



Project Orange

Achieving better results through customer segmentation

Communications Guide

October 2015

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Project Orange Objective

Increase customer engagement and drive brand loyalty through a more personalized conversation.

Project Orange is a market segmentation endeavor designed to improve customer acquisition and loyalty with specific high-value Marriott customers.

Segments are determined by travel behaviors, marked by shared traits and preferences. This information helps to shape specific personas to whom communications and content are adapted – allowing Marriott to suggest more persuasive and more relevant offers to each individual.

Our goal is to get a baseline temperature of these segments now and drive engagement upward through directed conversation.

1.00 / Work Hard, Play Hard

1.01 / WHPH Segment Profile

1.02 / WHPH Campaign: "Big Deal"

Work Hard, Play Hard “Big Deal”



Work Hard, Play Hard (WHPH) Segment Profile

GOAL: We want to win their loyalty

Who Are They?

Can't stop. Won't stop.

WHPHs seek out challenges in their careers and their free time – a streamlined, status-conscious high flyer with a sweet stash of points, perks and miles to prove it. They are extremely tech-savvy – always on the lookout for ways to improve efficiency.

Constantly on the go, the WHPHs travel opportunistically and look to lodging as a tool to fuel their efficiencies. From exercise to transportation to uninterrupted connectivity, they value the seamless stay and service that matches their stride.

What Matters to Them?

Locations	Near work meetings with optimal access to dining, entertainment and culture
Details	No hassles, plenty of plugs, comfortable place to work, comfortable and quiet for sleeping, quick check-in
Points	Accumulate points, redeem for leisure stays, maximize benefits
Play	Better fitness facilities, restaurant options, entertainment and culture

What Do They Want From Us?

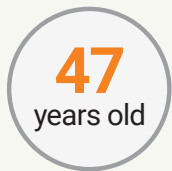
WHPHs expect responsive service and appreciate recognition. As power-travelers, they enjoy accumulating (and maximizing) points, often choosing specific properties in order to aggregate more. Although much of their travel is work-related, WHPHs are strategic with plying work travel to accumulate points and perks for vacations as well.

WHPH Key Demographics

TRAVEL DAYS/YEAR:

34 business **8** leisure

AVERAGE AGE:



11% Generation Y
41% Generation X
48% Baby Boomers

INCOME:



70% above \$100K
30% below

MARITAL STATUS:



83% married
17% single

Common Marriott Benefits That Resonate With WHPHs

Want to catch their eye? Talk about these:

Locations

- Over 4,200 properties worldwide
- Stay in the center of it all with prime locations

Efficiency

- Free & fast Wi-Fi
- Mobile check-in and checkout
- Mobile concierge requests anytime, anywhere
- Plenty of plugs

Details

- Optimized work spaces in rooms
- Comfortable beds, luxurious linens, spacious rooms
- On-site restaurants and bars
- Staff recognition of status

Points

- Plenty of earning opportunities (MegaBonus, Redemption Reload, MRCC)
- Accumulating points to redeem for leisure stays
- Extra points specials at select hotels
- Elite status to partners like Hertz

Play

- Access to dining, entertainment and culture
- 24-hour state-of-the-art fitness facilities
- Spa services to relax and recharge

** For marketing purposes, not yet validated in copy testing.*

Mapping the WHPH Personality

EGO

How WHPHs see themselves

DRIVEN
POWERFUL
COSMOPOLITAN
INTERESTING
INTELLIGENT
DISCERNING
TASTEFUL
STRATEGIC
EFFICIENT
SUCCESSFUL
ACTION-ORIENTED
RESULTS-DRIVEN
OVERACHIEVER
CHALLENGE-SEEKING
ADVENTUROUS

PERCEPTION

How others see them

SUCCESSFUL
WELL-TRAVELED
AMBITIOUS
SMART
DRIVEN
OVERACHIEVER
EXPERIENCED
KNOWLEDGEABLE
IMPATIENT
SELF-IMPORTANT
DEMANDING
ATTENTIVE TO QUALITY
FOCUSED

DRIVERS

What they value

MONEY
POWER
RECOGNITION
KNOWLEDGE
EXPERIENCE
STATUS
RESPECT
LUXURY
TIME
EFFICIENCY
PROFESSIONALISM
ORGANIZATION
APPRECIATION
NO DISRUPTIONS

Work Hard, Play Hard (WHPH) Campaign

"Big Deal"

WHPH communications are designed to treat members like they are something special; differentiating Marriott's properties by highlighting their efficient locations, focusing on amenities and services designed to make business travel seamless and leisure travel exceptional, and on ways to maximize rewards and earnings activities.

- Recognize them in a very forward, literal manner
- Then, mention one of Marriott's key benefits
- Feature imagery of a leader in various forms of work and play
- Copy tone: bold, direct, human and playful

Messaging Keywords & Phrases

Use these strong, bold, personalized phrases to 'recognize' WHPHs:

- You're kind of a big deal
- Expect the world from us
- We saw you coming
- We'd know you anywhere
- We've got your back
- Just like you
- Master your universe
- While you conquer the world
- You're going places
- Show [City] who's boss

Creative Copy Samples

The following are examples of ad creative and email copy that have been used to speak to WHPHs. Note the use of powerful "leaders" in scenes of both work and play, along with the strong, bold language and status recognition in the copy.

We'd know you
anywhere

You're kind of a big deal, Karen. With 14 trips already under your belt in 2015, you're going places – lots of places! And we're pretty thrilled that with all your options, you choose to stay with us. So as a special thank-you to someone who stands out from the crowd in every way, we'd like to send you this personalized gift so we'll always see you coming.

We've got
your back

You're going places Jennifer – and we love being part of your plans. As a top-tier traveler, you're kind of a big deal to us, so we want your experiences with Marriott – even online – to be truly exceptional. In the coming year, expect to see big updates such as destination-specific recommendations, unique rewards and exclusive upgrades.

Campaign Photography

Show them they're the boss!

The WHPH photography style is bold, high-quality and feeds the WHPH's perception of his or herself.

The following are some things to consider when choosing photography for the WHPH:

- Feature leaders in various forms of work and play
- Speak directly to their active lifestyle
- Show them we understand they are a big deal
- Use only the best – sharp colors, bold angles, strong features
- Incorporate key benefits that resonate



Website Imagery

When the WHPH visits this personalized home page, he recognizes the unique imagery and bold language he has seen in emails, social media and display ads. Even the tiles are customized to his style.

The screenshot shows the Marriott Rewards website home page. At the top, there is a navigation bar with the Marriott logo, language options (English-US & Canada), and links for MEETINGS & EVENTS, RESERVATIONS, and a sign-in section. The main header features a large image of a man in sunglasses relaxing by a pool, with the text "You're the boss. Let us take care of the details." Below this is a search bar with the text "Find a Hotel" and date selectors for "Wed, Aug 12, 2015" and "Thu, Aug 13, 2015". The sign-in section includes fields for "Email or Rewards #" and "Password", a "Remember me" checkbox, and links for "Forgot password" and "Create online account". A "Sign In" button is also present. Below the sign-in section, there is a "This Week's Top Offers" section with four promotional tiles. Each tile has a unique image and text: 1. "Book Direct and skip the searching. Watch videos" with an image of two women at a table. 2. "MEGABONUS Starring You EARN BONUS POINTS Those 80,000 points look good on you. Learn more" with an image of a person in a boat. 3. "You deserve a \$100 resort credit. Plan your trip" with an image of a resort at night. 4. "Spend those points and save 15%! See summer specials" with an image of a woman working on a laptop.

MENU

Marriott English-US & Canada

MEETINGS & EVENTS

RESERVATIONS View & Manage

Sign in to My Account

Email or Rewards # Password Sign In

Not a member? Join Now

You're the boss.
Let us take care of the details.

