

The Stratagem Symbol signifies a convergence of digital and physical experiences leading to infinite possibilities for the new-age marketer.

RELIO QUICK AUTO MALL@ Forum Neighbourhood Mall, Bangalore

20th – 22nd April 18

ABOUT STRATAGEM

We create a seamless blend of Online & Offline

BRAND EXPERIENCES

Team Stratagem identifies strongly with the convergence of Digital and Experiential Marketing. Our backgrounds and capabilities make us an excellent fit to lead this convergence for our clients.

Stratagem Focus Areas

Experiential Marketing

Event IPs Curation & Management

Digital Solutions

IPs Managed









The Stratagem Symbol signifies a convergence of digital and physical experiences leading to infinite possibilities for the new-age marketer

Relio Quick Auto Mall

127 Shows

25+ Malls

1.2 Crore+ Visitors

1.1 lakh+ Enquiries Generated



Relio Quick Auto Mall is India's First and Single Largest Brand in Multi City Auto Shows. We are the Pioneers of Auto Shows @ Malls and have successfully organized 127 such shows till date at 25+ Top Malls Pan India since 2014.



In addition to the Auto Shows at Malls. Relio Quick has organised 16 Large **Format** Ticketed Auto Shows since 2002 association with Media Houses like TOI and HT, held in Expo Pan Centres India. to reachina out 15 lakh+ visitors

Participating Brands

8-12 Brands participate per Auto Mall Show depending on mall size and locations

Relio Quick Auto Mall @ Forum Neighbourhood Mall: 20th – 22nd April 18 – Event Synopsis

After the Grand Success of Relio Quick Auto Mall Season 1 in Jan' 2018

Relio Quick Auto Mall Season 2 @ Forum Neighbourhood Mall was organized from April 20 – 22,
2018.

Top 4 leading automobile brands participated TATA MOTORS, VOLKSWAGEN, TVS, ROYAL ENFIELD

Auto Mall served as a one stop destination for visitors who were thinking of driving home a Car or Bike.

Auto Mall @ Forum Neighbourhood Mall showcased automobiles for all budgets.

All the brands put together generated over 180+ Hot Enquires, 350+ Enquires, and

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





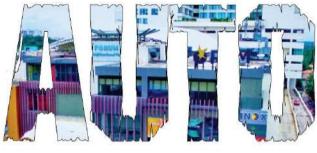














DISCOVER. CONNECT. EXPERIENCE.

A VENTURE OF

Relio@uick

IP MANAGED BY















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 4 days prior to the event through Backdrops and standees Screens to create awareness and visibility amongst the Mall visitors.

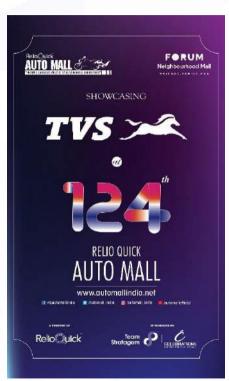
Pre Event Promotion - On Ground Branding



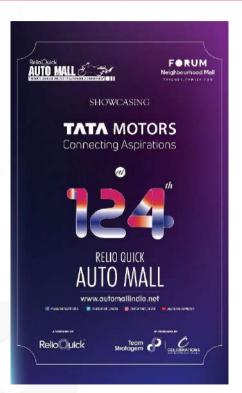


Event Promotion - On Ground Branding









FB Page Engagement - Last 7 Days

Higher Facebook Page Engagement than CarDekho, Zigwheels!

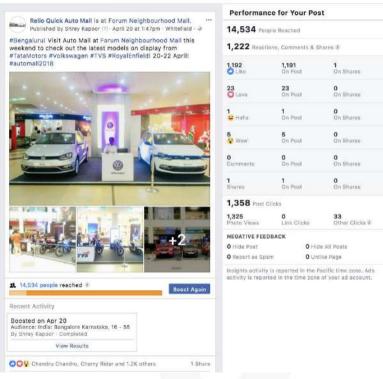
More than 4 times the engagement of next player in Auto Shows!

