MALLS
2018 MARKETING OVERVIEW

SIMON®
MALLS

SIMON MALLS
MARKETING STRATEGY & REACH

MARKETING STRATEGY

Simon Malls marketing strategy is single-mindedly focused on driving traffic and sales conversions for our retailers through:

— Segmentation (Targeting)

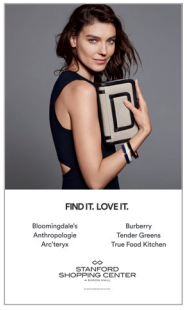
— Content (Storytelling)

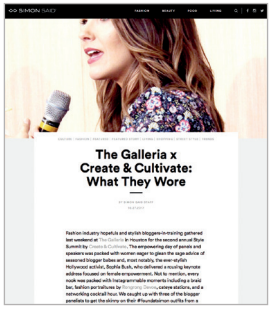
— Experiential (IRL) & Innovation

— Partnerships (Synergy)

— Amplification (Media and PR)

— Measurable (ROI)





BY THE NUMBERS

1B
Advertising Impressions

4M
Social Followers

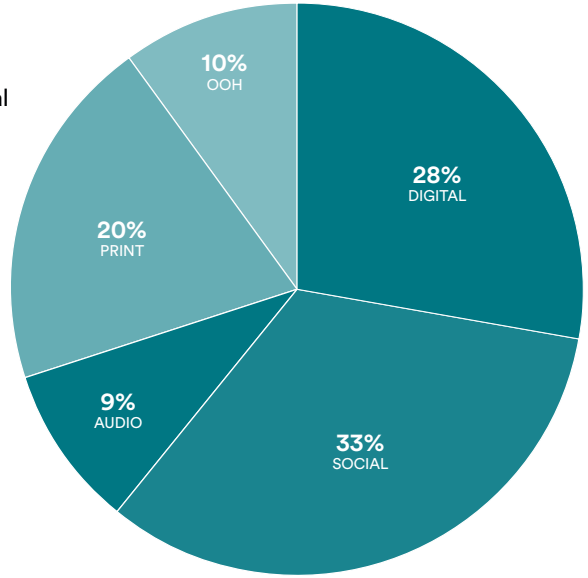
5.8M
Email Subscribers

182M
Emails Sent

143M
Page Views

MEDIA MIX

Simon Malls is spending significantly in Digital and Social as these mediums allow for deeper storytelling, maximum reach and measurement.



TARGET AUDIENCES

MILLENNIALS
Ages 18-34 with greater spending power than baby boomers

SUBURBAN FAMILIES
Value and convenience

FASHIONISTAS
Ages 35+ who love to shop and stay in touch with trends

TOURISTS
International and domestic

SIMON MALLS
MARKETING OPPORTUNITIES

SIMON-OWNED CAMPAIGNS

Always-on and key seasonal campaigns are the backbone of Simon's marketing efforts. Our robust marketing plan includes cross-platform and single-platform campaigns which highlight our retailers and special offers (as relevant).

ALWAYS-ON

— Touch, Try, Buy
— What's New Now
— Dining & Entertainment
— Family at Simon
— Programming
— Luxury
— Tourism
— Digital Experiences
— Insider
— Giftcard

SEASONAL CAMPAIGNS & PROMOTIONS

— Lunar New Year
— President's Day Sale (2019)
— Easter
— Disney Programming
— Spring Fashion
— Susan G. Komen
— Mother's Day Gifting
— Memorial Day Sale
— Father's Day Gifting
— SYF
— Summer Entertainment
— July 4th Sale
— Back to School
— Tax Free
— Labor Day Sale
— Fall Fashion
— Halloween
— Holiday
— Santa Photo
— Extra Festive Hours/Black Friday
— Tree Lighting

SUPPORTING RETAILER CAMPAIGNS

We provide comprehensive marketing support to amplify retailers' brand and marketing campaigns.

COMPLIMENTARY MARKETING SOLUTIONS

— Simon-Owned Digital including Website/Retailer Showcase, Social Posts
— What's New Now Content Feature
— Direct Mail Offers and/or Product Features
— Advertising Inclusion (select retailer listings)
— Social Videos (select retailer integration)

FEE-BASED MARKETING SOLUTIONS

— Targeted Emails to Engaged Loyalty Database
— On-Mall Ad Units & Takeovers
— Stunning Large Format Digital
— Digital Ad Panels
— Sky Banners
— Illuminated Britewalls
— Pole Banners & Standees
— Brand Activations in the Common Area
— Integration into Center Programming & Events

2018
SIMON MALLS MARKETING CALENDAR

January | February | March | April | May | June | July | August | September | October | November | December

ALWAYS-ON SIMON PROMOTIONS - CONTINUOUS THROUGHOUT THE CALENDAR YEAR

TOUCH, TRY, BUY

WHAT'S NEW NOW

DINING & ENTERTAINMENT

FAMILY AT SIMON

PROGRAMMING

LUXURY

TOURISM

DIGITAL EXPERIENCES

INSIDER

SIMON GIFTCARDS®

SIMON PROMOTIONS - DESIGNATED PERIODS THROUGHOUT THE CALENDAR YEAR

LUNAR NEW YEAR

PRESIDENT'S DAY (2019)

EASTER

DISNEY PROGRAMMING

SUSAN G. KOMEN BE MORE THAN PINK

SPRING FASHION

MOTHER'S DAY GIFTING

MEMORIAL DAY

FATHER'S DAY GIFTING

SYF

DISNEY PROGRAMMING

TAX FREE

SUMMER ENTERTAINMENT

BACK TO SCHOOL

4TH OF JULY

FALL FASHION

LABOR DAY

SUSAN G. KOMEN BE MORE THAN PINK

HALLOWEEN

DISNEY PROGRAMMING

HOLIDAY

EXTRA FESTIVE HOURS/ BLACK FRIDAY

DISNEY PROGRAMMING

SANTA PHOTO

TREE LIGHTINGS

Starting Q2, quarterly email updates will be shared outlining programs open for retailer participation. The general timeline for program participation confirmation is 3–6 weeks prior to event start date. For questions about the programs on this calendar, or to receive quarterly updates, please contact Jayne Stilson, jstilson@simon.com.