

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 2 @  
Orion East Mall, Bangalore

16 – 18 Feb' 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

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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.

## 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



## Relio Quick Auto Mall @ Orion East Mall, Bangalore: 16 – 18 Feb' 18 – Event Synopsis

After the Grand Success of Relio Quick Auto Mall Season 1 in November 2017

Relio Quick Auto Mall Season 2 @ Orion East Mall, Bangalore was organized from Feb' 16 – 18, 2018.

Top 6 leading automobile brands participated  
MAHINDRA, NEXA, TATA MOTORS, VOLKSWAGEN, UM bikes, ROYAL ENFIELD

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

All the brands put together generated over 225+ Hot Enquires, 675+ Enquires, and

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



# Premium Auto Show

16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> Feb'

Orion East Mall, Bangalore

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A VENTURE OF

RelioQuick™

IP MANAGED BY

Team  
Stratagem



CELEBRATIONS  
Authorized IP Manager - Bangalore



**Mahindra**  
Rise.

N E X A

**TATA MOTORS**  
Connecting Aspirations



**UM**  
CONQUER THE WORLD

**ROYAL  
ENFIELD**

## 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

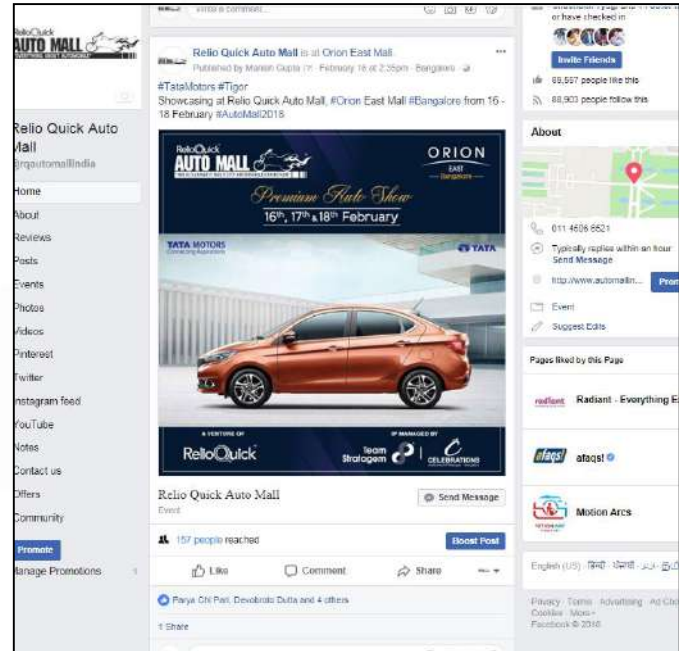
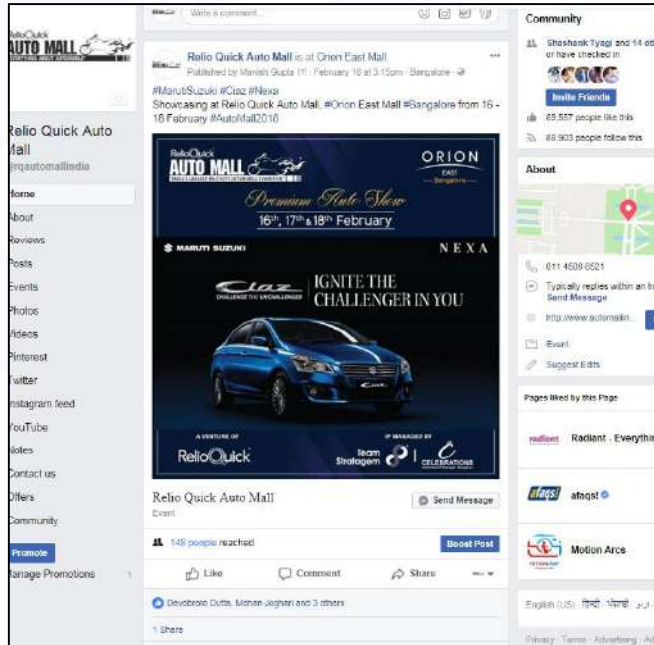




