



# Marriott Bonvoy Master Email Template Rebrand Kickoff

Jan '21

MARRIOTT  
**BONVOY**

data  
axle



# Agenda

1. Overall approach
2. Process
3. Our focus elements
4. Our goal
5. Open questions
6. Next steps
7. Wireframe review

# 1. Overall Approach

- Take existing template and apply the new brand direction
- Edit and retire unused modules
- Addition of new modules



## 2. Process

1. Kickoff & Wireframe - 1/6
2. Wireframe approved - Week of 1/11
2. Design presentation - Week of 2/15
3. Design approval - Week of 3/8
4. Coding & QA finished - Week of 3/29
5. Hand-off to Epsilon - Week of 3/29
6. Setup & testing - TBD
7. Go live - TBD





### 3. Our Focus Elements

- New header & path connector
- Typography
- Color
- CTA's
- Member Status Module
- Feature, secondary & tertiary options
- Dark mode
- ADA compliant
- Footer



# Additional Modules to Consider

- Point balance to redeem
- Instagram
- Image Carousel

PB: Point Balance  
to Redeem



XXXXX *lorem ipsum dolor*

LOREM IPSUM

IN: Instagram

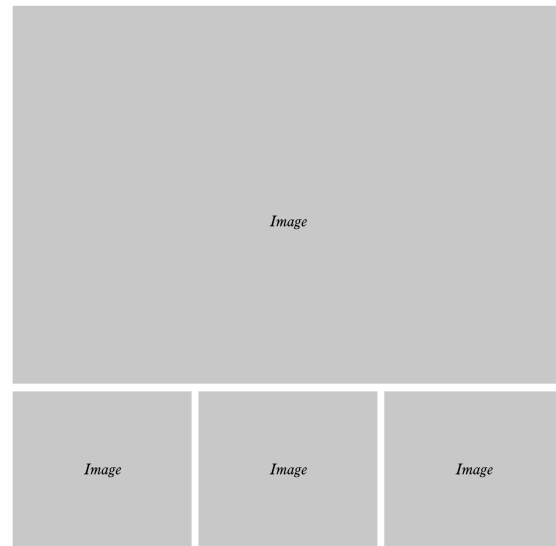


*Headline*

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tempor incididunt ut labore et dolore magna aliqua.

LOREM IPSUM >




IC: Image Carousel



# Campaigns This Template Will Create


- We've reviewed the following campaigns to ensure they are accounted for:
  - Welcome
  - MAU
  - Cobrand Acquisition
  - Cobrand Cardholder
  - Escapes
  - Global Promo
  - EMEA
  - Retargeting (Ab. Search)
  - Project Wanderlust
  - Boutiques



# YOU'RE IN

Earn, redeem and explore with Marriott Bonvoy™.



LET'S GO

## EXTRAORDINARY BRANDS


Discover an unforgettable portfolio of brands, from distinctive luxury to your home away from home.

LUXURY

PREMIUM


SELECT

LOWER STAYS




Marriott Executive Apartments by the Waterfront, India


Residences by



TRAVELERS' CHOICE



AAA



SEE ALL BRANDS >

### Marriott Bonvoy Membership

## EMBRACE THE BENEFITS

### Earn free nights and more

Use your points to redeem for free nights at select Marriott Bonvoy Members and much more.

HOW TO EARN >

### Exclusive rates

Members enjoy the best rates when booking at marriott.com.

BOOK A STAY >

### Free Wi-Fi

Stay connected as you travel with an complimentary in-room internet access.

MORE BENEFITS >

### Achieve Elite status

Elite member benefits, like bonus points and late checkout, start after just 10 nights.

SEE ELITE BENEFITS >

[Home](#)
[11111 Home](#)

**Price coverings are now required at many of our hotels. Learn more.**

**Diana Strandberg**  
XXXXXXX | MY BONVOY

**25**

**TOTAL NIGHTS**  
**11**

**MY ACTIVITIES**

**VIEWS ARE EVEN BETTER WITH BONUS POINTS**  
*Especially when it's 1,000 bonus points on rock away. Plus, earn a new tile bonus or 5,000 additional points after your first stay.*

**REDEEM NOW AND EARN**

**SEE OFFER FOR YOU**  
**SEE YOURSELF HERE**

**End of summer sale**  
 Save up to 25% on weekend getaway rooms & 4000+ hotels.  
[BOOK NOW >](#)

**Limited Time: 90K Points**  
 Get more of what you love, with the Marriott Bonvoy Boundaries® Credit Card.  
[LEARN MORE >](#)

