

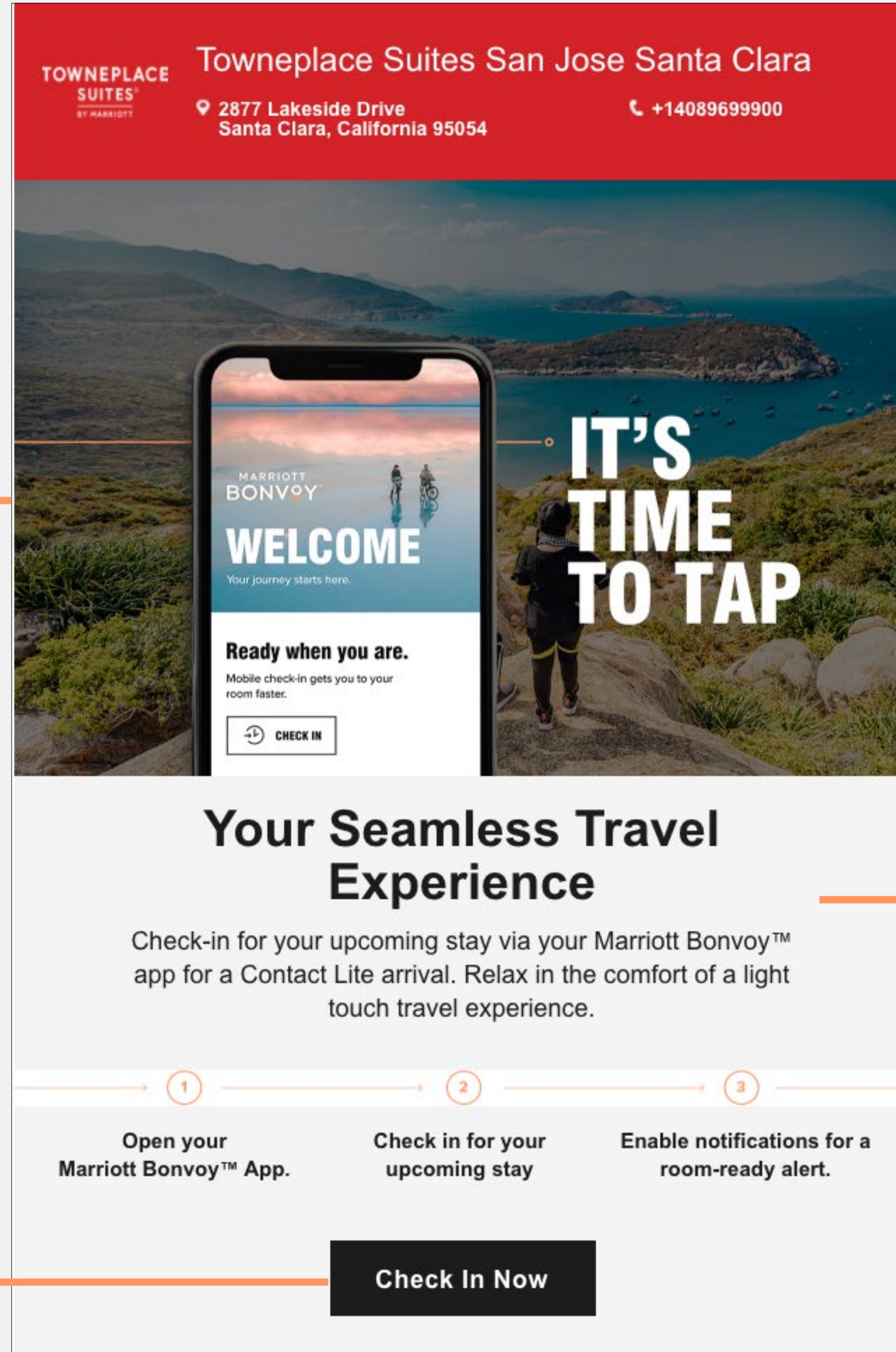


# CONTACT LITE BRAND EMAILS

*February 1, 2021*

*The Ask*

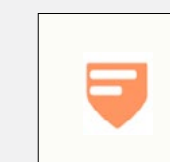
*Hero image with brand-specific headline embedded in the image*



### *Refine Subheads and Body Copy Per Email Type*

*1-2-3 image by brand*

### CTA button color changes by brand




*Best Rate Guarantee icon by brand*

*Refined Copy Per Email Type*



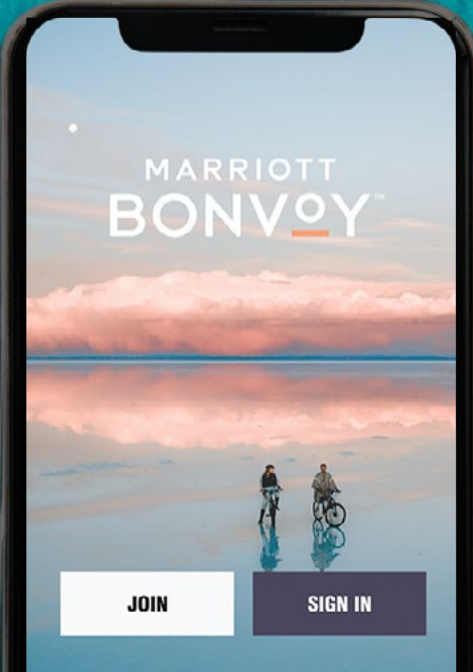
Non-Member



Ritz-Carlton South Beach

1 Lincoln Rd  
Miami Beach, FL 33139

+14089699900



Unlock An  
Extraordinary  
Stay

### It's Time To Check In

Check in on the website for a Contact Lite arrival or download the Marriott Bonvoy™ app and relax in the comfort of a light touch travel experience.

1

2

3


Download the Marriott Bonvoy™ App.

Go to Trips to find your reservation for your upcoming stay and check in.

Enable notifications for a room-ready alert.

Check In Now

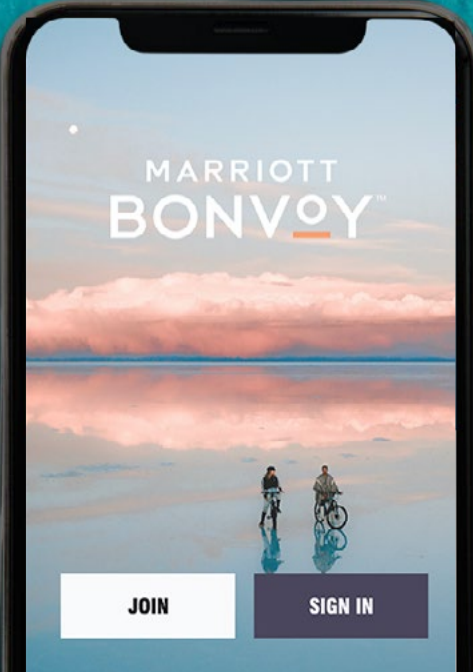
Member Without App



Ritz-Carlton South Beach

1 Lincoln Rd  
Miami Beach, FL 33139

+14089699900



Unlock An  
Extraordinary  
Stay

### It's Time To Check In

Download the Marriott Bonvoy™ app for a Contact Lite arrival. Breeze through check-in and relax in the comfort of a light touch travel experience.

1

2

3


Download the Marriott Bonvoy™ App.

Check in for your upcoming stay.

Enable notifications for a room-ready alert.

