

Marriott

Master Email Template • Bonvoy Update

Oct 18, 2018

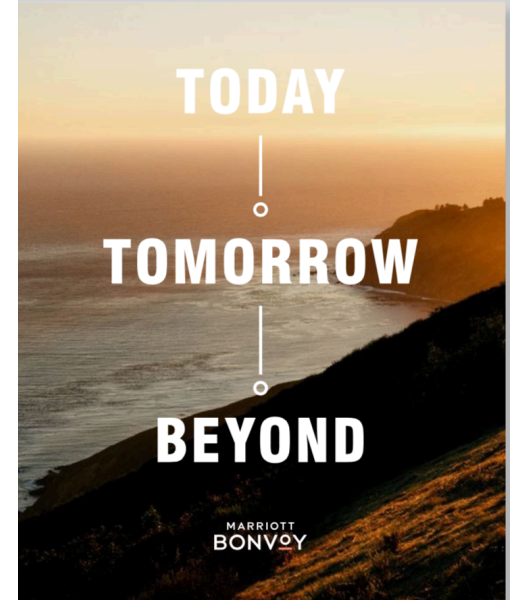


Agenda:

1. Discuss what a template is and why it's needed
2. Review Bonvoy email designs
3. Review options and discovery for various treatments
4. Next steps and timing

Goals:

1. Update template to new brand
2. New and fresh looking
3. Fit with the new brand
4. Meets best practice for email
5. Offers the flexibility needed

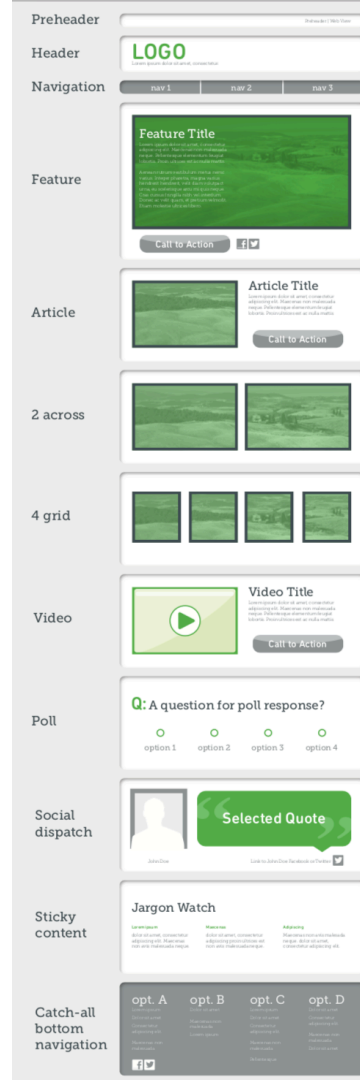


Why do we need a email template?

- ✓ Rapid email creation from code
- ✓ Perfect mobile and inbox rendering
- ✓ Readable with images-off. Best experience and required for ADA
- ✓ Marriott has a huge email ecosystem. Designing and coding emails "one-off" is not scalable
- ✓ Sitecore – publishing within this platform requires templated modules
- ✓ METT – self serve publishing requires a template
- ✓ Brand consistency

What is an email template system?

- A container for pictures, words and URLs
- Series of stacked modules
- Flexible - You can duplicate, delete, reorder modules to make a variety of email styles
- Defined UI - User interface objects like type, buttons and dividers standardized
- Design once, code once solution
 - Mobile ready
 - Images off optimized
 - Inbox rendering issues eliminated



BOTH • Use a template & design “one-off”

*Even when you utilize a template,
you can still always design “one-off”.*

*The template is useful for a wide variety of
email applications, but you can still
create a unique email, for special occasions.*

DESIGNS: “update existing” vs. “new template”

