

# BEAUTY WEEK SEPTEMBER 16-22



88M

PUBLIC RELATIONS  
IMPRESSIONS



20M

SOCIAL MEDIA  
IMPRESSIONS



94

BEAUTY BRANDS  
PARTICIPATED



73

MALLS PARTICIPATED



52k

STORE VISITS  
GENERATED



22k

EVENT ATTENDANCE

# BEAUTY WEEK OVERVIEW

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## DESCRIPTION

Simon centers hosted Beauty Week September 16-22 to drive sales and awareness to beauty brands and establish centers as premier beauty destinations.

The week-long promotion consisted of special offers, in-store demos and common area events on Saturday & Sunday.

34 centers sourced beauty influencers via The Shelf. 23 centers sourced influencers locally.

Centers featured beauty brands via on-mall, digital and social media.

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## RESULTS

**73 centers** participated in Beauty Week.

**94 beauty brands** provided **644 offers** across the portfolio.

Influencers secured **3,024,183 impressions** and **97,484 engagements**.

Center social media channels secured **1,394,971 impressions** and **56,875 engagements**.

Boosted social media posts secured **2,240,795 impressions** and **28,207 engagements**.

Paid Carousel Ads secured **13,394,264 impressions** and **688,742 engagements** and drove **52k store visits**.

**88,000,000 PR impressions** were earned.

Over **22,000 attended** Beauty Week events and **2,796 Registered** for sweepstakes giveaway.



# BEAUTY WEEK RETAILER INTEGRATION

## PARTICIPATING BRANDS + NUMBER OF CENTERS

### OFFERS

- Aveda - 23
- bareMinerals - 19
- Bath & Body Works - 72
- The Body Shop - 25
- JCPenney Salon and In Style - 30
- Kiehl's - 14
- L'Occitane en Provence - 25
- LUSH - 44
- MAC Cosmetics - 24
- Macy's - 66
- Morphe - 11
- Nordstrom - 26
- NYX Professional Makeup - 12
- Perfumania - 8
- Sephora - 58
- Seventh Sense - 35
- Skin Laundry - 6

### IN-STORE & ON-MALL ACTIVATIONS

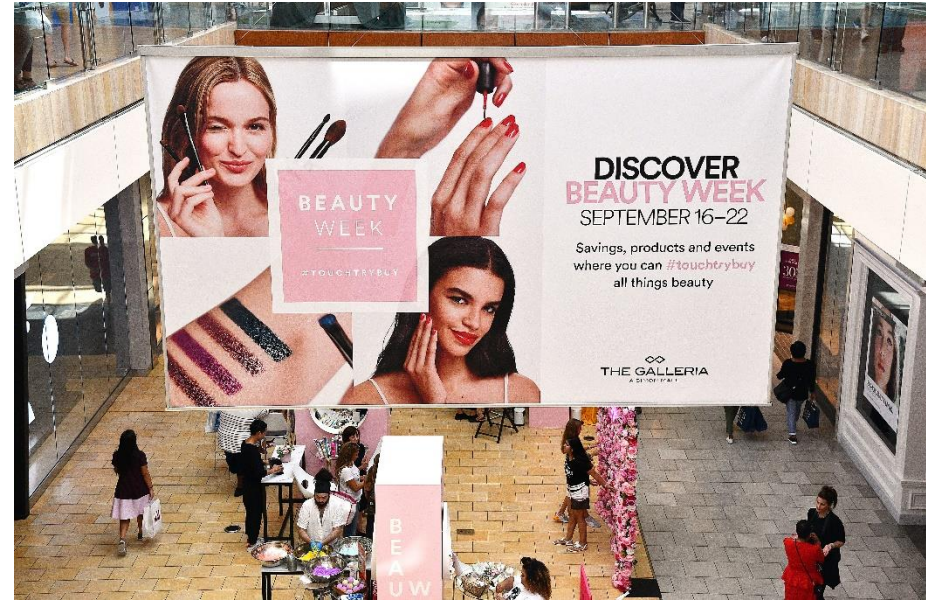
- bareMinerals - 21
- JCPenney Salon and In Style - 10
- Kiehl's - 14
- L'Occitane en Provence - 25
- LUSH - 44
- MAC Cosmetics - 24
- Morphe - 11
- Nordstrom - Tier 1 & 2
- NYX Professional Makeup - 11
- Perfumania - 8
- Sephora - 20
- Seventh Sense - 35
- Skin Laundry - 6

# BEAUTY WEEK ON-MALL PROMOTION

## ON MALL MEDIA

Centers leveraged media to promote Beauty Week.