Find a Hotel

Wed, Aug 12, 2015

Thu, Aug 13, 2015

Marriott REWARDS

Email or Rewards #

Password

Remember me

Forgot password

Create online account

Sign In

Not a member? Join Now

This Week's Top Offers

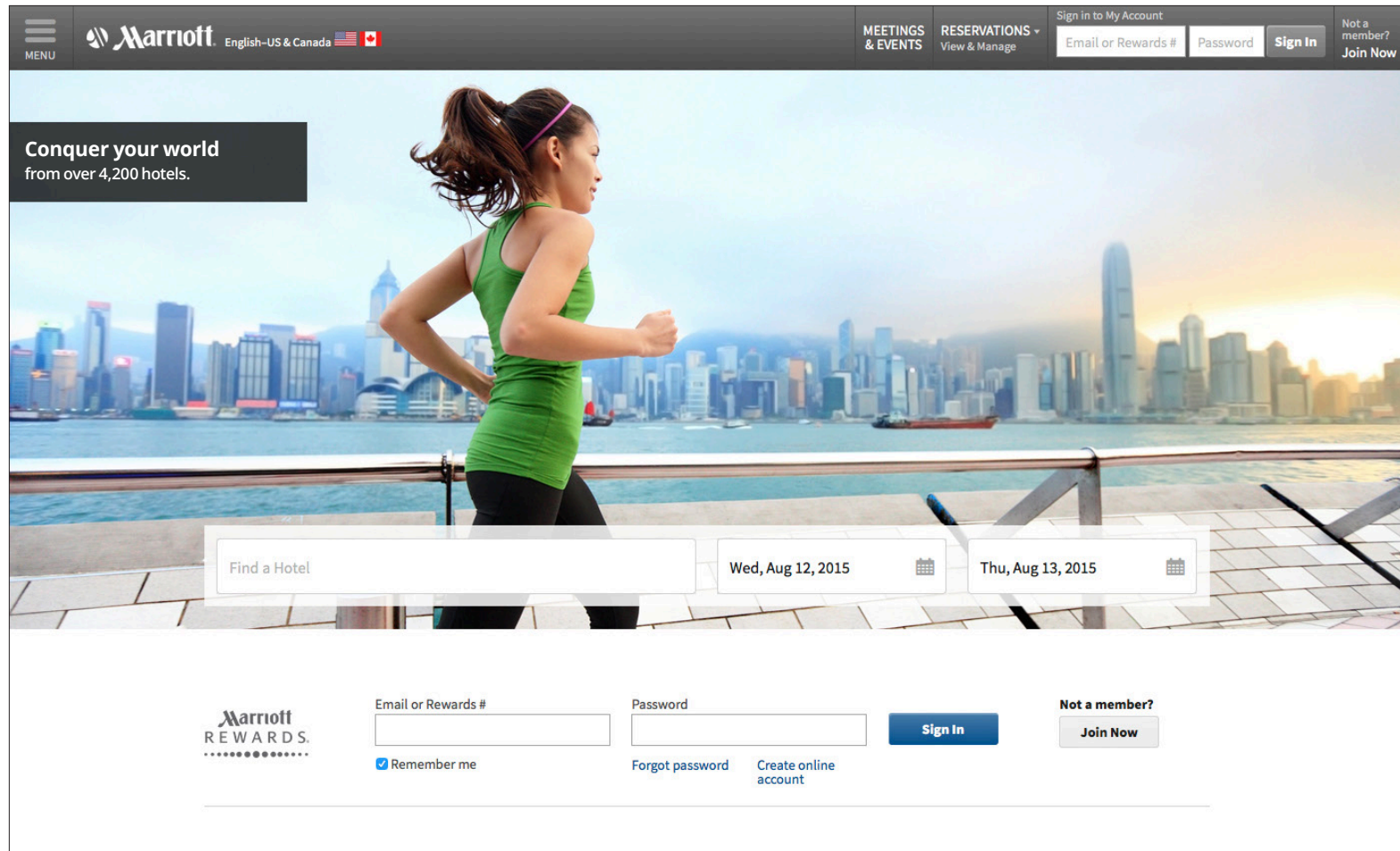
Book Direct and skip the searching.
Watch videos

MEGABONUS
Starring You
EARN BONUS POINTS
Those 80,000 points look good on you.
Learn more

You deserve a \$100 resort credit.
Plan your trip

Spend those points and save 15%!
See summer specials

WHPH hero image with messaging overlay



Conquer your world
from over 4,200 hotels.

Find a Hotel

Wed, Aug 12, 2015

Thu, Aug 13, 2015

Marriott
REWARDS.

Email or Rewards #

Password

☒ Remember me

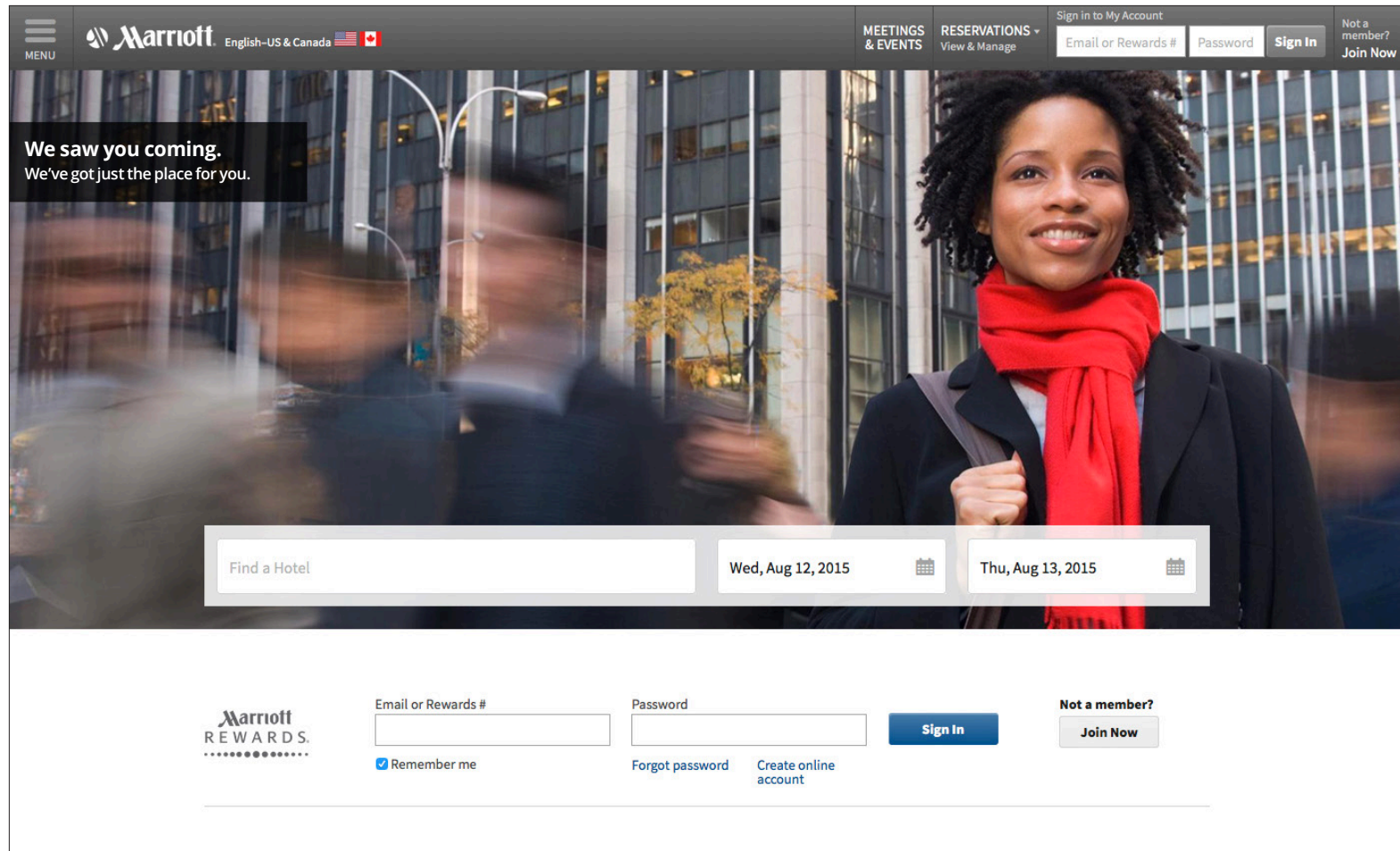
[Forgot password](#)

