



Promoting Simon through Short Videos

LUXURY, SHOPPING

BACKGROUND

To establish Simon as the shopping authority for any destination, we created a unique short video and live stream program focused along the northeast coast of the United States. The 6 video program featured 6 properties and 2 livestreams culminating in a mini movie designed to produce original content and tell a story of falling in love at Simon.

OUR GOAL

Create original content to elevate brand content across Simon's digital channels while promoting 6 key destinations.

OUR APPROACH

There were two key factors in this production of a winning video program. The first was the importance of developing a storyline and script. We shared a story of how a couple found love at Simon whilst taking a road trip along the East Coast. Knowing the extensive filming that would be done at each location, we wanted to make sure that there would be a way to tie in all the properties through a wrap-up mini movie while also creating additional content for each key destination properties, which could be used perpetually. The second major factor for our success was the decision to use actors in the videos and create a marketing media plan to support each release. Often, clients focus on having KOLs as the main host which can curtail overall reach. By using actors, and using the marketing budget on a wider network, it allowed for more professionalism in each video and pushed viewership to different networks of followers.



THE NUMBERS

- Total views of six promotional videos: 4M+
- Total views of two livestreams (view [here](#)) : 5M+
- Total engagement of two livestreams: 3M+
- Mini movie to be released...