



## **Marriott / Starwood Microsite Design Review**

May 19, 2016

## **AGENDA**

- Review project background
- Review designs
- Feedback

---

# 1

## **PROJECT BACKGROUND**

## MICROSITE GOALS

- Introduce combined company and joined loyalty programs with a “Wow” moment
- Communicate benefits of joined company and loyalty programs to members
- Focus on key benefits: status match; access to new properties; points transfer and redemption
- Drive “link account”



## PREVIOUS FEEDBACK

- Bring in the loyalty programs more strongly on landing page.
- Bring in more “Wow” on the landing page.
- Ensure prominence of “Link Account” action
- Continue to iterate how “program” and “status” selector works
- Accommodate brand hierarchy work on the “Brands” page

## TODAY

- Landing page, with program filter
  - Status Matrix
  - Points Transfer
  - Membership Selection
  - More Benefits
  - Properties
  - Link Accounts
- Brands
- Press
- FAQ

*Note: text, images are FPO*



**DESIGNS**

**LANDING PAGE**

**PROTOTYPE**

# MEMBERSHIP SELECTION

[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

# LOREM IPSUM DOLOR

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THE RITZ-CARLTON  
REWARDS

DISCOVER NEW BENEFITS



Marriott  
REWARDS



DISCOVER NEW BENEFITS



spg Starwood  
Preferred  
Guest

YOU ARE HERE

DISCOVER NEW BENEFITS

STATUS



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

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THE RITZ-CARLTON  
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DISCOVER NEW BENEFITS



Marriott  
REWARDS



DISCOVER NEW BENEFITS

spg Starwood  
Preferred  
Guest

I'M A MEMBER



STATUS



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

**Preferred**

**Preferred Plus**

**Gold**

**Platinum**

[I'M NOT AN SPG MEMBER](#)

**STATUS**





[BRANDS](#)

[FAQ](#)

[NEWS](#)

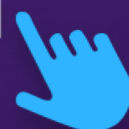
[LINK ACCOUNTS](#)



Preferred

Preferred Plus

Gold



Platinum

[I'M NOT AN SPG MEMBER](#)

STATUS





# GOLD ELITE

Your SPG status will be matched.  
Link to a Marriott Rewards account and  
enjoy your new benefits.

## Enjoy these benefits

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Curabitur placerat dolor vitae.

Not a member of Marriott Rewards?  
[Join Now](#)

Priority late checkout ✓

Bonus on points for stays 25%

Complimentary room upgrade ✓

Complimentary Wi-Fi ✓

Status and rewards at Ritz-Carlton properties ✓

**RECOGNIZED LANDING - SPG MEMBER**



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

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THE RITZ-CARLTON  
REWARDS



Marriott  
REWARDS



spg Starwood  
Preferred  
Guest

YOU ARE SPG GOLD

DISCOVER YOUR NEW BENEFITS ↓

[I'M NOT AN SPG MEMBER](#)



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Priority late checkout



Bonus on points for stays

25%

Complimentary room upgrade



Complimentary Wi-Fi



Status and rewards at Ritz-Carlton properties



[VIEW ALL BENEFITS](#)





# GOLD ELITE

## Benefits at a glance

25% bonus on points for stays

Free local phone and local fax

Guaranteed room type

Complimentary enhanced Internet service

Guaranteed lounge access/breakfast\*

Elite-only Rewards

Weekend discounts

Silver Exclusive Elite offers

Exclusive Guest Services line

Up to 10 Marriott Rewards points per dollar spent\*

My account

Discounted long-distance phone calls

Hertz #1 Gold Membership

Guaranteed room type

Complimentary room upgrade

Gold Exclusive Offers

Gift shop discount

Priority late checkout

Ultimate Reservation Guarantee

Elite Reservation line

eFolio

Rewards Plus: 20% discount on converting points to miles





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Priority late checkout



Bonus on points for stays

25%

Complimentary room upgrade



Complimentary Wi-Fi



Status and rewards at Ritz-Carlton properties



[VIEW ALL BENEFITS](#)





YOU ARE **SPG GOLD** ✕

[BRANDS](#)

[FAQ](#)

[NEWS](#)

[LINK ACCOUNTS](#)

Not a member of Marriott Rewards?

[Join Now](#)

Complimentary room upgrade



Complimentary Wi-Fi



Status and rewards at Ritz-Carlton properties



[VIEW ALL BENEFITS](#)



# BAHAMAS





YOU ARE **SPG GOLD** ×

[BRANDS](#)

[FAQ](#)

[NEWS](#)

[LINK ACCOUNTS](#)

# BAHAMAS



## ALL NEW DESTINATIONS

AUTOGRAPH  
COLLECTION®  
HOTELS

Atlantis Paradise Island Resort

Lorem ipsum dolor sit amet, consectetur adipiscing elit





YOU ARE **SPG GOLD** ×

[BRANDS](#)

[FAQ](#)

[NEWS](#)

[LINK ACCOUNTS](#)

# CANNES

.....

