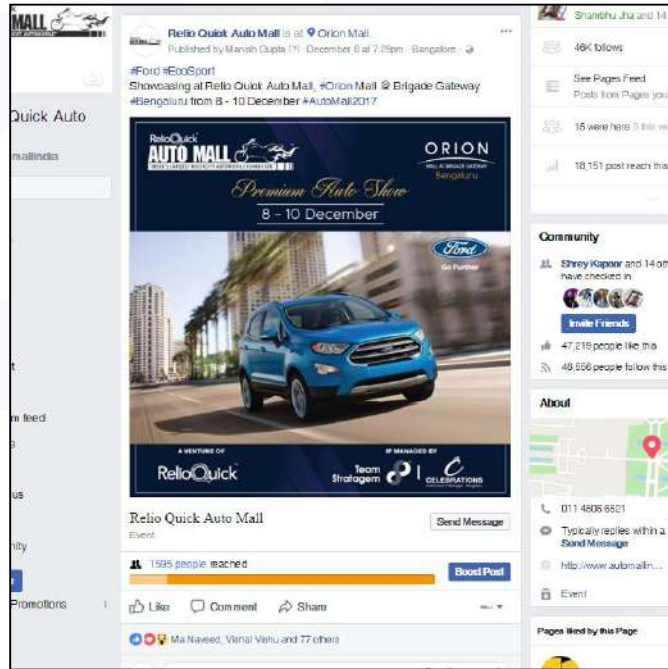
Pre Event Promotion – On Ground Branding



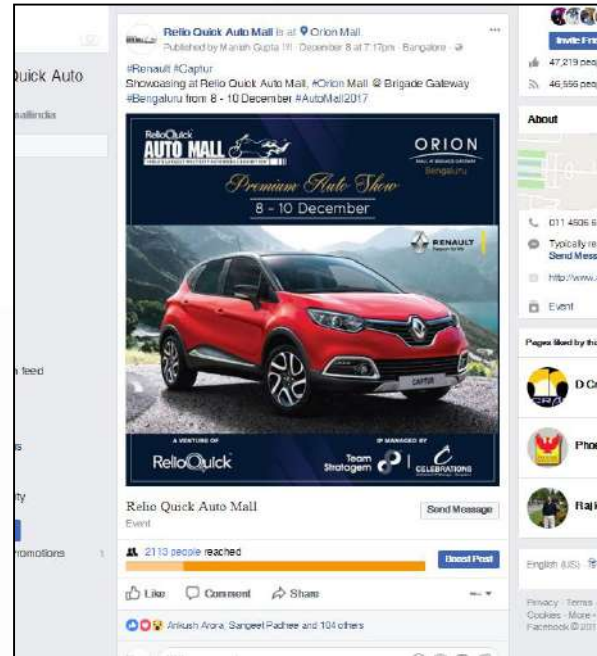
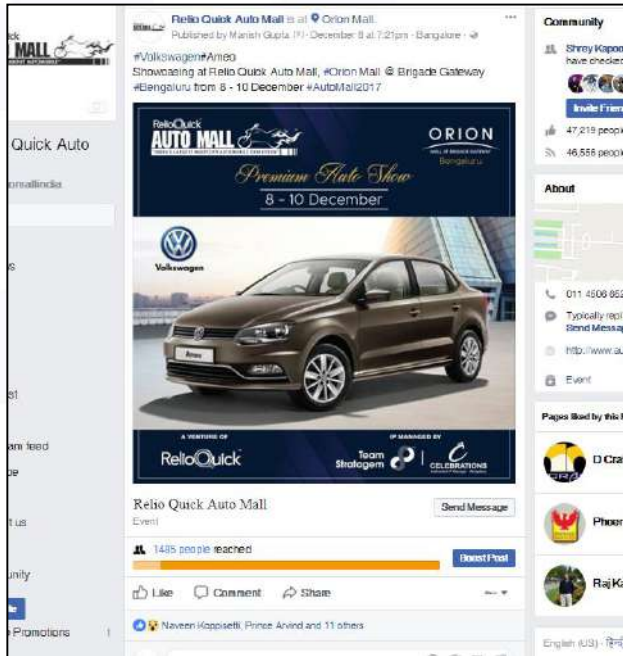
Pre Event Promotion – Event page



