

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 10 @  
Ambience Mall, Gurgaon

09th – 11th 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 @ Ambience Mall, Gurgaon: 09 – 11 March 18 – Event Synopsis

After the Grand Success of Auto Mall Season 9 in November 2017  
Relio Quick Auto Mall Season 10 @ Ambience Mall was organized from March 09 – 11, 2018.

Top 9 leading automobile brands participated  
AUDI, JLR, NEXA, SKODA, TATA MOTORS, TOYOTA, VOLKSWAGEN, TRIUMPH, UM bikes

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

All the brands put together generated over 200+ Hot Enquires, 600+ Enquires, and

Over 2.15+ Lakh people visited Ambience Mall, during Auto Mall event weekend.



# Premium Auto Show

09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March

Ambience Mall, Gurgaon

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TOUCH & FEEL  
 YOUR

FAVOURITE MODELS



NEXA



TATA MOTORS  
 Connecting Aspirations



Volkswagen



ŠKODA

TOYOTA

## 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

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

*Premium Auto Show*  
09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March  
Ambience Mall, Gurgaon

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AMBIENCE  
MALL  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

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

TOUCH & FEEL  
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*Premium Auto Show*  
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Ambience Mall, Gurgaon

AMBIENCE  
MALL  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION



# Pre Event Promotion – Event page

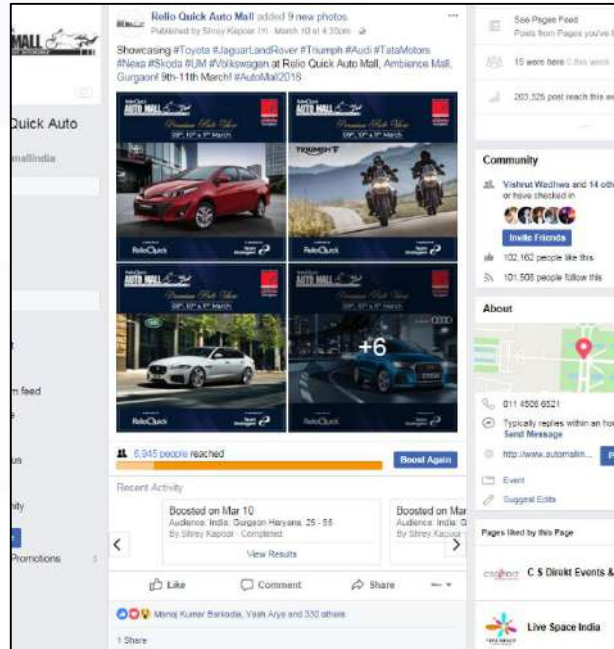
The screenshot shows a Facebook event page for 'Relio Quick Auto Mall'. The event is titled 'Premium Auto Show' and is scheduled for March 9th, 10th, and 11th at Ambience Mall, Gurgaon. The event description reads: 'Touch-Feel-Try the latest car and bike models while you shop, only at Auto Mall - Ambience Mall, Gurgaon!'. The event page features a promotional banner with the text 'TOUCH & FEEL YOUR FAVOURITE MODELS' and the hashtag #AutoMall2018. The page also shows 102,162 likes and 101,506 followers. The left sidebar lists various categories like 'Home', 'About', 'Reviews', etc. The right sidebar shows the 'About' section with contact information and a map.



# Pre Event Promotion – Facebook Post



# Pre Event Promotion – EDM on facebook



# Pre Event Promotion – EDM on facebook

Photos from Relio Quick Auto Mall's post

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

*Premium Auto Show*  
09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March

AMBIENCE MALL Gurgaon

Relio Quick Auto Mall  
Published by Shrey Kapoor · 10  
Like This Page · March 10

Tag Photo Tag Products

Like Comment Share

Write a comment...

Suggested Pages  
Santo Assistant : Deliver Gifts  
Achananya and Swati the 20s

A VENTURE OF  
**Relio Quick**  
Like Comment Share

IP MANAGED BY  
**Team Stratagem**  
Like Comment Share

The image shows a Facebook post from 'Relio Quick Auto Mall'. The main image is a red Toyota Yaris car parked in front of a building. The text above the car says 'Photos from Relio Quick Auto Mall's post' and 'Relio Quick AUTO MALL INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION'. Below that, it says 'Premium Auto Show 09th, 10th & 11th March' and 'AMBIENCE MALL Gurgaon'. The right side of the image shows the Facebook interface with the post's details, including the publisher's name 'Shrey Kapoor', the date 'March 10', and interaction options like 'Like', 'Comment', and 'Share'. There is also a 'Write a comment...' field and a 'Suggested Pages' section.

Photos from Relio Quick Auto Mall's post

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

*Premium Auto Show*  
09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March

AMBIENCE MALL Gurgaon

Relio Quick Auto Mall  
Published by Shrey Kapoor · 10  
Like This Page · March 10

Tag Photo Tag Products

Like Comment Share

1 Share

Write a comment...

