



Marriott Project Orange

CAMPAIGN IDEAS & OPTIONS



Marriott confidential

Matthew Caldwell • SVP Creative
Bryan Finke • VP Strategy
Necia Dallas • Creative Director



Agenda

1. Campaign framework & Concepts
2. Email Recommendations
3. Landing Page Recommendations
4. Search Recommendations

The assignment & goal:

Create a unique message and design that speaks to 2 valuable customer segments and can be used over multiple channels.



Overall Framework:

WE RECOGNIZE YOU

Be literal.

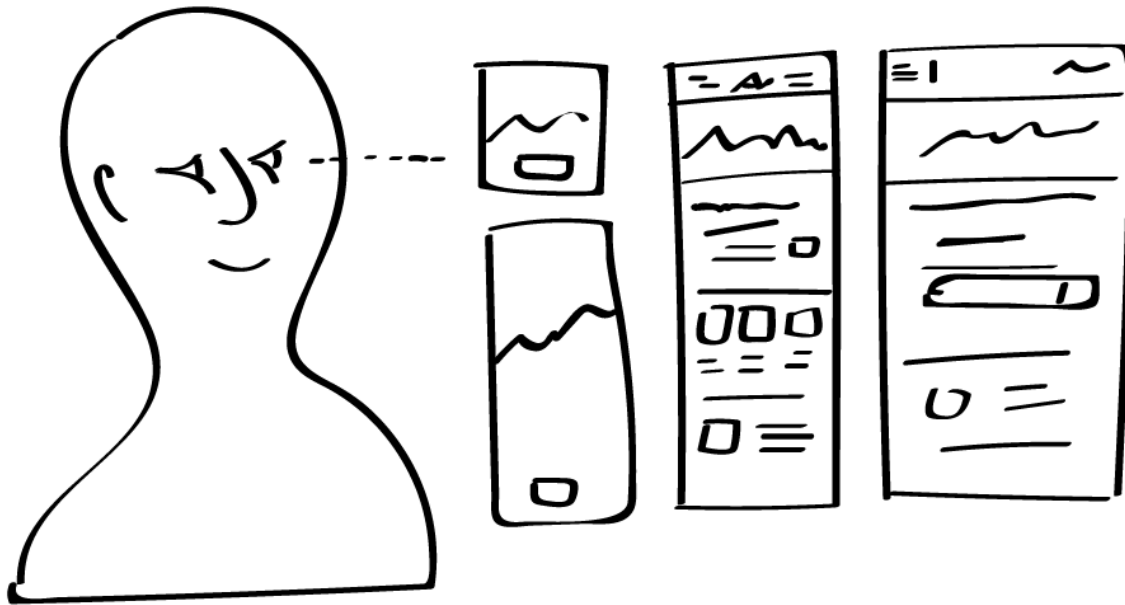
We know who you are.

Speak to hotel & destination & program benefit.

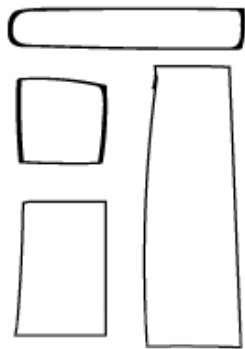


We Recognize You

In display, email, landing page, search
& social



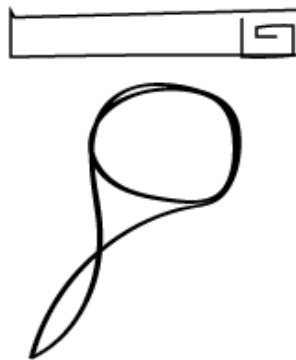
Role of each channel:



Display

ATTRACT

Get their attention
Romance benefits
they care about



Search

RESPOND

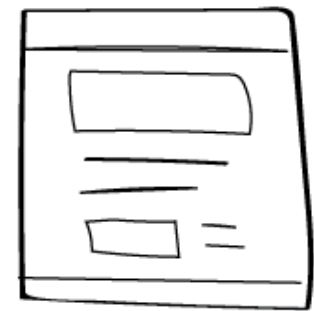
Describe the
benefits they are
looking for



Email

INFORM

Personalize
Make them experts
Inform
Alert to relevant
details



Website

CONVERT

Personalize
Easy to convert
Info to maximize
experience



WHPH & TSAT What matters to them?



You work hard and play hard.

You're kind of a big deal.

We help you maximize your efficiency and effectiveness while optimizing your rewards along the way.



WHPH communications are designed to treat members like they are something special; differentiating Marriott's properties by highlighting their efficient locations, focusing on amenities and services designed to make business travel seamless and successful and on ways to maximize rewards and earnings activities.



What matters most to WHPH

- Locations – near work meetings and near dining, entertainment and culture
- Details - no hassles, plenty of plugs, comfortable place to work, comfortable/quiet for sleep
- Points - maximize their benefits because they earn
- Play - Fitness facilities, dining and culture

For you travel is still a treat.

You are all about the experience.

We know how to enhance your travel experience. Fun locations, luxurious amenities and attention to detail to treat yourself right.



TSAT communications are designed to differentiate Marriott's properties by romancing the experiences they offer, their attention to the little details that make a difference and the

10 services and benefits that make every stay a treat.

What matters most to Treats

- Experience - location, views, restaurants, etc.
- Value - Use OTA sites to book.
- Details - Good coffee in room, free wi-fi, quality linens, designer toiletries, chocolates at turn-down.
- Interiors - spaces to enjoy their experience and relax.
- Staff & Service



Campaign Concepts

CALL IT A WORKCATION
GET MORE DONE. HAVE MORE FUN.

THE ANGLE:

- Play on words that refers to work and play
- Back it up with images and copy that refer to work and play



CALL IT A WORKCATION
GET MORE DONE, HAVE MORE FUN



BOOK NOW



CALL IT A WORKCATION
GET MORE DONE, HAVE MORE FUN



BOOK NOW



CALL IT A WORKCATION
GET MORE DONE, HAVE MORE FUN



BOOK NOW



CALL IT A WORKCATION
GET MORE DONE, HAVE MORE FUN



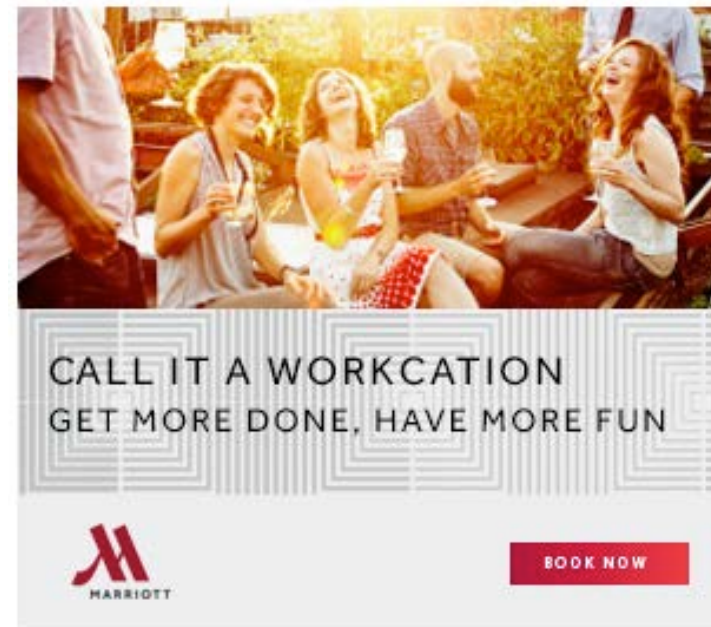
BOOK NOW



CALL IT A WORKCATION
GET MORE DONE, HAVE MORE FUN



BOOK NOW



CALL IT A WORKCATION
GET MORE DONE, HAVE MORE FUN



BOOK NOW





CALL IT A WORKCATION
GET MORE DONE, HAVE MORE FUN

BOOK NOW



CALL IT A WORKCATION
GET MORE DONE, HAVE MORE FUN

BOOK NOW



CALL IT A WORKCATION
GET MORE DONE, HAVE MORE FUN

BOOK NOW



Workcation - Get more done, have more fun



Find it here

* Location

Check in

Check out

Alexandra
Blaylock
Member

Marriott
REWARDS
.....