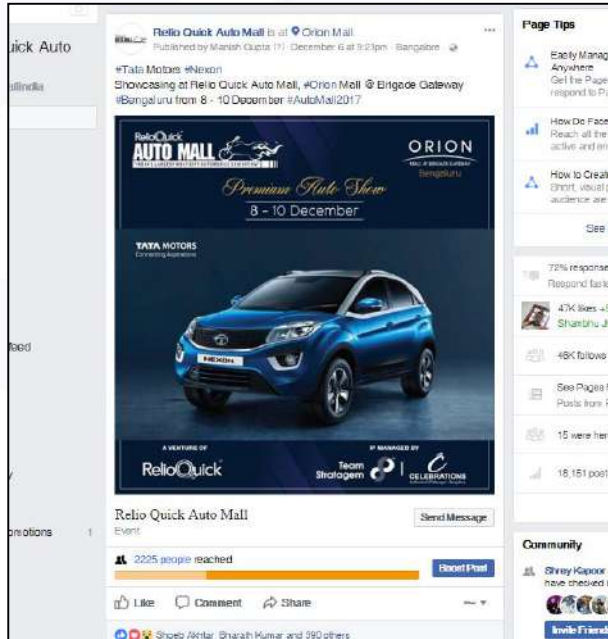
Pre Event Promotion – EDM on facebook



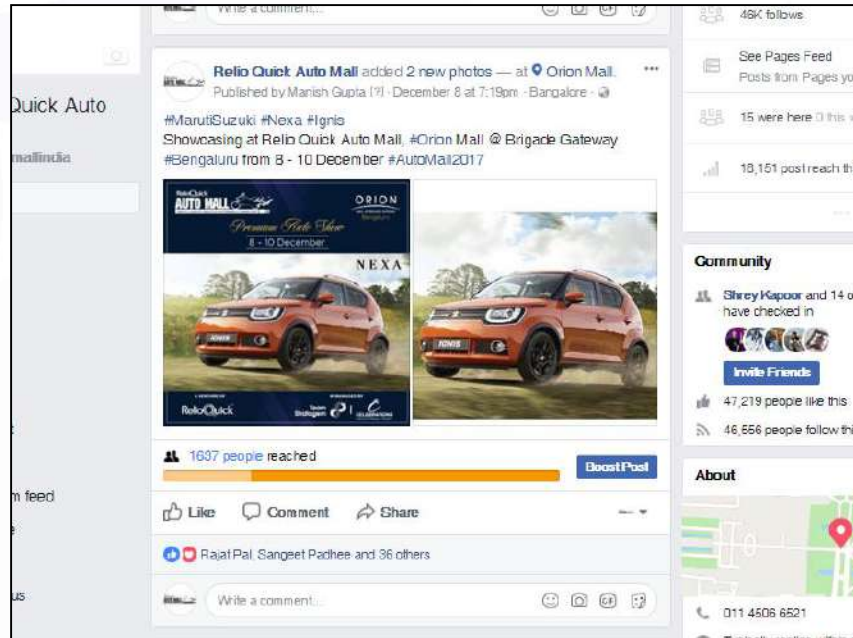
Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Pre Event Promotion – EDM on facebook



Event Promotion – On Ground Branding

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

69th
AutoMall



ALL-NEW ECOSPORT
Ford

Showcasing
@ Relio Quick Auto Mall

Premium Auto Show
ORION
MALL AT BRIGADE GATEWAY

8 - 10 December

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

69th
AutoMall



TATA MOTORS
Connecting People

Showcasing
@ Relio Quick Auto Mall

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AutoMall



NEXA

Showcasing
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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show
08 - 10 Dec.

