

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 1 @
Forum Courtyard Mall, Kolkata

12 – 14 Jan' 18

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.



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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 @ Forum Courtyard Mall, Kolkata: 12 – 14 Jan' 18 – Event Synopsis

Relio Quick Auto Mall Season 1 @ Forum Courtyard Mall, Kolkata was organized from Jan' 12 – 14, 2018.

Top 7 leading automobile brands participated
AUDI, ISUZU, NEXA, NISSAN – DATSUN, TATA MOTORS, JLR, UM bikes

Auto Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike.

All the brands put together generated over 300+ Hot Enquires, 900+ Enquires, and

Over 1.20+ Lakh people visited Forum Courtyard Mall, during Auto Mall event weekend.



Premium Auto Show

12 - 14 Jan'

Forum Courtyard Mall, Kolkata

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N E X A



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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 – On Ground Branding



Pre Event Promotion – Event page

This screenshot shows the Facebook event page for the 'Premium Auto Show'. At the top, it displays engagement metrics: 4.5K Reached, 140 Viewed, and 140 Responded. The main banner features a red sports car and a yellow motorcycle with the text 'TOUCH & FEEL YOUR FAVOURITE MODELS'. The event is titled 'Premium Auto Show' and is scheduled for January 12th to 14th at Forum Courtyard Mall, Kolkata. The page includes an 'Interested' button, event dates, and location information. A sidebar on the right provides event tips and language options.

This screenshot shows a Facebook post from 'Relio Quick Auto Mall' announcing the event. The post includes the same promotional banner as the event page. The text of the post reads: 'Relio Quick Auto Mall added an event. January 9 at 11:27am - 🌐 Touch-Feel-Try the latest car and bike models while you shop, only at Auto Mall - Forum Courtyard Mall, Kolkata'. The post shows 71K follows, 15 were here, and 23,887 posts in the community. It also features a 'Boost Unavailable' button and interaction options like 'Like' and 'Comment'.



TOUCH & FEEL
YOUR



FAVOURITE MODELS

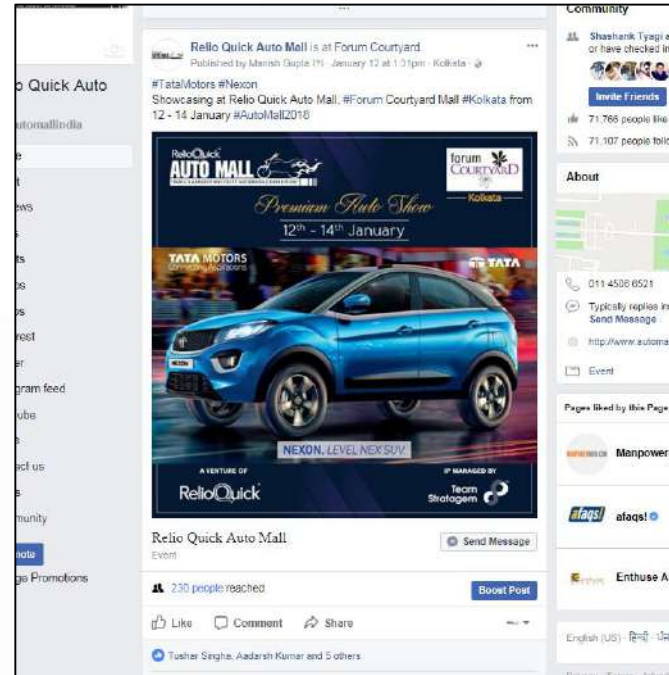
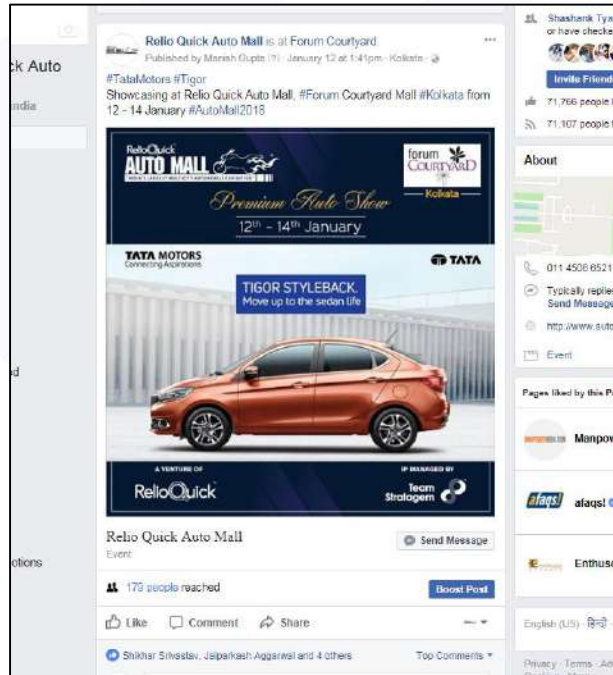
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Pre Event Promotion – EDM on facebook



