



# Marriott & Data Axle

## *MAU Foundation Follow-up Presentation*

May 17, 2023

RENAISSANCE BALI ULUWATU RESORT & SPA, INDONESIA



# MAU Strategy & Planning




SHERATON MAUI RESORT & SPA



# Business Objectives

Building pride and growing engagement by utilizing personalization and dynamic content via a test and learn approach in order to deepen loyalty and drive revenue.



THE ST. REGIS MARDAVALL MALLORCA RESORT,  
PALMA DE MALLORCA, SPAIN

# Campaign Strategy Pillars

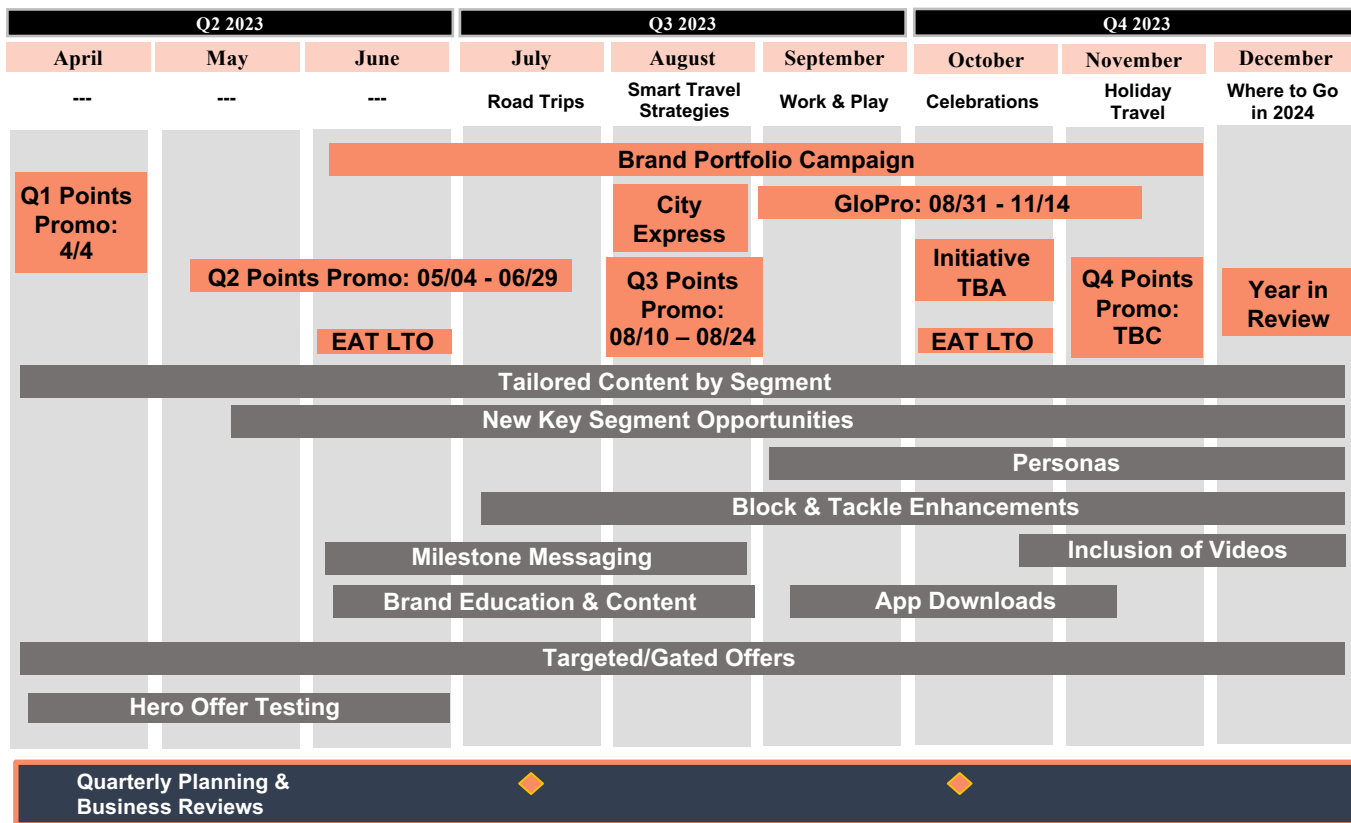
## Key Campaign Strategy Pillars For 2023





# 9-Month Roadmap | Core MAU

Program Level Testing Focus Areas



Ongoing Support for Key Initiatives

- Program Growth Initiatives
- Brand Awareness
- Partnerships
- Moments
- New Languages
- Cobrand: ACQ/ECM, LTO & BAU

# Test & Learn Prioritization | For Building Pride & Growing

## Targeting & Personalization

1. Tailored Content By Segment
  - Inactive Members
  - Ambassadors
3. New Key Segment Opportunities
  - Cobrand Acquisition
7. Lifestyle Data/Personas

## Scalable Content

4. Milestone Messaging
5. Brand Education & Content
6. App Downloads
8. Inclusion Of Videos

## Offers & Localization

2. Targeted Offers
  - Gated Offers
  - ATM

# Core MAU | Q2 Actions Taken

## Targeting & Personalization

- Test targeted luxury brand awareness content to new Max ADR segment (June)

## Scalable Content

- Brand Portfolio hero feature (June)
- New milestone messaging design (June)
- Elevated campaign design: brand education, scannable headlines, refreshed Did You Know & Leisure Destinations & Traveler modules (Q2)


## Offers & Localization

- Targeted Hero offer test by Region (April)




# Creative Discovery


# Core MAU *Successes to Date*




*Thank you for your recent stay.* We look forward to welcoming you back soon! »



*Get ready for your upcoming trip!* Use the Marriott Bonvoy app to check in, make requests, and more »




*Congratulations on earning Silver Elite Status!* You'll now earn 10% bonus points on stays. »



*You're so close to Gold Elite Status!* Learn all the ways to earn points that will take you to the next level. »


*Did You Know?*

You can earn even more points toward your next getaway when you link your Uber and Marriott Bonvoy accounts.



