

# 2019 THIRD QUARTER MARKETING UPDATE

## RETAILER OPPORTUNITIES



**JOIN THE FUN:  
FAMILY AT SIMON**

With kid-friendly events, programs, perks and discounts, we're your local go-to for all things fun. Stay in the loop, become a member today. Visit [family.simon.com](http://family.simon.com) to sign up.

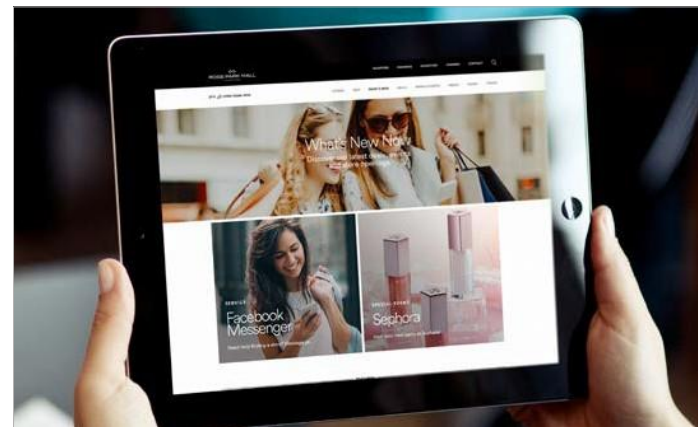
LENOX SQUARE  
FAMILY

**SIMON INSIDER**

**IT PAYS TO  
BE AN INSIDER**

Earn cash back every time you shop at Phipps Plaza. Sign up today and earn up to \$25. It's free. Visit a Simon Insider kiosk or [SimonInsider.com](http://SimonInsider.com) for more information.

PHIPPS PLAZA  
A SIMON CENTER



# JULY 2019

## MARKETING PROGRAM DETAILS

### FOURTH OF JULY



Post an offer that sparkles with Independent flare this Fourth of July and inspire customers to shop their favorite Simon centers. Promoted via digital and social channels.

**Dates: June 27–July 4 (Malls)**

**July 4–8 (Mills Bonus Weekend)**

Where: Participating Simon Malls and Mills

Visit [www.simon.com/rs](http://www.simon.com/rs) and select “Fourth of July Sale” under the Sales Type Section.

### TAX FREE



This Tax Free 360 campaign across paid, owned and earned media will highlight ways for shoppers to enjoy no-sales-tax, perfect for BTS shopping. Supported with Simon owned digital media, paid boosts and direct mail in select centers.

**Dates: July 5–August 24 (dates vary by center)**

Where: Participating Simon Malls, Mills and Premium Outlets

Visit [www.simon.com/rs](http://www.simon.com/rs) and select “Tax-Free Shopping” under the Sales Type Section.

# AUGUST 2019

## MARKETING PROGRAM DETAILS

### BACK TO SCHOOL



Get Back to School ready! Shop the latest trends and be entertained with fashion shows, school supply drives, in-store offers and more. Back to School campaigns targets shopping-enthusiast moms and families with a 360 campaign across paid, owned and earned social media.

**Dates: July 1 – September 7 (Mills)**

**July 17 – September 2 (Malls)**

**July 22 – August 18 (Premium Outlets)**

Where: Participating Simon Malls, Mills and Premium Outlets

Visit [www.simon.com/rs](http://www.simon.com/rs) and select “Back-to-School Sale” under the Sales Type Section.

### GET FALL READY



Fall for the latest fall fashion with the best brands and prices at Simon Premium Outlets. Supported with Simon owned digital assets, paid boosted social media, streaming radio, and targeted emails to the Premium Outlets VIP database linking to offers from the VIP Lounge.

**Dates: August 20–September 20 (Premium Outlets)**

Where: Participating Simon Premium Outlets

Visit [www.retailersupport.simon.com](http://www.retailersupport.simon.com) to select “VIP Offer.” (Premium Outlets)

Visit [www.simon.com/rs](http://www.simon.com/rs) and select “Labor Day” under Sales Type Section.