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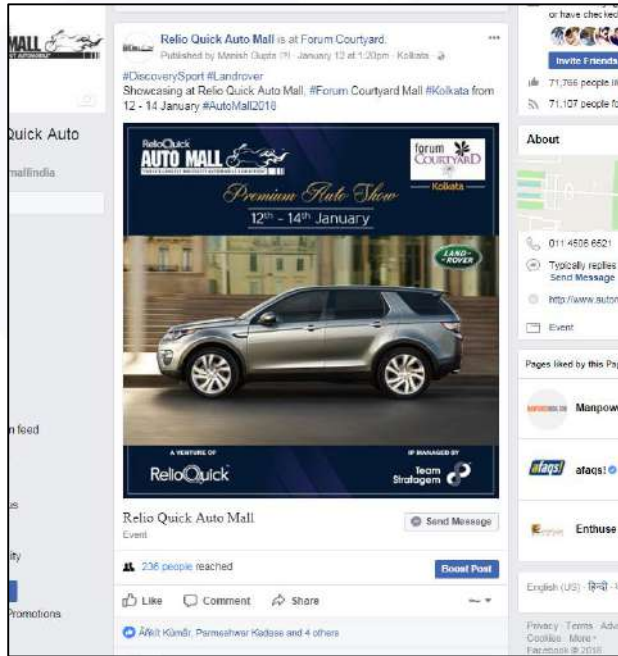
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Pre Event Promotion – EDM on facebook



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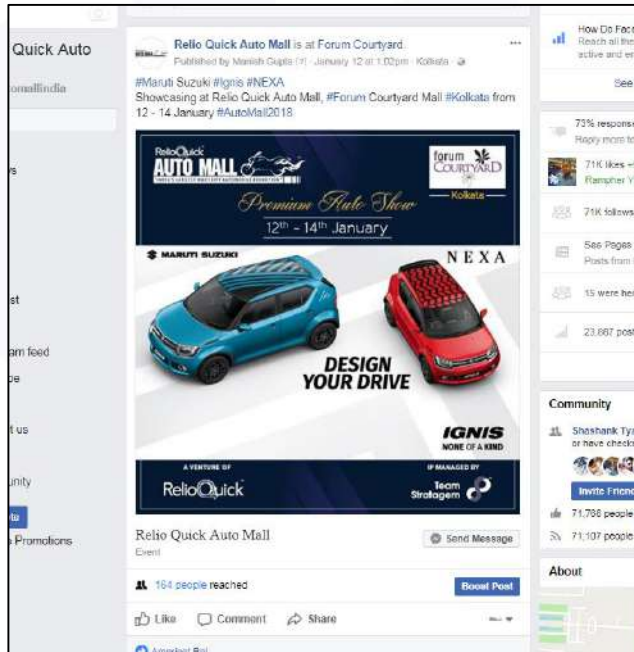
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Pre Event Promotion – EDM on facebook



