



MARRIOTT REWARDS® MEMBER RATES STYLE GUIDE + TOOLKIT

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GUIDELINES AND ELEMENTS

OVERVIEW

Starting in April 2016, Marriott Rewards will offer Marriott Rewards Member Rates—rates exclusively designed to reward members who book direct on Marriott.com. This is our newest member-only perk and aims to both increase member sign ups and drive direct booking.

CAMPAIGN

How do you get attention amid the clutter and monotony of today's sea of sameness? You find inspiration in simplicity and pare down your message to one bold statement.

Leading with 'Marriott Rewards Member Rates' and employing a simple message structure, we aim to clear through the clutter of travel deals and special offers in the hotel booking space and direct travelers to Marriott® and Marriott Rewards. Supporting copy will tie the campaign back to the "It Pays to Book Direct™" campaign and pull through that Marriott Rewards Member Rates are not a special offer or deal. They are our lowest price, all the time.

The core of the campaign is its simplicity. Using as few words as possible, we get right to the point to communicate what the offer is, and where and how to get it. Large type makes the offer the hero and minimal copy communicates the details with impact.

TOOLKIT

This toolkit provides direction, guidelines and examples for pulling through the Marriott Rewards Member Rates campaign across brands and channels. It is broken into the following sections:

- Messaging Hierarchy: a breakdown of the primary, secondary and tertiary components of the message and an outline of supporting copy to be used as needed
- Asset-Specific Campaign Examples: copy examples that can be pulled into a number of creative executions
- Visual Guidelines: guidance on imagery, font and logo usage
- Creative Example: an anatomy of the key creative to be used as a primary example
- Terms & Conditions: approved copy to use for digital, radio, and OOH

PRIMARY MESSAGE:

MARRIOTT REWARDS MEMBER RATES

As the primary message, Marriott Rewards Member Rates must always appear within the headline or as a standalone headline. As the name of the offer, it ties all pieces of the campaign back to Marriott and Marriott Rewards.

SECONDARY MESSAGE:

IT PAYS TO BOOK DIRECT ON MARRIOTT.COM WHERE MEMBERS GET OUR LOWEST PRICE, ALL THE TIME.

The secondary message should appear as deck copy. Where possible, lead with 'It pays to book direct' as a tie to the earlier 'It Pays to Book Direct' campaign and explain where and how to get Marriott Rewards Member Rates. Where possible, the words 'lowest price' should stand out as they further describe the offer and will garner attention.

SUPPORTING COPY:

- **GROUP 1:** Every day, every hotel, every time
- **GROUP 2:** Anytime, any season, any city
- **GROUP 3:** This time, next time, any time
- **GROUP 4:** (destination-specific example): In Paris, in Miami, in Shanghai
- **GROUP 5:** (brand-specific example): at Marriott Hotels®, at Renaissance®, at JW Marriott®, at Moxy®

Use supporting copy to drive home that Marriott Rewards Member Rates are not a deal or a special offer but something that members can get all the time, anywhere. Supporting copy can be used for banner animations or folded into body copy alongside the secondary message. Do not mix and match copy from different groups.

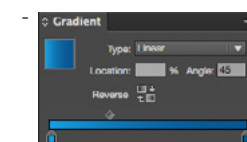
MAIN CREATIVE EXECUTION



1. MESSAGE LAYER

2. GRADIENT SCREEN

- USE MR BRAND COLORS: PMS 301 AND PMS 2925



- Use MULTIPLY blending mode for gradient layer
- Preferred opacity is 100%
 - Opacity may be adjusted to best showcase the photo

3. PHOTO LAYER

- Set photos to black and white to provide maximum contrast under the gradient screen
- Photography can focus on lifestyle, brand, property or destination

4. HEADLINE GRAPHIC

- Introducing Marriott Rewards Member Rates
- This is a graphic, not a typeset, so that it can be repurposed

5. BODY COPY

- Must include 2 key phrases.
 - It pays to book direct
 - Our lowest price

6. CTA

7. MARRIOTT LOGO

ADDITIONAL EXECUTION OPTIONS

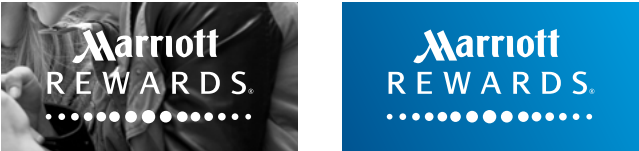


- Do not use the GRADIENT SCREEN for property, brand, or destination ads or ads that showcase property, brand, or destination photography
- Ensure photography is dark enough to make copy and logo clear and legible
- Small space ads may use the GRADIENT SCREEN without photography

