



# MARRIOTT BONVOY™



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CAMPAIGN BOOK





# THE AGENCY



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# OUR MISSION

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**Octopus Ink. is an advertising agency that provides multifaceted services to clients who strive for family-oriented marketing. The advertising market is very broad and competitive, so we chose a niche in order to share our expertise in the family market with others. We stand out among competitors with the fresh viewpoints and innovative ideas we bring to our clients who become family.**

**As an integrated marketing agency, Octopus Ink. takes an “all-tentacles-on-deck” approach. Every department in our agency plays some role in ensuring that our client’s goals are reached throughout a campaign. This means every campaign involves collaboration and various points of view to create a holistic result.**

**Eight arms, one heart: Octopus Ink. is here for you.**





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# SITUATION ANALYSIS





SITUATION ANALYSIS

CLIENT BACKGROUND AND HISTORY

5

In January 2019, Marriott International introduced Marriott Bonvoy as its new reward program, replacing its three loyalty programs: Marriott Rewards, The Ritz-Carlton Rewards and Starwood Preferred Guest. Marriott Bonvoy was set to launch on February 13, 2019 and was backed by an extensive campaign. This new system presented customers with a single loyalty program that included various rewards, perks and benefits all in one place. One of Marriott Bonvoy's main objectives for its new campaign was to inspire people to keep traveling and exploring (1). At the same time that the loyalty program became Marriott Bonvoy, the Marriott Bonvoy Boundless credit card was also launched. This credit card would be a way for card holders to further increase the amount of points they earn through the rewards program, an enticing incentive for Marriott customers (2). Marriott Bonvoy and the credit card were created with the intention of giving members an experience beyond just staying at a hotel. Marriott International’s Global Marketing Officer, Karin Timpone, explains that today’s travelers have different values from travelers in the past: “There is an overall move to have life experiences versus stuff” (1). In order to keep up with the trends and remain at the top of its industry, Marriott added unique benefits to its loyalty program such as cooking classes with well-known chefs and skills classes with famous football players (1). While Marriott, along with most companies in the hospitality industry, endured some hardships due to Covid-19 travel bans, the company has moved forward and excelled. As of January 2022, the Marriott Bonvoy program had over 160 million members and it is continuing to grow and succeed today (3).

INDUSTRY TRENDS

Covid-19

In 2022, the hotel market as a whole increased 20 percent, a much-needed improvement following the pandemic, which took a toll on the market due to travel bans and quarantine (4).

Hotel Stays and Hotel Reward Programs

34.1 percent of 45 to 54 year olds and 24.2 percent of 25 to 34 year olds are enrolled in hotel reward programs (5)

Age Summary	Stay at Marriott for Business	Stay at Marriott for Vacation	Stay at Hilton for Business	Stay at Hilton for Vacation
25-34 year olds	22.4%	18.7%	24.2%	24.7%
45-54 year olds	21.3%	19.5%	19.9%	15.1%

(5)

Age Summary	Enrolled in Marriott Bonvoy	Enrolled in Hilton Honors
25-34 year olds	9.4%	13.9%
45-54 year olds	13.7%	20.8%

(5)

Major Retailers

Marriott, Hilton and Hyatt are the main retailers in the hotel industry and the loyalty program and credit card industry. Marriott has the Marriott Bonvoy Boundless credit card, Hilton has the Hilton Honors American Express Aspire card and Hyatt has the World of Hyatt credit card (6). Airbnb and Vrbo are also very popular retailers in the hotel industry at this time, serving as threats to the typical hotel experience (7).

The Future of Hospitality

There are predictions that AI will eventually be used in the hotel industry to order room service and book rooms, decreasing the need for workers (8). This summer, Marriott workers went on strike in LA, calling for higher pay and benefits in an economy where they struggle to afford the gas prices on their commute to work. The economy can impact the future of hospitality (9).

1: <https://news.marriott.com/news/2019/01/16/marriott-international-announces-marriott-bonvoy-the-new-brand-name-of-its-loyalty-program>  
2: <https://www.businesswire.com/news/home/20190123005465/en/Chase-and-Marriott-International-Announce-New-Name-Look-and-Feel-for-their-Credit-Cards-under-the-New-Marriott-Bonvoy%E2%84%A2-Travel-Program>  
3: <https://news.marriott.com/news/2022/11/03/marriott-international-reports-outstanding-third-quarter-2022-results>  
4: IBIS World 2023  
5: MRI-Simmons Insights 2021  
6: <https://www.bankrate.com/finance/credit-cards/reviews/hotel/>  
7: <https://www.nerdwallet.com/article/travel/airbnb-vs-vrbo-which-is-better-for-travelers>  
8: <https://prenohq.com/blog/an-automated-world-artificial-intelligence-in-the-hotel-industry/>  
9: <https://www.latimes.com/business/story/2023-07-05/la-hotel-workers-strike-pause-after-4th-of-july-march>



Hilton Honors American Express Aspire Card (American Express)	World of Hyatt Credit Card (J.P. Morgan Chase)
<p>Primary Strengths</p> <ul style="list-style-type: none"><li>• Customers earn 150,000 Hilton Honors Bonus Points after they spend \$4,000 in purchases on the card in the first 3 months of being a cardholder (10).</li><li>• 14X Hilton Honors Bonus Points per \$1 of eligible purchases on the card made directly with hotels and resorts within the Hilton (10).</li><li>• 7X Hilton Honors Bonus Points for eligible purchases on flights booked directly with airlines or amextravel.com, car rentals booked directly from car rental companies and purchases at United States restaurants (10).</li><li>• 3X Hilton Honors Bonus Points for all other eligible purchases on the card (10).</li></ul>	<p>Primary Strengths</p> <ul style="list-style-type: none"><li>• \$95 annual fee (11). This is in line with competitors’ prices and is relatively cheap</li><li>• 9 points total per \$1 spent for Hyatt stays and experiences including restaurants and spas (11).</li><li>• 4 Bonus Points per \$1 that customers spend with their card (11).</li><li>• 2 Bonus Points per \$1 spent for getting around with local transit and commuting, dining out at restaurants, booking flights, and starting gym memberships (11).</li><li>• Customers receive one free night at any Category 1–4 Hyatt hotel or resort every year after their cardmember anniversary (11).</li></ul>
<p>Primary Weakness</p> <ul style="list-style-type: none"><li>• \$450 annual fee. This is expensive in comparison to competitors (12).</li></ul>	<p>Primary Weakness</p> <ul style="list-style-type: none"><li>• Rewards are complicated and very specific in comparison to competitors such as Hilton and Marriott (13).</li></ul>

The Four “Ps” of Marriott’s Competitors:

Product

Hilton and Hyatt both have well-marketed loyalty program credit cards that offer a great variety of benefits and rewards to customers. Hilton’s card offers more general rewards that are similar to Marriott’s, while Hyatt’s are more narrow in scope (14).

Price

The cost for a Hilton Honors Aspire card is significantly more expensive than a World of Hyatt card. There is a \$355 difference.

Place

Both the Hilton Honors Aspire card and the World of Hyatt card are available on their websites. Both websites are easily accessible when you search up the name of the card, making it easy for people of all ages and technological backgrounds to find these cards (14).

Promotion

Both the Hilton Honors Aspire card and the World of Hyatt Card are promoted on the loyalty program’s social media accounts, Reddit in particular, mainly referencing the points and rewards systems the cards provide customers with (5).

