

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 6 @  
DLF Place, Saket

16th – 18th 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.

# Relio Quick Auto Mall @ DLF Place, Saket: 16 – 18 March 18 – Event Synopsis

After the Grand Success of Auto Mall Season 5 in August 2017  
Relio Quick Auto Mall Season 6 @ DLF Place, Saket was organized from March 16 – 18, 2018.

Top 9 leading automobile brands participated  
HONDA, JEEP, JLR, NEXA, TATA MOTORS, TOYOTA, VOLKSWAGEN, HERO MOTOCORP, UM bikes

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

All the brands put together generated over 185+ Hot Enquires, 550+ Enquires, and

Over 1.5+ Lakh people visited DLF Place, during Auto Mall event weekend.



# Premium Auto Show

16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> March

DLF Place, Saket

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Team  
Stratagem 



NEXA



Volkswagen



## 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

ReltoQuick  
**AUTO MALL**  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

*Premium Auto Show*  
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> March  
DLF Place, Saket

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**TOUCH & FEEL YOUR FAVOURITE MODELS**

**DLF PLACE SAKET**

The banner features a central image of a red sports car and a yellow motorcycle against a dark blue background with yellow diagonal lines and a flame effect.

ReltoQuick  
**AUTO MALL**  
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16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> March

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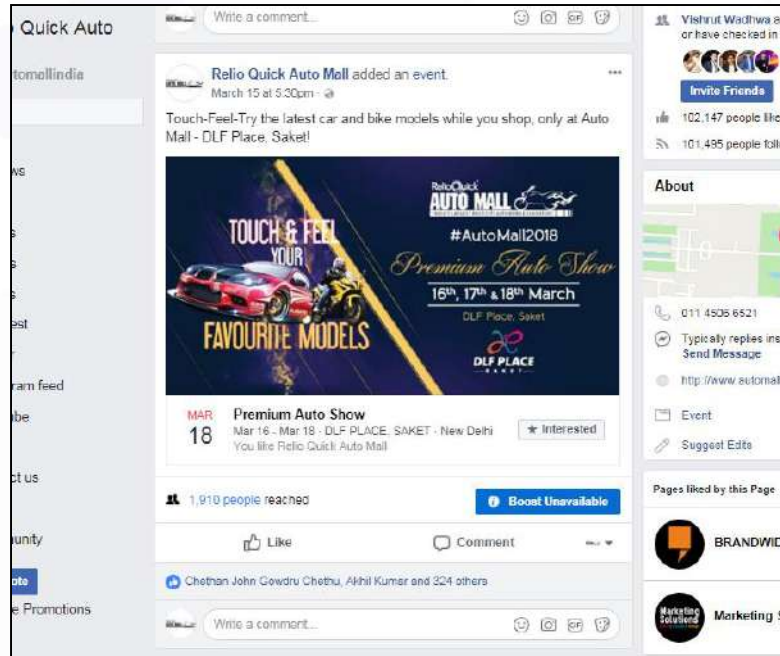
IP MANAGED BY  
**Team Stratagem**

**DLF PLACE SAKET**

The vertical banner features a central image of a red sports car and a yellow motorcycle against a dark blue background with yellow diagonal lines and a flame effect.