Find & Reserve

3

Silver 10

Gold 50

Platinum 75

XXXXX2665
Your Account »

Miles

3
Nights



OUR TOP PICKS

Business or Leisure? Both.

Work on – Work off

CAMPAIGN IMAGERY



YOU'RE KIND OF A BIG DEAL EXPECT THE WORLD FROM US

THE ANGLE:

- Recognize them in a very forward, literal manner
- Feature imagery of a leader in various forms of work & play



YOU'RE KIND OF A BIG DEAL
EXPECT THE WORLD FROM US



[BOOK NOW](#)



YOU'RE KIND OF A BIG DEAL
EXPECT THE WORLD FROM US



[BOOK NOW](#)





MARRIOTT

YOU'RE KIND OF A BIG DEAL
EXPECT THE WORLD FROM US

BOOK NOW






MARRIOTT

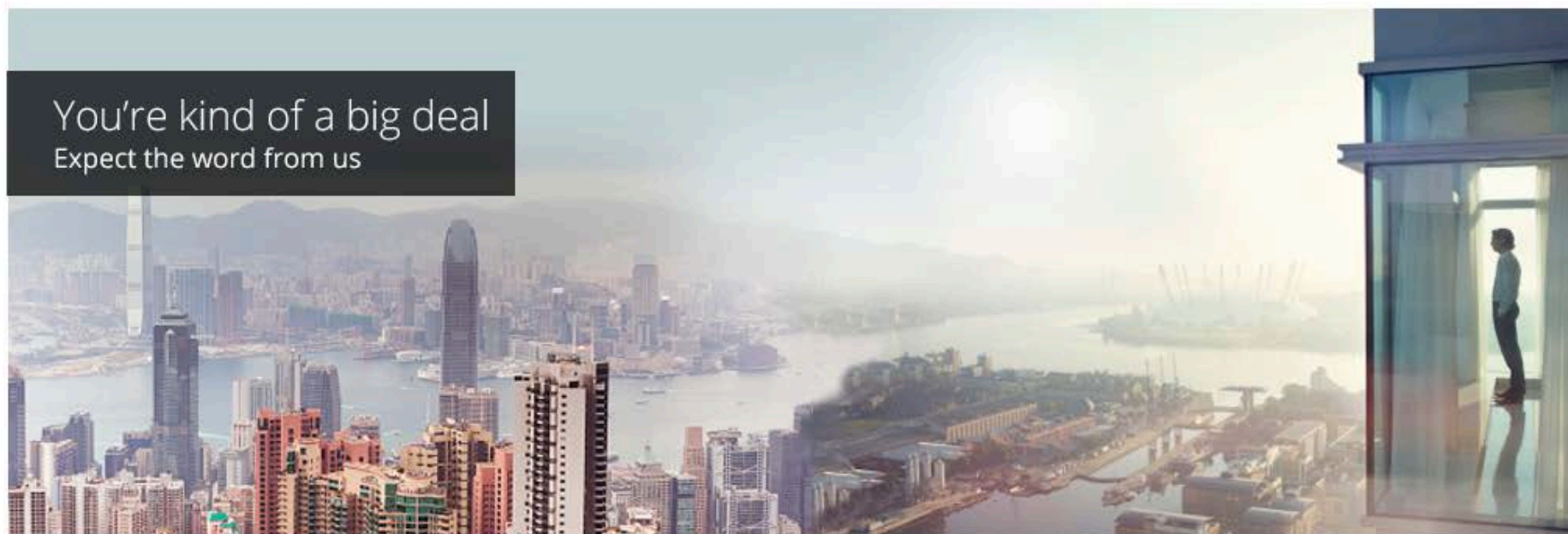
YOU'RE KIND OF A BIG DEAL
EXPECT THE WORLD FROM US

BOOK NOW





You're kind of a big deal
Expect the word from us



Find it here

* Location

Destination, landmark or airport code

Check in

03/13/15



Check out

03/14/15



Find



First Name
Last Name
Member Status

Marriott
REWARDS.
.....


Find & Reserve

Silver 10Gold 50Platinum 75

Your Account »

Points

Nights



You're Kind of a Big Deal So We've Got Big Plans for You

You've done a lot of globetrotting this year, Mark! And as a thank-you for entrusting your many travels to Marriott, we're rolling out a customized Marriott.com experience that's loaded with perks set aside just for you. In the coming year, expect:

- Fast-track booking and upgrade opportunities
- Exclusive discounts and points bonuses just for top-tier travelers
- Recognition and unique rewards at every turn

With all you've seen, you have every right to expect the world from us-and we can't wait to deliver it. See you soon!

See what we've got for you at Marriott.com

Big Deal

CAMPAIGN IMAGERY



YOU HAVE ARRIVED HOTELS TAILORED TO YOU

THE ANGLE:

- Recognize them with a gift
- Link the gift to their digital experience
- Make them aware we know who they are and they're special to us

Gift - Offline, Direct Mail



Inspired by Luxury
Handbags

•

To be placed on
WHPH luggage

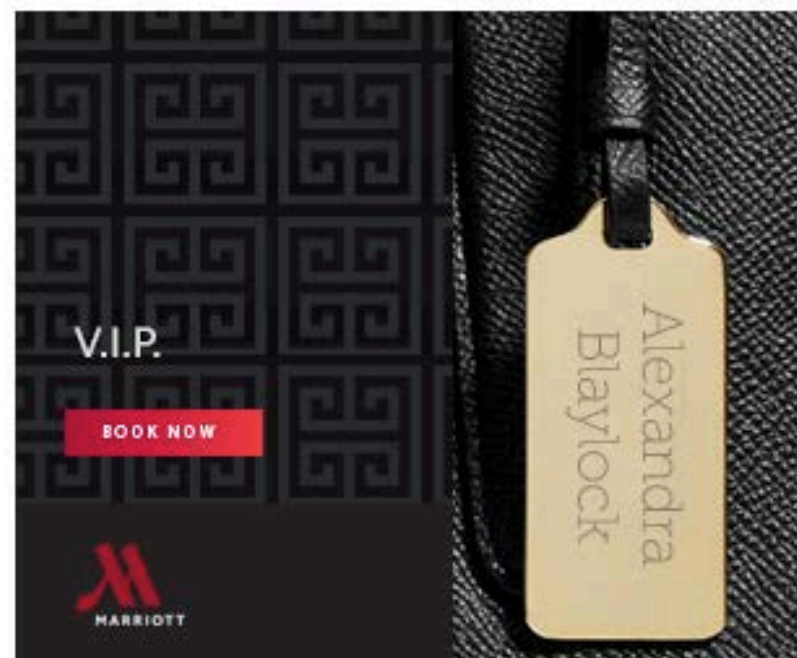
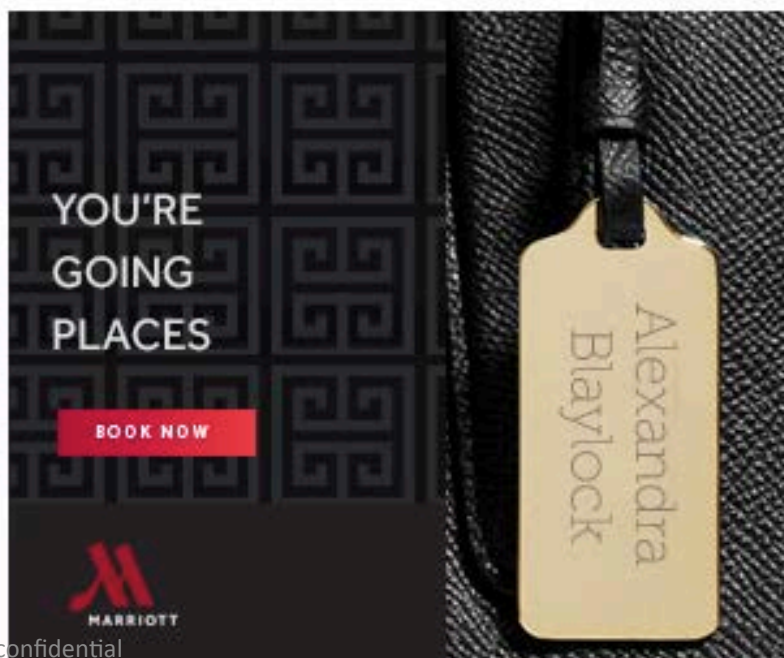
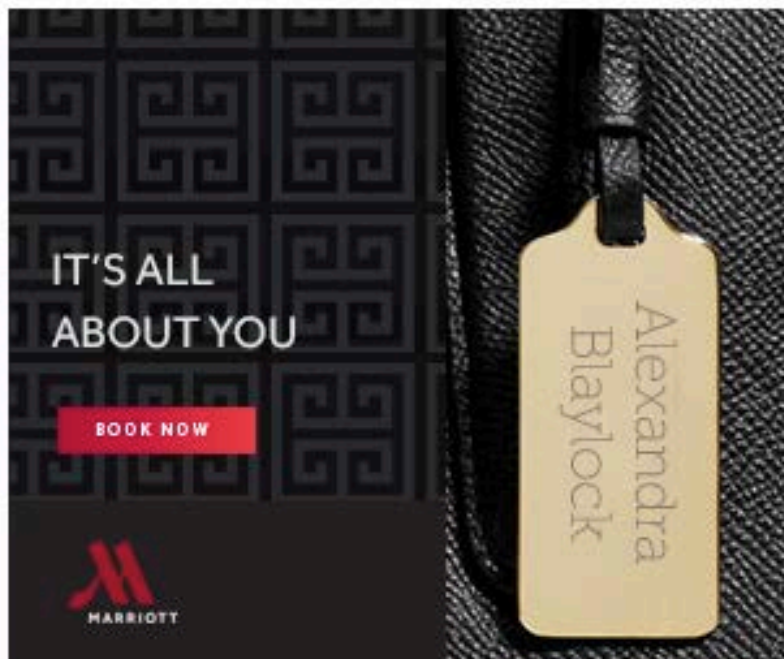
•