- Sky Banner
- Digital Board
- Digital Ad Panels
- Brite Walls
- Standees
- 22x28s
- Event Guides



# BEAUTY WEEK DIGITAL PROMOTION

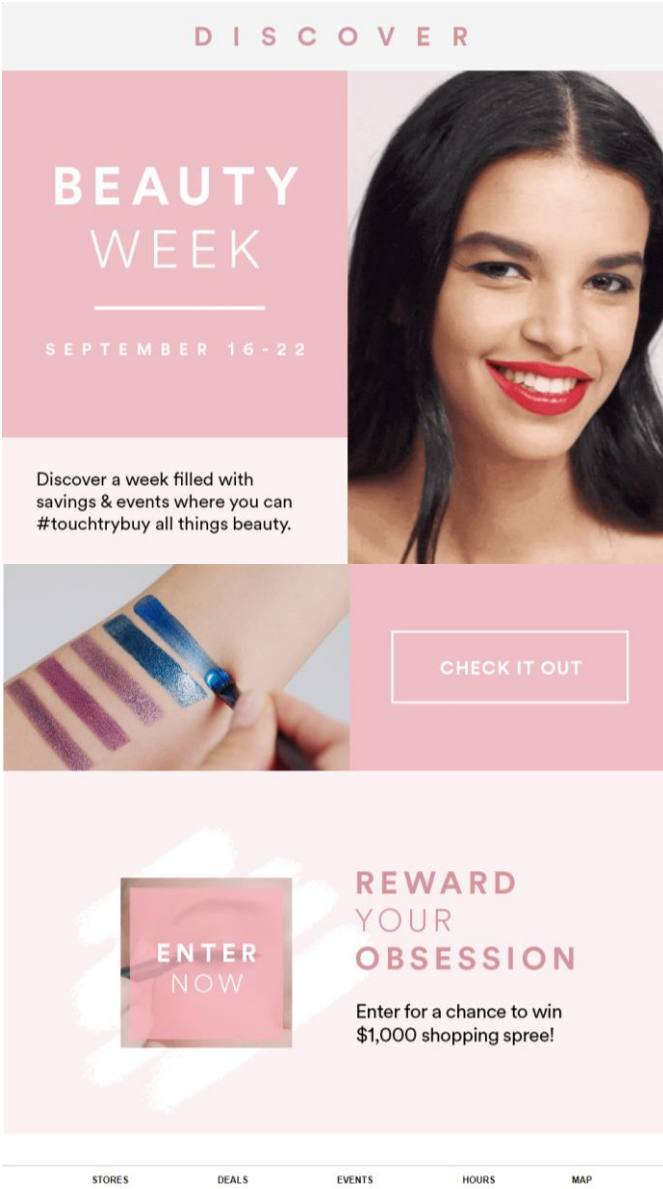
## OWNED CHANNELS

Center-specific Beauty Week Landing Pages were created to highlight offers, in-store services, weekend events, Gift With Purchase and \$1,000 Shopping Spree entries.

- Total Page Views: **41,771**
- Offer Button Clicks: **17,994**
- Top Landing Pages (by views): King of Prussia, The Galleria, The Florida Mall, Copley Place and Cielo Vista Mall.

Two dedicated email blasts linking to center specific landing pages were deployed with a total of **1,391,661** emails delivered.