[Create online account](#)

Sign In

Not a member?
Join Now

WHPH hero image with messaging overlay



The image shows a screenshot of the Marriott website's hero section. The background is a large photograph of a smiling woman with dark curly hair, wearing a red scarf and a dark jacket, standing in front of a modern glass skyscraper. In the foreground, there is a blurred image of a person walking, suggesting a busy urban environment. Overlaid on the left side of the image is a dark rectangular box with white text that reads: "We saw you coming. We've got just the place for you." Below this text is a search bar with the placeholder text "Find a Hotel". To the right of the search bar are two date selection buttons: "Wed, Aug 12, 2015" and "Thu, Aug 13, 2015", each with a calendar icon. At the bottom of the page, there is a login section. On the left is the "Marriott REWARDS" logo. To its right are two input fields: "Email or Rewards #" and "Password". Below the "Email or Rewards #" field is a checkbox labeled "Remember me". To the right of the "Password" field are two links: "Forgot password" and "Create online account". Further right is a blue "Sign In" button. On the far right of the login section is a "Not a member?" link above a "Join Now" button. The top of the page features a dark navigation bar with the Marriott logo, language selection ("English-US & Canada"), and links for "MEETINGS & EVENTS", "RESERVATIONS View & Manage", and "Sign in to My Account". The "Sign in to My Account" section includes input fields for "Email or Rewards #" and "Password", and a "Sign In" button. A "Not a member? Join Now" link is also present in the top right corner.

MENU

Marriott English-US & Canada

MEETINGS & EVENTS

RESERVATIONS View & Manage

Sign in to My Account

Email or Rewards # Password Sign In

Not a member? Join Now

We saw you coming.
We've got just the place for you.

Find a Hotel

Wed, Aug 12, 2015

Thu, Aug 13, 2015

Marriott REWARDS

Email or Rewards #

Password

Remember me

Forgot password Create online account

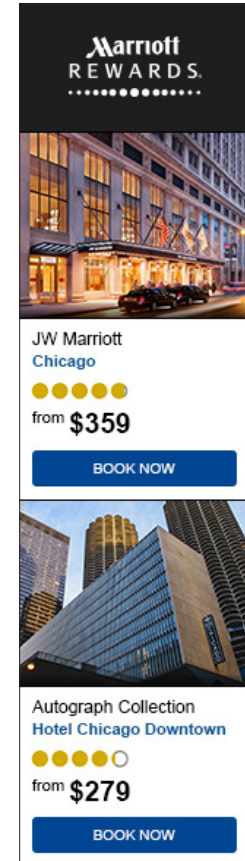
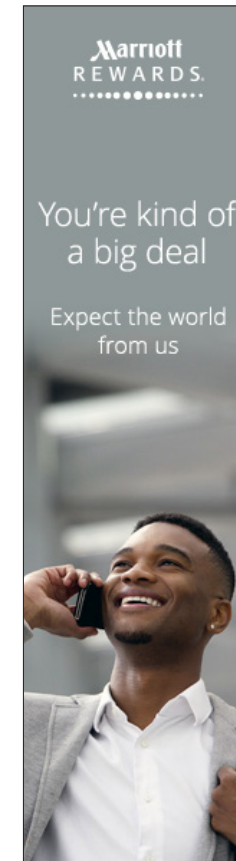
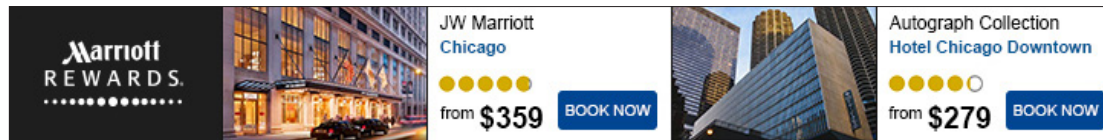
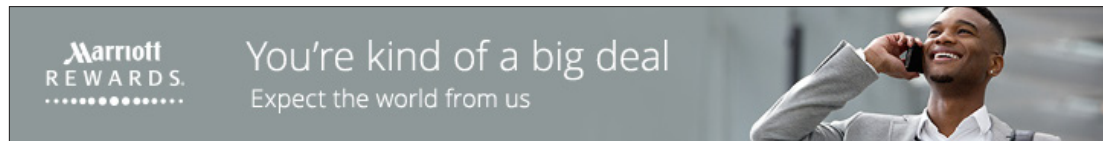
Sign In

Not a member? Join Now

Banner Ads



The "Big Deal" campaign uses a combination of "thoughtful leader" imagery and language that first recognizes the WHPH and then expands on the benefits that are most important to him.

** Note: The samples shown are static images of animated banners.*




Facebook Ads

Facebook advertising allows us to go even bolder with our tone – using attention-grabbing one-liners, detailed benefits descriptions and the attractive imagery the WHPH is accustomed to.

**Marriott Rewards**
Sponsored · 




You're going places – chances are we've got a hotel right where you want to be.





Master Your Universe
With over 4,200 hotels in 79 countries, you can rule the world from just about anywhere you choose. Reign on!

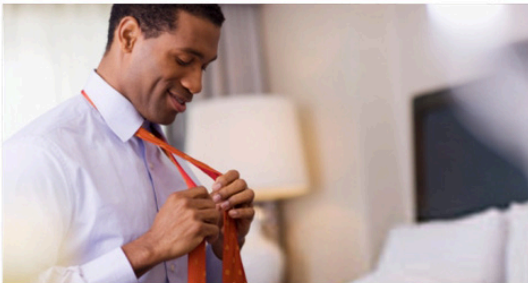
WWW.MARRIOTT.COM [Find a Hotel](#)

224 Likes 11 Shares

 Like  Comment  Share

**Marriott Rewards**
Sponsored · 




You don't mess around – and neither do we. Get our best rate when you BookDirect™.





We Mean Business
Book your next trip at Marriott.com and get the lowest rate (or we'll give you 25% back). What are you waiting for?


WWW.MARRIOTT.COM [Find a Hotel](#)

224 Likes 11 Shares

 Like  Comment  Share

**Marriott Rewards**
Sponsored · 




All work and no play makes Jack a dull boy...



Conquer Your World
Plan the perfect last-minute escape and conquer the golf course, get that Thai massage or just admire the view.

