



## 2021 HOLIDAY MARKETING UPDATE

**RETAILER OPPORTUNITIES**

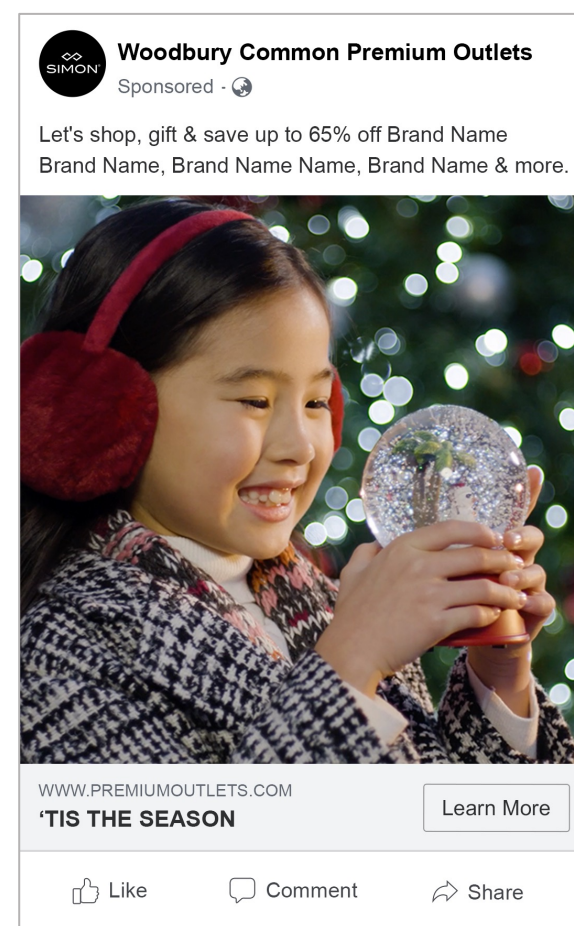
# HOLIDAY 2021

## OVERALL MARKETING CAMPAIGN

'Tis the Season to be together, to be gifting AND to be saving!

Simon will celebrate the Holiday Season with a messages of joy, savings, gifting and reminding customers of the importance of being together with friends and family.

To keep shoppers engaged and informed the Holiday Campaign will be supported with Simon owned digital, paid social, streaming audio, search, digital programmatic, videos, influencers, public relations and on-center communication.



# HOLIDAY 2021

## MARKETING PROGRAM DETAILS

### Thanksgiving & Holiday Hours

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**November 1, 2021 – November 24, 2021**

Monday thru Wednesday 11 AM – 8 PM

Thursday thru Sunday – Standard Operating Hours

**Thanksgiving Day 11.25.21**

All U.S centers will be closed (Exceptions: Forum Shops & Shops at Crystals.)

**Black Friday**

Most U.S centers will open at 6 AM.

**Effective November 29, 2021**, all centers will return to Full Operating Hours.

Each center will evaluate extended holiday hours based on local market conditions. Complete holiday hours will be available on [www.simon.com](http://www.simon.com) on 11.1.21

### Holiday Campaign

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Simon's Holiday Campaign targets families, fashionistas and deal seekers with messaging around celebrating with friends and family, gifting and saving.

Shoppers will have plenty of reasons to be grateful this holiday season and we're excited to play a special part in the magic of it all. From wishlist must-haves to last-minute stocking stuffers, Simon has your holidays covered with deals from all your favorite brands.

