

SPG communications program review

Ted Kim
March 3rd, 2016

What we'll be reviewing today

Review SPG's email and social communications & mobile app to understand the opportunities to:

- Ensure a smooth and positive transition of SPG members
- Define strategies & tactics we want to emulate to improve our program
- Begin preparation for the migration

SPG scorecard against Marriott Loyalty objectives

Campaign types	Revenue Generating	Experiences	Flexible currency	Acquisition	Community
Lifecycle	●	○	●	●	●
Elite Status	◐	◐	●	◐	●
Base communications	◐	●	◐	◐	○
Booking Cycle	◐	◐	◐	◐	◐
Earning & Redemptions	○	●	○	◐	◐
Facebook	◐	◐	●	◐	○



SPG program summary

Overall, in addition to covering fundamental program messaging SPG email communications also focus on positioning the program as an experience enabler as much as it communicates rewards of loyalty

SPG members may expect from their communications:

- To be marketed to
- To be invited to explore what the program offers rather than be recommended
- To be recognized when they are a VIP
- Their hotel loyalty program is more than just the stay, it's an experience

SPG program key highlights

Dedicates & targets content to high value members (Ambassador program, Lifetime recognition, Luxury newsletter, Event planner)

Leverages branding to distinguish communications; communications promote each other

Some campaigns are dedicated to highlighting experiences enabled by the program

- Redemptions positioned as experience enablers (Events)
- Dedicated energy & content to dining experience
- Partnerships (Uber)
- Dedicated resorts focus

Recent dedication to travel inspiration (Weekend channel)

Leverage promotions as incentives in Lifecycle campaigns

SPG overall positioning, tone, feel

Tone

- Simple & clear: large typography and numbers
- Exclusive & promising
- Generic: Sometimes lacks personality

Where they Succeed

- Large, clear message above the fold
- Good use of white space & colors
- Sentence case headlines feel like the start of a conversation
- Image selection creates cohesive color scheme
- Overlays & shapes connect elements into unified message

Design: While MR emails adhere more to best practices, SPG's unified design, large above-the-fold headlines and main offers has benefits

Copy/Tone: A bridge to transition SPG members moving into PO campaigns is recommended, as the tone and language is different

Style

- Cool, luxe, elite
- Sleek: few decorations or embellishments
- Property shots: fewer lifestyle or people pics
- Styled: cohesive and deliberate

Not as Successful

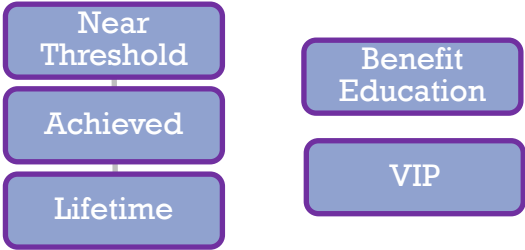
- Copy is sometimes poorly written
- Readability: copy is hidden in images
- Personalization: miss opportunities to personalize
- Focus on brand, not member: a lot of “us” and “we” more than “you”

SPG communication architecture

Lifecycle Communications



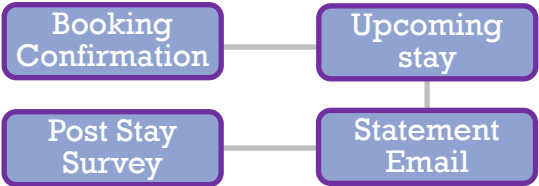
Elite Status Communications



Base Communications



Booking Cycle Communications



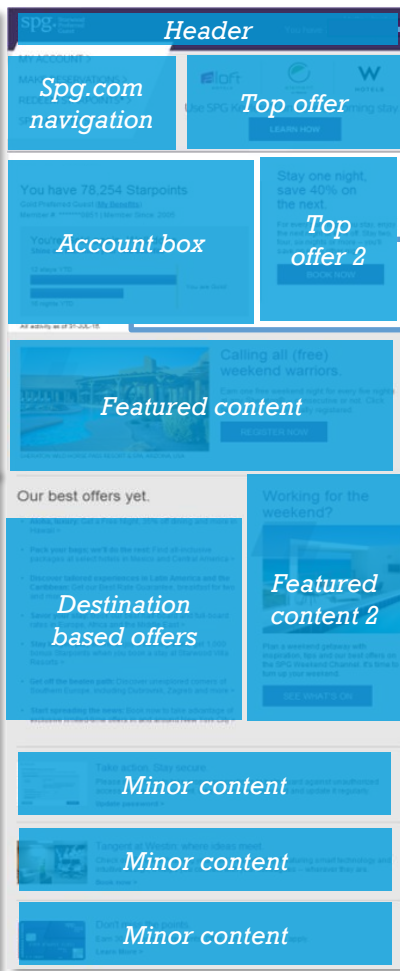
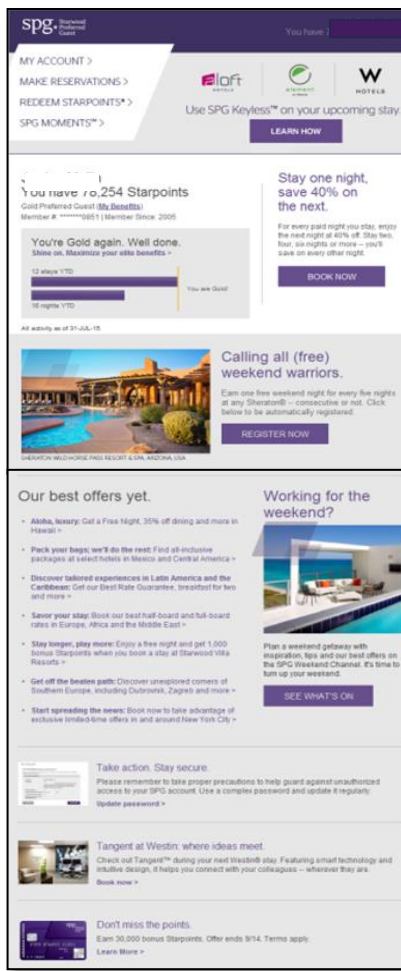
Earning & Redemptions





Base Communications

Anatomy of account newsletter



Name & Points

- Promotions/Offer
- New features

- Next priority content
- Top offer detail
- Evergreen features/benefits

- Milestone message
- Progress tracker

Alternate layout

Featured content 1

Featured content 2

Featured content 3

- Evergreen features/benefits
- Ways to earn points
- Program features
- Book direct

- Program features
- Partner & Brand offers
- Credit Card Offer

Key highlights

- Persistent and rotating evergreen benefits
- Header & Account Box are the only personalization elements
- Evolving away from list of offers
- Content seems to be positioned as “What is available” and less “what to do”

Continue to evolve towards relevancy through personalization & recommendation-centric approach

Base communications supports brand, partner, and program announcements & updates

Brand news & offers

SPG Family-Design Hotels

Stay unique. DESIGN HOTELS

INTRODUCING DESIGN HOTELS™
AN EXCITING NEW WAY TO STAY AND EARN

EXPLORE NOW

FROM PART OF SPG'S GRAMERCY PARK HOTEL, NEW YORK, USA, A MEMBER OF THE

SPG® is welcoming Design Hotels™, and we wanted you to be the first! Select Design Hotels™ have already joined SPG, and additional hotels in regular hotels.

Design Hotels™ offers a curated selection of individual hotels that offer authenticity and thoughtful, thoughtful design and architecture. As part of the SPG® membership, you'll enjoy these benefits:

- Starpoints, including an elite member bonus and welcome gift
- Eligible nights toward elite status
- Complimentary in-room internet access and bottled water

Starting in early 2016, Starpoints can be redeemed at participating Design Hotels™.

EXPLORE NOW

GRAMERCY PARK HOTEL
NEW YORK, USA

Now part of SPG

TEN BOMPAS
NEW YORK, USA

Now part of SPG

Loft Offer

Two for you. a loft

STOCK UP ON STARPOINTS WITH SPG TWO FOR YOU AT LOFT HOTELS IN LATIN AMERICA.

Don't miss out. Register by July 31, 2014, and earn double Starpoints at participating hotels in Colombia, Costa Rica, Mexico and Panama. Choose in at more than one, and you'll earn a bonus of 10,000 Starpoints.

Register now

Designed for the next generation of traveler, a loft hotel brings a tech-forward, vibrant experience and a modern style that is different by design. Rates in our urban-inspired spaces, are connected to our totally wired rooms, and mix & mingle at the 100% bar. Check out 100 hotels, open now and coming soon around the globe.

BOOKMARK THIS SPLOOM

AS YOU LIKE IT

STAY CONNECTED

New program features & announcements

Keyless Entry Feature

Open the door to 1,000 bonus Starpoints.

REGISTER FOR SPG KEYLESS AND GET TO YOUR ROOM FASTER.

1. REGISTER YOUR PHONE

2. PRE-ARRANGE OPEN

3. OPEN DOORS

Prepare to go Keyless.

Get keyed up for your next stay by registering your phone — it will get you 1,000 bonus Starpoints! Simply go to the home screen of your app and click on SPG Keyless Registration. You only need to register once.

