Marriott

Master Email Template • Round 2
Nov 2, 2018

Agenda:

1. Review updated layouts

   – What major changes were made

   – List items to be approved

2. Timeline

What's changed? (Based on your feedback)

1. Dominant brand in header
2. Image sizes increased in all modules
3. CTA updated with options
4. Fine black lines added to 'look on brand"
5. Connector updated to single color
6. Typography updated. Aldine regular added
7. Stronger delineation with background colors & secondary color added
8. Footer organized by "type" of hotel
9. Fall back font tested
10. Smaller Account Box created

We're collecting & tracking your feedback here:

https://docs.google.com/spreadsheets/d/1WjOnrAtLDa_dXXU9HXi0KF57XSbXN6H5ZnpGQqWVedk/edit#gid=0

Main areas to review & approve:

1. Header – *all black band, think black or white?*
2. CTAs – *colors & tertiary*
3. Typography Stack -
4. Caption – *in the image/pixels*

Let's review the ROUND 2 layouts

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

MARRIOTT BONVOY | yes

MARRIOTT BONVOY EMAIL TEMPLATE

Style Guide
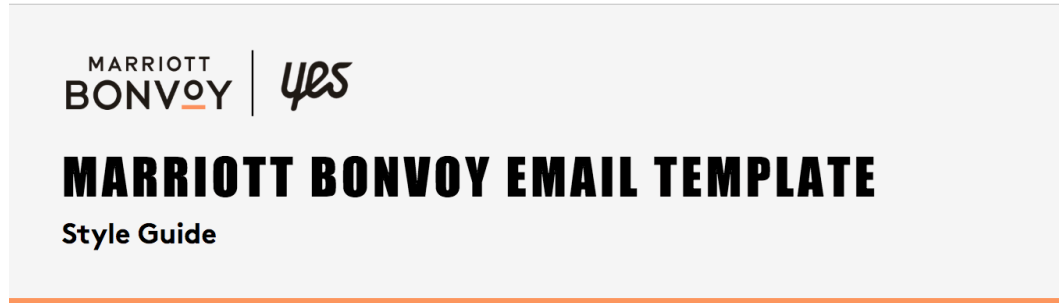
Example Emails (Existing)

eNews A

eNews B
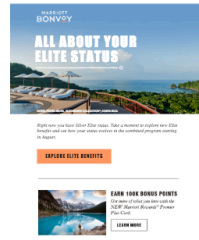
Destinations

Moments A
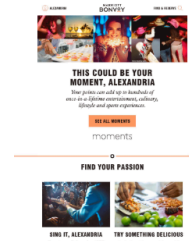
All eyes on the All-Sections-Master

✓ We have reviewed a wide variety of layouts, examples & choices

✓ Now, we will move to place any APPROVED objects into the Master

✓ We are working towards DESIGN APPROVED of the master

Next steps

- Pick a header *(we recommend #6 black stripe)*

- Approve - button color recommendations *(keep the coral)*

- Approve – typography stack

We need DESIGN APPROVED by Thursday Nov 8

(and we're running behind)

Thank you