### LABOR DAY



Shoppers find everything they need to celebrate and enjoy their extended Labor Day weekend.

**Dates: August 26–September 2 (Malls)**

**August 30–September 2 (Mills Bonus Weekend)**

Where: Participating Simon Malls and Mills

Visit [www.simon.com/rs](http://www.simon.com/rs) and select “Labor Day” under the Sales Type Section.

# SEPTEMBER 2019

## MARKETING PROGRAM DETAILS

### BEAUTY WEEK

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Beauty Week is a celebration of all things beauty. To encourage shoppers to touch, try and buy the latest beauty trends, products and services, Simon Malls will feature common area activations, in-store special offers, GWP's and more. For more information reach out to Jayne Stilson ([jstilson@simon.com](mailto:jstilson@simon.com)).

**Dates: September 16-22**

Where: 87 Participating Simon Malls

### FALL FASHION

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Update your Fall essentials under one roof, from clothing to shoes to accessories. Supported with social media and influencer campaigns.

**Dates: September 23 – October 31 (Malls)**  
**September – October (Mills)**

Where: Participating Simon Malls and Mills

Visit [www.simon.com/rs](http://www.simon.com/rs) to post in-store offers and events.

# ALWAYS-ON MARKETING PROGRAM OVERVIEW

WHAT'S NEW NOW

RETAILER SHOWCASE

SOCIAL MEDIA

SAVINGS PASSPORT

FAMILY AT SIMON

Launched April 2019

Where: Participating Simon Malls and Mills

MILITARY APPRECIATION

Where: Participating Simon Malls, Mills and Premium Outlets in Domestic U.S.

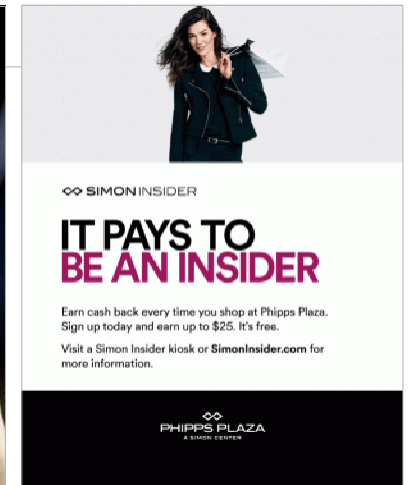
PREMIUM OUTLETS VIP

Where: Participating Premium Outlets in Domestic U.S.

DINING

LOCAL RESIDENTS PROGRAM

Where: Participating Premium Outlets



# ALWAYS-ON MARKETING PROGRAM DETAILS

## WHAT'S NEW NOW



Keep Simon centers top of mind by regularly promoting what's new for shoppers. Content is regularly shared on 113 center websites, digital directories, emails, and social media.

**Dates: January 1–December 31**

Where: (113) Participating Simon Malls, Mills and Premium Outlets

Visit [www.retailersupport.simon.com](http://www.retailersupport.simon.com) to post unique or date specific in-store events and view participating centers.

## RETAILER SHOWCASE



Upload your brand's news, promotions and events to Simon websites and all digital channels with this always-on complimentary retail portal.

**Dates: January 1–December 31**

Where: Participating Simon Malls, Mills and Premium Outlets

Visit [www.simon.com/rs](http://www.simon.com/rs) to post in store offers/ongoing events.

## SOCIAL MEDIA



Simon has over 5.4 million Facebook, 400,000 Twitter and 166,000 Instagram followers respectively. Cross-promote retailer content with Simon and nationally or locally manage for area market relevance.

**Dates: January 1–December 31**

Where: Participating Simon Malls, Mills and Premium Outlets

Visit [www.retailersupport.simon.com](http://www.retailersupport.simon.com) to post content for Social Media.

# ALWAYS-ON

## MARKETING PROGRAM DETAILS

### SAVINGS PASSPORT



Annual discount book offered to visitors through marketing or community initiatives. Although we cannot include any new offers in the 2019 Savings Passport, you can submit offers for the 2020 book starting in August 2019.