GET STEP-BY-STEP INSTRUCTIONS >

The future's on your doorstep.

SPG Keyless™ is now available at over 1,000 hotels worldwide. SPG Keyless lets you in and out of your room with your phone, giving you smooth, speedy access to your room.

SEE PARTICIPATING PROPERTIES >

Website Enhancements

Your SPG Life just got even better.

INTRODUCING A MORE PERSONALIZED SPG EXPERIENCE, BOTH ONLINE AND IN-HOTEL. — STARTING TODAY.

You now have a whole new digital world to explore at SPG.

And, with the introduction of SPG Preferences, you have more choices to customize your stay.

It's how you want the SPG Life — online and in our hotels — to be.

EXPLORE THE NEW SPG LIFE

Introducing SPG Preferences.

When you explore the new app, you'll be able to update your stay preferences within your profile. You can update these online and before each stay — it's your choice. You want your stay to be as perfect as possible.

Add your SPG Preferences >

Your room, your rules.

- ✓ Preferred room
- ✓ Preferred view
- ✓ Preferred bed
- ✓ Preferred breakfast
- ✓ Preferred car
- ✓ Preferred car
- ✓ Preferred car

New, improved and all about you.

The new app now features a more personalized homepage, online check-in and check-out, and a new world of rewards, tips and inspiration for your next adventure.

Explore app >

Partnerships

Uber Partnership

SAY HELLO TO YOUR FREEDOM

SIGN UP NOW TO GET YOUR FIRST

Your SPG® membership continues to bring Here are two opportunities for you to earn:

1. Get your first ride free up to \$30 when you sign up.
2. Earn Starpoints® on Uber rides every day — Whether you're new to Uber or an old pro, just sign up.

GET STARTED

AS AN ELITE MEMBER, YOU'LL EARN

- During your stay with SPG, you'll earn 1 Starpoint for every \$100 you spend on Uber.
- Every day, wherever you go, you'll earn 1 Starpoint.

START EARNING

Elite | SPG and Uber Terms & Conditions

Caesar's Offer

Play your cards right.

MORE WAYS TO EARN WITH SPG — NO LUCK REQUIRED.

Go big.

Register to earn 2 Starpoints® for every eligible dollar spent at top Caesars Entertainment® hotels in Las Vegas, Atlantic City, Lake Tahoe and beyond. Plus, you'll earn credit toward elite status with SPG®. Get ready to win big every time.

REGISTER NOW

Cash in.


Redeem Starpoints for stays at 15+ Caesars Entertainment® hotels and exclusive experiences with SPG Moments™. Plus, for a limited time, you'll save up to 40% on redemption rates for your stay at Caesars hotels November 7 – December 30, 2014.

REDEEM NOW

spg.moments

“METT” equivalent communications that promote property & consolidated offers

Mechanism & Template for Property-Specific Communications



The Westin Portland
750 Southwest Alder Street
Portland, Oregon 97205 United States
Phone: (1)(503) 294-9000

GET AHEAD OF THE HOLIDAY RUSH
RESERVE YOUR HOLIDAY STAY NOW AND SAVE

Book Now

The holidays may be a few months away, but it's not too early to start planning your vacation. Stay with us this winter and delight in Portland's holiday festivities and city lights, tax-free shopping and award-winning restaurants, all located within blocks of our hotel.

Treat yourself to special savings when you reserve your stay today. Book 21 days in advance and enjoy:

- 15% off your guestroom rate (minimum 3 night length of stay)

To book this special holiday package, click the "Book Now" button or call 866-716-8126 and mention rate plan DAILY15.


Book Now

[Terms & Conditions](#)

spg.
Starwood Preferred Guest

LE MERIDIEN
W
HOTELS
SHERATON
ST REGIS
THE LUXURY COLLECTION

SPG Offers Drive Field Participation




Starwood Preferred Guest

Discover the suite life.
CHOOSE FROM 3,000 BONUS STARPOINTS®, GREAT SAVINGS AND MORE


Enjoy more space for the family, or just indulge in the extras when you book a suite or villa. Book today at more than 800 hotels and resorts around the world with an offer that's right for you.

BOOK NOW >


More offers you might like



Start your day off right.
Daily breakfast for two plus 35% off room rates* at over 500 participating Starwood hotels and resorts, exclusively for SPG® members. **Save Now >**







Good morning, indeed.
Continental breakfast for two plus 35% off room rates at participating Starwood resorts, exclusively for SPG® members. **Book Now >**



Great savings, incredible escapes.
Save 20% or more with SPG Hot Escapes **SAVE NOW >>**

More Luxury. More Destinations.

CONNECT WITH US    

BECOME A STARWOOD PREFERRED GUEST MEMBER NOW AT SPG.COM
ST. REGIS THE LUXURY COLLECTION W HOTELS LE MERIDIEN WESTIN SHERATON ALDOFF ELEMENT FOUR POINTS BY SHERATON

SPG appears to set offers that properties can elect to participate in:

- Pay your Birth Year
- Next night 40% Off
- Daily Breakfast for two

Which increases value to member (clear value, large footprint, persistent promotional activity)

Multiple offers of this type are consolidated in a single communication

Allows promotions & offers to be aligned with marketing calendar and initiatives

11

Offering a personal vs business credit card option seems to be the only differentiation between programs

Application

spg. Starwood Preferred Guest

Member Number: *****081

Don't miss the points.

Apply for The Starwood Preferred Guest® Credit Card from American Express, and if approved, earn 30,000 bonus Starpoints® for a limited time after you use your Card to make \$3,000 in purchases within the first 3 months.

Two of the many benefits include:

30 K bonus

NEW

1 point per dollar

+5 nights and 2 stays annually

APPLY NOW

ARE YOU A BUSINESS OWNER?

Get the same great benefits and more.

LEARN MORE

More Luxury. More Destinations.

Featured property: The Westin Resort Nusa Dua, Bali, Indonesia

spg. Starwood Preferred Guest

HYATT | EDITION | WESTIN | TRUNK | MANDALAY | W | TRUNK

Refer a friend

spg. Starwood Preferred Guest

MARC SHEINKIN
Member Number: *****252

It pays to have friends.

Get up to 55,000 Starpoints® per calendar year with friend referrals — 5,000 Starpoints for each approved referral.*

Here's how it works:

5 K per referral

REFER NOW

REFER NOW

I have a Personal Card

I have a Business Card

More Luxury. More Destinations.

Featured property: Mystique, a Luxury Collection Hotel, Santorini, Greece

spg. Starwood Preferred Guest

HYATT | EDITION | WESTIN | TRUNK | MANDALAY | W | TRUNK

Cardholder Newsletter

The Starwood Preferred Guest® Credit Card from American Express

INSIDE MEMBERSHIP
November 2014

MARC S
Member Since 2011 | Account Summary

The all-new SPG® list.

The all-new "it" list

Discover your perfect getaway on the 2014 SPG® Member Favorite Hotels & Resorts List.

Explore Now

Selected For You

Meet. Earn. Repeat.

Earn SPG® rewards for your meetings and events, and if you're a professional planner, join as an SPG Pro.

Learn More

Create your perfect stay

Update your profile preferences to customize your trip. Select low floors, leather-free pillows, and more.

Learn More

Bonus Starpoints® at Sheraton Club

Earn up to 3,000 bonus Starpoints® when you book by November 30, 2014 for stays through December 2, 2014. Offer available when you register for this offer and pay with any American Express® Card.

Stay one night and earn 500 Starpoints®.

Stay two consecutive nights and earn 1,000 Starpoints®.

Stay three or more consecutive nights, and earn 3,000 Starpoints®.

Must be a member of Starwood Preferred Guest to receive.

12

Ongoing offer vehicles are branded

Hot escapes: Weekly expiring offers starting at 20% off

Resorts: Offers, stay type, activities

Branding Destinations may help its unique content stand out further
eBreaks + hot escapes as future communication?

Hot Escapes

Only 3 days to save 20% in San Francisco, Miami, New York and more. [Book by Saturday](#)
Having trouble viewing images? View on a [web browser](#).

spg. hot escapes

LIMITED TIME OFFER
3 DAYS TO BOOK
SAVE 20% OR MORE

Save on stay over the next 3 weeks in San Francisco, Miami, New York and more. And just because you're loyal, SPG members save an additional 5%.

Launches Wed, ends Sat

Members get an extra 5% off

Landing page leverages clock timer

Escape with weekly savings.
BOOK BY SATURDAY & SAVE 20% OR MORE

- SPG members save an extra 5%
- Stay over the next 6 weeks

[SAVE NOW](#)

Check spg.com/hotescapes for details and restrictions.

*Website goes live every Wednesday at 0:00 p.m. Hong Kong Time (14:00 p.m. Eastern Time). Time in a.m. Eastern Time.

LIKE US ON FACEBOOK FOR THE FIRST LOOK AT OUR LATEST DEALS.