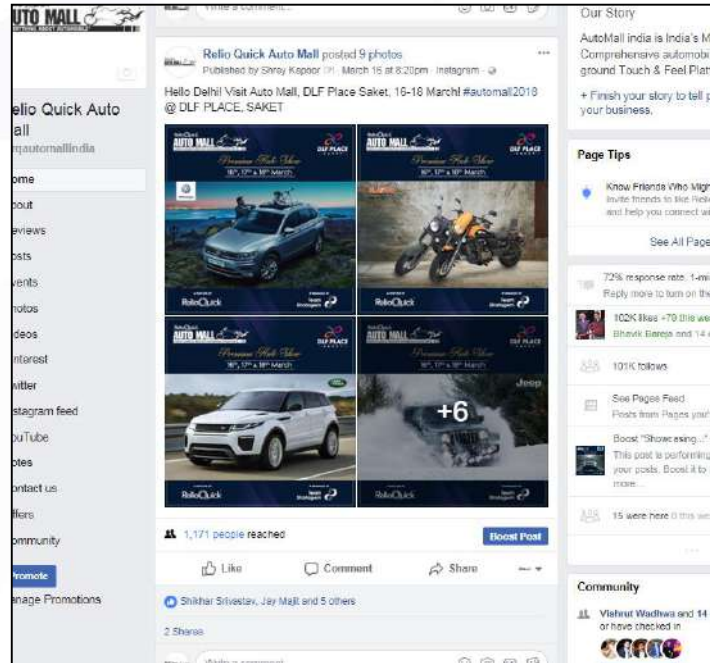


# Pre Event Promotion – Event page

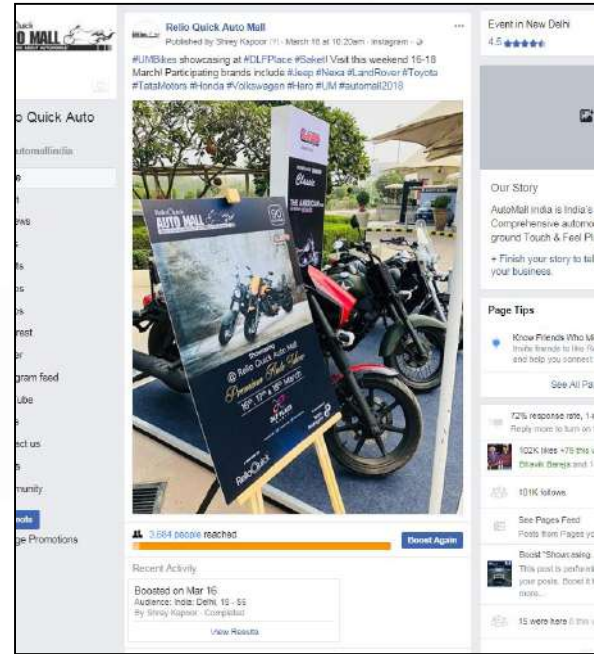
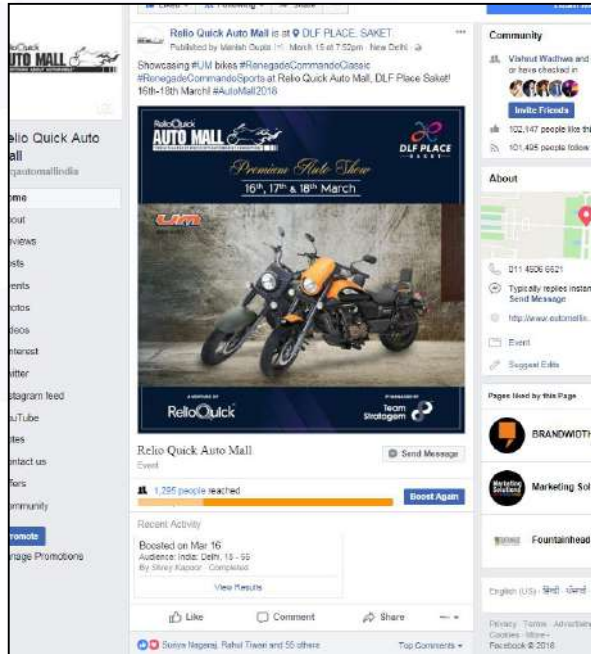




