



touchpoint > malls

INNOVA
marketing

innovative period.

What if your brand could...

Reach consumers **at up to 190 elite malls in 43 states...**

Efficiently deliver samples directly to the **perfect demographic**—
women, teens, families!

Create a continuous presence at high-traffic **lifestyle destinations...**

Reach an average of **35% of the population** in major markets...

And do it all for **8 cents per sample** and **½ cent per impression?**



Visit
innovamarketing.com/malls/
for more information!

Picture your brand...

- Creating a **sustained presence** at chosen malls through sampling and messaging for 4 weeks to several months
- Offering samples and messaging that change monthly to **align with the shopping season**
- **Reacting quickly** to unexpected opportunities by starting a single-month-long national sampling program
- **Accelerating consumer connections** at select malls by featuring specially-trained brand representatives during high-traffic times
- Supporting sampling activity and creating an even more **memorable experience** through standalone pieces or additional branding around the mall

Budget
\$3000 per mall per month



Potential branding opportunities

What's in it for my brand?

A prime location at the center court of lifestyle-oriented shopping malls across the country!



About the Malls

All malls are operated by Simon Property Group — the largest shopping mall owner, manager, marketer and developer in the United States

What do malls offer?

- **Wooring women? Targeting teens?**

Give your brand a featured presence at a destination frequented by key audiences

- **Want to maximize your reach?**

Reinforce your brand messaging over multiple visits through a continuous in-mall presence

- **Need to do more with less?**

Deliver a large number of samples for an extremely efficient price

About the Shoppers

- 60% of shoppers at Simon properties are women
- Teens visit Simon properties an average of 5 times per month and spend an average of \$37 per visit
- Most Simon shoppers visit an average of 2 to 5 times per month



What do *Simon Malls* offer?

- A shopping experience that is truly **lifestyle-oriented**—consumers visit Simon Malls to explore, be entertained and spend money
- Outstanding **reach and a strong presence** in top markets—over 30% of Americans visit a Simon Mall at least once a year
- Guest Services areas **perfect for sampling**—centrally-located hubs that feature attractive, unique services



About the Reach

Market	% of population 18+ that shop at a Simon Mall in a 3-month period
Boston	68%
Philadelphia	57%
Miami	47%
New York	45%
Chicago	23%



Simon Guest Services Delivers!

- **Unique, Attractive services**, including Ticketmaster outlets and Simon and Visa Giftcards
- **A continuously staffed destination**—Your brand will always have a face-to-face representative
- **Additional branding and display options** at Guest Services and around the mall increase your brand's visibility
- The ability to **activate sampling at any malls you choose**—from 1 to all 190
- The option to **enhance and accelerate sampling activity** during important times—add specialized brand ambassadors who provide expertise, create a character that stands out or simply increase consumer connections



Additional In-Mall Branding Opportunities

- Marquee displays
- Signage at entrances, floor graphics, food court tables and more
- Mall monitor networks



Want more information?

Online

innovamarketing.com/malls/

In-Person

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