HEADLINE GRAPHIC VARIATIONS

Standard Stacked	Evergreen	Alternate (Where possible, use the stacked headline graphic)	Evergreen
INTRODUCING MARRIOTT REWARDS® MEMBER RATES	MARRIOTT REWARDS® MEMBER RATES	INTRODUCING MARRIOTT REWARDS® MEMBER RATES	MARRIOTT REWARDS® MEMBER RATES

MARRIOTT REWARDS LOGO



- Logo will always be shown reversed.
- Logo may be displayed over photography or gradient
- Place logo over photography that is sufficiently dark and not overly complex.

COLOR PALETTE



PMS: 2925 RGB: 0/156/222 CMYK: 76/15/0/0	PMS: 301 RGB: 0/85/146 CMYK: 100/60/4/19	Gradient using PMS 2925 and PMS 301	White
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TYPE

Heroic Condensed Light (terms and conditions)	example body copy:
Heroic Condensed Book (body copy)	- Heroic Condensed Regular (body copy)
Heroic Condensed Regular (body copy)	- Heroic Condensed Black ("lowest price" within body copy)
Heroic Condensed Medium (headline)	It pays to book direct on Marriott.com where members get our lowest price , all the time.
Heroic Condensed Black (supporting copy)	

PHOTOGRAPHY GUIDELINES

LIFESTYLE



Lifestyle photography should be candid, energetic and authentic. Subjects should reflect a diverse array of backgrounds. Attire should be stylish and contemporary.

DESTINATION



Destination photography should use interesting angles and color to create visual energy and create a powerful and artistic feel.

DO NOT use the Gradient screen on destination or property photography.

Choose photos that best illustrate the features of the destination.

BRAND OR PROPERTY



Property photography may be used to represent a brand or portfolio as long as it distinctly brings to life the brand(s) it represents.

DO NOT use the Gradient screen on brand photography.

Choose photos that ensure the brand is clearly represented.

CREATIVE EXECUTION

ANIMATED (HIGH IMPACT)



STATIC



ANIMATED (HIGH IMPACT)



STATIC



ANIMATED BANNER GUIDELINES

- The first frame must always contain the headline graphic. The introducing or evergreen headline graphic may be used.
- Subsequent frames must contain the standard or evergreen headline graphic.
- Subsequent frames will contain one supporting copy line per frame, below the standard or evergreen headline graphic.
- The last frame must include body copy.

STATIC BANNER GUIDELINES

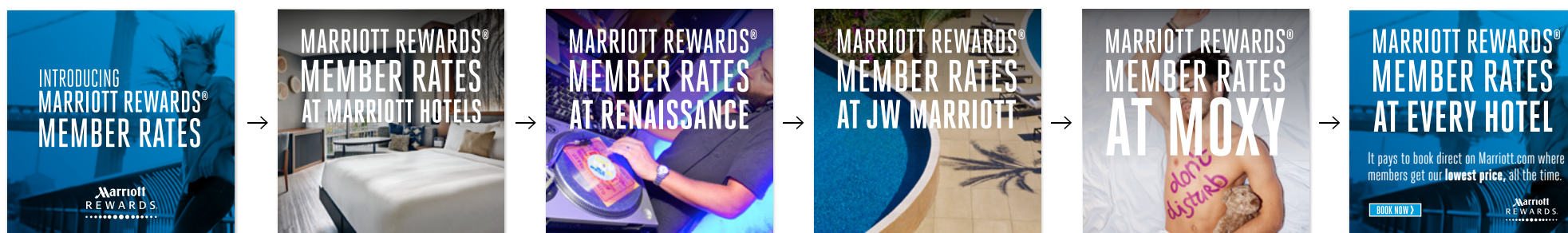
- Must include: headline graphic, body copy, CTA button, and Marriott Rewards logo
- The introducing or evergreen headline graphic may be used.