## ALL NEW DESTINATIONS

Lorem ipsum dolor sit amet, consectetur adipiscing elit



JW MARRIOTT

JW Marriott Cannes





YOU ARE **SPG GOLD** ×

[BRANDS](#)

[FAQ](#)

[NEWS](#)

[LINK ACCOUNTS](#)

# BUDAPEST

## ALL NEW DESTINATIONS

Lorem ipsum dolor sit amet, consectetur adipiscing elit







YOU ARE **SPG GOLD** ×

[BRANDS](#)

[FAQ](#)

[NEWS](#)

[LINK ACCOUNTS](#)

# ARUBA

## ALL NEW DESTINATIONS

Lorem ipsum dolor sit amet, consectetur adipiscing elit



Aruba Marriott Resort & Casino





YOU ARE **SPG GOLD** ✕

[BRANDS](#)

[FAQ](#)

[NEWS](#)

[LINK ACCOUNTS](#)

# BAHAMAS



## ALL NEW DESTINATIONS

AUTOGRAPH  
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Atlantis Paradise Island Resort

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YOU ARE **SPG GOLD** ✕

[BRANDS](#)

[FAQ](#)

[NEWS](#)

[LINK ACCOUNTS](#)

# ALL NEW DESTINATIONS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc finibus tincidunt ligula, vel laoreet elit tincidunt vitae. Vivamus egestas nulla dapibus tincidunt ultrices.

[DISCOVER OUR BRANDS](#)

AUTOGRAPH  
COLLECTION®  
HOTELS

Atlantis Paradise Island Resort

# USE POINTS IN MORE WAYS



YOU ARE **SPG GOLD** ✕

BRANDS

FAQ

NEWS

LINK ACCOUNTS

# USE POINTS IN MORE WAYS



Free Nights



Shop



Experiences



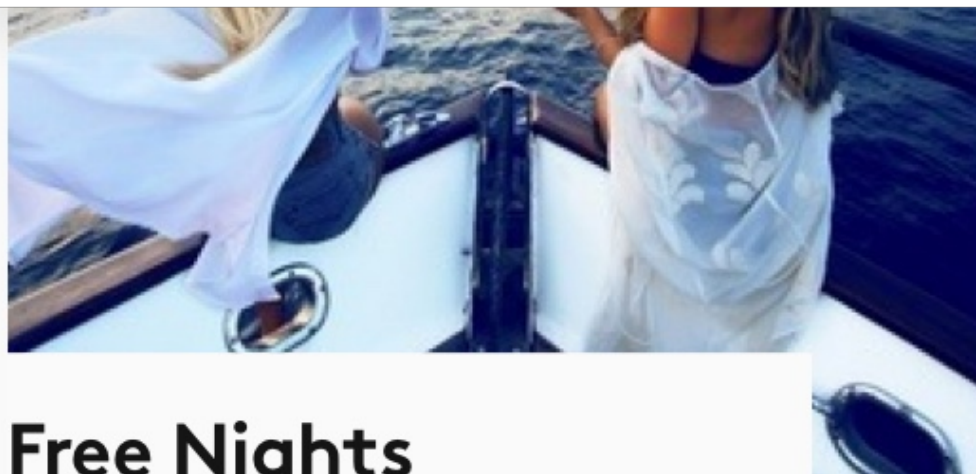
YOU ARE **SPG GOLD** ×

BRANDS

FAQ

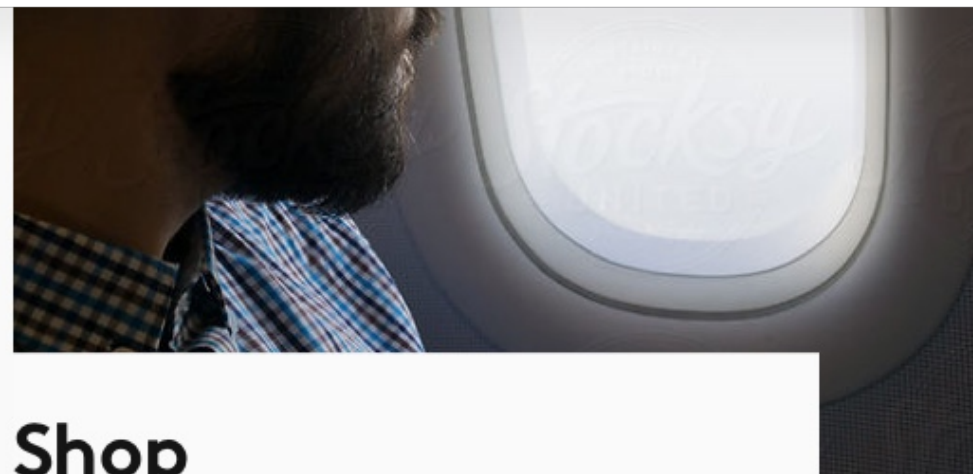
NEWS

LINK ACCOUNTS



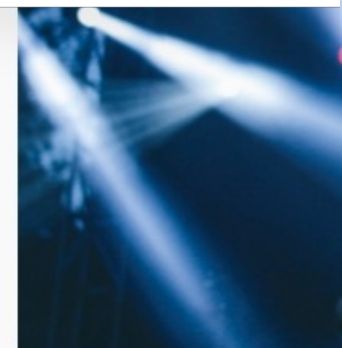
## Free Nights

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur placerat dolor vitae ex eleifend, at luctus eros pellentesque.



## Shop

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur placerat dolor vitae ex eleifend, at luctus eros pellentesque.