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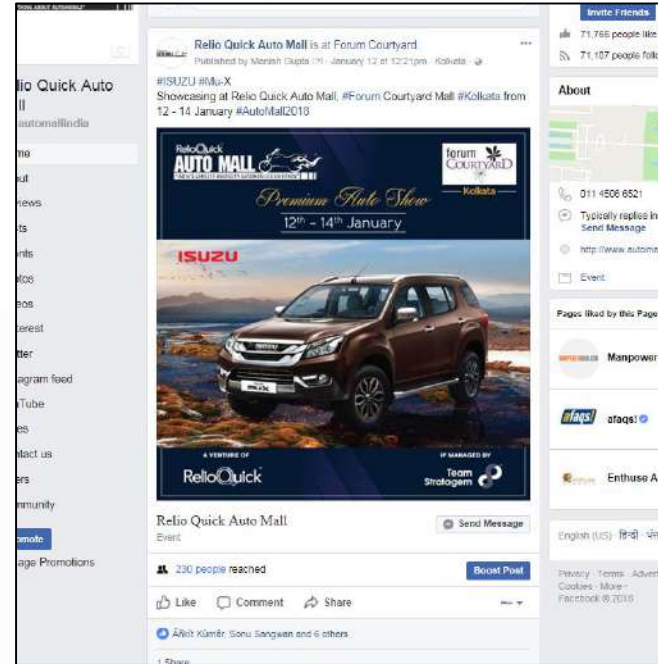
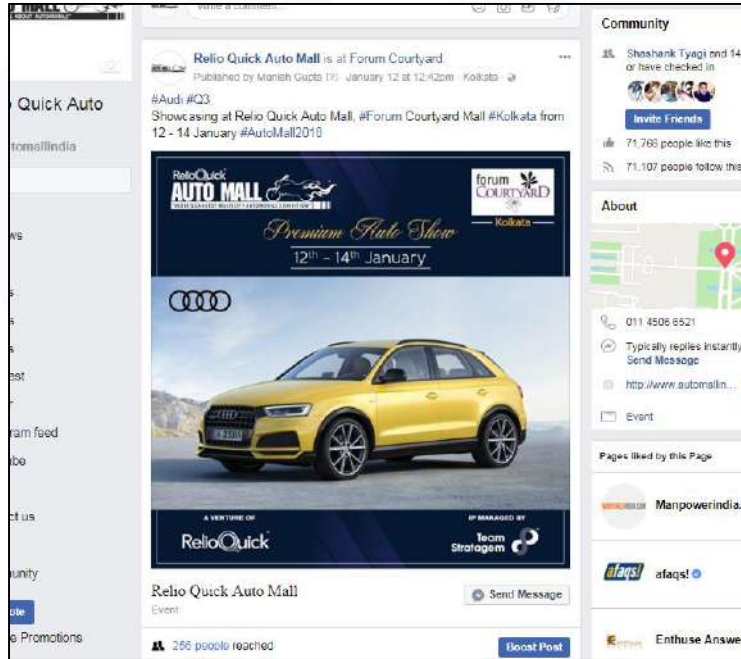
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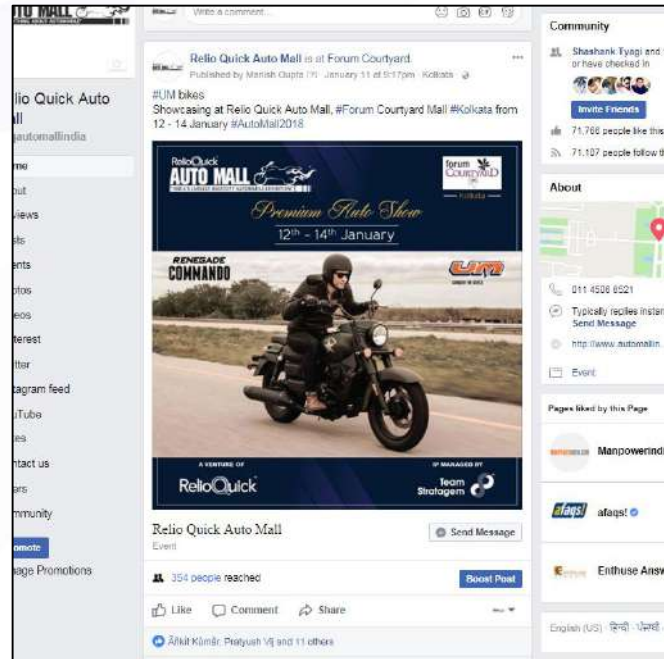
Pre Event Promotion – EDM on facebook



