

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
@
VR Bengaluru

09 – 11 March 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.

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 @ VR Bengaluru: 09 – 11 Feb' 18 – Event Synopsis

Relio Quick Auto Mall @ VR Bengaluru was organized from March 09 – 11, 2018.

Top 9 leading automobile brands participated
JEEP, MAHINDRA ELECTRIC, NEXA, TATA MOTORS, VOLKSWAGEN, TVS, UM BIKES, HARLEY DAVIDSON,
KTM

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

All the brands put together generated over 234+ Hot Enquires, 700+ Enquires, and

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



Premium Auto Show

09th, 10th & 11th March

VR Bengaluru

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Team
Stratagem 


CELEBRATIONS
Authorized IP Manager - Bengaluru



NEXA



Volkswagen



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

VR BENGALURU
WHITEFIELD MAIN ROAD

Premium Auto Show
09th, 10th & 11th March

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

TOUCH. FEEL. TRY.

Premium Auto Show
09th, 10th & 11th March

VR BENGALURU
WHITEFIELD MAIN ROAD

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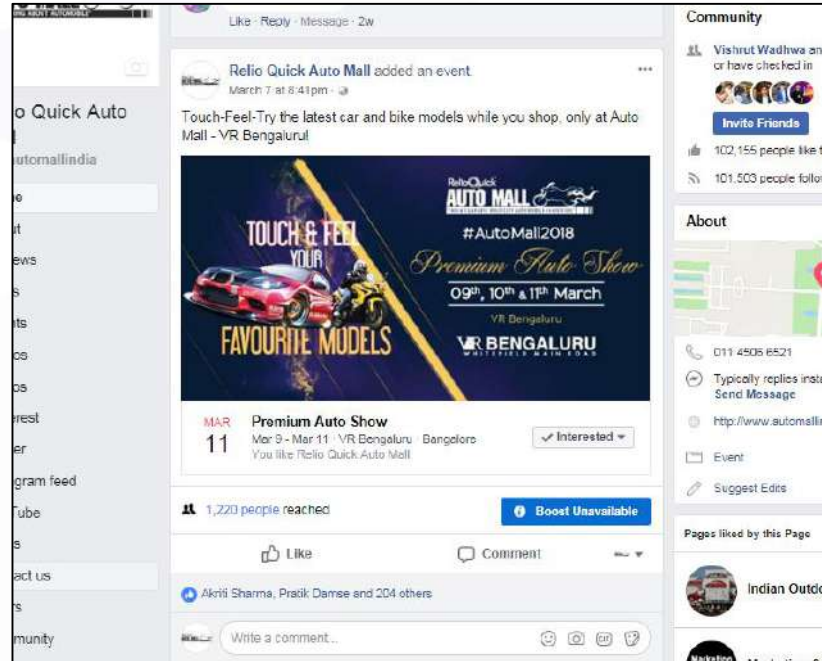
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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

TOUCH & FEEL
YOUR
FAVOURITE MODELS

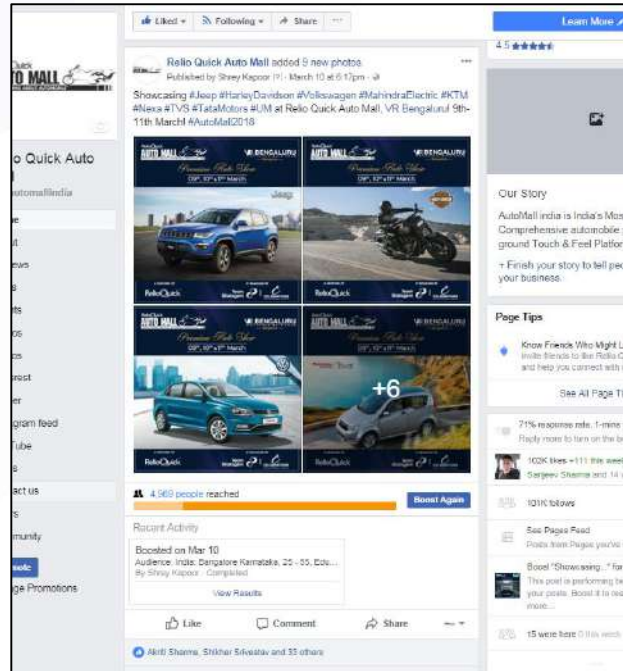
Premium Auto Show
09th, 10th & 11th March
VR Bengaluru

VR BENGALURU
WHITEFIELD MAIN ROAD

Pre Event Promotion – Event page



Pre Event Promotion – EDM on facebook



Event Promotion – On Ground Branding



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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

88th
AutoMall

Jeep

Showing
@ Relio Quick Auto Mall

Premium Auto Show

09th, 10th & 11th March

VR, Bengaluru

VR BENGALURU
WHITEFIELD MAIN ROAD

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

88th
AutoMall

SHOWCASING
HONDA
NTORQ 160

Showing
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AutoMall

Mahindra ELECTRIC

Showing
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TOUCH & FEEL
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FAVOURITE MODELS

Premium Auto Show

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WHITEFIELD MAIN ROAD

Event Promotion – On Ground Branding



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88th
AutoMall

Harley-Davidson

Showing
@ Relio Quick Auto Mall

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Volkswagen

Showing
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88th
AutoMall

UJM
TRIPLE EXCELLENCE

Showing
@ Relio Quick Auto Mall

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VR BENGALURU
WHITEFIELD MAIN ROAD

Event Promotion – On Ground Branding

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AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

88th
AutoMall

MAHINDRA SUZUKI NEXA

CHALLENGES NEVER STOP.
WHY SHOULD YOU?

Showing
@ Relio Quick Auto Mall
Premium Auto Show
09th, 10th & 11th March
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VR BENGALURU
WHITEFIELD MAIN ROAD

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88th
AutoMall

KTM

Showing
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FAVOURITE MODELS

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Event Glimpses



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AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



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VR BENGALURU
WHITEFIELD MAIN ROAD



TATA MOTORS
Connecting Aspirations



09.03.18



10.03.18



11.03.18

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"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



TOUCH & FEEL
YOUR



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WHITEFIELD MAIN ROAD



09.03.18



10.03.18



11.03.18

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



TOUCH & FEEL
 YOUR



FAVOURITE MODELS

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VR BENGALURU
 WHITEFIELD MAIN ROAD

Jeep

COMPASS
LEAD THE WAY

Jeep



09.03.18



10.03.18



11.03.18

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TOUCH & FEEL
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WHITEFIELD MAIN ROAD

NEXA



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THANK YOU