CONNECT WITH US [f](#) [t](#) [i](#) [p](#) [v](#) [y](#)

BECOME A STARWOOD PREFERRED GUEST MEMBER NOW AT [SPG.COM](#)

ST. REGIS THE LUXURY COLLECTION W HOTELS LE MERIDIEN WESTIN SHERATON ALDOFF ELEMENT FOUR POINTS BY SHERATON

More Luxury. More Destination

CONNECT WITH US [f](#) [t](#) [i](#) [p](#) [v](#) [y](#)

Resorts

spg. Starwood Preferred Guest resorts

ST. REGIS W HOTELS LE MERIDIEN WESTIN SHERATON ALDOFF ELEMENT FOUR POINTS BY SHERATON

Better courses. Better game.
EXPLORE THE BEST RESORT GOLF COURSES IN THE AMERICAS

Book a fall getaway and get out on the green. With spectacular courses from Arizona to Georgia, Quebec to Puerto Rico, plan a trip to elevate your golf game with offers that include unlimited golf, preferred rates and more.

[BOOK NOW](#)

More resort offers you might like

Turn on your weekend

Save up to 15% on weekend stays and explore the new SPG Weekend Channel for travel tips to plan your next weekend getaway. [Learn More](#)

Golf with the pros

Redeem your Starpoints® for a once-in-a-lifetime experience with SPG Moments™ at The Westin Kierland Resort & Spa. [Learn More](#)

Make it all-inclusive

Plan a luxurious vacation at one of our resorts in Mexico, Costa Rica or Panama to enjoy the perks of an all-inclusive package. [Learn More](#)

Sheraton® Free Weekends

spg. Starwood Preferred Guest

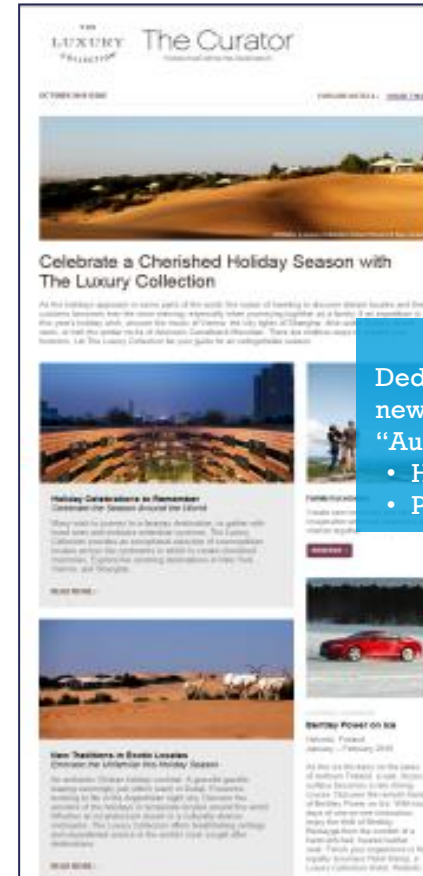
Dedicated content to travel inspiration & experiences

Content blurs lines between editorial travel content & program marketing

Weekend Channel

Blends editorial with program content oriented around weekend activity

- City picks, destination highlights, travel inspiration & tips
- Offers, benefit highlights



The Curator

Dedicated editorial newsletter toward their "Autograph" luxury brand

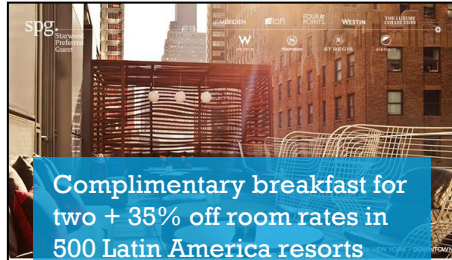
- High end experiences
- Property highlights

Dining as an essential part of a traveler's experience

SPG membership has benefits beyond just a place to sleep

- Free breakfast as offer highlights
- Promoting Halo restaurants
- Bonus earning opportunities at on property restaurants

Breakfast and Offer



Complimentary breakfast for two + 35% off room rates in 500 Latin America resorts


Good morning, indeed.

ENJOY 35% OFF AND DAILY BREAKFAST FOR TWO


Start your day off right. With this exclusive offer, SPG® members can enjoy daily breakfast for two and 35% off room rates at over 500 participating hotels and resorts in North and Latin America.

[SAVE NOW >](#)


More offers you might like



Introducing the newly transformed Sheraton Nashville Downtown Hotel. Book now and receive double Starpoints® on your stay, \$25 off our best available rates and 25% off valet parking. [BOOK NOW >>>](#)



Discover our best rates. Guaranteed. Find great hotels, guest reviews, and our best rates when you book at SPG.com. There's no need to look anywhere else. [Book Now >](#)




AAA/CAA perks out west. Enjoy 15% off our best available rates, complimentary breakfast, up to a \$100 credit and more exclusive offers for AAA/CAA Members. [Book Now >](#)

More Luxury. More Destinations.

CONNECT WITH US [f](#) [t](#) [in](#) [+](#) [YouTube](#)

BECOME A STARWOOD PREFERRED GUEST MEMBER NOW AT SPG.COM

Halo Restaurant



More Luxury. More Destinations. (Member Number:)


Style to savor.

SURROUND YOUR SENSES WITH EXTRAORDINARY DISHES AND MODERN DESIGN.


Join us at 20 of our most stylish yet intimate venues for a stunning selection of gourmet food and inspiring beverages. From Taipei to Venice, Rio to Warsaw, you'll be treated to an experience of a lifetime at any of our premier Starwood restaurants. Plan your culinary journey today and earn Starpoints® while saving up to 30%.

[Discover your favourite >](#)



Try our top restaurants offering the best in spice.




A taste of Asia. Explore the bold flavours of Asia and the Pacific Rim at our favourite Pan-Asian restaurants. [Take your pick >](#)



In the mood for Mediterranean. Enjoy regional delicacies at the best Mediterranean restaurants. [Take your pick >](#)



Restaurant Point Promotion




SPG Triple Crave.

WEEKDAY DINING NOW COMES WITH A TRIPLE HELPING OF STARPOINTS.


Announcing an exclusive offer for SPG® members: Earn triple Starpoints® on dining Mondays through Thursdays when you spend \$50 or above at any of our participating restaurants from September 1 through December 30, 2014. Register by November 30 to get the bonus rewards you crave.

[REGISTER NOW](#)


EXPLORE PARTICIPATING RESTAURANTS NEAR YOU.



Explore South Florida — one of our top culinary destinations. [Learn more](#)



Take a journey through the exotic cuisines of the West. [Learn more](#)



Savor the flavors at our restaurants in Canada. [Learn more](#)

SPG 2015 Year in Review vs MR 2014

spg

Starwood Preferred Guest

Jordan Martin

Member Number: 00000000000000000000

Celebrate 2015.

THANK YOU. BECAUSE OF YOU, IT ADDED UP TO AN INCREDIBLE YEAR.

Thank you for including us in your travels — and for making 2015 amazing. We're thrilled by what all our members achieved this past year.

To celebrate, we're showcasing some of these member highlights below and sharing your year in stats on your SPG Dashboard.

SEE YOUR STATS

MOST STARPOINTS* EARNED BY A SINGLE MEMBER

30,328,030

8,975,278 MORE THAN 2014

NUMBER OF DOORS OPENED WITH SPG KEYLESS™

66,746

MOST STARPOINTS REDEEMED AT

WESTIN

The Westin Maui Resort & Spa Kaanapali

MOST STARWOOD HOTELS AND RESORTS VISITED BY A SINGLE MEMBER

73

MOST COUNTRIES VISITED BY A SINGLE MEMBER

24

NUMBER OF ROOMS ADDED TO STARWOOD HOTELS AND RESORTS

21,839

(Including our new Design Hotels™ and Tribute Portfolio™ hotels)

SLS LAS VEGAS, A TRIBUTE PORTFOLIO RESORT

HIGHEST SPG MOMENTS™ REDEMPTION

677,000 Starpoints

FOR THE FLOYD MAYWEATHER VS. MANNY PACQUIAO FIGHT IN LAS VEGAS

UBER

MOST UBER RIDES BY A SINGLE MEMBER

1,127

MOST STARPOINTS* EARNED WITH AN SPG® AIRLINE PARTNER

247,560

Starpoints earned through Crossover Rewards™ with SPG and Delta® SkyMiles®

MOST FREQUENTLY VISITED MEMBER FAVORITES HOTEL

Sheraton Hong Kong Hotel & Towers

HOTEL WITH MOST SPG MEMBER STAYS

Sheraton New York Times Square Hotel

MOST STARPOINTS EARNED BY A SINGLE MEMBER FOR BOOKING MEETINGS AND EVENTS

835,136

NUMBER OF INSTAGRAM PHOTOS OF MEMBERS ENJOYING THE #SPGLIFE

1,000,000+

GO TO YOUR DASHBOARD

Numbers are current as of December 11, 2015.