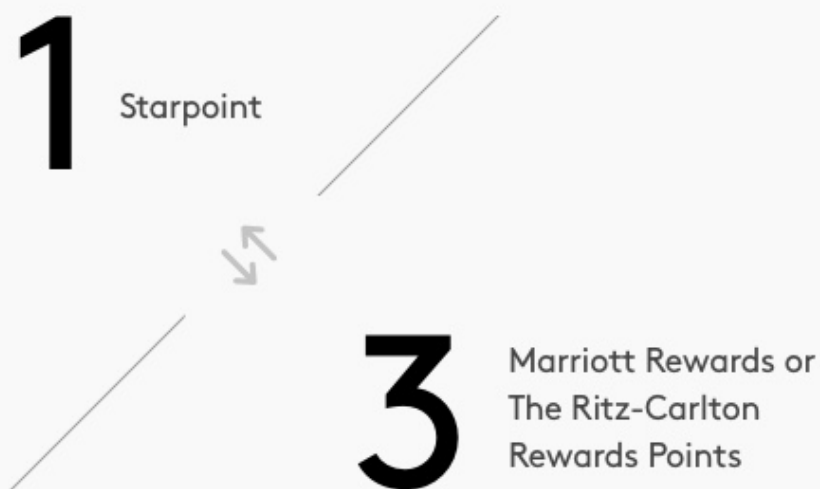


## Experience

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## How it works

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur placerat dolor vitae ex eleifend, at luctus eros pellentesque. Aenean porta urna eu urna elementum interdum. Proin molestie, massa eget porttitor sagittis, arcu magna convallis mi.







YOU ARE **SPG GOLD** ×

[BRANDS](#)

[FAQ](#)

[NEWS](#)

[LINK ACCOUNTS](#)

# LINK YOUR ACCOUNTS

Match your status and more.

Link your Marriott Rewards and SPG accounts to get started.

**spg** Starwood  
Preferred  
Guest



**Marriott**  
REWARDS  
.....

**LINK ACCOUNTS**



**Not a Marriott Rewards member?**

[JOIN NOW](#)

## Popular Questions

What does this mean for guests?

Lorem ipsum dolor sit amet?

**DEFAULT LANDING**

[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

# LOREM IPSUM DOLOR

Suspendisse elementum velit id orci consectetur, non sagittis diam hendrerit. Curabitur sed turpis nec mauris mattis dictum. Suspendisse malesuada eros eu odio.