**Dates: February 1–January 31, 2020**

Where: Participating Simon Malls, Mills and Premium Outlets

### FAMILY AT SIMON



New for 2019! Simon introduced a new program designed to connect with families. This members-only program is free and offers special retailer offers, promotes in-store events and happenings, and details property amenities and programming all in one easy-to-access site. Retailers can gain new customers through our robust member database by providing special retail offers exclusively to Family at Simon participants. Your offer will only appear online on our Family at Simon site and customers will have to show their membership card at the retail location to redeem.

Marketing support will include on-mall signage, email, social media, PR, and digitally uploaded retailer offers.

**Dates: April–December 31**

Where: Participating centers include (85) Simon Malls and Mills

Visit [www.simon.com/rs](http://www.simon.com/rs) and select “Simon Family” under the Sale Type Section. You can add an offer and also update your offer at any time to align with your marketing goals.

# ALWAYS-ON MARKETING PROGRAM DETAILS

## MILITARY APPRECIATION



Simon honors the military and their families throughout the year by showing appreciation for their service and sacrifice. Military campaigns will feature retailer offers and discount for military families and will be supported with social media, email blasts, on-mall collateral and participating store decals.

**Dates: January 1– December 31**

Where: Participating Simon Malls, Mills and Premium Outlets

Visit [www.simon.com/rs](http://www.simon.com/rs) and select “Military” under the Sales Type Section

## PREMIUM OUTLETS VIP



Retention, rewards, and acquisition remain a key focus when communicating with our most loyal Premium Outlets shoppers. Evolved programming offers a printed annual Savings Passport, exclusive discount offers, early access to sales, invite to VIP only events, surprise and delights, and other exclusive amenities.

Online Digital Offers: Retailers can also add or update offers at any time to specifically target VIP members. These are in addition to what is included in the Savings Passport. Add or update an offer by going to [www.retailersupport.simon.com](http://www.retailersupport.simon.com) Select “VIP Offers.”

**Dates: January 1–December 31**

Where: Participating Premium Outlets



# ALWAYS-ON MARKETING PROGRAM DETAILS

## DINING



Simon Malls focus on the Dining category year-round. From snacks, to counter service, fast casual to sit-down, we promote our dining offerings via paid and owned digital and social media, events and promotions, influencers and earned media. Visit [www.simon.com/rs](http://www.simon.com/rs) to add an offer and also update your offer at any time to align with your marketing goals.

**Dates: January 1–December 31**

Where: 60 Participating Simon Malls

## LOCAL RESIDENTS



As a way to drive local traffic near top tourism centers, the Simon Premium Outlets Local Residents Shop & Save program offers local shoppers special discounts through a Local Resident Offer Guide, complimentary valet services (where valet is available), and a special gift for each shopper. Paid social media, website, and heavy targeted email promotions are all part of this campaign.

Additional opportunities for involvement include offering a free gift distribution each Wednesday of the promotion.

For more information reach out to Jayne Stilson ([jstilson@simon.com](mailto:jstilson@simon.com)).

**Dates: Through December 31 (Premium Outlets)**

Where: Carlsbad, Camarillo, Desert Hills, Houston, Las Americas, Las Vegas North, Orlando International, Orlando Vineland, San Francisco, San Marcos, Seattle, Woodbury, Wrentham

# RETAILER NOTES

## PROGRAM PARTICIPATION

### NEW OPPORTUNITY 2019 RETAILER INITIATIVES

If you are planning to host any large-scale events or in-store interactive activations in 2019, please send us the details! The Simon Marketing Team would like to support and help promote these initiatives through our digital and social media channels.

Please send promotional details to Jayne Stilson ([jstilson@simon.com](mailto:jstilson@simon.com)). Information should include the following:

- Promotional details
- Date(s)
- Center(s)
- Event location (in-store, common area, etc.)



