

MARRIOTT REWARDS® HOLIDAY CAMPAIGN

October 2017

TABLE OF CONTENTS

- 4. Holiday Campaign Overview
- 5. How the Campaign Works
- 7. Design Components
- 8. Campaign Imagery Examples
- 9. Sample Creative
- 11. Weekly Schedule



A SEASON *Together*

Overview



Holiday Campaign Overview

“A Season Together”

To make the Marriott Rewards® Holiday Campaign strong and quickly recognizable, we’ve created this campaign deck to guide and assure all elements and tactics remain consistent throughout the season.

Through each execution, you’ll see the holiday theme is tied to the You Are Here campaign, with a few holiday twists to get our members—throughout the world—excited for the season.

Our look is fun, globally relevant and definitely in the holiday spirit. Our objective is to help our members get closer to the ones they love—family, friends, neighbors and fellow travelers—and be more in the moment during this special time of year.



How the Campaign Works

Copy Tone

The Marriott Rewards Explorer-Magician voice is all about helping our members be more in the moment as they find personal fulfillment through travel, discovery and adventure. And this is never more true than during the holiday season.

This campaign utilizes copy that is friendly, inclusive, warm and inviting. This is especially true for headlines. Through copy and visuals, our members will be instantly put in the holiday spirit—with thoughts of sharing the moment with loved ones along the way.



A SEASON *Together*

Campaign Components

Design Components

WORDMARK



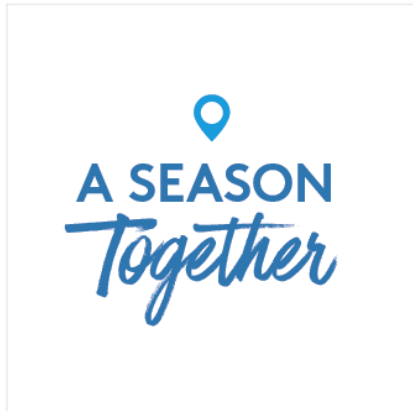
PINPOINT GLYPH WORDMARK



RIBBON GRAPHIC WORDMARK



WALLPAPER PATTERN



COLORS

Primary Colors:

BLUE MID TONE
#2774B2
RGB: 39 - 116 - 178

DIGITAL WHITE
#FFFFFF
RGB: 255 - 255 - 255

Accent Colors:

BLUE LIGHT TONE
#A8DFF4
RGB: 171 - 223 - 244

REWARDS BLUE
#219AE3
RGB: 33 - 150 - 227

CTA and Limited Accent Color:

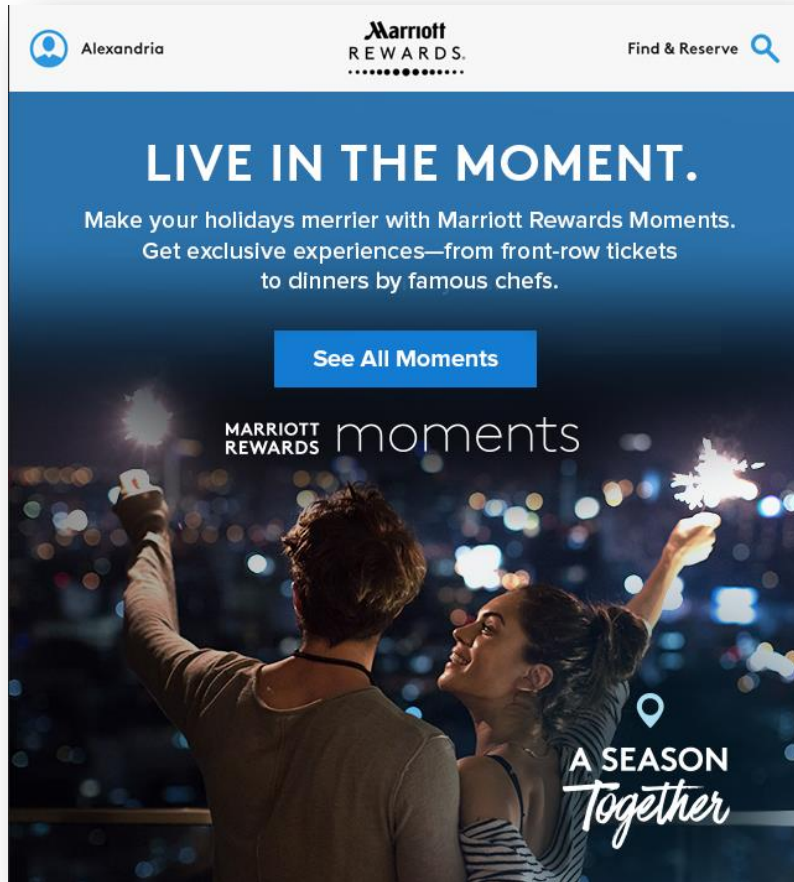
BRIGHT MAGENTA
#D81725
RGB: 214 - 23 - 83

