




CONSIDERATIONS FOR GLOBAL EMAIL

May 16th, 2018

yes

- 
- A paved road stretches into the distance, flanked by stone walls and grass. The word "START" is painted in large white letters across the road. The scene is bathed in warm, golden light, suggesting sunrise or sunset.
1. Begin the conversation to define our vision and objectives for expanding the globalization of our email program
 2. Identify considerations and process to develop roadmap

APPROACH

1. Define the vision
 - Understand desired state vs. current state
2. Identify gaps and needs to achieve desired state
3. Build roadmap
 - Prioritize activities, define milestones & project plans

AREAS FOR CONSIDERATION

- Program Process & Operations
- Strategies & Campaigns
- Customer Experience / Design & Content

CURRENT LANGUAGES SUPPORTED

1. English
2. Chinese Simplified (PRC)
3. Spanish (International)
4. French (Europe)
5. German
6. Japanese
7. Portuguese (Brazil)
8. Russian
9. Italian*

❖ Lite Support Just rolled out. Only Welcome slotted at this point.

CAMPAIGNS THAT ARE TRANSLATED

1. Header and footer: all languages
2. Selected Lifecycle Campaigns
 - Welcome in all languages (Italian coming)
 - Achievers all languages except IT/RU
 - Renewers & Near Level - EN only *on roadmap for full translation this year
 - Post Redemption & Abandon Search - EN only
3. Program Update Solos: (Member updates, SNA, Unification Lite / TBOP Choice of)
 - Full language support
4. Solos: Megabonus, MVC, Freddie's
 - Selected languages are supported per solo with Chinese and Spanish as the base

LOCALIZED CAMPAIGNS

- eNews -> send global/English eNews to European and Chinese regions
- METT
- Any others??

LANGUAGES SUPPORTED BY M.COM

Change Language

Marriott offers websites in several languages and a variety of regions to help your travel experience. Please select the option most relevant to you.

THE AMERICAS

América Latina - Español

Brasil - Português

Canada - English

Canada - Français

Estados Unidos - Español

United States - English

ASIA & OCEANIA

Australia - English

中国 - 中文

日本 - 日本語

한국 - 한국어

繁體中文

INTERNATIONAL

English

الشرق الأوسط وأفريقيا - اللغة العربية

EUROPE

Deutschland - Deutsch

España - Español

France - Français

Italia - Italiano

Россия - Русский

Portugal - Português

Türkiye - Türkçe

United Kingdom - English

LANGUAGE PREFERENCES
FOR “PRINT”
COMMUNICATIONS

English

Arabic

British English

Chinese (Simplified)

Chinese (Traditional)

French

German

Italian

Japanese

Korean

Spanish

HOW DO WE DETERMINE MEMBER LANGUAGE PREFERENCE?

- Member address
 - “Print” Language preference
 - Website language preference
-
- What is the default if you don’t have a preference?
 - What data attribute(s) currently drive language selection?

Preferred Language (for print communications)

English ▼

WHICH LANGUAGES/CAMPAIGNS SHOULD BE SUPPORTED?

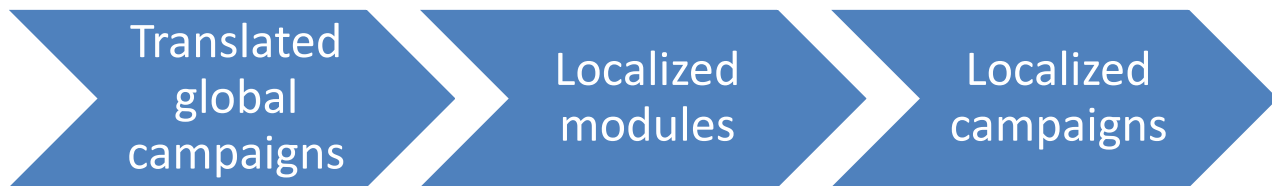
- Audience size
- Membership
- Business opportunity or ask
- Content relevance

Juice
=
Squeeze?



DEPTH OF LOCALIZATION

WHICH COMMUNICATIONS REQUIRE WHICH LEVEL OF DEPTH?



- There may be opportunities for localized modules within translated campaigns vs. fully localized campaigns

PROCESS CHALLENGES – WHAT RESOURCES ARE REQUIRED?

- What's the best way for us to enable local markets to access local audiences?
- Proposed model
 - Local team responsible for content
 - Work with Member Marketing team on coordination, best practices, etc.
 - Agency build
 - Campaigns deployed through Epsilon

PROCESS / STRATEGY CONSIDERATIONS

- Targeting Criteria
- Tracking & Reporting Needs
- Frequency & Governance
- Deliverability
- Asset Management
- Timing / Seasonality
- PESTLE - Consider the **p**olitical scenario, **e**conomical factors, **s**ocial factors, **t**echnology usage, **l**egal and **e**nvironmental factors

TECHNOLOGY CONSIDERATIONS

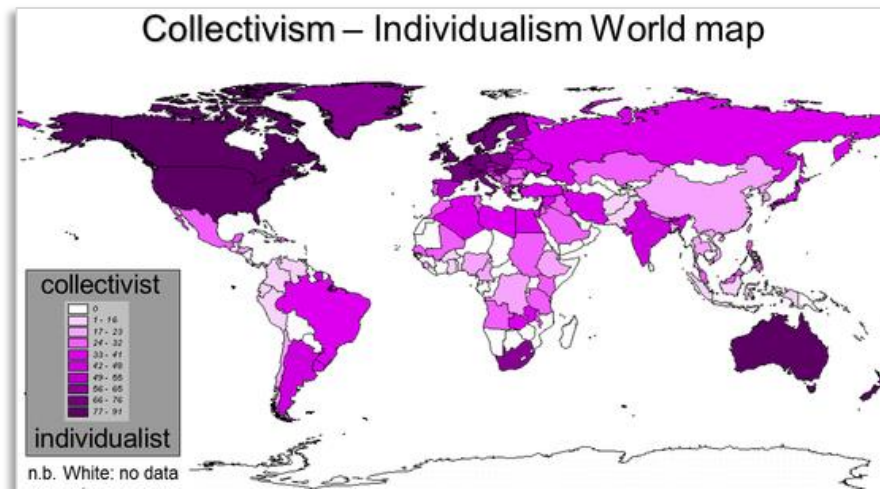
- Updates needed to preferences / enrollment
- Sitecore (does not currently support in-language)
- Others?

DESIGN & CONTENT CONSIDERATIONS

- Message formatting, style & layout
- Content, copy & image selection; imagery, vernacular
- Personalization data
- Template System – layouts to support different characters and character counts

HOFSTEDE'S 6 DIMENSIONS OF NATIONAL CULTURE

- Individualism
- Power Distance
- Masculinity
- Uncertainty Avoidance
- Long-term orientation
- Indulgence



<https://geerthofstede.com/culture-geert-hofstede-gert-jan-hofstede/6d-model-of-national-culture/>



LOCALIZATION FAILS







THANK YOU!