Suggested Pages  
Santo Assistant : Deliver Gifts  
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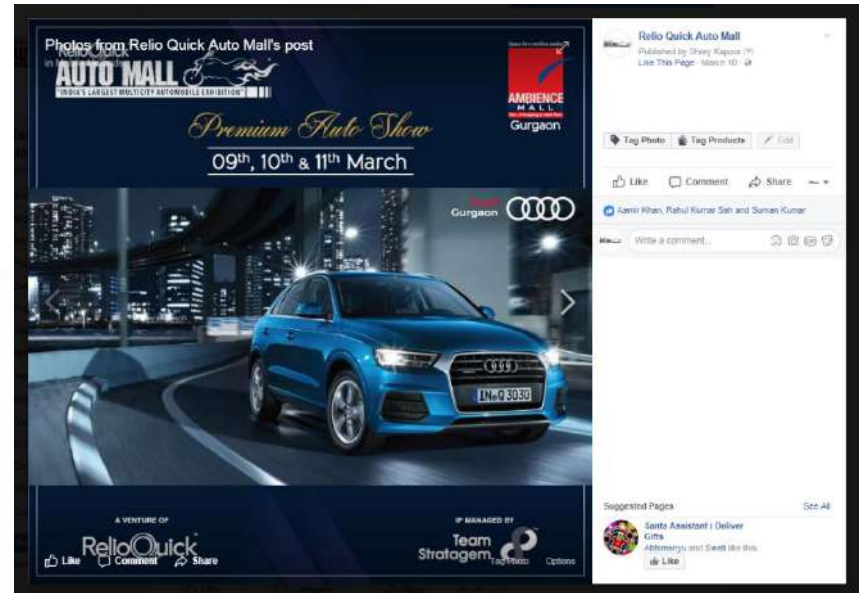
A VENTURE OF  
**Relio Quick**  
Like Comment Share

IP MANAGED BY  
**Team Stratagem**  
Like Comment Share

The image shows a Facebook post from 'Relio Quick Auto Mall'. The main image is two people riding motorcycles on a road. The text above the image is identical to the first post: 'Photos from Relio Quick Auto Mall's post', 'Relio Quick AUTO MALL INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION', 'Premium Auto Show 09th, 10th & 11th March', and 'AMBIENCE MALL Gurgaon'. The right side of the image shows the Facebook interface with the post's details, including the publisher's name 'Shrey Kapoor', the date 'March 10', and interaction options like 'Like', 'Comment', and 'Share'. There is also a 'Write a comment...' field and a 'Suggested Pages' section.



# Pre Event Promotion – EDM on facebook





# Pre Event Promotion – EDM on facebook

Photos from Relio Quick Auto Mall's post

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

*Premium Auto Show*  
09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March

AMBIENCE MALL Gurgaon

NEXA

A VENTURE OF RelioQuick  
IF MANAGED BY Team Stratagem

Relio Quick Auto Mall  
Published by Shrey Kapoor (1)  
Like This Page · March 10

Tag Photo Tag Products Edit

Like Comment Share

Adar Khan, Rahul Kumar, Sah and Surman Kumar

Write a comment...

Suggested Pages See All

Santa Assistant - Deliver Gifts  
Abhinav and Swati like this

Like Comment Share

Photos from Relio Quick Auto Mall's post

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

*Premium Auto Show*  
09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March

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SKODA

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Relio Quick Auto Mall  
Published by Shrey Kapoor (1)  
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Tag Photo Tag Products Edit

Like Comment Share

Adar Khan and Surman Kumar

Write a comment...

Suggested Pages See All

Santa Assistant - Deliver Gifts  
Abhinav and Swati like this

Like Comment Share




# Pre Event Promotion – EDM on facebook

Photos from Relio Quick Auto Mall's post

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

*Premium Auto Show*  
09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March

**YATA MOTORS**  
Connecting Realities



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Like Comment Share

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Tag Photo Tag Products Options

**Relio Quick Auto Mall**  
Published by Shrey Kapoor (1)  
Page Liked · March 10

Tag Photo Tag Products Edit

Like Comment Share

Aamir Khan and Suman Kumar

Write a comment...

Suggested Pages See All

Santa Assistant | Deliver Gifts, Packages and Swags like this.  
Like

Photos from Relio Quick Auto Mall's post

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

*Premium Auto Show*  
09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March



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Tag Photo Tag Products Options

**Relio Quick Auto Mall**  
Published by Shrey Kapoor (1)  
Like This Page · March 10

Tag Photo Tag Products Edit

Like Comment Share

Aamir Khan and Suman Kumar

Write a comment...