10: [https://creditcard.hilton.com/d/hilton-aspire-credit-card/?utm\\_mcid=&utm\\_source=google&utm\\_medium=cpc&utm\\_term=%2Bamerican%20%2Bexpress%20%2Baspire&utm\\_cmpid=18566089844&utm\\_adgid=147470127772&utm\\_tgtid=kwd-1211485129411&utm\\_mt=p&utm\\_adid=677529760514&utm\\_dvc=c&utm\\_ntwk=g&utm\\_plcmnt=&utm\\_locphysid=9018944&utm\\_locintid=&utm\\_feeditemid=&utm\\_devicemdl=&utm\\_plcmnttgt=&utm\\_ltpcid=CjwKCAiAvdCrBhBREiwAX6-6UiguKRxBcRj-y7uDgmc1JVEyODr7jGNCRgOj\\_eC6Rc6LL3wDSkgq1RoC1vAQAvD\\_BwE&utm\\_programname=cchc&gclid=CjwKCAiAvdCrBhBREiwAX6-6UiguKRxBcRj-y7uDgmc1JVEyODr7jGNCRgOj\\_eC6Rc6LL3wDSkgq1RoC1vAQAvD\\_Bw](https://creditcard.hilton.com/d/hilton-aspire-credit-card/?utm_mcid=&utm_source=google&utm_medium=cpc&utm_term=%2Bamerican%20%2Bexpress%20%2Baspire&utm_cmpid=18566089844&utm_adgid=147470127772&utm_tgtid=kwd-1211485129411&utm_mt=p&utm_adid=677529760514&utm_dvc=c&utm_ntwk=g&utm_plcmnt=&utm_locphysid=9018944&utm_locintid=&utm_feeditemid=&utm_devicemdl=&utm_plcmnttgt=&utm_ltpcid=CjwKCAiAvdCrBhBREiwAX6-6UiguKRxBcRj-y7uDgmc1JVEyODr7jGNCRgOj_eC6Rc6LL3wDSkgq1RoC1vAQAvD_BwE&utm_programname=cchc&gclid=CjwKCAiAvdCrBhBREiwAX6-6UiguKRxBcRj-y7uDgmc1JVEyODr7jGNCRgOj_eC6Rc6LL3wDSkgq1RoC1vAQAvD_Bw)

11: <https://world.hyatt.com/content/gp/en/rewards/hyatt-credit-card.html>

12: <https://www.nerdwallet.com/reviews/credit-cards/hilton-honors-aspire>

13: <https://www.nerdwallet.com/reviews/credit-cards/world-of-hyatt>

14: <https://thepointsguy.com/credit-cards/hotel/hilton-surpass-vs-world-of-hyatt-card/>

5. MRI- Simmons Insights 2021



Founded in 1927, Marriott International is the world's largest and most global lodging company (15). It offers a diverse range of lodging options to cater to travelers with varying needs. Marriott encompasses numerous brands, each categorized into different tiers. The portfolio includes luxury brands such as Edition and W Hotels, premium brands like J.W. Marriott, Westin and Autograph Collection, as well as select brands such as Aloft. Marriott also offers brands tailored for extended stays and all-inclusive resorts (16).

Marriott has five core values instrumental to its success. At the heart of Marriott's values is a commitment to "Put People First." The core idea is that treating their customers well is the premise that leads to long-term success. The second value is to pursue excellence. They pay attention to details and make sure that every aspect of the guest experience is of the highest quality, The third one is to embrace change. Marriott continuously innovates to fulfill customers' evolving needs. The next value is to act with integrity, which builds trust and adheres to business ethics. The last value is to “Serve Our World”. They take initiatives to save energy and reduce waste in order to build a more sustainable environment (17).

Loyalty Program

Marriott Bonvoy currently stands as the world's largest travel loyalty program, boasting over 173 million members and continuously growing (18). Bonvoy members enjoy a wide range of benefits by redeeming points they earned with every amount of their transaction.

Credit Card

The Marriott Boundless card is a financial product offered in collaboration between Marriott Bonvoy and Chase Bank. Cardholders can accumulate points through eligible purchases they make with the card (19).

Earning Rewards	<ul style="list-style-type: none"><li>• Earn up to 17X total points for every \$1 spent at hotels participating in Marriott Bonvoy<ul style="list-style-type: none"><li>◦ Earn 6X points with the Boundless card</li><li>◦ Earn up to 10X points from Marriott Bonvoy for being a loyalty member</li><li>◦ Earn up to 1X points from Marriott Bonvoy with Silver Elite Status</li></ul></li><li>• 3X Bonvoy points per \$1 spent on grocery stores, gas stations, and dining on the first \$6,000</li><li>• 2X Bonvoy points for every \$1 on all other purchases.</li></ul>
Welcome Offer	3 free night awards (each night valued up to 50,000 points) after spending \$3,000 on purchases in the first 3 months from account opening
Built-in Benefits	<ul style="list-style-type: none"><li>• Silver Elite status</li><li>• 15 elite night credits annually</li><li>• 1 additional night after the first year</li><li>• No Foreign Transaction Fees</li><li>• Baggage delay insurance</li><li>• Lost luggage reimbursement</li><li>• Trip delay reimbursement</li><li>• Purchase protection</li></ul>

Fee	\$95 annual fee
Pros	<ul style="list-style-type: none"><li>• Free night certificate every year (valued at 35,000 points)</li><li>• 15 Elite Night Credits per year</li><li>• Automatic Silver Elite status (20)</li></ul>
Cons	<ul style="list-style-type: none"><li>• Stingy earnings structure</li><li>• High APR</li><li>• \$95 annual fee (20)</li></ul>
Analysis	Boundless card offers a valuable welcome bonus, an annual complimentary night, and elite night credits but carries a lower annual fee than most other cards in the Marriott card collection. Redeeming those benefits can almost guarantee that travelers can earn the annual fee back (21). Conversely, travelers who want to optimize their Marriott points and benefits will be well-served by investing in a premium card (20)
Recommendation	The Boundless card is ideal for travelers who prefer simplicity but are not necessarily Marriott loyalists (20)

15: <https://www.marriott.com/marriott/aboutmarriott.mi>  
16: <https://www.hotel-development.marriott.com/brands>  
17: <https://www.hotel-development.marriott.com/power-of-marriott/our-story>  
18: <https://www.hotel-development.marriott.com/power-of-marriott#:~:text=Marriott%20Bonvoy%E2%84%A2%20is%20the,sold%20room%20nights%20from%20members>  
19: [https://creditcards.chase.com/a1/marriottbonvoydual/aep?CELL=670L&SPID=H83X&alt\\_cust\\_id=&cookie\\_id=75713804330627908513364340911647278030&mcd=CCOFFER-US-CH-FOCBOT-0513-ACQ\\_FNA\\_3-670L-H83X&rpcCode=0513](https://creditcards.chase.com/a1/marriottbonvoydual/aep?CELL=670L&SPID=H83X&alt_cust_id=&cookie_id=75713804330627908513364340911647278030&mcd=CCOFFER-US-CH-FOCBOT-0513-ACQ_FNA_3-670L-H83X&rpcCode=0513)  
20: <https://www.forbes.com/advisor/credit-cards/reviews/marriott-bonvoy-boundless/>  
21: <https://thepointsguy.com/credit-cards/chase/reviews/marriott-bonvoy-boundless-credit-card-review/>





**Marriott Bonvoy offers a wide variety of hotels**, which allows its cardholders to pick between hotels from The Ritz Carlton and W Hotels to Courtyard and Springhill Suites. This diversity is a strength for Marriott because our primary and secondary consumers will use Marriott hotels for many different circumstances: quick weekend visits, business trips, and traveling home for the holidays to name a few. Marriott's many hotels provide these customers with a range of hotels to fit their varying travel needs for different occasions.



**Marriott Bonvoy's marketing is lacking when it comes to its description of "family travel."** Marriott's family marketing mainly focuses on families with younger kids who still live at home (22). This means that the types of experiences Marriott is promoting are for younger families with younger children. These experiences are also very cookie cutter in the sense that they seem to fit into the idea of what a "typical" family is. This is an issue because today's families are very diverse and dynamic. Marriott fails to consider these psychographic traits and market toward more "grown up" families whose travel go beyond holiday vacations. This family marketing is very exclusive and limiting since it seems to overlook family-travel purposes other than "traditional" family vacations.



