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 @

The Great India Place & Gardens Galleria, Noida

18 - 20 May 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









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Team Stratagem

Relio Quick Auto Mall

131 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 131 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

Team Stratagem

Relio Quick Auto Mall @ The Great India Place: 18th - 20th May 18 - Event Synopsis

Relio Quick Auto Mall Season 1 @The Great India Place & Garden Galleria was organized from May 18 - 20, 2018.

Top 8 leading automobile brands participated FORD, JLR, MERCEDES, TOYOTA, HONDA BIKES, KAWASAKI, KROSS BIKES, TRIUMPH

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

Auto Mall @ The Great India Place & Garden Galleria showcased automobiles for all budgets.

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

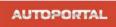
Over 1.15+ Lakh people visited The Grate India Place, during Auto Mall event weekend.





THE GREAT INDIA PLACE, NOIDA 18 -20 May 18

DIGITAL MEDIA PARTNER













DISCOVER. CONNECT. EXPERIENCE

THE GREAT INDIA PLACE NOIDA 18 -20 May 18

DISCOVER. CONNECT. EXPERIENCE

A VENTURE OF

IP MANAGED BY













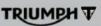






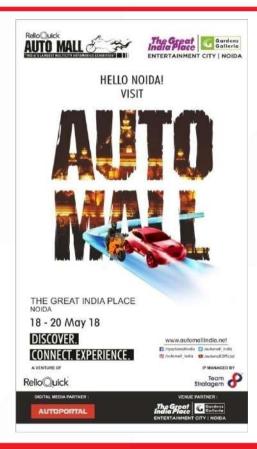






Event Glimpses

Pre Event Promotion - On Ground Branding





Event Promotion – On Ground Branding













THE GREAT INDIA PLACE, NOIDA 18 -20 May 18

DIGITAL MEDIA PARTNER

AUTOPORTAL







Event Promotion – On Ground Branding













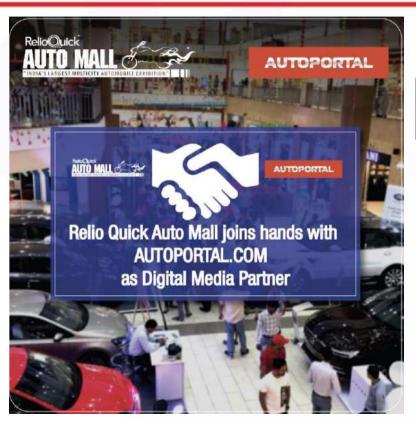
THE GREAT INDIA PLACE, NOIDA 18 -20 May 18

DIGITAL MEDIA PARTNER





Autoportal.com as Digital Media Partner





2 lakh+ Additional Impressions from:

- 1. Banner Ad on Homepage of Autoportal.com
- 2. Mailers to local Autoportal Database
- 3. Facebook Posts by Autoportal

Auto Mall FB Page Engagement

High Facebook Page Targeted Reach & Engagement around show dates



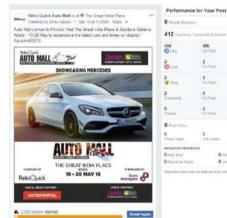


Show Posts – Auto Mall FB & Instagram Handles

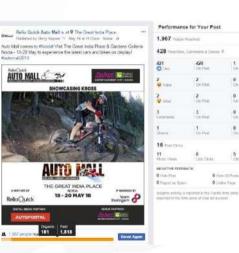




Event Page



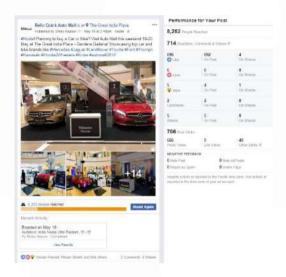


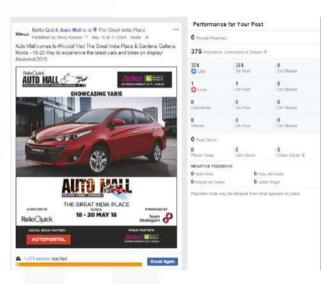


Show Posts – Auto Mall FB & Instagram Handles









Brand Specific Posts – Auto Mall FB & Instagram Handles









Brand Specific Posts – Auto Mall FB & Instagram Handles











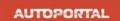








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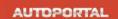








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THANK YOU