*Did You Know?*

There are many ways to earn points outside of hotel stays including dining out, ordering in, taking an Uber, flying, shopping, renting a car, and more.




*Did You Know?*

You can redeem points for more than hotel stays on things like shopping, home rentals, exceptional experiences, and more.

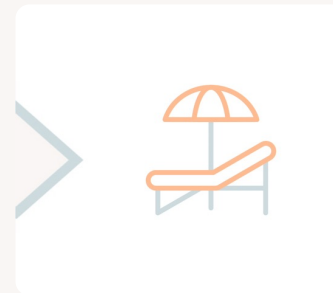
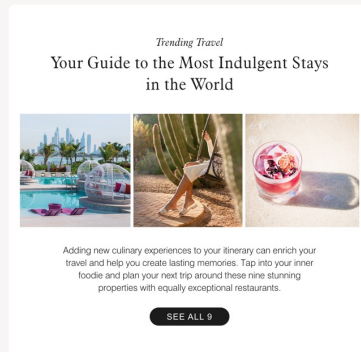
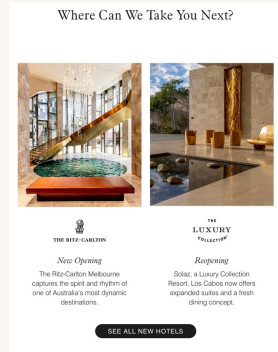
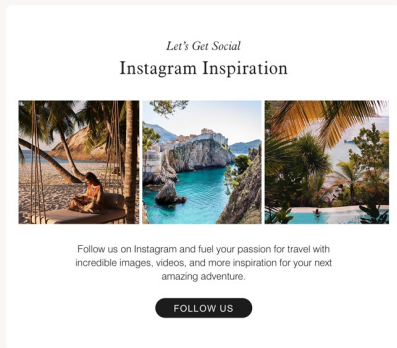


*Did You Know?*

You can donate extra points to your favorite charities including Unicef, American Red Cross, World Central Kitchen, and many more.



- Milestone messages
  - *Makes me feel welcome*
  - *Inspires me to travel more*
- Additional “Did You Know?” messages
  - *Makes My Stay Easier*



There are m  
including dir  
renting a car

- Instagram, New Hotels & Project Wanderlust modules

- Brands I love & trust
- Provides sense of community
- Takes Me to More Places
- Inspires me to travel more


- New Design Elements

- Rounded corners
- Animated Icons
- Eye-catching carets
- Optimized for easier scan-ability



# Coming Soon to an Email Near You


*Find Your New Favorite Hotel Brand*



**AUTOGRAPH  
COLLECTION  
HOTELS**

*Brand Spotlight*

Exactly like nothing else, Autograph Hotels are a global collection of over 120 distinctive independent hotels carefully crafted to leave a lasting imprint.



**COURTYARD  
by MARRIOTT**

*Brand Spotlight*

With over 1,200 hotels worldwide, Courtyard by Marriott enables ambitious travelers to succeed through an environment that inspires creativity and fosters connections.

*Donate Points*

**Support a Good Cause**

Donate your unused points to support charities including the American Red Cross, World Central Kitchen, UNICEF, and more.

» FIND A CAUSE



*Donate Points*

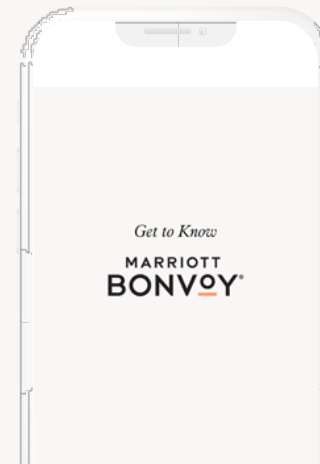
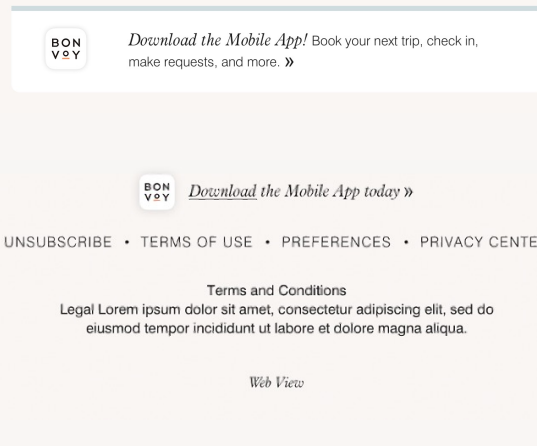
**Help Syrian Refugees**

Marriott Bonvoy will be matching up to 20 million points donated by our members to help those impacted by the devastating earthquakes in Türkiye and Syria.