**Marriott Bonvoy should seize the opportunity to market toward families** since family dynamics constantly change and evolve over time. This leaves room for Marriott Bonvoy to be a constant in the family's lives that can connect them no matter the occasion. Family travel is more than just vacations, and Marriott Bonvoy should highlight how the Boundless card can make ritual and special-occasion travel as enjoyable as vacation travel. Given this, families (parents and their children) are logical targets for this campaign. As a family-oriented advertising agency, Octopus Ink. is uniquely suited to spearhead this campaign. Furthermore, Simmons data reveals that households making between \$100,000 and \$200,000 per year are between 35 and 52 percent more likely to be Bonvoy members than the average consumer. Households making above \$200,000 annually are twice as likely or greater to be Bonvoy members than the average consumer (5). The \$100,000-\$200,000 annual income bracket demonstrates room for growth that Marriott Bonvoy should focus on.



**Airbnb and Vrbo are Marriotts Bonvoy's main threats** at this time since they are reinventing the vacation experience through rentals. Hotels such as Hilton and Hyatt are competitors to Marriott, but they do not pose the same threat as Airbnb and Vrbo. Since those companies are bringing an entirely different way of traveling into the hotel industry, Marriott needs to simultaneously combat and join the new vacation rental experience.



## PRIMARY AUDIENCE

### Joel and Kate Wells



**Adults ages 45 to 54 years old who annually make \$100,000-\$200,000**

- Joel: Baltimore, MD. 54 years old. Physcatrist.
- Kate: Baltimore, MD. 53 years old. Dermatologist.
- The Wells frequently visit their son, Ray, in Boston and their daughter, Sam, and her wife in Austin.
- The Wells have a second daughter, Blake, still in high school. Next year they are embarking on various college visits around the country with her.
- Once they are empty nesters, the Wells want to accomplish their goal of visiting every state capital before they are 75.

## SECONDARY AUDIENCE

### Ray Wells and Sam Wells-Jones



**Adults ages 25 to 34 years old who annually make \$100,000-\$200,000**

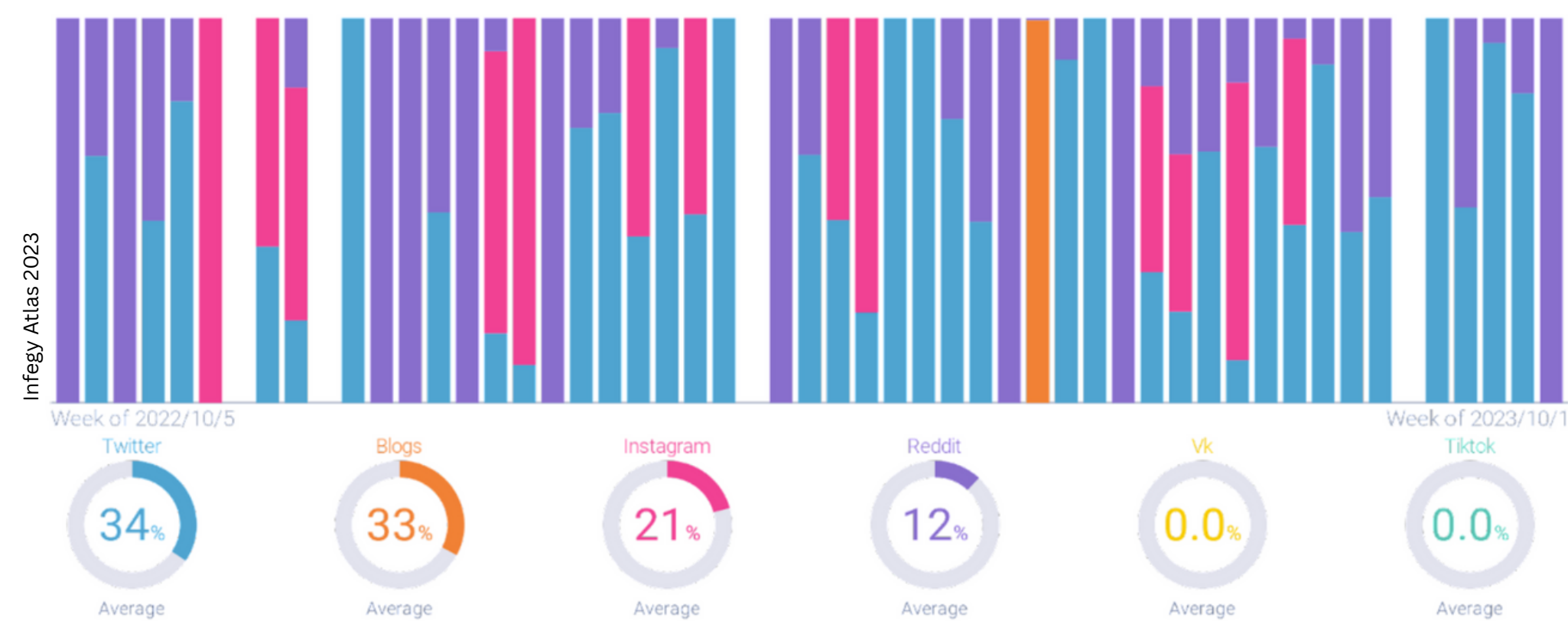
- Ray: Boston, MA. 26. years old. Works in Tech Sales. Ray frequently goes on work trips and travels to Nashville to watch Vanderbilt basketball games with friends since he is a veteran of the team.
- Sam: Austin, TX. 32 years old. Associate Dentist. In the upcoming year, Sam has several bachelorette trips and weddings to attend for her friends that live around the country. Sam and her wife are also hoping to go on a first anniversary trip this year.

It is important to target people like Joel, Kate, Ray and Sam Wells because they are frequent travelers and frequent flyers. Marriott Bonvoy partners with over 30 different airlines, a quality of Marriott Bonvoy that can be attractive to people that fly often when looking for a credit card to buy (23).

The Wells' family dynamic is changing. Blake is off to college soon, Joel and Kate are about to be empty nesters, and Ray and Sam are living their own, busy lives in their respective cities. The Boundless card will help the whole family visit one another and stay connected during this new phase of their lives. People grow up and people move away, but Marriott is “with you for every chapter.”



