

FASHION OUTLETS

CHICAGO



2016 MARKETING

2015 HIGHLIGHTS

- Opened 10 new stores

- The Art of Shaving
- HourTime
- Joe's Jeans
- Lindt Chocolate Bar
- lululemon athletica
- Mountain Warehouse
- Piercing Pagoda
- Sarar
- Tory Burch Outlet
- Pop-Up
- UGG

- Motorcoach groups increased by 31%
- Increased Green Savings Cards distribution by 7.7%
- Secured over 90 print, on-air and online articles, garnering over 144M impressions
- Website visitation increased 223%
- Launched Text Concierge service



MARKET UPDATES



- The Balmoral Avenue extension from the airport to FOC is complete and the Mannheim Road Construction Project is nearly complete. The underpass from southbound Mannheim to Balmoral is complete but has not opened due to issues.
- Joe's Live and Bub City is opening Thursday, February 25, at MB Financial Park.
- Approval of the state budget provided Choose Chicago with the funds to implement a regional winter advertising campaign that launched early January and will run through March 31 in key drive markets, including Illinois, Indiana, Wisconsin, Michigan, Iowa, Ohio and Missouri.
- The "Skybridge" slated to connect the Rosemont Garage with Fashion Outlets of Chicago is still on hold due to the State of Illinois' financial problems.
- The Village of Rosemont plans to develop a 16-acre parcel along the Tri-state Tollway and call it Pearl Street Station:
 - 150-unit boutique hotel
 - 45,000 SF office building
 - 45,000 SF of restaurant and retail space
 - Including a Carlo Hoboken Bake Shop, better known as the featured bakery in TLC's reality series, Cake Boss

2016 MARKETING PLANS



ADVERTISING



- Implement integrated media plan during key selling seasons, focusing on digital, targeting local and tourists and OHH advertising:
 - Digital advertising
 - Targeting higher HHI and key zip codes
 - Pre-awareness on online travel sites
 - OHH advertising: Targeting heavily trafficked highways
- Enhance co-op advertising campaign with the Village of Rosemont, focused on summer and holiday shopping seasons



TOURISM



- Local visitor guide advertising, brochure distribution and pre-awareness online advertising
- Digitize the Green Savings Card program, increasing digital interaction with consumers and mobile app downloads. (Sponsorship opportunities available.)
- Attend 11 local, national and international trade shows, concierge showcases and sales missions
- Host Chinese New Year event and programming including live entertainment, special savings and décor.
- Host familiarization trips in partnership with the Village of Rosemont, Choose Chicago, the Illinois Office of Tourism and media.
- Cultivate partnerships with tour operators, travel agencies, concierge, motorcoach, taxi cab drivers and meeting planners for leisure and group visitors.
- Rosemont.com – Convention Calendar

SAVE UP TO 75%

**YOU DESERVE
HOLIDAY
SAVINGS**

130+ OUTLET STORES INCLUDING

ALLSAINTS
AMERICAN EAGLE OUTFITTERS
BARNEYS NEW YORK WAREHOUSE
BLOOMINGDALE'S THE OUTLET STORE
BURBERRY
THE CHILDREN'S PLACE
COACH
CONVERSE
DIANE VON FURSTENBERG
DISNEY STORE OUTLET
FOREVER 21
GUCCI
HELBURG DIAMONDS OUTLET
J. CREW FACTORY
JANIE & JACK
JOE'S JEANS
KENSIE
KIPLING
THE LIMITED OUTLET
LONGCHAMP
MICHAEL KORS
MONCLER
MOUNTAIN WAREHOUSE
NEWMAN MARCUS LAST CALL
NIKE FACTORY STORE
PRADA
PUMA
SAKS FIFTH AVENUE OFF 5TH
SARAR
SPERRY TOPSIDER
STRIDE RITE
SWAROVSKI
THEORY
TORRID
TORY BURCH
UNDER ARMOUR
VINCE

FREE GIFT
Present this ad at
Concierge Services to get a
FREE Green Savings Card,
worth over \$800
in exclusive savings!

**FASHION OUTLETS
CHICAGO**
SAVE FASHIONABLY

FREE PARKING. ALL DAY. EVERY DAY! | 5220 FASHION OUTLETS WAY, ROSEMONT, IL 60018 | FashionOutletsChicago.com **FIC®**
QUESTIONS? WE HAVE ANSWERS. Text Concierge 847.957.4600

PUBLIC RELATIONS



- Promote new store openings and enhancements to the center
- Heavily communicate 3-day outlet shopping weekends sales
- Focus on fashion surrounding seasonal and key events
 - Niche suburban media outlets
 - Neighborhood magazines
 - Bloggers focused on shopping and fashion
- Host media events and familiarization tours



DIGITAL & SOCIAL MEDIA



Maximize exposure to our most loyal followers by leveraging our digital platforms to emphasize the savings message and strong selection of brands.