**YOUR TRIP**  
**DISCOVER MORE**



**Earn 1,000 bonus points**  
 Spend \$200 within the first 30 days with the Marriott Bonvoy Rewards Card.  
[LEARN MORE >](#)


**Upgrade your staycation**  
 Make your home feel like a luxury with our products from your favorite hotel brands.  
[SHOP NOW >](#)

**Did you KNOW?**

You can check in to the Marriott Bonvoy Rewards Card for a guaranteed, contactless experience.  
[ENJOY THE FEATURES >](#)

**TRAVEL TIPS**  
 Here are 10 tips alternate routes when the drive.  
[MY TRAVEL](#)  
**TRAVELER**



Apply by October 29 and earn

# FIVE FREE NIGHTS WORTH UP TO 250,000 POINTS

John, for a limited time, you can earn five Free Night Awards, each valued at \$3,000 points, when you get approved for the Marriott Bonvoy Signature™ Credit Card and spend \$1,000 in the first three months from account opening.\*


It's the first time this Card has an offer worth **250,000 points**.

When you're ready, use your Free Night Awards for well-deserved getaways.

[APPLY NOW](#)


The five Free Night Awards are worth 110,000 pts.† by 11/30/2020. \$100 cash back. \*See other restrictions. †Using a Visa.

## THESE BENEFITS ARE BOUNDLESS




### 6X POINTS

Earn 6X points for every \$1 in Card purchases at hotels participating in Marriott Bonvoy Signature™.




### 2X POINTS

Earn 2X points for every \$1 spent on all other Card purchases.\*



### SILVER ELITE STATUS


Enjoy guaranteed Marriott Bonvoy Silver Elite status.† Upgrade to Marriott Bonvoy Gold Elite status when you spend \$10,000 on purchases with account card.†



### FREE NIGHT AWARD

Receive a Free Night Award (valued at up to 25,000 points) every year after your Card account anniversary.\*

[APPLY NOW](#)



**Earn 30,000 Points — No Annual Fee**

Plus, earn 6X points per \$1 spent at hotels participating in Marriott Bonvoy and 2X points per \$1 spent on other travel purchases with the Marriott Bonvoy Signature™ Card.

[LEARN MORE](#)

[MY ACCOUNT](#)
MARRIOTT BONVOY®
[FIND & RESERVE](#)

LIMITED-TIME OFFER

*Now before offer ends here:*

# EARN 100,000 BONUS POINTS, PLATINUM ELITE STATUS AND UP TO \$150 BACK IN STATEMENT CREDITS

Limited-time offer! Get the Marriott Business Rewards<sup>SM</sup> American Express<sup>®</sup> Card, and turn everyday business expenses into \$150 future travel with 100,000 bonus points that don't expire.<sup>1</sup>

You'll get up to \$150 in statement credits and, for the first time ever, Platinum Elite status for one year starting February 2021.

*Here's how:*

## EARN 100K BONUS POINTS

after you receive \$3,000 in eligible purchases on your Card within the first 3 months of Card membership.<sup>2</sup>

+

## GET UP TO A \$150 STATEMENT CREDIT

for eligible purchases on U.S. advertising in select media within the first 3 months of Card membership.<sup>3</sup>

+

## RECEIVE PLATINUM ELITE STATUS

for one year with your Card ending February 2021.<sup>4</sup>

*Amount Free (\$5), Bonus + Status + Offer valid 1/1/20-2/28/21*

**APPLY NOW**

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## EXPLORE A WORLD OF BENEFITS

For each dollar of eligible purchases on your Card, you can earn:

<b>6X</b> points at hotels participating in the Marriott Bonvoy <sup>®</sup> program. <sup>5</sup>	<b>4X</b> points at U.S. restaurants, U.S. gas stations, or wireless telephone services purchased directly from U.S. service providers and at U.S. purchases for shipping. <sup>6</sup>	<b>2X</b> points on all other eligible purchases. <sup>7</sup>
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

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**Plus, unlock these additional benefits:**


- Receive 1 Free Night Award every year after your Card account anniversary. Award can be used for one night only. Book by 11:59 PM local time on or before 30 days prior to departure. Certain taxes have report fees.<sup>8</sup>
- No foreign transaction fees on international purchases.<sup>9</sup>

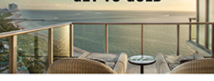
*Rules & Fees*

**APPLY NOW**


*Elite Plus* | 15,000 points  
 Marriott Bonvoy Boundaries® Card





# GET TO GOLD

*Lower, good news! You're on pace to achieve Marriott Bonvoy® Gold Elite status!*




Spent on your Card since 9/16/2019

Now keep using your Marriott Bonvoy Boundaries® Card from Chase to reach that goal by 09/30/2020.


