

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 CMR Central Mall, Vizag

23 – 25 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.



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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.

# Relio Quick Auto Mall @ CMR Central, Vizag: 23 – 25 March 18 – Event Synopsis

Relio Quick Auto Mall @ CMR Central, Vizag was organized from March 23 – 25, 2018.

Top 6 leading automobile brands participated

MARUTI SUZUKI, JEEP, SKODA, HERO, KTM, UM

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

All the brands put together generated over **460+ Hot Enquires**, **1380+ Enquires**, and

Over **1.6+ Lakh** people visited CMR Central Mall, during Auto Mall event weekend.



# Premium Auto Show

23<sup>rd</sup>, 24<sup>th</sup> & 25<sup>th</sup> March

CMR Central Mall, Vizag



TOUCH & FEEL  
YOUR

FAVOURITE MODELS

A VENTURE OF

RelioQuick™

IP MANAGED BY



ŠKODA



## 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 – Event page

The screenshot shows a Facebook event page for 'Relio Quick Auto Mall'. The page features a navigation menu on the left with options like Home, About, Reviews, Posts, Events, Photos, Videos, Pinterest, Twitter, Instagram feed, YouTube, Notes, Contact us, and Offers. The main content area displays an event announcement: 'Relio Quick Auto Mall added an event. March 22 at 1:18pm'. The event description reads: 'Touch-Feel-Try the latest car and bike models while you shop, only at Auto Mall - CMR Central, Vizag!'. Below the text is a promotional banner for the 'Premium Auto Show' with the text 'TOUCH & FEEL YOUR FAVOURITE MODELS', '#AutoMall2018', and dates '23<sup>rd</sup>, 24<sup>th</sup> & 25<sup>th</sup> March' at 'CMR Central Mall, Vizag'. The event is scheduled for March 25, 2018, and has 565 people reached. The right sidebar shows community information, including '102,133 people like this' and '101,480 people follow this', along with an 'About' section containing contact details and a map.



# Pre Event Promotion – EDM on facebook

Relio Quick Auto Mall is at CMR Central Mall. Published by Manish Gupta 7:11 · March 22 at 5:04pm · Visakhapatnam ·

Showcasing #Jeep #Compass at Relio Quick Auto Mall, CMR Central #Vizag! 23rd-25th March! #AutoMall2018

**Premium Auto Show**  
23<sup>rd</sup>, 24<sup>th</sup> & 25<sup>th</sup> March

Jeep

A VENTURE OF RelioQuick IP MANAGED BY Team Stratagem SIPL

Relio Quick Auto Mall Event

294 people reached

Like Comment Share

Raj Des, Deepak Wani and 6 others

4.5 ★★★★★

Our Story

AutoMall india is India's Comprehensive Automobile Showground Touch & Feel

+ Finish your story to your business.

Page Tips

Know Friends Who Invite friends to like and help you connect

See All

71% response rate Reply more to turn

102K likes +129 Shrey Kapoor and 101K follows

See Pages From Posts from Pages

15 were here

22,848 posts

Relio Quick Auto Mall is at CMR Central Mall. Published by Manish Gupta 7:11 · March 22 at 5:07pm · Visakhapatnam ·

Showcasing #MarutiSuzuki #Brezza at Relio Quick Auto Mall, CMR Central #Vizag! 23rd-25th March! #AutoMall2018

**Premium Auto Show**  
23<sup>rd</sup>, 24<sup>th</sup> & 25<sup>th</sup> March

Maruti Suzuki Brezza

A VENTURE OF RelioQuick IP MANAGED BY Team Stratagem SIPL

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## Event Glimpses

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

TOUCH & FEEL  
YOUR



**FAVOURITE MODELS**

*Premium Auto Show*

23<sup>rd</sup>, 24<sup>th</sup> & 25<sup>th</sup> March

CMR Central Mall, Vizag



Jeep



23.03.18



24.03.18



25.03.18

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RelioQuick  
**AUTO MALL**  
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MARUTI SUZUKI

Way of Life!



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

TOUCH & FEEL  
YOUR



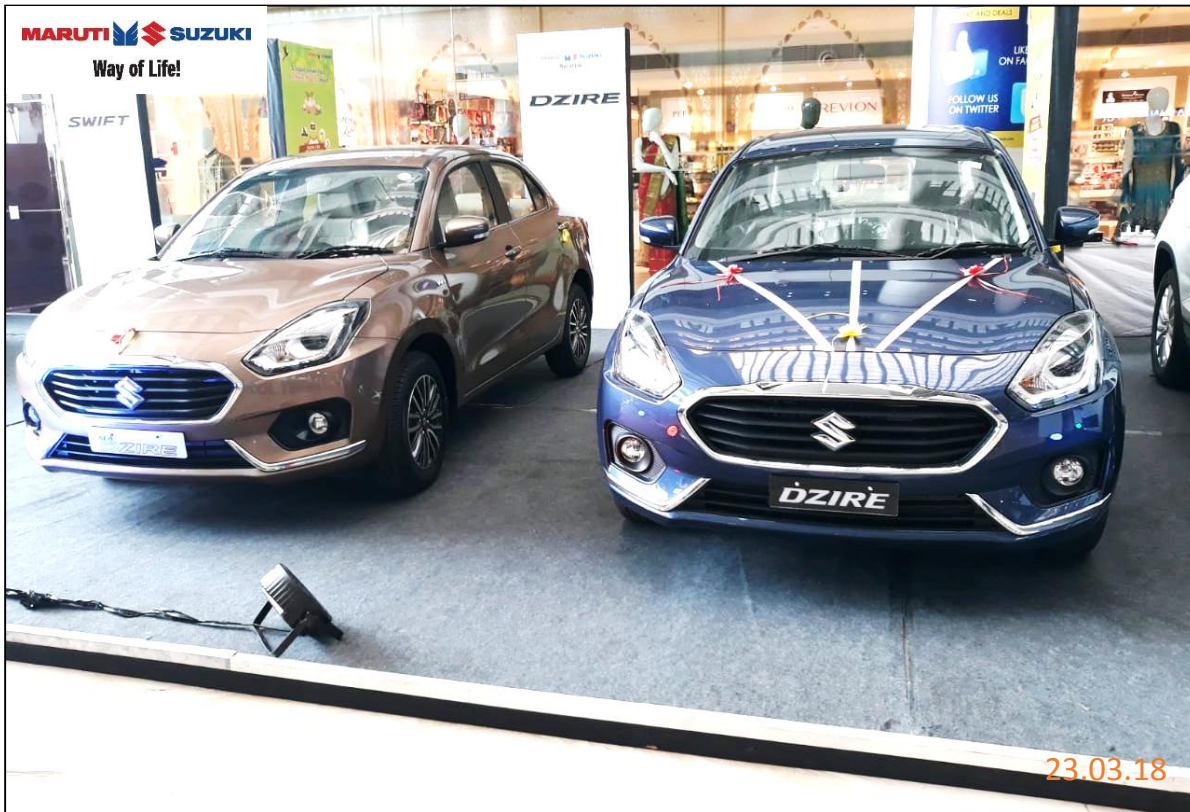
**FAVOURITE MODELS**

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**THANK YOU**