**THE RITZ-CARLTON**  
REWARDS

DISCOVER NEW BENEFITS



**Marriott**  
REWARDS



DISCOVER NEW BENEFITS



**spg** Starwood  
Preferred  
Guest

DISCOVER NEW BENEFITS



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

THE RITZ-CARLTON  
REWARDS

DISCOVER NEW BENEFITS



Marriott  
REWARDS



DISCOVER NEW BENEFITS

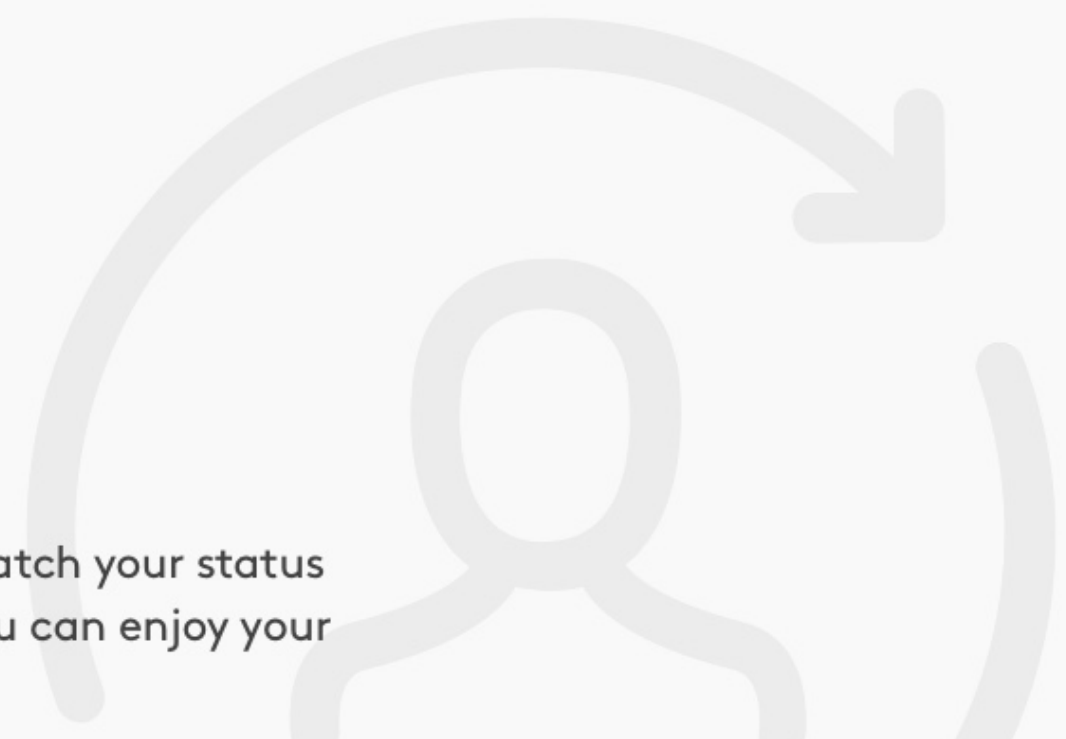


spg\* Starwood  
Preferred  
Guest

DISCOVER NEW BENEFITS

# STATUS MATCHING

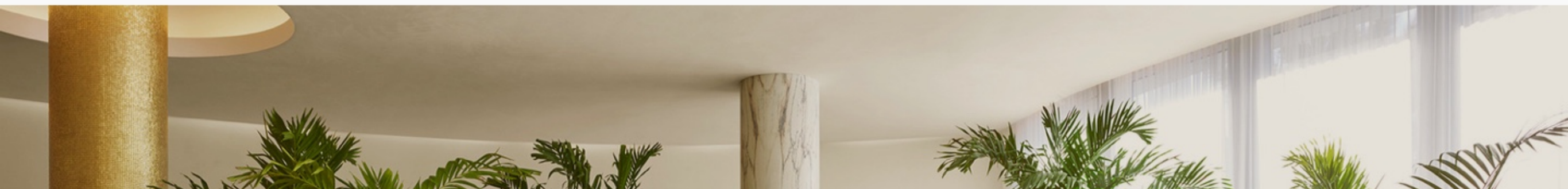
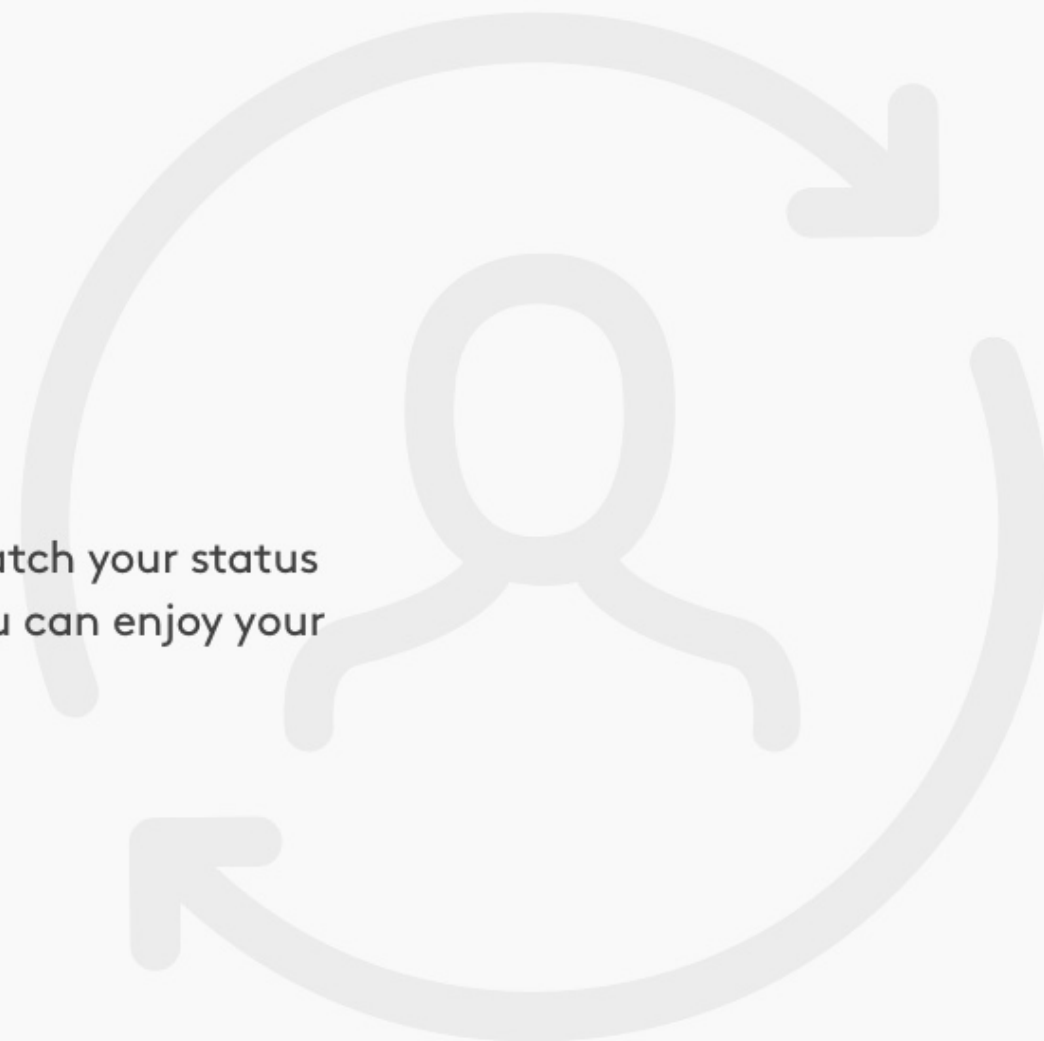
Take your status with you to more properties. We'll match your status to the highest available across linked accounts so you can enjoy your benefits in more places.



