

# RETAILER MARKETING OPPORTUNITIES 2024



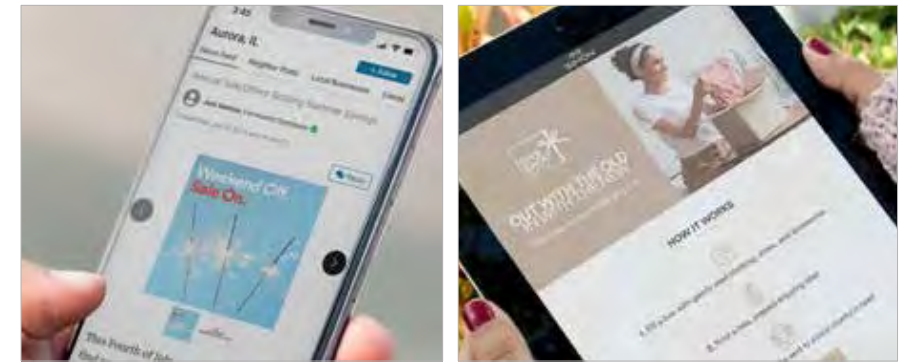
# SIMON MARKETING

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Simon's Marketing team aims to drive awareness, traffic, and sales for brands and retailers at Simon Malls, Mills, and Premium Outlets by bringing value and connecting with core target audiences through robust digital content, best-in-class programming, high-impact creative, and strategic amplification of our storytelling.

Messaging and amplification strategies are carefully curated to reach target audiences (e.g. Gen Z, Moms, Tourists, Luxury and Multicultural) as relevant for each market and campaign.

Simon's Retailer Marketing team works closely with retailers and brands to leverage Simon's annual promotional calendar, and tailor opportunities that are most relevant and impactful in supporting each brand in meeting their traffic and sales goals.



# BY THE NUMBERS



## ADVERTISING AND EARNED MEDIA

3 Billion Paid Media Advertising Impressions

\$2 Billion Local Publicity Value

## SOCIAL MEDIA CONNECTIONS

200+ Million Website Visits

21 Million Email Subscribers

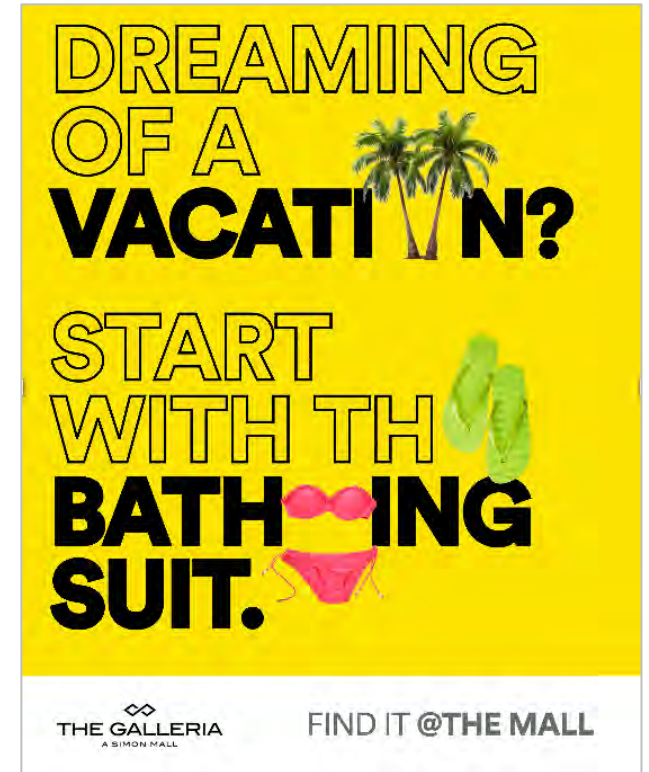
5.6 Million App Downloads

8.2 Million Social Media Connections

## ONLINE BEHAVIOR

1.2 Billion Google Searches

1.9 Billion Google Map Views



# MARKETING PRIORITIES

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EVOLVE CREATIVE APPROACH

ENHANCE DIGITAL CONTENT STRATEGY

AMPLIFY STORYTELLING

NEW PROGRAMMING

LAUNCH LOYALTY PROGRAM

# EVOLVE CREATIVE APPROACH

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- Shift always-on creative from fashion-focused to more fun and experiential
- Showcase the unique value propositions for Malls, Mills and PO
- Leverage retailer-owned assets more often



Sawgrass Mills Experience Video



Mills at Jersey Gardens Experience Video

# REFRESHED PROPERTY WEBSITE HOMEPAGES



## Explore Sawgrass Mills

South Florida's internationally renowned shopping & dining destination featuring an unsurpassed collection of the most coveted designer luxury outlets at The Colonnade.



## Explore Sawgrass Mills

South Florida's internationally renowned shopping & dining destination featuring an unsurpassed collection of the most coveted designer luxury outlets at The Colonnade.



**The Colonnade at Sawgrass Mills**  
Experience a lavish collection of 70 luxury brand outlets.

[LEARN MORE](#)



**Tommy Hilfiger's Annual Spring Sale**  
Plus, 10% off your entire purchase\*\* now - April 3.  
[LEARN MORE](#)



**Coming To Town: HUK**  
Evolving the sport of fishing through the creation of performance apparel.  
[SHOP NOW](#)



The Colonnade Outlets showcases an unsurpassed collection of the most coveted designer luxury brand outlets in all South Florida.

Located in a lush open-air setting, experience a lavish collection of 70 luxury brand outlets, with 60 found nowhere else in South Florida. True luxury at it's finest found only at The Colonnade Outlets at Sawgrass Mills.



SAINT LAURENT GUCCI PRADA BALENCIAGA

BALMAIN PARIS V FENDI ROMA DOLCE & GABBANA

JIMMY CHOO BOTTEGA VENETA BALLY MONCLER



The Colonnade Outlets showcases an unsurpassed collection of the most coveted designer luxury brand outlets in all South Florida.

Located in a lush open-air setting, experience a lavish collection of 70 luxury brand outlets, with 60 found nowhere else in South Florida. True luxury at it's finest found only at The Colonnade Outlets at Sawgrass Mills.

## LUXURY

Enjoy an impressive line-up of the most exceptional retail luxury has to offer.

SAINT LAURENT GUCCI PRADA BALENCIAGA  
BALMAIN PARIS V FENDI ROMA DOLCE & GABBANA  
JIMMY CHOO BOTTEGA VENETA BALLY MONCLER  
BURBERRY

[SEE ALL STORES](#)

## DINING

The new era of shopping, socializing and dining includes additional retail and fine to market restaurants.

PRADA BOUTIQUE GRAND CAFE  
PIZZA GIOIA PAUL BAKERY

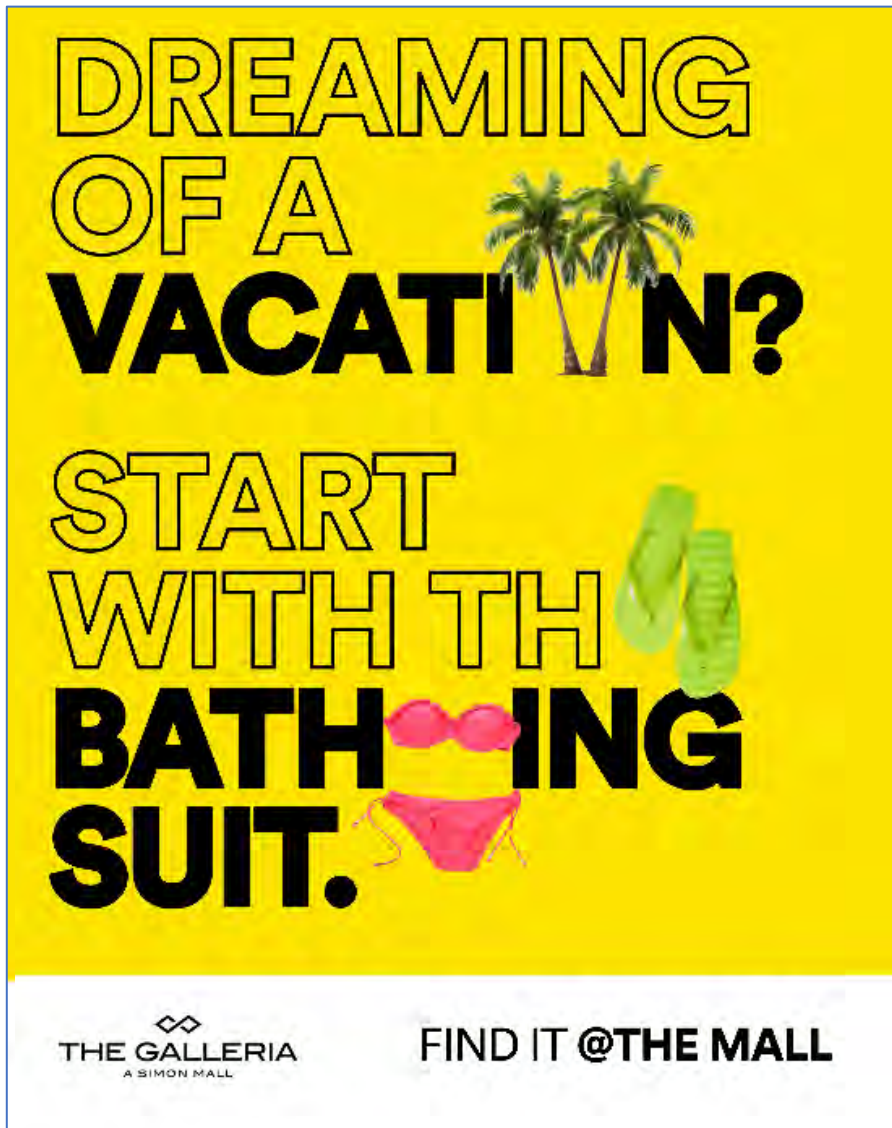
[SEE MORE DINING](#)

## AMENITIES

3 More Parking Locations  
Ride with the art Parking Garage  
AC Hotel by Marriott Sawgrass Mills

# UPDATED MALLS “FUN” CAMPAIGN

The Mall “fun” campaign will add entertainment to the shopping experience to generate a laugh, smile and/or photo opportunity.