Campaign Imagery Examples

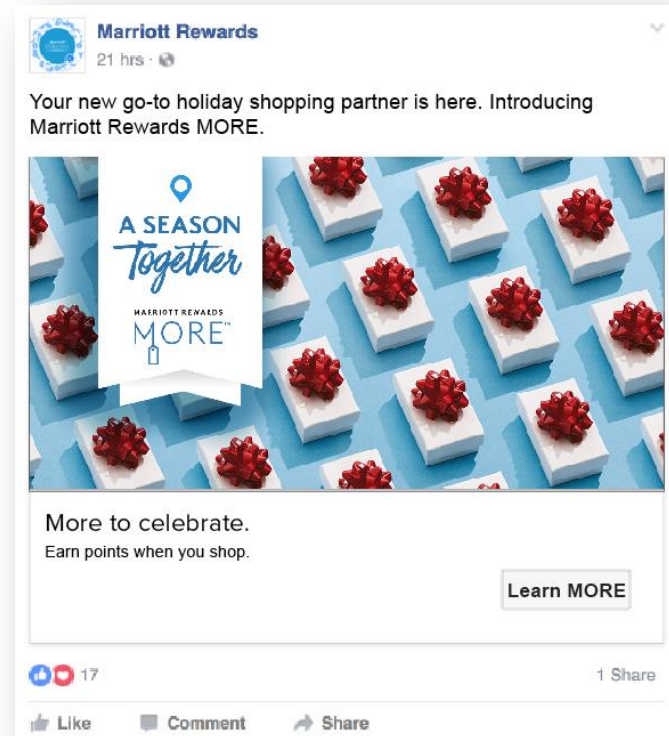
A Season Together comes to life in thoughtfully selected imagery that represents togetherness through families, friends, experiences, seasonal elements, destinations and our welcoming properties.



