



Online to Offline Redemptions for Simon Shopping Destinations in the U.S.

LUXURY, SHOPPING

BACKGROUND

We created an O2O experience by delivering the customer a package of benefits that included an exclusive Simon offer and 4 special retail offers at Simon Shopping Destinations. Top Chinese digital platforms including Weibo, WeChat, Ctrip, Qunar, and other selected apps were used to promote and deliver e-vouchers which shoppers could exchange for coupons upon arrival.

OUR GOAL

Increase traffic and retail sales to 10 Simon Shopping Destinations through a high concentration of Chinese travelers during a key travel period, and spread additional awareness of these participating SSDs in China.

OUR APPROACH

We lead the whole redemption campaign process and simplified user's campaign journey with step-by-step instructions, enabling them to download the digital vouchers & unique Simon Code directly by clicking on the campaign URL via several Chinese social media channels. They could also be accessed by scanning the QR code within the WeChat campaign post. In order to monitor campaign data in more detail and determine the most popular destinations among the 10 participating destinations, we were able to follow where each of the QR codes had been scanned. This was done through trackable QR codes placed on the stands and counter cards at each Simon Shopping Destinations.



THE NUMBERS

- Impressions: 6,546,280
- E-Voucher Downloads: 101,967
- Redemptions: 3,928