Check In Now

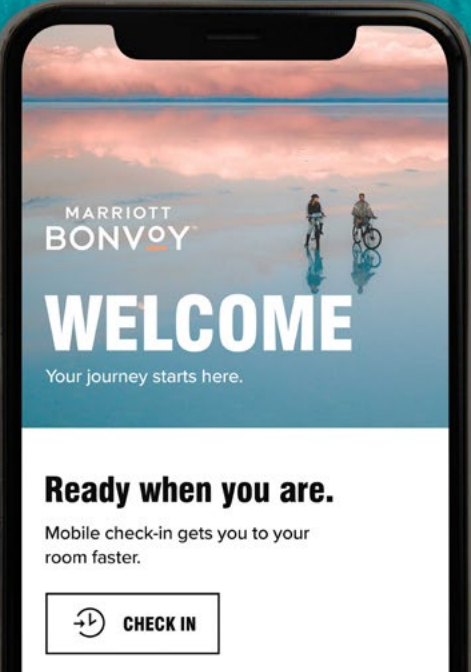
Member With App



Ritz-Carlton South Beach

1 Lincoln Rd  
Miami Beach, FL 33139

+14089699900



Unlock An  
Extraordinary  
Stay

### It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

2

3

Open your Marriott Bonvoy™ App.


Check in for your upcoming stay.

Enable notifications for a room-ready alert.

Check In Now




Mobile Key With App



Ritz-Carlton South Beach

1 Lincoln Rd  
Miami Beach, FL 33139

+14089699900




3:38

Room 6003

Unlocking...

Make sure you hold your phone close to the lock.



Unlock An Extraordinary Stay

Go Contact Lite With Mobile Key

Unlock your room, the fitness center, exterior doors and more from the palm of your hand. Simply use your Marriott Bonvoy™ app for a worry-free, light touch travel experience.

1

Open your Marriott Bonvoy™ App.

2


Check in for your upcoming stay.

3

Enable notifications for a room-ready alert.

Check In Now

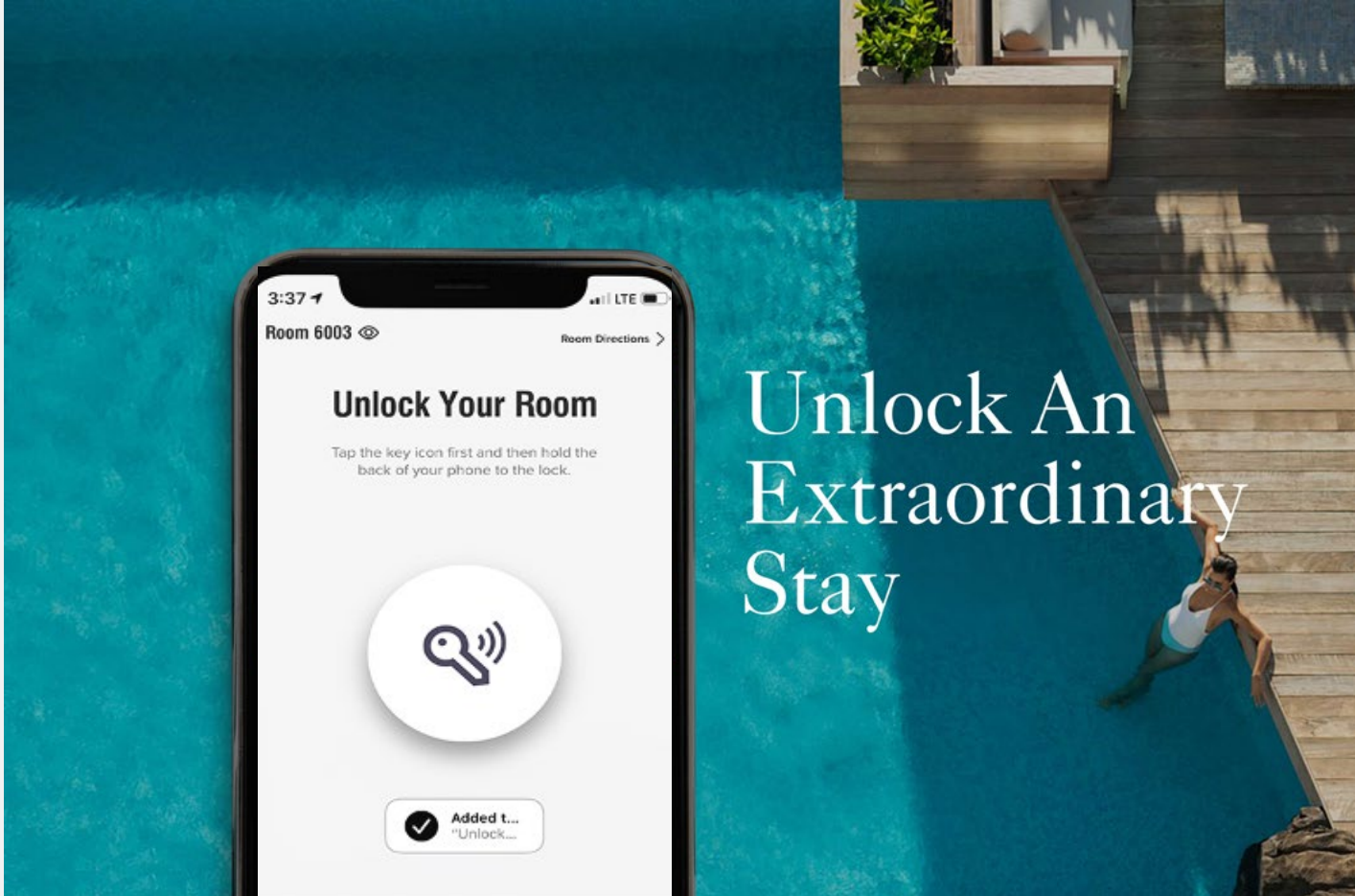
Mobile Key Without App



Ritz-Carlton South Beach

1 Lincoln Rd  
Miami Beach, FL 33139

+14089699900




3:37

Room 6003

Unlock Your Room

Tap the key icon first and then hold the back of your phone to the lock.



Added to your phone

Unlock An Extraordinary Stay

Go Contact Lite With Mobile Key

Download the Marriott Bonvoy™ app for a light touch travel experience. Move freely throughout the hotel as you unlock your room, the fitness center, exterior doors and more from the palm of your hand.

1

Download the Marriott Bonvoy™ App.

2

Check in for your upcoming stay.

3

Enable notifications to get an alert when your room and key are ready.

4

Tap on the key and unlock your room with your phone.


Check In Now

MARRIOTT BONVOY

Marriott Bonvoy Contact Lite Brand Emails | 6

*Luxury*





JW Essex House New York

160 Central Park S  
New York, NY 10019

+14089699900

Peace Of Mind  
At Every Step

## It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

2

3

Open your  
Marriott Bonvoy™ App.

Check in for your  
upcoming stay.


Enable notifications for a  
room-ready alert.

