RELIO QUICK AUTO MALL@ VR, Punjab (Exclusive Vintage & Classic Car Show)

31st March – 1st April'18

Team Stratagem

Our New Identity



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

Stratagem Business Consulting LLP

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

- 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 @ VR, Punjab: 31st MAR'& 1st APR'18 – Event Synopsis

Exclusive Vintage & Classic Car Show was organised from 31 Mar' & 1 Apr'18 @ VR, Punjab

The objective was to make the mall visitors Experience Vintage & Classic Cars from the mid-20th Century!

Following the robust marketing campaigns run on Facebook by both Relio Quick Auto Mall and VR, Punjab there was a huge turnout of enthusiasts to visit the show. Additionally, thousands of regular mall visitors thronged the car models on display to get their pictures clicked with the attractive cars.

The models present in the show were:

Chevrolet Fleetmaster (1948), Citron(1938), Dodge Kingsway (1957), Ford Tourer (1932), Morris Minor (1964), Austin 8 (1938), Austing Summerset (1952), MG TC (1948), Playmouth Savoy (1957), Chevrolet (1960) BISCYANE





FALL IN LOVE WITH VINTAGE BEAUTIES...



31ST MARCH & 1ST APRIL

A VENTURE OF



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 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





Exclusive Vintage & Classic Car Show





Pre Event Promotion – Print Ad.









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Event Promotion – On Line

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'S LARGEST MULTICITY AUTOMOBILE EXHIB



Exclusive Vintage & Classic Car Show







31ST MARCH - 1ST APRIL



Exclusive Vintage E Classic Car Show







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Exclusive Vintage & Classic Car Show



31ST MARCH - 1ST APRIL

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Live Happenings



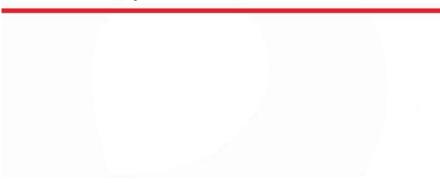


Exclusive Vintage E Classic Car Show

31ST MARCH - 1ST APRIL



Event Glimpses



















31ST MARCH - 1ST APRIL











Exclusive Vintage E Classic Car Show









Exclusive Vintage E Classic Car Show















































THANK YOU

Stratagem Business Consulting LLP