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

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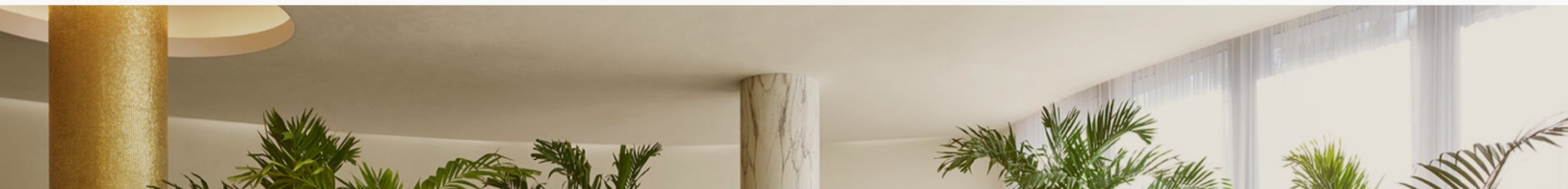
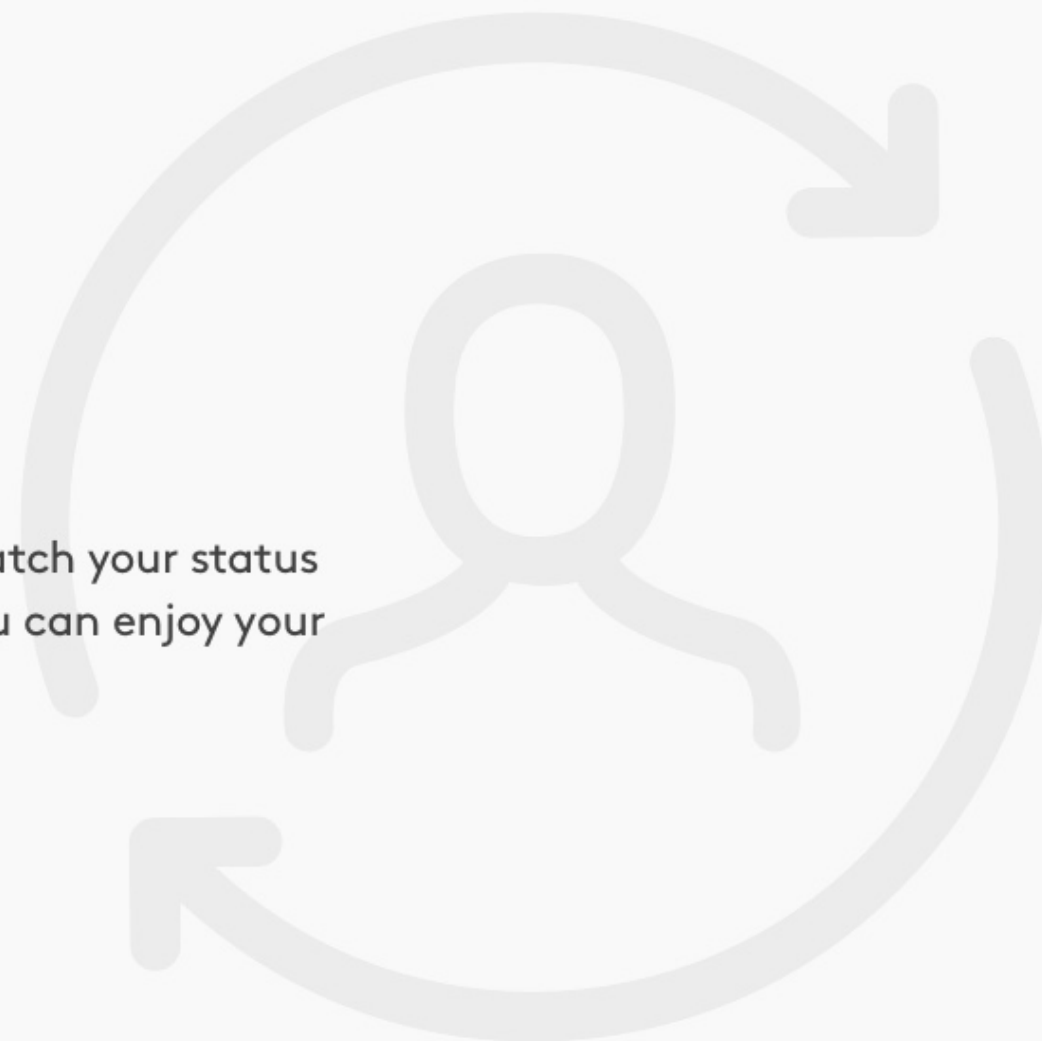
[FIND OUT YOUR MATCH](#)



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

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[FIND OUT YOUR MATCH](#)