True Gift

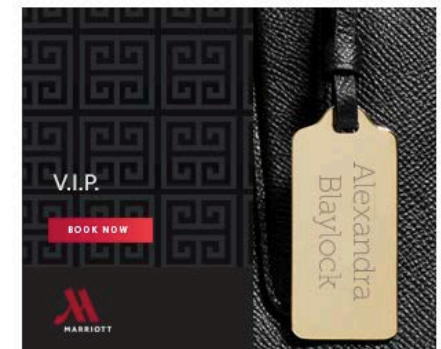
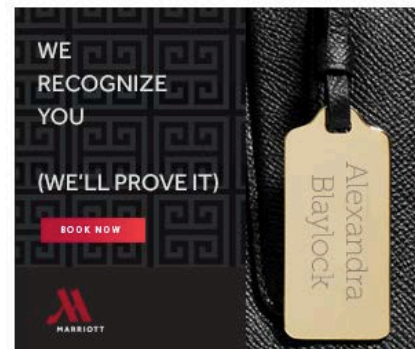
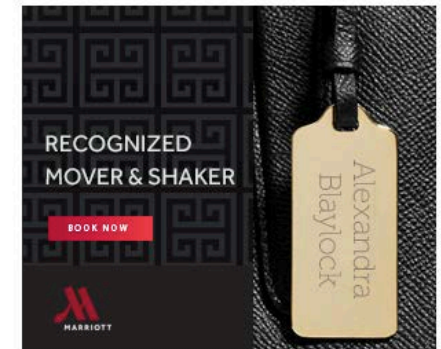
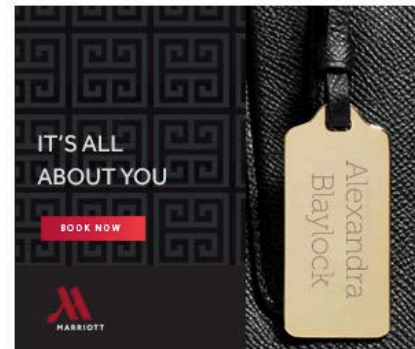
•

'thank you' card





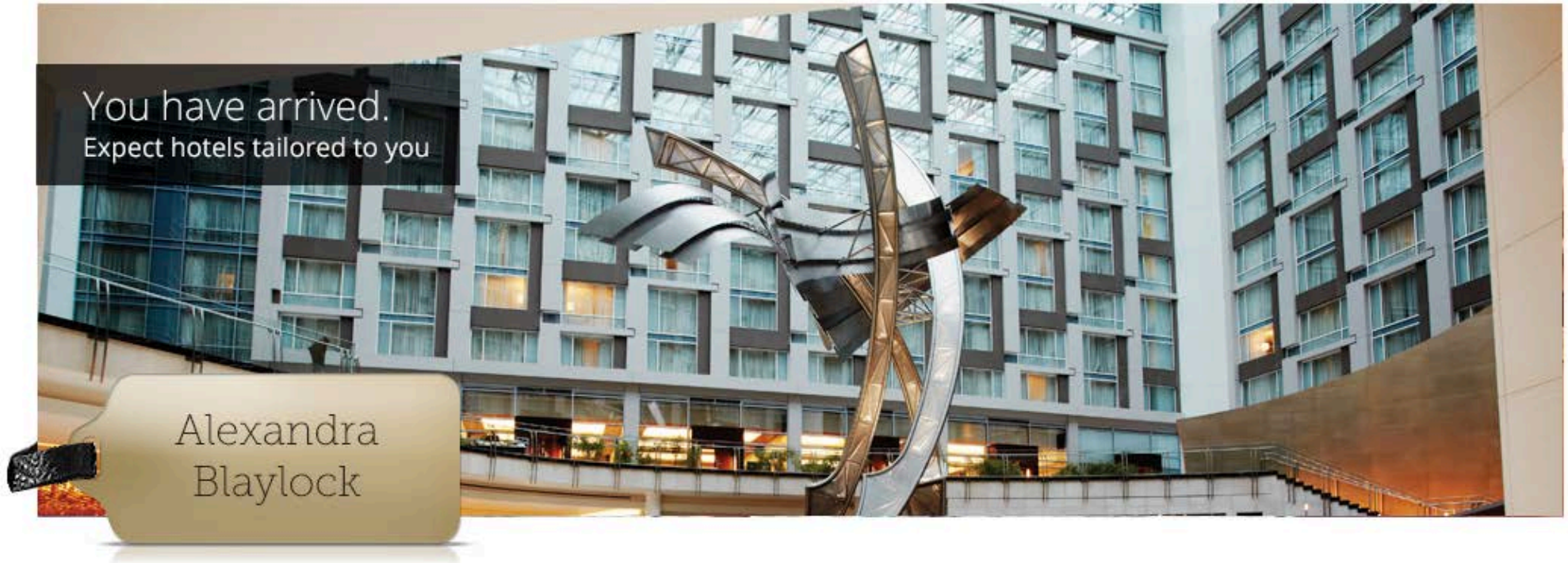
Offline Gift meets Online Dynamic Display