- Brand Spotlight
  - *Brands I love & trust*
- Marriott Feel Good Content
  - *Brands I love & trust*
  - *Provides sense of community*
  - *Suits my lifestyle*

# In Development



- New Status Bar

- Showing new option with Free Night Award message
- *Makes me feel welcome*
- *Inspires me to travel more*

- Mobile App

- Milestone message placement
- Always on footer placement
- Interactive videos to educate
- *Makes My Stay Easier*



# How Can We Keep *Pushing the Boundaries?*



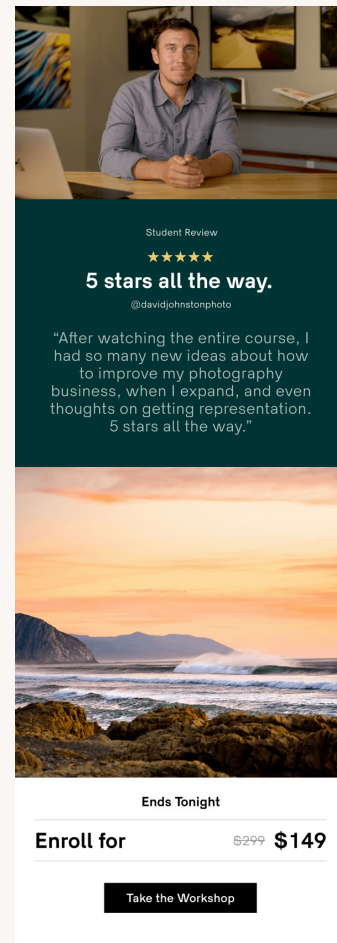
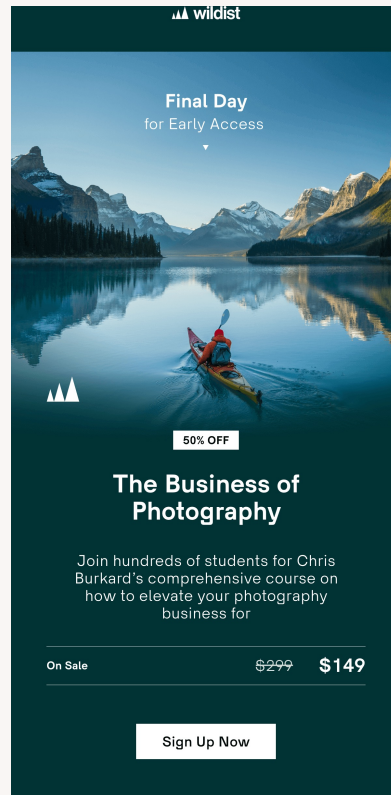
# Minimalism

With the average attention span being shorter than ever, delivering the vital message within the first eight seconds is crucial. Minimalism is about avoiding the unnecessary, and focusing on what matters most.

- Pairing back on the amount of content for shorter emails
- Simplified compositions with ample negative space
- Monochromatic color schemes (more on this later)
- Writing concise copy

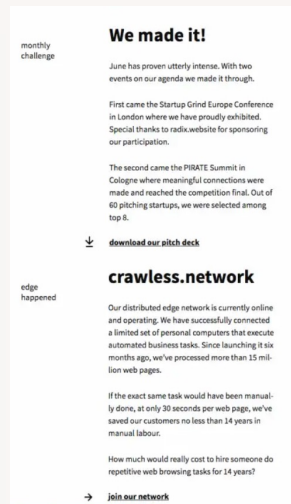
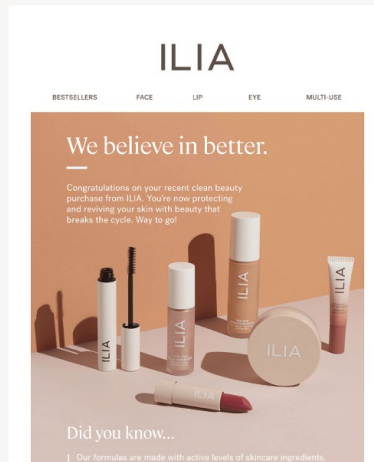
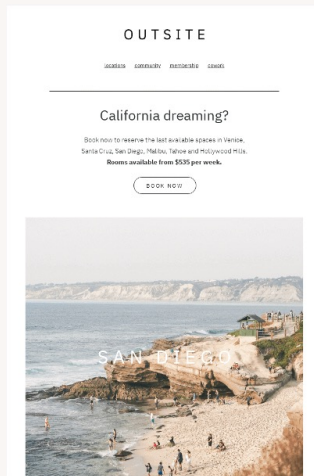
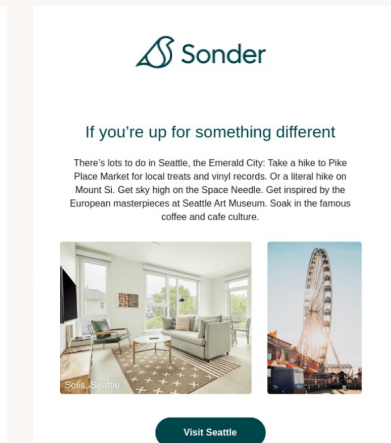
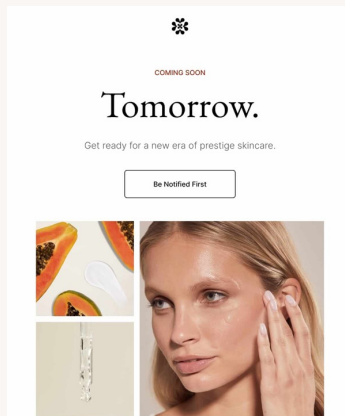
## Another Consideration:

F-pattern layout for easy scan-ability. It makes it easy for the human mind to read and understand the content.



# Industry Examples & Thought Starters

★ F pattern layout example



- Test shorter emails to see if engagement increases
- F pattern layout for Offers & Member Benefits section for enhanced scan-ability
- Monochromatic layout to divide sections instead of module dividers (more on this later)





## Bienvenidos a Mexico City



Mexico City has a lot to offer.  
From historical landmarks to a vibrant food scene, there's a Sonder  
near it all. Check out some of our newest spaces below.

[Start planning](#)

### *Trends in Email Design*

# Use of Shapes

The use of geometric shapes and lines has a solid ground for delivering the message successfully to its reader. They can catch the user's attention and direct it toward the focal point. For example, a circle instantly focuses our attention at the center.