Check In Now

Brand Color Used  
#66615D

Default Font Used  
Times New Roman / Arial

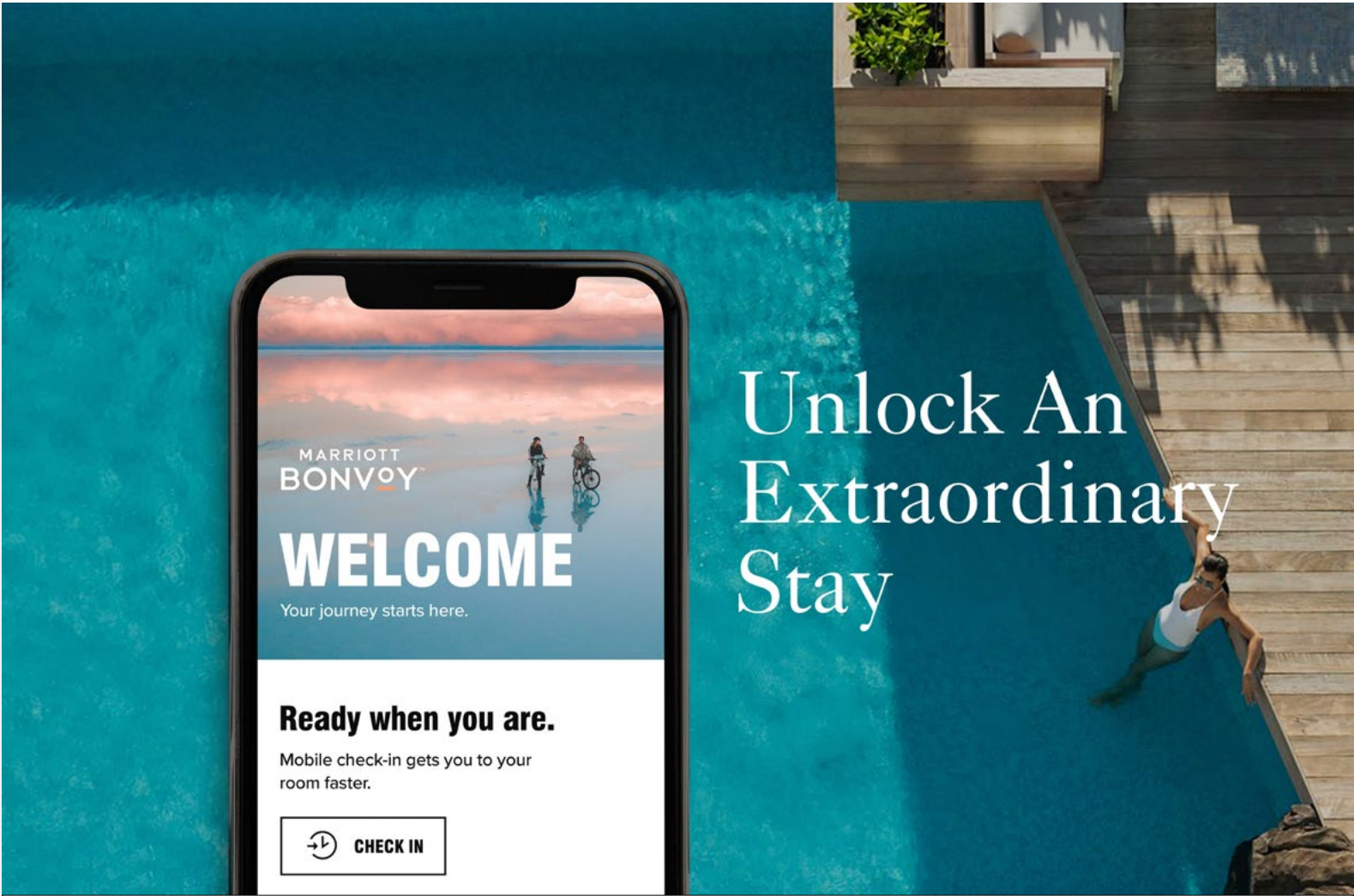


  
THE RITZ-CARLTON

# Ritz-Carlton South Beach

1 Lincoln Rd  
Miami Beach, FL 33139

+14089699900



## Unlock An Extraordinary Stay

### It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

2

3

Open your Marriott Bonvoy™ App.


Check in for your upcoming stay.

Enable notifications for a room-ready alert.

Check In Now

Brand Color Used  
#C3D6EE

Default Font Used  
Times New Roman / Arial



The St. Regis Bal Harbour Resort

9703 Collins Avenue  
Bal Harbour, Miami Beach, FL 33154

+14089699900



Tap Into  
An Exquisite  
Escape

It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your Marriott Bonvoy™ App.

2

Check in for your upcoming stay.

3

Enable notifications for a room-ready alert.

Check In Now

Brand Color Used  
#000000

Default Font Used  
Georgia / Arial



## W South Beach

2201 Collins Ave  
Miami Beach, FL 33139

+14089699900

## It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

Open your  
Marriott Bonvoy™ App.

Check in for your  
upcoming stay.

Enable notifications for a  
room-ready alert.

Check In Now

*Brand Color Used*  
#FF00FF

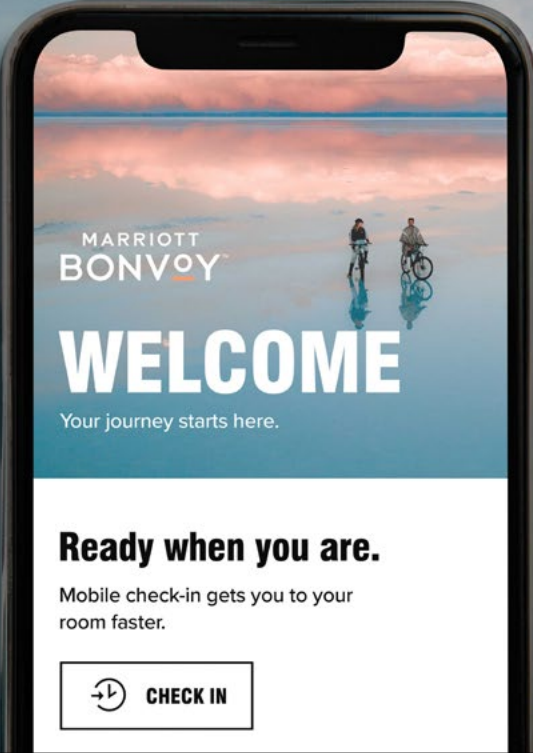
*Default Font Used*  
Arial Bold / Arial Reg

EDITION

MIAMI EDITION

2901 Collins Ave  
Miami Beach, FL 33140

+14089699900



UNLOCK A  
CURATED STAY

IT’S TIME TO CHECK IN

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

2

3

Open your  
Marriott Bonvoy™ App.

Check in for your  
upcoming stay.

Enable notifications for a  
room-ready alert.

Check In Now

Brand Color Used  
#1C1C1C

Default Font Used  
Times New Roman / Arial



THE  
LUXURY  
COLLECTION®

PRINCE DE GALLES, A LUXURY COLLECTION HOTEL,  
PARIS

33 Avenue George V  
Paris, 75008, France

+14089699900

UNLOCK THE  
JOURNEY OF  
A LIFETIME

## IT'S TIME TO CHECK IN

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your  
Marriott Bonvoy™ App.

2

Check in for your  
upcoming stay.

3

Enable notifications for a  
room-ready alert.

CHECK IN NOW

*Brand Color Used*  
#404040

*Default Font Used*  
Times New Roman / Arial

*Premium*



AUTOGRAPH  
COLLECTION®  
HOTELS

GRAND UNIVERSE LUCCA, AUTOGRAPH COLLECTION

Piazza del Giglio, 1, 55100  
Lucca LU, Italy

+14089699900

The background image shows a woman from behind, wearing a white, ruffled-sleeved dress, standing on what appears to be a boat or pier. She is looking towards a sunset over a body of water. In the foreground, a smartphone displays the Marriott Bonvoy app's welcome screen. The screen features the text 'MARRIOTT BONVOY WELCOME Your journey starts here.' Below this, it says 'Ready when you are. Mobile check-in gets you to your room faster.' and has a 'CHECK IN' button with a circular arrow icon.

UNLOCK  
A TRIP LIKE  
NOTHING  
ELSE

## IT'S TIME TO CHECK IN

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your Marriott Bonvoy™ App.

2

Check in for your upcoming stay.

3

Enable notifications for a room-ready alert.

CHECK IN NOW

Brand Color Used  
#37323F

*Default Font Used*  
Arial

DELTA

HOTELS

MARRIOTT

Delta Hotels by Marriott Calgary Downtown

09 4 Ave SE, Calgary, AB  
T2G 0C6, Canada

+14089699900

MARRIOTT BONVOY

WELCOME

Your journey starts here.

Ready when you are.

Mobile check-in gets you to your room faster.

CHECK IN

Simple At Every Step

It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your Marriott Bonvoy™ App.

2

Check in for your upcoming stay.

3

Enable notifications for a room-ready alert.

Check In Now

Brand Color Used  
#11159C

*Default Font Used*  
Verdana



DESIGN  
HOTELS

Santa Monica Proper Hotel, A Member Of Design Hotels™

700 Wilshire Boulevard  
Santa Monica, California, 90401, USA

+14089699900

MARRIOTT  
BONVOY

WELCOME

Your journey starts here.

Ready when you are.  
Mobile check-in gets you to your room faster.

CHECK IN

EFFORTLESS  
TRAVEL  
BY DESIGN

It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your Marriott Bonvoy™ App.