Demands Attention: Real Life connects Digital Life



Tag appears in Landing pages



Find it here

* Location

Destination, landmark or airport code

Check in

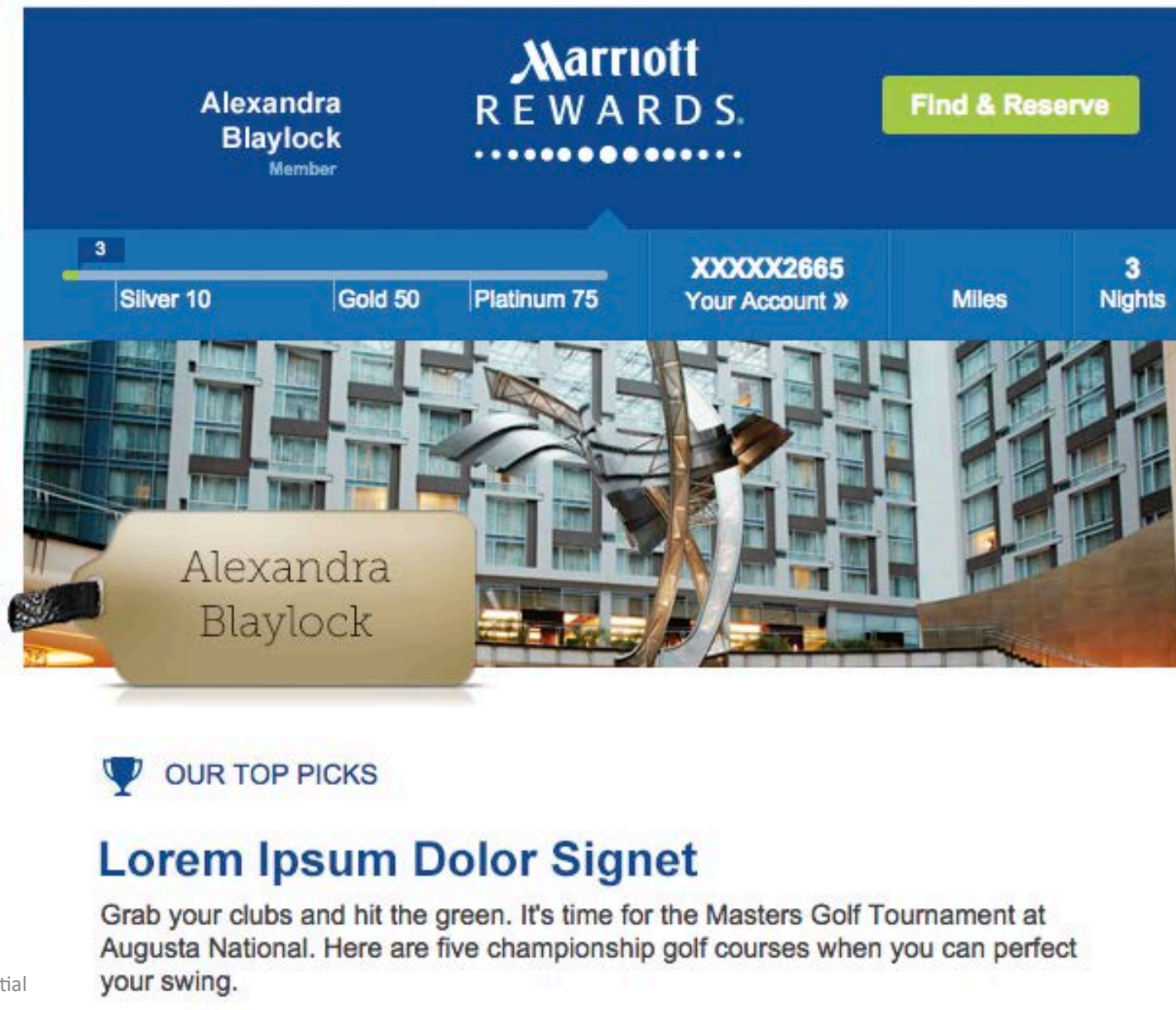
03/13/15

Check out

03/14/15

Find

Tag appears in Email



Why a luxury luggage Tag?

WHPHs love to show status
WHPHs live out of their roller bag



Tag Details

1. Small package, tastefully done
2. Test group (20k) of WHPHs (MR members only)
3. Lux luggage tag
 - First & Last name (only) No Marriott Branding
4. Contains short, tasteful letter:
 - We Recognize You + Benefits + Thank you
5. Online tag in banners, email, landing page
 - Adobe “scene 7” implementation


TSAT

#1 “Funseeker”


HEY FUNSEEKER!
TAKE US FOR ALL WE'RE WORTH

THE ANGLE:


- Recognize TSATs for the experience they seek
- Back it up with a by line that emphasizes a wide breath of benefits




HEY FUNSEEKER,
TAKE US FOR ALL WE'RE WORTH



BOOK NOW



HEY FUNSEEKER,
TAKE US FOR ALL WE'RE WORTH



BOOK NOW





HEY FUNSEEKER,
TAKE US FOR ALL WE'RE WORTH

BOOK NOW





HEY FUNSEEKER,
TAKE US FOR ALL WE'RE WORTH

BOOK NOW





First Name

Last Name

Member Status

Marriott

REWARDS.

.....

Find & Reserve

###

Silver 10

Gold 50

Platinum 75

###


Your Account »

###

Points

###

Nights



Busy Planning Your Next Getaway? So Are We.

We couldn't help but notice that you pack your travels with serious fun. From Miami to Honolulu to St. Croix-it's clear you don't go for the halfway getaway. We've loved being party to your escapes. And now that we know what you like, we're working to make your visits to Marriott.com as unique and rewarding as your in-person experiences. In the coming year, it's all about you. Look for:

- Preferential booking and upgrades
- Exclusive discounts and perks on places and packages you'll love
- Recognition and rewards tailored to your tastes

With vacations, it's "go big or go home," and we'll show you endless ways to seize the days. So go ahead-take us for all we're worth.

Visit Marriott.com

Hey Funseeker

CAMPAIGN IMAGERY



TSAT

#2 “ahhhhmenities”

Ahhhhhmenities

THE ANGLE:

- Call out the quality of the Marriott experience
- Play-on-word business sounding definitions that refer to hotel benefits



AHHHHMENITIES

RELAX— WE'VE GOT YOU COVERED

BOOK NOW



HYDROTHERAPY

EMBRACE THE AHHHMENTITIES

BOOK NOW





WAKE UP HAPPY

COFFEE SO GOOD, EVEN WE DRINK IT

BOOK NOW



RECHARGING STATIONS

JUICE THE BATTERIES THAT MATTER: YOURS

BOOK NOW

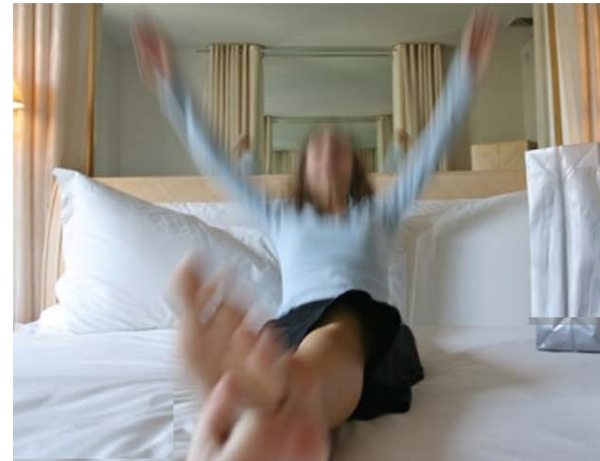




CLOUD COMPUTING

Stay connected with fast, free wifi and lots of in-room charging stations—plus a blissful bed to recharge your own batteries.

BOOK NOW



CHARGING STATION

Fall headlong for our heavenly beds, made from high-density foam you'll sink blissfully onto, but never into. Sleep tight!

BOOK NOW







FACETIME

Get—and stay—connected with fast, free wifi and lots of in-room charging stations. Or unplug and check the world at the door.



BOOK NOW



CLOUD MIGRATION

Fall headlong for our heavenly beds, made from high-density foam you'll sink blissfully onto, but never into. Sleep tight!

BOOK NOW



First Name

Last Name

Member Status

Marriott

REWARDS.

.....

Find & Reserve

###

Silver 10

Gold 50

Platinum 75

Your Account »

Points

Nights

OUR TOP PICKS

Ahhhmenities

Juice up the batteries that really matter: yours

Imagine—your every getaway craving right onsite or steps away. Take us for all we're worth—from hot rocks in the spa to hot wings at our complimentary happy hour. Here, "more" is our mission, and we can't wait to show you how much more is in store. Check our most overdelivering properties:



Marriott Wardman Park ▶

Ipsum lorem sagamet dolor consectetur ad piscio. Pluret unem consectetur ad pisio. Ipsum lorem sagamet dolor consectetur ad piscio. Pluret unem consectetur ad pisio.



Marriott Wardman Park ▶



Find it here

* Location

Check in

Check out

[Find](#)



GET MORE

LESS IS NOT MORE. MORE IS MORE

THE ANGLE:

- Use “more” to evoke all the great benefits and perks
- Animated perks float through layouts

OCEANFRONT SUITES

CONCIERGE

VALET

EVEN

JOGGING P

WIFI THAT W

LESS IS NOT MORE.