More Luxury. More Destinations.

spg

Starwood Preferred Guest

HYATT

WILSHIRE

FOUR POINTS

LUXURY

MERIDIAN

W

TRIBUTE

W

DOWNLOAD THE SPG APP >

CONTACT SPG BEST RATE GUARANTEE UPDATE YOUR STAY PREFERENCES

TERMS & CONDITIONS OF THE SPG PROGRAM TERMS OF USE PRIVACY POLICY

Marriott REWARDS

TEd, 2014 YEAR IN REVIEW

We made this just for you!

Marriott REWARDS

TEd, Thanks For Your Loyalty This Year!

Members like you make our program great. We accomplished a lot together in 2014.

Your Year With Marriott Rewards

As of 12/04/2014

11 Nights Stayed 3 Cities 0 Nights Redeemed

4 Hotels 36,757 Points Earned 3 Diners

We Grew This Year!

3,800 HOTELS WORLDWIDE 15 DISTINCTIVE BRANDS

48 MILLION MEMBERS

Those Members Earned a Lot of Points <<

240+ BILLION points earned

1.4+ BILLION miles earned

>> And Redeemed Them, Too <<

300,000+ Nights 7,000+ Points Redeemed to Products 9,000+ Points Donated to Charitable Causes

Members Loved These Items!

Smartphones Wireless Speakers Noise Cancelling Headphones Smart Phones

Did You Know?

Members Loved These Cocktails in 2014 <<

Martini Margarita Pina Colada Bloody Mary

We Grew This Year!

4 MILLION downloads of the Marriott Mobile App plus 1 million mobile check-ins!

Europe Caribbean/Latin America Asia

44% Asia-Pacific is the fastest growing region

12 Year of Surprises

Member Favorites in 2014 <<

London, DC Toronto Las Vegas London

2014 WINNERS ARE

NEW YORK

BAHAMAS

New York: Most Redeemed

Bahamas: Newest Hotel Addition

SEE YOU IN 2015!

Thanks for reading! Questions? Comments? Connect with us



Lifecycle Communications


Welcome content highlights program priorities

Priority content by prominence, order and recurrence

- Mobile download
- Book direct
- Specific redemptions
- Social
- Upper Elite benefits
- SPG focused on specific elements of the main aspects of their program vs MR's focus on immediately actionable items

Email fundamentals: “get started” language, “Learn more” CTAs, consistent subject line, 3-day delivery cadence

Registration Confirmation & Introduction



First Name: Last Name
 Member Number:

Step by Step guide

- Online profile setup
- Book and Earn
- Redeem highlights

Mobile download

Best rate guarantee

CTA: Login

Access your member profile or password to view the great personal preferences, manage your reservations, protect your account and help us make your stays with us even better.

STEP TWO: Book and earn Starpoints.

- **Stays with us.** You'll earn two Starpoints for every \$1 in dollar spent on eligible stays.
- **Plan with us.** Earn one Starpoint for every \$3 in eligible group revenue from meetings and events.
- **Dine with us.** Save up to 30% and earn Starpoints at over 1,000 restaurants and bars worldwide.




STEP THREE: Redeem your Starpoints.

- **Free Night Awards** are available without blackout dates starting at just 2,000 Starpoints.
- **Cash & Points.** Stay as little as US\$87 and 1,500 Starpoints.
- **SPG Flights.** Redeem for flights without blackout dates on more than 150 airlines.
- **SPG Moments™.** Get VIP access to the best concerts, culinary experiences and exclusive sporting events around the globe through SPG Moments.

Log in for your account


BELOW YOU'LL FIND A FEW TIPS TO HELP YOU MAXIMIZE YOUR MEMBER BENEFITS.
 WE LOOK FORWARD TO SEEING YOU SOON.

THE SPG APPS PUT THE WORLD AT YOUR FINGERTS.
 Download the SPG Apps for iPad®, iPhone® and Android®.

7 Access your member card and benefits instantly.
 Get the info you need automatically. 7 en route, checking in.

Mobile App



SPG
Diamond
Preferred
Card

First Name: Last Name
 Member Number:

Let the benefits begin.

MAKE EVERY TRIP. MORE REWARDING.

No benefit details

Mobile app



Direct to book

SMART MOVE.

CTA: Learn to book



FIRST THINGS FIRST.

Here's how to make the most of your Diamond Preferred Guest® membership. When you book on [sgp.com](#) or through the [SPG® app](#), you'll always get our Best Rate Guarantee*. Plus you'll earn Diamond® and credit toward elite status. If you book with third-party booking sites like Expedia or Booking.com, you'll miss out on both.

Download the free SPG app now and get it all done on the run!

- Explore, plan and book your next getaway.
- Receive destination alerts on all of our brands.
- Use the only way to rent automatically — whether you're on your way, checking or even ready for check-out.





Explore all the ways to book with SPG, and experience luxury travel all to itself.

[LEARN MORE](#)

*Diamond Preferred Guest® membership. ©2014 Starwood Hotels & Resorts Worldwide, Inc. All rights reserved.

Redemption



Redeemed

Cash

First Name Last Name

Member Number

Reiterates Redemptions


(Step 3 in 1st email)

- Free night awards
- Award Flights
- Cash & Point
- Event Access:


SPG Moments email

[View the SPG Moments email that you have been sent by email](#)
[Download the SPG Moments email that you have been sent by email](#)


CTA: Where to redeem





Award Flights without blackout dates on more than 150 major airlines means you can fly anytime, anywhere and any day, including Friday.



Cash & Points lets you use Starpoints to lower the cost of your stay.



Get access to the world's biggest sports, music and culinary events with SPG Moments™.

Whether you're dreaming of a secluded island escape in the Maldives or an exciting urban adventure in Singapore, explore all the amazing destinations your Starpoints can take you.

LEARN MORE

Social Channels

SPG
Sponsored
Professional
Growth

First Name Last Name
Member Number 0000000000

Highlights FB/Twitter/ Instagram

Benefits of channels

Real member tweets

CTA: N/A

STAY CONNECTED
WHEREVER YOU GO.

This is the beginning of a great relationship. Follow SPOB on Twitter and Facebook to hear about special offers and promotions ahead of the crowd. You'll also get access to exclusive experiences and opportunities only offered through our social channels.


Follow us on Instagram to enjoy the best of the #staylife and get inspiration for your next adventure.

Plus, get personal recommendations, plan getaways and share upcoming stays with our **SPO Social Traveler**. Great things happen when you mix friends and travel.

Partnered members: [Riva's](#) and [Vignini L.](#) | Platinum members: [photography](#) at [Shoreline Gardens](#) | Tokyo Bay Hotel | [Cappuccini](#), [Japan](#)

More Luxury, More Destinations.

Elite Status



Starwood

Preferred

Guest

First Name

Last Name


Member Number

800

Focus on Gold/Plat perks:


- Concierge line
- Free internet
- Eventual lifetime status

CTA: Elite learn more



ENJOY THE JOURNEY TO SPG ELITE.

Good news for all of you road warriors, globe-trotters and jet-setters: SPG® Gold and Platinum members earn the richest benefits in the industry — including three Starpoints® per U.S. dollar on stays, an enhanced room at check-in and late check-out. And it just gets better from there.



Platinum members also receive a dedicated concierge line, complimentary Internet access and more. Plus, every night booked through a digital channel gets you closer to SPG Lifetime™ Gold or SPG Lifetime™ Platinum status.

LEARN MORE

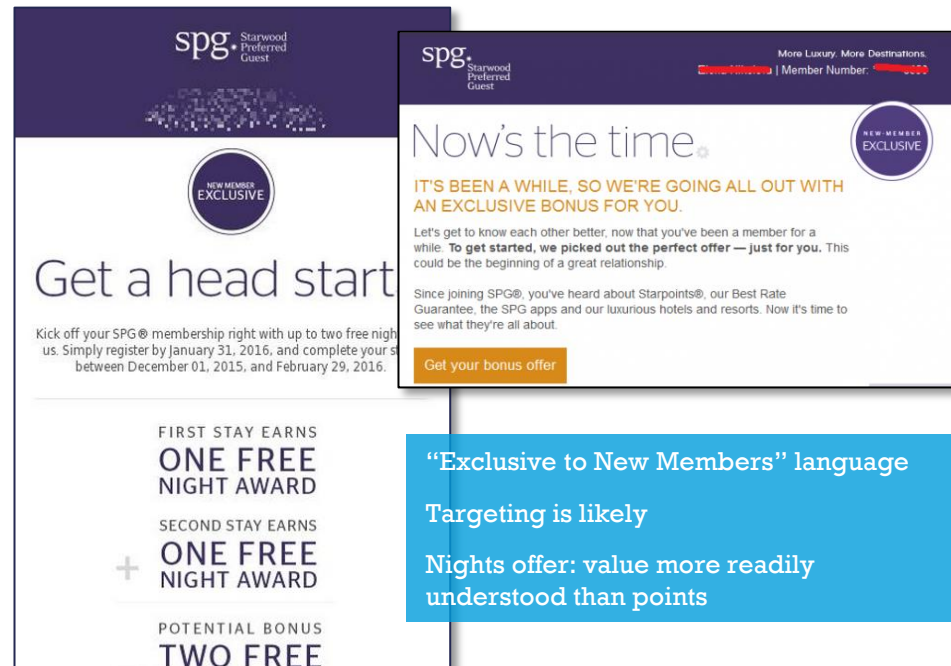
18

Incentives & promotions are leveraged for member lifecycle touchpoints

- SPG appeared to leverage specific promotions for some campaigns while leveraging seasonal promotions (ie MegaBonus) for others

Leverage seasonal promotions as incentives if evergreen incentives can't be leveraged

Early Activation



The screenshot shows an email from SPG (Starwood Preferred Guest) to a new member. The header includes the SPG logo and the text "Starwood Preferred Guest". The main body features a "NEW MEMBER EXCLUSIVE" badge and the headline "Get a head start". Below this, it says "Kick off your SPG® membership right with up to two free nights. Simply register by January 31, 2016, and complete your stay between December 01, 2015, and February 29, 2016." The email lists benefits: "FIRST STAY EARNS ONE FREE NIGHT AWARD", "SECOND STAY EARNS ONE FREE NIGHT AWARD", and "POTENTIAL BONUS TWO FREE NIGHTS". A blue call-to-action button says "Get your bonus offer".

