



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

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

21<sup>st</sup> Sept – 23<sup>rd</sup> Sept'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 @ ORION GATEWAY MALL, BANGALORE: 21<sup>st</sup> Sept' & 23<sup>rd</sup> 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, Humber (Supersnipe) 1948, Jaguar Mark (1952), MORIS MINI COOPER 1967

## 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

In Association With  
RelioQuick  
**AUTO MALL**  
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"

**ORION**  
MALL AT BRIGADE GATEWAY

## TRAVEL BACK IN TIME THIS WEEKEND



**EXCLUSIVE VINTAGE ★ CLASSIC CAR SHOW**  
21<sup>ST</sup> TO 23<sup>RD</sup> SEPTEMBER 2018

Feast your eyes on the hottest cars from the 20<sup>th</sup> century at Orion Mall and take some selfies with these stunningly well-maintained classic beauties. And before we forget, bring Grandpa along as well.



www.orionmall.com



# Pre Event Promotion – Print ad.



# Event Promotion – On Line

**Relio Quick Auto Mall** added an event.  
September 14 at 1:18 PM · 🌐

#Bengaluru It's time to travel back to the 20th century! Visit Exclusive Vintage & Classic Car Show 21-23 Sep only at Orion Mall @ Brigade Gateway! Don't miss the magnificent vintage beauties on display! #automall2018

**ORION**  
MALL AT BRIGADE GATEWAY

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

**FRI, SEP 21**  
**Vintage & Classic Car Show at Orion Mall Bangalore**

You like Relio Quick Auto Mall

74	0	0
People Reached	Engagements	Clicks

Boosted on Sep 14, 2018  
By Shrey Kapoor Completed

People Reached	2.1K	Event Responses	19
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**Relio Quick Auto Mall** is at Orion Mall Brigade Gateway.  
Published by Shrey Kapoor · 🌐 · September 14 at 1:16 PM · Bangalore · 🌐

#Bengaluru It's time to travel back to the 20th century! Visit Exclusive Vintage & Classic Car Show 21-23 Sep only at Orion Mall @ Brigade Gateway! Don't miss the magnificent vintage beauties on display! #automall2018

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**BOOST AGAIN**

1,835	468	21
People Reached	Engagements	Clicks

Boosted on Sep 14, 2018  
By Shrey Kapoor Completed

People Reached	1.6K	Post Engagement	452
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# Event Promotion – On Line

**Relio Quick Auto Mall is at Orion Mall.**  
Published by Shrey Kapoor · 19 · September 21 at 2:29 PM · Bangalore ·

Hello #Bengaluru! Your favourite shopping destination Orion Mall @ Brigade Gateway presents Exclusive Vintage & Classic Car show this weekend - in association with Relio Quick Auto Mall! Visit 21-23 Sep and fall in love with vintage beauties! #vintage #classiccars #vintageshow #autonall2018




7,021 People Reached    918 Engagements    712 Clicks    [Boost Again](#)

Boosted on Sep 21, 2018 By Shrey Kapoor    Completed

People Reached	5.5K	Post Engagement	1.4K
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[View Results](#)

2 Comments 13 Shares

**Relio Quick Auto Mall is at Orion Mall.**  
Published by Shrey Kapoor · 19 · September 18 at 10:05 AM · Bangalore ·

#Bengaluru Orion Mall @ Brigade Gateway brings to you Exclusive #Vintage & #Classic Car Show in association with Relio Quick Auto Mall! 21-23 Sep! Witness the Special Showcasing of rare and classic cars and travel back in time! #vintageshow #classiccars #jaguar



2,441 People Reached    650 Engagements    35 Clicks    [Boost Again](#)

Boosted on Sep 16, 2018 By Shrey Kapoor    Completed

People Reached	1.9K	Post Engagement	625
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[View Results](#)

2 Comments 6 Shares

**Relio Quick Auto Mall is at Orion Mall.**  
Published by Shrey Kapoor · 19 · September 19 at 11:30 AM · Bangalore ·

#Bengaluru Orion Mall @ Brigade Gateway brings to you Exclusive #Vintage & #Classic Car Show in association with Relio Quick Auto Mall! 21-23 Sep! Witness the Special Showcasing of rare and classic cars and travel back in time! #vintageshow #classiccars #dodge



2,313 People Reached    557 Engagements    34 Clicks    [Boost Again](#)

Boosted on Sep 19, 2018 By Shrey Kapoor    Completed

People Reached	1.6K	Post Engagement	538
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[View Results](#)

2 Comments 6 Shares



## Event Glimpses

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RelioQuick™  
**AUTO MALL**  
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**THANK YOU**