MARRIOTT





LATE CHECKOUT AND COFFEE THAT ROCKS

GET MORE

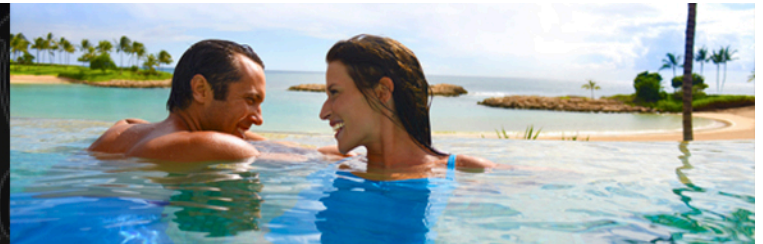
BOOK NOW

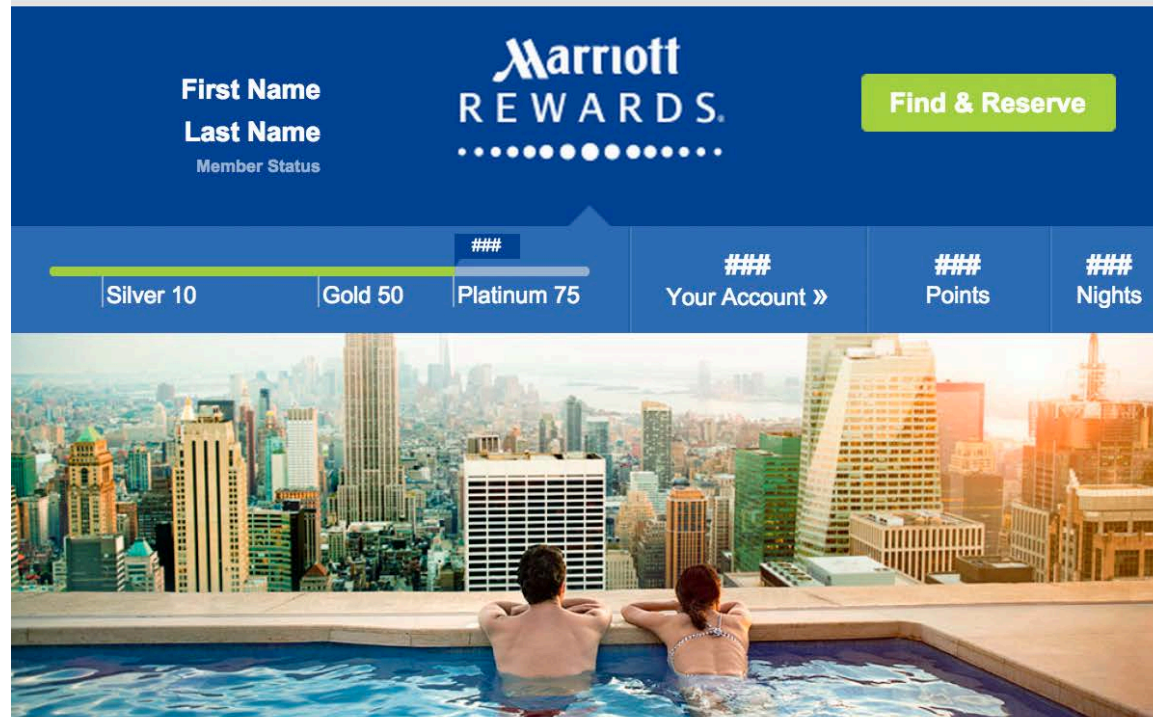


LESS IS NOT MORE.
YOU KNOW WHAT IS MORE? INFINITY POOLS.

GET MORE

BOOK NOW





More is more.

Whoever said “less is more” probably didn’t know about infinity pools.

We know the meaning of “more” because it’s our mission to deliver it. Take us for all we’re worth—from hot rocks in the spa to hot wings at our complimentary happy hour. We can’t wait to show you how much more is in store. Here are just a few of our properties that want to bring you the world:





Marriott Wardman Park ▶

Ipsum lorem sagamet dolor consectetur ad piscio. Pluret unem consectetur ad piscio. Ipsum lorem sagamet dolor consectetur ad piscio. Pluret unem consectetur ad piscio.



Marriott Wardman Park ▶



English-US & Canada  

FIND & RESERVE
Hotels, Deals & More

MEETINGS
& EVENTS

RESERVATIONS
View & Manage

Sign in to My Account

Email or Rewards #

Password

Sign In

Not a
member?
Join Now

WHPH Default



Find it here

* Location

Check in

Check out

Destination, landmark or airport code

03/13/15



03/14/15



Find



Email Recommendations



Marriott confidential



Email Recommendations

Add value through personalization, relevant content and promotions.

Create a special track of email that contains 4 items:



Benefits



Offers



Gifts



Sticky Content



WHPH

1. Benefits - make their travel more productive and successful and their leisure travel more luxurious
2. Offers - maximize earnings & upgrade experience
3. Gifts - recognize their status and value
4. Content
 - Tips to capitalize on their loyalty status
 - Awareness of properties in places that they travel
 - “In the know” information and insight

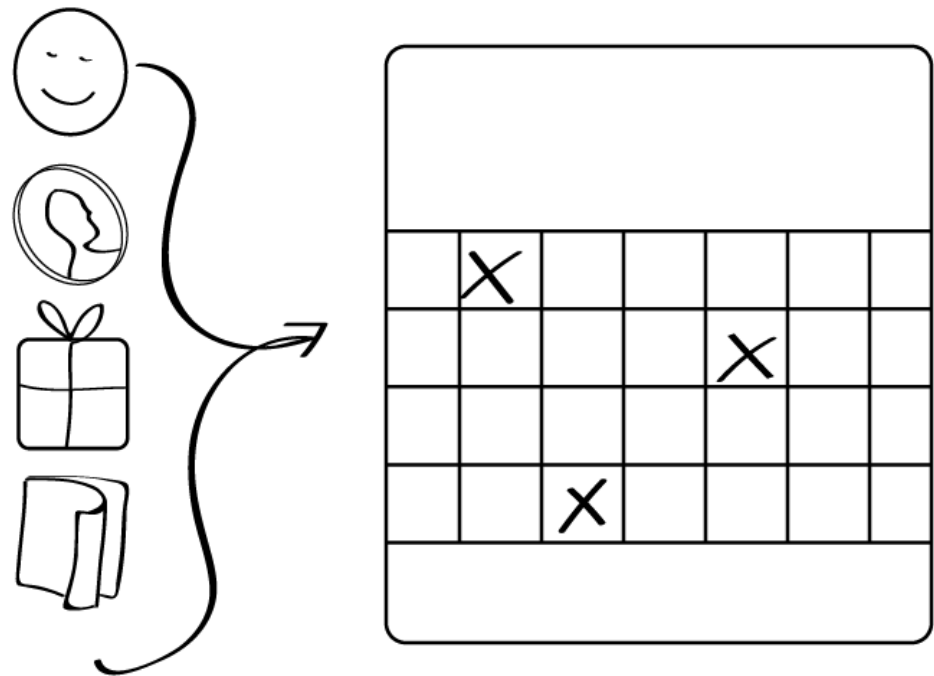
TSAT

1. Benefits - enhance their experience
2. Offers - provide premiums at value price
3. Gifts - enhance their stay
4. Content
 - Tips to make the most of your stays
 - Enables discovery
 - Awareness of events or experiences that inspire travel

Email Planning

Collect these items, then plot to mailing calendar

1. Benefits
2. Offers
3. Gifts
4. Sticky Content



Benefits - WHPH

- Free Wifi
- Mobile Check in
- Elite member services
- Social work spaces & convenient dining options
- Exceptional fitness facilities
- Breadth & selection of hotels in prime locations
- Rooms designed for you to rest & recharge
- Proximity to business, culture & public transportation
- Ease of earning & redeeming rewards
- Business centers

Benefits – WHPH (continued)

- Optimized work spaces in rooms
- Dedicated customer service/reservation line
- Elite status to partners: ex Hertz gold membership
- Virtual Concierge for amenities for when you arrive
- Digital membership card (one less thing to carry)
- Point earning opps for all forms of travel
- Targeted/personalized redemption opportunities

Benefits - TSAT

- Free Wifi
- Luxury Linens
- Designer Shampoo, soaps, conditioner, toiletries
- 24/7 Concierge Service with lots of good ideas
- Fitness facilities & Ahhmazing Spas & wellness
- On site dining & social spaces
- Superior room service

Benefits – TSAT (continued)

- Highest Air-quality rate rooms
- Complimentary happy hour
- Views & access to city experiences
- Features for families
- Late checkout
- Welcome gift (for platinums)
- Hotel room preferences
- On property lounge/community areas

Offers

- Bonus Point Offers
- Lodging Deals – for hotels that fit their persona
- Partner Offers

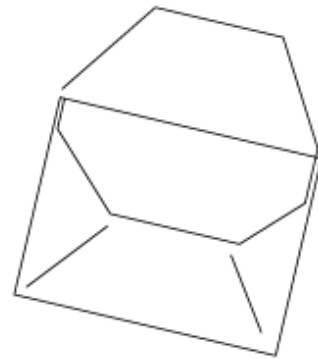
Gifts. Make them feel special.