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

73 AutoMall

MARUTI SUZUKI NEXA

CHALLENGES NEVER STOP
WHY SHOULD YOU?



Claz
CHALLENGE THE INCREDIBLE

Showcasing
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CORPORATE SALES



NEXON. LEVEL NEX SUV.

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DESIGN
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Event Promotion – On Ground Branding

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GET SET GO!

RANGE STARTS AT **₹2.41 LAC**

DATSUN redi-GO GOLD 1.0L Limited Edition

Break through

Showing @ Relio Quick Auto Mall
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JAGUAR

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ISUZU

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HURRY!
LIMITED
OFFER

This January Drive Nissan @ 2017 Offers & Price!
LAST CHANCE

₹6.99
₹75,000
Interest @ 7.99%

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Classic



THE AMERICAN STAR
ON INDIAN ROADS

UM
DRIVE IN INDIA

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Live Happenings

Relio Quick Auto Mall added 11 new photos -- at Forum Courtyard Kolkata.

Published by Shriya Kapoor on January 12 at 7:47pm · Kolkata ·

Hello #Kolkata! Auto Mall is back in town! Visit #Forum Courtyard Mall this weekend (12th-14th) to experience a wide range of cars and bikes! Show Participants include #Ninja (Dzr, Ignis, S-Cross, Baleno), #Jaguar (F-Pace), #LandRover (Discovery Sport), #Audi (Q3, A5 Cabriolet), #Nissan (MUX, V-Cross), #BMW (Kies (Renegade Commando Classic, Renegade Commando Mojave, Renegade Sports S), #Nissan (Micra, Sunny, Datsun Redi-go) and #TataMotors (Nixon, Tigor) #AutoMall2018

