RELIO QUICK AUTO MALL@ ORION GATEWAY MALL, BANGALORE (Exclusive Vintage & Classic Car Show)

21st Sept – 23rd Sept'18

Team Stratagem



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 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







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Relio Quick Auto Mall @ ORION GATEWAY MALL, BANGALORE: 21st Sept'& 23rd Sept'18 – Event Synopsis

Exclusive Vintage & Classic Car Show was organised from 21 Sept' & 23 Sept'18 @ ORION GATEWAY MALL, BANGALORE

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 ORION GATEWAY MALL, 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:

Adler Eagle 1938, Chevrolet Fleetmaster 1948, Citroen (1955), Dodge 1955, Ford A Model 1931, Humbler (Supersnipe) 1948, Jaguar Mark (1952), MORIS MINI COOPER 1967

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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



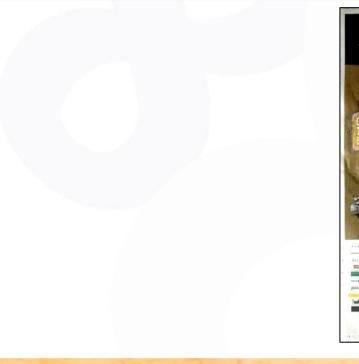




EXCLUSIVE VINTAGE ★ CLASSIC CAR SHOW 21st to 23rd September 2018



Pre Event Promotion – Print ad.









EXCLUSIVE VINTAGE 🗲 CLASSIC CAR SHOW 21st to 23rd september 2018



Event Promotion – On Line





RelioQuick AUTO MALL

TRAVEL BACK IN TIME THIS WEEKEND

EXCLUSIVE VINTAGE 🗡 CLASSIC CAR SHOW 21st to 23rd September 2018



Event Promotion – On Line











EXCLUSIVE VINTAGE ★ CLASSIC CAR SHOW 21st to 23rd September 2018



Event Glimpses













ENCLUSIVE VINTAGE ★ CLASSIC CAR SHOW 21st to 23rd September 2018













EXCLUSIVE VINTAGE ★ CLASSIC CAR SHOW 21st to 23rd September 2018













ENCLUSIVE VINTAGE ★ CLASSIC CAR SHOW 21st to 23rd September 2018











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THANK YOU

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