

SIMON MALLS RETAILER MARKETING OVERVIEW

2019




SIMON®



MARKETING STRATEGY & REACH

STRATEGY

Simon Malls are focused on driving traffic and sales conversions for our retailers through:



— Segmentation



— Storytelling



— Incentivizing



— Placemaking



— Amplification



— Synergistic Partnerships



— Accountability

TARGET AUDIENCES

MILLENNIALS

Defined as women, ages 18-34 with interest in fashion and shopping

FAMILIES

Defined as women, ages 25-54, with interest in shopping and children at home

FASHIONISTA/ SHOPPING ENTHUSIAST

Defined as women, ages 35+

LUXURY SHOPPERS

Defined as women, ages 25-54, within trade areas of luxury centers and interest in luxury brands

TOURISTS

Domestic and international visitors to Simon's key tourism markets

ALL SHOPPERS

Defined as women and men, ages 25-54

VIP

Defined as Simon's email database

NICHE

Defined as specialty audiences relevant to select centers (i.e. military spouses, local residents)

MARKETING BY THE NUMBERS 2018

974M

Advertising Impressions
(External Media)

69M

Unique Website
Page Views

5M+

Email Subscribers/
Loyalty Members

228M

Emails Sent

4M

Social Followers

3.5M

Facebook

236K

Instagram

307K

Twitter

SIMON MALLS

MARKETING OPPORTUNITIES



COMPLIMENTARY MARKETING SOLUTIONS

We provide comprehensive marketing support to amplify retailers' brand messages and drive store traffic through best-in-class resources including:

- Dedicated Marketing Consulting
- Inclusion in Year-Round and Seasonal Simon Marketing Campaigns
- Retailer Showcase
- Social Promotion
- Digital Storefront Optimization
- Sweepstakes/Instant Wins/Giveaways



FEE-BASED MARKETING SOLUTIONS

Impactful, efficient and scalable media solutions support your brand messages with a variety of turn-key formats, reaching shoppers both on-mall and online.

- Large Format Digital Boards
- Digital and Static Ad Panels
- Britewalls
- Sky Banners
- Standees
- Elevator Wraps
- Interior and Exterior Spectaculars
- Wallscapes and Windowsapes
- Pole Banners
- Branded Email Advertising
- Website Banner Ads
- SMS Campaign
- Mobile Marketing



COMMON AREA ACTIVATION

Common area activations create experiential, promotional opportunities to access shoppers in the highest traffic mall locations. Simon provides event planning, logistics support, PR outreach, and access to VIP contacts as well as identification of local partner support for catering, charity tie-ins, etc.

- Full-Scale Events
- Brand Ambassadors
- Product Demonstrations
- Kiosks
- Pop-Up Displays

MARKETING CAMPAIGN HIGHLIGHTS

ALWAYS ON



WHAT'S NEW NOW

Regularly promotes what's new at each center. Content is shared on participating center websites, digital directories, emails, and social media.



FAMILY AT SIMON

Members-only program is free and features special retailer offers, promotes in-store events and happenings, property amenities, and family programming.



TOURISM

Reaching domestic and international travelers through innovative engagement strategies and partnerships with key travel trade, international PR/Influencers, and social and digital marketing campaigns.

MARKETING CAMPAIGN HIGHLIGHTS

SEASONAL



TAX FREE & BACK TO SCHOOL

Tax Free and Back to School campaigns target shopping enthusiast moms and families with a 360 campaign across paid, owned, and earned media.



HOLIDAY

Multi-channel advertising effort includes extensive paid media, on-mall promotion, Simon-owned digital channels, and Influencers to promote retail offering, Santa experience, and holiday hours.



CAUSE MARKETING

Planned efforts currently supporting Breast Cancer Awareness (Susan G. Komen) and Education (Simon Youth Foundation). For Susan G. Komen, retailers to offer discount for voucher that is sold to raise funds for the cause.