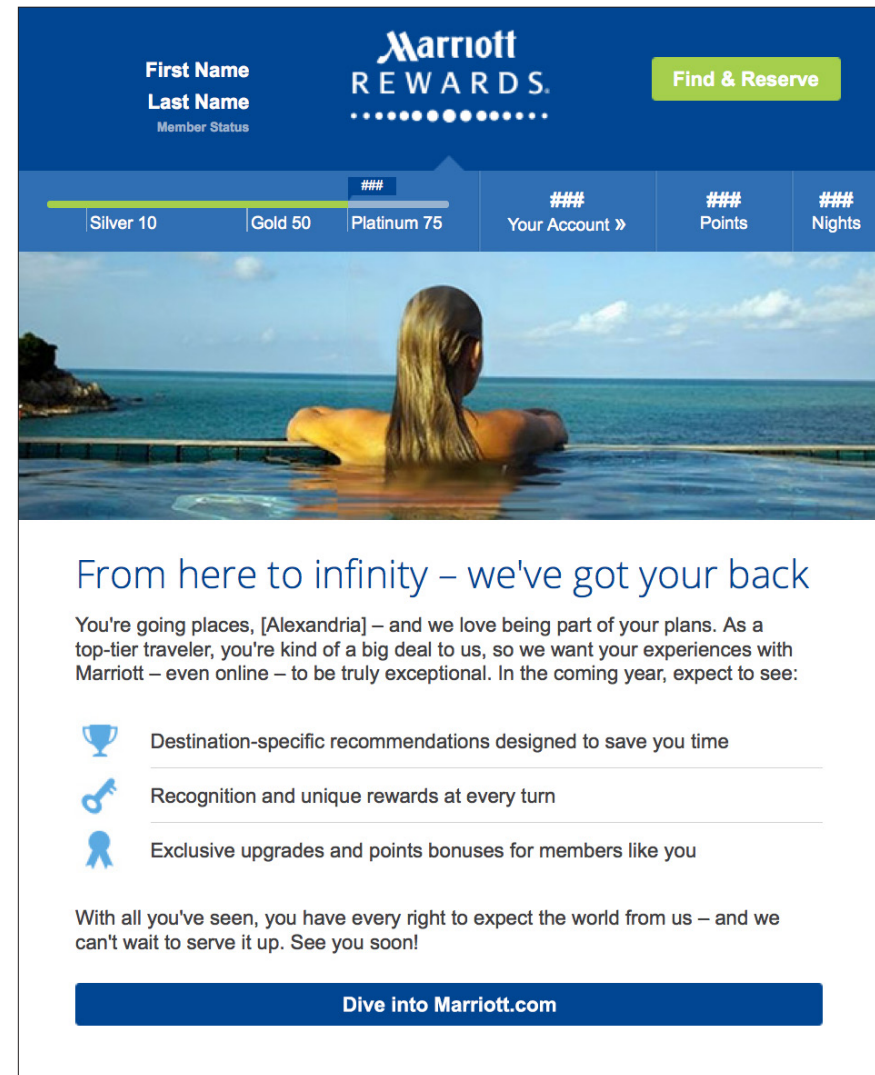
WWW.MARRIOTT.COM [Find a Hotel](#)

224 Likes 11 Shares

 Like  Comment  Share

Email

Email communication allows for an even more personalized and directed conversation with the WHPH segment. Offers are curated especially for the interests of the WHPH. Language and imagery follow the same tone we established during the customer acquisition phase and the relationship is cemented through specific benefits conversation.



First Name

Last Name

Member Status

Marriott

REWARDS.

.....

Find & Reserve

###

Silver 10

Gold 50

Platinum 75

###


Your Account »

###

Points

###

Nights




Your MegaBonus® Is Serious Business

[Alexandria], MegaBonus is here! Put your points to work. Register today to maximize your earnings.

Get Your Bonus

Score More Points

Learn How »



Set Sail for 60,000 Points!


Earn double points per dollar and get a free shore excursion. Enjoy it! You've earned it.

Book Your Cruise

How to Earn Points Faster

See how fast your points add up when you use the Marriott Rewards® Premier Credit Card on your next business trip.

Get the Card



First Name

Last Name

Member Status

Marriott

REWARDS.

.....

Find & Reserve

###

Silver 10

Gold 50

Platinum 75

###


Your Account »

###

Points

###

Nights



BUSINESS TRAVEL HACKS

[Alexandria,]Stay Connected in Europe!

You've got a European business trip on the books but you still need to communicate stateside. Here are a few tips to keep you connected overseas:

Log-on at Your Hotel

Use Wi-Fi available at your hotel, free for Marriott Rewards® members. Make sure you update your apps before you go!

Take Your Phone With You

Add global calling to your cellular plan. Use Skype and WhatsApp when you're on Wi-Fi.

Pack the Power

Don't leave home without dual voltage electronics, electrical adapters & a power strip with USB ports.

Plan Your Trip

Project Orange Communications Guide

October 2015

Marriott International Proprietary and Confidential

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2.00 / Travel Still a Treat

2.01 / TSAT Segment Profile

2.02 / TSAT Campaign: “Ahhhmenities”

Travel Still a Treat “Ahhhmenities”



Travel Still a Treat (TSAT) Segment Profile

GOAL: We want to win their next trip

Who Are They?

Little Things Go a Long Way!

For TSATs, getaways are fewer and farther between, and therefore, still special. TSATs appreciate the little details – luxuries and small splurges – that differentiate their travel experience from their time at home, whether on the road for business or pleasure. They're enticed by amenities and upgrades, and they enjoy positioning themselves where the action is.

When speaking to TSATs, we want to feed their love of travel, romanticize the escape they're craving and echo their fun and lightheartedness.

What Matters to Them?

Experience	Central location, good views, plenty of restaurant options, proximity to culture, upgraded amenities
Interiors	Spaces to enjoy their experience and relax
Staff & Service	Friendly staff, knowledgeable concierge, appreciation for the little details

What Do They Want From Us?

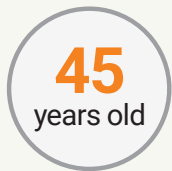
We can catch the interest of the TSATs by elaborating on their experience: pointing out the details and benefits that matter the most to them. TSATs will take notice of things like good coffee, on-property dining and interesting attractions nearby. They will also notice amenities such as free breakfasts, # of nights free, room upgrades and more. Consistently detailing the quality of the experience of Marriott brands combined with location and price will bind the TSAT segment to Marriott.

TSAT Key Demographics

TRAVEL DAYS/YEAR:

7 business **8** leisure

AVERAGE AGE:



17% Generation Y
44% Generation X
38% Baby Boomers

INCOME:



MARITAL STATUS:



Common Marriott Benefits That Resonate With TSATs

Want to catch their eye? Talk about these:

Experience

- Unique properties in over 4,200 locations worldwide
- Centrally located for easy access to culture and dining
- Amazing spas to unwind in
- Swimming pools
- Bar or lobby scene

Interiors

- Comfortable, spacious rooms
- Optimized work spaces
- Luxurious linens, plenty of pillows
- Designer toiletries
- Free Wi-Fi to keep in touch with work and family

Staff & Service

- Mobile requests for extras anytime
- Knowledgeable concierge to help with local recommendations
- Upgrades and perks

** For marketing purposes, not yet validated in copy testing.*

Mapping the TSAT Personality

EGO

How TSATs see themselves

THOUGHTFUL
WELL-ROUNDED
LIFE BALANCE-ORIENTED
BALANCED
TASTEFUL
INTERESTED
CURIOUS
HELPFUL
KNOWLEDGABLE
COSMOPOLITAN

PERCEPTION

How others see them

FRIENDLY
OPEN
TOURISTS
INDULGENT
FUN
CLEAR PRIORITIZERS
LIFE LOVERS

DRIVERS

What they value

EXPERIENCE
LUXURY
TIME
NO DISRUPTIONS
PERSPECTIVES
ATTRACTIONS
LOCAL
DETAILS
CULTURE
SOLITUDE

Travel Still a Treat (TSAT) Campaign

“Ahhhmenities”

TSAT communications are designed to differentiate Marriott’s properties by romancing the experiences they offer, their attention to the little details that make a difference and the services and benefits that make every stay a treat.

- Lead with the quality of the Marriott experience
- A play-on-words that refers to hotel benefits
- Delight them with small, pleasurable details and perks and with valuable add-ons (even insider tips) they hadn’t considered
- Excite them with ideas for packing more into their days. Show images that embrace the escapist and joyful aspects of travel.

Messaging Keywords & Phrases

Use these play-on-word headlines to refer to Marriott's benefits that resonate with TSATs:

- Cloud Computing (beds)
- Charging Station (room)
- FaceTime (free & fast Wi-Fi)
- Social Network (happy hour)
- Plug and Play (in room benefits)
- Multi-tasking (multiple fun activities)
- Central Processing Unit (location)
- Search Engine (concierge)

Use these phrases to speak in a playful, inspirational tone to TSATs:

- Embrace the Ahhhhmenities
- Check in and bliss out
- Relax, Refuel, Recharge, Repeat
- Recharge the batteries that matter most: yours
- Plan your escape
- Breathe deeper
- Relax, we've got you covered

Creative Copy Samples

The following are examples of ad creative and email copy that have been used to speak to TSATs. Note the use of people in various scenes of rest, relaxation, and enjoyment along with a tone that is playful and lighthearted.

Your Search Engine

Our concierge staff is at your service. We know you're looking to explore and see the sights, so use us for all we're worth. That romantic little cafe that only locals know? Check! How about that secret after hours club with no sign? Check! When you're traveling count on our experts to give you the low down on the high life.