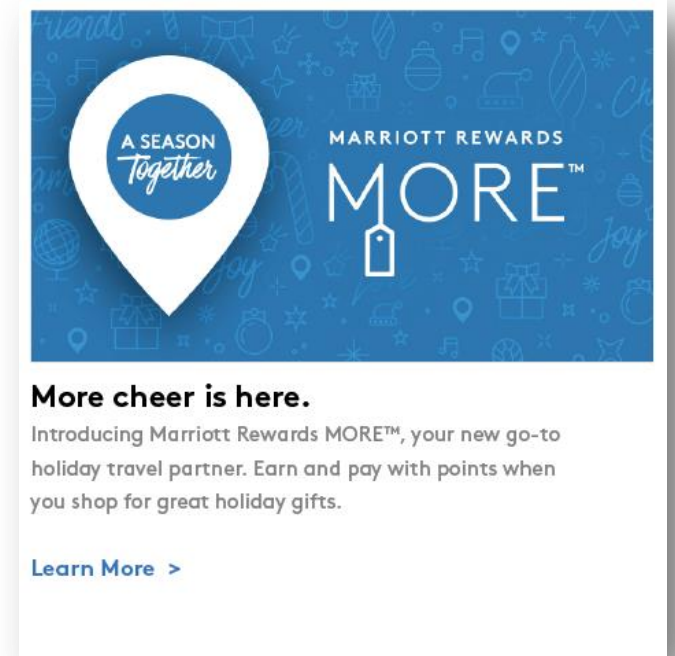
Sample Creative



EMAIL HERO EXAMPLE



FACEBOOK LINK POST EXAMPLE



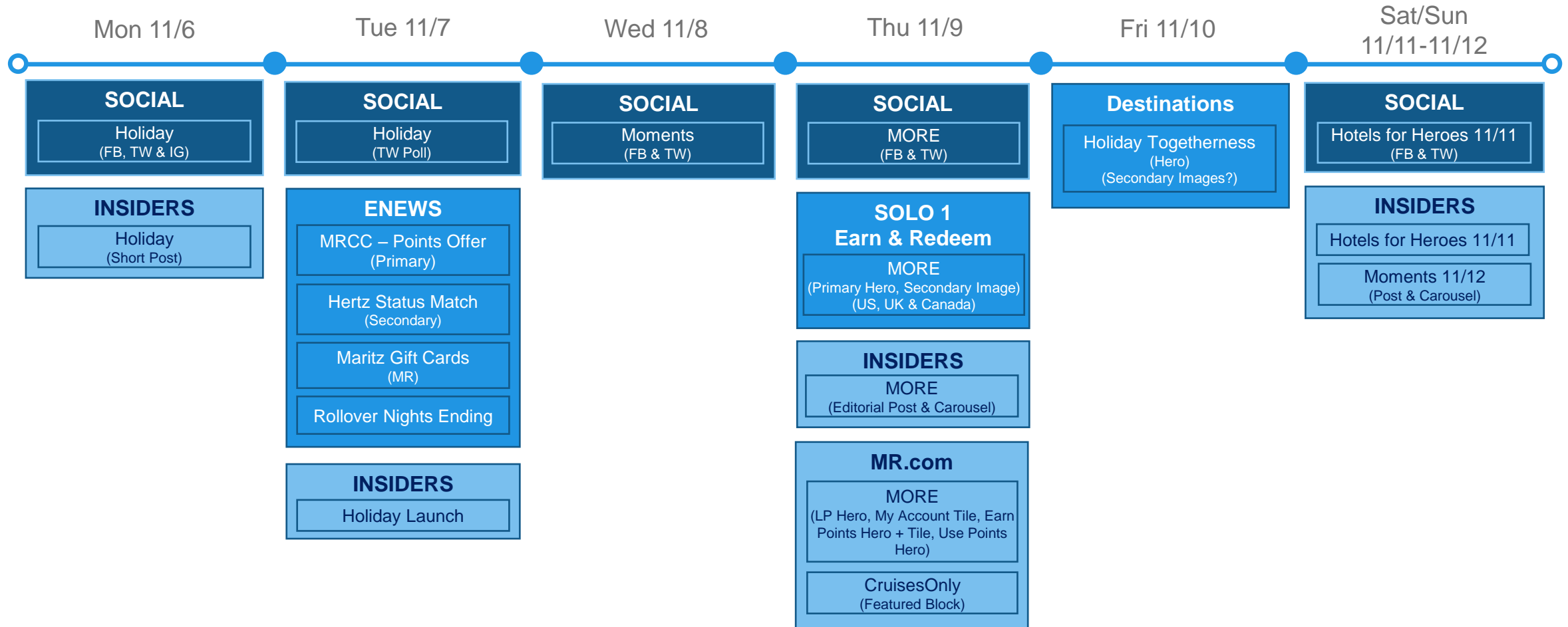