Orion Mall @ Brigade Gateway, Bengaluru

ORION
MALL AT BRIGADE GATEWAY

Event Promotion – On Ground Branding

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

69th
AutoMall



Volkswagen



Showing
@ Relio Quick Auto Mall

Premium Auto Show
ORION
MALL AT BRIGADE GATEWAY

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69th
AutoMall



Mahindra



Showing
@ Relio Quick Auto Mall

Premium Auto Show
ORION
MALL AT BRIGADE GATEWAY

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

69th
AutoMall



RENAULT



Showing
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Premium Auto Show
ORION
MALL AT BRIGADE GATEWAY

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

TOUCH & FEEL
YOUR



FAVOURITE MODELS

Premium Auto Show
08 - 10 Dec.

Orion Mall @ Brigade Gateway, Bengaluru

ORION
MALL AT BRIGADE GATEWAY

Event Promotion – On Ground Branding

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

69th
AutoMall

DSK

DSK

Showing
@ Relio Quick Auto Mall

Premium Auto Show
ORION
MALL AT BRIGADE GATEWAY

8 - 10 December

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

69th
AutoMall

TATA MOTORS
SUVS, CARS & 2WHEELERS

Showing
@ Relio Quick Auto Mall

Premium Auto Show
ORION
MALL AT BRIGADE GATEWAY

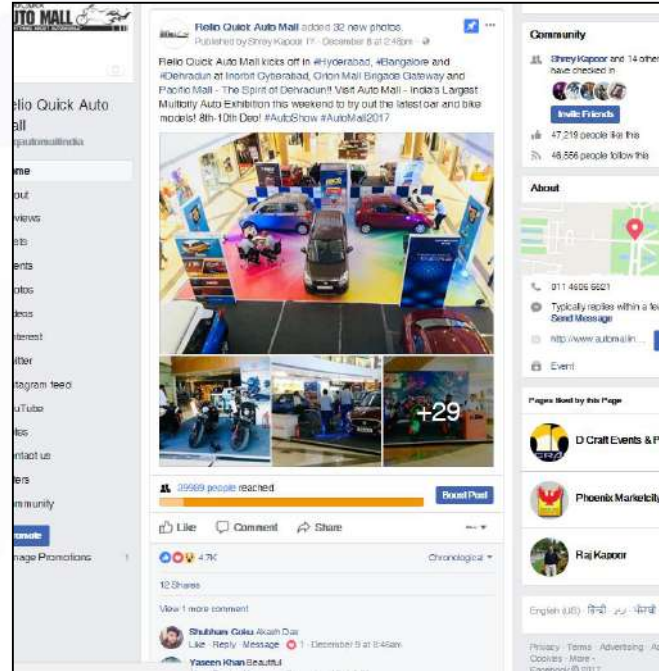
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Event Promotion – Live Glimpses



