



TBOP UPDATE

May 16, 2018

yes

AGENDA

- 📍 Overview of Updates & Approach
- 📍 Updates Pre 8/1
- 📍 Updates for 8/1
- 📍 What's Still Pending

BATCH ORGANIZATION & PRIORITIZATION

BATCH SCHEDULE & PRIORITIZATION

Campaign/Template Name	Templates	Versions	Version Info	Updates/ Notes	Kickoff	DR1	Coding	Hand-off	R1 Tests	Feedback	R2 Tests	Feedback
BAU ELITE MESSAGES - Post 4/16 Updates												
ACHIEVERS					(send text for translations immediately on 4/3)	3 days	5 days	3 days				
ENGLISH	1	3	Silver, Gold, Platinum	Live in production 5/2	4/9/2018	4/11/2018	4/13/2018	4/16/2018	4/20/2018			
CHINESE	1	3	Silver, Gold, Platinum	Live in production 5/4			4/13/2018	4/18/2018	4/26/2018	4/27/2018	5/1/2018	5/3/2018
SPANISH	1	3	Silver, Gold, Platinum	Live in production 5/4			4/13/2018	4/18/2018	4/26/2018	4/27/2018	5/1/2018	5/3/2018
FRENCH	1	3	Silver, Gold, Platinum	Live in production 5/4			4/13/2018	4/18/2018	4/26/2018	4/27/2018	5/1/2018	5/3/2018
GERMAN	1	3	Silver, Gold, Platinum	Live in production 5/4			4/13/2018	4/18/2018	4/26/2018	4/27/2018	5/1/2018	5/3/2018
JAPANESE	1	3	Silver, Gold, Platinum	Live in production 5/4			4/13/2018	4/18/2018	4/26/2018	4/27/2018	5/1/2018	5/3/2018
PORTUGUESE	1	3	Silver, Gold, Platinum	Live in production 5/4			4/13/2018	4/18/2018	4/26/2018	4/27/2018	5/1/2018	5/3/2018
RENEWERS												
ENGLISH	1	3	Silver, Gold, Platinum	Live in production 5/2	4/9/2018	4/11/2018	4/13/2018	4/16/2018	4/20/2018			
UL BATCH 1 - ELITE BENEFITS												
ACHIEVERS										3	3	3
ENGLISH	1	5	Silver, Gold, P50, P75, P100	Approved	3/1/2018	3/9/2018	3/16/2018	3/20/2018	3/22/2018	3/23/2018	3/26/2018	3/26/2018

UPDATES IN MARKET PRE 8/1

ONE PROGRAM. ENDLESS INSPIRATION.

Welcome Series, Achievers, Renewers, Near Level, Lifetime Achievers, Early Engagement, Early Activation

THE RITZ-CARLTON
REWARDS

Marriott
REWARDS.
.....

spg* Starwood
Preferred
Guest

One program. Endless inspiration.

This August, Marriott Rewards®, The Ritz-Carlton Rewards® and SPG® will become one powerful program.

[Learn More >](#)

THE RITZ-CARLTON
REWARDS

Marriott
REWARDS.
.....

spg* Starwood
Preferred
Guest

One program. Endless inspiration.

Benefits listed will be enjoyed until August 2018 when Marriott Rewards®, The Ritz-Carlton Rewards® and SPG® will become one powerful program with updated Elite tiers, benefits and more.

[Learn More >](#)

NEAR LEVEL

- Adding 3 new MRCC offers



Get guaranteed Elite Status.

Earn 100,000 points and get Guaranteed Silver Elite Status.

[Learn More](#)



Reach Gold Elite status faster.

Earn 100,000 points and Path to Gold Status when you spend \$35,000 on purchases each account year.

[Learn More](#)

- Adding 12 MVP Offers

REDEMPTION RECOGNITION

- Additional segmentation for Premier Plus.



REFILL YOUR REWARDS.



Use the Marriott
Rewards® Credit
Card.



Connect on
social media.



