

**Client:** Toyota Lakozy is one of the leading Auto dealers in the western suburbs and is situated at Malad in Mumbai

**Mission:** The client wanted to promote newly launched Toyota brand Etios range. Etios is available in both sedan and hatchback. Client wanted target audience to get the feel of this class looking model and create an instant urge to own one.

**Execution:** SpaceandPeople suggested one of the prime locations in the suburbs of Mumbai. Mega Mall was proposed to the client considering its exposure to high end target audience and where people come with aim of exploring something new every time. Proposed plan was accepted by the Client and new Etios range of cars was displayed at the atrium of Megamall along with trained sales staff and promoters



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## Venue: Mega Mall, Mumbai

At nearly half a million sq.ft., Mega Mall is the largest and most stylish mall development in Andheri. The focus of the retail mix is to provide an exciting range of international and Indian fashion. The anchors are Pantaloons , Croma & Big Bazaar. Other currently operating stores include S Oliver, Sisley, Reebok, Kazo, United Colors of Benetton, Lerros, Tresmode, Veramoda, Jack & Jones and Wills Lifestyle.

**Result:** The mall activation achieved its objectives in terms of brand exposure in capturing eyeballs, generated around 160 hot enquiries and 6 bookings during the activity.



*"We are very happy with the event at Megamall wherein we showcased our Etios range of cars and it was a huge success for us in terms of brand exposure, footfalls and enquiries generated. We would like to take part in other events which you organize"* Shrikant Patankar- Toyota Lakozy Pvt Ltd