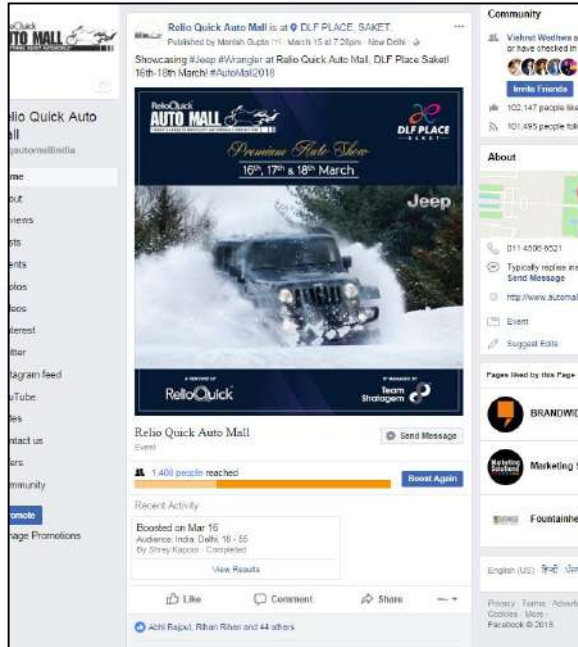
# Pre Event Promotion – EDM on facebook



# Pre Event Promotion – EDM on facebook

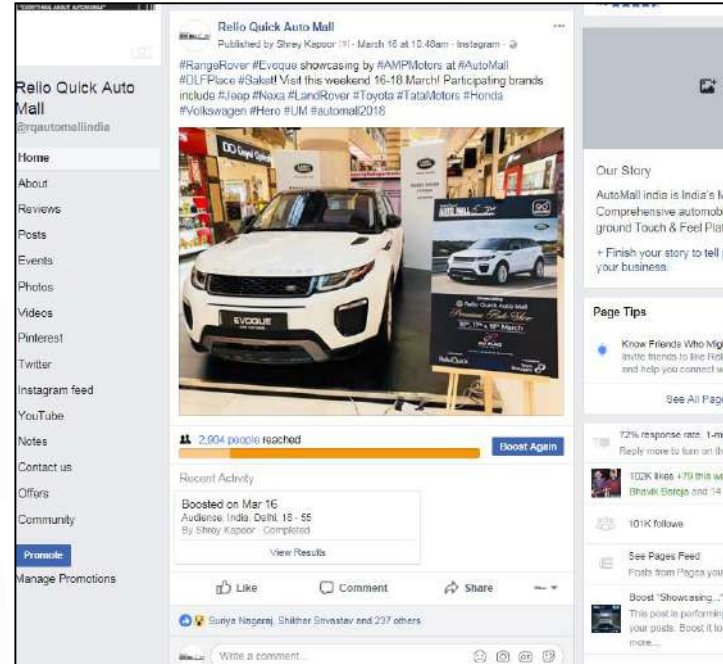
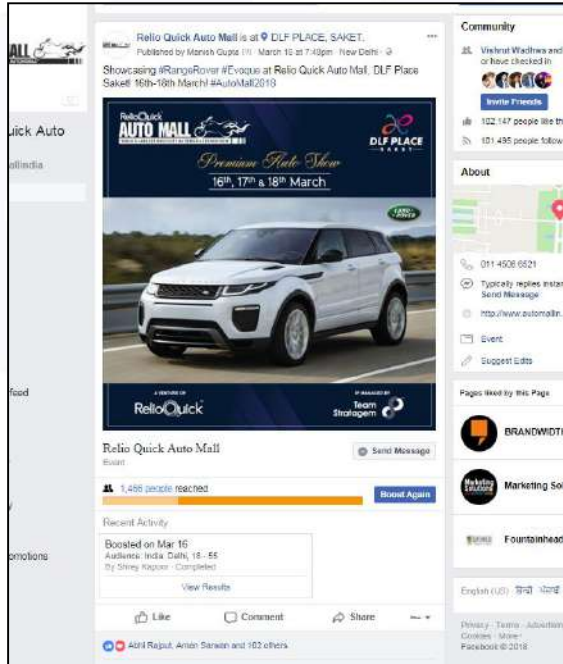


# Pre Event Promotion – EDM on facebook





# Pre Event Promotion – EDM on facebook



# Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall  
Published by Shrey Kapoor (7) · March 16 at 10:27am · Instagram · a

#Volkswagen showcasing at #AutoMall #DLFPlace #Saket! Visit this weekend 16-18 March! Participating brands include #Jeep #Nexa #LandRover #Toyota #TataMotors #Honda #Volkswagen #Hero #BMW #Automall2018

2,024 people reached

Boost Again

Recent Activity

Boosted on Mar 16  
Audience: India, Delhi, 18 - 55  
By Shrey Kapoor · Completed

Like Comment Share

Stikhar Srivastav, Sourav Dutta and 226 others

Write a comment...