Now's the time.

IT'S BEEN A WHILE, SO WE'RE GOING ALL OUT WITH AN EXCLUSIVE BONUS FOR YOU.

Let's get to know each other better, now that you've been a member for a while. **To get started, we picked out the perfect offer — just for you.** This could be the beginning of a great relationship.

Since joining SPG®, you've heard about Starpoints®, our Best Rate Guarantee, the SPG apps and our luxurious hotels and resorts. Now it's time to see what they're all about.

[Get your bonus offer](#)

FIRST STAY EARNS
ONE FREE NIGHT AWARD

SECOND STAY EARNS
ONE FREE NIGHT AWARD

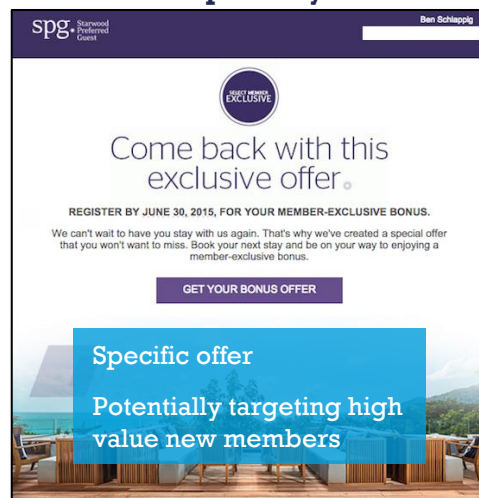
POTENTIAL BONUS
TWO FREE NIGHTS

"Exclusive to New Members" language

Targeting is likely

Nights offer: value more readily understood than points

Repeat Stay



The screenshot shows an email from SPG to a returning member. The header includes the SPG logo and the text "Starwood Preferred Guest". The main body features a "SELECT MEMBER EXCLUSIVE" badge and the headline "Come back with this exclusive offer." Below this, it says "REGISTER BY JUNE 30, 2015, FOR YOUR MEMBER-EXCLUSIVE BONUS." and "We can't wait to have you stay with us again. That's why we've created a special offer that you won't want to miss. Book your next stay and be on your way to enjoying a member-exclusive bonus." A blue call-to-action button says "GET YOUR BONUS OFFER".

Come back with this exclusive offer.

REGISTER BY JUNE 30, 2015, FOR YOUR MEMBER-EXCLUSIVE BONUS.

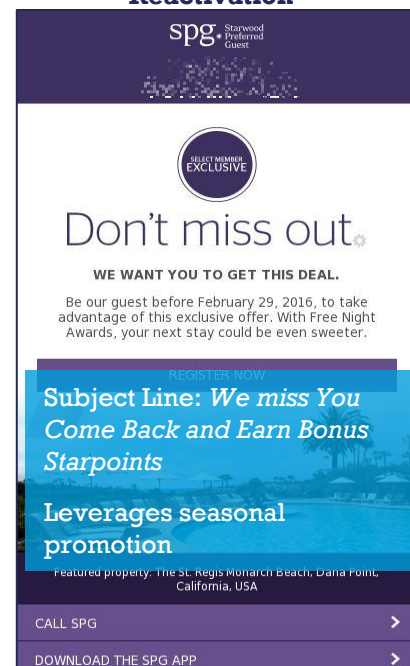
We can't wait to have you stay with us again. That's why we've created a special offer that you won't want to miss. Book your next stay and be on your way to enjoying a member-exclusive bonus.

[GET YOUR BONUS OFFER](#)

Specific offer

Potentially targeting high value new members

Reactivation



The screenshot shows an email from SPG to a lapsed member. The header includes the SPG logo and the text "Starwood Preferred Guest". The main body features a "SELECT MEMBER EXCLUSIVE" badge and the headline "Don't miss out." Below this, it says "WE WANT YOU TO GET THIS DEAL." and "Be our guest before February 29, 2016, to take advantage of this exclusive offer. With Free Night Awards, your next stay could be even sweeter." A blue call-to-action button says "REGISTER NOW". Below the button, it says "Subject Line: We miss You Come Back and Earn Bonus Starpoints" and "Leverages seasonal promotion". At the bottom, it says "Featured property: The St. Regis Monarch Beach, Dana Point, California, USA".

Don't miss out.

WE WANT YOU TO GET THIS DEAL.

Be our guest before February 29, 2016, to take advantage of this exclusive offer. With Free Night Awards, your next stay could be even sweeter.

[REGISTER NOW](#)

Subject Line: *We miss You Come Back and Earn Bonus Starpoints*

Leverages seasonal promotion

Featured property: The St. Regis Monarch Beach, Dana Point, California, USA



Elite Status Communications

Similar base Elite status communications as MR...

- Benefit highlight & summary; similar content & layout; persistent book direct & mobile app CTA
- Differences between MR program are a result of SPG's multiple ways to achieve status (nights/stays or spend threshold with card) & unique benefits (Choose rewards, Gold certificates)
- **Leverage partner relationships to offer rewards as recognition and gratitude**

Near Threshold

spg. Starwood Preferred Guest

Ted Kim
Member Number: 001

You're on the verge of
SOMETHING BIG.

Take your travel to the next level with SPG® Gold status. Extra Starpoints with every stay, late checkout, and more — the golden life is just around the corner.

Subject line: You're Just 3 Stays to Gold

Details nights and stays needed

Book direct to get credit toward status level

Does not detail Gold benefits

IT'S OFFICIAL: YOU'LL BE GOLD IN JUST 3 MORE ELIGIBLE STAYS OR 16 MORE ELIGIBLE NIGHTS

Card Near Threshold

spg. Starwood Preferred Guest

Marc Shannon
Member Number: 002

You're almost there.

Thank you for being a Starwood Preferred Guest® Credit Card Member. You're close to spending \$30,000 this year on eligible purchases on your Starwood Preferred Guest Credit Card from American Express.

Subject line: You're Close to Renewing Your Gold Status

Card features unique way to achieve gold (spend \$30 K)

Details Gold benefits

LEARN MORE

Status Achieved

spg. Starwood Preferred Guest

Ted Kim
Member Number: 003

Benefits Detailed

CTA: Download mobile app

Book Direct

Design your credit card

First time Achievers may receive bonus reward (Take pick of certificate of 3-month Hulu subscription)

Step up your stay. An upgrade to an enhanced room at check-in — a corner room, a higher floor, a better view.

Warm welcome. Your choice of welcome gift upon arrival — choose from Bonus Starpoints, complimentary in-room Internet or a beverage on us.

VIEW ALL GOLD BENEFITS

Status Achieved Benefit Highlight

spg. Starwood Preferred Guest

More Luxury. More Destinations.
Member Number: 004

As Gold elite, issue certificate to outstanding associates

Thank You

GOLD THANK YOU CERTIFICATES: A GENEROUS WAY TO SAY THANKS FOR EXCEPTIONAL SERVICE.

Travel is in the details. And when all the details are expertly delivered, your experience is extraordinary. That's what you expect as an SPG® Gold member, and when you see it, you want to recognize it. So here's a Golden opportunity to celebrate those SPG associates who really deliver — whether it's a speedy phone reservation, an impeccable dining experience or an extra-efficient check-in.

Request Certificates

... with additional focus to top tier members

SPG recognizes loyalty of it's most active members that should be leveraged for PO and the program as a whole

Lifetime Achievers

	Silver	Gold	Platinum
SPG	N/A	250 nts+ 5 yrs elite	500 nights+10 yrs Plat
MR	250 nts+ 1.2 M pts	500 nts+ 1.6 M pts	750 nts+ 2 M pts

Ambassador Service

- 100 stays within a year
- Personal global concierge

Lifetime Achievers



Shine on. You're Gold for life.

What a milestone. Since joining the SPG® program, you've stayed with us at least 250 eligible nights and earned 1.2 million Starpoints. You've joined a very exclusive group: SPG Lifetime® Gold.