MarriottRewards.com 50/50 TILE



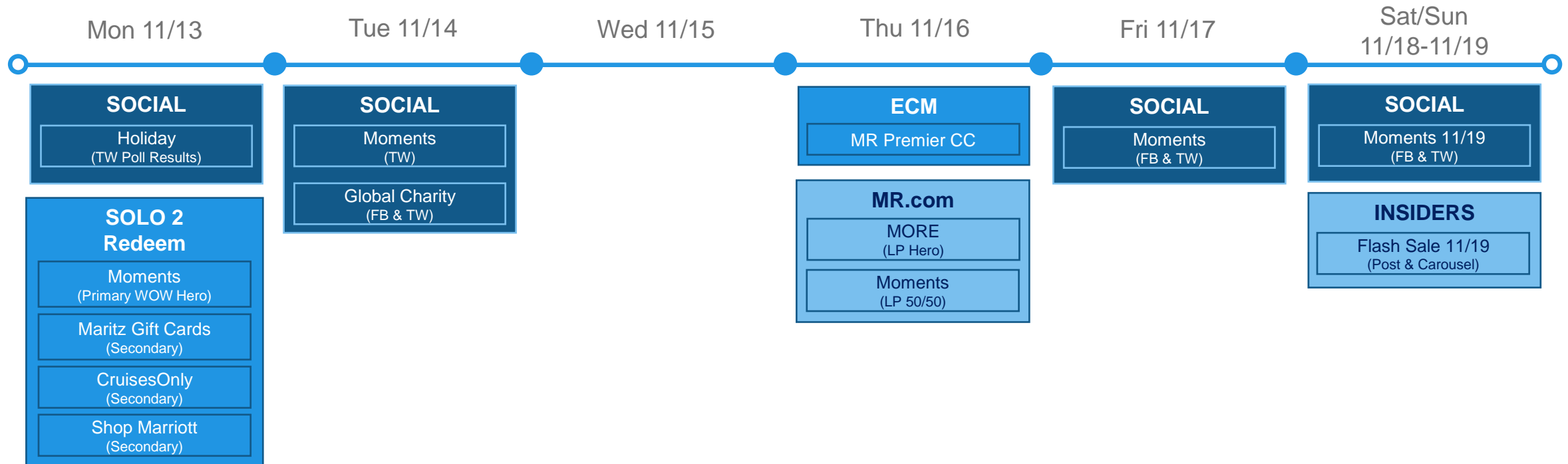
A SEASON *Together*

Weekly Schedule

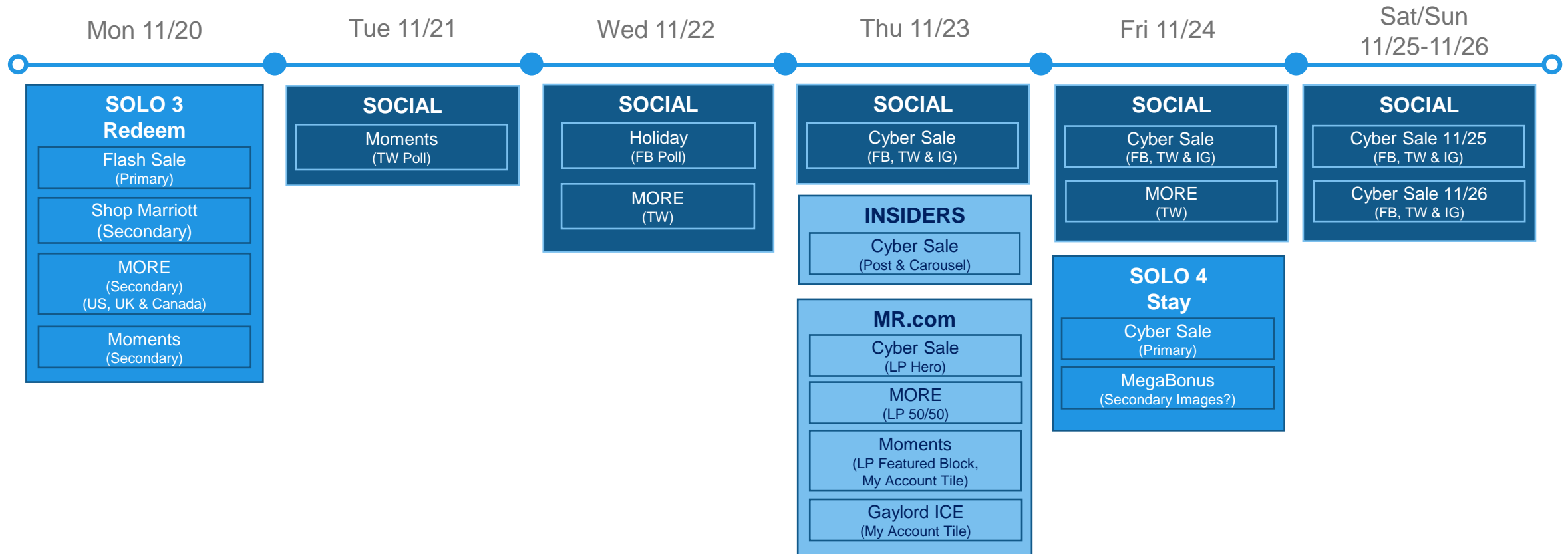