20,914 people reached

Boost Post

Like Comment Share

26 Alpha Udon, Mohd Azeiz and 16K others Tap Comments ·

15 Shares

71,788 people like this

71,197 people follow this

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Event Glimpses



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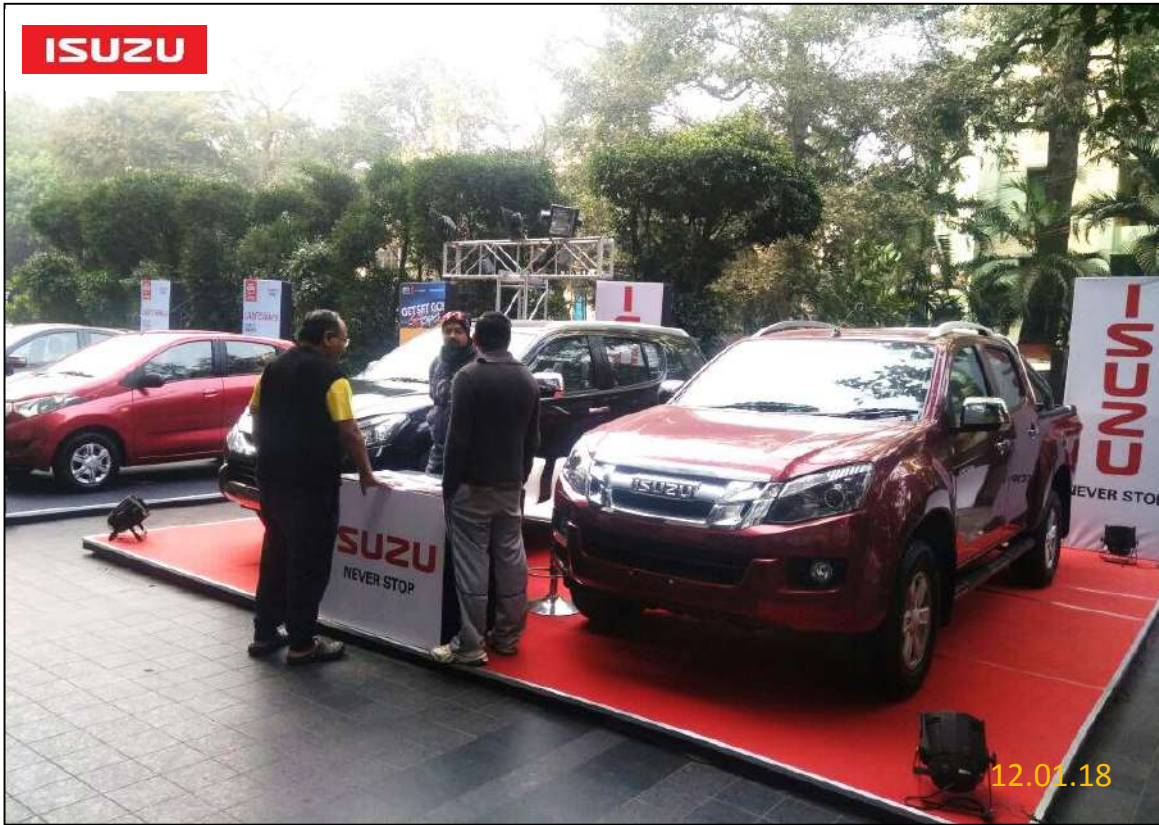
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ISUZU



12.01.18



13.01.18



14.01.18

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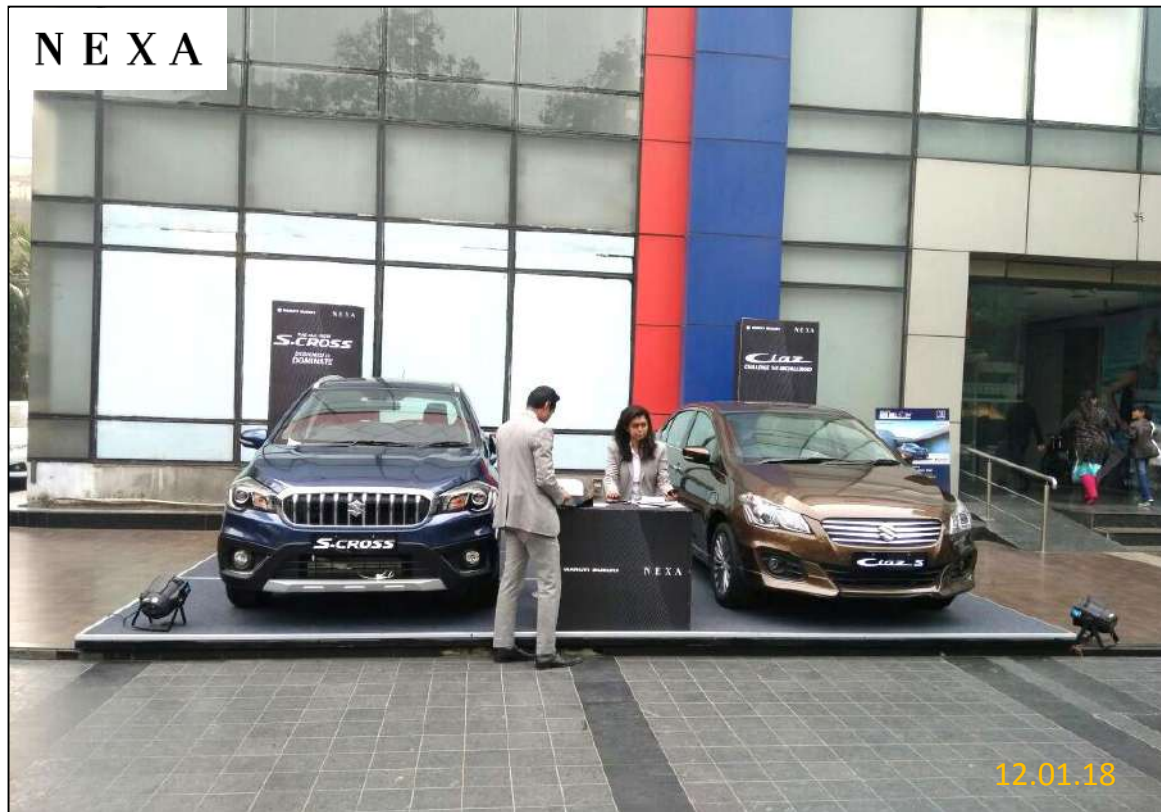
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NEXA