**Rewards Member**

**Preferred**

**Silver Elite**

**Silver**

**Gold Elite**

**Gold**

**Gold**

**Platinum Elite**

**Platinum**

**Platinum**

**Platinum 75**

**Platinum 100**



**Rewards Member**

**Preferred**

**Silver Elite**

**Silver**

**Gold Elite**

**Gold**

**Gold**

**Platinum Elite**

**Platinum**

**Platinum**

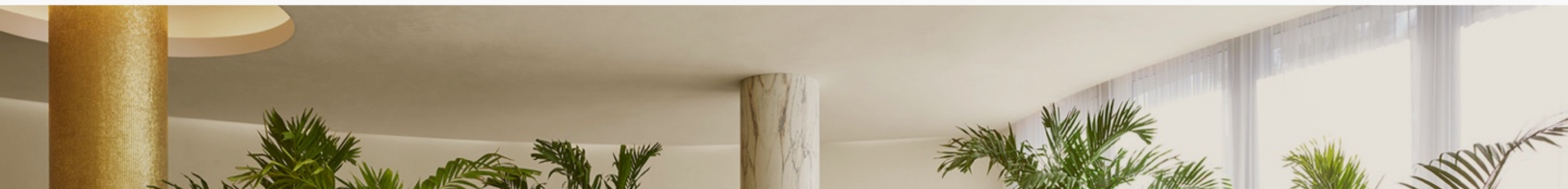
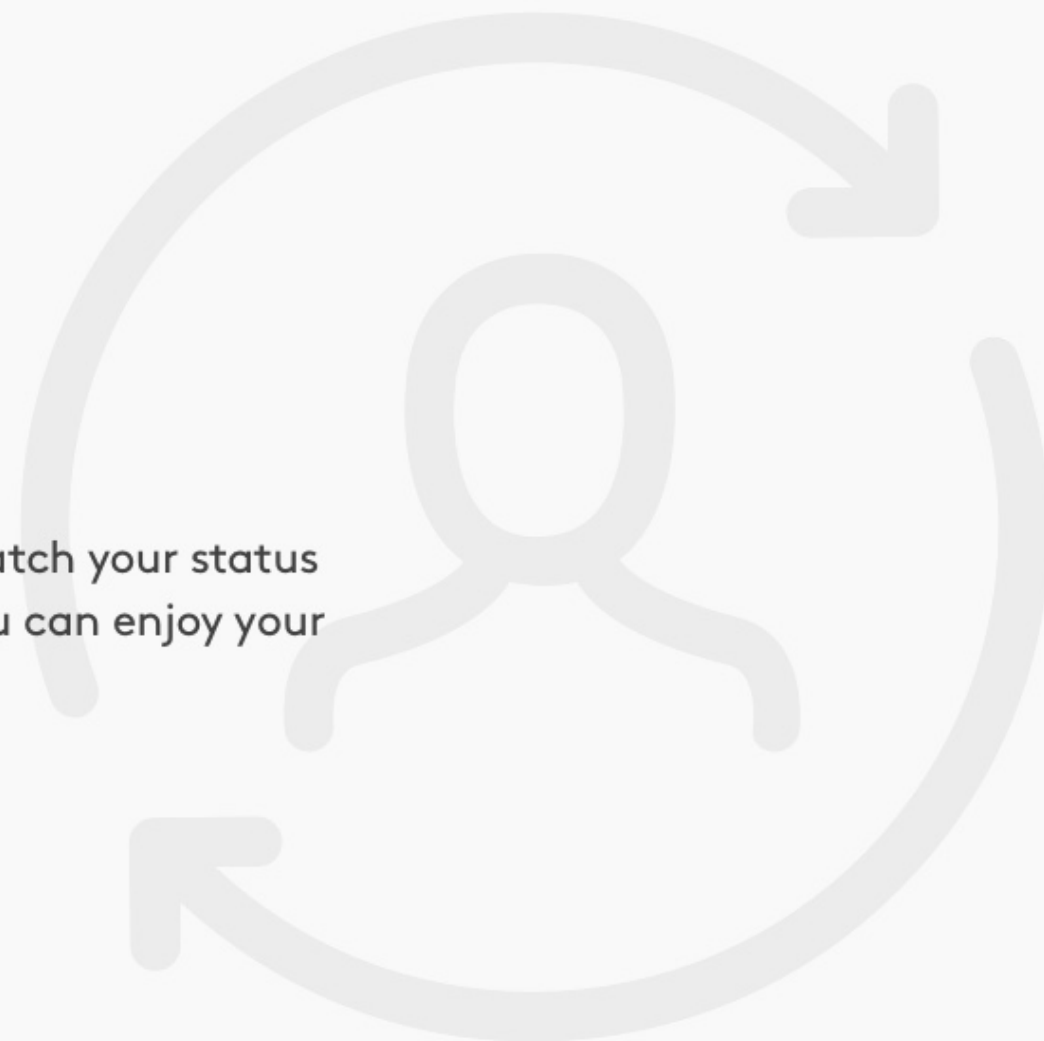
**Platinum 75**

**Platinum 100**

[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

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[FIND OUT YOUR MATCH](#)



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

# MIAMI

• • • • •

## MORE PLACES TO STAY

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Nunc finibus tincidunt ligula, vel laoreet elit tincidunt

EDITION®  
EDITION Miami



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

# MORE PLACES TO STAY

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Nunc finibus tincidunt ligula, vel laoreet elit tincidunt  
vitae. Vivamus egestas nulla dapibus tincidunt ultrices.

[DISCOVER OUR BRANDS](#)