- Email Send 1 was delivered to **700,863 emails**.
  - Open Rate: **17.7%**
  - Click Rate: **1.2%**
- Email Send 2 was delivered to **690,798 emails**.
  - Open Rate: **16.1%**
  - Click Rate: **1.1%**



The landing page features a clean, modern design with a color palette of soft pinks and greys. At the top, the word "DISCOVER" is written in a spaced-out, uppercase font. Below it, the main heading "BEAUTY WEEK" is prominently displayed in large, white, uppercase letters, followed by the dates "SEPTEMBER 16-22" in a smaller font. A high-quality photograph of a smiling woman with dark hair and bright red lipstick occupies the right side of the upper section. Below the heading, a short paragraph of text reads: "Discover a week filled with savings & events where you can #touchtrybuy all things beauty." A white rectangular button with the text "CHECK IT OUT" is positioned to the right of this text. The lower section of the page features a large, light pink background with a white brushstroke graphic. On the left, a pink square button with the text "ENTER NOW" is set against the brushstroke. To the right, the text "REWARD YOUR OBSESSION" is written in a bold, uppercase font, followed by the text "Enter for a chance to win \$1,000 shopping spree!". At the bottom of the page, a navigation bar contains five links: "STORES", "DEALS", "EVENTS", "HOURS", and "MAP".

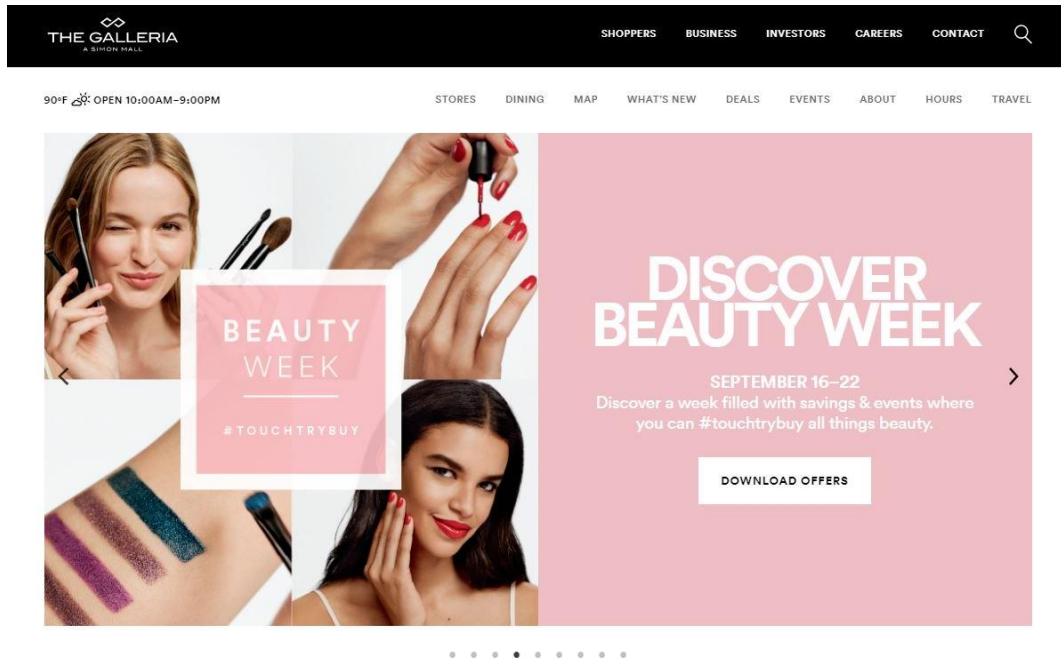
# BEAUTY WEEK DIGITAL PROMOTION

36 What's New Now Email Features

73 Website Sliders

73 Retailer Showcase Posts

73 SMS Text Messages



THE FLORIDA MALL®  
A SIMON MALL

## What's New Now at The Florida Mall®

Discover our latest offerings, events and store openings.



CENTER EVENT

### Discover Beauty Week

Join us tomorrow for tips, demos and eye-catching deals from our favorite beauty brands!

[DOWNLOAD OFFERS](#)

# BEAUTY WEEK SOCIAL MEDIA PROMOTION

## PAID CAROUSEL CAMPAIGN

29 centers funded a highly targeted social media campaign to drive store visits and promote participating brands.

Carousel ads started with one of five beauty videos, then featured three retailer offerings using their creative.

