

SIMON SHOPPING PARTNER PROGRAMS

China Digital Program

Simon Shopping has created programs in China enabling partners worldwide to leverage the success of Simon Shopping's digital ecosystem. The programs are designed to facilitate direct communication with Chinese travelers while increasing awareness of Simon Shopping Destinations. Programs will deliver a range of access to different partners.



Social Media - Simon Shopping WeChat & Weibo

A unique program designed to give instant reach across China's leading social media platforms to over 110,000 total followers

- Unique content across Weibo and WeChat
- Custom made Weibo banners to promote partners
- Unique hashtag page with branding
- WeChat custom maps
- WeChat Minisite
- Dedicated paid media to guarantee reach

This program is suitable for any Simon Shopping Destination looking to spread awareness.

Reach up to 1.5 million impressions



WeChat



Weibo

Livestreaming - Shop with Simon

Livestreaming has now taken over China with over 400M registered users in China. Be part of a unique opportunity to attract the next generation of avid shoppers to your destination.

- Showcase the experience at your Simon Shopping Destination
- Work with merchants to feature events, promotions, or offers.
- Interact with core audience interested in shopping and travelling



Social Media - Campaign




This program can promote seasonal events, attractions, or product launches. Our social media campaigns are seeded to a minimum of 1,400,000 PVs and tailored to reach specific targeted audiences.

- Management and proposal for a Sina Weibo or WeChat campaign
- Design campaign key visuals and marketing assets
- Designated allocation of Paid Media spend
- Identify and activate 1x related KOL
- Campaign wrap-up reporting

This add-on is designed to give brands a way to promote through Simon Shopping's Chinese channels and create value for brands, even if you already have a digital presence in China



Packages: Deliverables & Pricing

		Gold	Platinum
Value		\$30,170	\$150,800
Cost		\$10,000	\$25,000
Estimated Results		Gold	Platinum
Sina Weibo 			
Posts	20,000 Reads/post	10x	30x
Media Banner	10,000 PV/month	1 month	2 month
Hashtag	Gold: 200,000 Reads Platinum: 600,000 Reads	✓	✓
Paid Media		✓	✓
WeChat 			
Featured Post	6,000 Reads/post	1x	1x
Secondary Post	2,000 Reads/post	✗	2x
Shopping Map	Downloadable	1x	1x
Minisite Recommendation	Always-on	✗	1x
Livestreaming 			
Live streaming**	50,000 Views	✗	1x
Weibo Posts	20,000 Reads/post	✗	2x
Yearly Price		\$18,000	\$45,000

*Prices are sold in only 6 month intervals
** Cost includes traveling costs for filming crew

	Ideation	Management	Design	Paid Media	Reporting	Price
Campaign	Yes	Yes**	Yes	1x KOL	yes	\$5,000**

*Pricing includes the cost of prizing
**Our China Agency will be responsible for T&C and the handling of associated legal rules and execution of the campaign

Reporting

All reporting will be given at the conclusion at each campaign period of 6 months. Quarterly reporting will be provided for partners who buy into a yearly program

Contact information
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