# USE POINTS IN MORE WAYS



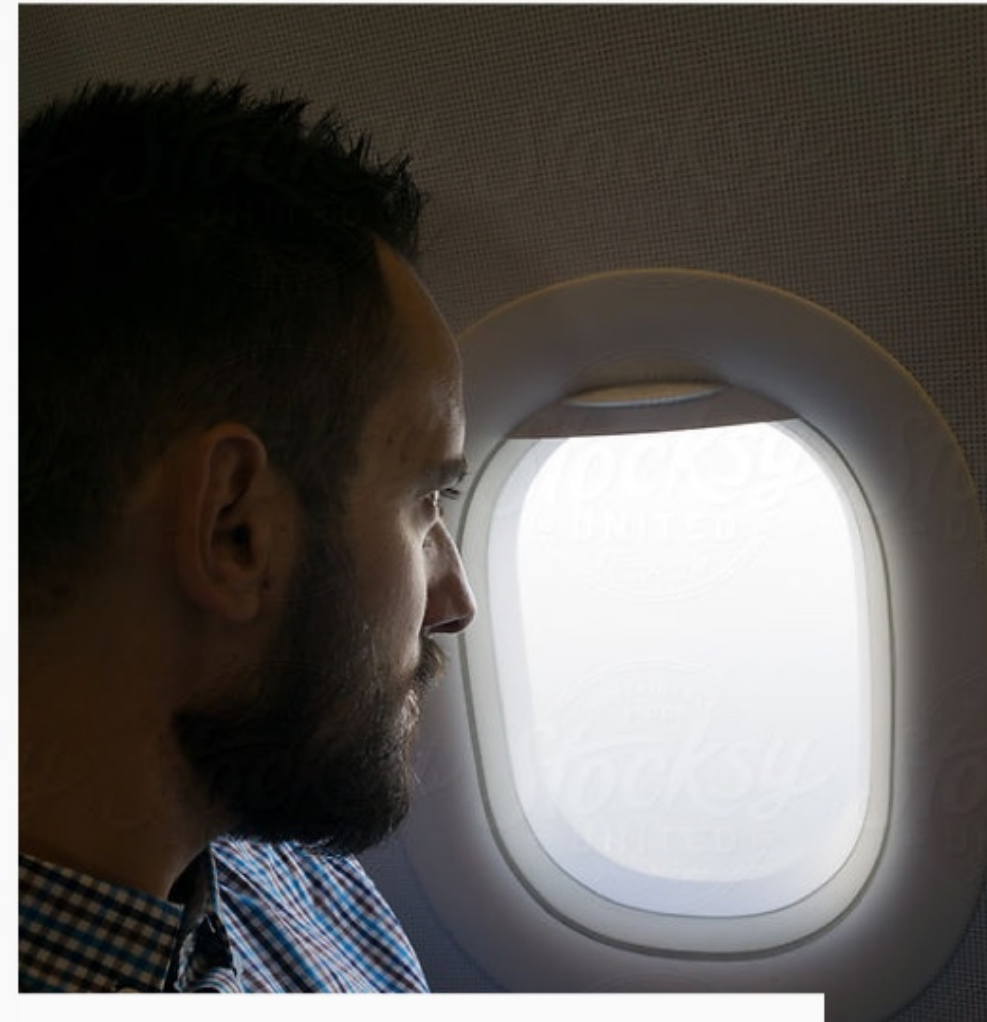


[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

# USE POINTS IN MORE WAYS



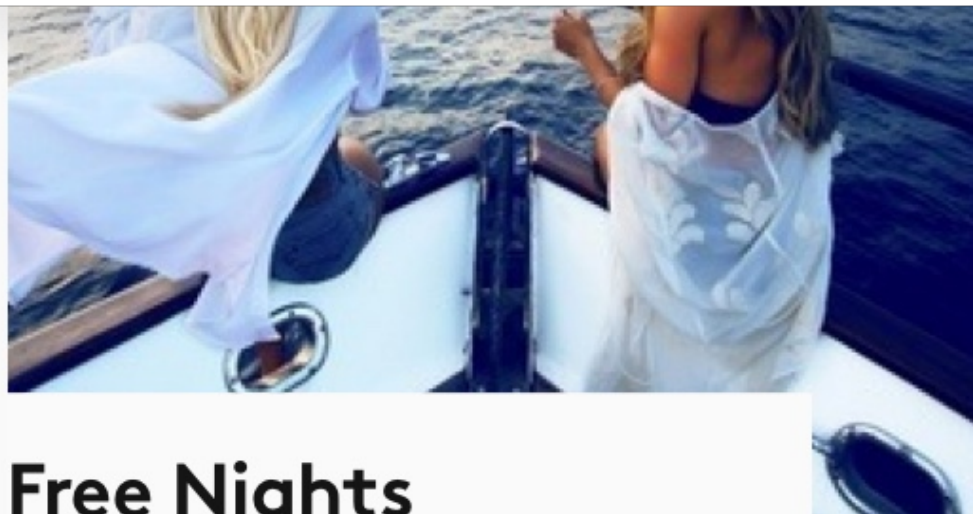
Free Nights



Shop

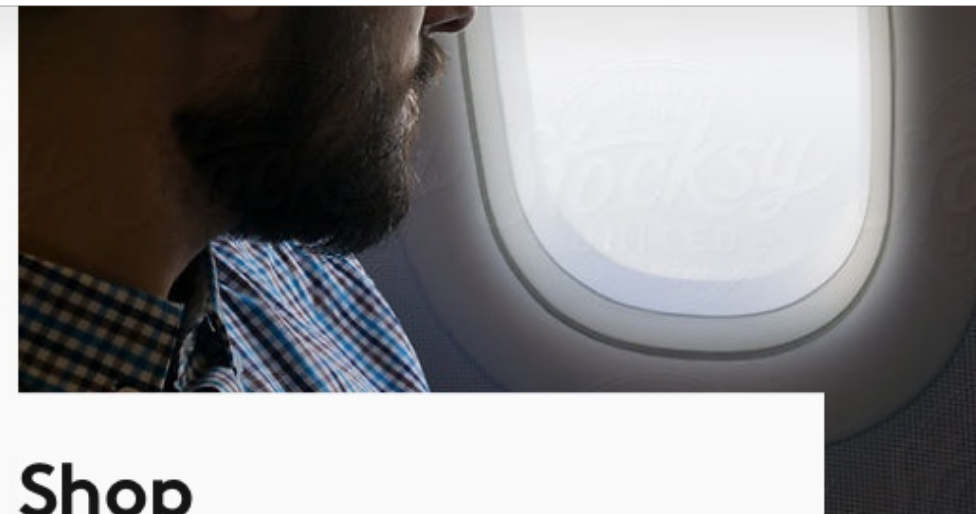


Experiences

[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

## Free Nights

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur placerat dolor vitae ex eleifend, at luctus eros pellentesque.



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[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

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spg Starwood  
Preferred  
Guest



Marriott  
REWARDS  
.....

LINK ACCOUNTS



Not a member?

JOIN NOW

## Popular Questions

What does this mean for guests?

Lorem ipsum dolor sit amet?

Cras fermentum dapibus diam?

[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

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Duis semper purus ut ipsum?

Lorem ipsum dolor sit amet?

[VISIT OUR FAQ](#)

THE RITZ-CARLTON  
REWARDS



spg\* Starwood  
Preferred  
Guest

**LINK ACCOUNTS**



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

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**THE RITZ-CARLTON**  
REWARDS

DISCOVER NEW BENEFITS



**Marriott**  
REWARDS



**spg** Starwood  
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DISCOVER NEW BENEFITS

STATUS





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THE RITZ-CARLTON  
REWARDS

DISCOVER NEW BENEFITS



Marriott  
REWARDS



DISCOVER NEW BENEFITS

STATUS



**SIGN-IN & LINK** >



**THE RITZ-CARLTON**  
REWARDS





**SIGN-IN & LINK >**



**THE RITZ-CARLTON**  
REWARDS

**BRANDS**

**VERSION 1**



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

# OUR BRANDS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis orci metus, interdum et eros id, congue dictum lacus. Proin sit amet nunc a leo porttitor tristique. Aliquam vitae fringilla diam.