Social Network

Who said business travel needs to be busy? Kick back and have some fun. Our social spaces are arranged for daily mingling and mixing. We think if you're gonna travel it should be a treat. Plan on tasty cocktails, fresh finger food and plenty of smiles.

Campaign Photography

Treat them to some eye candy!

The photography style feeds the TSAT's desire for travel that is fun, memorable and a little bit indulgent.

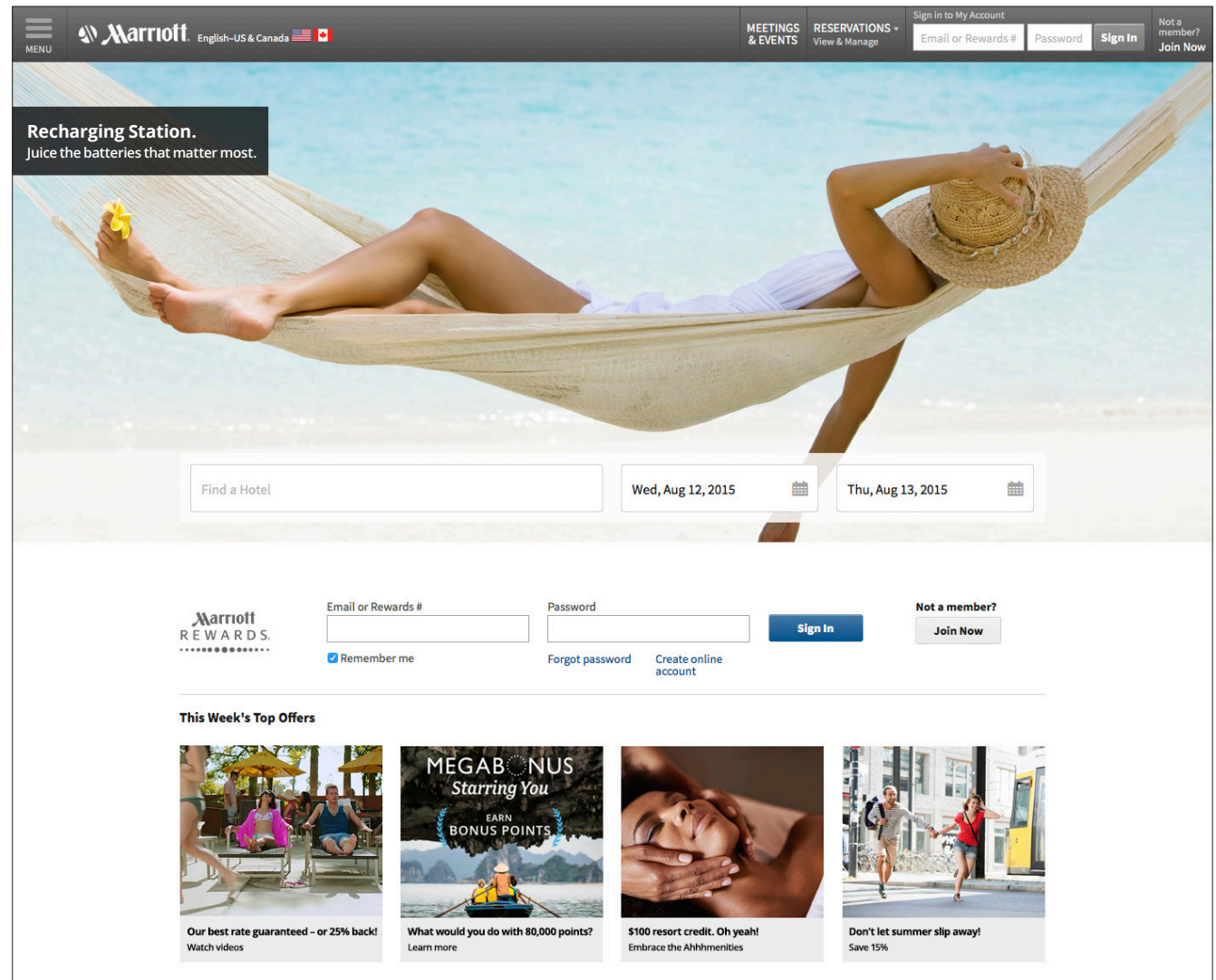
The following are some things to consider when choosing photography for the TSAT:

- Pick beautiful, high-quality imagery showing people having fun, relaxing and enjoying life
- Use unique vantage points to create an interesting composition
- Pay attention to the details because quality matters to the TSAT
- Choose warm colors, friendly people, happy imagery
- Incorporate key benefits that resonate



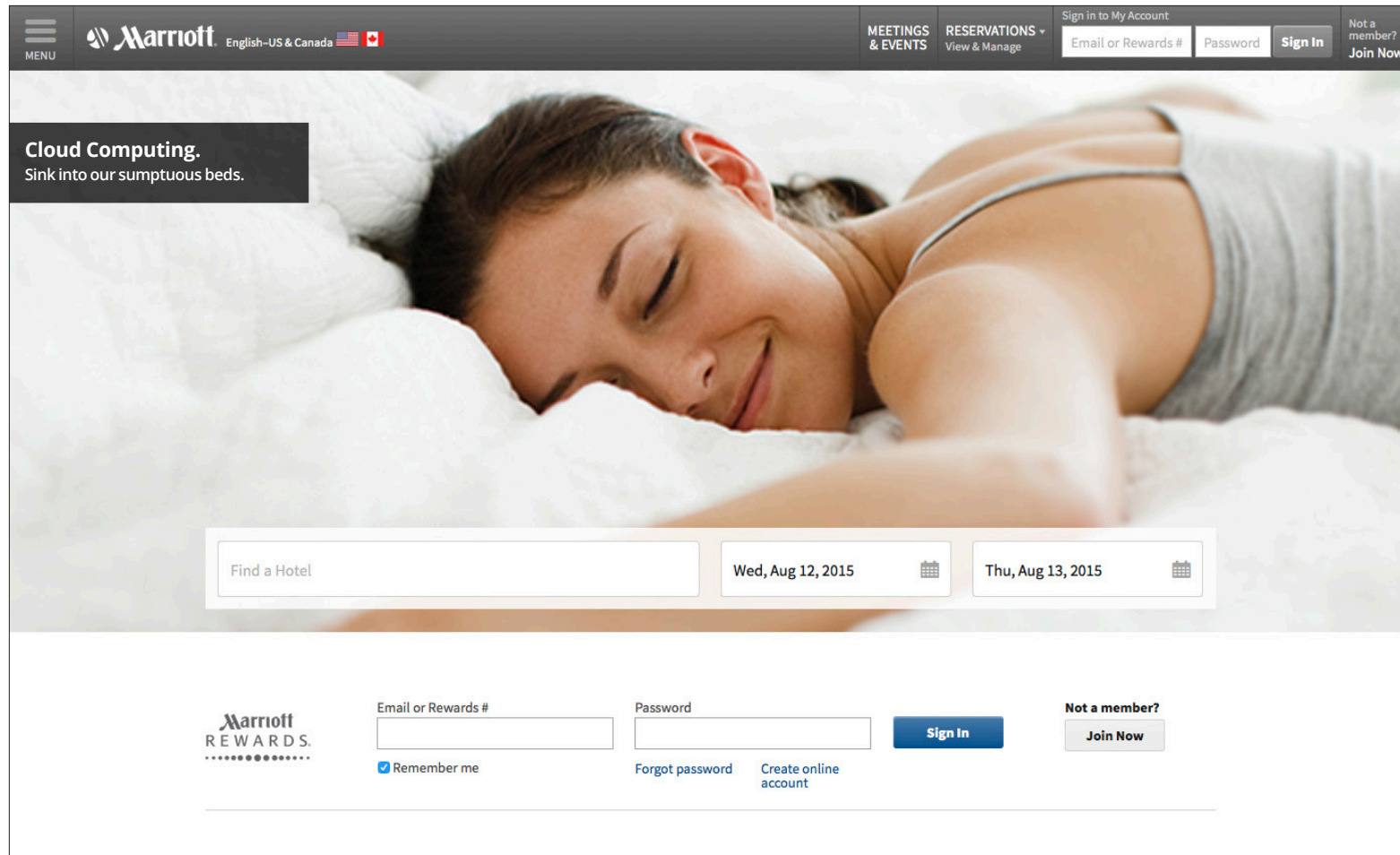
Website Imagery

When the TSAT visits this personalized home page, she is automatically transported to an aspirational, compelling travel scene that draws her eye to the hotel search below. Even the tiles are customized to her style.