Suggested Pages See All

Autogift India  
Sneha Bose this  
Like

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

TOUCH & FEEL  
YOUR



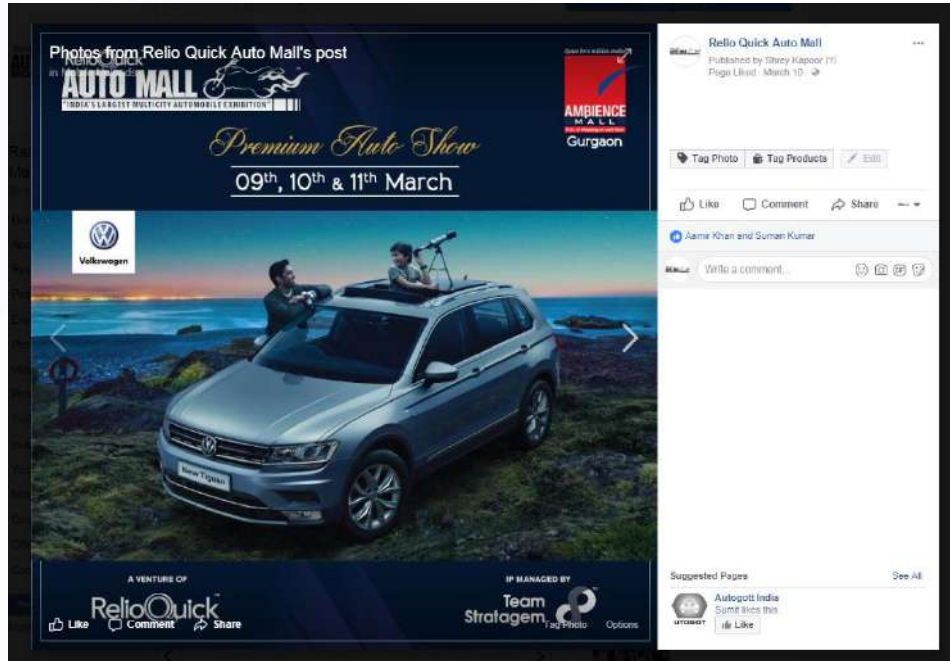
FAVOURITE MODELS

*Premium Auto Show*  
09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March

Ambience Mall, Gurgaon



# Pre Event Promotion – EDM on facebook





# Event Promotion – On Ground Branding

RelioQuick AUTO MALL  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

84 AutoMall

Coming soon  
AMBIENCE THE DIFFERENTIATED



TOYOTA  
YARIS

Showcasing  
@ Relio Quick Auto Mall  
*Premium Auto Show*  
09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March  
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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

84 AutoMall



UM  
100% BLENDED FUEL

Showcasing  
@ Relio Quick Auto Mall  
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SKODA  
100% BLENDED FUEL

Showcasing  
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09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March  
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# Event Promotion – On Ground Branding

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

84  
AutoMall



Showing  
@ Relio Quick Auto Mall  
*Premium Auto Show*  
09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March  
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AutoMall



Showing  
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84  
AutoMall



Showing  
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TOUCH & FEEL  
YOUR



FAVOURITE MODELS

*Premium Auto Show*  
09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March

Ambience Mall, Gurgaon

Ambience  
MALL  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION



# Event Promotion – On Ground Branding

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

**TRIUMPH**

Showcasing  
@ Relio Quick Auto Mall  
*Premium Auto Show*  
09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March  
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**AUTO MALL**  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

**MARUTI SUZUKI**

**NEXA**

Showcasing  
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09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March  
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Relio Quick  
**AUTO MALL**  
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

**Audi**

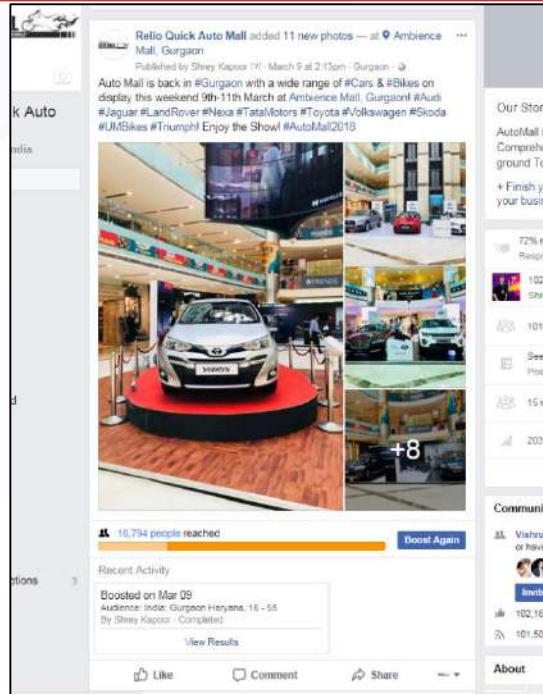
Showcasing  
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09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March  
Ambience Mall, Gurgaon

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# Event Promotion – Live Glimpses



## Event Glimpses

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09.03.18



10.03.18



11.03.18

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



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**FAVOURITE MODELS**

*Premium Auto Show*

09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March

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www.ambiencemall.com





**TATA MOTORS**  
Connecting Aspirations



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**AMBIENCE**  
MALL  
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# NEXA



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FAVOURITE MODELS

Premium Auto Show

09th, 10th & 11th March

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TOUCH & FEEL  
 YOUR



**FAVOURITE MODELS**

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TOUCH & FEEL  
 YOUR



**FAVOURITE MODELS**

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**TRIUMPH** 



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**TOUCH & FEEL  
YOUR**



**FAVOURITE MODELS**

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09<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> March

Ambience Mall, Gurgaon

Space Design: AMBLENCE





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