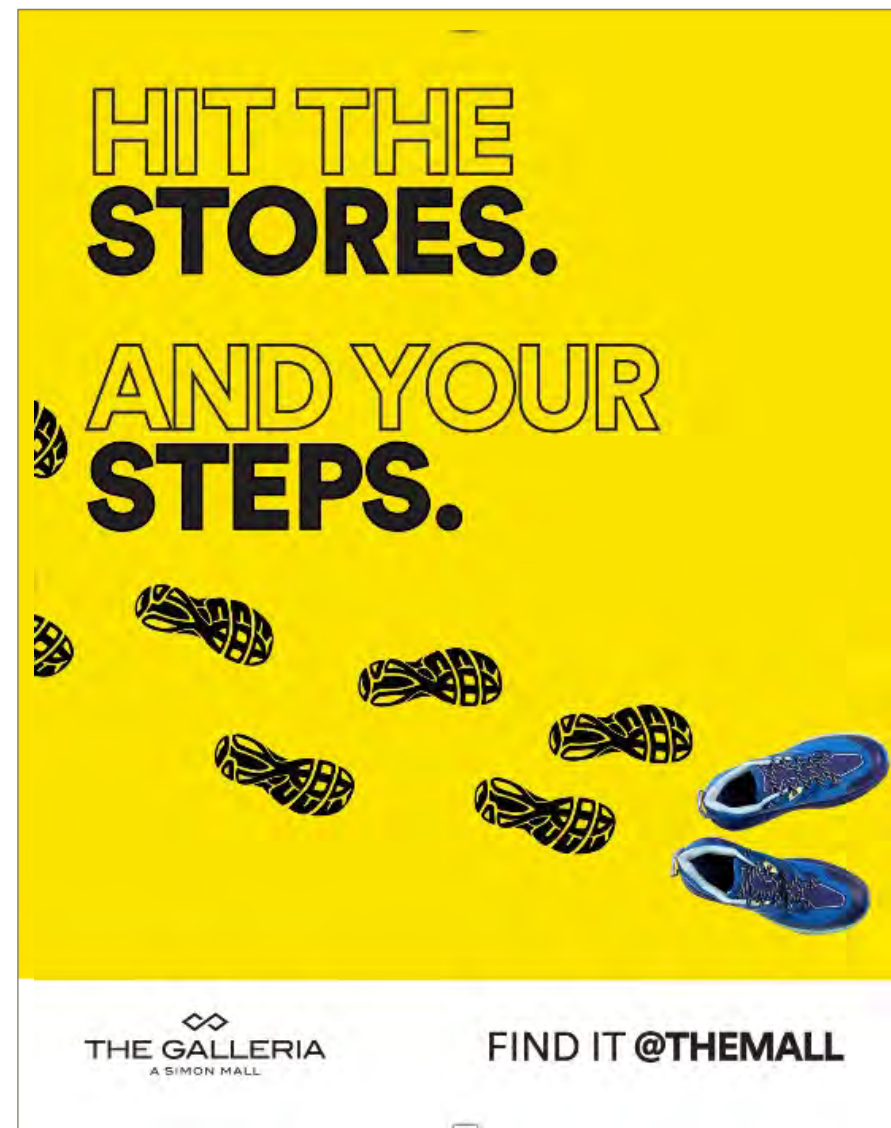


DREAMING  
OF A  
**VACATION?**

START  
WITH THE  
**BATHING  
SUIT.**

THE GALLERIA  
A SIMON MALL

FIND IT @THE MALL



HIT THE  
**STORES.**

AND YOUR  
**STEPS.**

THE GALLERIA  
A SIMON MALL

FIND IT @THE MALL

# UPDATED PO/MILLS “FUN” CAMPAIGN

**Buying a blazer?**  
Sounds like a business expense.  
Save up to 65%

POLO RALPH LAUREN  
KIPLING  
UNDER ARMOUR  
LULULEMON  
TORY BURCH



WOODBURY COMMON  
A SIMON PREMIUM OUTLET

Everyone has baggage.  
**Fill yours with designer deals.**  
Save up to 70%

POLO RALPH LAUREN  
KIPLING  
UNDER ARMOUR  
LULULEMON  
TORY BURCH



WOODBURY COMMON  
A SIMON PREMIUM OUTLET

**Friends don't let friends pay full price.**  
Save up to 65%

POLO RALPH LAUREN  
KIPLING  
UNDER ARMOUR  
LULULEMON  
TORY BURCH



WOODBURY COMMON  
A SIMON PREMIUM OUTLET

**This is my outlet shopping suitcase.**  
Save up to 65%

POLO RALPH LAUREN  
KIPLING  
UNDER ARMOUR  
LULULEMON  
TORY BURCH



WOODBURY COMMON  
A SIMON PREMIUM OUTLET

**If retail is therapy,**  
you're getting both for up to 65% off.

POLO RALPH LAUREN  
KIPLING  
UNDER ARMOUR  
LULULEMON  
TORY BURCH



WOODBURY COMMON  
A SIMON PREMIUM OUTLET

**The best exchange rate ever.** Up to 65% off.

POLO RALPH LAUREN  
KIPLING  
UNDER ARMOUR  
LULULEMON  
TORY BURCH



WOODBURY COMMON  
A SIMON PREMIUM OUTLET



# PO & MILLS OUTDOOR AND PRINT CAMPAIGN



# TRANSFORMED DINING CAMPAIGN

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# ENHANCED DIGITAL CONTENT STRATEGY

Evolving always-on digital content strategy to be more tuned into popular culture and retailer activity, while also continuing to enhance “what’s new now”. Heavy emphasis on short-form video via TikTok/Instagram and use of influencers/creators and UGC.

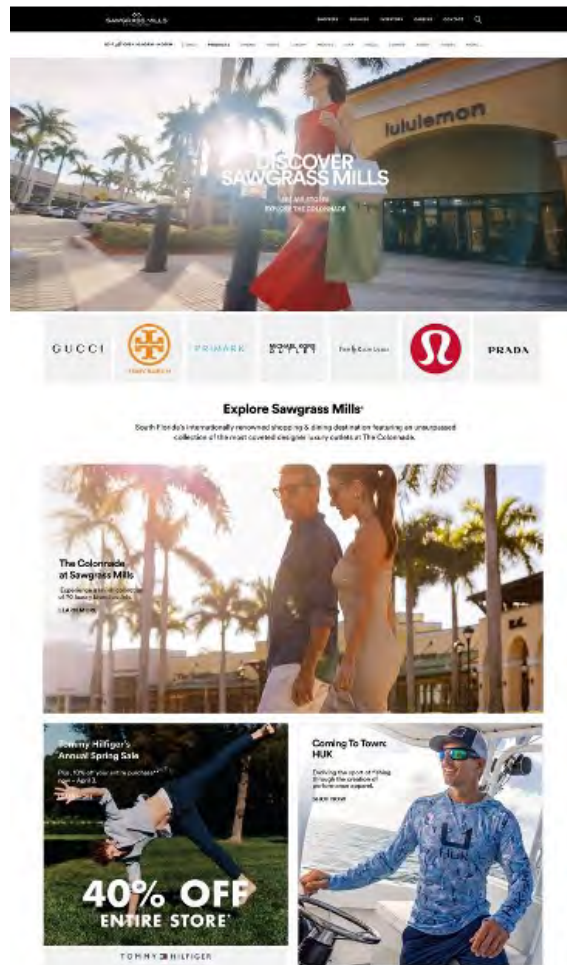




# RETAILER OPPORTUNITIES

# SIMON OWNED DIGITAL CHANNELS

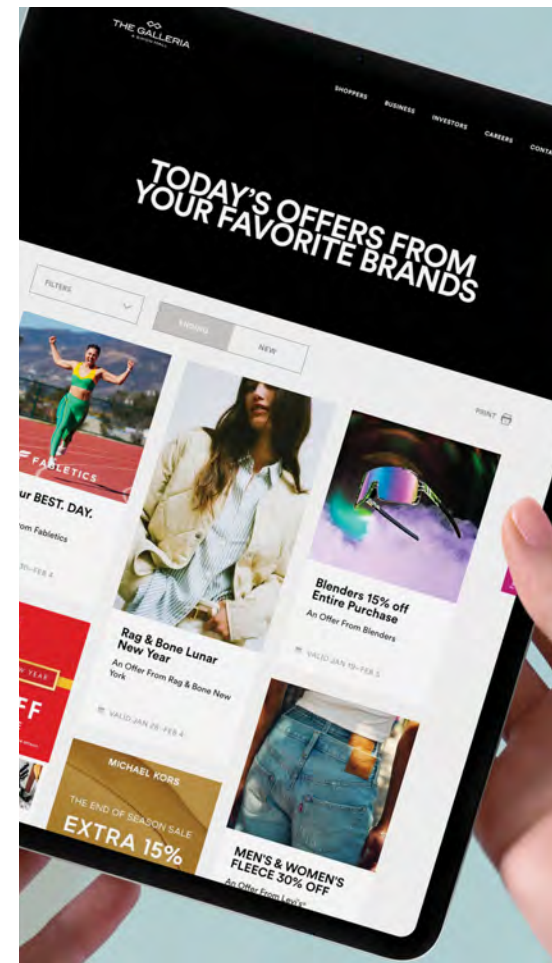
Gain extensive exposure on Simon's center websites, social media channels (e.g., Meta, TikTok), retailer showcase, and email campaigns. Highlight your retailer news, promotions, sales, discounts, and special events to engage with a wider audience and drive traffic to your store.