ANIMATED BANNERS—DESTINATION, BRAND OR PROPERTY SPECIFIC

ANIMATED (HIGH IMPACT)



ANIMATED (HIGH IMPACT)



DESTINATION, BRAND OR PROPERTY BANNER GUIDELINES

- Follow the same guidelines as the general banners with the following modifications:

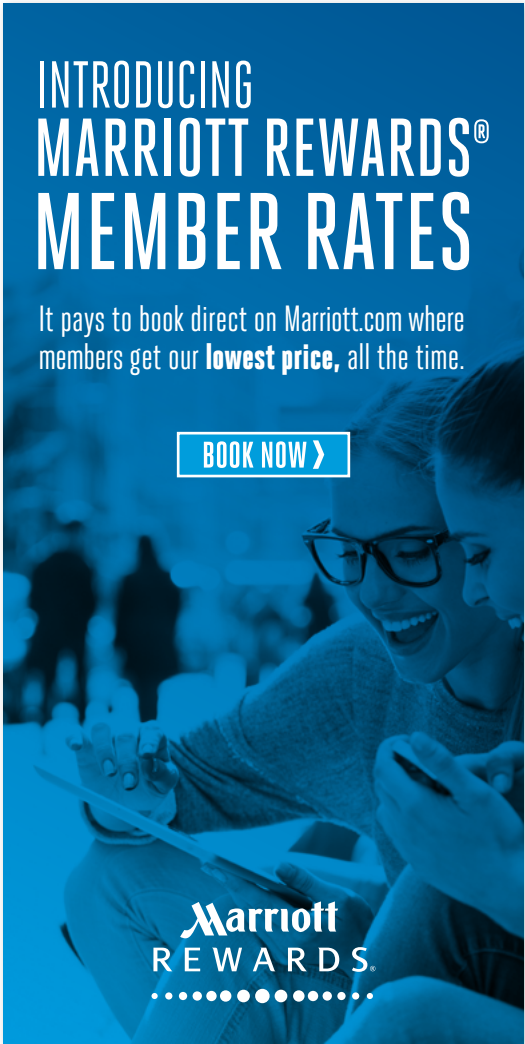
- DO NOT include Gradient Screen on middle frames
- Supporting copy should follow examples outlined in supporting copy groups 4 or 5



728 X 90



160 X 600



300 X 600



300 X 250



300 X 60

Renaissance Tampa Hotel International Plaza

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Tampa | Hotels | Flights | Vacation Rentals | Restaurants | Things to Do | Forum | Best of 2016 | More | Write a Review

Tampa, Florida, United States

What are you looking for?

Search

United States | Florida (FL) | Tampa | Tampa Hotels

Renaissance Tampa Hotel International Plaza

801 Reviews

#7 of 161 Hotels in Tampa

Certificate of Excellence

GreenLeaders Silver level

Hotel website

Hotel deals

Hotel packages

4200 Jim Walter Blvd., Tampa, FL 33607

Special Offer

Our lowest price + points

Savings alert: 25% below average rate

Best prices for: 1 room | 2 adults

03/24/2016

03/25/2016

\$189*

+ \$23 taxes & fees

View Deal

\$189*

+ \$23 taxes & fees

View Deal

\$189*

+ \$23 taxes & fees

View Deal

Priceline

\$189*

Expedia.com

\$189*

Hotwire.com

\$189*

6 more sites

*Disclaimer

Book on

in partnership with

Renaissance Hotels

\$189*

+ \$23 taxes & fees

Book Now

Trusted partner. We work with Renaissance Hotels to make your booking as easy as possible.

Marriott Rewards Member Rates

The Renaissance Tampa Hotel International Plaza is a member of Marriott Rewards. It pays to book direct on Marriott.com where members get our lowest price, all the time, plus points that can be used at 4,200+ hotels worldwide for free stays and more.

How to redeem

Redeem online

Renaissance Tampa Hotel International Plaza

800 reviews

4200 Jim Walter Blvd., Tampa, FL 33607

Hotel website | Hotel deals | Hotel packages

View Map

★★★★☆

Green

Luxury

Free Parking

Pool

MARRIOTT REWARDS® MEMBER RATES STYLE GUIDE: 13

SPECIAL OFFERS HEADLINE: 25 characters

SPECIAL OFFERS WINDOW: 250 characters

SPECIAL OFFERS HEAD: Our lowest price + points

WINDOW HEADLINE: Marriott Rewards Member Rates

WINDOW DESCRIPTION: The Renaissance Tampa Hotel International Plaza is a member of Marriott Rewards. It pays to book direct on Marriott.com where members get our lowest price, all the time, plus points that can be used at 4,200+ hotels worldwide for free stays and more.