Current Marriott media usage in reaching our primary consumer demographic

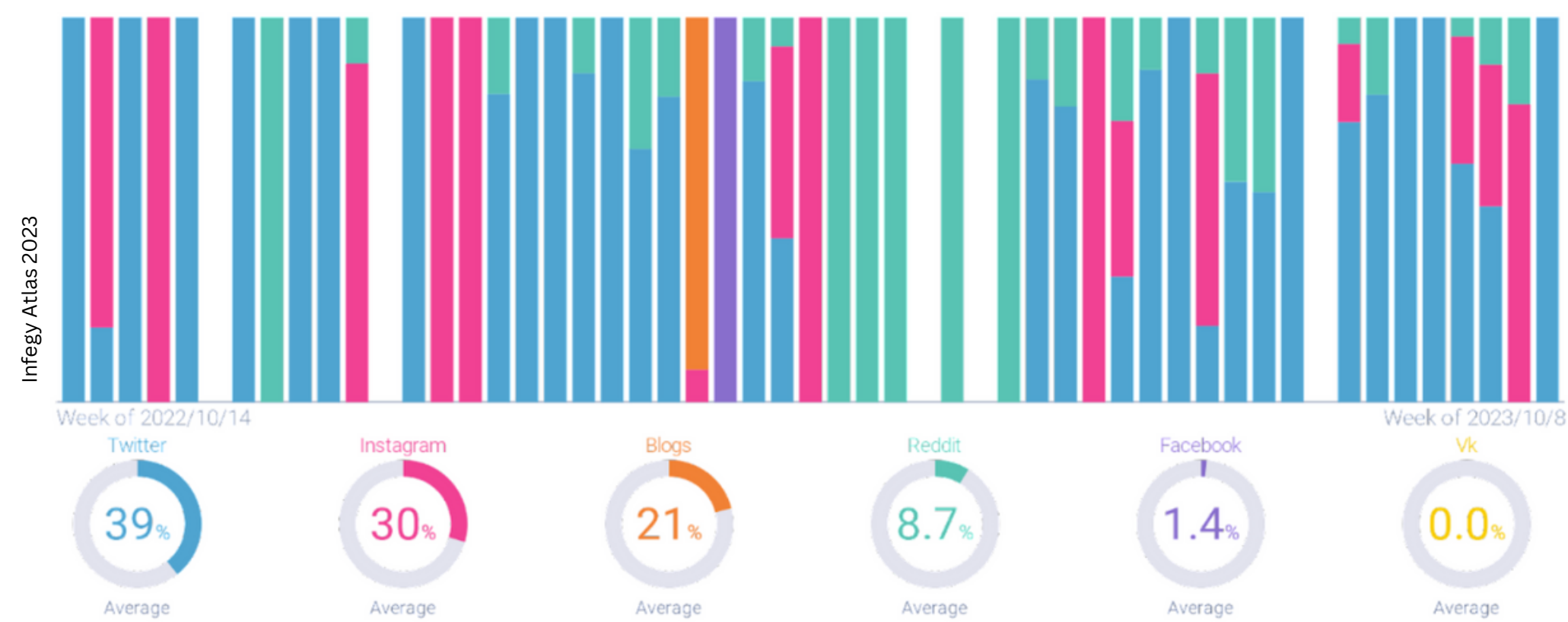


Over the past year, Marriott has primarily used Twitter to reach their primary target market. Marriott also emphasizes using blogs, Instagram and Reddit to promote Marriott Bonvoy (24). The characteristics of our primary target audience include those between the ages of 45 and 54, are employed and make an annual income between \$100,000 and \$200,000. Among our primary target market, the most used social media platforms include Instagram, Facebook and LinkedIn (5). Marriott’s current media usage is somewhat consistent with our primary audiences’ most visited platforms; however, to effectively reach our target audience, we will shift advertising to include Facebook and LinkedIn as well.

Primary target audience specific: ages 45 to 54

People who are between the ages 45 and 54 are 51 percent more likely to frequently use LinkedIn and 16 percent more likely to frequently use Facebook (5).

Current Marriott media usage in reaching our secondary consumer demographic



Marriott uses very similar platforms to reach our secondary target market; however, in the past 12 months, Marriott emphasized using Instagram rather than blogs to reach this target market (24). The characteristics of our secondary target audience include those between the ages of 25 and 35, are employed. Among our secondary target market, the most used social media platforms include Instagram, TikTok, Twitter, Reddit, Snapchat and online blogs (5). The current platforms used by Marriott to reach our secondary audience aren't entirely consistent with the consumers’ most used platforms. We would aim to spread this advertising across Snapchat and TikTok as well to effectively reach this demographic.



Secondary target audience specific: ages 25 to 34

People who are between the ages of 25 and 34 are 43 percent more likely to frequently use Twitter, 103 percent more likely to frequently use Instagram, 60 percent more likely to frequently visit online blogs, 167 percent more likely to frequently use Reddit, 27 percent more likely to frequently visit Snapchat and 29 percent more likely to frequently visit TikTok (5).

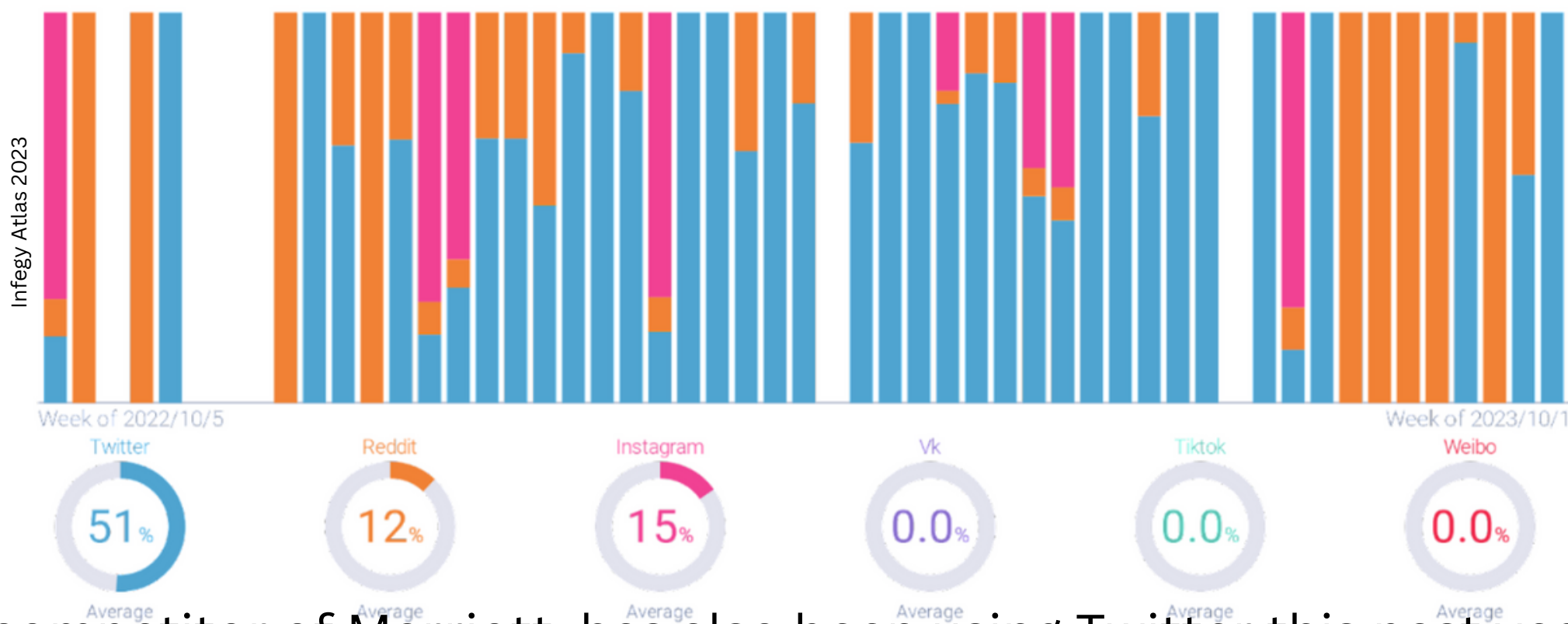
Applies to both target audiences: employed

People who are employed are 24 percent more likely to frequently use Twitter, 34 percent more likely to frequently use LinkedIn, 24 percent more likely to frequently use Instagram, 42 percent more likely to frequently use Reddit and 17 percent more likely to visit online blogs (5).

Applies to both target audiences: employed, making \$100,000 to \$200,000 annually