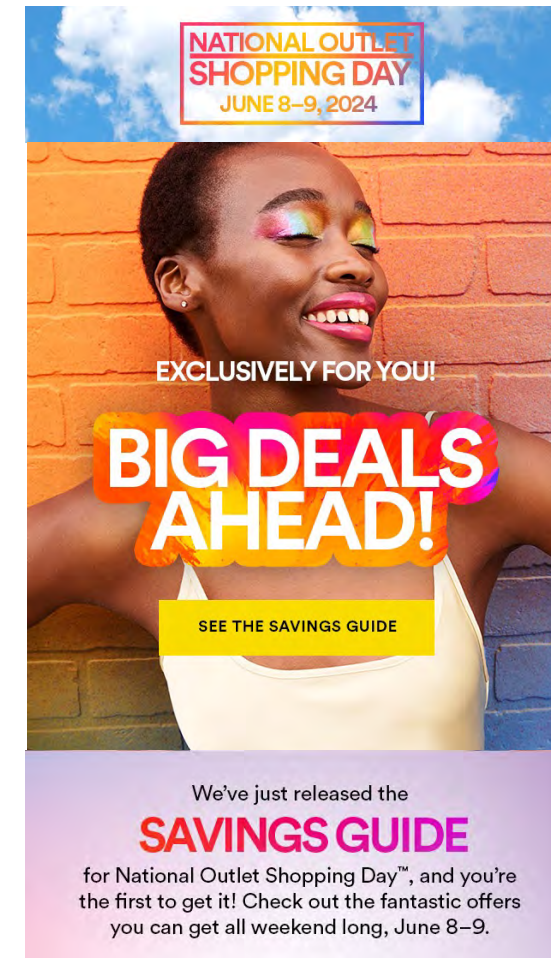
Center Specific Websites



Social Channels



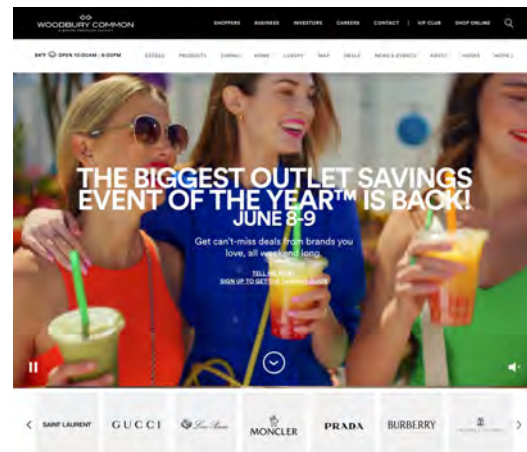
Retailer Showcase



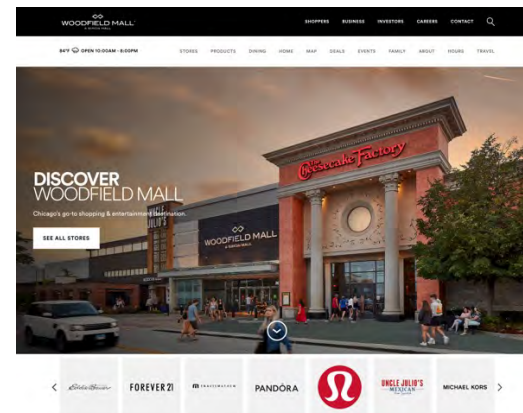
Localized Email

# CENTER SPECIFIC WEBSITES

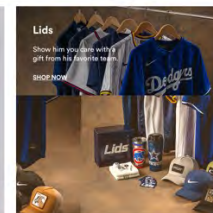
Promote your in-store events, date-specific programs, offers, and sales by requesting to post them on local center websites. Share your store's unique activities and promotions with the community to drive engagement and increase foot traffic.



Explore Woodbury Common Premium Outlets



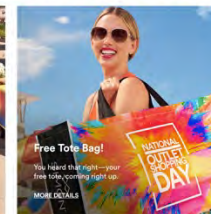
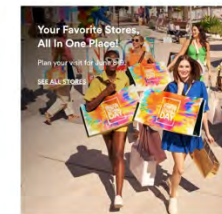
Find it. Love it.  
Discover luxury, dining, beauty & fun.



More to Discover



Explore The Mills at Jersey Gardens

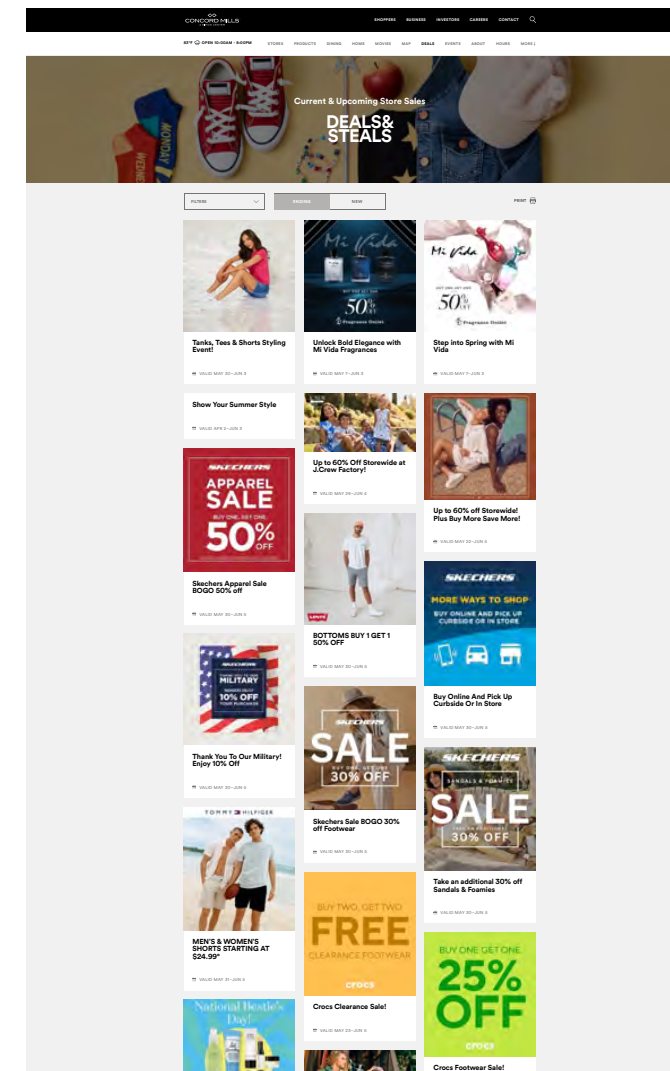
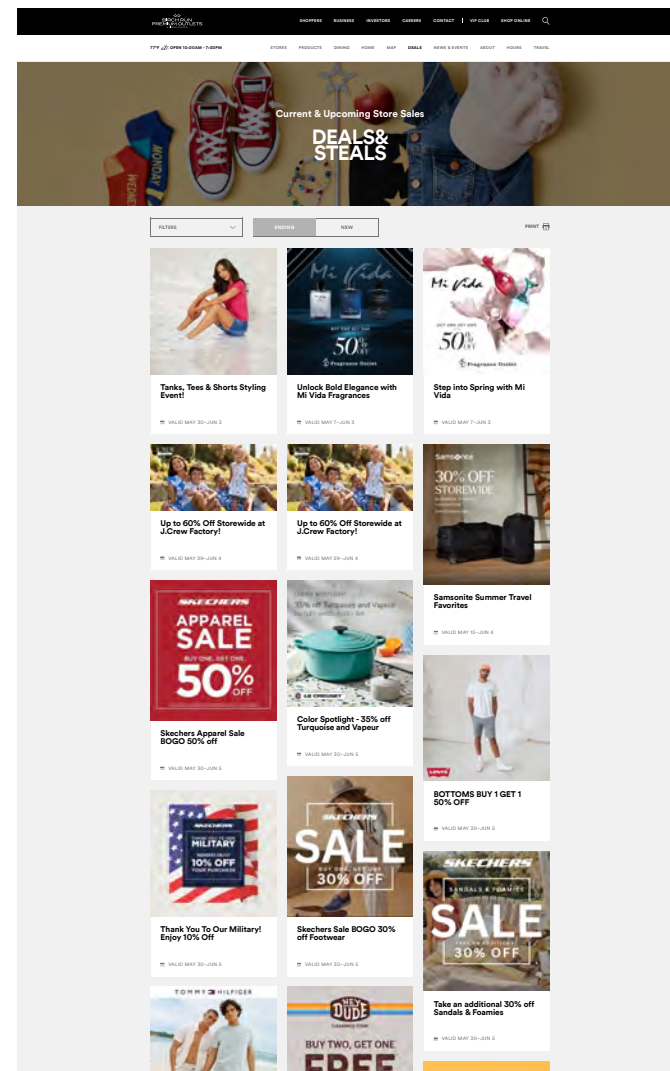
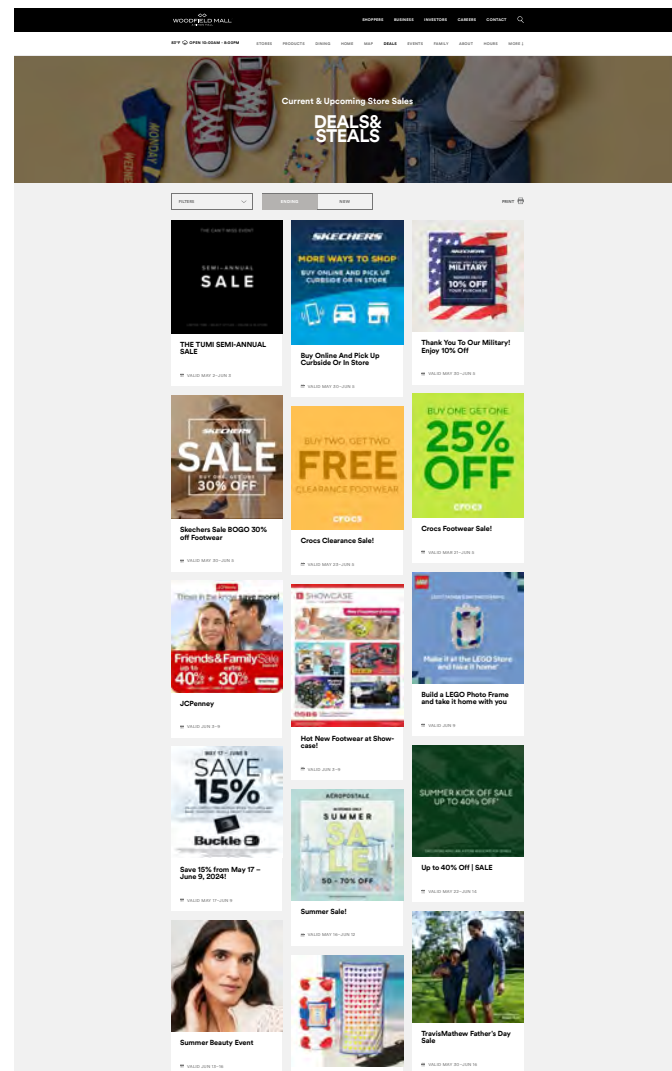