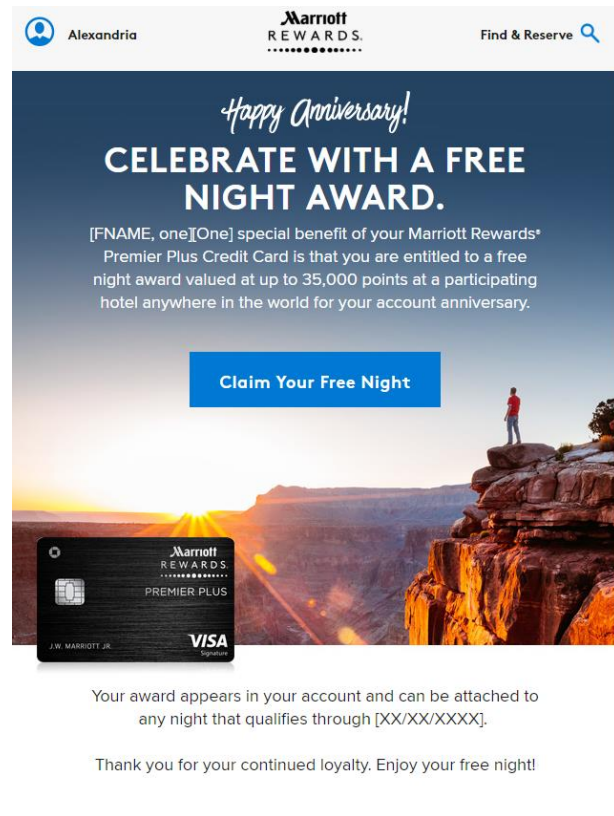
Participate in
promos like
MegaBonus®.

- Adding 15 MVP offers for the Restarters email and 13 MVP offers for the Leftovers email.

MRCC CAMPAIGNS

New MRCC triggered emails

- Free Night Certificate
 - Premier Plus Version
- Automatic Silver (Non MR)
 - Welcome Consumer
- Automatic Silver (MR)
 - Welcome Consumer
- Spend to Gold (upgrade)
 - Gold Elite Upgrade 2018
- Spend to Gold (renew)
 - Gold Elite Renewal
- Silver Renewal
 - Silver Elite Renewal



UPDATES FOR 8/1

MEMBER STATUS

Platinum Elite



Alexandria Stephanopoulos,
You're 21 nights to Platinum Premier
Elite Status!

Account	XXXXX4348	Status	MEMBER
Points	138,904	Nights	8

[Activity >](#)

[Use Points >](#)



- Make a mobile request by January 10 for your chance to win a trip to Super Bowl LI.

- Updated dials & logic across all levels.
- New Platinum Premier Elite 75 & 100 modules.

ACHIEVEMENT CAMPAIGN UPDATES



PLATINUM PREMIER WITH AMBASSADOR BENEFITS



75% Bonus on
Points per Stay



Ambassador
Service



Your24™

[Explore More Benefits](#)

Updates to Achievers, Renewers,
& Lifetime Achievers.

- Updated elite benefits across all levels
- New P75 & P100 versions

WELCOME CAMPAIGN ICON UPDATES

Update existing icons to reflect new [image library](#)