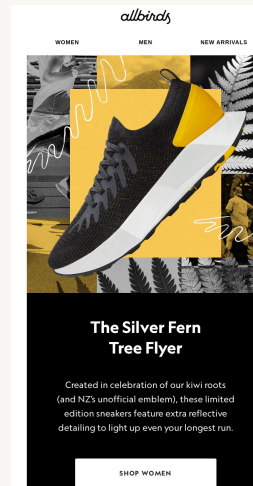
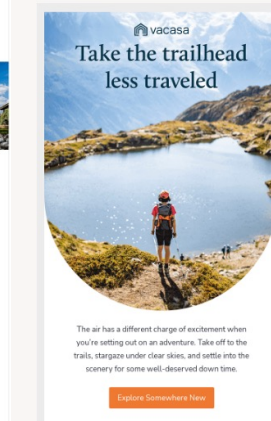
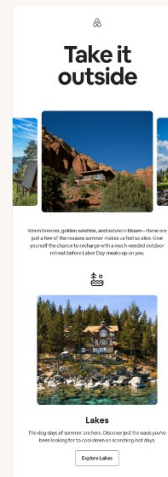
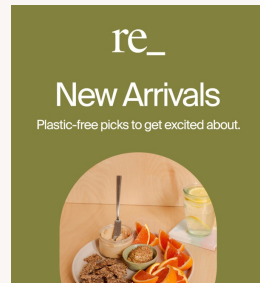
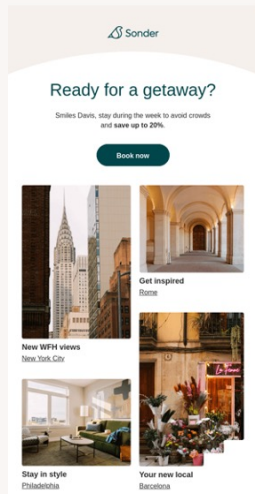
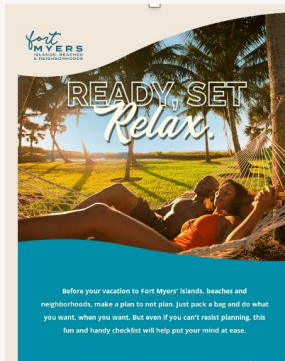
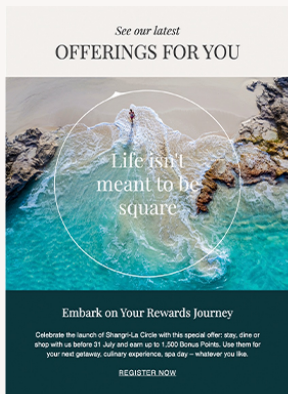
- **Rounded Landscape heroes**
- **Rounded corners**
- **Irregular Frames**

### Another Consideration:

Overlap text and shapes to conserve more space and have even more control over where your readers eyes are drawn to.



# Industry Examples & Thought Starters



- Test rounded landscape heroes for higher engagement
- Implement rounded corners in all communications for a more intentional feel, also more inviting
- Irregular Frames to draw the eye; create visual interest



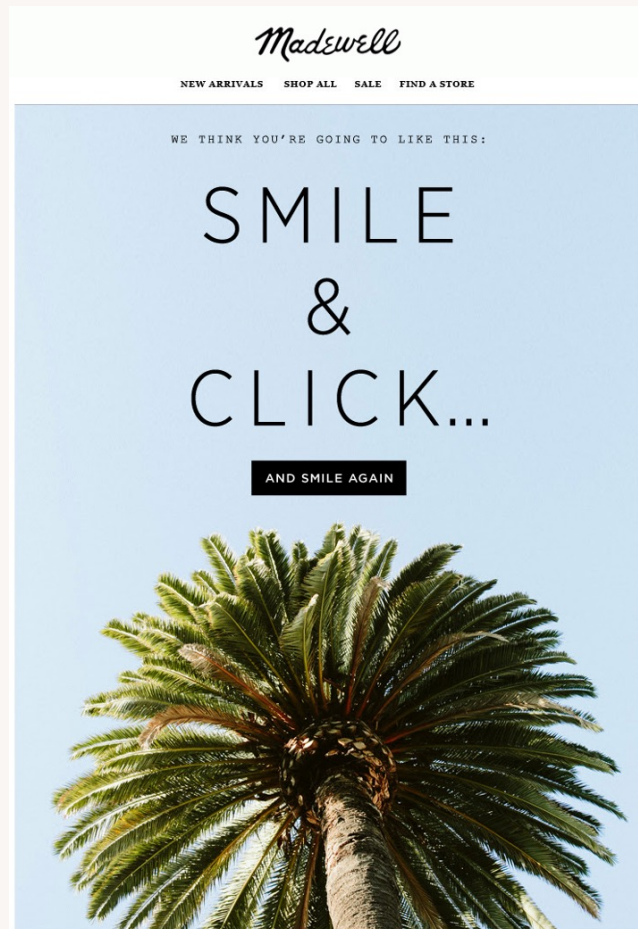
# Use of Color

Warm, optimistic, and pastel-colored emails are associated with calmness, softness, and peacefulness. They also invoke an inviting feeling.