PARTNERS



PROPERTY



DIRECT



Gifts from Partners

- Shutterfly free travel tag & mini-flip books
- Starbucks - \$5 gift card
- GoGo in flight – 1 hour free
- Uber & Lyft – 10 minutes free
- Netflix
- iTunes store free downloads



Gifts on Property

- First drink's on us
- Dining credits
- Free wifi
- Free room upgrades
- Welcome gift (platinum)



Gifts in the Mail

- Thank you card
- Flowers
- Small Packages
 - Zip drives
 - Luggage tag
 - Chocolate



Sticky Content

Email should have value-added, interesting, editorial content.

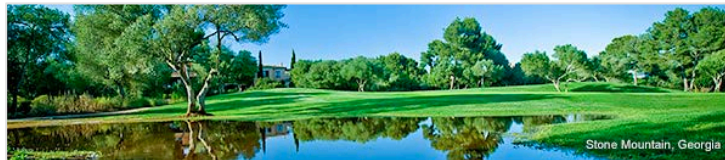
Not just offers & benefits it should be entertaining.

Where it will it come from?

1. The Concierge Project
2. Gone Medium Publishing
3. New Content Marketing Efforts



Sticky Content



OUR TOP PICKS

Golf Courses

Grab your clubs and hit the green. It's time for the Masters Golf Tournament at Augusta National. Here are five championship golf courses when you can perfect your swing.



Crane's Landing Golf Club ▶

Challenge yourself on this par 70, 18-hole PGA Championship golf course in the suburbs of Chicago. The classic course overlooks the Des Plaines River.



Desert Springs Golf Club ▶

Tee-off on two courses - Palm and Valley - in California's Coachella Valley. *Golf Digest* named the Palm Course as one of the "Best New Courses."



Griffin Gate Golf Club

Play on a course that presents a country course in Lexington's Cooperative Sanctuary.



Marco Island Golf Club

Practice your short game on a course nestled in the Florida Hammock Bay course in Naples.



Stone Mountain Golf Club

Soak in mountain views while watching the memorial carving in the championship course at park.

Three Places to Visit in April



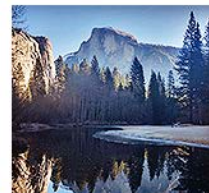
Indio, CA

Visit the City of Festivals, home of the Coachella and Stagecoach music festivals and lots of public art.



New Orleans, LA

Enjoy the musical talents of the impressive line-up at the annual New Orleans Jazz & Heritage Festival.



Yosemite, CA

Celebrate Earth Day at a multi-day event that promotes sustainability and protects the environment.



How To Spend A Perfect Day In Bombay

Lunch with the locals, a lounge-worthy library, and a killer sunset

Riddhi Shah
Apr 3 · 7 min read



Sometimes, Running Aground in the Florida Keys Can Be a Good Thing

For a family dealing with the aftermath of cancer, a boating mishap provides welcome relief

Julia Cooke
Apr 3 · 7 min read

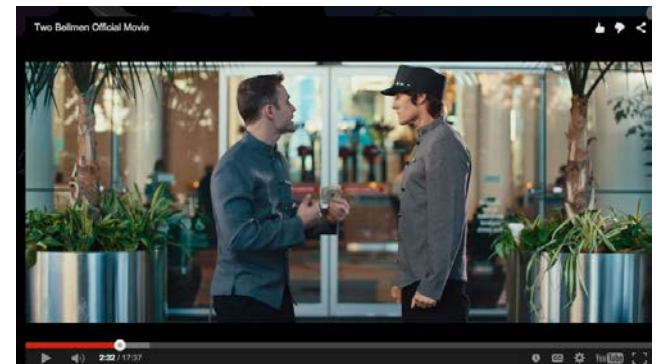


I Went To India, and All I Brought You Were These Lousy Cartoons

<https://medium.com/@ome/the-ten-commandments-of-sushi> in a colorful country without



The Ten 'Commandments' of Sushi



Summary

- Cultivate the 4 types of content
- Blend and plot them to the email calendar
- Mix the content with an overall campaign direction



Landing Page Recommendations



Marriott confidential



Segment Default Landing Page Reco's & options

- Brands Bar – visual way to see what brands they'll like
- Most Popular List – top 10 most redeemed by segment



You're going places.
Chances are we have hotels in all of them.

Find it here

* Location

Check in

Check out


Destination, landmark or airport code

03/13/15


03/14/15

Find


All of our 19 brands are great. But these are the one that fit you best



JW MARRIOTT



AC
HOTELS
MARRIOTT




M
MARRIOTT


JW Marriott


Instead of excess formality, JW Marriott luxury hotels and luxury resorts provide simple elegance. Instead of pretense there's a sense of purpose for every detail and decoration. The result is an inviting atmosphere where you can be yourself, and we're sure you'll like the sound of that.


See All the Locations >





Most Popular with Reward Members


- 

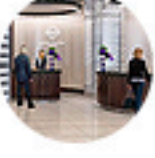
1. The Ritz-Carlton Coconut Grove
- 


2. Chicago Marriott Magnificent Mile
- 

3. Courtyard Miami Airport West/Doral
- 

4. Mauna Kea Beach Hotel, Autograph
- 

5. Waikoloa Beach Marriott Resort & Spa
- 


6. Courtyard Miami Downtown
- 


7. Renaissance Blackstone Chicago Hotel
- 


8. Courtyard New York Manhattan/Fifth

Brands Bar

All of our 19 brands are great. But these are the ones that fit you best.


JW MARRIOTT



AC
HOTELS
MARRIOTT


MARRIOTT

JW Marriott

Instead of excess formality, JW Marriott luxury hotels and luxury resorts provide simple elegance. Instead of pretense there's a sense of purpose for every detail and decoration. The result is an inviting atmosphere where you can be yourself, and we're sure you'll like the sound of that.

[See All the Locations >](#)



- Custom brand selections based on persona

Most Popular Redeemed

Most Popular with Reward Members like you.



1. The Ritz-Carlton Coconut Grove



2. Chicago Marriott Magnificent Mile



3. Courtyard Miami Airport West/Doral



4. Mauna Kea Beach Hotel, Autograph



5. Waikoloa Beach Marriott Resort & Spa



6. Courtyard Miami Downtown



7. Renaissance Blackstone Chicago Hotel



8. Courtyard New York Manhattan/Fifth

- Top Ten lists consistently get high clicks in email, web.

