

SIMON RETAILER MARKETING GUIDE

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THE SIMON ADVANTAGE

More than real estate, we are a company of experiences. For our guests, we provide distinctive shopping, dining and entertainment. For our retailers, we offer the unique opportunity to thrive in the best retail real estate in the best markets.

From new projects and redevelopments to acquisitions and mergers, we are continuously evaluating our portfolio to enhance the Simon experience – places where people choose to shop and retailers want to be.

We deliver:

SCALE

Largest global owner of retail real estate including Malls, Simon Premium Outlets® and The Mills®

QUALITY

Iconic, irreplaceable properties in great locations

INVESTMENT

Active portfolio management increases productivity and returns

GROWTH

Core business and strategic acquisitions drive performance

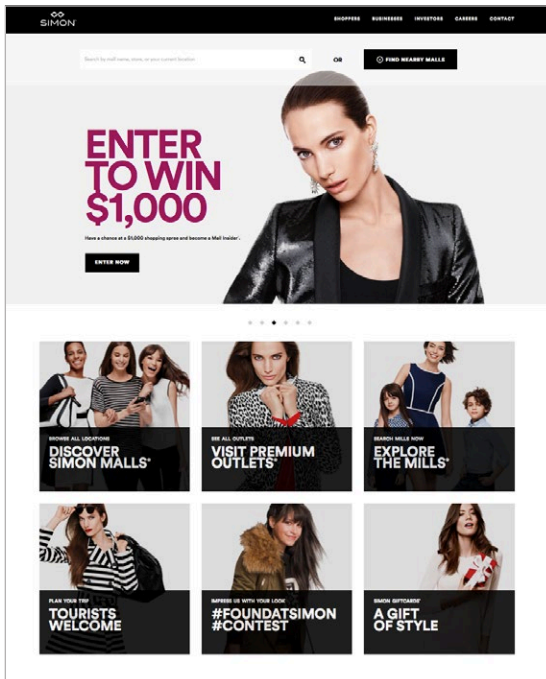
EXPERIENCE

Decades of expertise in development, ownership, and management

That's the advantage of leasing with Simon.

THE SIMON BRAND

A new look and feel for our premier shopping destinations that delivers the joy of discovery to millions of shoppers every year.



- Unifies Simon Malls, Simon Premium Outlets and The Mills.
- Elevates Simon as a modern, refined and aspirational advertising brand.
- Multi-million dollar annual investment supports seasonal campaigns with print, digital, radio, OOH and television.
- Advertising seen in: *Vogue, Elle, Harper's Bazaar, InStyle, Cosmopolitan, Glamour, Vanity Fair, Lucky, GQ* and more.



SIMON DIGITAL

AN IMMERSIVE EXPERIENCE

We are constantly reaching our shoppers where they want, when they want and how they want.

WEB

— 56.3 million unique web visitors

MESSAGING

— 15 million email subscribers

— 41.1 million text subscribers

— 189,000 pushable devices

MOBILE

— 865,000 app downloads

SOCIAL

— 4.6 million Facebook likes

— 350,000 Twitter followers

— 87,000 Instagram followers

 SIMON REWARDSSM



MALL OF THE FUTURE

INNOVATION AND PARTNERSHIP

Simon continues to be a leader in innovation, constantly testing and launching new concepts to enhance the shopper experience and drive traffic to our malls.

- Loyalty Platforms
- Mobile Solutions
- Cutting Edge Technologies
- New Advertising Opportunities



SIMON DELIVERS KEY CONSUMER SEGMENTS

Significant reach and messaging opportunities across key demographic segments:

- Women 18+
- Women 25 – 54
- Teens 13 – 17
- Men 18+
- Men 25 – 54

AVERAGE VISITS PER MONTH

— 3 – 5

AVERAGE LENGTH OF VISITS:

— 82 minutes

OVER ONE THIRD OF AMERICA VISITS A SIMON PROPERTY ANNUALLY

35.2
MEDIAN AGE

\$70,750
AVERAGE ANNUAL
HOUSEHOLD INCOME

\$65
BILLION SPENT ON
RETAIL PURCHASES



UNPARALLELED RETAILER SUPPORT

We deliver differentiated, best-in-class services to our retailers

- Dedicated account management by our national Retailer Marketing Group
- Unique digital messaging tool boasting over 200,000 posts in 2013
- Comprehensive store opening support
- Multi-channel marketing programs designed specifically for the needs of each retailer initiative
- Hiring lists and job fairs

NEW STORE OPENING CHECKLIST

Use our New Store Opening Checklist as a planning guide to ensure your store's successful launch.