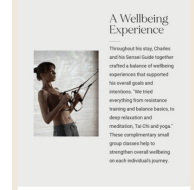
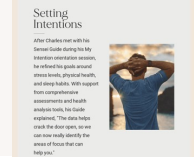
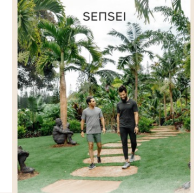
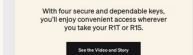
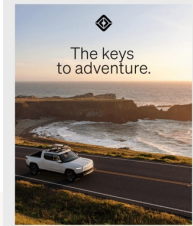
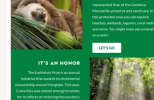
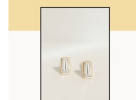
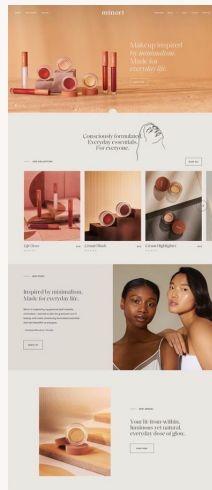
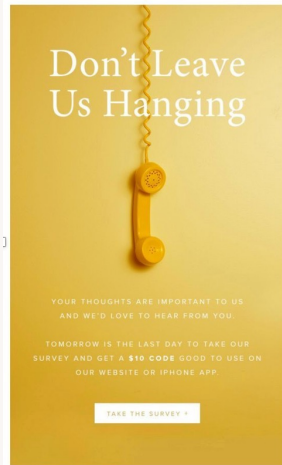
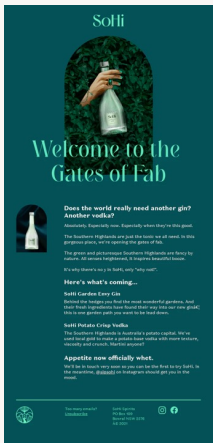
- Pastels invoke a friendly & inviting feel
- Monochrome layouts
- Color-blocking – *Important to keep emails short so reader doesn't find them monotonous*

## Another Consideration:

Soft Gradients generate a calming aesthetic for email design, helping to put viewers in a relaxed mood and ready to consume.



# Industry Examples



- Colorblock layout to divide sections instead of module dividers for a more cohesive look
- Potentially use shades of our secondary colors for monochromatic icons and other design elements
- Use gradients as background colors in copy-only banners



*Trends in Email Design*

# Bold Typography

Capture a reader's interest, make a dramatic statement, and quickly deliver the content that matters most. Partly inspired by the playfulness of social media graphics, it lets the message do the talking.

- **Make the first impression count**
- **Tie together visuals and typography for greater visual interest**
- **Creates excitement in the inbox, gives readers more to look forward to**



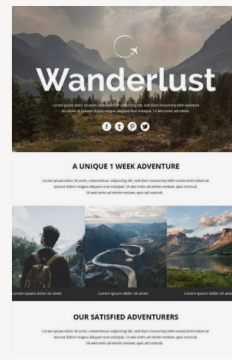
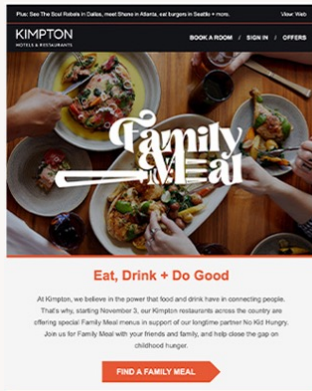
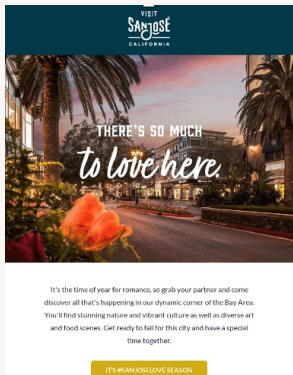
As the days get longer and the air gets warmer, it's time to start planning your great getaway. Explore these poolside stays that are made for summer.

Grab the SPF





# Industry Examples & Thought Starters



- Try larger, typographic hero treatments to catch the reader's attention
- "Brand" large promotions through strong typography & photography





# Custom Illustrations

People crave authenticity in their interactions with brands. Bespoke illustrations can enable brands to demonstrate a more playful and human side.

- An illustration is an effective storytelling tool
- Can help convey conceptual messages in a simplified way
- Shown to capture emotions and feelings
- Build customer loyalty

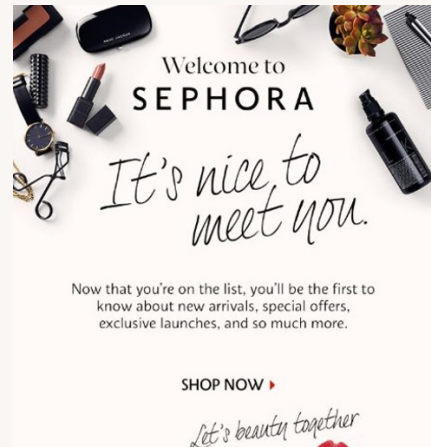
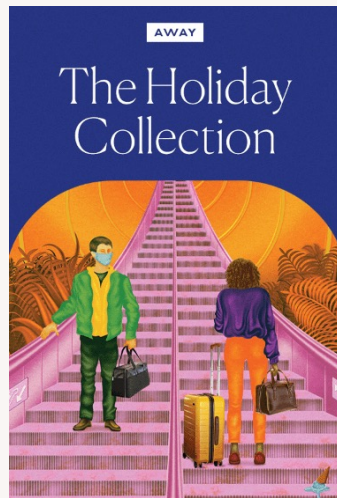
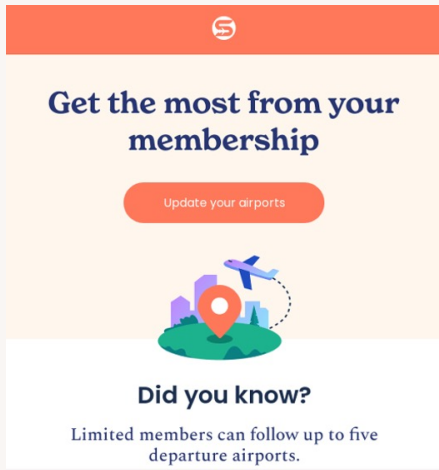


## Greetings from the open road

Nothing says summer quite like a road trip, with the windows rolled down and snacks at the ready. Spend your sunny days exploring something new—from rocky Colorado all the way to the breezy Oregon Coast.