- **\$56,963** Spent
- **13,394,264** Impressions Secured
- Cost per Mille: **\$4.25**
- **688,742** Engagements Secured
- Cost per Engagement: **\$0.08**
- **51,587** Visits to Centers
- Cost per Visit: **\$1.10**
- **681,995** 3-Second Video Views
- Cost per Video View: **\$0.08**

**Del Amo Fashion Center**  
Sponsored · 🌐

Discover a week filled with savings and events where you can [#touchtrybuy](#) all things from Kiehl's Since 1851, Morphe, Skin ...[See More](#)

**DISCOVER BEAUTY WEEK**  
September 16-22 [Learn More](#)

**KIEHL'S 1851**  
Free Oxygen

# BEAUTY WEEK

## SOCIAL MEDIA PROMOTION

### CENTER SOCIAL CHANNELS

Social media was leveraged to feature participating stores, offers, events and influencer content with organic and paid posts.

#### Facebook

- 827,624 Impressions
- 49,378 Engagements

#### Instagram


- 451,197 Impressions
- 7,038 Engagements

#### Twitter

- 116,150 Impressions
- 459 Engagements

#### Total

- 1,394,971 Impressions
- 56,875 Engagements

 **Copley Place**  
September 18 · 🌐

Visit [Neiman Marcus](#) during Beauty Week for a complimentary fall skincare and make-up consultation, and tote filled with beauty samples with any cosmetics or fragrance purchase of \$125 or more. Now through 9/22 only.



👍 Like    💬 Comment    ➦ Share    👤



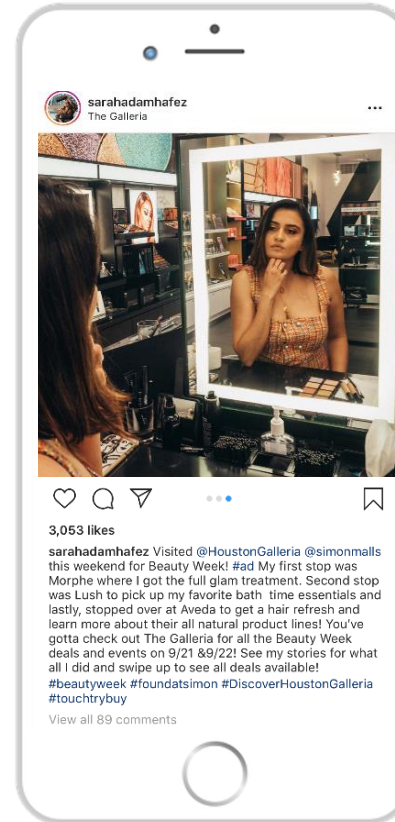
# BEAUTY WEEK INFLUENCER PROMOTION

34 centers collaborated with influencers from The Shelf.

23 centers worked directly with local influencers.

Influencers produced 100 static Instagram posts and 355 Instagram stories promoting Beauty Week offerings.

- **100+ beauty brands** were featured
- **Static Posts**
  - 2,322,189 Impressions
  - 94,397 Engagements
  - 79,796 Likes
  - 4,851 Comments
  - Cost Per Engagement - \$0.53
- **Instagram Stories**
  - 701,994 Impressions
  - 3,087 Engagements\*
  - 2.77% Engagement Ratio\*
- **Total**
  - **3,024,183** Impressions
  - **97,474** Engagements



\*Instagram Stories Engagement Stats from The Shelf Influencers Only

# BEAUTY WEEK INFLUENCER PROMOTION

## THE SHELF

**tiffanyallison7**  
The Florida Mall

1,905 likes

tiffanyallison7 Had the best day shopping @shopfloridamall with @simonmalls #ad My top three beauty stops to prepare for fall were @sephorafimall @morphe and @lushcosmetics

Head to your local Simon mall this weekend to take advantage of all of these great deals!

#BeautyWeek #touchtrybuy #FoundAtSimon

View all 47 comments

**modernday\_areanna**  
King of Prussia

1,348 likes

So make sure to check out @kop\_mall on September 16-22nd for Simon Mall Beauty Week for so many more services, and all of the great deals that are available during Beauty Week! And if you're not in the area, there are 74 participating malls so go check your local @simonmalls 📍 #beautyweek #touchtrybuy #foundatsimon

View all 182 comments

September 15

**whatthedoost**  
Simon Roosevelt Field Mall

2,292 likes

whatthedoost Autumn is approaching and I'm already planning ahead for my Fall look. #ad Since color is so vital, the only way I could be certain is by shopping in person, so we headed to @RooseveltFieldMall on Long Island for Beauty Week. To our delight, they have many great dining options and we fueled up with a favorite of mine, Johnny Rockets, before beginning my beauty journey.