Our Story  
AutoMall India is India's Comprehensive automobile ground Touch & Feel

Page Tips  
Know Friends Who Invite friends to like and help you connect

72% response rate  
Reply more to turn on

102K likes +75  
Bhavik Barjatya and 1

101K follows

See Pages Feed  
Posts from Pages you

Boost Shows  
This post is getting your posts. Boost it more

15 were here

Community  
Vishrut Wadhwa

Relio Quick Auto Mall  
Published by Shrey Kapoor (7) · March 16 at 10:37am · Instagram · a

#Honda showcasing at #AutoMall #DLFPlace #Saket! Visit this weekend 16-18 March! Participating brands include #Jeep #Nexa #LandRover #Toyota #TataMotors #Honda #Volkswagen #Hero #BMW #Automall2018

2,838 people reached

Boost Again

Recent Activity

Boosted on Mar 16  
Audience: India, Delhi, 18 - 55  
By Shrey Kapoor · Completed

Like Comment Share

Aman Henry, Tuskar Pal and 152 others

Top Comments +

Write a comment...

Our Story  
AutoMall India is India's Comprehensive automobile ground Touch & Feel

Page Tips  
Know Friends Who Invite friends to like and help you connect

72% response rate, 14  
Reply more to turn on

102K likes +75  
Bhavik Barjatya and 1

101K follows

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15 were here

Community  
Vishrut Wadhwa



# Pre Event Promotion – EDM on facebook

**Relio Quick Auto Mall**  
Published by Shrey Kapoor (1) · March 16 at 10:29am · Instagram

#TataMotors showcasing at #AutoMall #DLFPlace #Saket! Visit this weekend 16-18 March! Participating brands include #Jeep #Nexa #LandRover #Toyota #TataMotors #Honda #Volkswagen #Hero #UM #automall2018

Event in New Delhi  
4.5 ★★★★★

**Our Story**  
AutoMall India is India's Most Comprehensive automobile ground Touch & Feel Platform  
→ Finish your story to tell peo your business.

**Page Tips**  
Know Friends Who Might Like this page to see this post and help you connect with it.  
See All Page Tips

72% response rate, 1 min Reply more to turn on the b

100K likes +70 this week  
Bhavik Barge and 14 others

101K follows

See Photos Feed  
Posts from Pages you're following

Boost: "Showcasing... for this post is performing better than your posts. Boost it to reach more."

19 words here (0 this week)

**Relio Quick Auto Mall**  
Published by Shrey Kapoor (1) · March 16 at 10:41am · Instagram

#Nexa showcasing at #AutoMall #DLFPlace #Saket! Visit this weekend 16-18 March! Participating brands include #Jeep #Nexa #LandRover #Toyota #TataMotors #Honda #Volkswagen #Hero #UM #automall2018

Our Story  
AutoMall India is India's Most Comprehensive automobile ground Touch & Feel Platform  
→ Finish your story to tell peo your business.

**Page Tips**  
Know Friends Who Might Like this page to see this post and help you connect with it.  
See All Page Tips

72% response rate, 1 min Reply more to turn on the b

100K likes +70 this week  
Bhavik Barge and 14 others

101K follows

See Pages Feed  
Posts from Pages you're following

Boost: "Showcasing... for this post is performing better than your posts. Boost it to reach more."

15 words here (0 this week)





# Pre Event Promotion – EDM on facebook

**Relio Quick Auto Mall**  
Published by Shrey Kapoor · March 16 at 10:45am · Instagram · 4.5

#Hero showcasing at #AutoMall #DLFPlace #Saket! Visit this weekend 16-18 March! Participating brands include #Jag #Nexa #n and #over #Toyota #TataMotors #Honda #Volkswagen #Hero #UM #AutoMall2018

740 people reached

Booked on Mar 16  
Audience: 100% Male, 10 - 55  
By Shrey Kapoor · Completed

Like Comment Share

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

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

DLF PLACE SAKET

TOYOTA VARIS

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**TOUCH & FEEL YOUR FAVOURITE MODELS**

*Premium Auto Show*  
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> March  
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**DLF PLACE SAKET**



# Event Promotion – On Ground Branding

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

90<sup>th</sup>  
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LAND ROVER

Showing  
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BEAT & FEEL

Showing  
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**AUTO MALL**  
INDIA'S LARGEST MULTITECTY AUTOMOBILE EXHIBITION

90<sup>th</sup>  
AutoMall

MARUTI SUZUKI



NEXA

**DESIGN  
YOUR DRIVE**

IGNIS  
NONE OF A KIND

Showcasing  
@ Relio Quick Auto Mall  
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16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> March

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TATA MOTORS  
Connecting Aspirations



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Jeep

Showcasing  
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90<sup>th</sup>  
AutoMall

Hero



INDIA'S No.1  
BIKE IN 125cc  
The Power to Control Mileage

FUEL INJECTION TECHNOLOGY  
ENTRIES PROVIDES  
SUPERIOR FUEL EFFICIENCY AND  
BETTER COLD START.