Page			Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	CAD	CarDekho	1.2m	▲ 0.8%	34	21.4K
2	ZW	ZigWheels.com	907.6K	±0.1%	28	18.2K
3	Carwale and to see	CarWale	805.6K	▲1 %	49	41.6K
4	0	CarTrade.com	220.9K	0%	4	76
YOU 5	MINNS >	Relio Quick Auto Mall	102.5K	▲ 0.5%	77	29.9K
6	AUTO SHOW	India Auto Show	76.4K	▲ 0.3%	38	6.5K
7	INDIAS NO AUTO SHOW	Mint Auto Arcade	11.7K	▲ 1.3%	23	132

Show Posts - Auto Mall FB & Instagram Handles



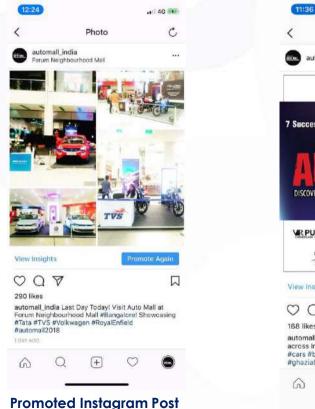




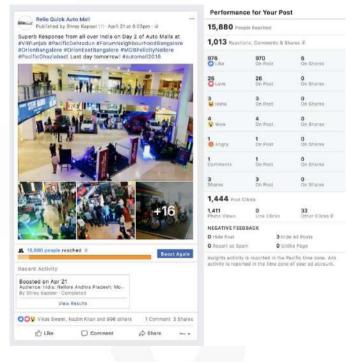
Show Announcement

Show
CommencementTeam Stratagem

Show Posts - Auto Mall FB & Instagram Handles

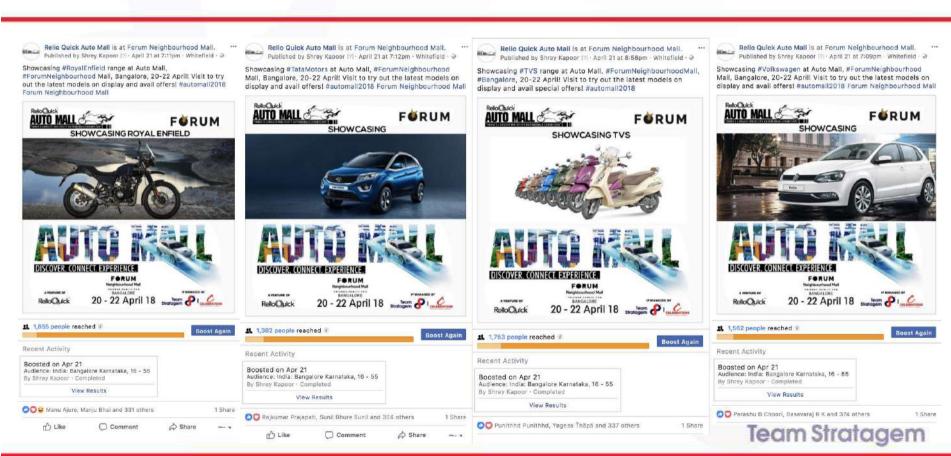




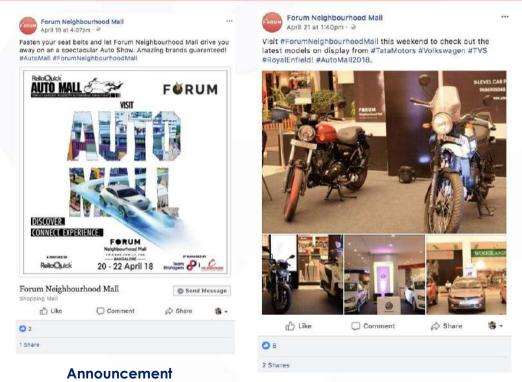


Pan India Posts

Brand Specific Posts - Auto Mall FB & Instagram Handles



Promotions by Mall - Social Media



Glimpses from Show

Event Glimpses































































THANK YOU