Put It in Drive

# Industry Examples & Thought Starters



- Custom illustrations created for the member education videos is a great example
- Traveler also utilizes custom illustrations
- We want to be careful not to overuse, but can explore other areas where illustrations can add value

*Trends in Email Design*

# Video & Interactivity

With attention at an all-time low, video can be one way to stand out. 92% of marketers report a good ROI on video content.

- Video
- Animation
- **CSS headline text** (creates an effect where the headline slightly animates. The headline may fade in or out, or switch between different words.)
- **CSS animated buttons**
- **Image rollover effects**

RIFLE PAPER CO.

THE ART PRINT SALE

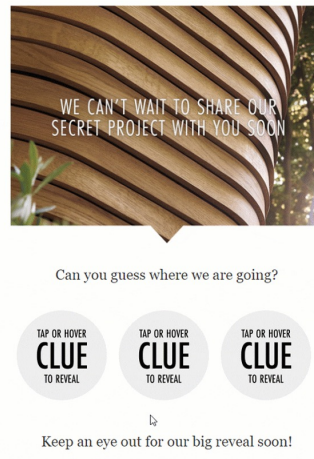
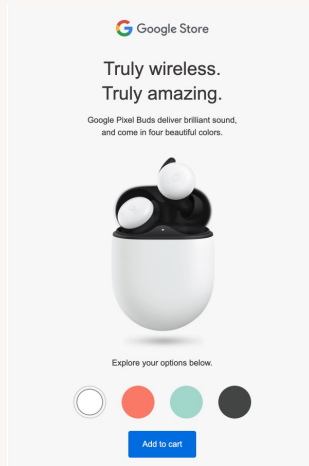
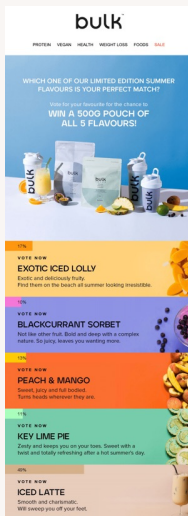
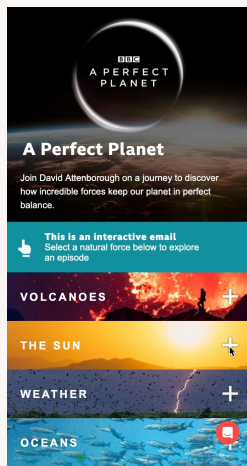
BUY ONE  
ART PRINT  
GET ONE  
FREE!

A new gallery wall is blooming, just in time for spring. Buy one art print, and get one free.

SHOP ART PRINTS →

# Industry Examples & Thought Starters

## ★ Accordion display example



- Accordion displays
- Gamification elements
- Rollover effects in CTA buttons and imagery
- Cinemagraphic type animation (more subtle animation but still attention grabbing)

## Trends in Email Content & Design

# Sustainability and Eco-Friendliness

Accessibility, inclusivity, diversity, and equity are not the only things the target audience expects from the company's emails. Nowadays, they prioritize brands that practice social responsibility, sustainability, and eco-friendliness.

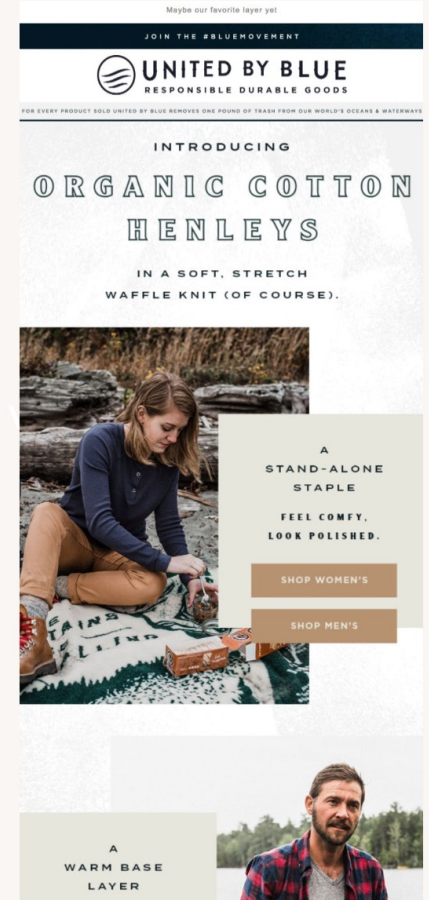
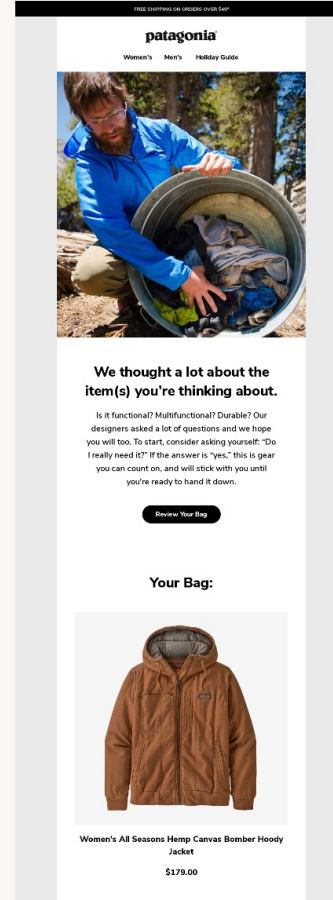
- Highlight social responsibility efforts
- Promote fair trade and celebrate picking up environmentally-conscious business practices.