More to Discover



# RETAILER SHOWCASE

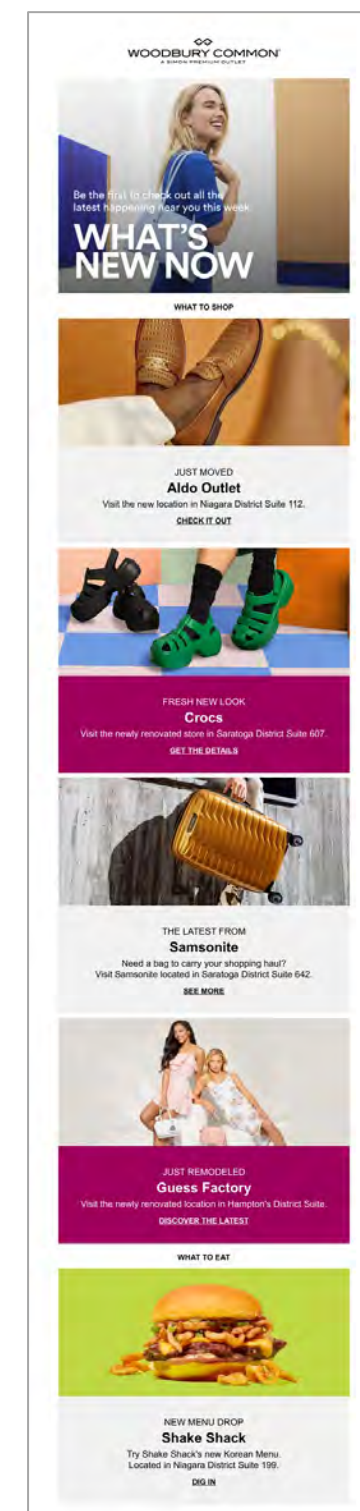
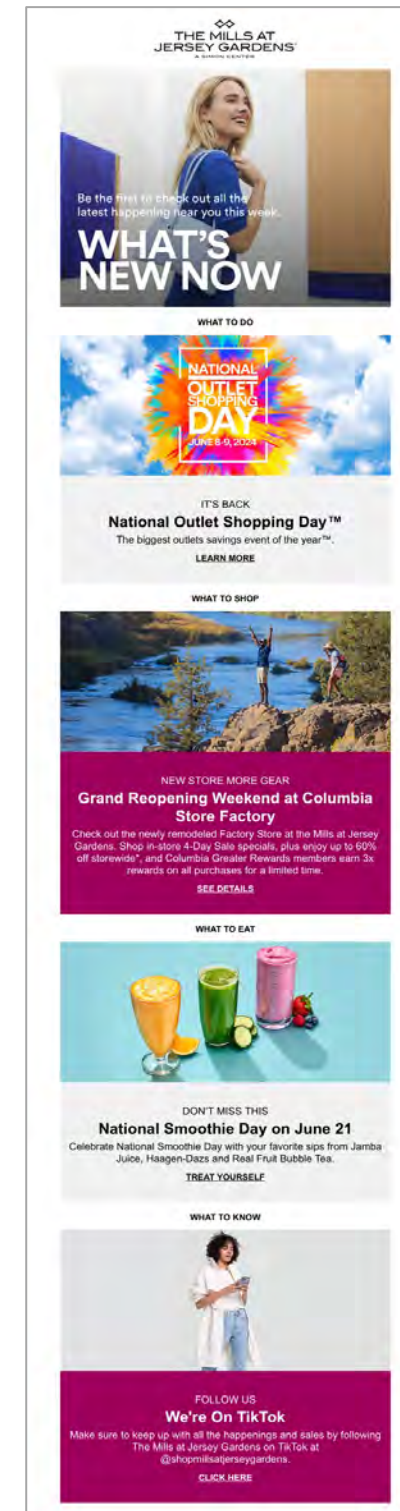
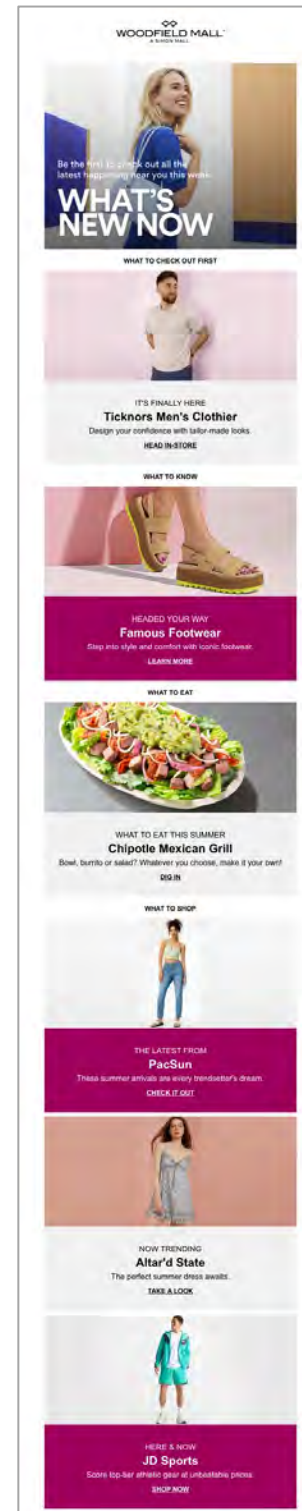
Promote an impactful in-center deal or event on Retailer Showcase. Reach shoppers across one or more Simon Malls, Mills, or Premium Outlet locations, driving engagement and boosting sales with strategically placed promotions and events.



# LOCALIZED EMAIL

Promote your key local messages with targeted email campaigns sent twice per month to each center's subscriber database.

Reach shoppers who have opted in to receive updates about their favorite centers, keeping them informed about “what’s new now” and driving consistent engagement with your store.






# DEDICATED EMAIL

Leverage each center's database to share specific product news, new releases, unique collaborations, or time-sensitive offers and promotions.

Utilize this targeted communication to disseminate retailer-specific news, ensuring your message reaches engaged shoppers and drives interest in your offerings

WOODFIELD MALL<sup>SM</sup>  
A SIMON MALL



Champion  
A LIFESTYLE BRAND BORN FROM SPORT

SPECIAL STORE ONLY EVENT  
02|08|24 - 02|11|24

WELCOME TO THE  
**NEIGHBORHOOD**

JOIN US THURSDAY **FEB 8TH**  
FROM **12 - 3pm**  
AT CHAMPION WOODFIELD MALL

FOR SPECIAL GUEST MURALIST  
**NATALIE ROBINSON**


& A CHANCE TO WIN  
**\$2000 IN GIFT CARDS**  
& OTHER GREAT PRIZE GIVEAWAYS

FIND US ON: Facebook, X, Instagram  
DOWNLOAD APP: Apple, Google Play

STORES	DEALS
MAP	HOURS

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THE MILLS AT  
JERSEY GARDENS<sup>SM</sup>  
A SIMON CENTER



MICHAEL KORS  
OUTLET

more for mom  
handbag +  
wallet for \$219\*


shop now

FIND US ON: Facebook, Instagram, TikTok  
DOWNLOAD APP: Apple, Google Play

STORES	DEALS
MAP	HOURS

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WOODBURY COMMON<sup>SM</sup>  
A SIMON PREMIUM OUTLET



TOD'S

MEMORIAL DAY SALE  
Up To 50% Off Outlet Price on Select Styles  
Through May 29<sup>th</sup>

visit our website

TOD'S Outlet Woodbury  
Woodbury Common Premium Outlets  
826 Adirondack District  
Central Valley, NY 10917  
Telephone: (845) 928-3636  
E-mail: outletwoodbury@todsgroup.com

