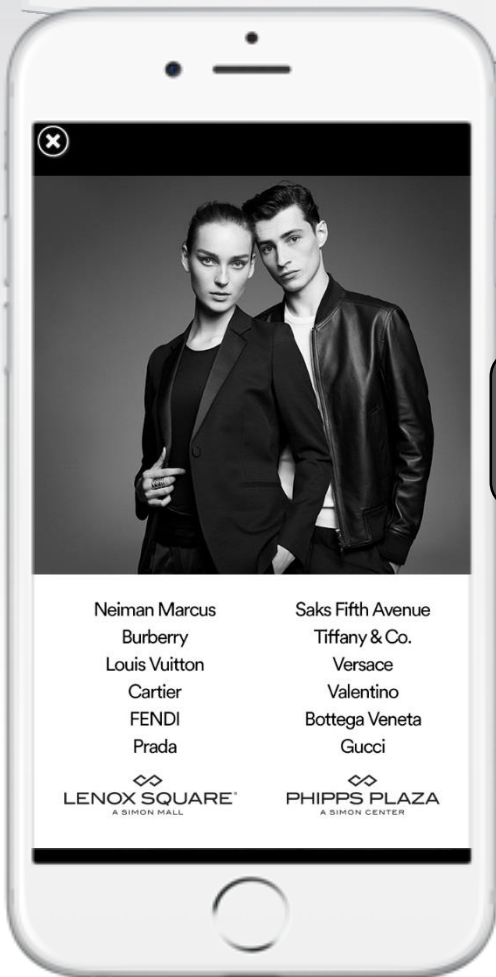
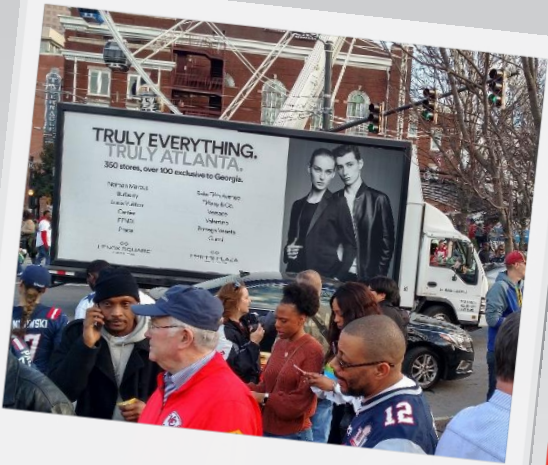


SUPER BOWL ADVERTISING

When America's biggest football game was hosted in Atlanta, Simon Malls decided to attract game day visitors to another destination in market: their stores.

A **mobile billboard** drove to the crowds of fans. It drove around Centennial Olympic Park – home to concerts, brand experiences, celebrity appearances and festival fun. It visited high traffic areas in Atlanta, including popular hotels, restaurants and nightlife hot spots. It also drove near competitor mall locations to engage those ready to shop. And on game day, it circled the stadium and special events.

In addition, Simon served **display ads to mobile devices** when they were near the mobile billboard, inside the Super Bowl stadium, as well as shopping at the competitor mall locations. This small digital budget was strategically optimized to generate clicks from a highly relevant audience. The out-of-home message added credibility, increasing the likelihood of clicks.



365,455
Mobile Impressions



2,613
Total Clicks



0.71%
Click-Through-Rate

ABOUT THE CLIENT



Simon is a global leader in the ownership of premier shopping, dining, entertainment and mixed-use destinations. Their properties across the globe provide community gathering places for millions of people every day and generate billions in annual sales.