## STEP UP TO GOLD

Activate Gold Elite status to realize these exclusive benefits at hotels participating in Marriott Bonvoy worldwide:




**Enhanced Room Upgrade**

When you check in, it's often a better room awaits. Up to 3x.




**Five night award**

You'll earn 25% bonus points.



**2 p.m. Late Checkout**

Sleep in and enjoy a later checkout.



**Five enhanced Wi-Fi**

Get complimentary internet access to our fastest Wi-Fi.

**Additional Gold Elite benefits** include an Elite Weeknight Gift, a dedicated Elite reservation line and more.

[SEE COMPLETE LIST OF MEMBER BENEFITS >](#)

[MY ACCOUNT](#)

[FREE & RESERVE](#)

# Escapes

Discover a world of new experiences

## FALL FOR NEW EXPERIENCES

Enjoy a sweet alternative to stick or treating. Book a last-minute getaway with Marriott Bonvoy Escapes™ by Sunday to save 21% on amazing destinations across our extraordinary portfolio of 30 brands.

[Book now](#)

Enjoy more flexibility. See our new [cancellation policy](#).

### THIS WEEK'S PICKS

Get great deals wherever you are.

New York

Chicago

Las Vegas

San Francisco

Miami

Los Angeles

Seattle

Denver

Austin

Portland

San Diego

Nashville

Phoenix

San Jose

San Antonio

San Jose

[Explore destinations](#)

Customers should make hotel and travel payment guidelines by booking directly to hotel and/or travel agent.

### IT'S ALL HERE

Book, check in and make requests from anywhere. Plus, you can always access your digital membership card.

[Download the app >](#)

We're providing an environment that aligns with your personal, team and...

# Global Promo

**BY ACCOUNT**

**HARRIOTT BONVOY**

**FREE & RESERVE**

## VIEWS ARE EVEN BETTER WITH BONUS POINTS

*Especially when it's 2,500 bonus points per stay.*

(Resort stays from \$100 to \$149 / night, Tax, Hotel Fees, Resort Fees)

Register now, then earn 2,500 bonus points on each stay\* through October 31, 2023. Whether you stay close to home or venture out, your welcome awaits at hotels participating in Marriott Bonvoy™ worldwide.

**Plus, earn a one-time bonus of 5,000 additional points after three stays.**

2,500
Unlimited Bonus Points

**REGISTER NOW AND EARN**

## WE ARE READY TO

*Absolutely anything you're craving to do. And, thank you for choosing to travel with us. We'll make sure you have the best experience possible.*

## VIEWS ARE EVEN BETTER WITH BONUS POINTS

*Especially when it's 2,500 bonus points per stay.*

Register now, then start earning 2,500 bonus points after your first stay at participating hotels in over 100 countries.

**REGISTER NOW**

## MORE TO

**Travel with Peace of Mind**

Enjoy our best value guarantee commitment to you.

[EXPLORE >](#)

[illegible][illegible]

## 4. Our Goal

- ✓ Update the existing Marriott master template and apply the new brand.
- ✓ Elevate the design to a sophisticated, luxurious, entertaining, beautiful and readable layout.
- ✓ Add new modules, retire unused modules and recode to faster and lighter loading.





## 5. Open Questions

- Any specific new modules you'd like to see?
- Brand bar
  - Is 72&Sunny owning this?
- Any last questions or call outs /Are we missing anything?



## 6. Next Steps

- Wireframe feedback, revisions & approval
- Design presentation
  - All sections master template
  - Options for:
    - Header
    - Features
    - Secondary & tertiary mods
    - Footer
  - Examples
    - MAU
    - Cobrand
    - Global Promo



# Wireframe

[http://preview.4at5.net/email\\_domains/mar/0909/MBVwi\\_reframe.html](http://preview.4at5.net/email_domains/mar/0909/MBVwi_reframe.html)



Thank you