FIND US ON: Facebook, Instagram, TikTok  
DOWNLOAD APP: Apple, Google Play

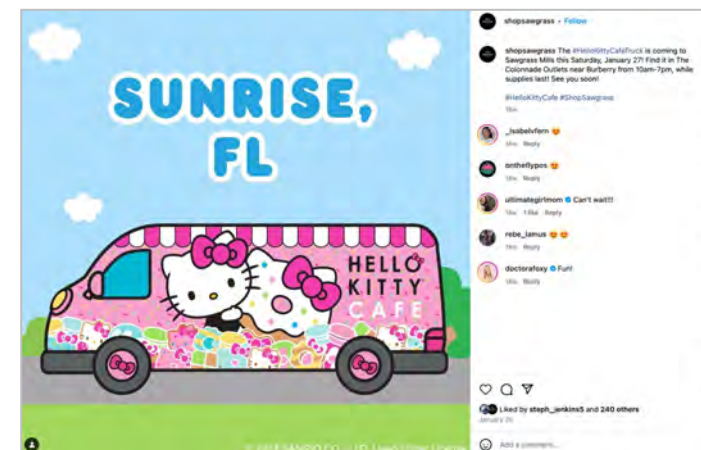
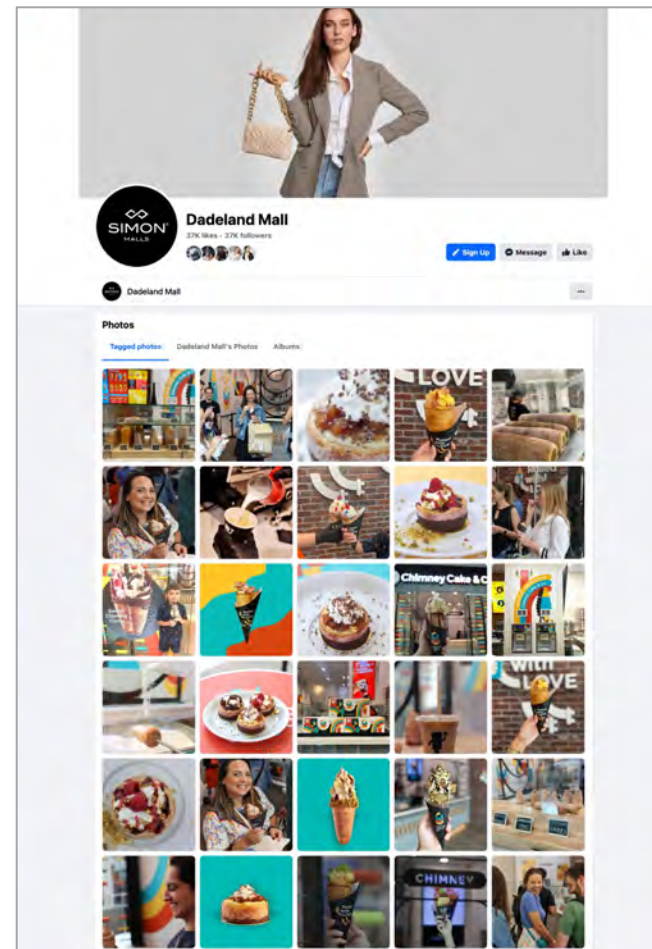
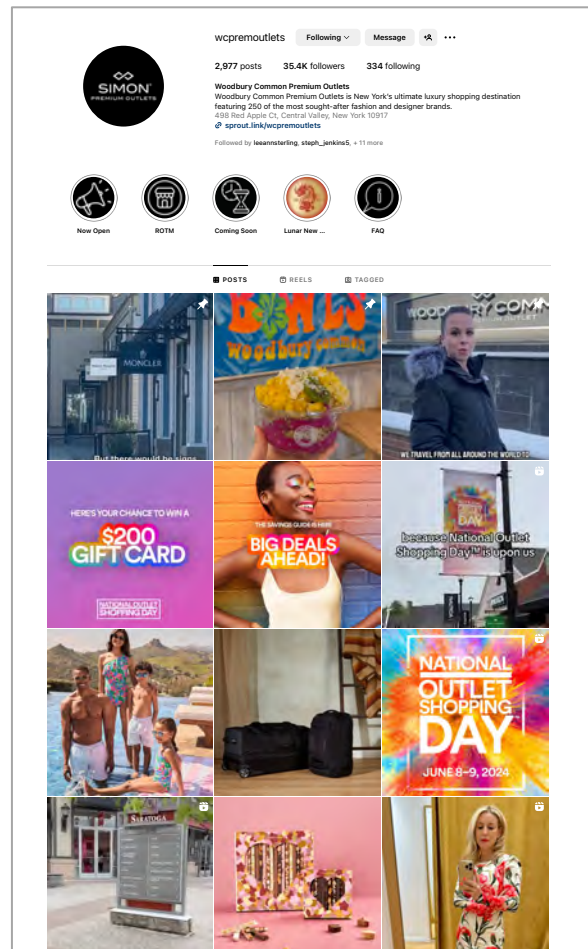
STORES	DEALS
MAP	HOURS

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# SOCIAL MEDIA



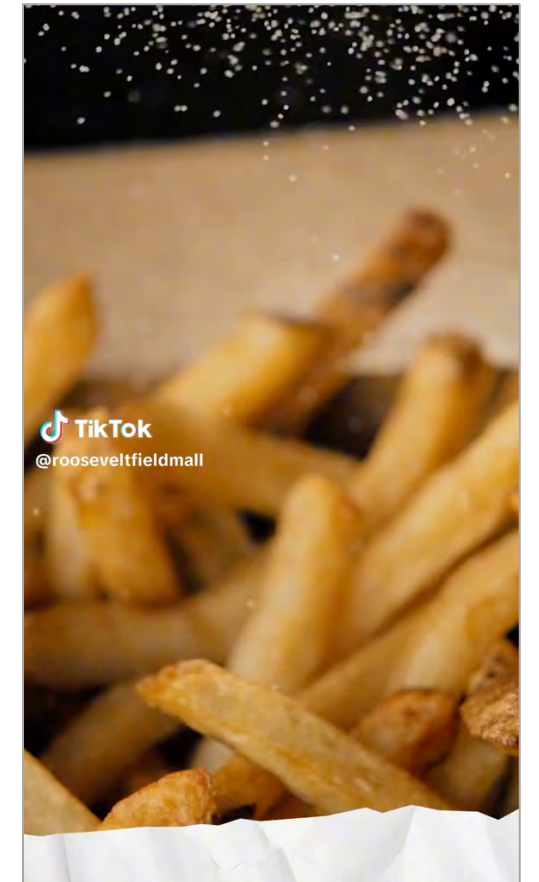
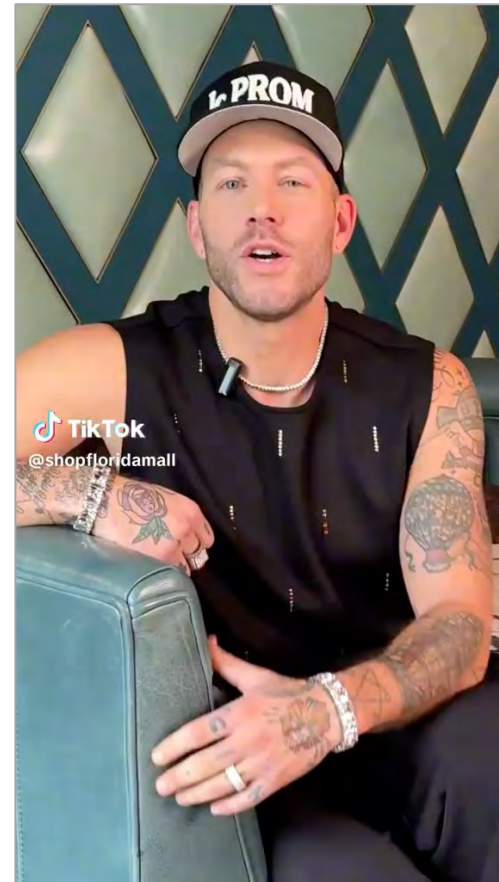
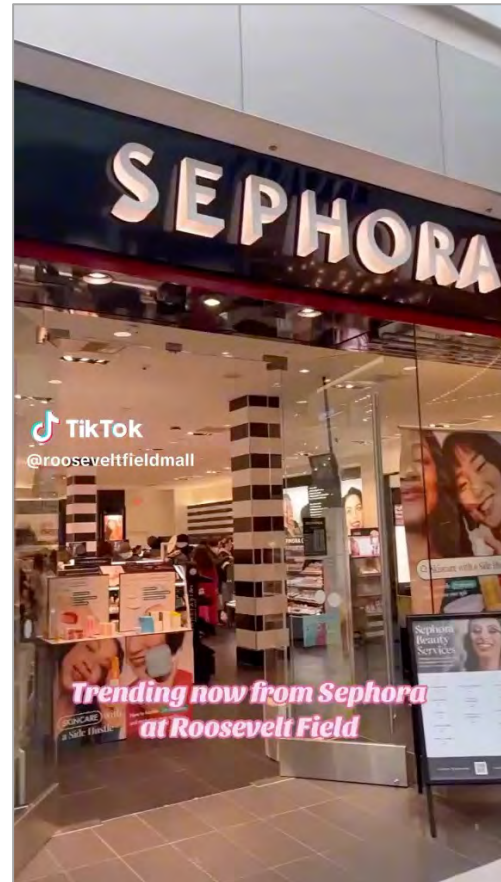
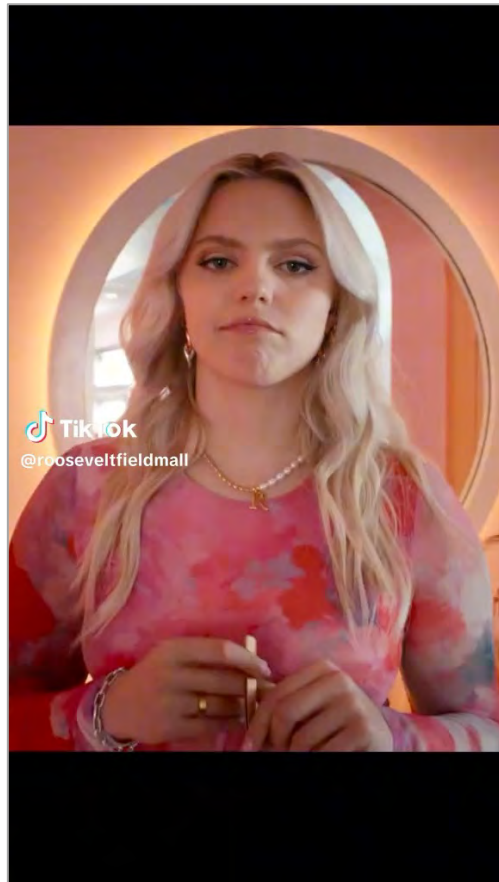
Enhance your brand's visibility by cross-promoting your content with Simon. Manage these campaigns nationally or locally to ensure market relevance and maximize impact, reaching a broader audience and driving engagement with your brand.