### Potential Drivers:

- Brands I love & trust
- Suits my lifestyle
- Makes me feel welcome
- Meets all my travel needs
- Offers value beyond price

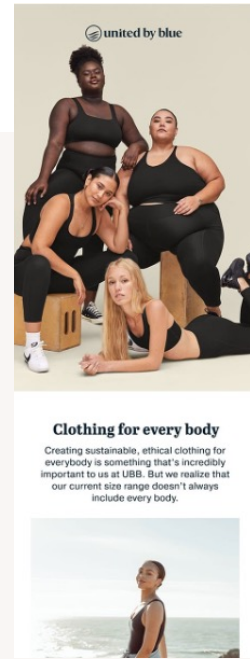
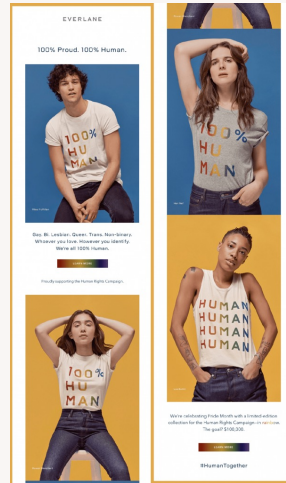
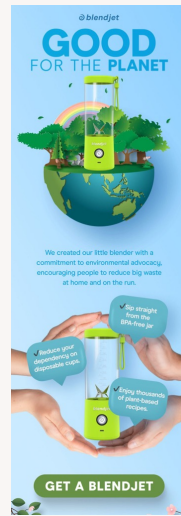
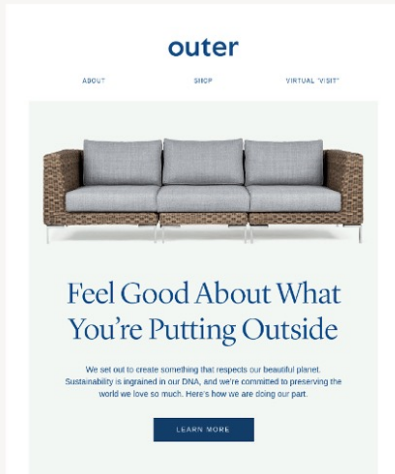
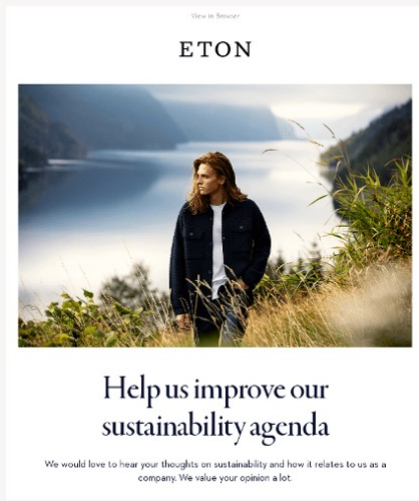
★★★★★

70% of consumers are willing to pay more for goods from brands that demonstrate social commitment.





## Industry Examples & Thought Starters



- Find more ways to bring in inclusivity and diversity through imagery, social content
- Highlight charitable causes



CHRISSY TEIGEN'S  
**INSANELY DELICIOUS STICKY,  
NUTTY NOODLES**



BLUE APRON  
X  
**CHRISSY  
TEIGEN**



**This recipe is both easy and freakin' delicious. You were born to ace this meal."**

CHRISSY TEIGEN

GET \$50 OFF\*

*Trends in Email Content & Design*

# Influencer Marketing

Expands brand awareness, gains fans from the influencer's audience, breaks through the noise with organic-seeming content, builds authority, drives purchase decisions, and reaches the target audience effectively.

- **Speaks to Generation Z, giving an excellent opportunity to meet on their terms**
- **Social media is the #1 channel to reach Gen Z consumers**
- **93% of Gen Z spend an average of four hours daily on social media**
- **Preferred channel for product discovery**

## Potential Drivers:

- *Brands I love & trust*
- *Suits my lifestyle*
- *Makes me feel welcome*
- *Provides sense of community*

★★★★★

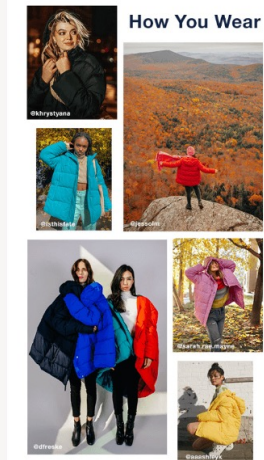
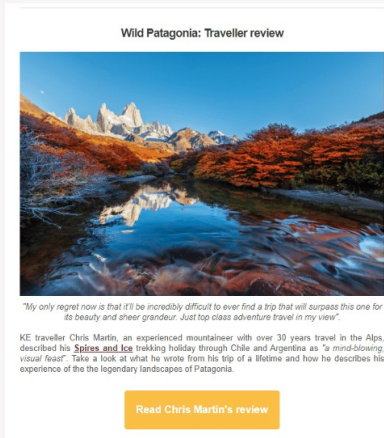
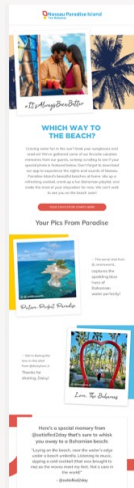
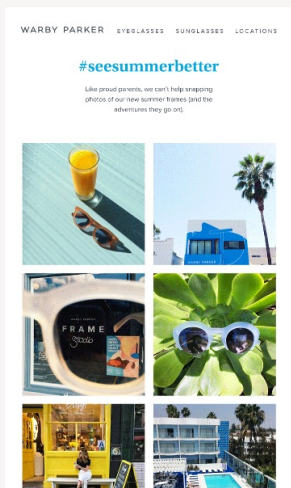
60% of consumers trust the product recommendations they get from influencers.