View all 161 comments

whatthedoost @motivatefit thanks!

jspchn @whatthedoost unfortunately was out of town!

**michelebell21**  
Rockaway Townsquare

1,013 likes

michelebell21 TGIF!! So happy the weekend is here! I spent the day shopping for Fall makeup and getting pampered at @rockawaytownsquare for #Beauty-Week! #ad I found the prettiest blushes at @maccosmetics inside @macys & @Sephora inside @JCPenney, added another gorgeous lip stain to my collection, and stocked up on some favorites from @Lush! I'll be sharing a beauty haul over in stories later today of all my new goodies! Shop and experience everything beauty at any participating Simon Mall near you during Beauty Week, Sept 16-22 #DiscoverRockawayT #touchtrybuy #foundatsimon #mac #sephora #lush


View all 55 comments

September 13

# BEAUTY WEEK INFLUENCER PROMOTION

## LOCALLY SOURCED

**deborahandrade1**  
Earls Kitchen + Bar



1,692 likes

deborahandrade1 Brunch time with @shopdadeland para celebrar el inicio del #beautyweek #touchtrybuy

View all 62 comments

September 14 · See Translation

**bold.and.bliss**  
Lenox Square




481 likes

**bold.and.bliss** Saturday's are good for the soul, especially when they are filled with fun beauty events! I had the best time checking out the @lenoxsmall #beautyweek event today! (I was clearly trying to make fall happen with this outfit! 🍂 There were so many activations to enjoy from the mall's beauty retailers from nail painting and makeup touch-ups to making your own bath bomb. So much fun, thanks for having me!! Happy Saturday friends! 🍷 #ad .

View all 65 comments

September 21

**kecerri**  
Santa Rosa Plaza



154 likes

kecerri my beauty week make-up favorites. #cerriously #ad

today on the blog i'm talking all my favorite make-up products available as part of beauty week at @santarosaplaza.


most are available at @macys and with their 15% off beauty promo — it's the perfect time to stock up because their beauty products neeever go on sale! plus don't forget your free gift with a \$100 purchase 🍷 . #beautyweek #founditatsimon

<http://liketk.it/2F1RR> @liketoknow.it #liketkit #LTKbeauty #LTKsalealert #LTKunder50

View all 53 comments

September 18

**vanessaballi**  
Fashion Valley



316 likes

**vanessaballi** I love spending the day with my little mini me. 🍷 Today I was showing her the ropes when it comes to beauty products! Hehe we went to @fashionvalleyca for their Beauty Week event, which goes until Sept 22. There are a ton of retailers offering special beauty deals, pampering services, and more to shoppers during Beauty Week. It's a great way to experience a beauty brand you've been wanting to try out! (Swipe to see their awesome offers!) Josie and I stopped by one of my favorites, @kiehls and picked up some goodies!

View all 19 comments

September 18

# BEAUTY WEEK CELEBRATIONS

## OVERVIEW

**61 centers** brought Beauty Week to life with a Beauty Celebration on Saturday, September 21 & Sunday, September 22.

Common areas were activated with selfie stations, makeup, hair and fragrance stations, influencer events, DJs, beauty panels, lite bites and cocktails, giveaways and more.

Select brands offered exclusive in-store treatments and beauty sessions to encourage visitation.

Brands were strategically targeted to participate in the events based on overage rent potential, were designated must-win by leasing or were truly unique traffic driving beauty brands.

More than **22,000 guests** attended Beauty Week events throughout the weekend.