MEMBER BENEFIT ICONS



Icon_PointsForMoments_K.eps



Icon_ReferAFriend_K.eps



Icon_ShopForPoints_K.eps



Icon_SuiteNightAwards_K.eps



Icon_PointsForMoments_KO.eps



Icon_ReferAFriend_KO.eps



Icon_ShopForPoints_KO.eps



Icon_SuiteNightAwards_KO.eps



Icon_PointsForShop_K.eps



Icon_RewardingEvents_K.eps

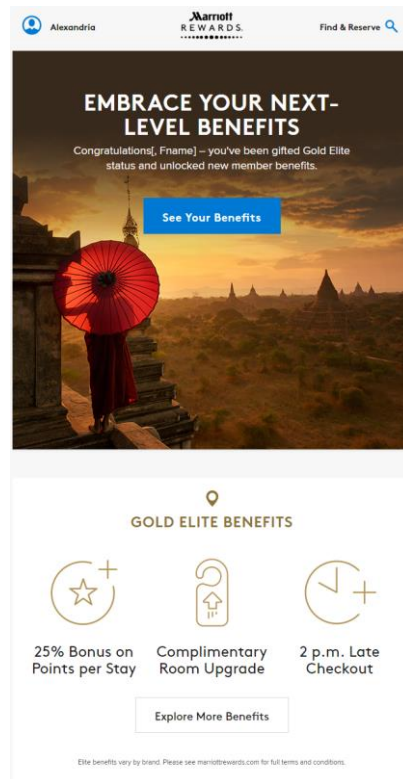
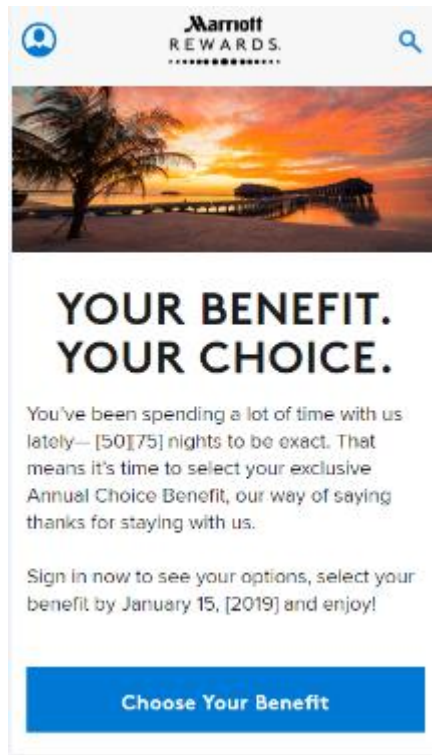


Icon_Site_K.eps



Icon_Support_Call_K.eps

CHOICE OF CAMPAIGNS




Choice of

- Initial
- Reminder
- Defaulted
- Gifted Status Silver
- Gifted Status Gold

SUITE NIGHT AWARDS

My Account
Marriott REWARDS
Find & Reserve



WELCOME TO THE SUITE LIFE.

You stayed 75 nights or more with us in 2017! As part of your Marriott Rewards® 75 Nights Benefits, we've deposited 10 Suite Night Awards* into your account. Each Award is good for a one-night room upgrade to a suite and can be applied to eligible paid stays. Free Night Award stays and Cash & Points stays.

Here's how Suite Night Awards work:

- Redeem your Award(s) directly on Marriott.com or call the Customer Engagement Center to request to use one or more Awards for an upcoming stay.
- We'll look for available upgrades within five days of your stay. If we find one, it's yours!
- If we can't find an available upgrade five days before your arrival, we'll let you know. But, don't worry, we'll keep checking.
- If your Award(s) can't be confirmed by 2 p.m. local time the day before your arrival, we'll notify you via email and credit the Award(s) back to your account.

Need to cancel an Award request?

Suite Night Awards requests may be canceled until 2 p.m. local time the day before your arrival, as long as the Awards have not already been confirmed for use on the reservation. Once your Suite Night Awards have been confirmed, they can be returned to your account only if you cancel the entire reservation; however, canceling a reservation after 3 p.m. local time the day before your arrival will result in the forfeiture of all Awards applied to the reservation. This is in addition to any other cancellation penalties that apply to the reservation itself.


As always, thank you for staying with Marriott and being one of our most loyal members. We hope to see you soon!

[Book Now](#)

YOU ARE HERE

UNSUBSCRIBE | TERMS OF USE | PREFERENCES | PRIVACY POLICY | FIND HOTELS

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Marriott REWARDS
Find & Reserve



YOUR UPGRADE AWAITS.

Good news! Your Suite Night Award* request has been fulfilled and an upgraded room is awaiting your arrival.

Here are your Award details:

- Reservation confirmation number: 95836505
- Hotel: Fairfield Inn & Suites High Point Archdale
- Stay dates (arrived): Saturday, June 17, 2017 through Saturday, June 18, 2017 through Stay date (departed): 0
- Suite Night Award(s) requested: 1
- Suite Night Award(s) remaining in your account: 9

Keep this email for your records and look out for an immediate reservation confirmation email. For immediate information about your reservation, log in to your account on Marriott.com anytime.