Location & Property Landing Page Reco's & options

- Mega Map – Dining, Museums & Landmarks, Yelp & Eater check boxes
- Benefits Bar – fast, icon based grid of the amenities that matter to them most. Customized by segment.
- Remaining rooms - % full graphical indicator



Find it here

* Location

Check in

Check out


Find

Destination, landmark or airport code


03/13/15

03/14/15


You'll like it here. Here's why:




Free WiFi




Mobile Check in



Outlets Galore



Fitness Facilities



Easy Expense Reporting

Great location for work & play

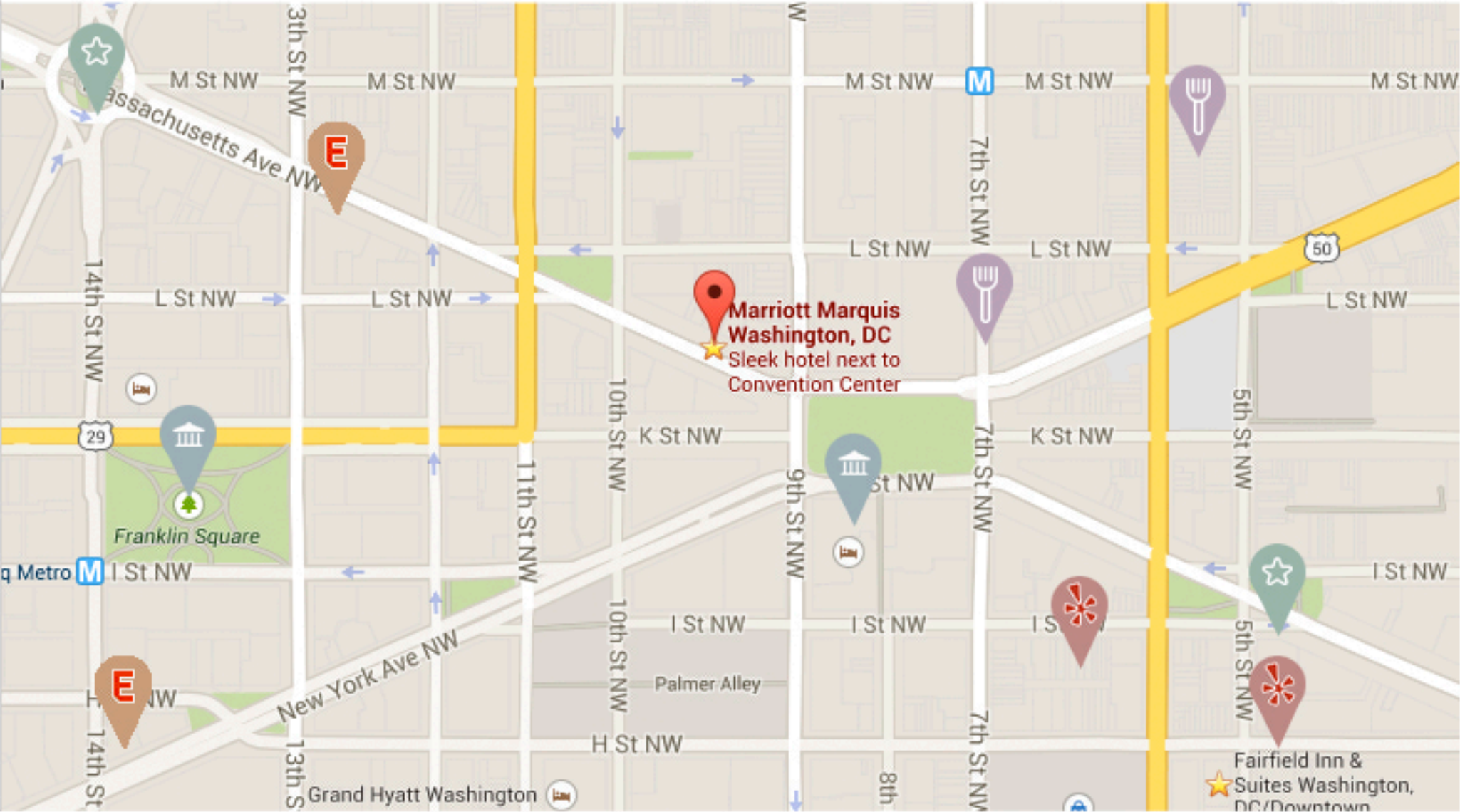
DINING

MUSEUMS

LANDMARKS

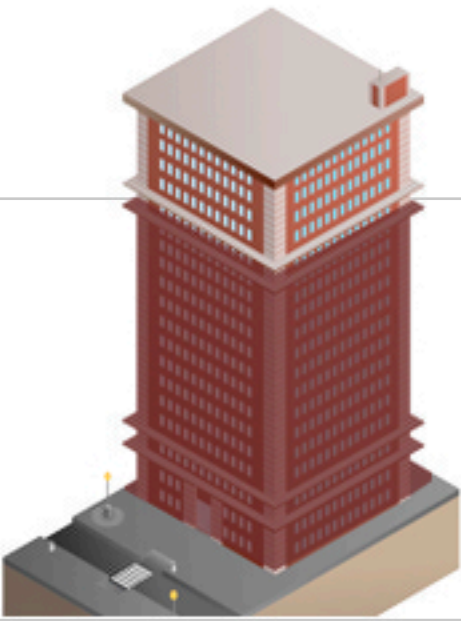
EATER TOP 38

YELP TOP RATED



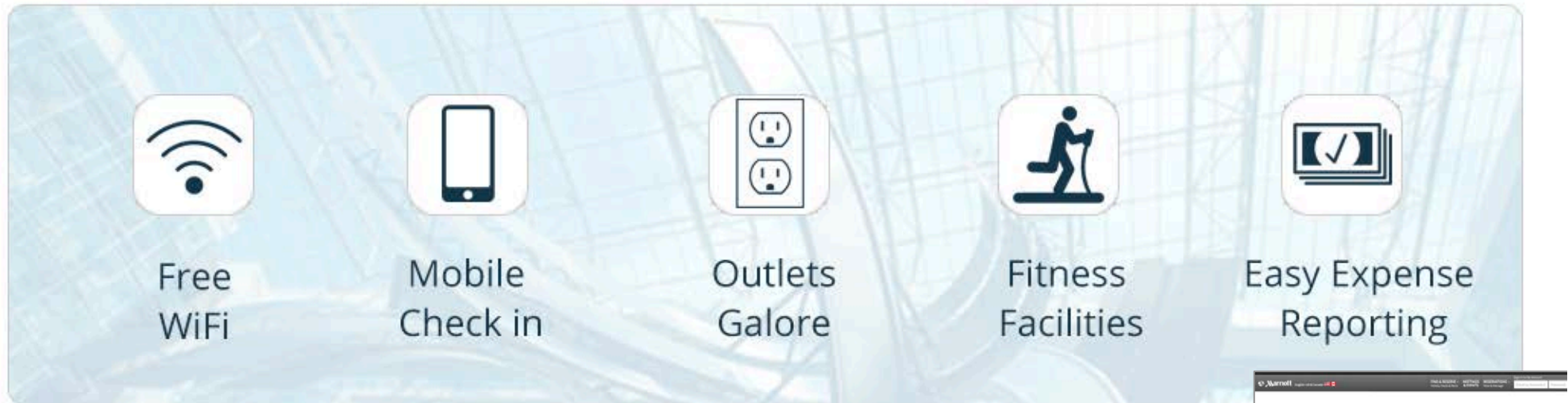
ALERT:

Book now as this hotel is almost full based on your dates.