- Increase Facebook, Twitter and Instagram engagement by focusing content on discount offers, merchandise selection and promotions
- Send weekly email blasts highlighting specific discount/sale offerings from leading outlet brands
- Focus website content on the savings message and rotate outlet sales and events
- Boost key posts to expand reach and increase engagement
- Increase mobile app downloads

The screenshot displays the Fashion Outlets Chicago website. At the top, the navigation bar includes links for DIRECTORY, SALES, EVENTS, HOURS, VISITORS, and GIFT CARD. The main banner features a Lindt Chocolate Bar promotion with the text "JOIN THE CELEBRATION!" and "INTRODUCING OUR NEW CHOCOLATE BAR". Below this, there are three circular callouts: "EXPERIENCE THE NEW DRINKS BAR & DIPPING STATION", "HOT CHOCOLATE, DIPPED STRAWBERRIES & MORE!", and "FREE TASTING SAMPLES & SPECIAL OFFERS!". The event dates are "SATURDAY, JULY 18 & SUNDAY, JULY 19" from "12PM - 4PM" at "FASHION OUTLETS OF CHICAGO, 5220 FASHION OUTLETS WAY, ROSEMONT, IL 60018". A "LEARN MORE" button is present.

Below the banner, there is a section titled "Save The Date: Saturday, July 25" for a "BACK TO SCHOOL FASHION SHOWS". It includes a photo of a model and text: "Kick off back to school shopping with our Fashion Shows! Join us on the Grand Staircase to see the hottest back to school looks from your favorite designer outlets." The show times are "11:30 am, 1:00 pm, 2:30 pm, 4:00 pm". A "More Event Details" link is provided.

At the bottom, there is a "Friends & Family Sale at Disney Store Outlet!" section. It states "Receive 25% off your purchase." and "Valid 7/16 - 7/19". A note says "*Restrictions apply. See a Cast Member for details." There is a "Print Coupon" link and a "Click to print store coupon?" button with a Disney Store logo.

Events & Program Schedule*



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|---|----------------------------|
| ▪ Chinese Lunar New Year | January 30 - February 14 |
| ▪ President's Day/Valentine's Day | February 12 - 15 |
| ▪ Spring Break (College & Local School Districts) | March 11 - early April |
| ▪ Mother's Day | May 6 - 8 |
| ▪ Memorial Day | May 27 - 30 |
| ▪ Rockin' in the Park summer concert series | May 26 - September 1 (TBD) |
| ▪ American Society of Clinical Oncology Partnership | June 3 - 7 |
| ▪ Father's Day | June 17 - 19 |
| ▪ Independence Day | July 1- 4 |
| ▪ Back To School | July - August |
| ▪ Labor Day | September 2 - 5 |
| ▪ Columbus Day/Outlet Festival | October 7 - 10 |
| ▪ Veteran's Day | November 11 |
| ▪ Santa Begins | November & December |
| ▪ Fashionably Late Event | November 24 |
| ▪ Pet Nights with Santa | Nov 28 & Dec 5, 12, 19 |

*Does not include tourism trade shows, concierge showcases and sales missions.

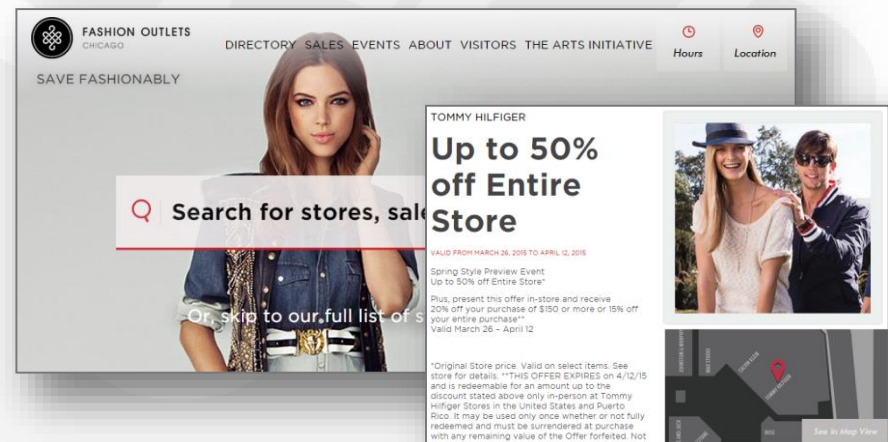
Retailer Opportunities



- Green Savings Card participation
- Mall website sales/promotions postings
- E-newsletter to 21,000+ consumers
- Social Media posts
- Flyer distribution at Concierge Services
- In-center signage



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