SPECIAL OFFERS HEAD: Get our lowest price

WINDOW HEADLINE: Marriott Rewards Member Rates

WINDOW DESCRIPTION: Get our lowest price for the Renaissance Tampa Hotel International Plaza, a member of Marriott Rewards, with Marriott Rewards Member Rates. It pays to book direct on Marriott.com where members get our lowest price, all the time.

SPECIAL OFFERS HEAD: Book our lowest price

WINDOW HEADLINE: Marriott Rewards Member Rates

WINDOW DESCRIPTION: The Renaissance Tampa Hotel International Plaza is a member of Marriott Rewards. It pays to book direct on Marriott.com where members get our lowest price, all the time, plus points that can be used at 4,200+ hotels worldwide for free stays and more.

 **Special Offer** Our lowest price + points



Marriott Rewards Member Rates

The Renaissance Tampa Hotel International Plaza is a member of Marriott Rewards. It pays to book direct on Marriott.com where members get our lowest price, all the time, plus points that can be used at 4,200+ hotels worldwide for free stays and more.

 **Special Offer** Get our lowest price



Marriott Rewards Member Rates

Get our lowest price for The Renaissance Tampa Hotel International Plaza, a member of Marriott Rewards, with Marriott Rewards Member Rates. It pays to book direct on Marriott.com where members get our lowest price, all the time.


 **Special Offer** Book our lowest price



Marriott Rewards Member Rates

The Renaissance Tampa Hotel International Plaza is a member of Marriott Rewards. It pays to book direct on Marriott.com where members get our lowest price, all the time, plus points that can be used at 4,200+ hotels worldwide for free stays and more.

The character limits vary depending on font, font size, emphasis style, lower vs. upper case, kerning, ad size and ad layout.



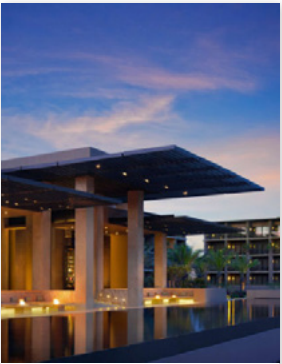
INTRODUCING
MARRIOTT REWARDS®
MEMBER RATES

TITLE GOES HERE.
TITLE GOES HERE...
Description Description...

FROM
\$123,346,789
Text 1 text 1 text 1...
text 2 text 2 text 2...

MARRIOTT
REWARDS
.....

BOOK NOW >



INTRODUCING
MARRIOTT REWARDS®
MEMBER RATES


TITLE GOES HERE.
TITLE GOES HERE.
Description Description
Description Description
Description Description

FROM
\$123,346,789
Text 1 text 1 text 1 text 1
text 2 text 2 text 2 text 2

BOOK NOW >

Text 1 text 1 text 1 text 1
text 2 text 2 text 2 text 2


MARRIOTT
REWARDS
.....



Title Title Title Title
Title Title Title Tit...
Description Description...
FROM
\$123,456,789
Tx12 Tx12 Tx12 Tx12 Tx12 Tx...
Tx11 Tx11 Tx11 Tx11 Tx11 Tx...
BOOK NOW
Tx14 Tx14 Tx14 Tx14 Tx14 Tx...

Top Seller

MARRIOTT It pays to Book Direct



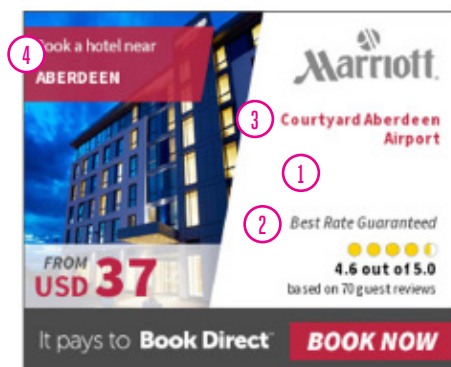
Title Title Title Title
Title Title Title Tit...
Description Description
Description Description ...
FROM
\$123,456,789
Tx12 Tx12 Tx12 Tx12 Tx12 Tx...
Tx11 Tx11 Tx11 Tx11 Tx11 Tx...
BOOK NOW
Tx14 Tx14 Tx14 Tx14 Tx14 Tx14
Tx14 Tx14 Tx14 Tx14 Tx14 Tx...