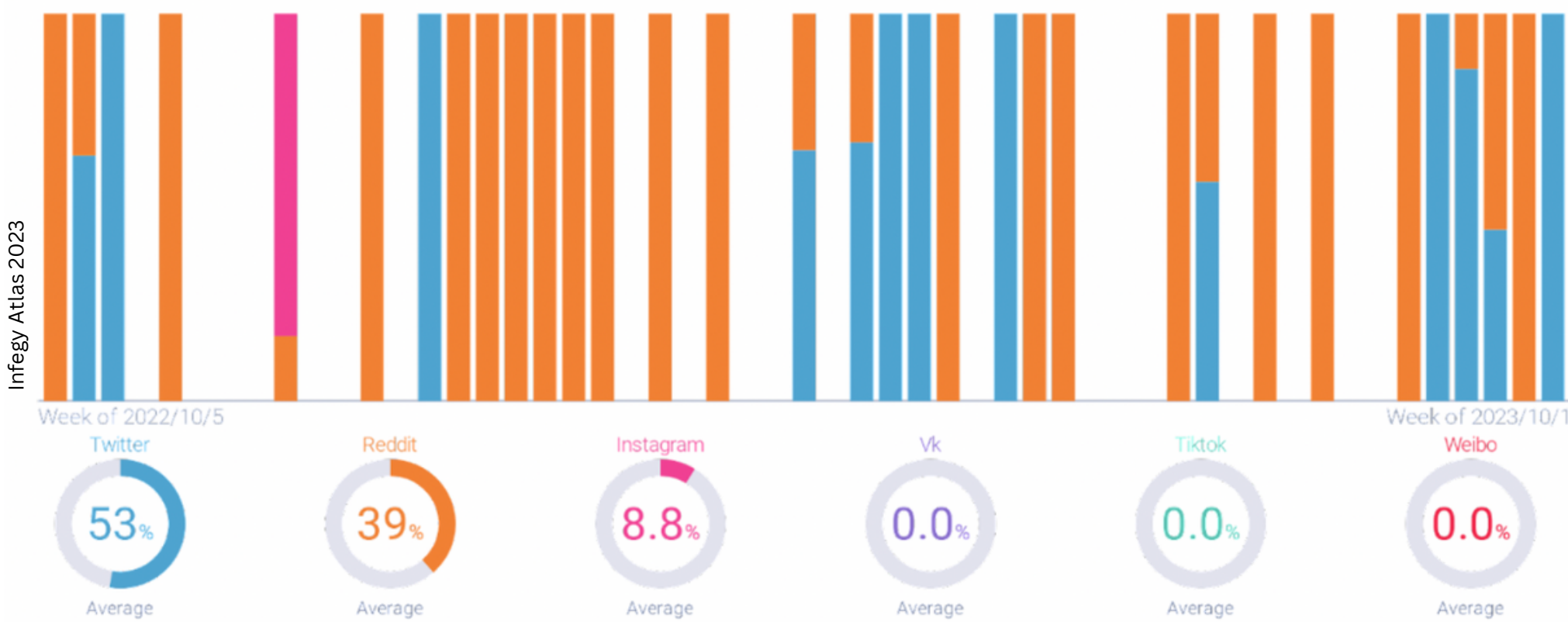
- People who make \$100,000 to 149,999 are 42 percent more likely to frequently use Twitter, 145 percent more likely to frequently use LinkedIn, 16 percent more likely to frequently use Instagram, 55 percent more likely to frequently use Reddit and 56 percent more likely to visit online blogs (5).
- People who make \$150,000 to 199,999 are 99 percent more likely to frequently use Twitter, 479 percent more likely to frequently use LinkedIn, 78 percent more likely to frequently use Instagram, 64 percent more likely to frequently use Reddit and 73 percent more likely to visit online blogs (5).

Current Hilton media usage in reaching its target market (competitor)



Hilton, a main competitor of Marriott, has also been using Twitter this past year to reach their consumers. Hilton focuses their efforts on promoting Hilton Honors primarily through Twitter, where Marriott has spread their media across several platforms (24).

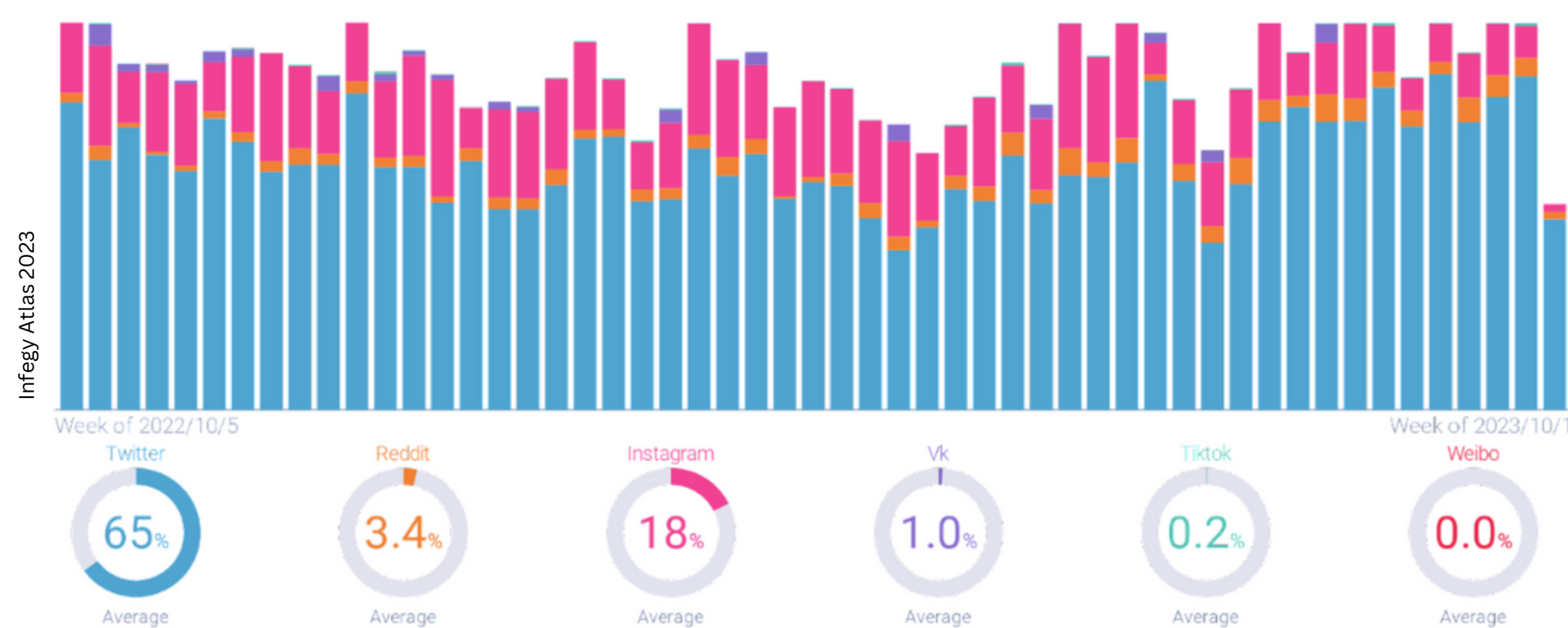
Current Hilton media usage in reaching its target market (competitor)



Like Marriott and Hilton, Hyatt also primarily uses Twitter to reach their consumers. However, Hyatt also has had a high percentage of posts on Reddit within the past year (24).



## Current Airbnb media usage in reaching its target market (threat)



Over the past year, Airbnb has also directed their digital marketing efforts to Twitter, with a slight focus on Instagram as well (24). However, Airbnb is currently cutting its ad spending and investing its money into brand marketing (25).

Overall, Marriott is currently advertising the Boundless credit card to users primarily through Twitter, Instagram, Reddit and online blogs. To effectively reach both primary and secondary audiences, we will shift advertising to include platforms such as LinkedIn, Facebook, Snapchat and TikTok. We will be sure to continuously advertise across these platforms to establish optimal reach and a competitive advantage as many of our competitors only focus on a few platforms.

## ADDITIONAL PLACES TO ADVERTISE

- 1 Good word-of-mouth recommendations are often the most successful promotional tool. Because consumers new to rewards programs may be wary of high interest rates and annual fees, word-of-mouth recommendations will help relieve new customers of this stress by having someone they trust vouch for the Marriott Bonvoy Boundless credit card. As Marriott aims to attract consumers with similar interests to current Bonvoy members, word-of-mouth recommendations will be effective in doing so. Marriott can incorporate this method by partnering with influencers on platforms frequented by our primary and secondary audiences to advertise the Boundless card.
- 2 Interactivity is key for brands hoping to engage their audiences and live video on platforms such as Instagram, Facebook, and TikTok will present opportunities to cater to consumer demand for information. Live selling is currently the most popular advertising method used in China and can lead to billions of dollars of sales in just a day. Many consumers prefer this experience because it's interactive and personal. Marriott can incorporate this advertising method by live streaming and answering any questions consumers may have about the Boundless credit card, or furthermore, offer exclusive promotions during this time to entice potential consumers.
- 3 People who are readers of the Wall Street Journal are 56 percent more likely to be a member of Marriott Bonvoy (5). Marriott should advertise the Boundless card and its limited-time partnerships through this brand to gain the attention of current Marriott Bonvoy members as well as new consumers with similar characteristics to current members.