## Potential Drivers:

- *Brands I love/trust*
- *Makes me feel welcome*
- *Sense of Community*



# Industry Examples & Thought Starters



- More social features & UGC content pull through
- Instagram Influencer "testimonials" - builds brand trust by acting as a review

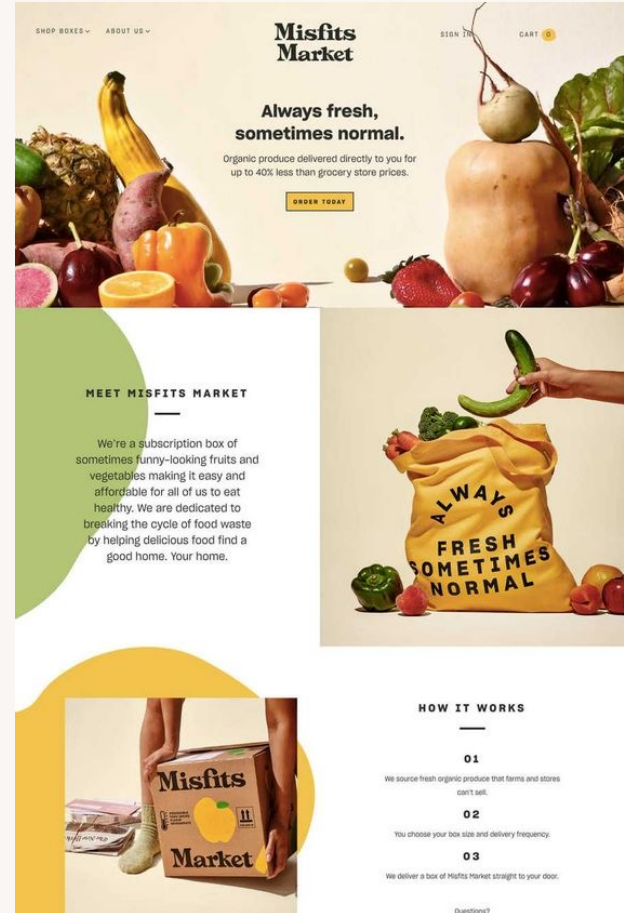
# Helpful Content Is At A Premium

Helpful content has always been the goal.  
But in 2023, it is more important than ever.

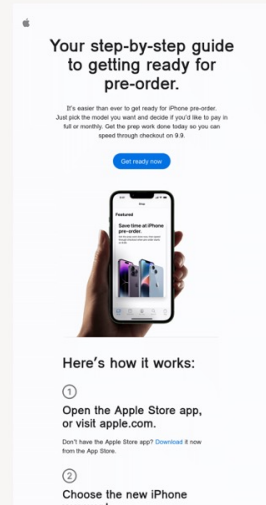
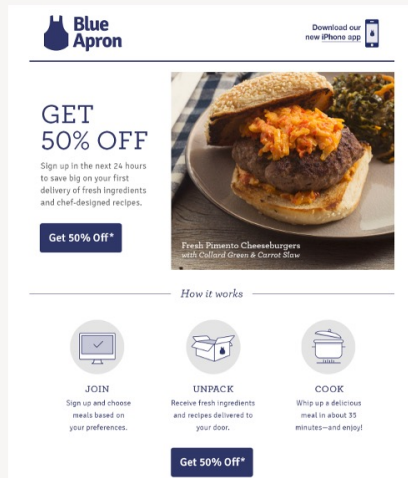
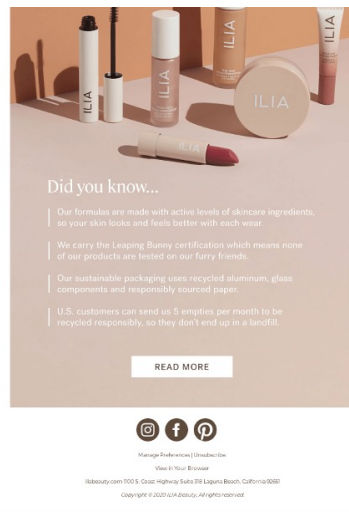
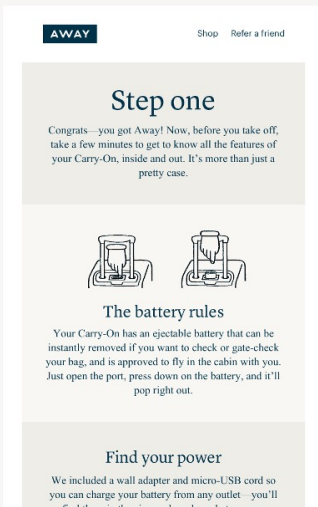
- **Quality information**
- **Delivers value for the reader**
- **Helps them achieve their goals**

## Potential Drivers:

- *Brands I love & trust*
- *Makes My Stay Easier*
- *Makes me feel welcome*
- *Meets all my travel needs*



# Industry Examples & Thought Starters



- Member Education videos
- More "How To" educational content in creative layouts
- Accordion interactive example (p.25) – reader can collapse information not relevant to them and engage with what is relevant to them. Helps with reader fatigue.



*Bonus: Design Trend*

## Seasonal Scroll Campaigns

These types of emails enhance the reader's digital experience. They aim to engage readers by encouraging them to interact.

- Eye catching in the inbox
- Fun, interactive, and give a nice break from the usual emails
- Shows another side of a brands personality



**2023 Year In Review  
Campaign concept**



Make their favorite things even better.

iPhone cases that go with their iPad covers. Apple Watch bands for working out and for work. And magical new Mac accessories.

iPhone Cases  
[Shop now >](#)

Apple Watch Bands  
[Shop now >](#)

iPad Covers  
[Shop now >](#)

Mac Accessories  
[Shop now >](#)

THE PERFECT  
**Mothers Day**  
AT MILL

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# Additional Discovery Conversation







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