Please note, now that your Suite Night Award(s) have been confirmed, you cannot cancel them unless you cancel the entire reservation before 3 p.m. local time one day before you arrive. After that time, cancellation of the reservation will result in forfeiture of all the Suite Night Awards* applied to the entire reservation. This is in addition to any other cancellation penalties applicable to the reservation itself.

We look forward to welcoming you on your journey with a night of Marriott Rewards® luxury!

[Log in to your account](#)


Featured property: J61 Marriott Guacacaca Resort & Spa



What is a Suite Night Award?
It's a one-night confirmable room upgrade to a suite or a premium room. You can apply your Awards to eligible paid stays. Free Night Award stays and Cash & Points stays.

[Check out the FAQs >](#)

My Account
Marriott REWARDS
Find & Reserve



STAY TUNED.

We haven't yet been able to confirm your Suite Night Award(s)* request for your upcoming reservation, but we'll keep checking until 2 p.m. the day before your arrival. If an upgrade becomes available, we will let you know, and if no upgrades are available at that time, we'll credit your Award(s) back to your account.

As long as your Award(s) are not confirmed for use on a reservation, you may change or cancel your upgrade request without penalty by [clicking here](#) or by contacting your nearest Customer Engagement Center. Remember to please do so no later than 2 p.m. local time the day before you arrive.

Here is a summary of your request:

- Reservation confirmation number: 82679930
- Hotel: Renaissance New York Midtown Hotel
- Stay dates (arrived): Tuesday, May 30, 2017 through Thursday, June 2, 2017 through Stay date (departed): 0
- Suite Night Award(s) requested: 2
- Suite Night Award(s) remaining in your account: 8

Thank you again for making Marriott Rewards® your travel partner, and we look forward to welcoming you on your next journey.

[Log in to your account](#)

Featured property: J61 Marriott Hotel Chengdu



What is a Suite Night Award?
It's a one-night confirmable room upgrade to a suite or a premium room. You can apply your Awards to eligible paid stays. Free Night Award stays and Cash & Points stays.

[Check out the FAQs >](#)

- Deposited
- Request
- Upgrade
- Cancelled
- Pending
- Denied
- Extended
- Returned
- Reissued
- Removed


Marriott
REWARDS.


yes


WHAT'S STILL PENDING

PROMOTIONS

- Elite Off Track
- Reactivation
- Early Activation
- Early Engagement
- Silver Focus Invitation
- Silver Focus Taste Gold
- Silver Focus Points

 Alexandria

 Marriott
REWARDS.
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Find & Reserve 



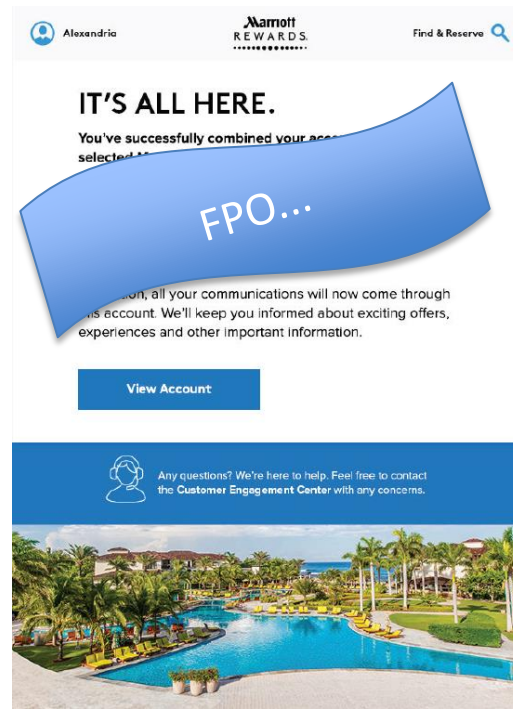
HOLD ON TO GOLD ELITE STATUS.

We're bending the rules for you[, FNAME].
Stay just [xx] more nights* in 2017 to keep your Gold Elite Status with this exclusive offer.

[Keep Your Status](#)

ACCOUNT COMBINED REAL TIME TRIGGER

Communication to members upon combining their MR and SPG accounts to launch immediately following TBOP live – early August





THANK YOU!

