

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@
The Forum Mall, Hyderabad
(Exclusive Vintage & Classic
Car Show)

26 - 28, 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.



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.

Relio Quick Auto Mall @ The Forum Sujana Mall, Hyd: 26 - 28 Jan'18 – Event Synopsis

Exclusive Vintage & Classic Car Show was organised from 26 – 28 Jan'18 @ The Forum Sujana Mall, Hyd.

The objective was to make the mall visitors Experience [Vintage](#) & [Classic](#) Cars from the mid-20th Century!

Following the robust marketing campaigns run on Facebook by both Relio Quick Auto Mall and The Forum 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:

Hupmobile (1935), Cadillac (1937), Buick Road Master (1936), Austin 8 (1939), Austin 7 (1935), Dodge Brothers (1929), Ford Model A (1928), Ford Model A (1929)

**THIS REPUBLIC DAY,
TAKE A
DRIVE DOWN
MEMORY LANE.**



*Exclusive Vintage &
Classic Car Show*

26TH - 28TH JANUARY

**THE FORUM SUJANA MALL,
HYDERABAD**

A VENTURE OF

RelioQuick™

IP MANAGED BY

Team
Stratagem



Authorized IP Manager Auto Mall, Hyderabad

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



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

*Exclusive Vintage &
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26TH - 28TH JANUARY

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Pre Event Promotion – On Ground Branding


Fit one full page to window

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AUSTIN 7 (1935)




*Exclusive Vintage &
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AUSTIN 8 (1939)




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BUICK ROAD MASTER
(1936)




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Pre Event Promotion – On Ground Branding

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CADILLAC (1937)




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DODGE BROTHERS (1929)



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DRIVE DOWN
MEMORY LANE.**

**FORD MODEL A (RUMBLE SEAT)
(1929)**



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Pre Event Promotion – On Ground Branding

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HUPMOBILE (1935)



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Pre Event Promotion – Facebook Event Page

The screenshot shows a Facebook event page for 'Exclusive Vintage & Classic Car Show'. The event is public and hosted by Relio Quick Auto Mall. The event dates are 26th - 28th January. The location is The Forum Sujana Mall, Hyderabad. The event has ended about 5 days ago. The page features a banner with a red classic car and the text 'THIS REPUBLIC DAY, TAKE A DRIVE DOWN MEMORY LANE, Exclusive Vintage & Classic Car Show 26th - 28th JANUARY THE FORUM SUJANA MALL, HYDERABAD'. The page also includes a sidebar with navigation options like Birthdays, Discover, and Past, and a right sidebar with event tips and language settings.

Event Promotion – On Line

Relio Quick Auto Mall is at The Forum Sujana Mall
Published by Manish Gupta [?] · January 26 at 1:00pm · Hyderabad ·

Buick Road Master (1936) Showcasing at
Exclusive Vintage & Classic Car Show @ The Forum Sujana Mall,
Hyderabad from 26th - 28th Jan' #AutoMall2018 #VintageCars

41,262 posts

Community

Shashank Tyagi or have checked in

Invite Friend

73,844 people like

73,188 people follow

About

011 4506 6521

Send Message

http://www.automallindia.com

Event

Suggest Edits

Pages liked by this Page

ZOCI VOICI

Phoenix Motors

CWC

219 people reached

Boost Post

Like Comment Share

Shikhar Srivastav, Vikash Kumar and AKbar AS

Write a comment...

Relio Quick Auto Mall is at The Forum Sujana Mall
Published by Manish Gupta [?] · January 26 at 1:00pm · Hyderabad ·

Cadillac (1937) Showcasing at
Exclusive Vintage & Classic Car Show @ The Forum Sujana Mall,
Hyderabad from 26th - 28th Jan' #AutoMall2018 #VintageCars

227 people reached

Boost Post

Like Comment Share

Sisindri Don, Shikhar Srivastav and 8 others

Write a comment...

Community

Shashank Tyagi or have checked in

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Event

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Event Promotion – On Line

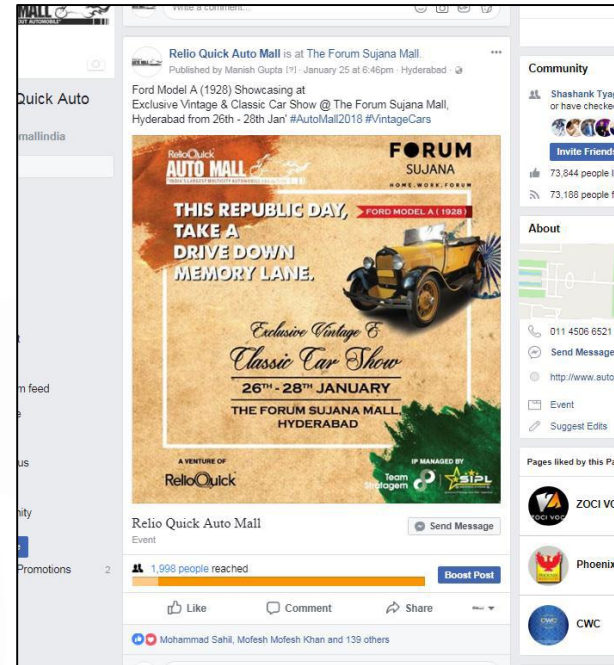


Event Promotion – On Line

This screenshot shows a Facebook event page for an 'Austin 8 (1939) Showcasing' event. The event is titled 'Austin 8 (1939) Showcasing at Exclusive Vintage & Classic Car Show @ The Forum Sujana Mall, Hyderabad from 26th - 28th Jan'. The cover image features a vintage Austin 8 car and text: 'THIS REPUBLIC DAY, TAKE A DRIVE DOWN MEMORY LANE. Exclusive Vintage & Classic Car Show 26TH - 28TH JANUARY THE FORUM SUJANA MALL, HYDERABAD'. The event is organized by Relio Quick Auto Mall. The page shows 73,844 people who like the event and 73,188 people who have checked in. The 'About' section lists contact information: 011 4506 6521, a 'Send Message' button, and the website http://www.autoindia.com. The 'Pages liked by this Page' section includes ZOCI VOICE, Phoenix, and CWC.