Top Seller

MARRIOTT It pays to Book Direct

DISPLAY CHARACTER LIMITATIONS

- ① **Badge Portion** (White space above lowest price.)
 - Best Practice: 25 characters
 - Max: 28 characters
- ② **Lowest Price.**
 - Best Practice: 20 characters
 - No official max, would like to keep short
- ③ **Hotel Name**
 - Best Practice: 60 characters
 - Max: 65 characters
- ④ **City Name**
 - Best Practice: 15 characters
 - Max: 20 characters



PAID SEARCH TEXT ADS:

25 characters for the headline, 35 for description line 1 and 35 for description line 2.

Note: Marriott Rewards Member Rates exceeds the character limit for the headline

HEAD: Get our lowest price

DESCRIPTION LINE 1: Get Marriott Rewards Member Rates

DESCRIPTION LINE 2: It pays to book direct

HEAD: Book our lowest price

DESCRIPTION LINE 1: Marriott Rewards Member Rates

DESCRIPTION LINE 2: It pays to book direct

HEAD: It pays to book direct

DESCRIPTION LINE 1: Marriott Rewards Member Rates

DESCRIPTION LINE 2: Get our lowest price all the time

HEAD: Our lowest all the time

DESCRIPTION LINE 1: Marriott Rewards Member Rates

DESCRIPTION LINE 2: It pays to book direct

HEAD: Our lowest, any season

DESCRIPTION LINE 1: Marriott Rewards Member Rates

DESCRIPTION LINE 2: It pays to book direct

HEAD: Our lowest price + perks

DESCRIPTION LINE 1: Marriott Rewards Member Rates

DESCRIPTION LINE 2: Members get our lowest price

Get Our Lowest Price - marriott.com

Ad www.marriott.com/Miami

4.5 ★★★★★ rating for marriott.com

Get Marriott Rewards Member Rates It pays to book direct

Book our lowest price - marriott.com

Ad www.marriott.com/Chicago

4.5 ★★★★★ rating for marriott.com

Marriott Rewards Member Rates It pays to book direct

It pays to book direct - marriott.com

Ad www.courtyard.marriott.com

4.5 ★★★★★ rating for marriott.com

Marriott Rewards Member Rates Get our lowest price all the time

Our lowest all the time - marriott.com

Ad www.marriott.com/Austin

4.5 ★★★★★ rating for marriott.com

Marriott Rewards Member Rates It pays to book direct

Our lowest, any season - marriott.com

Ad www.marriott.com

4.5 ★★★★★ rating for marriott.com

Marriott Rewards Member Rates It pays to book direct

Our lowest price + perks - marriott.com

Ad www.marriott.com/Rewards

4.5 ★★★★★ rating for marriott.com

Marriott Rewards Member Rates Members get our lowest price

FACEBOOK: MAIN MESSAGE EXECUTION

HEADLINE GRAPHIC: Introducing Marriott Rewards Member Rates

SUBHEAD: #rewarding

BODY COPY: It pays to book direct on Marriott.com where members get our lowest price, all the time.

CAPTION: You can keep scrolling but you won't find a lower price anywhere. Get Marriott Rewards Member Rates every day, every hotel, every time. Our lowest price is on Marriott.com, all the time. #itpaystobookdirect #rewarding

HEADLINE GRAPHIC: Marriott Rewards Member Rates

SUPPORTING COPY: Every Hotel, Every Time

CAPTION: Want our lowest price? Join Marriott Rewards and get Marriott Rewards Member Rates every day, every hotel, every time. Our lowest price is on Marriott.com, all the time. #itpaystobookdirect #rewarding

FACEBOOK: BRAND SPECIFIC

HEADLINE GRAPHIC: Marriott Rewards Member Rates

SUPPORTING COPY: At Renaissance

CAPTION: Getting our lowest price, all the time, on Marriott.com is #businessunusual. #itpaystobookdirect



INSTAGRAM: MAIN MESSAGE EXECUTION

HEADLINE GRAPHIC: Introducing Marriott Rewards Member Rates

SUBHEAD: #rewarding

BODY COPY: It pays to book direct on Marriott.com where members get our lowest price, all the time.