Please refer to the Public Relations Plan (p. 31) for the stakeholder analysis.

Social Media Report

Marriott’s social media profiles show that consumers are excited about the Bonvoy loyalty program. Instagram (26) comments reveal that promotional sweepstakes and events (like this “one-point drop” (27) with podcast influencers) get people very excited and eager to engage with the brand. However, educating consumers about the policies and methods to accrue points is a challenge. Based on some TikTok comments, people like the destination getaways, but are concerned with the price and how people could possibly accrue a significant amount of points without already being wealthy. People are also confused by sign-up instructions. A challenge that we need to address is making the loyalty program’s benefits more apparent and accessible.

Positive comments:

**overlandeats** Been to 3 of your properties in the last 3 days. All great.

**tatistrips** Ooo I've never heard of this before but looks cool!!

**charming\_confections** Mee, mee, meeee 🧚‍♀️ I got points!!  
🔥😊😊

Negative comments:

**lisadawn86** You took 19,750 points away from me because you have an expiration on them. Stop doing that and maybe I'd book again. Other hotel programs don't expire.

**alliescraveablecookies** 10w  
I can't find anything in the link that explains this??? I'm so confused 😭

**mrsrivas11** I am so sad because I didn't get a chance to join the link before the 13th. I couldn't understand any of the instructions.

Marriott Bonvoy’s various social media accounts mostly rely on the same videos cross-posted across platforms. Marriott utilizes user-generated content, target marketing and celebrity/influencer marketing. Overall, their tone is casual and fun with posts that seek to induce FOMO and highlight the beautiful destinations in the Marriott catalog. Other posts encourage users to accrue points and give tips on how to do so.

In terms of social media reach, Marriott Bonvoy’s Instagram account far exceeds main competitors in terms of follower count, but not necessarily engagement or reach. @Marriottbonvoy currently has 1.6 million followers compared to @Hiltonhonors’ 236,000 and @Hyatt’s 282,000. The average likes on each account’s most recent ten posts are as follows: 7,028.5 (@Marriottbonvoy), 854.5 (@Hiltonhonors) and 18,674.4 (@Hyatt). Marriott’s likes do not reflect Marriott’s follower base that is significantly larger than its competitors. Marriott should focus on creating specific and engaging content for Instagram besides reposting TikToks.

#MarriottBonvoyMoments

The #MarriottBonvoyMoments campaign spans across all of Marriott’s social media accounts and encourages users to flaunt their vacation highlights. Marriott partnered with Manchester United football for the campaign, an example of Marriott’s target marketing at sports fans (28). The brand also promotes local Moments that do not necessarily require travel. For example, a New York City resident would be able to redeem their points for Madison Square Garden concert tickets through the Moments campaign and post about it with the designated hashtag.

26: <https://www.instagram.com/p/Cxqa3B8uy6n/?hl=en>.  
27: <https://moments.marriottbonvoy.com/en-us/one-point-drop?aff=MARWW&affname=1101l80322&co=WW&nt=PH>  
28: <https://www.tiktok.com/@marriottbonvoy/video/7265064378951830830?lang=dk>



Public Opinion & PR Trends

- Travel trends:
  - According to IPoll (29), in September 2023, 58 percent of U.S. adults are canceling or postponing vacations.
  - According to IPoll (30), in August 2023, U.S. adults have mostly positive views of the travel industry.
  - Despite airline prices that are “outpacing inflation” this year (31). 49 percent of travelers intend to travel more in 2023, especially those aged 18 to 26, based on Forbes Advisor survey data (32). In the face of high fares, summer air travel remained strong (33).
- Credit card trends:
  - According to IPoll, given the current high interest rates, 47 percent of U.S. adults are less likely to get a credit card (37 percent were much less likely).

News Media Report

In early July 2023, hotel workers in California went on strike against low wages, but returned to work three days later (34, 35).

Earned and sponsored media show generally positive reviews for the Boundless card. Forbes Advisor rated the card a 4.6/5, saying, “get this card for the perks, not the rewards” (36). Leading travel blog, ThePointsGuy, also recommends the perks of the Boundless card and advises that frequent travelers who prefer Marriott over other hotel chains add the card to their wallet (37).

Much of Marriott’s news coverage centers on the growth of their international brand and new properties abroad. American Banking and Market News (38) wrote that Marriott’s stock is “pointing confidently upwards” as Marriott grows internationally (2023). New properties include sports-themed rooms in South Africa (39), the first Ritz-Carlton on Australia’s Gold Coast (39) and planned properties in Saudi Arabia (40) and Indonesia (41).

Stakeholders

- Marriott company: Given the current PR challenges that Marriott faces, it is imperative that our campaign includes some benefits for our employees to show our appreciation for them.
- Investors: Our campaign seeks to return positive fiscal benefits to our investors.
- Brand partners: Our brand partners, which include A&W, Tiffany & Co. and NCAA March Madness, are seeking a reciprocal relationship with Marriott and exciting, innovative and profitable partnerships.



29: <https://ropercenter-cornell-edu.ezproxy.library.wisc.edu/ipoll/study/31120538/questions#45617936-026a-448a-acc1-cd84d3dcf374>  
30: <https://ropercenter-cornell-edu.ezproxy.library.wisc.edu/ipoll/study/31120521/questions#91760365-ccaa-4ebe-bf7b-78d1b068d93b>  
31: <https://www.cnbc.com/select/airline-ticket-prices-are-up-25-percent-why-and-how-to-save/>  
32: <https://www.forbes.com/advisor/credit-cards/inflation-has-not-deflated-americas-travel-plans-2023/#:~:text=49%25%20of%20Americans%20Plan%20To%20Travel%20More%20in%202023&text=This%20is%20especially%20true%20among,or%20more%20times%20in%202022>  
33: <https://www.npr.org/2023/05/10/1175165533/there-are-concerns-airlines-wont-be-able-to-keep-up-with-busy-summer-travel>  
34: <https://www.cnn.com/2023/06/30/business/la-hotel-strike/index.html>  
35: <https://www.latimes.com/business/story/2023-07-05/la-hotel-workers-strike-pause-after-4th-of-july-march>  
36: <https://www.forbes.com/advisor/credit-cards/reviews/marriott-bonvoy-boundless/>  
37: <https://thepointsguy.com/news/marriott-bonvoy-current-offers/>  
38: Lexis Nexis 2023  
39: Dow Jones Factiva 2023  
40: <https://news.marriott.com/news/2023/09/25/marriott-international-signs-agreement-to-open-two-luxury-properties-in-trojena-the-mountains-of-neom>  
41: <https://news.marriott.com/news/2023/09/13/marriott-international-signs-agreement-with-pt-pakuwon-jati-tbk-to-build-three-properties-in-indonesias-new-capital-city>



## Marriott Bonvoy’s Message

Marriott Bonvoy effectively utilizes social media to showcase real travelers’ experiences in extraordinary locations worldwide. The brand's messaging often highlights the benefits of earning points, positioning Marriott Bonvoy as a pathway to more affordable travel. Their strategy is compelling as it suggests that staying with Marriott offers customers rewarding perks and unique adventures.

## Success Metrics

A comprehensive study analyzed 517 paid social ads over 60 days, focusing on the paid share-of-voice (SOV). Marriott won with 93 percent paid SOV, outperforming competitors like Hilton (5%) and Hyatt (0 percent) (42).

## Notable Past Marketing Campaigns

The “Where Can We Take You?” campaign shows the various places Marriott can take you. The campaign underscores the transformative power of travel, positioning it as a pathway to growth and a solution to narrow-minded thinking (43).