The screenshot shows the Marriott website's personalized home page. At the top, there's a dark navigation bar with the Marriott logo, language options (English-US & Canada), and links for MEETINGS & EVENTS, RESERVATIONS, and a sign-in section. The main visual is a large banner image of a woman in a white dress and straw hat relaxing in a hammock on a beach. Overlaid on the left of the banner is a dark box with the text "Recharging Station. Juice the batteries that matter most." Below the banner is a search bar with the placeholder "Find a Hotel", and date selectors for "Wed, Aug 12, 2015" and "Thu, Aug 13, 2015". Further down is the Marriott Rewards section with fields for "Email or Rewards #" and "Password", a "Remember me" checkbox, and links for "Forgot password" and "Create online account". To the right are "Sign In" and "Join Now" buttons. The bottom section, titled "This Week's Top Offers", contains four promotional tiles: "Our best rate guaranteed - or 25% back! Watch videos", "MEGABONUS Starring You EARN BONUS POINTS What would you do with 80,000 points? Learn more", "\$100 resort credit. Oh yeah! Embrace the Ahhhmenities", and "Don't let summer slip away! Save 15%".

TSAT hero image with messaging overlay



The image shows a screenshot of the Marriott website's hero section. The background is a large, soft-focus photograph of a woman with dark hair, wearing a grey tank top, lying on her side in a bed with white linens, appearing to be asleep with a peaceful expression. Overlaid on the top left of the image is a dark grey rectangular box with the text "Cloud Computing. Sink into our sumptuous beds." in white. At the top of the page is a dark grey navigation bar. On the left, it features a "MENU" icon and the Marriott logo with "English-US & Canada" and flags for the US and Canada. On the right, there are links for "MEETINGS & EVENTS", "RESERVATIONS View & Manage", and a "Sign in to My Account" section with input fields for "Email or Rewards #" and "Password", a "Sign In" button, and a link for "Not a member? Join Now". Below the hero image is a white search bar with the placeholder text "Find a Hotel". To the right of the search bar are two date selection boxes: "Wed, Aug 12, 2015" and "Thu, Aug 13, 2015", each with a calendar icon. At the bottom of the page is a white login section. On the left is the "Marriott REWARDS" logo. To its right are input fields for "Email or Rewards #" and "Password". Below the "Email or Rewards #" field is a "Remember me" checkbox. To the right of the "Password" field are links for "Forgot password" and "Create online account". A blue "Sign In" button is positioned to the right of the password field. Further right is a "Not a member? Join Now" button.

Cloud Computing.
Sink into our sumptuous beds.

Find a Hotel

Wed, Aug 12, 2015

Thu, Aug 13, 2015

Marriott
REWARDS.

Email or Rewards #

Password

Remember me

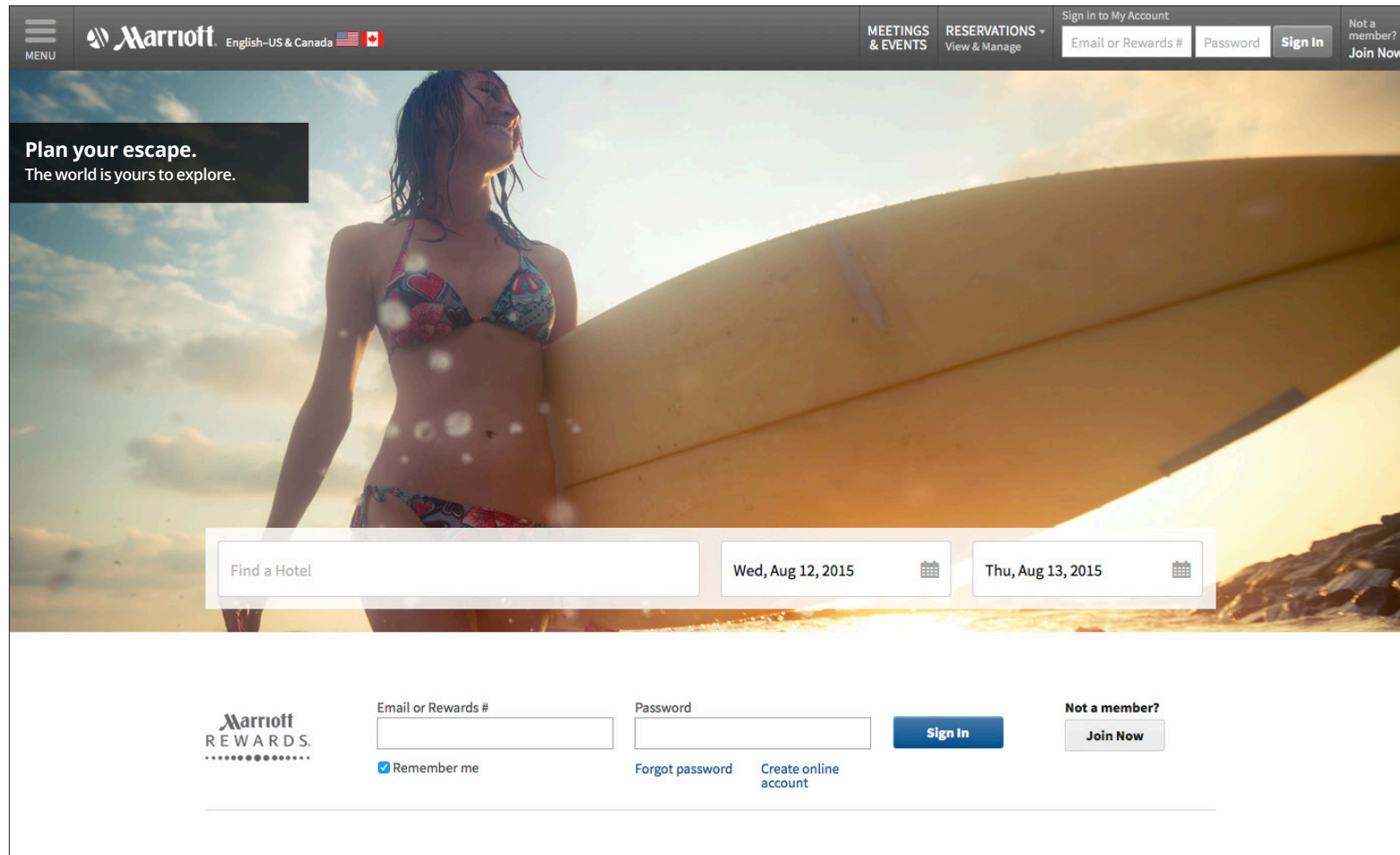
Forgot password



Create online account

Sign In

Not a member?
Join Now

TSAT hero image with messaging overlay



MENU **Marriott** English-US & Canada   **MEETINGS & EVENTS** **RESERVATIONS** View & Manage **Sign in to My Account** Email or Rewards # Password **Sign In** Not a member? **Join Now**

Plan your escape.
The world is yours to explore.