GIFTING CAMPAIGNS

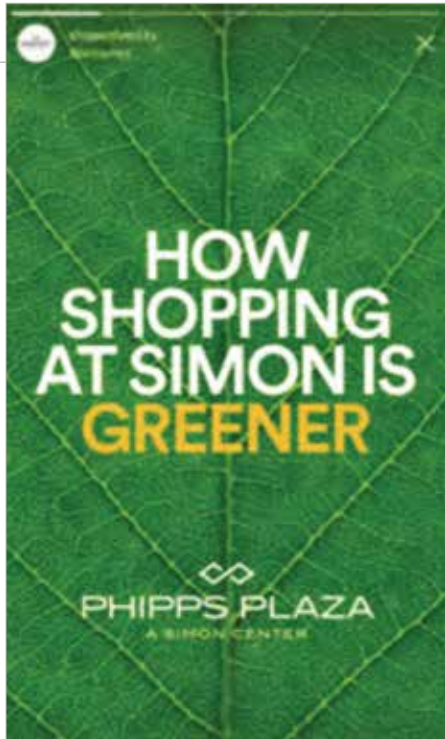
Simon-owned digital campaigns for Mother's Day, Father's Day, and Holiday weekends.



INFLUENCER CAMPAIGNS

Coordinated and localized Influencer campaigns to support Spring Fashion, Family at Simon, Back to School, Beauty Week, Fall Fashion, Dining, and Holiday.

NEW MARKETING INITIATIVES



EARTH DAY

Celebrated April 22–28, campaign to highlight “Ways We’re Going Greener” to emphasize our centers’ commitment to sustainability.



BEAUTY WEEK

To encourage shoppers to touch, try, and buy the latest beauty trends, products, and services, initiative will feature common area activations, in-store special offers, GWP’s, etc.



LOCAL VIDEO STORYTELLING

Local videos that showcase the property itself, with call to action to Retailer Showcase deals. Themes: My Day at Simon, Valentine’s Day, Spring Fashion.

2019 CAMPAIGNS MALLS

MILLENNIAL-MINDED FASHIONISTAS

Spring Fashion
Beauty Week
Fall Fashion
Simon SAID

FAMILIES

Earth Day/Shop Sustainable
Family at Simon*
(entertainment, seasonal photo, etc.)
Tax Free*
Back to School*
SYF*
Holiday
Holiday Selfie Stations
Fashion Funds the Cure Events

LUXURY/MILLENNIAL SHOPPERS

Touch, Try, Buy
Discover Luxe*/Fall
Luxe Retailer Amplification*
Signature Fashion Events

FASHIONISTAS/ SHOPPING ENTHUSIASTS

Valentine's Day
My Day At Simon
Mother's Day
Father's Day
Pink* (October)

ALL SHOPPERS

Dining Advertising
Dining Events
Black Friday Insta Story
Santa The Influencer
New Store Openings
Extra Festive Hours*
Giftcard*
Simon Insider (Loyalty)
Signature Family Events - Tree Lightings,
4th of July, Summer Concerts, Movies
Under the Stars

VIP/EMAIL DATABASE

What's New Now*
Holiday Weekend Sales - Presidents Day,
Memorial Day, July 4th, Labor Day,
Simon Insider Day

TOURISTS

Savings Passport*
Ultimate Shopping Trip (CA and FL)

NICHE

Chinese Shoppers
Lunar New Year*

MILITARY

Military Discounts*
Military Appreciation Month*
Military Makeover Lifetime Show*

* Cross Platform

SIMON MALLS® PROGRAMMING CALENDAR 2019

Q1

February	Lunar New Year*
February 8–14	Valentine's Day
February 12–18	Presidents Day
February–March	My Day At Simon
March–April	Easter Photos
March 1–May 1	Spring Fashion

Q2

April	Earth Week
April	Disney Jr. Music
May	Military Appreciation Month*
May 1–12	Mother's Day
May–June	Military Makeover*
May 20–27	Memorial Day
June 5–16	Father's Day
Spring	Signature Events

Q3

June 27–July 4	4th of July
July	Disney Channel Descendants 3
July	Simon Insider Day
July–August	Tax Free*
July 17–September 2	Back to School*
August 26–September 22	Labor Day
September	Simon Supports Education/SYF
September 4–22	Beauty Week
September 21–October 31	Touch, Try, Buy
September 23–October 31	Fall Fashion
September–October	Discover Fall Luxe*
Fall	Signature Events

Q4

October	Pink - Shop, Support & Save*
October	Disney Jr. Halloween
November 20–29	Black Friday
November–December	Disney Jr. Holiday
November–December	Extra Festive Hours*
November–December	Santa Photos
November 30–December 24	Holiday

Always On

Retailer Showcase*
Savings Passport*
What's New Now*
Tourism*
Family at Simon*
Military Discounts & Events*
Dining
Simon SAID
Simon Insider
Giftcard*

*Malls, Premium Outlets & Mills