The “30 Stays, 300 Days” TikTok Competition invited three creators to become official correspondents and experience ten unique stays at various Marriott properties over 300 days. The selected individuals shared their travel experience on Marriott Bonvoy's official TikTok account, highlighting member benefits. The campaign demonstrated the power of travel through engaging social media storytelling, drawing much attention to Marriott Bonvoy (44).

## Point System

Marriott Bonvoy’s social media emphasizes its Boundless credit card by posting content about the unique opportunities members can book with points. Many bonus point promotions encourage members to use their cards more. For example, you get an additional 3,000 bonus points for every three brands you try. This deal encourages members to use their cards to get points and brings attention to partnering brands (45).



## Commercial Campaigns

The “Here Anthem” commercial showcases the various places Marriott can take you through the perspective of one girl. This idea creates a personal connection and reflects deeper values in traveling and experiencing new cultures, foods, and local lifestyles. (46) Similarly, there is a commercial entirely about how Marriott connects customers with new cuisines and highlights the profound connection to history that travel provides. It states, “Expand Your Palate, Expand Your World” (47). An ad also emphasizes racial inclusivity and experiences for women of color, aligning with the company’s support for diverse experiences and less biases through travel (48).

42: <https://hotelbusiness.com/study-marriott-leads-competitors-on-social-media-ad-spend/>  
43: <https://www.travelweekly.com/Travel-News/Hotel-News/Marriott-marketing-push>  
44: <https://30stays300days.marriott.com>  
45: <https://www.tiktok.com/@marriottbonvoy?t=8i2wA1NjDha&r=1>  
46: <https://www.youtube.com/watch?v=5c9RVGIUKDM>  
47: <https://www.ispot.tv/ad/1eei/chase-marriott-bonvoy-boundless-card-food>  
48: <https://www.ispot.tv/ad/1eeu/chase-marriott-bonvoy-boundless-card-surfing>




## Comparative Analysis


## Know If You're Approved for a Card with No Impact to Your Credit Score

If you're approved and you choose to accept a Card, your credit score may be impacted.


This application process is not available for Business Cards.



Hilton Honors American Express Card



Hilton Honors American Express Surpass® Card



Hilton Honors American Express Aspire Card

**APPLY WITH CONFIDENCE**

**Reward Yourself with a Getaway**

**LIMITED TIME OFFER**

Earn ~~150,000~~ **180,000** Hilton Honors Bonus Points<sup>‡</sup> after you spend \$6,000 in purchases on the Hilton Honors American Express Card in the first 6 months of Card Membership.<sup>†</sup> Offer Ends 1/17/2024.

Annual Fee \$550<sup>‡</sup>

<sup>††</sup>Offer & Benefit Terms <sup>‡</sup>Rates & Fees

20.99% to 29.99% variable APR on purchases.<sup>‡</sup>

**14X** Earn 14X Hilton Honors Bonus Points

per \$1 of eligible

**7X** Hilton Honors Bonus Points

for eligible purchases: on flights booked

**3X** Hilton Honors Bonus Points

for other purchases on your Card.<sup>‡</sup>

Hilton's TikTok presence is less robust than Marriott's, and there is no specific TikTok account for Hilton Aspire. The Hilton TikTok focuses less on personal travel experiences and more on celebrity partnerships and company collaborations. When searching “Hilton Aspire” online, the results are very logistically about the credit card and less about the experiences. Hilton’s website highlights its card perks but lacks clarity in differentiating between card options, possibly leading to customer confusion. The website is busy, and there are many wordy elements (49).


Additionally, Marriott's website clearly differentiates between card options and includes a section to help customers choose the best card based on their location and needs (50).

**More choices in more places**

Find the card that's right for you in your region.

Country	Available Cards
Canada - English	Marriott Bonvoy® American Express® Card
Canada - French	Marriott Bonvoy® American Express® Card
United Kingdom	Marriott Bonvoy® American Express® Card
Japan	Marriott Bonvoy® American Express® Card
United Arab Emirates	CITIC Marriott Bonvoy® World Mastercard® from Emirates NBD
Mexico	Marriott Bonvoy® Banorte™ Credit Card from Mastercard®
South Korea	Marriott Bonvoy® Shinhan Card
China	CITIC Marriott Bonvoy® Credit Cards
Saudi Arabia (KSA)	Marriott Bonvoy® American Express® Credit Card
India	Marriott Bonvoy® HDFC Bank Credit Card
Qatar	Marriott Bonvoy® QIB Credit Cards

# Marriott Bonvoy Bold® Card from Chase



**30,000 Bonus Points**

After you spend \$2,000 on eligible purchases within the first 3 months from account opening with your Marriott Bonvoy Bold credit card.

No Annual Fee. [Rates & Terms](#)

[Learn More](#)

**Earn Unlimited Points**

**3x** Earn 3 Marriott Bonvoy® points for every \$1 spent at hotels participating in Marriott Bonvoy®.

**2x** Earn 2 Marriott Bonvoy® points for every \$1 spent on other travel purchases.


**1x** Earn 1 Marriott Bonvoy® points for every \$1 spent on all other purchases.

**Additional Benefits**

**15 Elite Night Credits**

Each calendar year you can receive 15 Elite Night Credits towards the next level of Marriott Bonvoy Elite status. Limitations apply per Marriott Bonvoy member account. Terms apply.

# Marriott Bonvoy Bivy™ American Express® Card



**Earn 85,000 Bonus Points**

After you open your new Card to make \$1,000 in purchases within the first 6 months of Card Membership.

\$50 Annual Fee. [Rates & Fees](#)

[Learn More](#)

**APPLY WITH CONFIDENCE**

Know if you're approved with no impact to your credit score. If you're approved and choose to accept this card, your credit score might be impacted.

**Accelerate Your Rewards**

**6x** Earn 6 Marriott Bonvoy® points for each dollar of eligible purchases at hotels participating in Marriott Bonvoy®.<sup>1</sup>

**4x** Earn 4 Marriott Bonvoy® points for each dollar of eligible purchases at restaurants worldwide, and U.S. supermarkets (up to \$15,000 in combined purchases at restaurants and U.S. supermarkets per calendar year, then 2X points). Terms apply.<sup>2</sup>

**2x** Earn 2 Marriott Bonvoy® points on all other eligible purchases.<sup>3</sup>

**Additional Benefits**

**1,000 Bonus Points Per Stay**

Earn 1,000 Marriott Bonvoy® bonus points per paid eligible stay booked directly with Marriott for properties participating in Marriott Bonvoy. Terms apply.

**Complimentary Marriott Bonvoy Gold Elite Status**

Enjoy complimentary Marriott Bonvoy Gold Elite Status with your Card. Earn 25% more points on every eligible hotel purchase, including room rate and other incentives that can be charged to your room, such as dining and spa. Gold Elite status benefits are only available when booked with Qualifying Rates.<sup>4</sup>

**1 Free Night Award**


Earn 1 Free Night Award after spending \$15,000 on eligible purchases on your Marriott Bonvoy Bivy™ American Express® Card in a calendar year. Award can be used for one night (minimum length of stay under 50,000 Marriott Bonvoy points) at hotels participating in Marriott Bonvoy. Certain hotels have "restrict fees".<sup>5</sup>

**15 Elite Night Credits**

Each calendar year you can receive 15 Elite Night Credits towards the next level of Marriott Bonvoy Elite® status. Limitations apply per Marriott Bonvoy member account. Benefit is not exclusive to Cards offered by American Express. Terms apply.<sup>1</sup>

<sup>1</sup> Offer. <sup>2</sup> Benefits Terms

# Marriott Bonvoy Brilliant® American Express® Card



**Earn 95,000 Bonus Points**

After you open your new Card to make \$1,000 in purchases within the first 6 months of Card Membership.<sup>1</sup>

**APPLY WITH CONFIDENCE**

Know if you're approved with no impact to your credit score. If you're approved and choose to accept this card, your credit score might be impacted.