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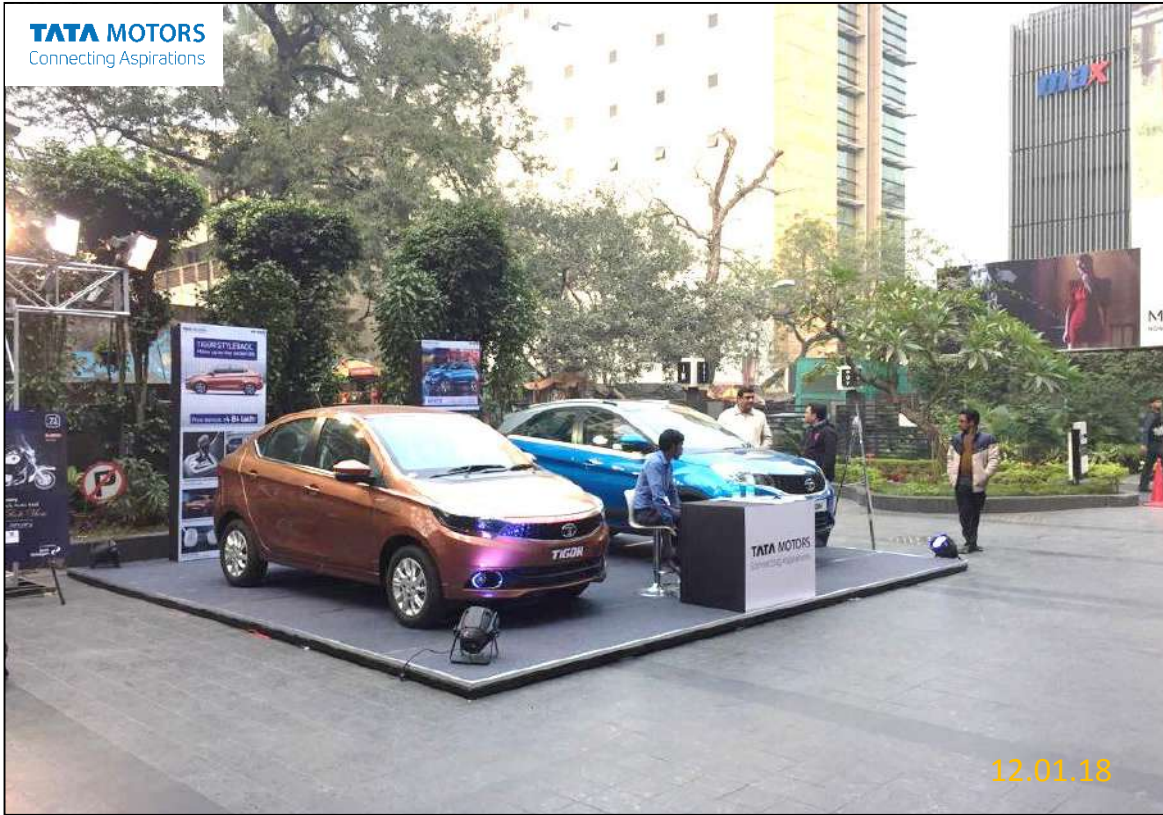
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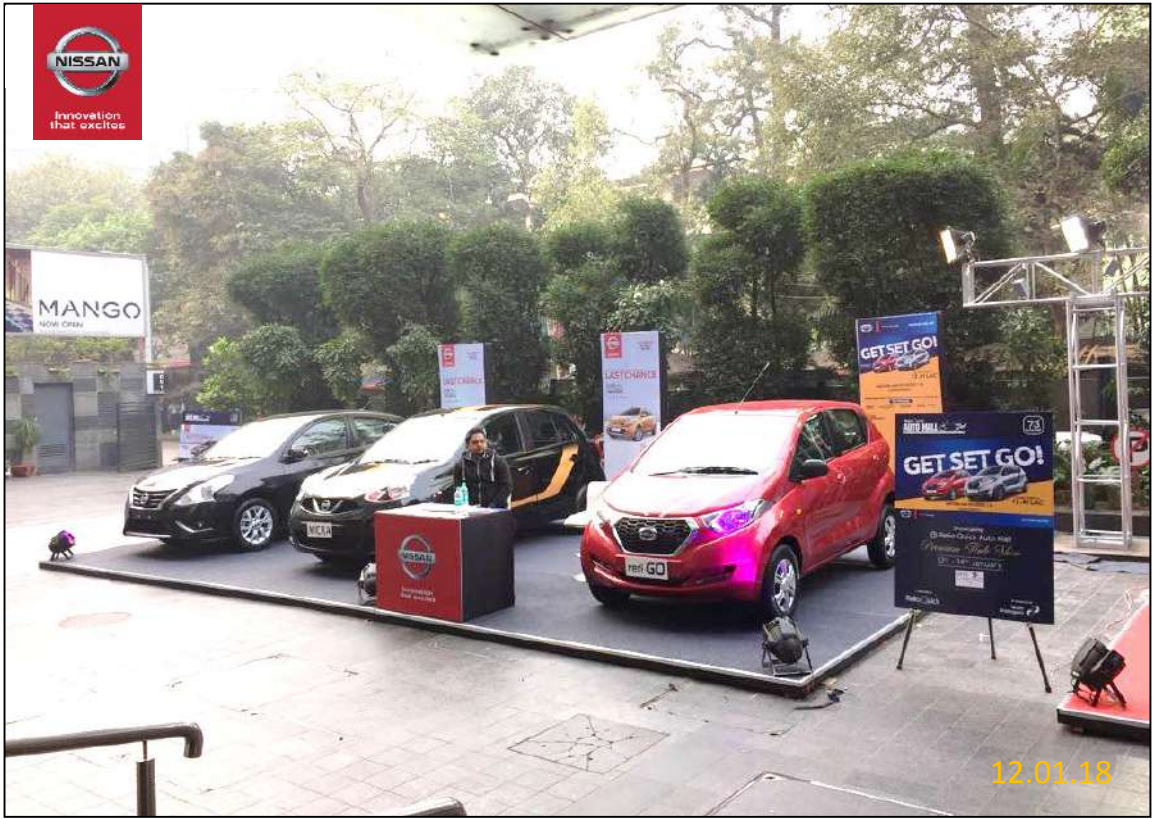
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