Q1_2023_Freddies Awards

Prepared By Diana Strandberg

Thu, Jan 12, 2023 1:50 PM

Contents

Overview

Project condition

Condition Type	Condition
Progress Status	**On Target**

Project dates

Schedule Mode	Planned Start Date
Completion Date	**Fri, Jan 27, 2023 8:00 AM**
Planned Completion Date	Projected Start Date
Thu, Feb 23, 2023 8:00 AM	**Fri, Jan 27, 2023 8:00 AM**

Projected Completion Date
Wed, Feb 22, 2023 4:00 PM

Project stakeholders

Project Owner	Converted Issue Originator
Diana Strandberg	**Yanique Mundy**

Basic information

Reference Number	Status
202954	**Current**

Priority
Normal

Project association

Portfolio	Program
**Loy	Marriott Loyalty**	**Loy	Marriott Loyalty**

Group
Marriott Loyalty

Working time

Actual Duration	Planned Duration
0 Days	**19 Days**

Entry and updates

Entry Date	Entered By
Wed, Jan 4, 2023 1:33 PM	**Leigh Strickland**

Last Update Date
Thu, Jan 12, 2023 1:50 PM

Last Updated By
Diana Strandberg

Custom Data

GBAM | Strategic Marketing Brief

Default Custom Form Section

Name	Value
Approving Senior Leader	Anne Smith
RACI Stakeholders - Responsible	Yanique Mundy
RACI Stakeholders - Accountable	Leigh Strickland
RACI Stakeholders - Consulted	
RACI Stakeholders - Informed	
Preferred Agency or Contact?	

Finance

Name	Value
Account String	

Objective - The What

Name	Value
	Project Overview: •Provide a brief overview of the project/Message •Include any external partners/stakeholders involved in building or executing across channels
Project Overview	The Freddies are an annual loyalty awards program that occur each year, bringing together the best in the travel industry. https://freddieawards.com/ Voting will run between Feb 15 - March 31, 2023.

Name	Value
	Creative Ask: •Key creative/message details/tone •Creative considerations and/or mandatories •Image strategy (e.g., need markets, specific properties, specific markets, lifestyle vs. property)
Creative Ask	Develop creative assets (email, social, digital) that thank our members for their loyalty while asking them to show their support for MB across the categories nominated for 2022: Program of the Year Best Elite Program Best Promotion Best Redemption Ability Best Customer Service Best Loyalty Credit Card– specifics pending The objective of these placements is to educate members about the opportunity to vote and encourage them to vote.

Deliverables - The How

Name	Value
Marriott Bonvoy & Portfolio Affiliation	Marriott Bonvoy is a leading loyalty program that provides value to guests across all of our 30 participating hotel brands. This award program recognizes that.
Deliverables and Specs	Social: twitter & FB post M.com: Account Overview 4pk App: Android BookScreen 4 Hero: AEM, Aries, Supersize
Priority message request for the business?	Yes
Requested Channel Support	Loyalty Email
Languages	American English

Timing - The When

Name	Value
Target MI Channels Launch Date	2023-02-15
Target MI Channels End Date	2023-03-31
Are there multiple waves of this email?	1
Target Key Channel Placement - Date 1	2023-02-23
Milestone Dates/Additional Notes	-Targeted communication to members via solo on Feb. 23. -RAB in MAU – ENG (March 9) -Amex newsletter RAB: last chance messaging (March 21) -Digital Hero placements – (March 7) Assets for M.com & app needed 4 weeks prior to going live

Purpose - The Why

Name	Value
Consumer Operations Scorecard Objective	Engage Customers
Why did you choose this Consumer Operations Scorecard Objective?	
	KPI Guidance: Provide your campaign's primary and secondary KPIs in the fields below.
Primary KPI	Other, please specify
Secondary KPI	
If Other KPI, Please Describe	NPS
Enter Baseline Performance and/or the Performance Targets KPIs	Drive positive sentiment for Marriott Bonvoy by reminding members we are continuously recognized as a leader across categories. We've won Program of the Year, 14 consecutive years. Goal is to continue in that.
Customer Action or Outcome	Member to vote Marriott Bonvoy within nominated categories
Value to Customer	Member is part of a globally recognized award winning program
Reasons to Believe	Marriott continues to be recognized and ranked favorably by loyal members
Differentiation	n/a
Purpose-Driven Marketing	Diverse images

Audience - The Who

Name	Value
Provide the User Story	Engage members to vote for us and continue our award-winning streak. Audience: Global English members (live anywhere) AND: •are an Elite member
Primary Audience — Select requested audience targeting	Custom Audience (Email only)
Are there additional details for the custom audience?	n/a
Regions	CALA, CAN, EMEA, US, APAC

Loyalty Management Fields

Name	Value
Agency Lead	Diana Strandberg
Campaign Manager	Sarah Kleinwechter
Data Lead	
Data Resource	
Loyalty Calendar Label	Loyalty
Frequency	Solo
Creative Agency	Data Axle
Luxe Suppressions	L1, L2A, L2B
Campaign Manager	Sarah Kleinwechter

Admin Only

Name	Value
Target Key Channel Placement - Date 5	
Target Key Channel Placement - Date 6	
	LEGACY PROCESS TO BE RETIRED IN JANUARY 2023 The below fields are populated by Fusion and provide links to the associated CoBrand requests and projects, when "Solo Email" is included in the CoBrand Strategic Brief.
Parent Request Reference Number and Name	
Linked Request ID	
Linked Request URL	
CoBrand Related Project ID	
CoBrand Related Project URL	
CoBrand Related Project Lookup	

Loy | Additional Campaign Details

Loyalty Management Fields

Name	Value
PCIQ Model	STO
Agile Widget	
Email Build Type	Visual Editor

Name	Value
Resting Rules	
Notes	Could use VE for a simple build..
Confluence Link	
Data Platform	
Solo Email	No

Admin Only

Name	Value
	Fusion will populate the below "Current Asset Due Date," based on the date changes to the associated Epsilon Due Date task in the Loyalty Schedule.
Current Asset Due Date	2023-02-08
	TO BE ARCHIVED IN JAN 2023: The following fields capture data that is associated with linked CoBrand and Loyalty requests.
Parent Request Reference Number and Name	
Linked Request URL	