WHEN?	WHAT?	HOW?
8– 12 Weeks Prior	Alignment Session	Meet with corporate Simon rep or local mall management team
	Mall Media	Plan for “Coming Soon,” “Now Open,” and ongoing messaging
	Directories	Submit store name, logo, brand description and contact information
	Staffing Resources	Table (max 2 days), Conference Room Use (max 3 days)
4– 8 Weeks Prior	Simon.com	Add “Coming Soon” message
	Social Media	Confirm strategy, provide copy and imagery for multiple channel use
	Email Blast or SMS	Schedule
	Event Planning Session	Meet with local mall management to align on logistics
2– 4 Weeks Prior	Simon.com	Register, submit Grand Opening messaging
	Simon Social Media Channels	Finalize copy, imagery and posting cadence with mall management
	Retailer Social Media Channels	Tag the mall in your social media efforts

SIMON MEDIA

Simon makes reaching shoppers easy and efficient by mall, market, region or nationwide.

- Static, spectacular and digital formats
- Turnkey production and installation services
- Timely execution - 10 days from approved proofs to posting
- Unmatched scale and opportunity in top markets





SPACE USE AND EVENT SUPPORT

Bring your brand to life in the common area of the mall with a compelling, interactive shopper intercept.

- Common area activity takes advantage of the natural, organic traffic in the mall to allow the retailer to direct shoppers into their store.
- Impactful common area activity includes:
 - Brand Ambassadors
 - Product Demonstrations
 - Celebrity Character Appearances
 - Outdoor Concerts and Events



SIMON EVENTS

UNIQUE, RELEVANT EXPERIENCES

Simon Events combine cutting-edge fashion, innovative content partnerships and retailer integration to create the ultimate in lifestyle, life stage shopping experiences.

FASHIONISTAS

— Lookbook Live with GQ and *Glamour* Magazines

MILLENNIALS

— ABCs Of Style with *Teen Vogue*
— The Shopping Block with Refinery 29

FAMILY

— Simon Kidgits Club
— Easter Photo and Santa Photo Experiences



EMAIL CAMPAIGNS

REACH

— Thousands of qualified shoppers per mail

TARGETED MESSAGING

— Control your message with your own creative

QUALITY CONTROL

— All emails tested and optimized for mobile devices

RESULTS

— Receive delivered, opened and click through rates

10M
OPTED-IN EMAIL
SUBSCRIBERS

65%
OF SUBSCRIBERS VIEW
OUR EMAILS ON THEIR
SMART PHONE

Visit our current location in the Luxury Wing.
HAVING TROUBLE VIEWING IMAGES? CLICK HERE.

LENOX SQUARE
A SIMON MALL

STORES DEALS EVENTS STYLE MAP

DAVID YURMAN

A New Boutique Coming This Fall

David Yurman will unveil a beautifully renovated boutique at the Lenox Square mall this fall. In the meantime, you may shop at the temporary David Yurman location in the Luxury Wing at Lenox Square. Stop by to see the latest collections.

For more information or to schedule an appointment, please call 404.812.9225.
Browse the collections at DavidYurman.com.



**CHANCE TO WIN A
\$1,000 SHOPPING SPREE.
TEXT SHOPPER TO 74666.**

No purchase necessary. Ends 10/31/14. See below for official rules.

BE. THE. FIRST. TO. KNOW.





SIMON MOBILE SHOPPER CLUB

REACH

— 180,000 opted-in shoppers

TARGETED MESSAGING

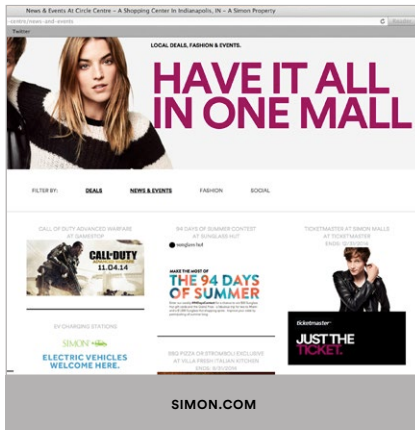
— An immediate and effective call-to-action message directly to shopper's phone