**Dates:** November 1, 2021 – December 26, 2021

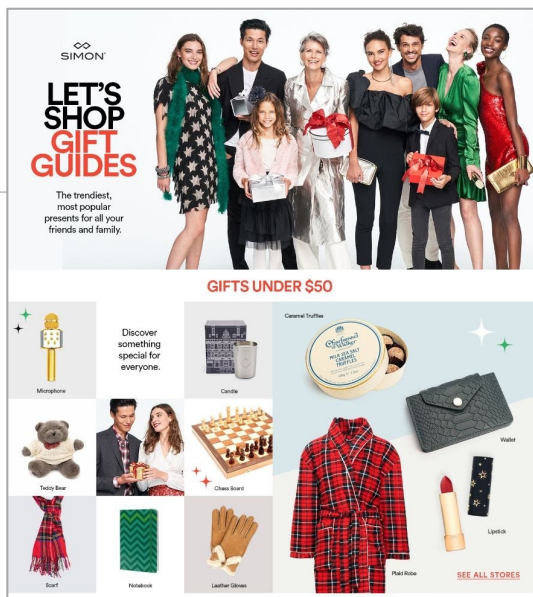
**Where:** Participating Simon Malls, Mills and Premium Outlets

Visit [simon.com/rs](http://simon.com/rs) to post your offers, events and special incentives. Select "Holiday" under the Sales Type Section for maximum campaign exposure on Simon digital channels. All holiday campaigns will direct consumers to retailer showcase to view in-store offers and promotions.

# HOLIDAY 2021

## MARKETING PROGRAM DETAILS

### Gift Guides



A series of digital gift guides will be created to highlight holiday trends and gift ideas.

Guides will highlight the following:

- Men's Gifts
- Women's Gifts
- Gifts Under \$50
- Gifts for Tots to Teens
- Last Minute Stocking Stuffers + No Shipping Required

Digital Guides will be promoted on Simon owned digital and organic social.

Visit [simon.com/rs](https://simon.com/rs) to post gift ideas. All media for Digital Guides will direct consumers to retailer showcase for more details and holiday gift ideas.

### Dining



Tempt your taste buds and discover an array of food options at Simon locations. From snacks, to counter service, fast casual to sit-down, a variety of food offerings for the holiday season will be promoted. Messages will be amplified on Simon owned digital, boosted social and on-mall collateral.

**Dates:** November 1, 2021 – December 26, 2021

**Where:** Participating Simon Malls, Mills and Premium Outlets

Visit [simon.com/rs](https://simon.com/rs) to post your offers, events, special holiday menus, take out options and private dining opportunities. Select "Holiday" under the Sales Type Section for maximum campaign exposure on Simon digital channels. All holiday dining campaigns will direct consumers to retailer showcase to view posted content.

# HOLIDAY 2021

## MARKETING PROGRAM DETAILS

### Santa

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A Holiday tradition continues, and Santa photos will be available at 100+ Simon centers. Reservations will be required.

**Dates:** November 2021 – December 2021

**Where:** Participating Simon Malls, Mills and Premium Outlets

Visit [www.simon.com/santa](http://www.simon.com/santa) for a list of participating centers and arrival dates.

### Hiring Help

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Simon retailers and brands can post open jobs directly to the Simon career website for additional exposure to potential employees.

Register for a Retailer Showcase account or log into Retailer Showcase if you are an existing user. Select “manager retailer jobs” to post open roles.

To register:

<https://www.simon.com/retailpromotions/Registration/RetailerRegistration.aspx>

Existing Users:

<https://www.simon.com/retailpromotions/>

# HOLIDAY 2021

## MARKETING PROGRAM DETAILS

### Gift Cards



Simon Giftcards® are the perfect gift for everyone and every occasion - featuring the broadest assortment selection, with best-in-class designs and the lowest fees in the market. Simon Giftcards are available in multiple options featuring American Express®, Visa®, Mastercard®, and more than 200 retail, restaurant, electronic, entertainment and home improvement gift cards.

For corporate orders or more information contact, Jerry Leuthold (317) 263-8174

### Community Programs



Simon Centers will continue to partner with various nonprofit organizations for engaging community activities including Giving Trees, Toy Drives and Gift Wrap.

### Simon Search



Simon Search is a Simon exclusive tool that enhances the shopping experience with easy, multi-store searchability and local-store level inventory confirmation, mall-wide.

Participating retailers enjoy enhanced discovery, increased traffic and elevated conversion and sales. It's FREE and EASY.

For more information contact [Jstilson@simon.com](mailto:Jstilson@simon.com)