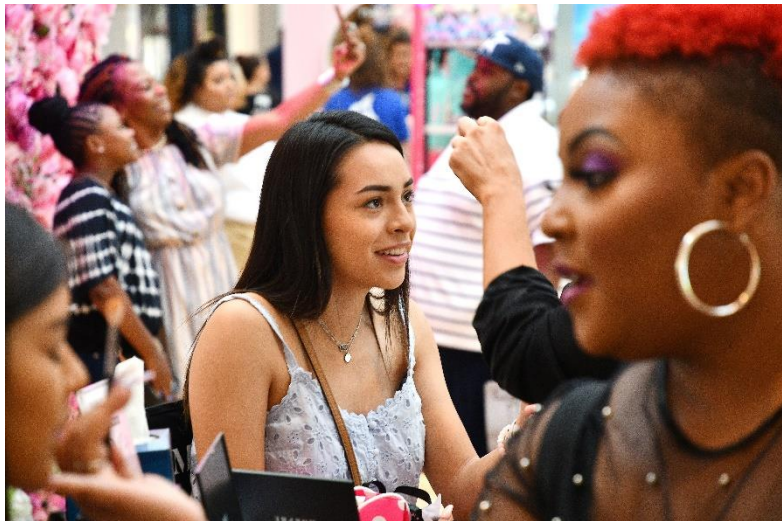
**444 brand activations** took place across the portfolio during the busy weekend.



# BEAUTY WEEK CELEBRATIONS



# BEAUTY WEEK CELEBRATIONS



# BEAUTY WEEK SELFIE STATIONS



# BEAUTY WEEK PUBLIC RELATIONS HIGHLIGHTS

culturemap  
HOUSTON



The healthier and yur  
FROM 4 TO 6 P.M. WE

RESTAURANTS + BARS | ENTERTAINMENT | ARTS | SOCIETY | CITY GUIDE | EVENTS  
CITY LIFE | FASHION + BEAUTY | REAL ESTATE | HOME + DESIGN | INNOVATION | TRAVEL | SPORTS | CHARIT

Home » Fashion + Beauty

WHERE TO SHOP

## Where to shop in Houston right now: 10 totally cool spots for September

By Julia Davila Sep 13, 2019, 1:30 pm



### Simon Beauty Week at The Galleria

Indulge in The Galleria's first-ever Beauty Week from September 16 to September 22 with special beauty deals and the latest tips and trends in makeup and skincare. Participating retailers include, but are not limited to, L'Occitane, Lush, Morphe, and Origins. Shoppers who spend \$100 or more during Beauty Week from the participating beauty retailers will also receive a makeup bag.

PHILLY VOICE NEWS HEALTH CULTURE **EVENTS** SPORTS

SEPTEMBER 12, 2019

## Stores at King of Prussia Mall offering deals during Beauty Week

Retailers like M.A.C., Lush and NYX are participating



BY SINEAD CUMMINGS  
PhillyVoice Staff



SHOPPING Beauty

from Independence



King of Prussia Mall hosting Beauty Week this September.

PHOTO BY AZAMAT ZHANISOV/ON UNSPLASH



# BEAUTY WEEK PUBLIC RELATIONS HIGHLIGHTS

## BUSINESS & FINANCE

Menlo Park Mall Celebrates Simon Beauty Week

By TAPINTO EDISON STAFF  
September 13, 2019 at 3:14 PM



STUDIO 512

## Treat Yourself At Barton Creek Square's First-Ever Beauty Week



# BEAUTY WEEK FEEDBACK

*People were really interested to learn about Kiehl's. We gave away over 400 samples and provided 20 facials. We know of at least 7 people from the event who went back into the store to shop, and sales were up +20% to LY.*

- Store Manager at Kiehl's Since 1851, Town Center at Boca Raton

*We did see an increase in sales, especially in foot traffic. Which is pretty exciting. Loved the event and would like to see more events on weekends that can possibly continue to help increase sales and traffic.*

- Store Manager at LUSH, The Westchester

*Saks jumped on board for the beauty celebration and we're so glad we did. It was a great turnout and we could tell a lot of effort went into making it successful!*

- Marketing Manager at Saks Fifth Avenue, The Galleria

*The Simon Mall Beauty week in Macys was a huge success. Starting with the opportunity to promote the event thru a local Beauty Blogger and ending with the opportunity to feature Chanel brand, offering consultations at every counter and promoting Macys incentive of an additional 15% off every purchase, we were able to realize double digit pick up to last year.*

- General Manager at Macy's, Cielo Vista Mall

*Really nice event, great way to introduce our new products to shoppers. There was a visible increase in foot traffic to the store.*

- Store Manager at L'Occitane en Provence, Smith Haven Mall