RESULTS

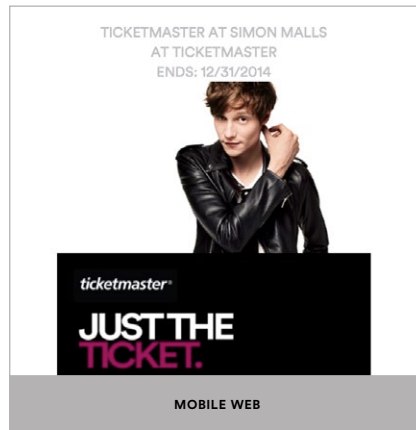
— Receive opened rates

SIMON RETAILER SHOWCASE

Provides shoppers with access to your store offers and promotions where they want, when they want and how they want.



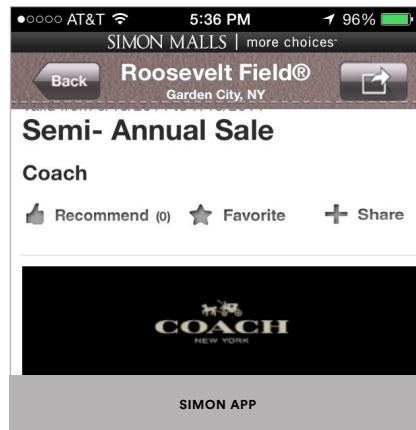
SIMON.COM



MOBILE WEB



FACEBOOK DEALS TAB



SIMON APP

SIMON.COM

56.3 million unique visits, average length of visit 3.2 minutes

FACEBOOK DEALS TAB

4.6 million likes

MOBILE WEB

41.1 million unique visits

SIMON APP

865,000 downloads

MESSAGING

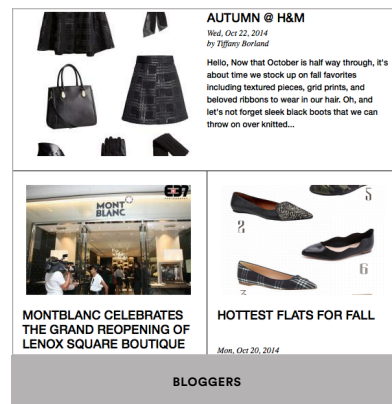
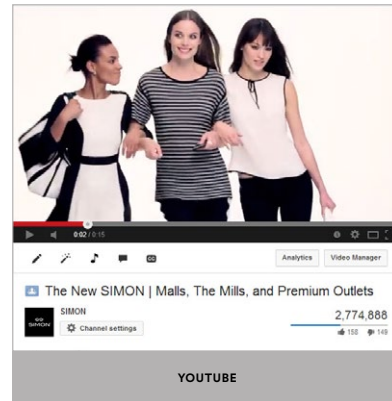
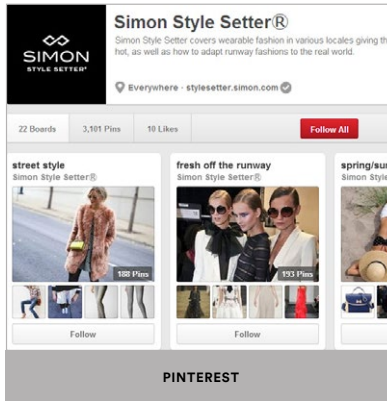
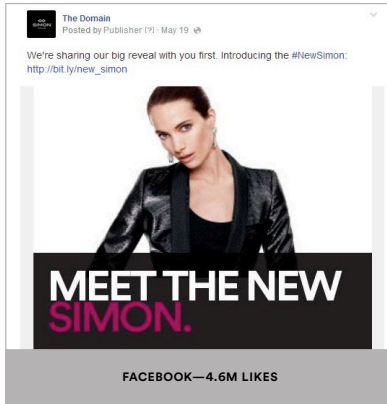
15 million email subscribers

189,000 text subscribers

SIMON ON SOCIAL MEDIA

Extensive social media presence across multiple channels:

- Content managed locally for area market relevance.
- Malls cross promote with retailers' social media efforts.
- Simon has the highest Facebook and Twitter numbers of all mall developers with 4.6 million likes and 350,000 followers, as well as 87,000 Instagram followers.