Find a Hotel Wed, Aug 12, 2015 Thu, Aug 13, 2015

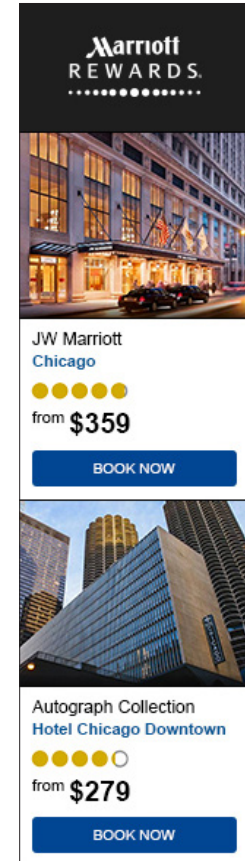
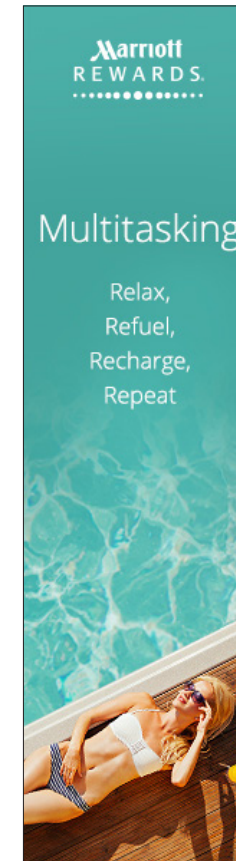
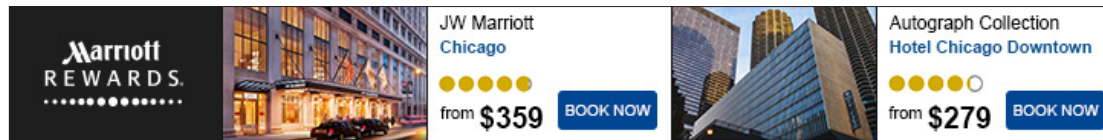
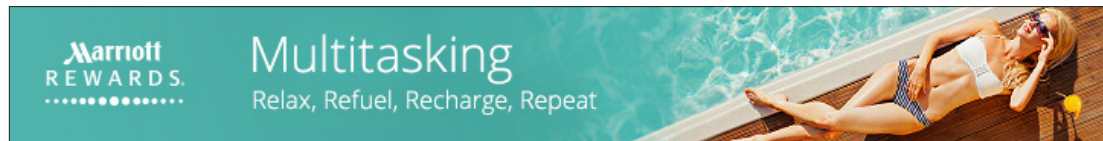
Marriott REWARDS. Email or Rewards # Password **Sign In** **Not a member? Join Now**

☒ Remember me [Forgot password](#) [Create online account](#)

Banner Ads

The "Ahhhmenities" campaign uses a combination of beautiful imagery with fun, lighthearted copy that uses a play-on-words style of business words with targeted benefits descriptions.

** Note: The samples shown are static images of animated banners.*




Facebook Ads

These Facebook ads allow us to really expand on the fun, quirky language and attention-grabbing visuals that the TSAT has come to know throughout our campaigns.

Marriott Rewards
Sponsored · 🌐

Where is your happy place?



Embrace the Ahhhmenities
From sensual spa experiences to first class dining and all the little details in between.


WWW.MARRIOTT.COM [Find a Hotel](#)

224 Likes 11 Shares

👍 Like 💬 Comment ➦ Share

Marriott Rewards
Sponsored · 🌐

How can I miss you if you won't go away?



Plan Your Escape!
Get away from it all, but stay in touch with Free Wi-Fi for Rewards members – just one way we say, "I love you".

WWW.MARRIOTT.COM [Find a Hotel](#)

224 Likes 11 Shares

👍 Like 💬 Comment ➦ Share

Marriott Rewards
Sponsored · 🌐

Recharge your batteries - now is the best time to book a fall escape!



Relax, Refuel, Recharge, Repeat
Summer vacations are so yesterday! Plan your fall escape now and take advantage of lower prices, cooler weather and plenty of space to recharge.

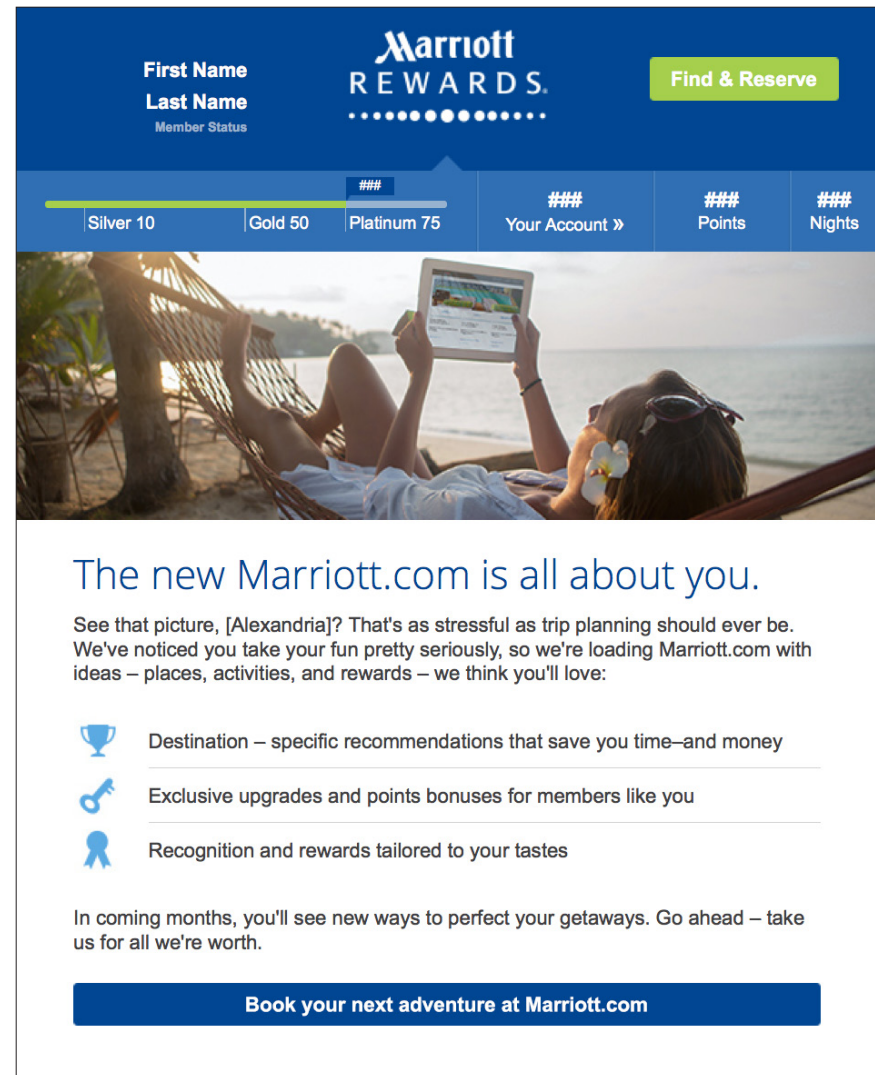
WWW.MARRIOTT.COM [Find a Hotel](#)

224 Likes 11 Shares

👍 Like 💬 Comment ➦ Share

Email

Email communication with the TSAT allows us to fully develop the relationship that we've established during acquisition. The emails are full of aspirational travel experiences, offers and content that is meant to inspire. The tone is fun, lighthearted and personal.



The image shows a screenshot of a Marriott Rewards email. The header is dark blue with the Marriott Rewards logo and a 'Find & Reserve' button. Below the header is a progress bar showing the member's status: Silver 10, Gold 50, and Platinum 75. The main content area features a photo of a person relaxing on a hammock by the beach, holding a tablet. Below the photo, the text reads: 'The new Marriott.com is all about you. See that picture, [Alexandria]? That's as stressful as trip planning should ever be. We've noticed you take your fun pretty seriously, so we're loading Marriott.com with ideas – places, activities, and rewards – we think you'll love:'. This is followed by three bullet points with icons: a trophy for 'Destination – specific recommendations that save you time—and money', a key for 'Exclusive upgrades and points bonuses for members like you', and a ribbon for 'Recognition and rewards tailored to your tastes'. At the bottom, there is a blue button that says 'Book your next adventure at Marriott.com'.

First Name
Last Name
Member Status

Marriott
REWARDS.