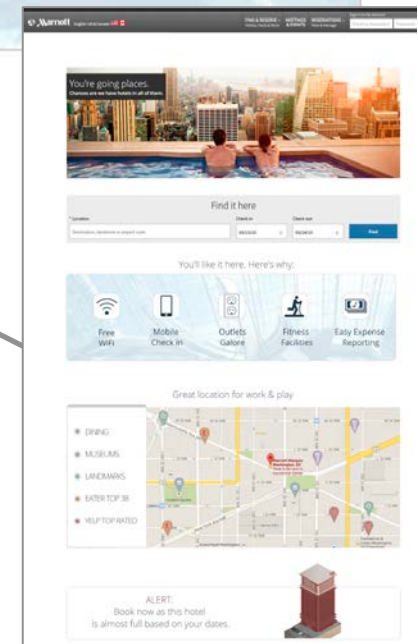


Benefits Bar

You'll like it here. Here's why:

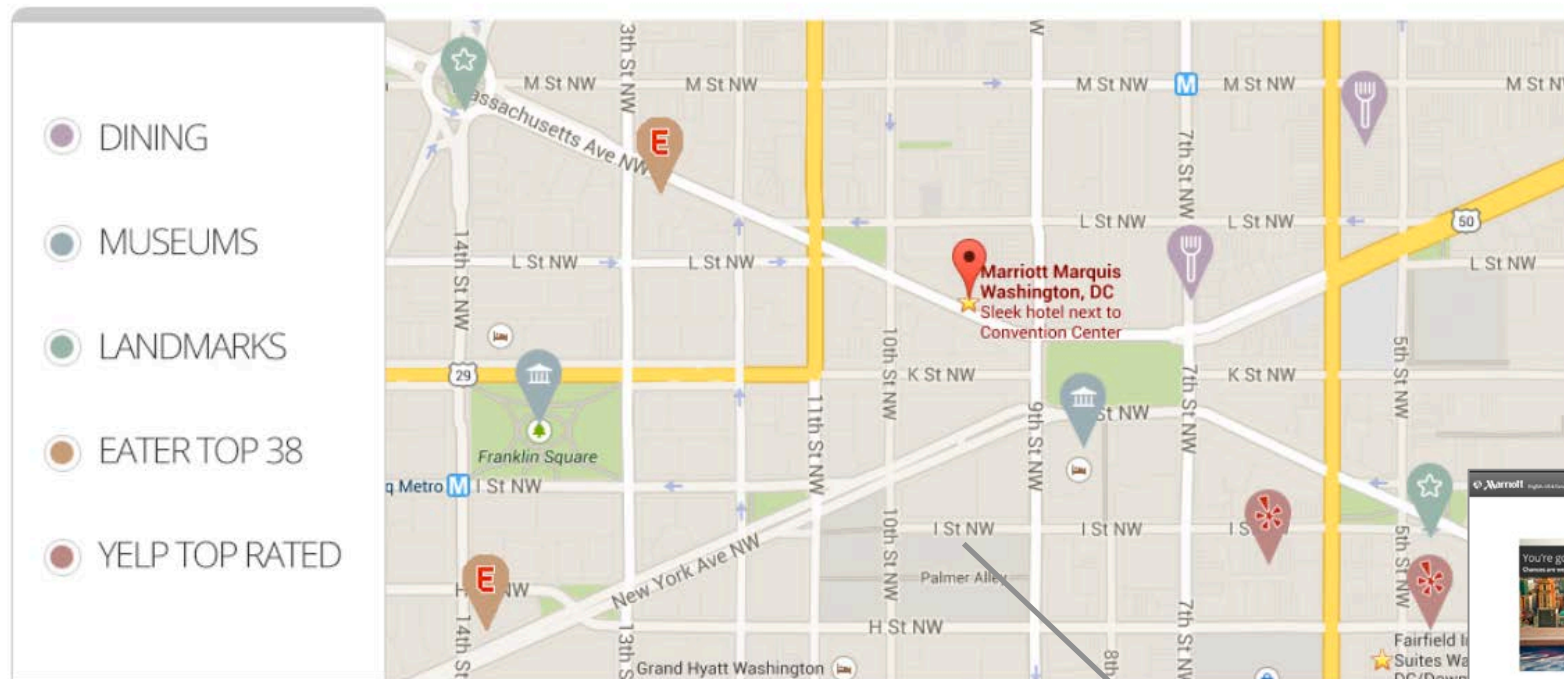


- Fast, icon based grid of the amenities that matter to them most. Customized by segment and hotel.

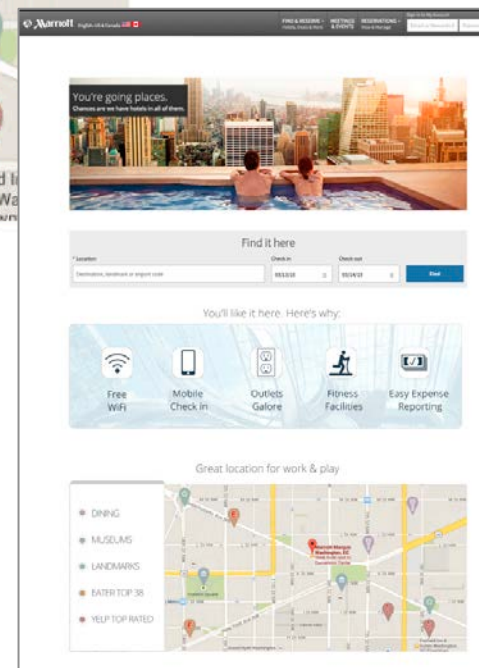


Mega Map

Great location for work & play



- Dining, Museums & Landmarks plus Yelp & Eater check boxes

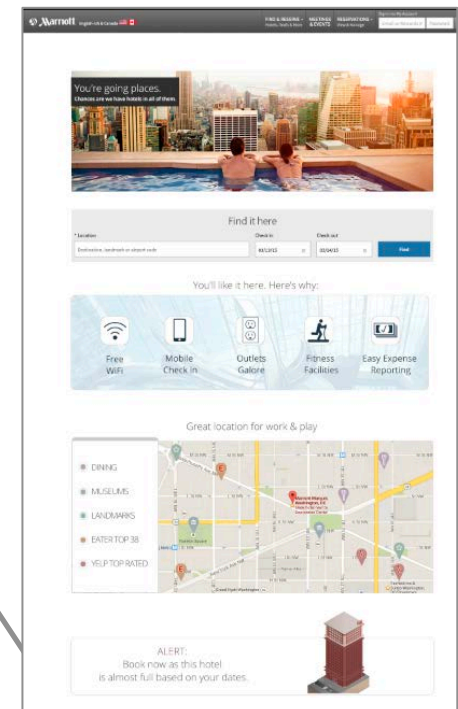


Rooms Remaining

ALERT:
Book now as this hotel
is almost full based on your dates.



- Visual alert that displays remaining vacancies in order to encourage booking.





Search Recommendations



Marriott confidential



Search Recommendations

Recognize them and respond with relevant benefits.

- WHPH:
 - Proximity to business and cultural activity
 - Services & features designed to maximize productivity
 - Emphasis on executive services

- TSAT
 - Access to city culture
 - Views & luxury experience descriptions
 - Features that enhance stay experience

Search: WHPH examples

[Marriott Marquis Washington, DC](#)

www.Marriott.com/.../wasco-Marriott-marquis-wash...

Marriott International

Get more done and have more fun at the Marriott Marquis Washington, DC. Our hotel is conveniently located near Metro Center, Mt Vernon Square, Shaw, and Chinatown.

[Marriott Marquis Washington, DC](#)

www.Marriott.com/.../wasco-Marriott-marquis-wash...

Marriott International

Efficiency suits you. Be among the first to experience the vibrant Marriott Marquis Washington, DC, designed to maximize your time in the Nation's Capital.

[Marriott Marquis Washington, DC](#)

www.Marriott.com/.../wasco-Marriott-marquis-wash...

Marriott International

The custom-made stay: it suits you. Experience the premier Marriott Marquis Washington, DC hotel. This convention center hotel boasts prime location and unmatched service.

Search: TSAT examples

[Marriott Marquis Washington, DC](#)

www.Marriott.com/.../wasco-Marriott-marquis-wash...

Marriott International

Have more fun at the Marriott Marquis Washington, DC. Our Washington, DC convention center hotel is poised to be the city's next great social hub.

[Marriott Marquis Washington, DC](#)

www.Marriott.com/.../wasco-Marriott-marquis-wash...

Marriott International

The Marriott Marquis Washington, DC., now starring you. Be among the first to experience the vibrant Marriott Marquis Washington, DC, a distinctive addition to the Nation's Capital.

[Marriott Marquis Washington, DC](#)

www.Marriott.com/.../wasco-Marriott-marquis-wash...

Marriott International

Imagine—your every getaway craving right onsite or steps away at the Marriott Marquis Washington, DC. This premier hotel features a convenient location, retail and restaurant options and outdoor terraces with views of Penn Quarter and City Center.

Summary & Next steps:

- Choose campaign concepts
- Begin building and mapping the email campaigns
- Select ideas and options for landing page optimization



Thanks



Marriott confidential

Matthew Caldwell • SVP Creative
Bryan Finke • VP Strategy
Necia Dallas • Creative Director