This means you've earned the right to Platinum status, which means you'll enjoy all the benefits of Platinum status.

• Three complimentary nights per year, a 50% bonus over Preferred members.

• Upgrades to enhanced rooms at check-in.¹

• 4 p.m. late checkout.²

• NEW! Your choice of a welcome gift with each stay. Choose from bonus Starpoints, complimentary in-room Internet access and more.

• Explore them all at spg.com/gold.

If you currently have Platinum status, don't worry — your Platinum benefits are still intact. Likewise, as an SPG Lifetime Gold member, you can still earn Platinum status each year. It's simply a reassurance that you'll never go below Gold status, even if you have a light travel year.

Ambassador



Now it's personal.

WE'RE THRILLED TO WELCOME YOU TO AN EXCLUSIVE BENEFIT: SPG AMBASSADOR SERVICE.

You take travel to a whole new level. Reach for the stars. And now, you can have it all. This is the most individualized benefit available through the SPG program, and it can be what you need to have 24/7 access to the ambassador team, providing personal assistance at any point of contact no matter where you are.

Just tell us what you need — from preferences to restaurant reservations and car transfers — and we'll make it happen.

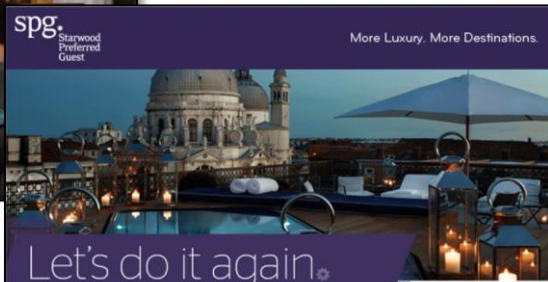
Start using the SPG ambassador service by emailing ambassador.service@starwoodhotels.com or visit spg.com/ambassador. Even better, your personal SPG ambassador will be assigned and will reach out to you directly. We'll be there to help you, around the clock and around the world.

Congratulatory, grateful

"Most individualized benefit", 24/7

Reservations, car transfers...

Ambassador Renewer



Let's do it again.

Congratulations — YOU'VE EARNED SPG AMBASSADOR SERVICE FOR ANOTHER YEAR.

We hope you're enjoying the unprecedented level of service that comes with having access to a personal SPG ambassador. It's a benefit that's yours to enjoy for another year after staying with us for 100 nights in a calendar year. It's one of the most personalized benefits available anywhere — a single point of contact who can help make everything easier for you.

As a member, ambassador, we're here to help you travel, who knows your needs and preferences so your travel experience is the best it can be.

Congratulations on a repeat performance. We're thrilled to see you so often and look forward to providing you with another year of this exclusive service. Plus, we invite you to visit spg.com/ambassador for some insider tips on using your benefit to the fullest.

Learn more



Booking Cycle Communications

Similar, standard content with slight differences

- **Upfront menu of options:** Navigation links above fold vs body content
- **Personalized touch:** Personalized letter copy over reservations details
- **Redemptions recognized:** Copy indicates when booking is through redemption
- **Content modules:** No 3rd party advertising; promotes other communications (Weekend Channel)
- **Leverages all touchpoints:** Survey has upsell content

Booking Confirmation

The St. Regis New York
Two East 55th Street, at Fifth Avenue
New York, New York 10022 United States
Phone: (1)(212) 753-4300 Fax: (1)(212) 757-3447

ST REGIS

Contact Us >

Custom subject lines per brand/property

Acknowledges redemption

Room details

Dear MARGARET LIN,

Congratulations. You have successfully redeemed your Starpoints.

Thank you for selecting The St. Regis New York. It is our pleasure to confirm your reservation, and we look forward to welcoming you as a guest to our hotel. Please do not hesitate to contact us if we can assist you in any way prior to your stay.

At The St. Regis New York, we are dedicated to providing you with exceptional service. We invite you to click on the photo to the right to learn more about our personalized Butler Service and the St. Regis legacy.

Sincerely,
St. Regis Butler Service. Allow Me.
The St. Regis New York

Confirmation: 441625270

Recommendations For Your Stay

Enjoy the finest personalized Butler Service during your stay.

Your Starwood Preferred Guest Details

Member Name: MARGARET LIN
SPG Number: xxxxxxxx42
Beginning Starpoints: *6435
Starpoints Used for Award: 60000
Adjusted Starpoints: *6435

Login to Your Account

Upcoming stay

Sheraton
SHERATON HARRISBURG HERSEY HOTEL
4650 Lindle Road
Harrisburg, Pennsylvania 17111 United States
Phone: (1) 717-656-5001 Fax: (1) 717-656-5002

Contact Us >

Copy & content reflect pending stay

Upcoming Weather status

Hello Mr SHEINKIN,

You're just a few days away from joining us at the Sheraton Harrisburg Hershey Hotel. We're here to make sure your stay is a great one. If there's anything we can do to improve your stay, don't hesitate to ask.

During your stay, discover our outdoor restaurant, Revive on the Terrace. Enjoy s'mores for four and live music on the terrace every Friday and Saturday evening (weather permitting) from 8:00-11:00 PM.

Looking forward to seeing you soon,

Tom Dickert
GENERAL MANAGER

Confirmations: 431517144

HOTEL OFFERS

Learn more about Revive on the Terrace.

STAY CONNECTED

YOUR STARWOOD PREFERRED GUEST DETAILS

Member Name: MARC SHEINKIN
SPG Number: xxxxxxxx252
Starpoint Balance: 82378

LOGIN TO YOUR ACCOUNT

2 Surveys?

ST REGIS

Reminder

Dear MARGARET LIN,

Thank you for your recent stay at The St. Regis New York. We know you have a great opinion about your business. As a Starwood Preferred Guest member, you are a highly valued guest and we would greatly appreciate it if you would take action to continuously improve the guest experience.

To complete the survey, simply click [here](#).

This survey should take about 10 minutes. We appreciate your business and look forward to welcoming you back.

Sincerely,
Sergio Rivera
President
The Americas

Survey leverages content modules for "Halo" brand

TAKE SURVEY

Tell us how we did by completing a short survey.

CLICK HERE TO START SURVEY

Dear MARGARET LIN,

Thank you for your visit. We hope your experience was beyond expectation. We look forward to welcoming you back.

Curate Your Next Stay

Always St. Regis. Now Bal Harbour.

Curate your next stay at The St. Regis Bal Harbour. This is a new property of ours with our signature luxury service and exclusive amenities. Enjoy access to the redesigned StarBoard pool as well as South Beach, world-class dining and destinations for art, design and more.

Click Here

From Starwood Preferred Guest

Earn double Starpoints and more.



Earning & Redemptions

Global promotions feature double points with minimum stay with additional bonuses for extra stays

- Flat 2x, 3x and bonus point offers
- Double points with 2 nights; more points with more nights
- Double points on 2 or more nights, bonus points at specific destinations
- Bonus points for stay including a weekend night

Double Points + Bonus

spg Starwood Preferred Guest Member Number: *****2252 Marc Sheinkin

SPG Take Two

2X Starpoints + **250 Starpoints**
at all Starwood hotels worldwide at hotels in popular destinations

ONE-CLICK REGISTRATION
With one click, you'll be automatically registered.

“Typical” global promotion
Branded campaign each time

SHERATON TRIBECA NEW YORK HOTEL, NEW YORK, USA

e.g. Bonus for Weekend Night

spg Starwood Preferred Guest

Earn 1,000 bonus Starpoints, worldwide

With SPG® Make It Count, you'll earn 1,000 bonus Starpoints® when your eligible stay includes a weekend night.* Register by August 15, 2015, and collect bonus Starpoints at any of our more than 1,200 Starwood hotels and resorts worldwide through August 31, 2015.

REGISTER NOW

By clicking, you're automatically registering for this promotion.

[Terms and conditions](#) | [FAQs](#)

Standard touchpoints with one exception

MR deploys significantly more promotional touch points:

- Previews
- Check-ins /Reminders
- Progress notifications
- Summary

An SPG promotion featured a mailing to registrants with multiple booking incentives

Highlight savings program features/benefits with promotions

- 20% Weekend stay @Courtyard
- Free 5th night
- MegaBonus in Hotel Specials/Offers



Announcement

SPG Starwood Preferred Guest

Member Number: 00000000000000000000

Stay more. Earn more.

2X Starpoints on stays of 2 or more nights

+ 500 Starpoints on stays of 3 or more nights

ONE-CLICK REGISTRATION

With one click, you'll be automatically registered.

"Newest", "latest" common keywords

One-click registration

OUR NEWEST GLOBAL PROMOTION: SPG® STAY FOR MORE.

Register by December 6, 2015, to earn double Starpoints® on eligible stays of two nights. Stay three or more nights and earn double Starpoints plus 500 more. Promotion runs October 1 through December 20, 2015.

[REGISTER NOW >](#)

Featured property: The St. Regis Monarch Beach, Dana Point, California, USA

More Luxury More Destinations.