CAPTION: Get Marriott Rewards Member Rates every day, every hotel, every time. Our lowest price is on Marriott.com, all the time. #itpaystobookdirect #rewarding

INSTAGRAM: MAIN MESSAGE EXECUTION ALTERNATE 1

HEADLINE GRAPHIC: Marriott Rewards Member Rates

SUBHEAD: #nofilter

BODY COPY: It pays to book direct on Marriott.com where members get our lowest price, all the time.

CAPTION: We don't need a filter to make this look good. With Marriott Rewards Member Rates you get the lowest price, all the time. #itpaystobookdirect #rewarding #nofilter

INSTAGRAM: MAIN MESSAGE EXECUTION ALTERNATE 2

HEADLINE GRAPHIC: Marriott Rewards Member Rates

SUBHEAD: #instagood

BODY COPY: It pays to book direct on Marriott.com where members get our lowest price, all the time.

CAPTION: It pays to book direct on Marriott.com where members get the lowest price, all the time. #instagood #rewarding

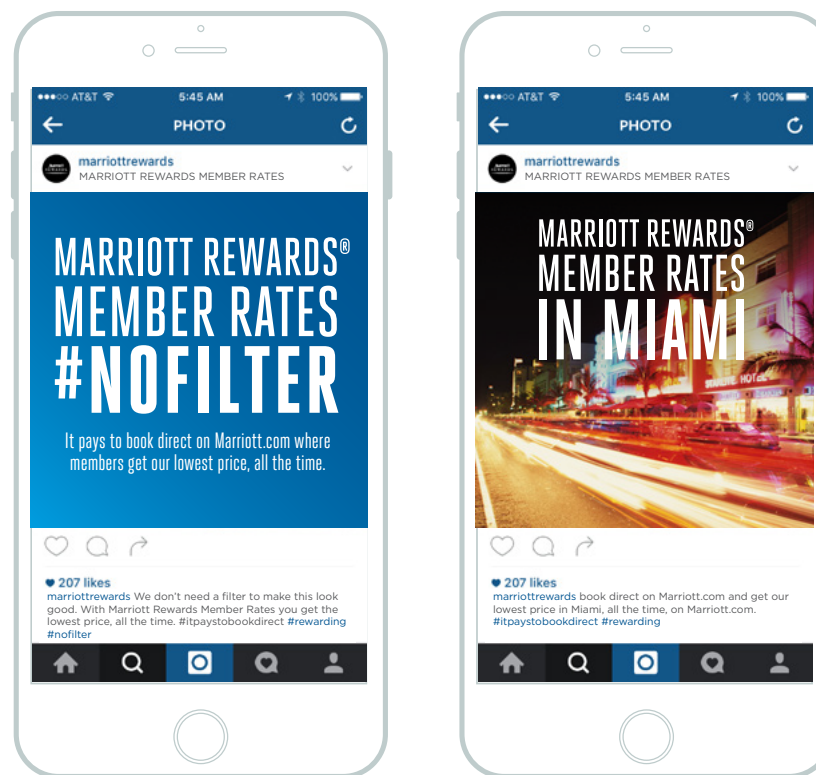
INSTAGRAM: DESTINATION SPECIFIC

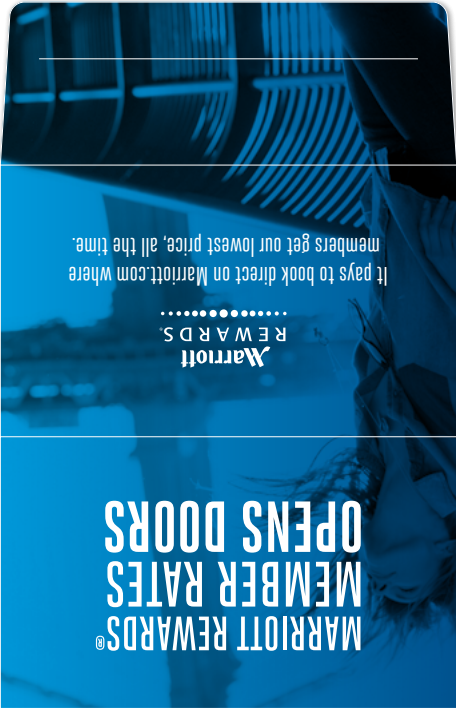
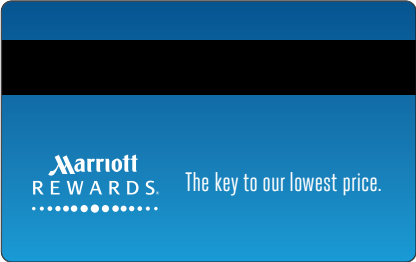
HEADLINE GRAPHIC: Introducing Marriott Rewards Member Rates

SUPPORTING COPY: In Miami

BODY COPY: It pays to book direct on Marriott.com where members get our lowest price, all the time.