Event Promotion – Brands post



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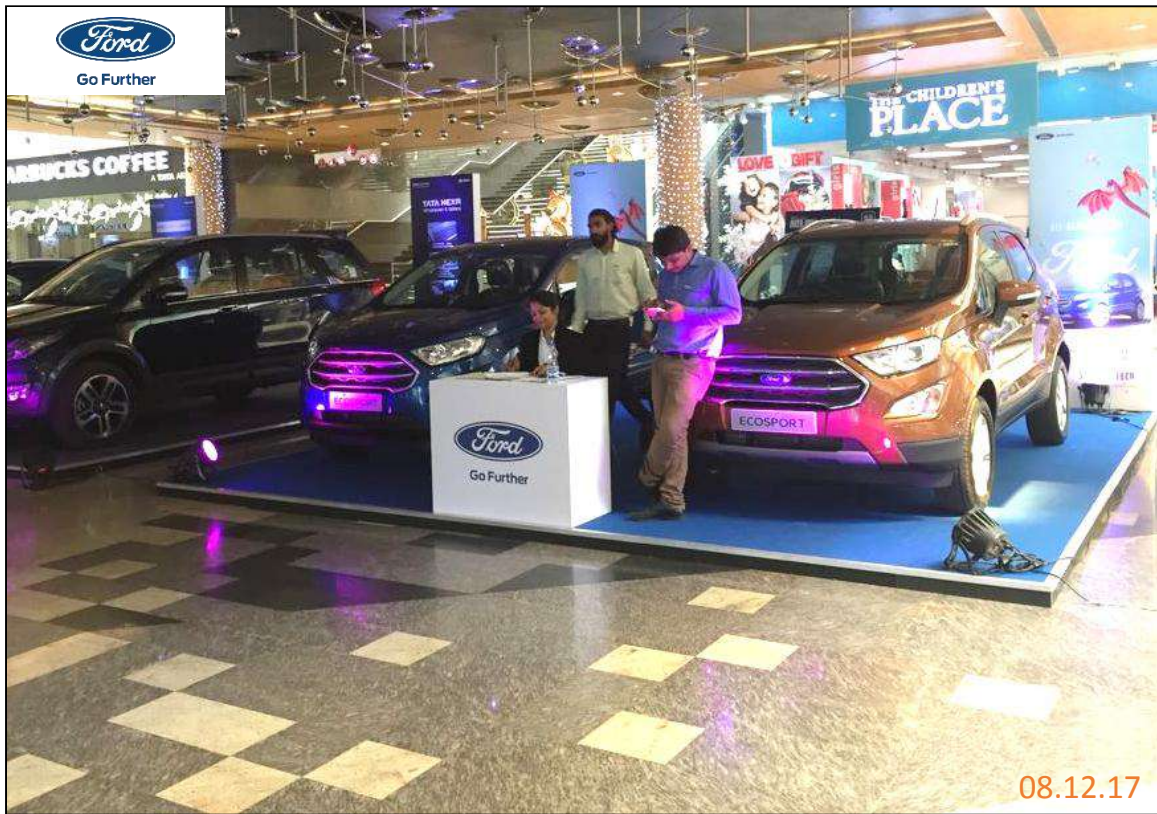
FAVOURITE MODELS

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Orion Mall @ Brigade Gateway, Bengaluru



Event Glimpses



Mahindra
Rise



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

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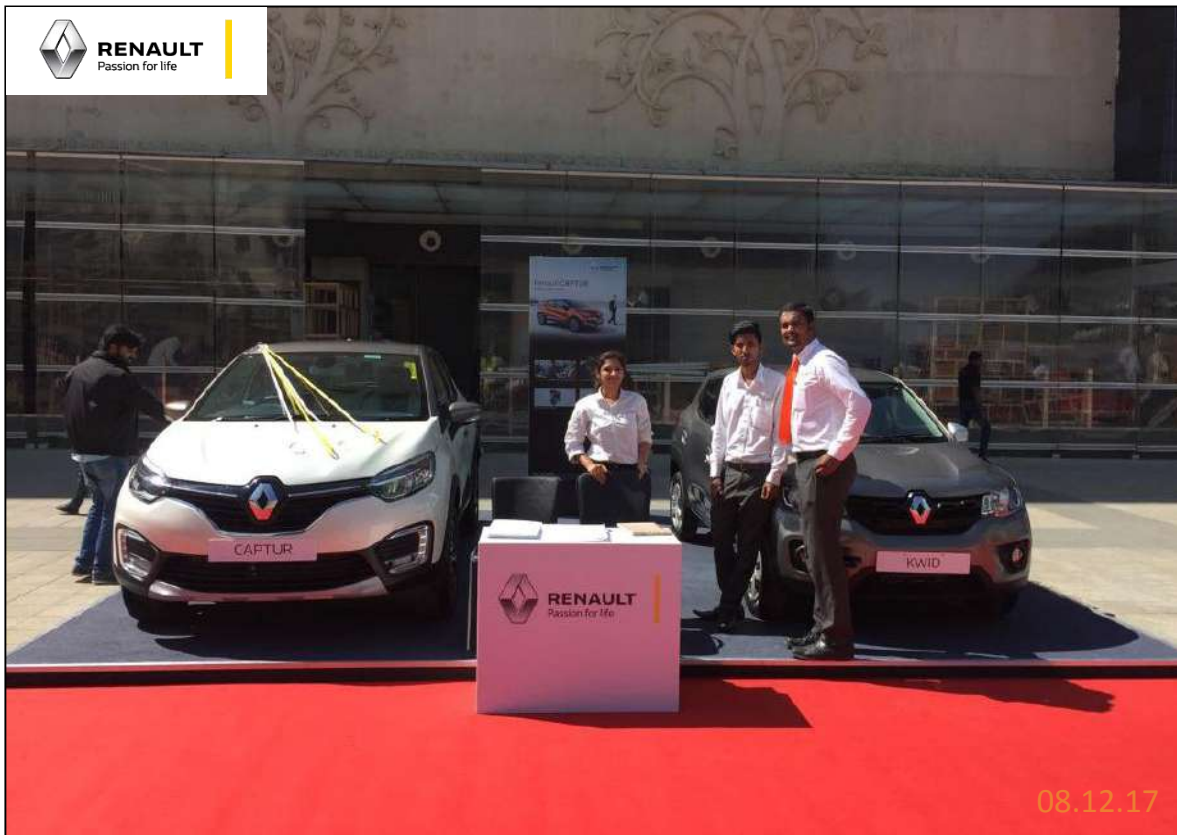
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ORION
MALL AT BRIGADE GATEWAY