TOURISM PROGRAM AT SIMON MALLS

Enhanced positioning of Simon properties as must-visit destinations to international and domestic tourists.

- Travel Trade Outreach
- Partnerships and Promotions
- Shop & Stay Hotel Programs
- Customized Tours
- Online Group Reservations at www.simon.com/travel
- Travel Planner Incentive Program
- Coupon Books



2015 PLANNING CALENDAR

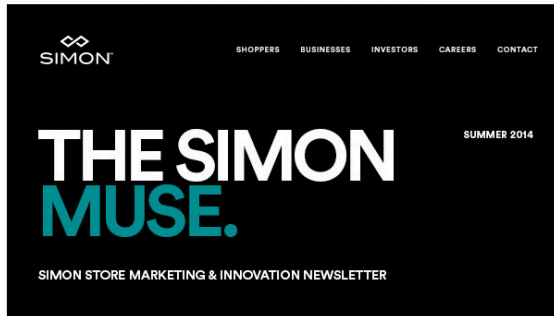
MALL CAMPAIGN PLANNING TIPS

- Book MALL MEDIA eight weeks prior to post
- Secure COMMON AREA EVENT space six weeks in advance
- Notify mall team of IN-STORE EVENTS two weeks in advance
- Schedule EMAIL or SMS two weeks prior to launch
- Submit image and copy for SIMON.COM and SOCIAL MEDIA one week prior to post

KEY SHOPPING HOLIDAYS IN 2015

- New Year's (1/1)
- Valentine's Day (2/14)
- President's Day (2/16)
- Easter (4/5)
- Mother's Day (5/10)
- Father's Day (6/21)
- Graduation Season (6/1 – 6/30)
- 4th of July (7/4)
- Back to School Season (7/1 – 8/31)
- Labor Day (9/7)
- Columbus Day (10/12)
- Thanksgiving & Black Friday Weekend (11/26 – 11/29)
- Holiday Season (11/1 – 12/31)

Get inspiration from SIMON's marketing success.
HAVING TROUBLE VIEWING IMAGES? CLICK HERE.



SIMON LAUNCHES A NEW, NATIONAL SCALE TEEN EVENT SERIES – THE ABC'S OF STYLE.

Simon Malls, in association with Teen Vogue, is celebrating Back-to-School Saturdays across the nation. These must-attend events will have the best in shopping, discounts, give-a-ways along with live fashion presentations, musical performances, celebrity meet-and-greets and much more to get teens excited about back-to-school.

[READ MORE](#)



GET AN A+ THIS BACK TO SCHOOL SEASON WITH SIMON'S MARKETING SOLUTIONS.

Targeting a Tween, Teen, College Student or Mom & Dad? If so, we have the tools to amplify your brand on mall, at any budget.

[READ MORE](#)



SIMON KIDGITS CLUB DELIGHTS FAMILIES THIS BACK TO SCHOOL SEASON.

Our shopper membership program for families with children 3 - 8 is a wonderful, playful, educational world packed with inspiring children's programming. With 102 participating Simon and Mills Malls, and over 100,000 members...

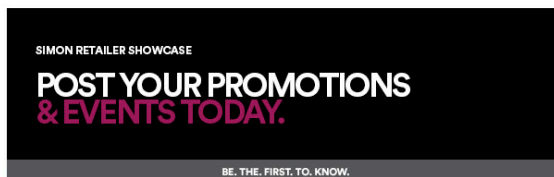
[READ MORE](#)



MEET THE NEW SIMON.

We're excited to announce a consumer-facing brand for Simon to create a distinct identity for our company and our high quality retail destinations.

[READ MORE](#)



BE. THE. FIRST. TO. KNOW.



BUILD YOUR BRAND. DRIVE STORE TRAFFIC. VISIT SIMON.COM.

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THE SIMON MUSE

Retailer marketing and innovation newsletter keeps you up to date on:

- Simon News
- New/Seasonal Marketing Opportunities
- Event Participation Details
- Case Studies
- Register now at: www.simon.com/rs

For more information please visit:
<http://business.simon.com/retailer-marketing>

Or contact us at: RetailerMarketing@simon.com



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Simon is a global leader in retail real estate ownership, management and development and an S&P 100 company (Simon Property Group, NYSE:SPG).