2

Check in for your upcoming stay.

3


Enable notifications for a room-ready alert.

Check In Now

*Brand Color Used*  
#1C1C1C

*Default Font Used*  
Arial Bold / Arial Reg

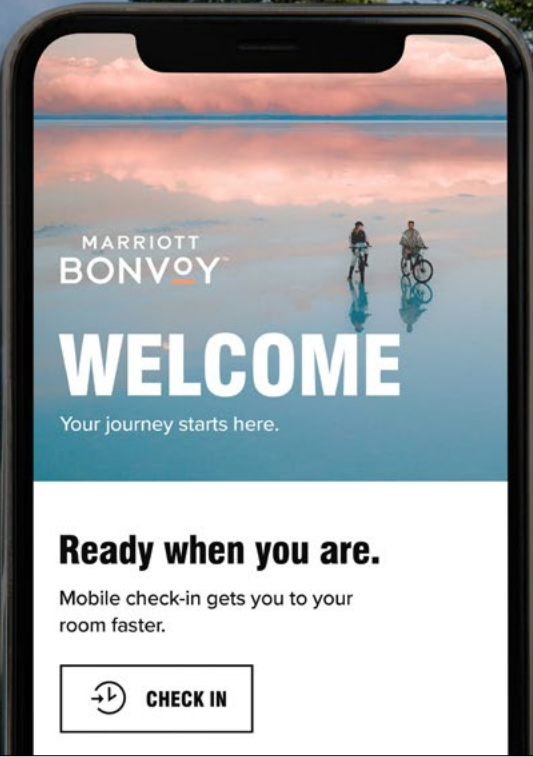




Gaylord Opryland Resort & Convention Center

2800 Opryland Drive  
Nashville, Tennessee 37214 US

+14089699900



# Flawless From The Start

## It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

2

3

Open your Marriott Bonvoy™ App.

Check in for your upcoming stay.

Enable notifications for a room-ready alert.

Check In Now

Brand Color Used  
#114C79

Default Font Used  
Arial Bold / Arial Reg



LE MERIDIEN

120 W 57th St  
New York, NY 10019

+14089699900

MARRIOTT  
BONVOY

WELCOME

Your journey starts here.

Ready when you are.

Mobile check-in gets you to your room faster.

CHECK IN

UNLOCK THE  
GOOD LIFE

IT’S TIME TO CHECK IN

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your Marriott Bonvoy™ App.

2

Check in for your upcoming stay.

3

Enable notifications for a room-ready alert.

CHECK IN NOW


Brand Color Used  
#263b50

Default Font Used  
Arial

MARRIOTT BONVOY

Marriott Bonvoy Contact Lite Brand Emails | 19

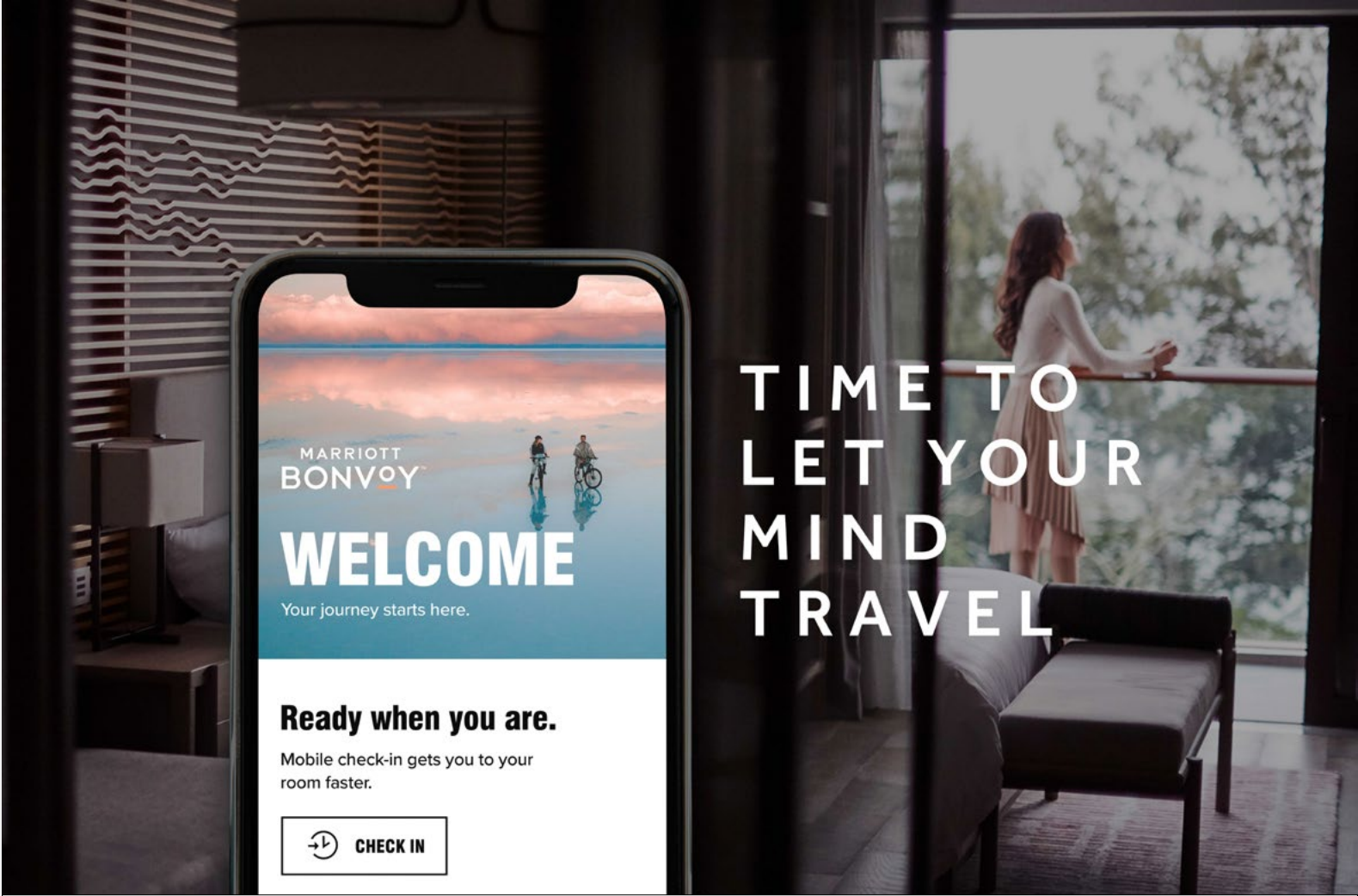




Newport Marriott

25 America's Cup Ave,  
Newport, RI 02840

+14089699900



TIME TO  
LET YOUR  
MIND  
TRAVEL

IT'S TIME TO CHECK IN

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your Marriott Bonvoy™ App.

2

Check in for your upcoming stay.


3

Enable notifications for a room-ready alert.

CHECK IN NOW

Brand Color Used  
#A0072B


Default Font Used  
Arial Bold / Arial Reg



Marriott’s Waikoloa Ocean Club

69-275 Waikoloa Beach Dr,  
Waikoloa Beach, HI 96738

+14089699900



### It’s Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

2

3

Open your Marriott Bonvoy™ App.

Check in for your upcoming stay.

Enable notifications for a room-ready alert.

[Check In Now](#)

Brand Color Used  
#009688

Default Font Used  
Times New Roman / Arial



RENAISSANCE<sup>®</sup>  
HOTELS

# RENAISSANCE NEW YORK MIDTOWN HOTEL

218 W 35th St,  
New York, NY 10001

+14089699900

WALK  
IN LIKE A  
LOCAL

## IT'S TIME TO CHECK IN

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your Marriott Bonvoy™ App.

2

Check in for your upcoming stay.


3

Enable notifications for a room-ready alert.

