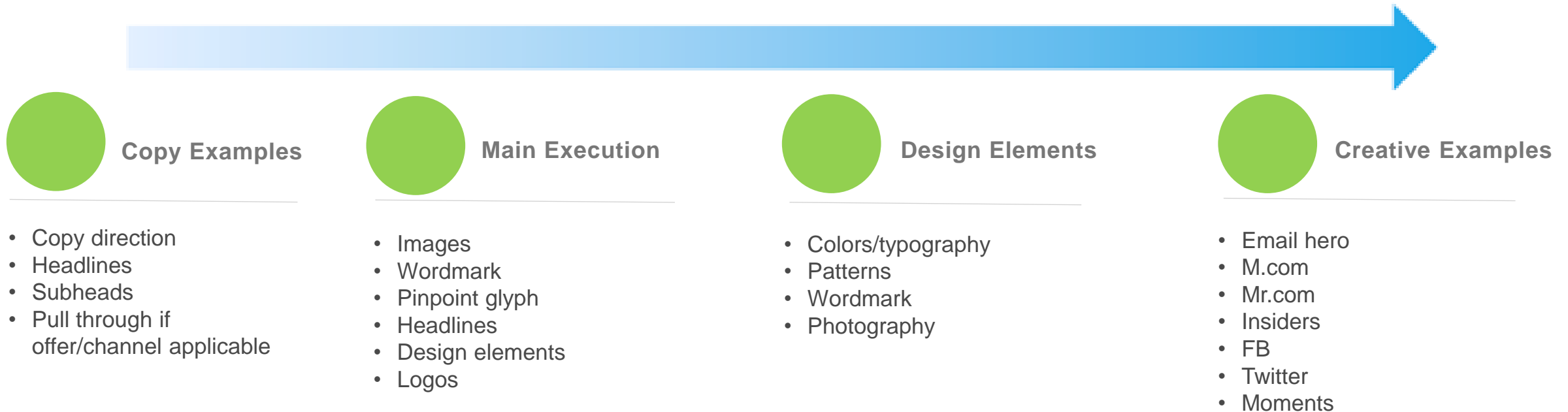


# Marriott Rewards & Lacek



# Marriott Rewards & Lacek Process

Marriott Rewards and The Lacek Group follow a process for all concepts that lead to creative execution. Once concepts have been chosen, a style guide is created and is typically broken out as follows:





## Review Q3



# Marriott Rewards – Fall MegaBonus

## COPY ANATOMY

### APPROVED COPY

#### Headline:

**STAY TWICE. GET A FREE NIGHT.**

#### Subhead:

**And unlock more.**

#### Theme-line graphic:

**MegaBonus®**

Combined headline version — with MegaBonus graphic:

**STAY TWICE. GET A FREE NIGHT.**

**Unlock more.**

Combined headline version — without MegaBonus graphic:

**STAY TWICE. GET A FREE NIGHT.**

**And unlock more with MegaBonus.**

#### Call to action:

**Register Now (member)**

**Join & Register (nonmember)**

#### URL:

**MarriottRewards.com/FreeNightMegaBonu**

### SAMPLE COPY

These lines can be used verbatim or modified to fit your format.

#### Register now messages:

**REGISTER NOW.**

**Get a free night after two stays with MegaBonus®—and unlock more. Register now through November 30, 2017.**

**STAY TWICE. GET A FREE NIGHT.**

**And unlock more with MegaBonus.**

#### Reminder message:

**FREE NIGHT AHEAD.**

**You're registered for MegaBonus®. Simply complete two stays to earn your free night.**

#### Reminder message (for bonus offers):

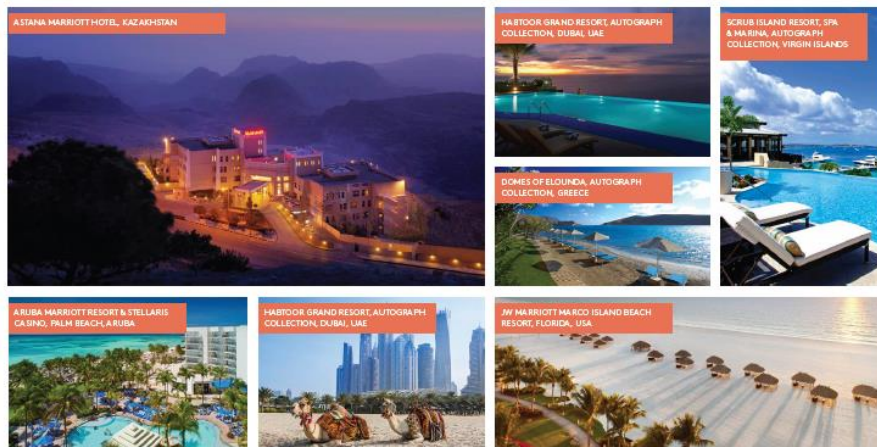
**GET READY TO UNLOCK MORE.**

**You've earned a free night with MegaBonus®—now it's time to**

## PHOTOGRAPHY GUIDELINES

### PROPERTY PHOTOGRAPHY

Feature stunning property images with visual interest in the foreground and on the horizon. These photos invite members to think about enjoying their free night here or at another beautiful property.