# SOCIAL MEDIA



Amplify your owned content on Simon's TikTok channels. Leverage this platform to enhance key initiatives, showcase talent, highlight partnerships, and promote collaborations, ensuring your content connects with a broader audience and enhances interaction with your brand.



# PREMIUM OUTLETS VIP SHOPPER CLUB

Capitalize on the Simon VIP Program's focus on retention, rewards, and acquisition. Drive increased traffic and sales by offering exclusive deals to tourists and our most loyal, engaged shoppers, fostering brand loyalty and enhancing customer experience.



**IT PAYS TO BE A VIP**

Want to save hundreds of dollars at your favorite outlet stores? Join the VIP Shopper Club.

Your free membership includes:

- Digital VIP Coupon Book
- Exclusive Offers
- Early Access to Sales

Sign up at [premiumoutlets.com/vip](https://premiumoutlets.com/vip)

**VIP SHOPPER CLUB**

HOUSTON PREMIUM OUTLETS  
A SIMON CENTER



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**VIP SHOPPER CLUB**


HOUSTON PREMIUM OUTLETS  
A SIMON CENTER



**OUR VIPS SAVE \$\$\$\$\$**

Scan now to join for free and get:

- Digital VIP Coupon Book
- Exclusive Offers
- Early Access to Sales



**VIP SHOPPER CLUB**

HOUSTON PREMIUM OUTLETS  
A SIMON CENTER

# EVERGREEN RETAILER PROMOTIONS

Share stories with Simon shoppers through compelling visual assets. Promote ongoing initiatives with captivating images and content, ensuring your brand's unique offerings reach a broader audience and attract new customers.



CURRENT OBSESSION

## Aritzia

Shop an innovative design house and fashion boutique.

Located near Center Court

ARITZIA



SEE WHAT'S NEW AT

## Herschel

Enjoy the finest quality backpacks, bags, travel goods and accessories for a lifetime of better journeys.

Located in the Hamptons District, Suite 430.



HAPPIEST HOUR

## BLANCO TACOS + TEQUILA

Our vibes are as bold as our flavors. Grab a bite, grab a drink, and join our party.

Located in the Hamptons District, Suite 430.

BLANCO  
TACOS + TEQUILA



## NOW OPEN AERIE

Shop styles to make you feel good about your real self, inside and out.

Located across from Calvin Klein.

aerie

# SEASONAL RETAILER PROMOTIONS

Leverage your brand-owned assets in Simon-led seasonal and category campaigns. Enhance your visibility and engagement by integrating your content into our targeted marketing efforts, reaching a broader audience and maximizing impact during key shopping periods.



**SEND THEM ALL YOUR LOVE**

This Valentine's Day, show them you care with gifts they'll adore from **Pandora**.


**SIMON** **PANDORA**



**BE MOM'S FAVORITE**

Pick out memorable gifts she'll love at **Bath & Body Works**.


**SIMON** **Bath & Body Works**



**THIS HAS DAD'S NAME ALL OVER IT**

This Father's Day, pick out a gift he'll love from **HEYDUDE**.

**SIMON** **HEYDUDE**



**FROM RUNWAY TO HALLWAY**

Start the school year strong with essentials from [variable brand].

**SIMON** **crocs**

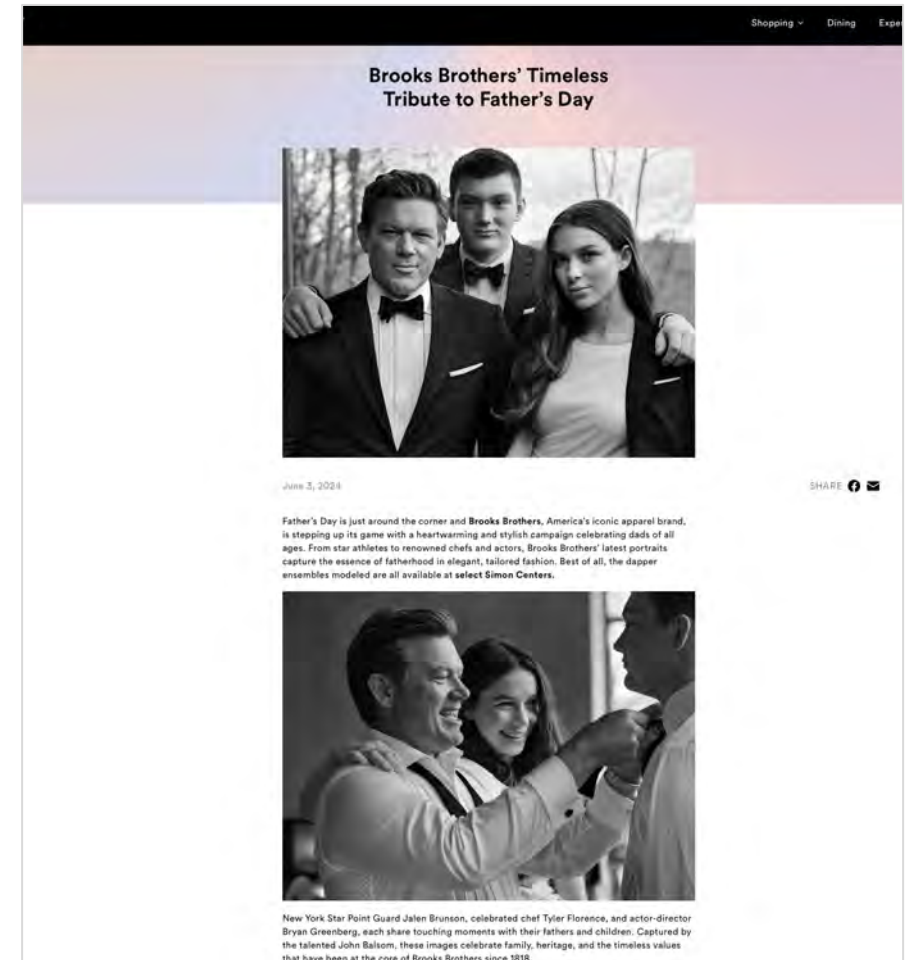
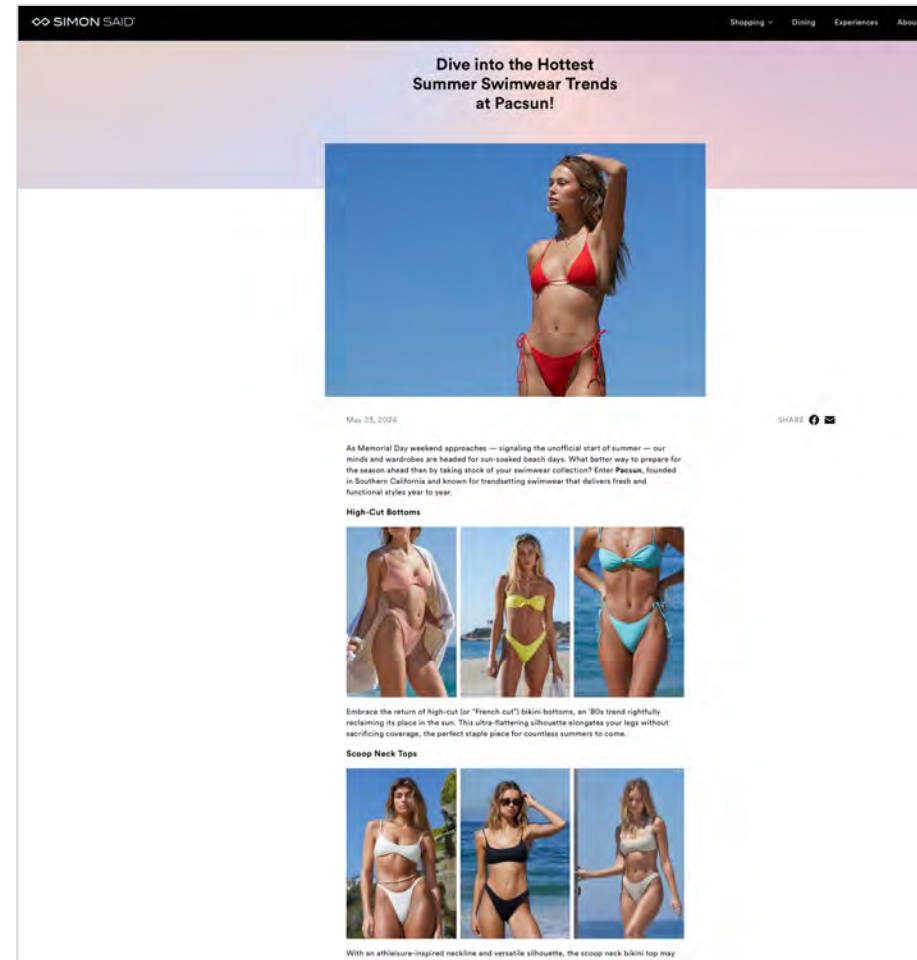
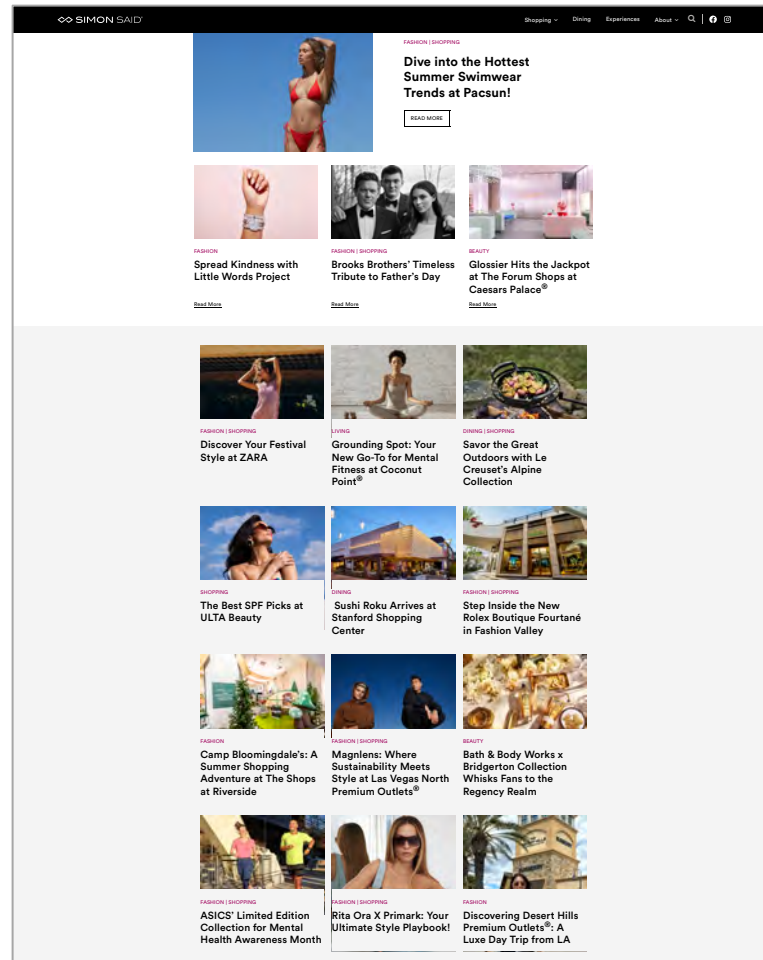
# SPECIAL EVENTS AND PROGRAMS