SPG, ST REGIS, COLLEZIONE, W, TRIBECA

Registration Confirmation

SPG Starwood Preferred Guest

Member Number: 00000000000000000000

Success. You're registered.

YOU'RE ALL SET TO EARN DOUBLE STARPOINTS® WITH SPG STAY FOR MORE. [BOOK NOW >](#)

You have successfully registered for the SPG® Stay for More global promotion. From October 1 through December 20, 2015, your stays at participating Starwood hotels and resorts will earn you even more:

2X Starpoints on stays of 2 or more nights

+ 500 Starpoints on stays of 3 or more nights

Previous promotions featured progress tracker functions

Featured property: The Gwen, a Luxury Collection Hotel, Chicago, Illinois

More Luxury More Destinations.

SPG, HILTON, ST REGIS, WESTIN, THE LUXURY COLLECTION, MERRIDEN, TRIBECA

Reminders / Last chance

SPG Starwood Preferred Guest

Double Starpoints ends soon.

There's still time to earn double Starpoints® with our global promotion — SPG® Stay for More. Join SPG and you'll be automatically registered to earn double Starpoints on eligible stays of two nights. Plus, when you stay three or more eligible nights, you will earn 500 bonus Starpoints on top of double Starpoints. Sometimes more is more.

[JOIN AND REGISTER](#)

2X Starpoints on stays of 2 or more nights

+ 500 Starpoints on stays of 3 or more nights

Book to Earn Mailing

SPG Starwood Preferred Guest

Bonus Starpoints are just the beginning.

You're registered for SPG® Stay for More to earn double Starpoints® and more. Now you can save more while you earn more. Check out these exclusive offers and book now through December 20, 2015, to maximize your bonus opportunities.

Post Registration incentive to book

THE ST. REGIS MONARCH BEACH, DANA POINT, CALIFORNIA, USA

1 Only for members. It's all about you. Get SPG Member exclusives deals. additional 10% on our lowest available rates at select hotels. [FIND HOTELS >](#)

THE WESTIN MAUI RESORT & SPA, KA'ANAPALI, HAWAII, USA

2 Stay more. Pay less. Sheraton+Amex = 40% off next night. Come for the stay, stay for the savings. Earn 40% off a second night on your next stay when you book and pay with your American Express Card. **SAVE 40% >**

SHERATON MALDIVES FULL MOON RESORT & SPA, MALDIVES

3 Happy birth year! Here's our gift to you: Save even more with the SPG Pay \$55 for your Birth Year promotion. **Birthyear offer**

Continued focus on high value segments

Dedicated communications to their event/corporate booking program - SPG.Pro

- Facilitates personal rewards for event planning
- Dedicated content & offers to help plan & personally earn

Website Registration

The screenshot shows the SPG.Pro website registration page. At the top, the 'spg.pro' logo is on the left, and links for 'For help, call 888-625-4088' and 'Frequently Asked Questions' are on the right. A woman is featured in the background. A purple banner on the left says 'Introducing SPG Pro. GET REWARDED PERSONALLY FOR THE WORK YOU DO PROFESSIONALLY.' A blue box in the center contains the text 'Links event planning to personal account'. Below this, a headline reads 'The rewards go to ... you.' followed by a paragraph: 'Starting in October, meeting and event planners, travel professionals, and current members of Starwood Preferred Planner® and StarwoodPro will have the opportunity to earn Starpoints® and elite status all in one easy SPG® account. Link your accounts or join today.' At the bottom, there are two buttons: 'MEETING PLANNERS' and 'TRAVEL PROFESSIONALS', separated by an 'OR'.

Specialized Email Offers

The screenshot shows a specialized email offer from SPG.Pro. The top features the 'spg.pro' logo and a background image of a resort. A blue box contains the text: 'Discounts across Multiple brands & locations' and 'Free breakfast, rate breaks and points earned'. Below this, the text reads 'THE WESTIN MAUI RESORT & SPA, KA'ANAPALI, HAWAII'. A large headline says 'Location, location, location.' followed by 'SAVE UP TO 30% ON OCEAN VIEW ROOMS'. A paragraph describes the offer: 'From Princeville and Waikiki to Ka'anapali and Kona, you'll find the perfect destination for your clients next vacation. Only Starwood offers 11 distinctive resorts and four world-class brands across four Hawaiian islands. Book the Ocean Promotion Plus Package and your clients will enjoy daily breakfast for two and savings on nightly rates, including premium Ocean View rooms. Plus, with SPG® Pro you can earn Starpoints® on eligible bookings you arrange for your clients.' A 'LEARN MORE' button is on the right. At the bottom, it says 'More Luxury. More Destinations.' and 'CONNECT WITH US' with social media icons for Facebook, LinkedIn, Instagram, Twitter, and YouTube. The footer includes the 'spg Starwood Preferred Guest' logo and logos for various brands: MERIDIAN, LOFT, FOUR POINTS, WESTIN, TRULAND, W, SIGNATURE, ST. REGIS, and ARIANA.

Event redemptions as experience enablers

- Branded communication
- Some events are auction-style
- Cross promoted in other mailings and social

SPG does not appear to have dedicated communications based on activity or awareness of redemptions except during the booking confirmation emails

SPG Moments

A collection of redeemable experiences & events

- Music, sports, activities
- Positioned as exclusivity similar to cardholder





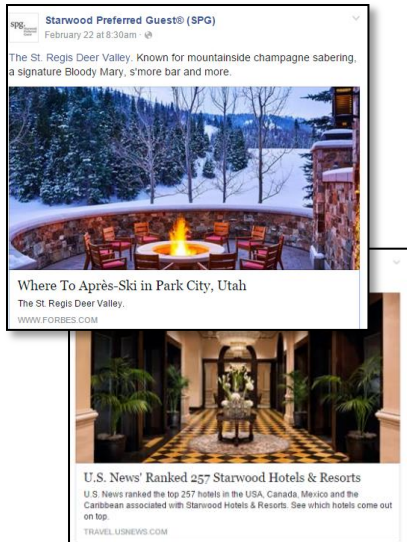
Facebook

SPG leverages Facebook less as a dialogue, more as a DTC communication channel

With the exception of customer service issues, posting are about the program, properties & destinations, and events which the audience can react to

- Compared to Marriott Rewards there are less questions posed & member content shared
- SPG leverages 3rd party sources to highlight events & properties & promotes their own channels (SPG weekend)
- Twitter follows the same guidelines