CHECK IN NOW

Brand Color Used  
#292E3D

*Default Font Used*  
Arial / Georgia

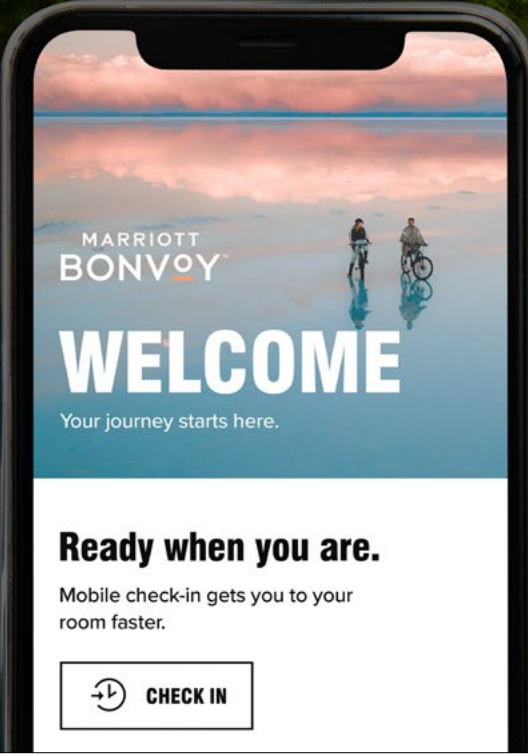


SHERATON

Sheraton Waikiki

2255 Kalakaua Ave,  
Honolulu, HI 96815

+14089699900



Tap Into Our Community

It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your Marriott Bonvoy™ App.

2

Check in for your upcoming stay.

3

Enable notifications for a room-ready alert.

Check In Now

Brand Color Used  
#888686

Default Font Used  
Georgia /Arial



## Apollo Hotel Amsterdam, A Tribute Portfolio Hotel

TRIBUTE  
PORTFOLIO

Apollolaan 2  
Amsterdam, 1077, Netherlands

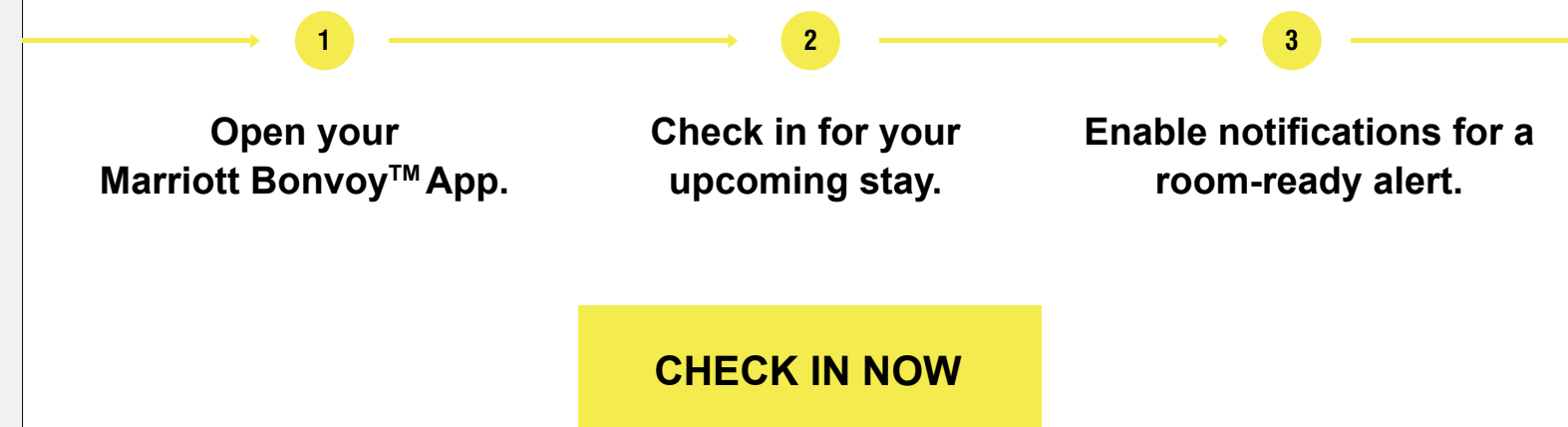
+14089699900



# Travel With Character

## It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.



*Brand Color Used*  
#F4EC4E

*Default Font Used*  
Arial



**WESTIN**  
HOTELS & RESORTS

The Westin Maui Resort & Spa, Ka'anapali

2365 Kaanapali Pkwy,  
Lahaina, HI 96761

+14089699900

**It's Time To Check In**

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

- 1 Open your Marriott Bonvoy™ App.
- 2 Check in for your upcoming stay.
- 3 Enable notifications for a room-ready alert.

**Check In Now**

*Brand Color Used*  
#C7DED1

*Default Font Used*  
Georgia / Arial



*Select*

AC  
HOTELS  
MARRIOTT

AC Hotel by Marriott Barcelona Forum

Passeig del Taulat, 278,  
08019 Barcelona, Spain

+14089699900

MARRIOTT  
BONVOY

WELCOME

Your journey starts here.

Ready when you are.

Mobile check-in gets you to your  
room faster.

CHECK IN

A Perfectly  
Designed Stay

It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app  
for a Contact Lite arrival. Relax in the comfort of a  
light touch travel experience.

1

Open your  
Marriott Bonvoy™ App.

2

Check in for your  
upcoming stay.

3


Enable notifications for a  
room-ready alert.