WEEK 1



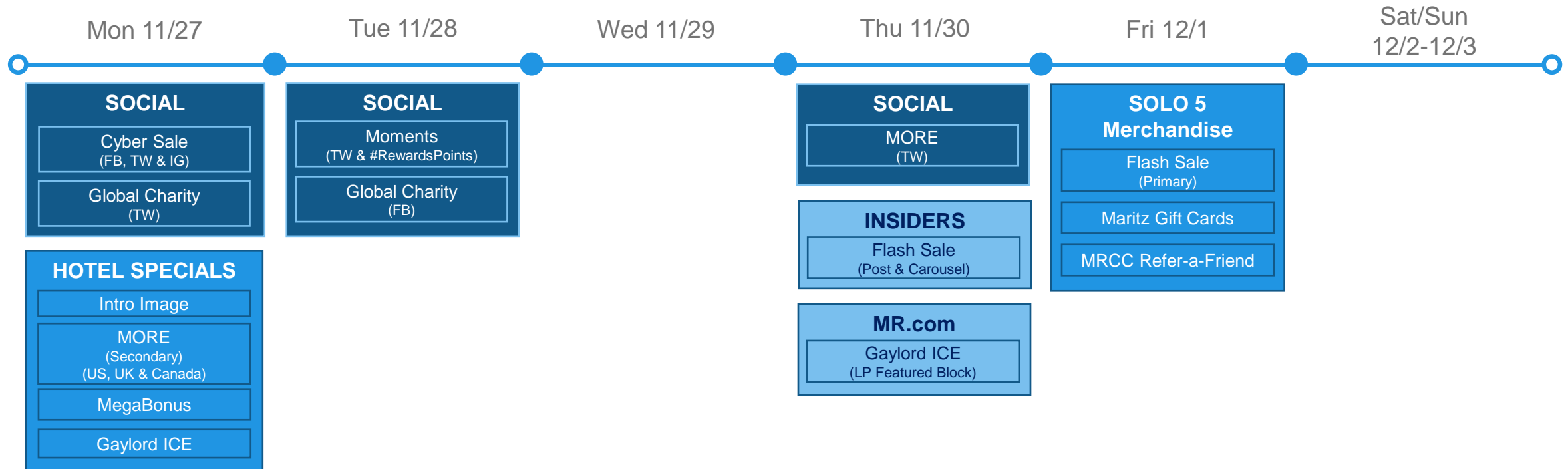
WEEK 2



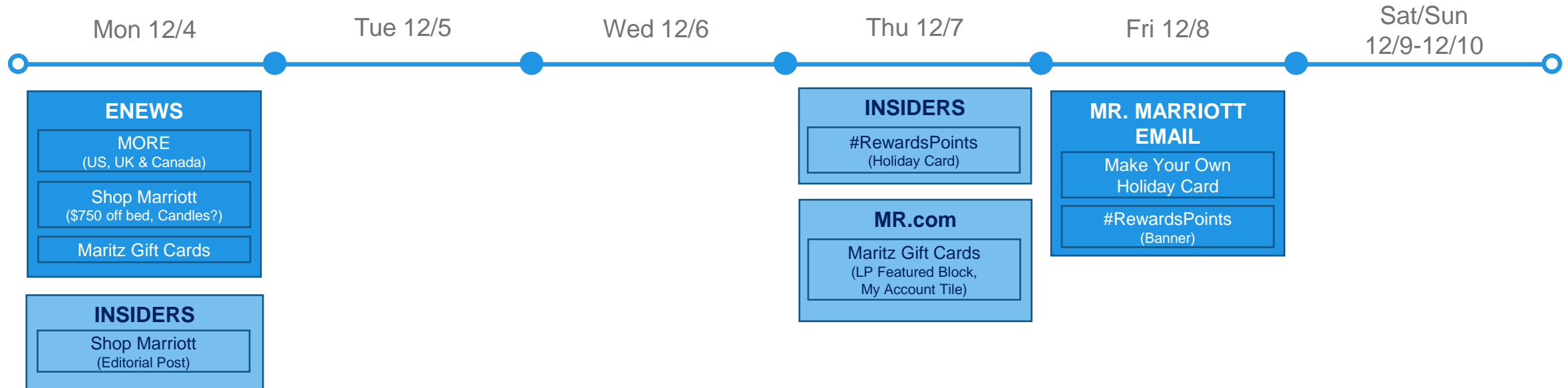
WEEK 3



WEEK 4



WEEK 5



Thank you.