

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  
@  
Trendset Mall, Vijayawada

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 @ Trendset Mall, Vijayawada : 23 – 25 March 18 – Event Synopsis

Relio Quick Auto Mall @ Trendset Mall, Vijayawada was organized from March 23 – 25, 2018.

Top 4 leading automobile brands participated  
MARUTI SUZUKI, JEEP, HERO, KTM

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

All the brands put together generated over 275+ Hot Enquires, 800+ Enquires, and

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



# Premium Auto Show

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

Trendset Mall, Vijayawada

A VENTURE OF



IP MANAGED BY



## 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.

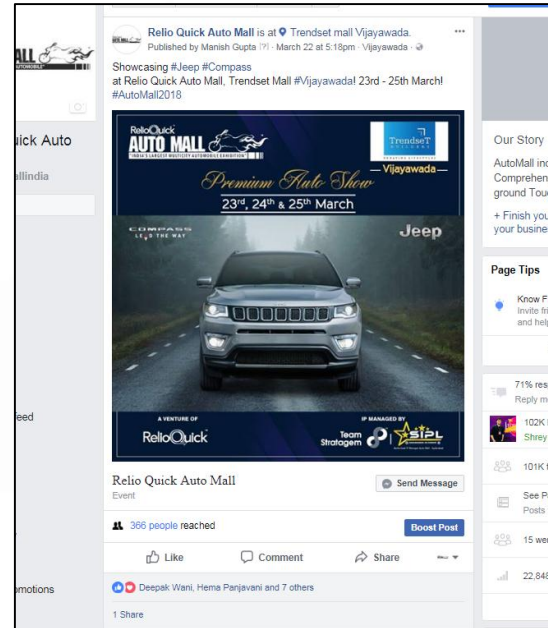
# Pre Event Promotion – Event page

The screenshot shows a Facebook event page for 'Relio Quick Auto Mall'. The event is titled 'Premium Auto Show' and is scheduled for March 23rd, 24th, and 25th at Trendset Mall, Vijayawada. The event description includes the hashtag #AutoMall2018 and the text 'Touch-Feel-Try the latest car and bike models while you shop, only at Auto Mall - Trendset Mall, Vijayawada!'. The event image features a red car and a yellow motorcycle with the text 'TOUCH & FEEL YOUR FAVOURITE MODELS'. The page shows 1,078 people reached and a 'Boost Unavailable' button. The right sidebar includes a 'Community' section with a user profile and an 'About' section with contact information and a map.





# Pre Event Promotion – EDM on facebook





# Event Promotion – Live Glimpses



## 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

Trendset Mall, Vijayawada





# Jeep



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



**TOUCH & FEEL  
YOUR**



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*Premium Auto Show*

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Trendset Mall, Vijayawada







RelioQuick  
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TOUCH & FEEL  
 YOUR



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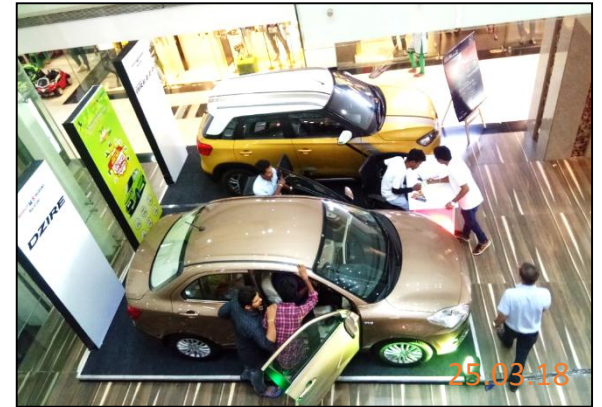
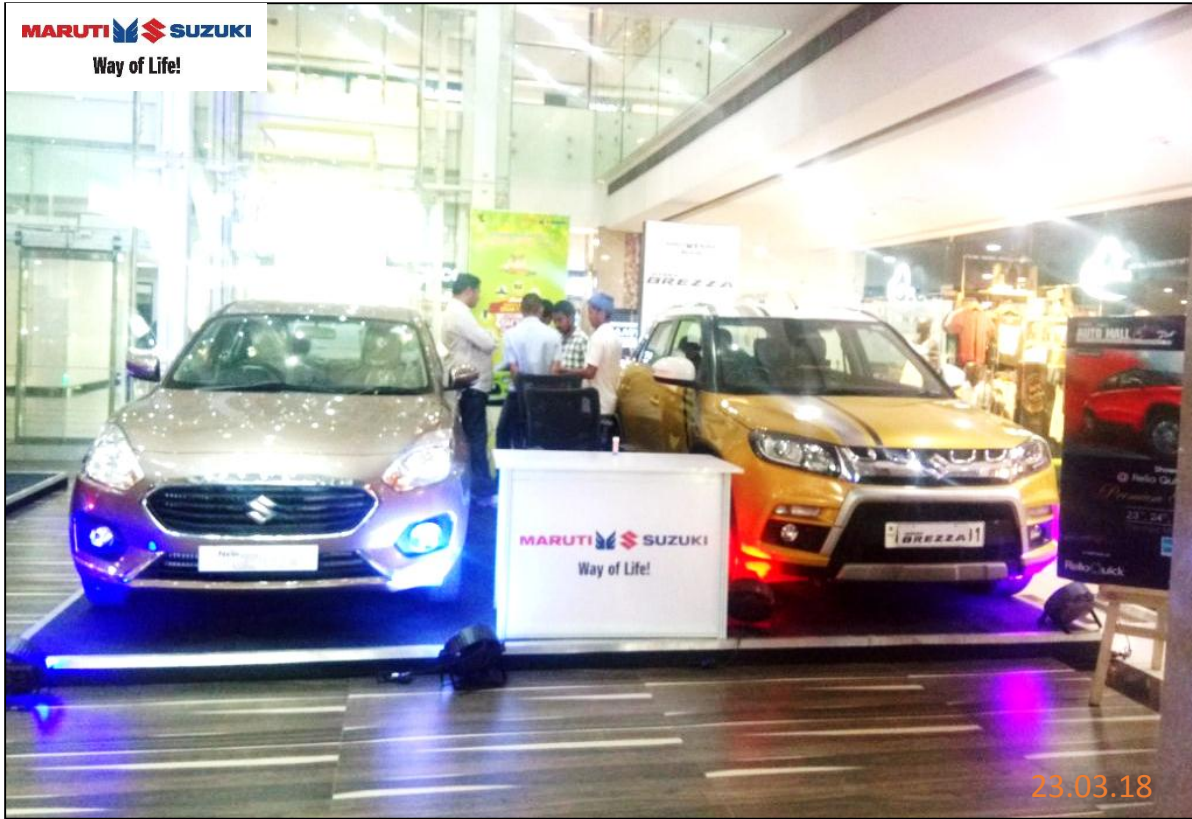
Trendset Mall, Vijayawada





MARUTI SUZUKI

Way of Life!



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**AUTO MALL**  
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TOUCH & FEEL  
YOUR



**FAVOURITE MODELS**

*Premium Auto Show*

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

Trendset Mall, Vijayawada

Trendset  
MALLS  
CREATING A LIFE STYLE



**THANK YOU**