08.12.17



09.12.17



10.12.17

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MALL AT BRIGADE GATEWAY

TATA MOTORS
Connecting Aspirations



08.12.17



09.12.17



10.12.17

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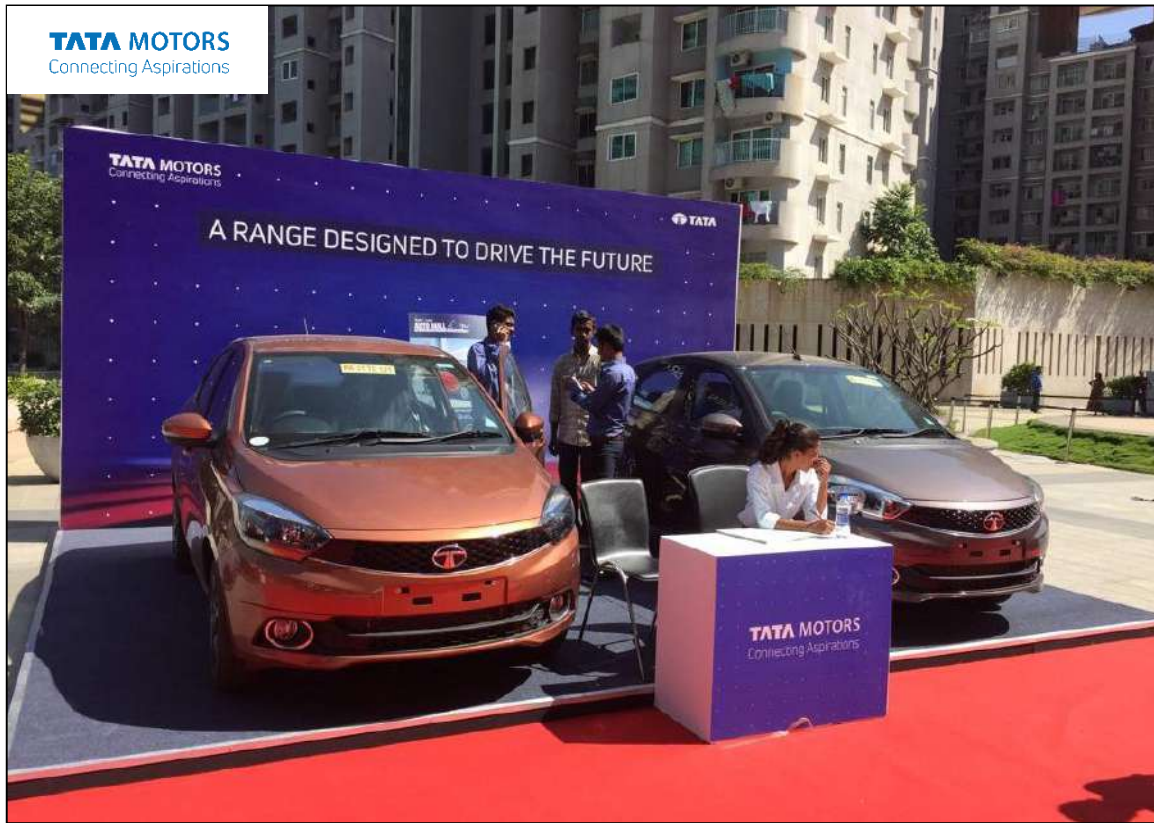
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Volkswagen