Check In Now

Brand Color Used  
#C1B6A9

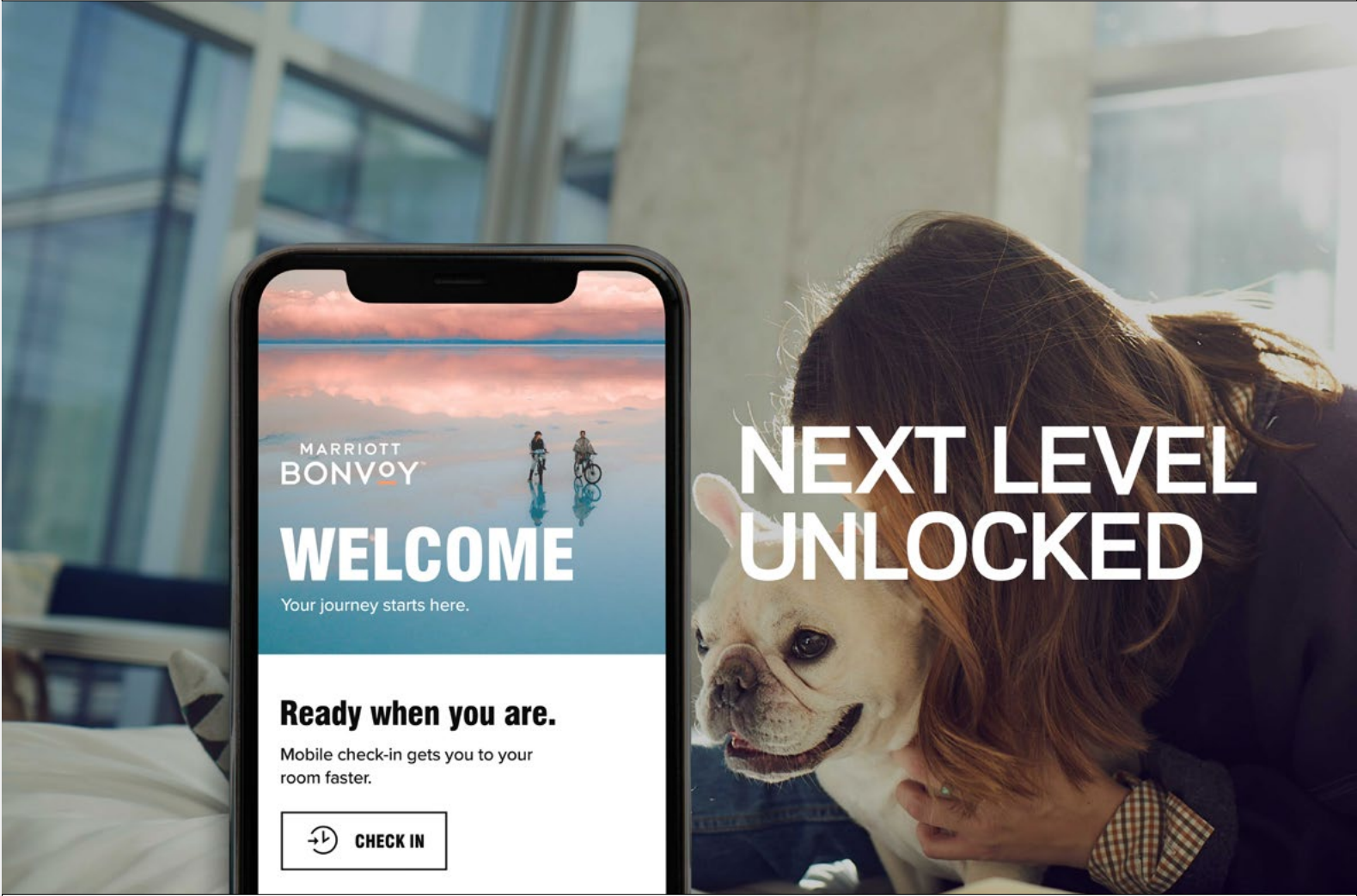
Default Font Used  
Arial





**Aloft Chicago Mag Mile**  
243 E Ontario St,  
Chicago, IL 60611

+14089699900



**NEXT LEVEL UNLOCKED**

# It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

2

3

Open your Marriott Bonvoy™ App.

Check in for your upcoming stay.

Enable notifications for a room-ready alert.

CHECK IN NOW

Brand Color Used  
#B71F6F

Default Font Used  
Arial Bold / Arial Reg

MARRIOTT BONVOY

Marriott Bonvoy Contact Lite Brand Emails | 28

COURTYARD  
BY MARRIOTT

COURTYARD BY MARRIOTT NEW YORK MANHATTAN/SOHO

181 Varick St,  
New York, NY 10014

+14089699900

A woman with curly hair, wearing a beige coat and carrying a black bag, stands in a modern interior space. She is holding a smartphone that displays the Marriott Bonvoy app interface. The screen shows a sunset scene with two people on bicycles, the text "MARRIOTT BONVOY WELCOME Your journey starts here.", and a "CHECK IN" button.

A SUCCESSFUL TRIP STARTS NOW

## IT'S TIME TO CHECK IN

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your Marriott Bonvoy™ App.

2

Check in for your upcoming stay.

3

Enable notifications for a room-ready alert.

CHECK IN NOW

Brand Color Used  
#555759

*Default Font Used*  
Verdana



Fairfield  
BY MARRIOTT

Fairfield Inn & Suites by Marriott Austin South

4525 S IH 35 Frontage Rd,  
Austin, TX 78744

+14089699900

Unlock An Effortless Stay

## It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your Marriott Bonvoy™ App.

2

Check in for your upcoming stay.

3

Enable notifications for a room-ready alert.

[Check In Now](#)

Brand Color Used  
#51748B

*Default Font Used*  
Times New Roman / Arial

FOUR  
POINTS

BY SHERATON

Four Points by Sheraton Meriden

275 Research Pkwy,  
Meriden, CT 06450

+14089699900

The image shows a man and a woman smiling next to a smartphone. The phone screen displays the Marriott Bonvoy app's welcome page. At the top, it says 'MARRIOTT BONVOY' above a scenic image of two people cycling on a path. Below this, the word 'WELCOME' is prominently displayed, followed by the tagline 'Your journey starts here.' Further down, there's a section titled 'Ready when you are.' which states 'Mobile check-in gets you to your room faster.' and includes a button with a clock icon labeled 'CHECK IN'.

## It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your Marriott Bonvoy™ App.

2

Check in for your upcoming stay.

3


Enable notifications for a room-ready alert.

Check In Now

Brand Color Used  
#04364D

*Default Font Used*  
Times New Roman Bold / Arial

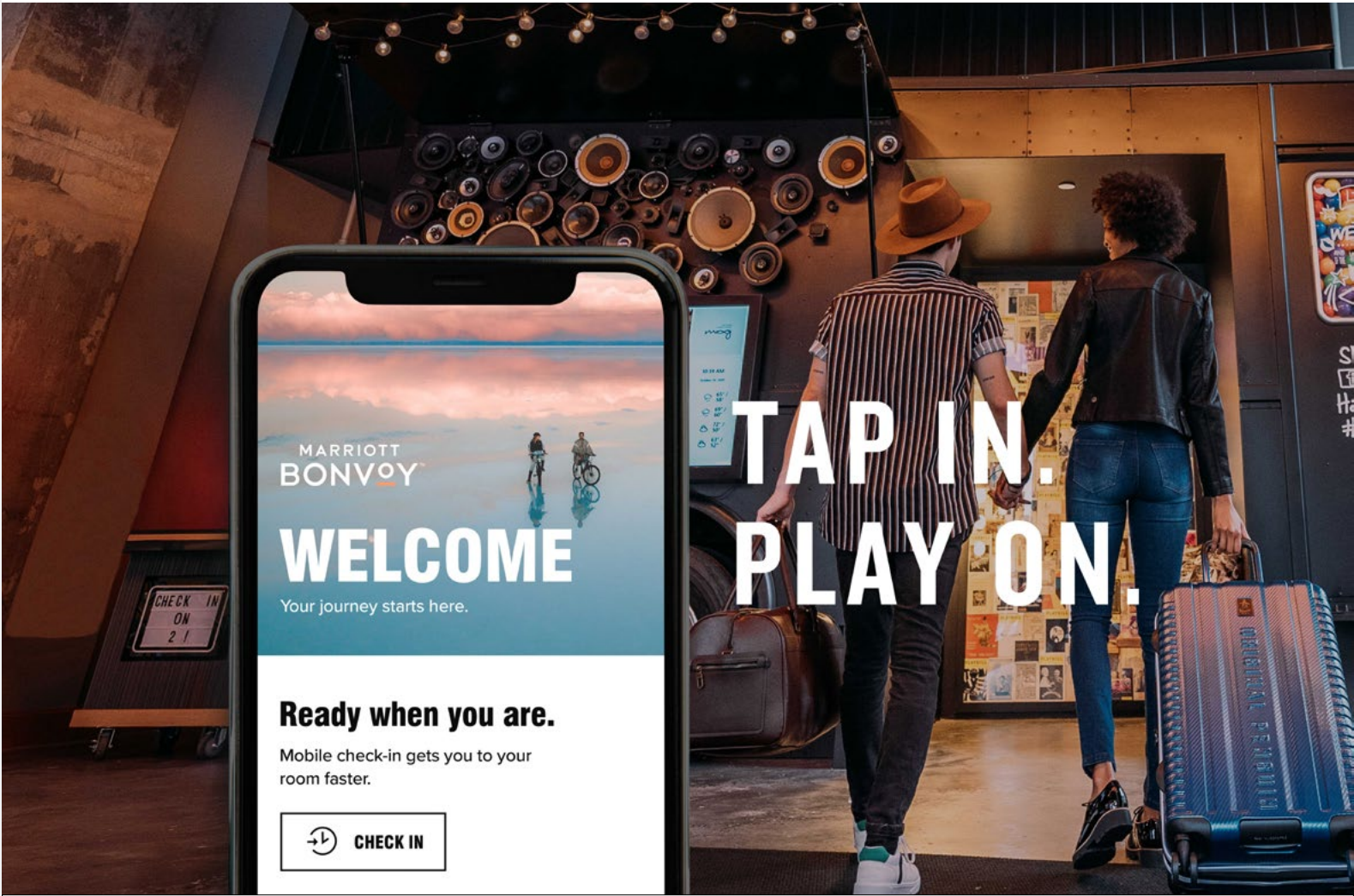




MOXY Tokyo Kinshicho

3 Chome-4-2 Kotobashi, Sumida City,  
Tokyo 130-0022, Japan

+14089699900



TAP IN.  
PLAY ON.