**Splendor**  
125cc

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AutoMall

Hero



FASTER  
THAN EVER  
**Xtreme**  
125R

Showcasing  
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90<sup>th</sup>  
AutoMall

TOYOTA



TOYOTA  
**YARIS**

Showcasing  
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## Event Glimpses

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TOUCH & FEEL  
YOUR



FAVOURITE MODELS

Premium Auto Show

16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> March

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Jeep



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YOUR



FAVOURITE MODELS

Premium Auto Show

16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> March

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 "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

TOUCH & FEEL  
 YOUR



**FAVOURITE MODELS**

*Premium Auto Show*

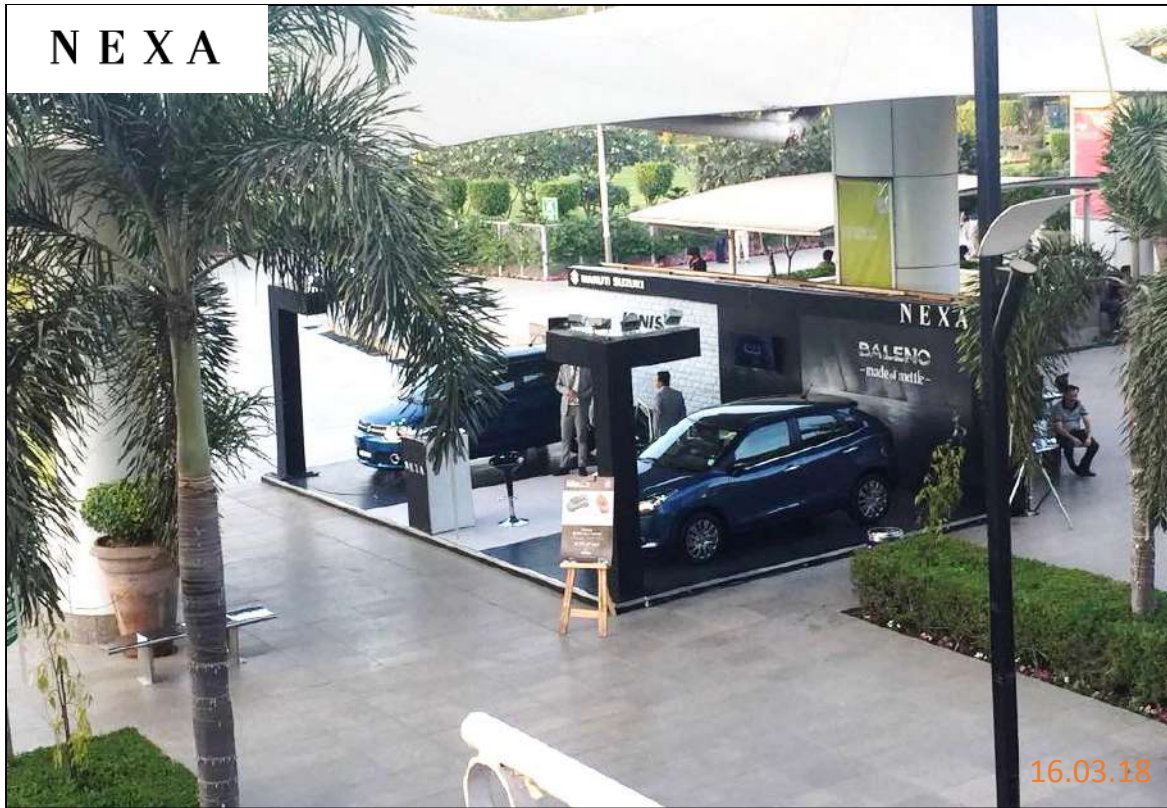
16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> March

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NEXA



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