This screenshot shows a Facebook event page for a 'Hupmobile (1935) Showcasing' event. The event is titled 'Hupmobile (1935) Showcasing at Exclusive Vintage & Classic Car Show @ The Forum Sujana Mall, Hyderabad from 26th - 28th Jan'. The cover image features a vintage Hupmobile car and text: 'THIS REPUBLIC DAY, TAKE A DRIVE DOWN MEMORY LANE. Exclusive Vintage & Classic Car Show 26TH - 28TH JANUARY THE FORUM SUJANA MALL, HYDERABAD'. The event is organized by Relio Quick Auto Mall. The page shows 73,844 people who like the event and 73,188 people who have checked in. The 'About' section lists contact information: 011 4506 6521, a 'Send Message' button, and the website http://www.autoindia.com. The 'Pages liked by this Page' section includes ZOCI VOICE, Phoenix, and CWC.

Event Promotion – On Line



Live Happenings

The screenshot shows a Facebook post from the page 'Relio Quick Auto Mall'. The post text reads: 'Relio Quick Auto Mall added 6 new photos — at The Forum Sujana Mall. Published by Shrey Kapoor | 1 | January 26 at 2:20pm · Hyderabad · 🌐 This Republic Day Weekend, visit The Forum Sujana Mall to get transported back in time! Experience #Vintage & #Classic Cars from the mid-20th Century! 26th-28th Jan! #AutoMall2018'. The post includes a grid of six photos showing various classic cars on display at an indoor exhibition. Below the photos, it shows '25,064 people reached' and a 'Boost Post' button. The interaction bar shows 'Like', 'Comment', and 'Share' options. A comment from 'Saindri Don, Dinesh Khadka and 3,11K others' is visible with '27 Shares'. The right sidebar of the Facebook interface is partially visible, showing 'Our Story', 'Page Tips', and 'Community' sections.

Event Glimpses



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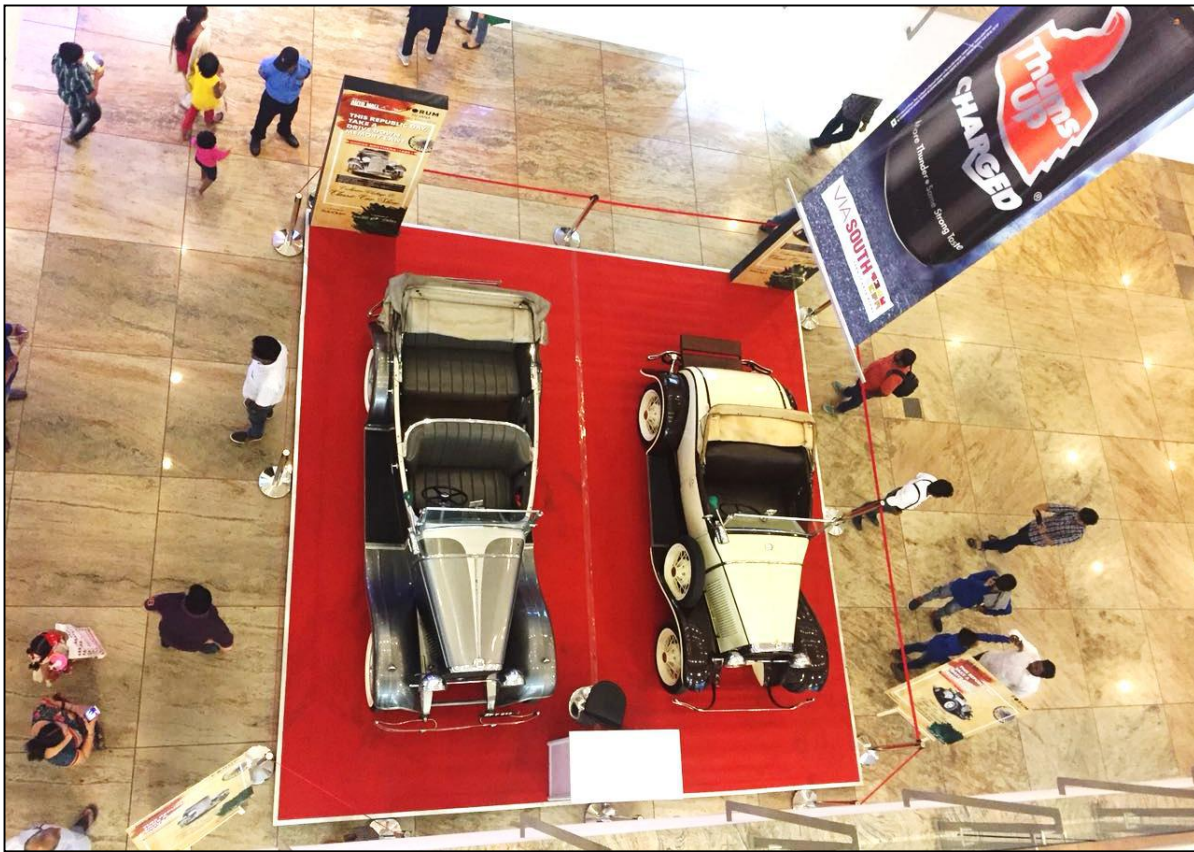


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THANK YOU