CLASSIC

DISTINCTIVE

LUXURY



UPSCALE



LONGER STAYS



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

CLASSIC

DISTINCTIVE

## LUXURY



## UPSCALE



## LONGER STAYS



## MIDSCALE



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

CLASSIC

DISTINCTIVE

LUXURY



UPSCALE



LONGER STAYS



MIDSCALE





[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

CLASSIC

DISTINCTIVE

LUXURY



UPSCALE



LONGER STAYS



MIDSCALE



**VERSION 2**

[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

# OUR BRANDS

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CLASSIC

DISTINCTIVE

LUXURY



UPSCALE



LONGER STAYS





[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis orci metus, interdum et eros id, congue dictum lacus. Proin sit amet nunc a leo porttitor tristique. Aliquam vitae fringilla diam. Mauris pulvinar ante sed dui rhoncus, sit amet congue nulla tincidunt.

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DISTINCTIVE

LUXURY



UPSCALE



LONGER STAYS



MIDSCALE



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

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MIDSCALE



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

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CLASSIC

DISTINCTIVE

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LONGER STAYS



MIDSCALE





**NEWS**

[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

# NEWS

[The Merger](#)[Marriott News Center](#)[Press](#)[Blogs](#)

## The Merger

We're excited to announce that we've secured shareholder approval for Marriott International to join together with Starwood Hotels & Resorts—a significant milestone towards creating the world's largest lodging company and strongest loyalty program in the industry.

Since we announced our plans to merge with Starwood, you've raised questions about the impact of the merger on your membership and the Marriott Rewards® program. I want to take this opportunity to provide an update on where we stand.



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)[Press](#)[Blogs](#)

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## Marriott News Center



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

# Marriott News Center

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April 29, 2016

Marriott and Starwood Shareholders Approve Merger To Become World's Largest Hotel Company Marriott and Starwood

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## Press

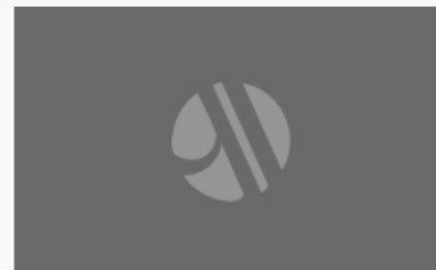
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April 29, 2016

Marriott and Starwood Stockholders Vote to Approve Merger

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April 29, 2016

Marriott International Signs New Doha Property as it Unveils Robust Expansion

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April 29, 2016

Marriott Vacation Club Pulse – Bringing Guests Closer to the Heart of It All

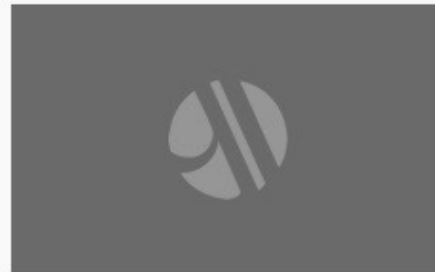
[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

## Press



April 29, 2016

**Marriott and Starwood Stockholders Vote to Approve Merger**



April 29, 2016

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April 29, 2016

**Marriott Vacation Club Pulse – Bringing Guests Closer to the Heart of It All**



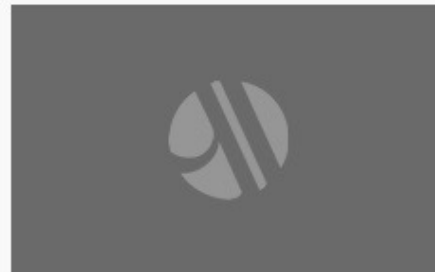
April 29, 2016

**Marriott International Signs New Doha Property as it Unveils Robust Expansion**



April 29, 2016

## Marriott Vacation Club Pulse – Bringing Guests Closer to the Heart of It All



April 29, 2016

## Marriott International Signs New Doha Property as it Unveils Robust Expansion

# Blogs

April 29, 2016

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque ante tellus, finibus mattis varius.

April 29, 2016

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque ante tellus, finibus mattis varius.

April 29, 2016

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque





# Blogs

April 29, 2016

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque ante tellus, finibus mattis varius.

April 29, 2016

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque ante tellus, finibus mattis varius.

April 29, 2016

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque ante tellus, finibus mattis varius.

THE RITZ-CARLTON  
REWARDS

Marriott  
REWARDS.  
.....

spg\* Starwood  
Preferred  
Guest

# FAQ

[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

# FAQ

[The Merger](#)[Status Match](#)[Rewards Programs](#)[Points](#)

## The Merger

What does this mean for guests?

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Cras fermentum dapibus diam?

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Duis semper purus ut ipsum?

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Lorem ipsum dolor sit amet?

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## Status Match

What is status match?



[BRANDS](#)[FAQ](#)[NEWS](#)[LINK ACCOUNTS](#)

Duis semper purus ut ipsum?

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Lorem ipsum dolor sit amet?

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Lorem ipsum dolor sit amet?

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## Rewards Programs



Duis semper purus ut ipsum?

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Lorem ipsum dolor sit amet?

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## Status Match

What is status match?

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Lorem ipsum dolor sit amet?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras fermentum dapibus diam, nec sagittis mauris euismod ac. Duis semper purus ut ipsum molestie, sed accumsan sem vehicula.

Etiam efficitur purus at mi molestie, ac laoreet ante euismod. Nulla tellus diam, aliquet non erat id, viverra porttitor lacus.

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Cras fermentum dapibus diam?

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Duis semper purus ut ipsum?

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Lorem ipsum dolor sit amet?

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# 3

**NEXT STEPS**

## NEXT STEPS

- Site build is in process
- Test designs against German, Chinese, Arabic
- Site complete: 6/17