## DESIGN COMPONENTS

### MAIN CREATIVE EXECUTION



#### 1. Theme-line graphic

Always include the vector (never typeset) version of the theme-line graphic. See page 9 for details.

#### 2. Headline/subhead copy

The offer always leads with clear and direct copy. "And unlock more" and body copy leverages the Explorer-Magician brand tone. See page 5 for preferred headlines and subheads.

#### 3. Logo and You Are Here (YAH) tag

This is a vector graphic, not typeset text. Please refer to page 10 for details.

#### 4a. Photography

Awe-inspiring lifestyle photography of a member actively in the moment, taking in the stunning surroundings. The balance of architectural and natural beauty draws the viewer in to discover more.

#### 4b. Photography

Some placements call for epic destination photography with incredible natural features and/or impressive human-made features, like this staircase to the beach.

#### 5. Supporting graphi

The pinpoint glyph c depth to the scene, a headline or in copy

## MARKETING PLACEMENTS

### EMAIL

Solo email mobile image example



Solo email desktop example





# Marriott Rewards – NFL

## COPY ANATOMY

### APPROVED COPY

#### Headline:

**STAY TWICE. GET A FREE NIGHT.**

#### Subhead:

**And unlock more.**

#### Theme-line graphic:

**MegaBonus®**

Combined headline version — with MegaBonus graphic:

**STAY TWICE. GET A FREE NIGHT.**

**Unlock more.**

Combined headline version — without MegaBonus graphic:

**STAY TWICE. GET A FREE NIGHT.**

**And unlock more with MegaBonus.**

#### Call to action:

**Register Now (member)**

**Join & Register (nonmember)**

#### URL:

**MarriottRewards.com/FreeNightMegaBonus**

### SAMPLE COPY

These lines can be used verbatim or modified to fit your format.

#### Register now messages:

**REGISTER NOW.**

Get a free night after two stays with MegaBonus®—and unlock more. Register now through November 30, 2017.

**STAY TWICE. GET A FREE NIGHT.**

**And unlock more with MegaBonus.**

#### Reminder message:

**FREE NIGHT AHEAD.**

You're registered for MegaBonus®. Simply complete two stays to earn your free night.

#### Reminder message (for bonus offers):

**GET READY TO UNLOCK MORE.**

You've earned a free night with MegaBonus®—now it's time to unlock more. Earn your exclusive bonus after just X stays.

### MARRIOTT.COM ITO

#### Headline:

**STAY TWICE. GET A FREE NIGHT.**

#### Body Copy:

**And unlock more with Marriott Rewards®.**

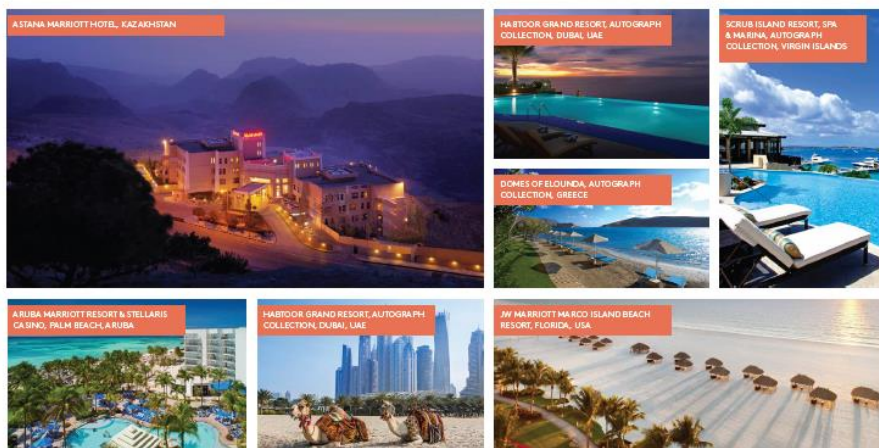
#### Call to action:

**Register**

## PROPERTY PHOTOGRAPHY

Feature stunning property images with visual interest in the foreground and on the horizon. These photos invite members to think about enjoying their free night here or at another beautiful property.

## PHOTOGRAPHY GUIDELINES



## DESIGN COMPONENTS

### MAIN CREATIVE EXECUTION



#### 1. Theme-line graphic

Always include the vector (never typeset) version of the theme-line graphic. See page 9 for details.

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Some placements call for epic destination photography with incredible natural features and/or impressive human-made features, like this staircase to the beach.