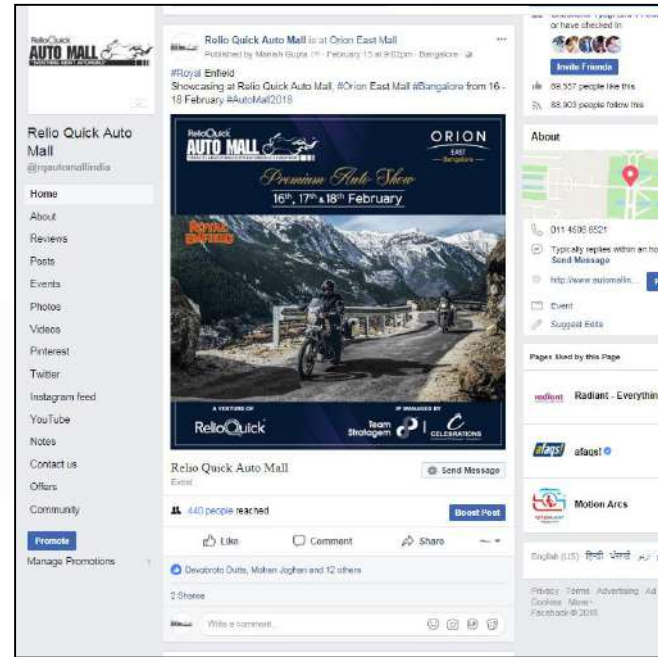
# Pre Event Promotion – Event page

The screenshot shows a Facebook event page for 'Relio Quick Auto Mall'. The event is titled 'Premium Auto Show' and is scheduled for February 16th, 17th, and 18th in Orion East Mall, Bangalore. The event description includes the hashtag #AutoMall2018 and the slogan 'TOUCH & FEEL YOUR FAVOURITE MODELS'. The event page features a promotional banner with a red car and a yellow motorcycle. The page also shows a sidebar with navigation options like Home, About, Reviews, Posts, Events, Photos, Videos, Pinterest, Twitter, Instagram feed, YouTube, Notes, Contact us, Offers, and Community. The main content area displays the event details, including the date, location, and a 'Boost Unavailable' button. The page is liked by 11 people, and there are comments from Mohan Joghari, Shikhar Srivastav, and 251 others.

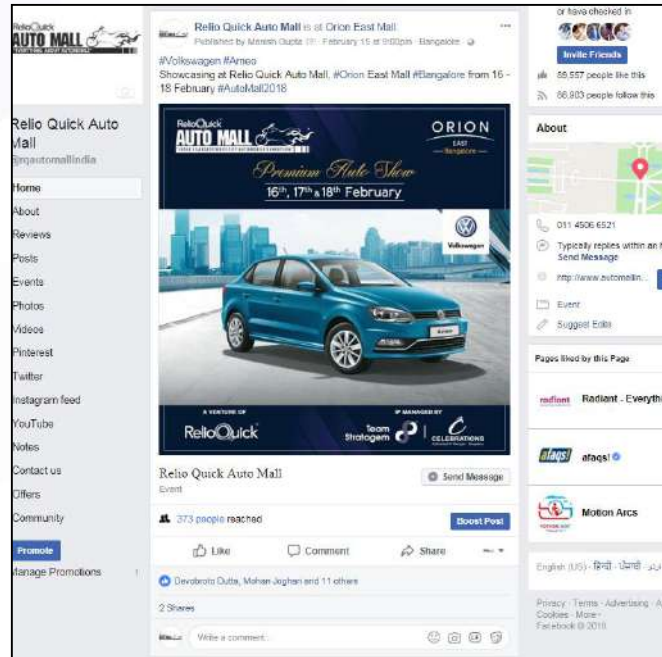
# Pre Event Promotion – EDM on facebook



# Pre Event Promotion – EDM on facebook



# Pre Event Promotion – EDM on facebook





# Event Promotion – On Ground Branding

Relio Quick  
**AUTO MALL**  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

81<sup>st</sup>  
AutoMall

TATA MOTORS  
CORPORATE SOLUTIONS

NEXON. LEVEL NEX SUV

Showcasing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> February  
Orion East Mall, Bengaluru

ORION  
EAST

A VENTURE OF  
RelioQuick

IP MANAGED BY  
Team Stratagem

CELEBRATIONS  
ORION EAST MALL

Relio Quick  
**AUTO MALL**  
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81<sup>st</sup>  
AutoMall

MARUTI SUZUKI

NEXA

CHALLENGES NEVER STOP  
WHY SHOULD YOU?

Showcasing  
@ Relio Quick Auto Mall

*Premium Auto Show*  
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> February  
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Mahindra

Showcasing  
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CELEBRATIONS  
ORION EAST MALL

# Event Promotion – On Ground Branding



Relio Quick  
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81<sup>st</sup>  
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Relio Quick  
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TOUCH & FEEL  
YOUR



FAVOURITE MODELS

*Premium Auto Show*

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Orion East Mall, Bangalore

ORION  
EAST

## Event Glimpses

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

TOUCH & FEEL  
 YOUR



**FAVOURITE MODELS**

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**ORION**  
 EAST



**TATA MOTORS**  
Connecting Aspirations



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**TOUCH & FEEL**  
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**ORION**  
EAST

NEXA



RelioQuick  
**AUTO MALL**  
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TOUCH & FEEL  
YOUR



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**TOUCH & FEEL  
 YOUR**



**FAVOURITE MODELS**

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**ORION**  
 EAST



**ROYAL  
ENFIELD**



16.02.18



17.02.18



18.02.18

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

**TOUCH & FEEL  
YOUR**



**FAVOURITE MODELS**

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**ORION**  
EAST

**THANK YOU**