Activate and provide exclusive offers at events held at Simon centers throughout the year. Participate in our robust programming calendar, which includes events like National Outlet Shopping Day, holiday events, and hundreds of local community programs. Engage with a diverse audience and drive traffic to your store by being part of these popular events.



# SAID EDITORIAL PLATFORM

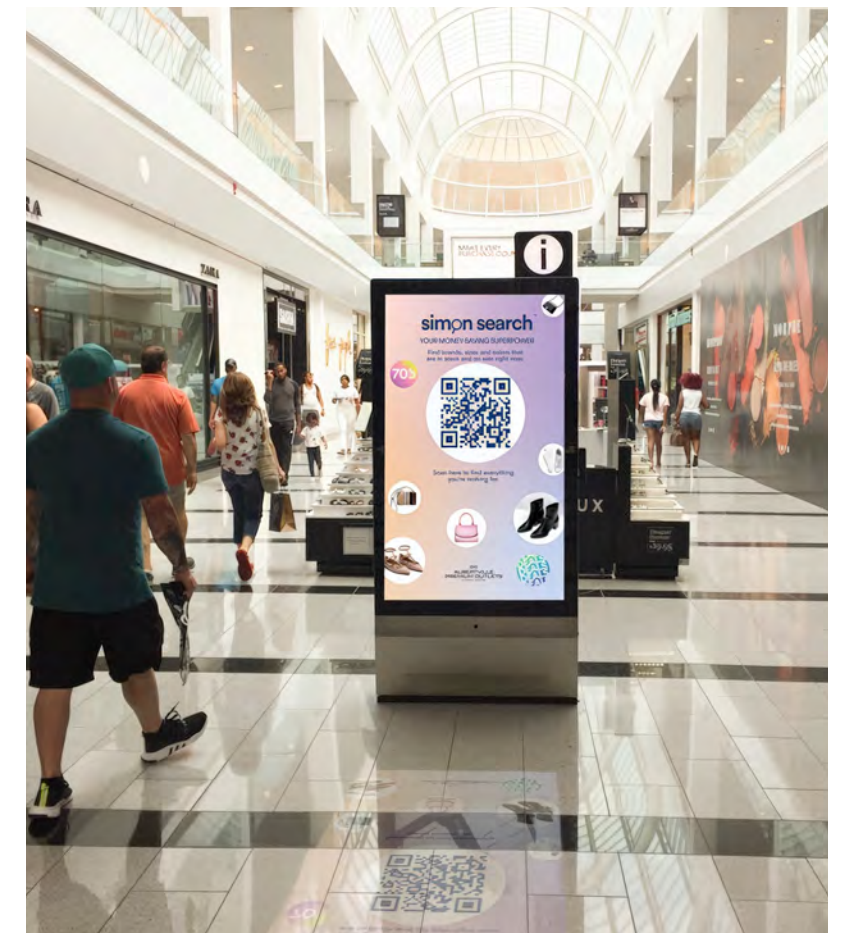
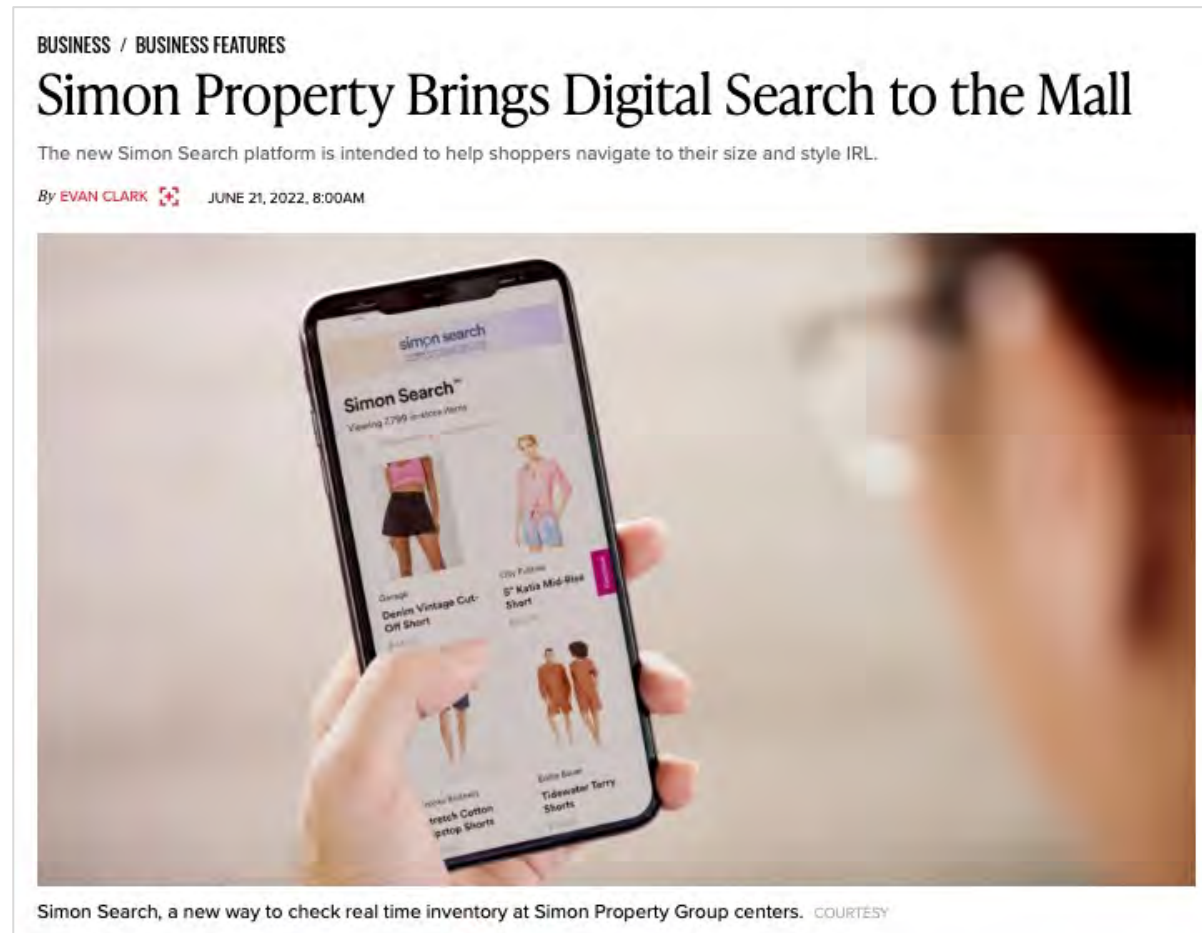
Participate in Simon's "always on" editorial platform, SAID, which spotlights the best in fashion, beauty, dining, and living from Simon brands and retailers. Gain exposure and enhance your brand's visibility by featuring your products and services in this curated content platform, reaching a dedicated audience of style-savvy shoppers.





# SIMON SEARCH

Enhance your store's visibility by integrating with Simon Search. Allow consumers to use the local center website, app, or on-mall Interactive Directory to find specific products, verify availability, and make immediate in-store purchases. By providing an API feed, you can be included in this real-time product search tool ensuring shoppers can easily locate and purchase products.



# CO-BRANDED SWEEPSTAKES

Partner with Simon on co-branded sweepstakes campaigns for mutually beneficial email acquisition initiatives. Leverage these campaigns to grow your subscriber base while engaging with a wider audience and driving awareness for store locations across Simon properties.