IT'S TIME TO CHECK IN

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your Marriott Bonvoy™ App.

2

Check in for your upcoming stay.


3

Enable notifications for a room-ready alert.

CHECK IN NOW

Brand Color Used  
#A40E86

Default Font Used  
Gil Sans

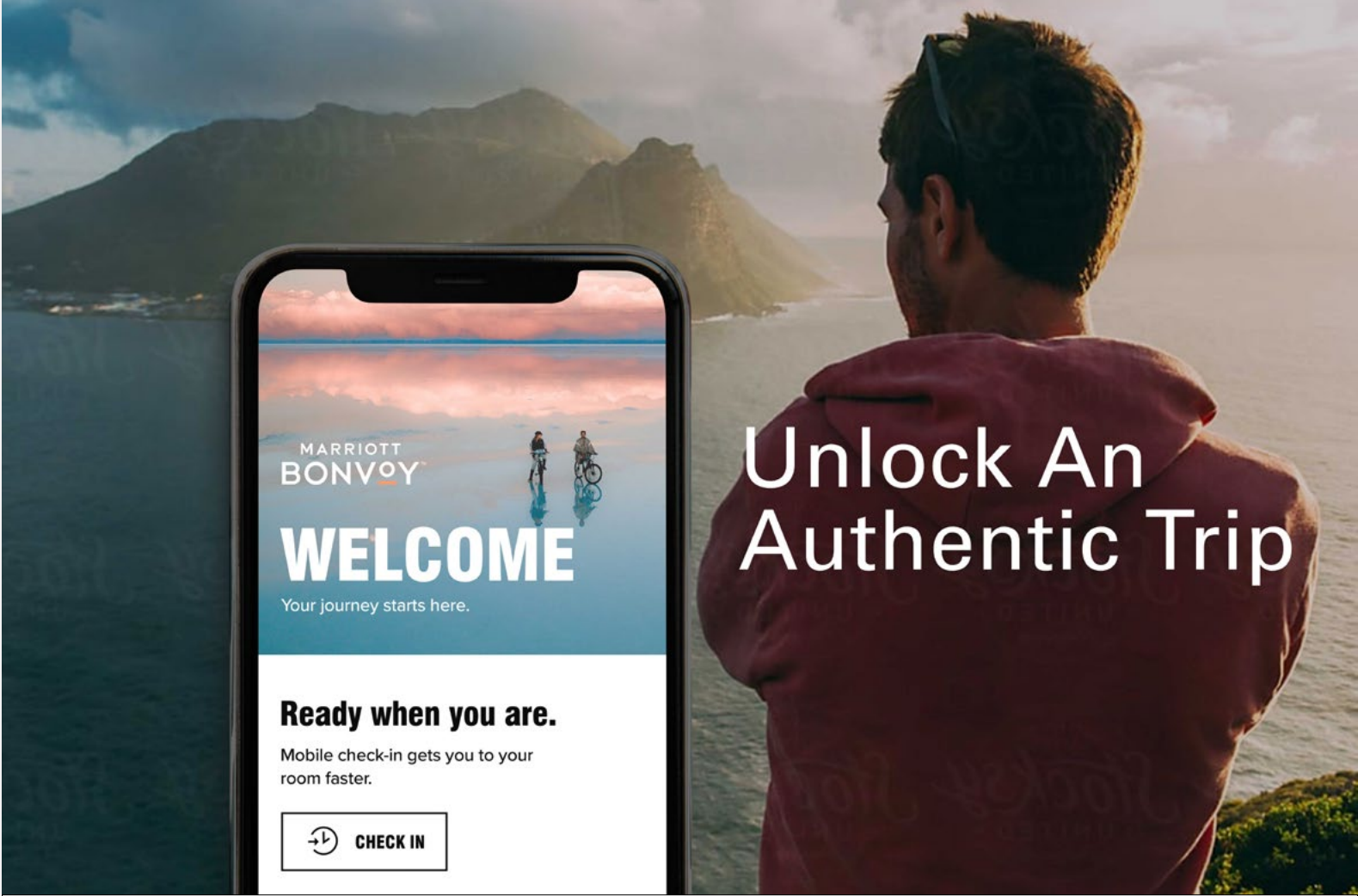


PROTEA HOTELS.  
MARRIOTT

Protea Hotel Franschhoek

33/34 Huguenot Road,  
Franschhoek, Cape Town 7690 South Africa

+14089699900



Unlock An  
Authentic Trip

It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your Marriott Bonvoy™ App.

2

Check in for your upcoming stay.

3

Enable notifications for a room-ready alert.

Check In Now

Brand Color Used  
#1E3868

Default Font Used  
Arial



SPRINGHILL  
SUITES<sup>®</sup>  
MARRIOTT

SpringHill Suites by Marriott San Diego Downtown/Bayfront

900 Bayfront Ct,  
San Diego, CA 92101

+14089699900

MARRIOTT  
BONVOY<sup>™</sup>

WELCOME

Your journey starts here.

Ready when you are.  
Mobile check-in gets you to your room faster.

CHECK IN

Tap Into  
The Little  
Extras

It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy<sup>™</sup> app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your Marriott Bonvoy<sup>™</sup> App.

2

Check in for your upcoming stay.

3

Enable notifications for a room-ready alert.