CAPTION: Book direct on Marriott.com to get our lowest price in Miami, all the time. #itpaystobookdirect #rewarding





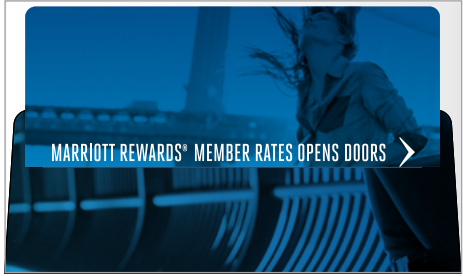
Front




back




interior




This Week's Top Offers




Marriott Rewards® Member Rates
Get our lowest price




Hotel deals
See all savings




Delta joins Marriott Rewards
Book now and save 25%



MegaBonus® - last chance
Get your free night



MENU



FIND & RESERVE ▾
Hotels, Deals & More

MEETINGS & EVENTS

RESERVATIONS ▾
View & Manage

Sign In to My Account

Sign In


Not a member?


Join Now

Marriott Rewards® Member Rates

INTRODUCING
MARRIOTT REWARDS®
MEMBER RATES

It pays to book direct on Marriott.com where members get our **lowest price**, all the time.





SOLO EMAIL

SUBJECT LINE: New. Yours. Now. Marriott Rewards Member Rates

PREHEADER: Get our lowest price when you book direct

EMAIL COPY

HEADLINE: Announcing Marriott Rewards Member Rates

SUBHEAD: Every day. Every hotel. Every time.

BODY COPY: Congratulations. You now receive Marriott Rewards Member Rates worldwide. It's our newest benefit, for members only.

Get our lowest price when you book direct on Marriott.com — any season, any city, anytime.

CTA: LEARN MORE

EMAIL MODULE (FOR ENEWS, RESERVATION CONFIRMATION EMAILS, ETC.)

HEADLINE: New: Marriott Rewards Member Rates

SUBHEAD: Every day. Every hotel. Every time. Get our lowest price when you book direct.

DIGITAL

All Marriott Rewards® and The Ritz-Carlton Rewards® members ("Rewards Members") who book rooms through a Marriott® Direct Booking Channel, authorized travel agents or preferred corporate travel partners ("Eligible Channels") at hotels that participate in Marriott Rewards and The Ritz-Carlton Rewards loyalty programs will receive an exclusive, preferred rate ("Marriott Rewards Member Rate"). Rewards Members booking on an Eligible Channel will receive an exclusive rate reduction of at least two percent on weekdays and up to five percent on weekends. Marriott Rewards Member Rates are applied to the applicable hotel's lowest available public rates for non-premium rooms and must be booked by the Rewards Member using the applicable designated Marriott Rewards Member Rate category. This Marriott Rewards Member Rate is available across all hotels and brands in the Marriott portfolio globally, excluding Bulgari Hotels & Resorts, and The Ritz-Carlton Reserve®, and except during special events. Member Rates do not apply to groups of 10 or more rooms. The Marriott Rewards Member Rate may not be combined with other select promotions, offers or discounts, and is not valid for existing reservations or groups. Marriott Direct Booking Channels are defined as our worldwide reservations centers, Marriott's official websites (such as Marriott.com, Marriott.co.uk, etc.), Marriott's mobile app, 1-800-MARRIOTT, any Marriott hotel, ritzcarlton.com and The Ritz-Carlton® mobile app. Exclusions apply.

Note: Terms and conditions footer will be included on all Marriott.com pages.

RADIO + OOH

Rewards Members who book direct using a Marriott booking channel will receive an exclusive rate reduction. Some exclusions apply. See MarriottRewards.com for details.

QUESTIONS?

If you have any further questions and or comments please contact Stephanie Pola (Stephanie.Pola@Marriott.com) from Creative + Content Marketing, Global Marketing.

LINKS TO DOWNLOAD TOOLKIT ASSETS

Box: <https://creativecontentmarketing.box.com/s/afclstj7mfq5427ux9gbrnlm445lukbv>

Percolate: <https://percolate.com/app/campaigns/210672/brief>