ORLANDO INTERNATIONAL PREMIUM OUTLETS  
A SIMON CENTER

LE CREUSET FRANCE 1925 | SIMON

## EXCLUSIVE LE CREUSET GIVEAWAY

Here's your chance to be one of five to win a set of covetable pieces from the Le Creuset Bamboo collection (\$500+ value).

[ENTER NOW](#)

FIND US ON: [Facebook](#) [Instagram](#) [TikTok](#) | DOWNLOAD APP: [Apple](#) [Android](#)

STORES	DEALS
MAP	HOURS

seattlepo

LE CREUSET FRANCE 1925 | SIMON

Liked by miomiogold and others

seattlepo ❤️ EXCLUSIVE LE CREUSET GIVEAWAY ❤️  
Enter to win one of five cookware sets from the NEW Le Creuset Bamboo collection. Don't miss out! Enter now at the link in bio!

HOUSTON PREMIUM OUTLETS  
A SIMON CENTER

J.CREW FACTORY x SIMON

**BIG SUMMER SWEEPSTAKES**

Now through May 27<sup>th</sup>, enter for your chance to win a \$1,000 J.Crew Factory Gift Card!

[Enter now](#)

SIMON

J.CREW FACTORY x SIMON

**BIG SUMMER SWEEPSTAKES**

Now through May 27<sup>th</sup>, enter for your chance to win a \$1,000 J.Crew Factory Gift Card!

[Enter below](#)

Sign up below and you'll automatically be entered for a chance to win.\*

First Name \*  
Kirsten

Last Name \*  
Leatz

Email \*  
kirsten.lead@simon.com

Choose Your Preferred Simon Center by State \*  
Indiana

Indiana Simon Centers \*  
 Indiana Premium Outlets  
 Lighthouse Place Premium Outlets

I'm not a robot








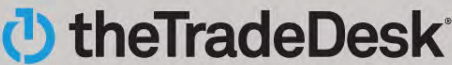


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[ENTER NOW](#)



# CALENDAR OVERVIEW

# 2024 NATIONAL CALENDAR

	Q1 (JAN-FEB-MAR)	Q2 (APR-MAY-JUNE)	Q3 (JUL-AUG-SEPT)	Q4 (OCT-NOV-DEC)
DIGITAL CONTENT + WHAT'S NEW NOW?	New Year New You • Lunar New Year Valentine's Day • President's Day Spring Fashion	Easter Photos • Earth Month Military Appreciation • Mother's Day Memorial Day • Father's Day	4th of July • Labor Day Columbus Day • Back To School Fall Fashion	Holiday Photos Black Friday
POPULAR CULTURE	Galentines • March Madness Super Bowl • NBA All Star Week International Women's Day LA Fashion Week	Prom • Graduation • Music Fest Prep Art Basel • US Open Golf CMT Music Awards • Coachella Stagecoach • Solar Eclipse	Dorm Room Ready • Sorority Rush Homecoming • Summer Olympics COPA America • NY Fashion Week US Open Tennis • Lollapalooza BeautyCon	Game Day Prep Taylor Swift Tour Singles' Day NASA Moon Mission
PAID + ORGANIC SOCIAL & INFLUENCER CONTENT	  			
PAID MEDIA	      			
SPECIAL EVENTS		Earth Day NOSD		
CAUSE			Shop for a Cause	Holiday Giving
ALWAYS ON	SAID • Simon Search • Retailer Showcase • Premium Outlets VIP Shopper Club Tourism • Co-Branded Sweepstakes Campaigns • Public Relations			



# OTHER OPPORTUNITIES

# FEE BASED OPPORTUNITIES

## MEDIA

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 Windowscapes
- Pole Banners
- Branded Email Advertising



# FEE BASED OPPORTUNITIES

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## 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



# DROPIT

## *Maximize your entire footprint to meet your inventory targets*

Enable or enhance your fulfill-by-store (FBS) capabilities with Dropit's innovative technology. Seamlessly integrating with your existing technology stack, including ERP, OMS, POS, eCommerce, and CRM systems, Dropit combines active, historical, and external data to provide retailers with a single, unified view of inventory.

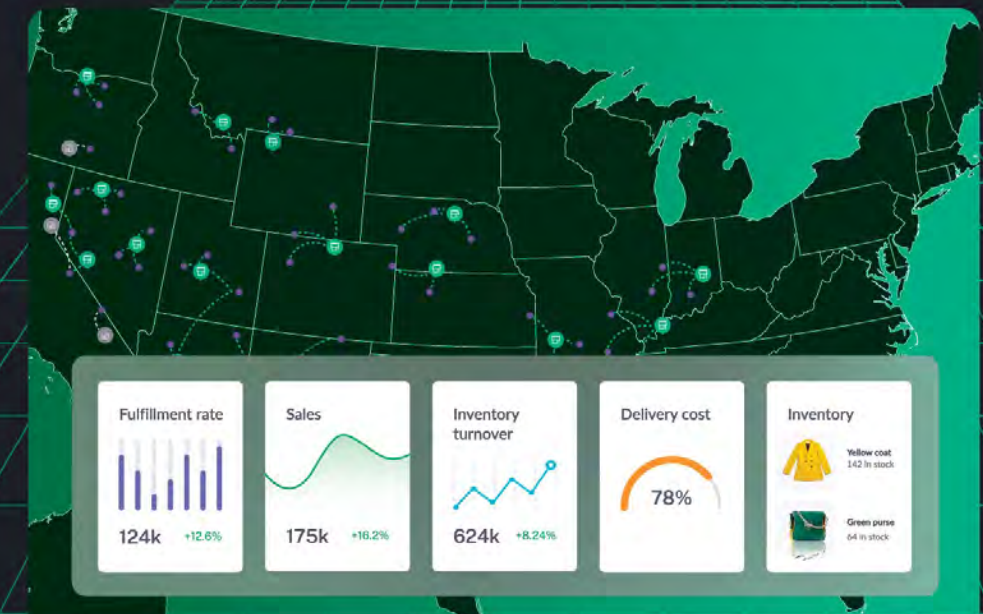
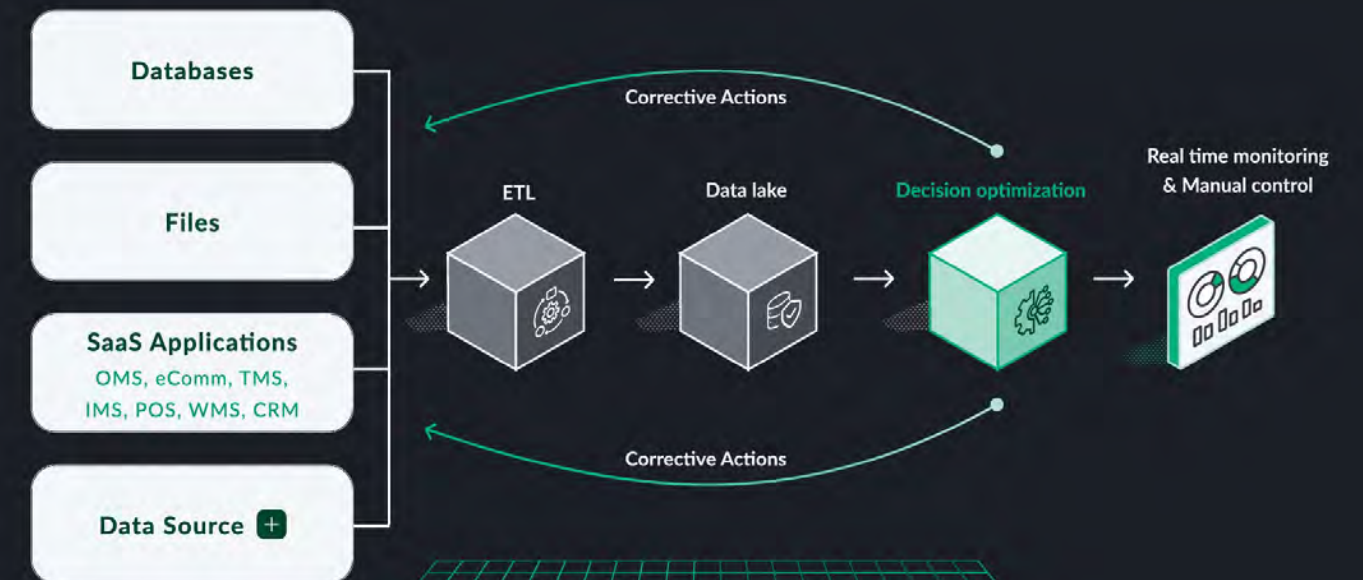
This unified view empowers retailers to streamline operations and optimize inventory management without disrupting their current technology or digital roadmaps. By transforming your store footprint into dynamic fulfillment points, Dropit reduces operational costs and balances inventory effectively.

Dropit also digitizes your returns processes, enabling direct-to-store returns and optimizing return positioning according to your strategy.

Dropit's solutions offer robust fulfillment capabilities and AI-driven analytics, driving improved inventory turns and cost reductions. Committed to operational excellence, Dropit unlocks growth opportunities for retailers in today's complex landscape.

*For more information* visit [www.dropit.shop](http://www.dropit.shop) or email [sales@dropitshopping.com](mailto:sales@dropitshopping.com)

## Upscale the value of your legacy tech stack **2-6 x quicker** than replacing your OMS





# SIMON GIFTCARD

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Simon creates high-impact campaigns to reinforce a robust “always on” Giftcard promotional calendar and drive retailer gift card sales and store traffic throughout the year. Take advantage of Simon’s robust promotional opportunities.

## ACTION

Contact Matt Morarity at [matt.morarity@simon.com](mailto:matt.morarity@simon.com) or (317) 263-7143 to discuss details