Find & Reserve

Silver 10 | Gold 50 | Platinum 75

Your Account »

Points

Nights

The new Marriott.com is all about you.

See that picture, [Alexandria]? That's as stressful as trip planning should ever be. We've noticed you take your fun pretty seriously, so we're loading Marriott.com with ideas – places, activities, and rewards – we think you'll love:

- Destination – specific recommendations that save you time—and money
- Exclusive upgrades and points bonuses for members like you
- Recognition and rewards tailored to your tastes

In coming months, you'll see new ways to perfect your getaways. Go ahead – take us for all we're worth.

Book your next adventure at Marriott.com

First Name

Last Name

Member Status

Marriott

REWARDS.

.....

Find & Reserve

###

Silver 10

Gold 50

Platinum 75

###


Your Account »

###

Points

###

Nights




MEGABONUS®

You're a Celebrity in Our Eyes

[Alexandria], now you can travel like one. Upgrade your next adventure with MegaBonus® points.

Learn How




Join Us at Renaissance® Events

Discover live music with artists like Tove Lo...whether you are staying with us or just in the neighborhood.

Mark Your Calendar

New Hotels You're Gonna Love

See All »



The Envoy Hotel, Autograph Collection®

Soak up harbor views from your room or the rooftop bar, cocktail in hand.

See Photos

AUTOGRAPH COLLECTION

First Name

Last Name

Member Status

Marriott

REWARDS.

.....

Find & Reserve

###

Silver 10

Gold 50

Platinum 75

###


Your Account »

###

Points

###


Nights



✈ TRAVEL SEASONS


The Best Time of Year to Visit Europe Is...

April to mid-June and early September to late October. [Alexandria, here][Here] are 3 reasons why "shoulder season" is the best time to go:




The Crowds Are Smaller

September often means back-to-school and back-to-work – and fewer people elbowing their way to see the Mona Lisa.



The Weather Is Better

Temperatures are still warm enough to sunbathe on a Croatian beach and cool enough to hike through the French Alps.



There Are Affordable Sights to See

Prices drop after the summer months and attractions stay open at least until winter. Plus, this season is a great time to see the Northern Lights!

Escape to Europe

Project Orange Communications Guide

October 2015

Marriott International Proprietary and Confidential

35

3.00 / Marriott Brand Messaging in Project Orange

3.01 / Luxury & Lifestyle Brands

3.02 / Signature Brands

3.03 / Select Service & Extended Stay Brands

Marriott Brand Messaging in Project Orange

Strengthen brand awareness and loyalty through targeted portfolio messaging

Marriott's portfolio of brands are some of the most recognizable in the world and each individual brand is essential to it's strength. This chapter seeks to clarify brand proof points with a focus on those that resonate within each unique segment.

By reinforcing the proof points that speak to each Project Orange segment through portfolio level messaging, we can help build awareness for your hotel brand and ultimately drive bookings from these high-value segments.



Luxury & Lifestyle Brands + Project Orange



EDITION®

AUTOGRAPH
COLLECTION®
HOTELS

R
RENAISSANCE®
HOTELS



moxy
HOTELS

Proof Points That Speak to **WHPH**



Exceptional attention to detail
Warm, relaxed, refined ambiance
Legendary service
World class golf
Commitment to fulfilling even the unexpressed wishes & needs of guests



Life enriching experiences
Attention to detail
Luxury without pretense
Intuitive service without getting in the way
Organic-inspired spa treatments
State of the art fitness facilities with organic snacks



Sophisticated, unique, modern spaces
Centrally located in the hottest cities
Dining & entertainment options from people "in the know"
A unique brand of cool
Complimentary Wi-Fi & 24-hour fitness center



Luxury redemption experiences
Amazing destinations
Desired locations



Business unusual
There's always room for music (& more) on your next business trip
Inspiring meeting spaces
Mobile check-in & out



Convenient urban location
Sleek & modern
Low rates & high design
Vibrant hotel bars
"Media salons" that are bookable for short meetings



Stylish, high energy
Furiously fast Wi-Fi
Seriously comfortable bed
Fresh coffee brewed every morning

Proof Points That Speak to **TSAT**



Exceptional luxury experience
Enjoy a truly local experience / Immerse yourself in a city
World class spas
Commitment to fulfilling even the unexpressed wishes & needs of guests



Attention to detail
Service & style
Little touches that add up to exceptional experiences
Authentic cuisine with local flavor



Beautiful, unique interiors
Personal, friendly service
Outstanding dining & entertainment
The little details, like specialty programmed iPods® and iPads® and amenities for kids



Amazingly unique, beautiful properties
Story behind each property
Desired vacation destinations



Rlife LIVE events
On-site Rnavigators to discover the local scene
Inspirational destination properties
Own the evenings: discovery hour
Discover the world as you go; collect experiences
Unexpected luxuries



Great locations to fully experience the city
An escape, an oasis, something better than home
Stylish & modern for a good value
Vibrant hotel bars



Just like home, but with a bartender
Affordable boutique hotel with style & soul
A fun living room where things are always happening
Funky, fun details

Signature Brands + Project Orange



Proof Points That Speak to WHPH



Over 500 locations
worldwide

Mobile check-in

Mobile requests

Meeting spaces

Healthy vending
options

24 hour fitness
facilities

On-site restaurants



Free Wi-Fi

Convenient dining
options

Comfortable rooms

Proof Points That Speak to TSAT



Over 500 locations
in any destination
you can dream

Bartenders in
residence / Bars as
a destination

Take a Go-Pro for
a spin

On-site restaurants

Mobile requests



Free Wi-Fi

Convenient dining
options

Comfortable rooms

Select Service & Extended Stay Brands + Project Orange



Proof Points That Speak to WHPH

COURTYARD® Marriott

Social spaces for work or relaxing
Convenience of bistro
1000 locations in 38 countries
24-hour fitness facilities

SPRINGHILL SUITES® Marriott

Hot breakfast with healthy options
More space in suite
Free Wi-Fi throughout
24-hour market
Business center
Fitness center
Conveniently located near business destinations, dining & entertainment

Residence Inn® Marriott

More spaces & places to maximize your stay
Groceries delivered to your door
Mix events
Hot breakfast & healthy options
Free Wi-Fi in all suites and lobbies
Fitness center equipped with TVs
Business center services

TownePlace Suites® Marriott

Free Wi-Fi
Full kitchens
Free hot breakfast & all day coffee
Custom Container Store® closets
Over 250 locations in US
Close to work destinations, dining & shopping
In a Pinch market
Business center
Fitness center

FAIRFIELD INN & SUITES® Marriott

Over 700 locations across US, Canada, Mexico
Modern rooms
Ample workspaces
Free Wi-Fi
Mobile check-in
Hot breakfasts & healthy snacks
24/7 fitness center

Proof Points That Speak to TSAT

COURTYARD® Marriott

Social spaces
Attention to details
like Paul Mitchell®
Grooming Essentials
& Starbucks coffee

SPRINGHILL SUITES® Marriott

Great outdoor
spaces / firepits
Spa-like bathrooms
Free Wi-Fi
Upgraded beverage
& food options
Free hot breakfast
Swimming pools
Paul Mitchell bath
products
Convenient locations
to sites & stores

Residence Inn® Marriott

Family-friendly
amenities
Complimentary Paul
Mitchell® products
Mix events
Free Wi-Fi
Outdoor spaces
with barbeque &
fire pits
Fitness center
equipped with TVs
Pets accepted

TownePlace SUITES® Marriott

Full kitchens
Free hot breakfast &
all day coffee
TowneMap to
discover local spots
Outdoor patios with
grills
In a Pinch market
with local favorites,
snacks & beverages
Comfy bedding &
sleep sofas
Pool
Space to unpack
with The Container
Store® elfa® closets
Paul Mitchell bath
amenities

FAIRFIELD INN & SUITES® Marriott

Over 700 locations
across US, Canada,
Mexico
Friendly, responsive
staff
Modern rooms
Hot breakfasts &
healthy snacks
Swimming pool

