

Simon Properties \$25,000.00 Holiday Shopping Spree Marketing Strategy

Goals

1. Increase traffic to your retailers. Get more stores visited per visit by your average shopper.
2. Increase your retailers holiday sales.
3. **Generate a buzz** as your shoppers tell their friends and family.
4. Get media attention to something new at the malls and properties.

Simon Properties wants to promote shopping at their retailer's during the holiday season. Simon Properties and its participating retailer's distribute cards with the promotion built around "Win A \$25,000.00 Holiday Shopping Spree".

- First, the consumers use their mobile phones to download Mobile Coupons from participating retailers.
- Then, the consumer redeems the coupon by going into the participating retailers and letting the staff write down the unique coupon code. A system is in place that retailers have and they honor the Mobile Coupon for all purchases.
- The consumer then gets an entree into the *\$25,000.00 Holiday Shopping Spree* Lucky List promotion with the chance to instantly win once they have guessed the proper order of the Lucky List.

What you get from this promotion...

1. People talking about the cool Mobile Coupons they can get using their phones.
2. People talking about the \$25,000.00 Holiday Shopping Spree.
3. **More sales and increased profits.**
4. Along with building data on the consumers who used the coupons for future promotions.
5. A green promotion that is environmentally sound that your company can use for good PR.
6. Retailers will get more customers from word of mouth as customers talk to friends and family.