UPDATE EXISTING

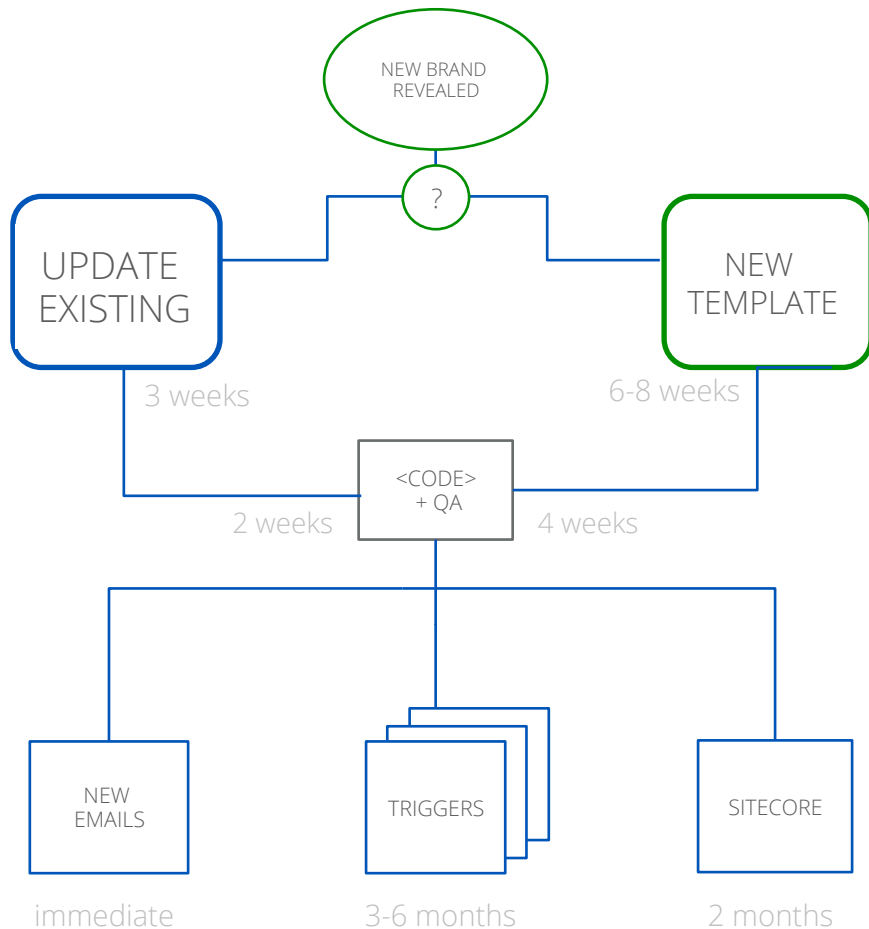
- Overall framework remains same
- Changes to fonts, colors, logos
- Some new modules can be added to existing

NEW TEMPLATE

- Completely redesign
- New code from scratch

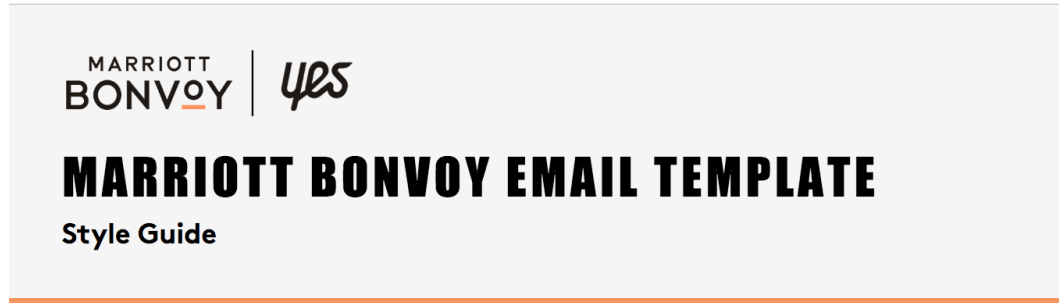
The Coding Tipping Point – Once the design is fundamentally different, it is not possible to utilize existing code, the template must be recoded from scratch.

Why? It's often easier to recode anew than to try and alter existing.



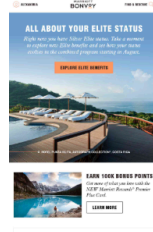
Let's review the layouts

http://preview.4at5.net/email_domains/mar/0761/mar_0761.html

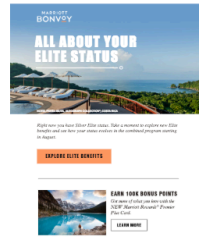


Example Emails (Existing)

eNews A



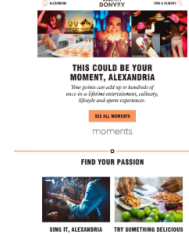
eNews B



Destinations



Moments A



Next steps

- Decisions – are any of the layouts possible?
- Header styles
- Typography styles
- Existing Template Update or New Template style

Requests

- Header options
- Property caption options
- Connector usage
- Less whitespace dividers, more connected
- Video
- Instagram

Thank you