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NEXA



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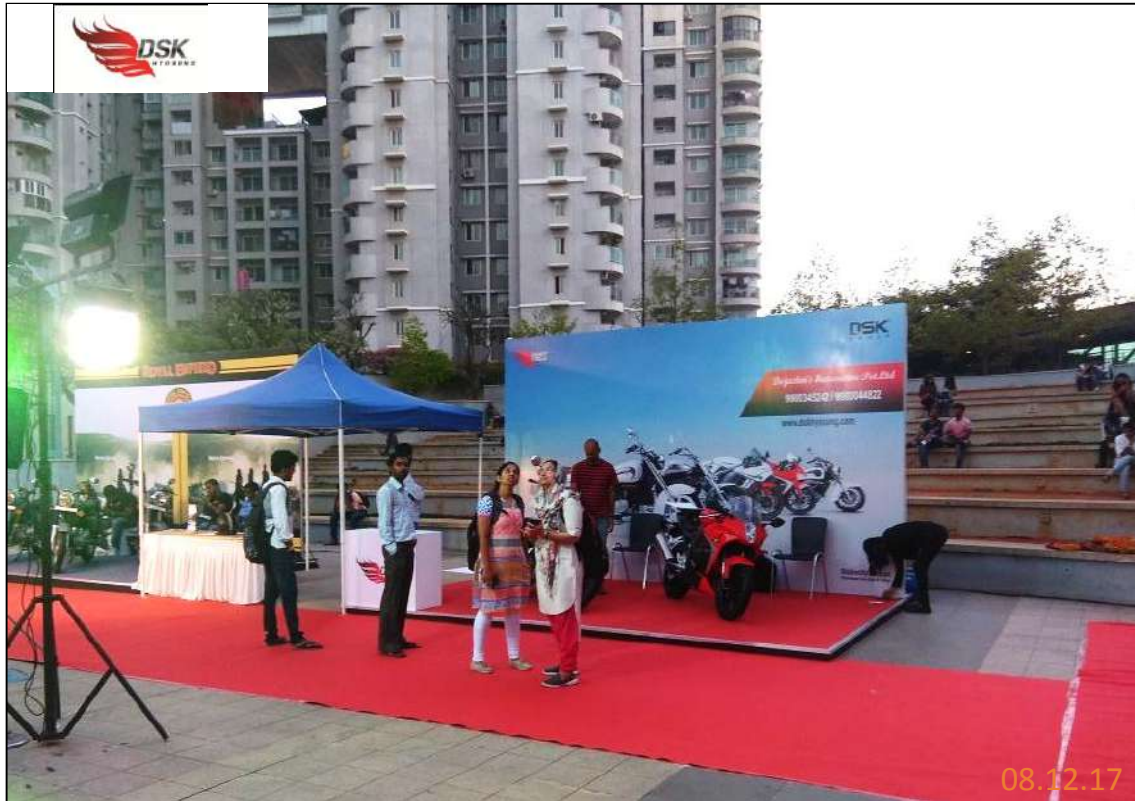
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