Check In Now

Brand Color Used  
#2F4256

*Default Font Used*  
Arial

*Longer Stays*

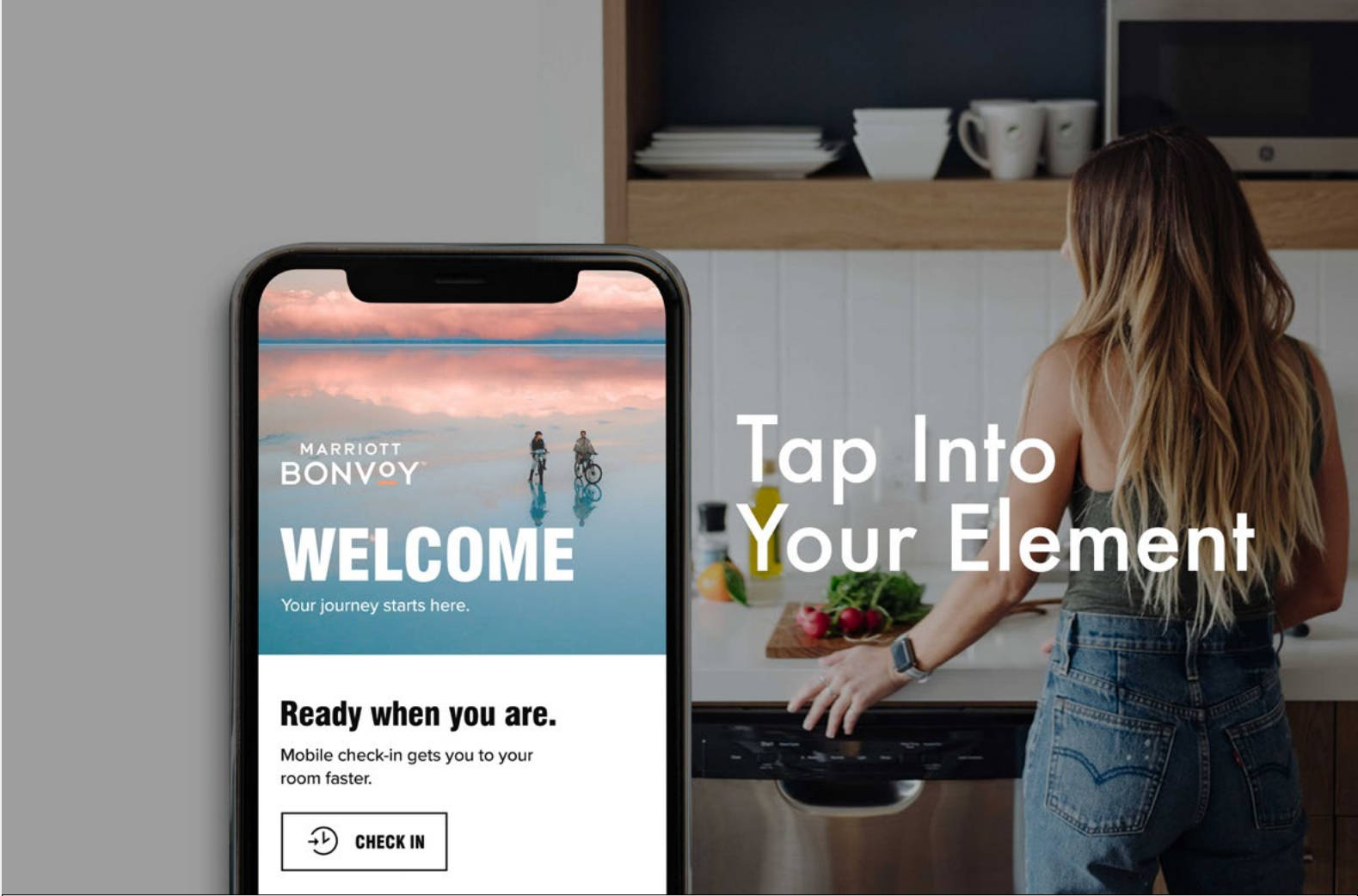




Element Hotels San Diego

900 Bayfront Ct,  
San Diego, CA 92101

+14089699900



It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your Marriott Bonvoy™ App.

2

Check in for your upcoming stay.

3

Enable notifications for a room-ready alert.


Check In Now

Brand Color Used  
#317990

Default Font Used  
Arial

MARRIOTT BONVOY

Marriott Bonvoy Contact Lite Brand Emails | 36



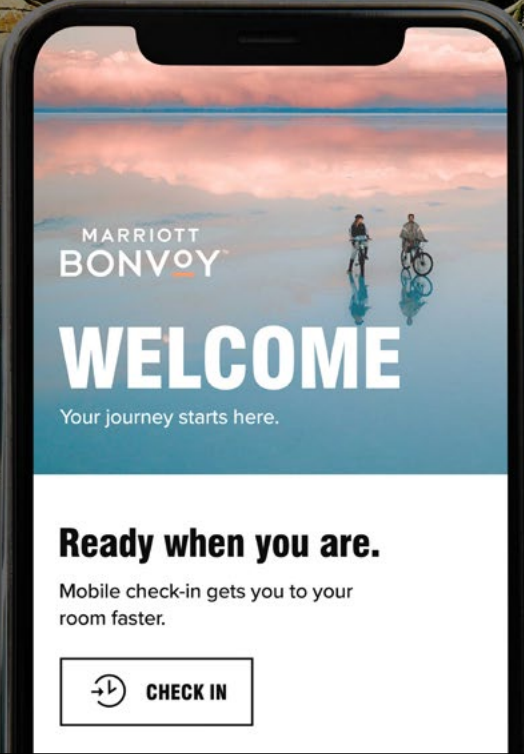
HOMES & VILLAS

BY MARRIOTT INTERNATIONAL

Homes & Villas

900 Bayfront Ct,  
San Diego, CA 92101

+14089699900



Time To  
Make Yourself  
At Home

It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app  
for a Contact Lite arrival. Relax in the comfort of a  
light touch travel experience.

1

Open your  
Marriott Bonvoy™ App.

2

Check in for your  
upcoming stay.

3

Enable notifications for a  
room-ready alert.

Check In Now


Brand Color Used  
#C2962D

Default Font Used  
Georgia

MARRIOTT BONVOY

Marriott Bonvoy Contact Lite Brand Emails | 37

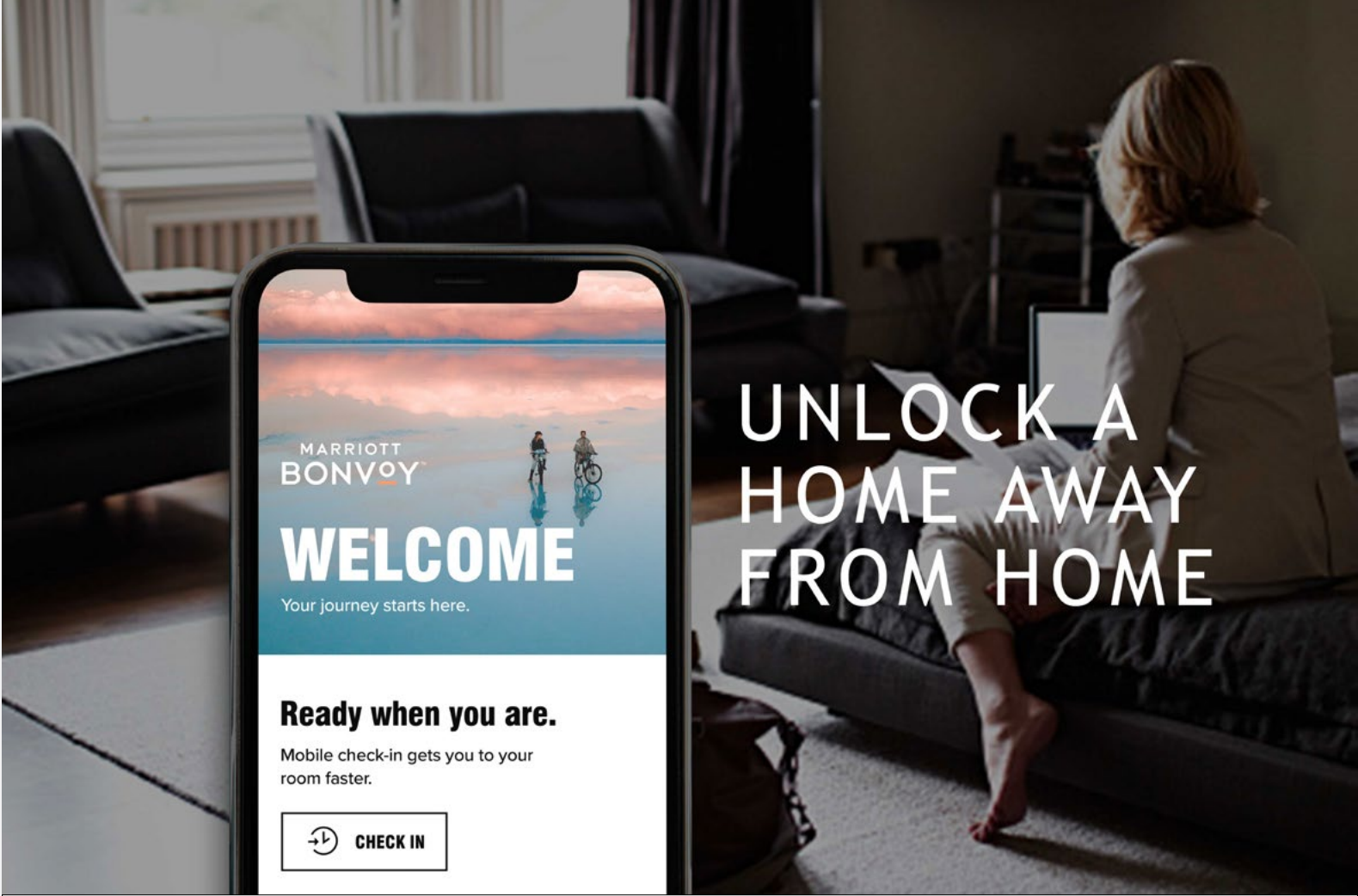




Marriott Executive Apartments

900 Bayfront Ct,  
San Diego, CA 92101

+14089699900



UNLOCK A  
HOME AWAY  
FROM HOME

It's Time To Check In

Check in for your upcoming stay via your Marriott Bonvoy™ app for a Contact Lite arrival. Relax in the comfort of a light touch travel experience.

1

Open your Marriott Bonvoy™ App.

2

Check in for your upcoming stay.

3

Enable notifications for a room-ready alert.

Check In Now

Brand Color Used  
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