



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 SUJANA, HYDERABAD
(Exclusive Vintage & Classic
Car Show)

17th Aug – 19th Aug'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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Relio Quick Auto Mall @ FORUM SUJANA, HYDERABAD: 17th Aug' & 19th Aug'18 – Event Synopsis

Exclusive Vintage & Classic Car Show was organised from 17 Aug' & 19 Aug'18 @ FORUM SUJANA, HYDERABAD

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 FORUM SUJANA 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:

BUICK ROAD MASTER (1939), BUICK SUPER (1947), DODGE - (1951), DODGE CONVERTIBLE (1947),
PACKARD SUPER EIGHT (1939), JAGUAR MK – IX (1959), BUICK EIGHT SEDAN (1947), OLDSMOBILE (1964)

Pre Event Promotion

To generate visibility and awareness, Auto Mall event was promoted well in advance

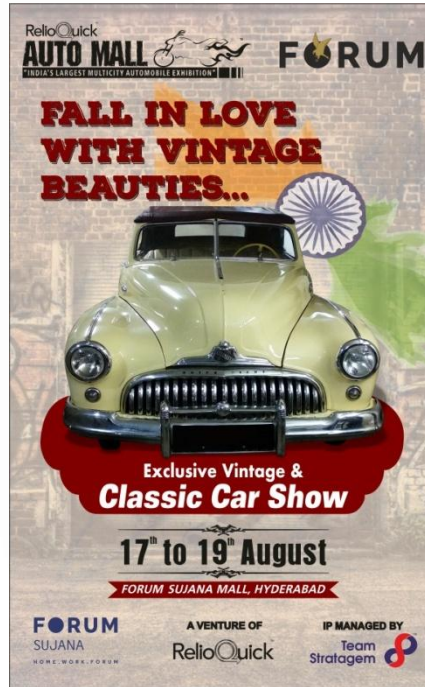
A well planned and executed digital and social media campaign on Facebook created great visibility, Awareness and engagement with the Event

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 Promotion – On Ground Branding



Pre Event Promotion – On Ground Branding



Event Promotion – On Line

 Relio Quick Auto Mall added an event. August 3 at 11:54 AM · 🌐

Visit Forum Sujana Mall, Hyderabad to catch a glimpse of select vintage beauties! Forum Sujana and Auto Mall invite you to the Exclusive Vintage & Classic Car Show - 17-19 August! Entry Free! #automall2018



HAPPENING NOW
Vintage & Classic Car Show at Forum Sujana
The Forum Sujana Mall · Hyderabad

★ Interested

👤 You like Relio Quick Auto Mall

👥 179 people reached [Boost Again](#)

Event Promotion – On Line

Relio Quick Auto Mall is at The Forum Sujana Mall. Published by Shrey Kapoor 17 · August 15 at 6:37 PM · Hyderabad

Showcasing Jaguar MK-IX (1959)!
Re-live the #Independence Era this weekend at The Forum Sujana Mall, #Hyderabad! Witness an exclusive showcasing of select #vintage and #classic cars! 17-19 Aug!

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

SHOWCASING JAGUAR MK - IX (1959)

Exclusive Vintage & Classic Car Show

FORUM SUJANA 17th to 19th August
FORUM SUJANA MALL, HYDERABAD

2,104 people reached [Boost Again](#)

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Boosted on Aug 15
Audience: India: Hyderabad Telangana, 20 - 55
By Shrey Kapoor · Completed
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👍👍👍 Ajay Anjyer, Shaik Faizan Shaik and 435 others 4 Shares

Relio Quick Auto Mall is at The Forum Sujana Mall. Published by Shrey Kapoor 17 · August 15 at 6:36 PM · Hyderabad

Showcasing Buick Super (1947)!
Re-live the #Independence Era this weekend at The Forum Sujana Mall, #Hyderabad! Witness an exclusive showcasing of select #vintage and #classic cars! 17-19 Aug!

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

SHOWCASING BUICK SUPER (1947)

Exclusive Vintage & Classic Car Show

FORUM SUJANA 17th to 19th August
FORUM SUJANA MALL, HYDERABAD

2,248 people reached [Boost Again](#)

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👍👍👍 Koheda Shivs Bhai, Ajmat Shaikh and 418 others 3 Shares

👍👍👍 Like Comment Share

Event Promotion – On Line

Relio Quick Auto Mall is at The Forum Sujana Mall.
Published by Shrey Kapoor · August 15 at 6:35 PM · Hyderabad

Showcasing Oldsmobile (1964)
Re-live the #Independence Era this weekend at The Forum Sujana Mall, #Hyderabad! Witness an exclusive showcasing of select #vintage and #classic cars! 17-19 Aug!

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

SHOWCASING OLDSMOBILE (1964)

Exclusive Vintage & **Classic Car Show**

FORUM SUJANA **17 to 19 August**
FORUM SUJANA MALL, HYDERABAD

2,085 people reached [Boost Again](#)

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By Shrey Kapoor · Completed
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Chandu Don, Jalander Jalu and 402 others 2 Shares

Like Comment Share

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Relio Quick Auto Mall is at The Forum Sujana Mall.
Published by Shrey Kapoor · August 16 at 7:12 PM · Hyderabad

Showcasing Dodge Convertible (1947)
Re-live the #Independence Era this weekend at The Forum Sujana Mall, #Hyderabad! Witness an exclusive showcasing of select #vintage and #classic cars! 17-19 Aug!

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

SHOWCASING DODGE CONVERTIBLE (1947)

Exclusive Vintage & **Classic Car Show**

FORUM SUJANA **17 to 19 August**
FORUM SUJANA MALL, HYDERABAD

2,138 people reached [Boost Again](#)

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Boosted on Aug 16
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477 3 Comments 3 Shares

Event Glimpses



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

Exclusive Vintage &
Classic Car Show

17th 18th & 19th AUG

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THANK YOU