#### 5. Supportin

The pinpoint depth to the a headline o

## MARKETING PLACEMENTS

### EMAIL

Solo email  
mobile image example



Solo email  
desktop example







# Marriott Rewards – Holiday

COPY ANATOMY

PHOTOGRAPHY GUIDELINES

CREATIVE EXECUTIONS

## COPY EXAMPLES

### Copy Direction:

Our copy voice and tone is built around the Explorer-Magician archetype, as set forth in the Marriott Rewards style guide.

Our target audience is individualistic and adventurous. It is who wants to

Headlines are inspiring, and should add to the overall message.

Many of our creative and promotional offers and pricing messaging are

Note how subtle ("Save up to 10% stay").

At times, the case, be clear and convey the benefits.

### Specific Examples:

Marriott Rewards Credit Card:  
**FINISH OFF YOUR LIST EXTRA FAST.**

DESIGN COMPONENTS

## WALLPAPER PATTERN

These graphical "wallpapers" utilize a variation of holiday icons. They can be used in conjunction with imagery, and they're also useful on their own in executions where imagery isn't needed or wanted.



### THE IMPORTANCE OF SCALE

Zoom in! The pattern looks cleaner and cleaner when it is scaled up in the layout.

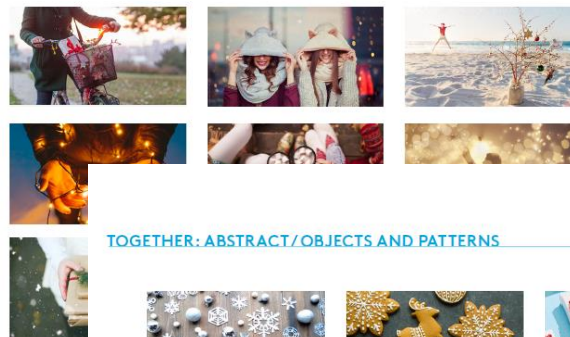


## WORDMARK RIBBON GRAPHIC

Another graphical tool for small placements is this ribbon containing the wordmark. It works best at a smaller scale or when the wordmark needs stronger contrast with the background (when the background is an image, for example).

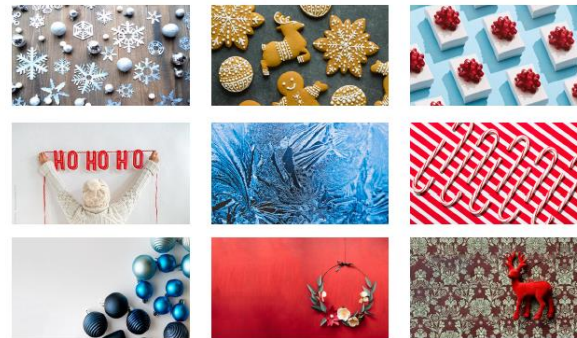


## TOGETHER: EXPERIENCES/UP CLOSE AND PERSONAL



PHOTOGRAPHY GUIDELINES

## TOGETHER: ABSTRACT/OBJECTS AND PATTERNS

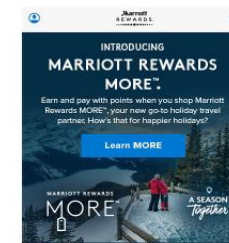


2017 MARRIOTT REWARDS® HOLIDAY CAMPAIGN STYLE GUIDE AND TOOL KIT 17

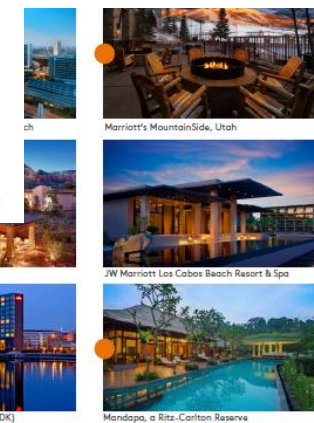


## MARRIOTT REWARDS MORE—EMAIL HERO

NOTE: THE LAYOUT BELOW IS FOR REPRESENTATIONAL PURPOSES ONLY AND DOES NOT SUGGEST FINAL DESIGN.



2017 MARRIOTT REWARDS® HOLIDAY CAMPAIGN STYLE GUIDE AND TOOL KIT 20



## A Look Ahead Q4





# Marriott Rewards – Q4 Highlights

## Partnerships

- Hertz Elevated Status Match

## Products

- Launch of Marriott Rewards, More.

## Promotions

- Spring MegaBonus

## Moments

- Pro Bowl
- SuperBowl



## Harmonization

**Messaging  
Strategy, Content &  
Hierarchy**

**Guiding Principles**

**Design,  
Iconography,  
images**

- April
  - Members will receive personalized communications detailing upcoming program changes
- May – August
  - A series of communications begins, helping members understand and fully engage with program changes and benefits.



# YLM& Lacek

- Process
  - Merchandised Approach
  - Productive – MR/YLM/Lacek
  - Timing
- What's working
- How can we improve