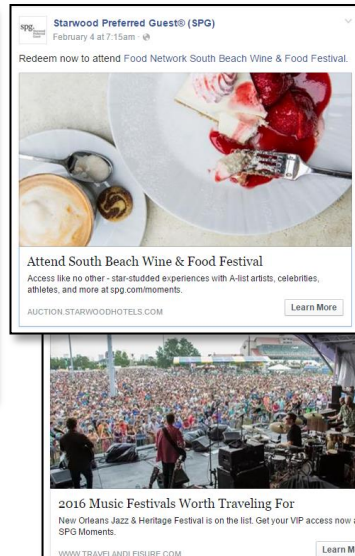
In the News



Promotions



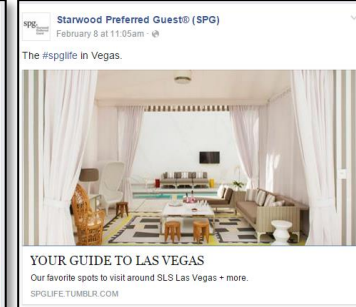
SPG Events



Program educations



Travel Inspiration





Mobile

SPG Mobile app offers a more complete experience

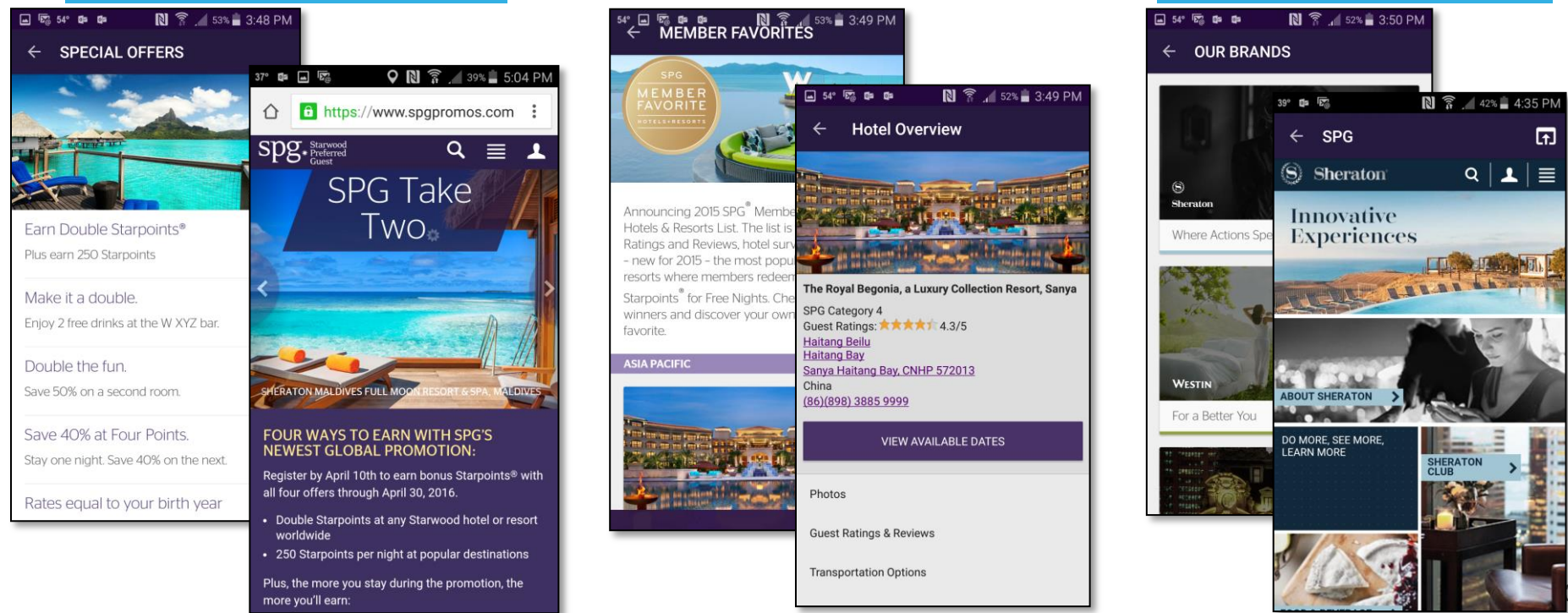
Compared to the Marriott App, SPG's provides more comprehensive brand, hotel & program content

- Consistent with look & feel of website
- Links to Redeem, Earn & Benefits sections as well as social channels

Current promotions & offers include registration via the app

Halo Property overviews

Brand overview and link to mobile friendly Brand pages



Key takeaways

Brand campaigns like Destinations to create distinction between campaigns

SPG members accept a level of marketing from their program

- Concierge/Destinations provides an opportunity to promote Marriott content
- SPG hot escapes creates opportunity for an eBreaks communication
- Promote other communications as content (unless Global opt in?)

Highlight experiences Marriott Rewards enables

- Brand events
- On property restaurants
- Integrated marketing efforts & messages with partners Hertz, Cruises, Chase events

VIPs deserve additional recognition

- Lifetime achiever acknowledgment
- Significant milestones: Member Anniversaries, 1 M points earned

Leverage MegaBonus as incentives in lifecycle campaigns & supplement MegaBonus with booking incentive content

Discussion items & next steps

Discussion items

- *How can we connect Marriott Loyalty pillars & objectives with the SPG audience?*
- *What MR communications need to be updated? What are the must-do's vs nice to do's?*
 - *Footer, Welcome, Onboarding, eBreaks, Achievement & Redemptions*
- *What tactics do we want to incorporate into our campaigns?*
- *Are there new communication or content opportunities?*
- *What is the timeline for communicating with SPG members?*

Preparation for the upcoming migration starts now

- Incorporate migration planning into quarterly planning agenda to develop a communications plan
 - Defined requirement: Begin concept & development for an announcement email for rapid-deploy in the future
- Obtain SPG email program reporting



Appendix

SPG Copy

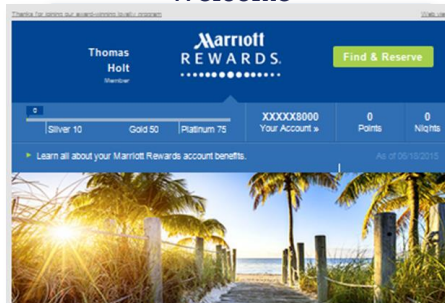
- Very direct
- No puns or humor
- Good use of numbers in offers and lists
- Use of large typography: multiple text sizes to create message hierarchy
- Lacks personality: Corporate language
- Some personalization
- A lot of the copy is housed in images

SPG Design

- Geometric shapes
 - Modules are non-rectangular
 - overlays (lens flare) ties elements together and balances white space
- Hero image at bottom
 - elevates offer to the most prominent position above the fold
 - gets a property shot in there and allows for more image space/flexible orientation and size
 - closes out email
 - sometimes bleeds into background color of email
- Not a lot of icons or ornamentation
 - SPG icon is used as a period in top offer/headline
- High-end property shots
 - No people/lifestyle shots
 - Very few interiors
 - Lots of pools at dusk
 - City skylines at dusk
- Image colors are cohesive with email colors
 - Purple hues on purple emails (pools, dusk, city shots)
 - Green/blue hues on resort/golf emails (with a green/turquoise theme)
 - Emails with beach scene often have turquoise background
- Social share bar is prominent
 - Stands out at bottom of the email

2015 Points Welcome Series

Welcome



A New World Of Travel

Thank you for joining Marriott Rewards®. We are excited to tell you about the wide range of benefits that accompany membership in our award-winning loyalty program.

[See Benefits](#)



Plenty Of Options

Take your pick from 3,800+ participating hotels across 15 brands and start earning and redeeming points today for free nights.

[Earn Today](#)

Keep an eye on your inbox for more tips on how to get the most out of your membership. Add Marriott Rewards to your contact list so you don't miss a thing.

Discover Our Portfolio Of Brands

[See All >](#)



Make your stay a breeze from arrival to departure with Mobile Check-in and Check-out.

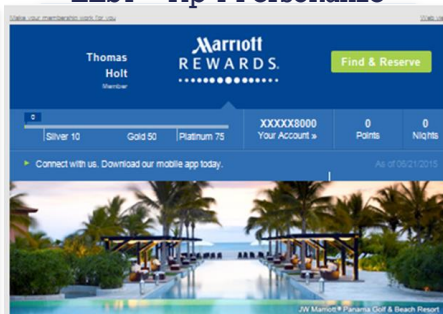


Let the good times roll at exclusive live events held in hotel lobby lounges, bars and restaurants.



A European presence with a distinctly modern take including a contemporary design and approachable service.

EES1 – Tip 1 Personalize



Make Your Membership Mobile

Easily access your Marriott Rewards® account, and enjoy quick and convenient check-in and check-out, with our mobile app.

[Download App](#)

Manage Your Account Online

With your Marriott Rewards account, you can manage reservations, track points, set preferences and more, all online.

[View Account](#)



Watch your inbox for more ways to make the most of your membership.

Discover Our Portfolio Of Brands

[See All >](#)



Refined elegance and a guest experience tailored to your needs ensure that your stay will be extraordinary.

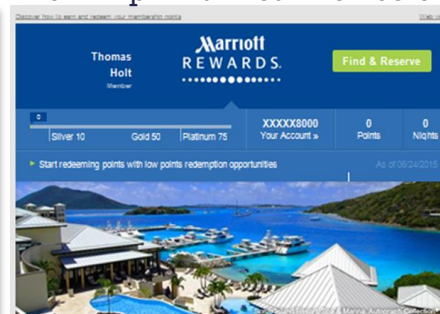


Every property is refreshingly distinct, with an artistic flair and style designed to inspire.



Whether you are looking to meet up, kick back or dig in, you will find spaces designed to meet your needs.

EES2 – Tip 2 Max Your Membership



Start Earning Points

Earning points is easy when you stay at one of our 4,000+ participating hotels. Earn up to 10 points per dollar with your first stay.

[How To Earn](#)



Start Redeeming Points

Enjoy top brand merchandise and gift cards available in our 10K Collection for less than 10,000 Marriott Rewards® points.

[How To Redeem](#)

Watch your inbox for one more way to make the most of your membership.

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A unique collection of modern luxury hotels offering the best of city life to leisure and business travelers alike.

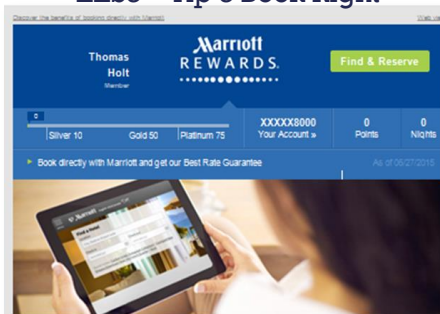


An urban oasis with a cosmopolitan feel, offering the best of city life to leisure and business travelers alike.



An established leader in the extended-stay hotel category, offering all-suite hotels with full kitchens and free WiFi.

EES3 – Tip 3 Book Right



Get Our Best Rate Guarantee

Whenever you book directly with Marriott® – either by using our mobile app, our website, calling or visiting one of our properties – you're guaranteed to get our best available rate for your hotel stay. [See brand restrictions and guarantee terms.](#)

[Book Direct Today](#)

More Benefits of Booking Direct

- Earn Marriott Rewards® points and Elite Night Credits with your stay
- Check in (and out) faster with our Mobile app
- Pay when you stay, and not a moment before. [See terms.](#)
- Relax knowing you can change your reservation with ease
- Personalize your stay by setting your room preferences

We are excited that you have joined the Marriott Rewards family and look forward to hosting you soon!

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