**Accelerate Your Rewards**

**6x** Earn 6 Marriott Bonvoy® points for each dollar of eligible purchases at hotels participating in Marriott Bonvoy®.<sup>1</sup>

**3x** Earn 3 Marriott Bonvoy® points for each dollar of eligible purchases at restaurants worldwide and on flights booked directly with airlines.<sup>2</sup>

**2x** Earn 2 Marriott Bonvoy® points on all other eligible purchases.<sup>3</sup>

**Additional Benefits**

**\$300 Instant Credit**

Each calendar year, get up to \$300 (or \$25 per month) in statement credits on eligible purchases made on the Marriott Bonvoy Brilliant® American Express® Card at restaurants worldwide.<sup>4</sup>

49: [https://creditcard.hilton.com/d/hilton-aspire-credit-card/?utm\\_mcid=&utm\\_source=google&utm\\_medium=coc&utm\\_term=%2Bhilton%20%2Baspire&utm\\_cmpid=18566089844&utm\\_adgid=141840568549&utm\\_tetid=kwd-](https://creditcard.hilton.com/d/hilton-aspire-credit-card/?utm_mcid=&utm_source=google&utm_medium=coc&utm_term=%2Bhilton%20%2Baspire&utm_cmpid=18566089844&utm_adgid=141840568549&utm_tetid=kwd-)

121148513871&utm\_mt=p&utm\_adid=677529760520&utm\_dvc=c&utm\_ntwk=g&utm\_plcmnt=&utm\_locphysid=9018948&utm\_locintid=&utm\_feeditemid=&utm\_devicemdl=&utm\_plcmnttgt=&utm\_ltpcid=CjwKCAIAvdCrBhBREiwaX6-

6UhCUH1F2zwzJlU3YpfBBEBsnFnBngPMYxTlygHHuCpx\_S5tsvP08RoCRblQAvD\_BwE

6UhCUH1F2zwzJlU3YpfBBESnFnBngPMyaXtL  
50: <https://www.marriott.com/credit-cards.mi>



# KEY ISSUES AND IMPLICATIONS

Marriott Bonvoy's primary weakness is its poor marketing for family travel. However, Marriott Bonvoy does have other issues that are more specific and current. Fortunately, these issues can be resolved with the use of the Boundless card.



## Airbnb and Vrbo as threats

**Issue:** During Covid-19 when hotels were closed, many people were still able to use Airbnb and Vrbo as vacation rentals during a time where travel was limited, bringing a lot of businesses to those entities and away from traditional hotels (7).

**Implication:** "Homes & Villas by Marriott," is a positive way to re-reach audiences that shifted to vacation rentals instead of hotels during the pandemic. The Boundless card is a great purchase for travelers who prefer the experience of staying in a vacation rental because they can get the benefits of a hotel credit card while getting the rental-travel experience they desire.

## Workers' strike is a public relations concern

**Issue:** Marriott workers in Los Angeles went on strike in July 2023 over low wages and a lack of benefits, shining a negative light on Marriott and how it treats its employees (9).

**Implication:** Marriott Bonvoy needs to find a way to give back to Marriott employees, perhaps creating a system where cardholders can use points to tip their room staff at checkout.



7: <https://www.nerdwallet.com/article/travel/airbnb-vs-vrbo-which-is-better-for-travelers>

9: <https://www.latimes.com/business/story/2023-07-05/la-hotel-workers-strike-pause-after-4th-of-july-march>





# CAMPAIGN STRATEGY





## OBJECTIVE

- **Increase the amount of people activating the Marriott Bonvoy Boundless Credit Card** by 3 percent at the end of the year-long campaign.
- **Increase the level of comprehension of the credit card** among families and individuals with a \$100,000-\$200,000 yearly income by 5 percent at the end of the year-long campaign. Comprehension will be measured by looking at data from Google searches and advertising impressions, along with sending out comprehension surveys about the card to people that appeared in the Google search and advertising impression results.
- Emphasize **feelings of support, reliability and connectedness** among users and promote the campaign's tagline: "With You for Every Chapter."

## TARGET CONSUMERS

- Primary Consumer: adults ages 45 to 54
- Secondary Consumer: young adults ages 25 to 34
- Target Household Income Group(s): \$100,000-\$200,000 for both the target and secondary consumers

Reaching these audiences with this income is the best way to promote Marriott Bonvoy and the Boundless card because our tagline "With You for Every Chapter" appeals to people that are experiencing a lot of change. Parents who are experiencing life without their children at home and young adults who are starting new jobs, meeting new people and moving to new places will appreciate the Boundless card's sense of family and familiarity.

## COMPETITIVE ADVANTAGES

Marriott's main competitive advantage is that it has impressive incentives, benefits and sign-on rewards through its Marriott Bonvoy and Boundless card.

- **3 Free Nights:** Marriott provides a welcome offer of three free nights (20) which will be appealing to this strategy's target and secondary consumers since excursions such as a weekend visit to see their children or a quick business trip for work might only be as long as 3 days. In other words, cardholders' first trip as members could potentially be entirely free if they join Marriott Bonvoy.
- **Marriott Moments:** Being a Bonvoy member allows cardholders to redeem points on Marriott Bonvoy Moments, which are special experiences that don't necessarily require travel. Posting to social media about Moments is a way for cardholders to promote Marriott. In turn, Marriott will provide cardholders that post to Moments with reward points, a unique benefit of the Marriott Bonvoy and the Boundless card that can be seen as a competitive advantage against other hotel credit cards (27).
- **Marriott's Elite Statuses:** The more you stay at Marriott, the higher your status becomes. Each status level provides members with different, unique benefits. Statuses vary from Silver and Gold Elite to Platinum, Titanium and Ambassador Elite. This is a great incentive for frequent travelers who become cardholders (20).



- **Valuable welcome offer:** Three free night awards (each night valued up to 50,000 points) after you spend \$3,000 on purchases in your first 3 months from your account opening (20). This irresistible welcome incentive stands out as the most rewarding offer in the credit card market, appealing to many new cardholders who plan to travel at least once a year.
- **Family-friendly and lifelong value:** The Boundless card is designed to benefit the entire family who loves to travel. Parents can travel with their children for various occasions, from sports training tournaments to college move-ins and commencements. As young adults grow and enter the early stages of their careers, they can use their points for personal or business travel. When children leave home, their parents can continue to enjoy the perks of the Boundless card, redeeming points for vacations with their partners and experiencing a wide range of activities through Moments. Life is ever-changing, and parents and children will evolve, but with Marriott, travelers can count on consistency and a sense of belonging for every chapter of their journey.

## POSITIONING

### Current positioning:

- **Mid-tier hotel credit card:** The Boundless card is positioned as the premier choice among mid-tier hotel credit cards (20).
- **Preferred choice for business travelers:** The Boundless card is the go-to option for savvy business travelers, offering practical perks such as free nights, making it a popular choice (20).
- **Preferred choice for international travelers:** No foreign transaction fee, transferable points to airline partners and all other travel protection make the Boundless card a good choice whether domestically or abroad (20).



### Desired positioning:

- **A card that values your life experience:** Marriott Bonvoy offers a world of experiences through Moments, spanning lifestyle, arts, culinary, sports and entertainment. Cardholders can participate in these enriching activities by redeeming Marriott Bonvoy points. Points are therefore transferable to experience. This expansion of Marriott's brand image from a mere lodging company to a symbol of high-quality and diverse lifestyles is at the core of its vision. Every transaction made with the Boundless card not only accumulates points for hotel stays but also nurtures individual interests beyond just accommodations (27).
- **A long-lasting card that stays with you for every chapter:** Every chapter of life is worth celebrating. The Boundless card is a fantastic offer for families, targeting members at every chapter of their lives. People at different life stages have varying travel needs, and the Boundless card can cater to them all. This one card can provide parents and children with consistent benefits, allowing them to spend quality time together and individually.



## Current Personality

Luxury, Exclusivity and Comfort

- Marriott Bonvoy is currently branded around traveling in luxury and hotel stays that provide a sense of great comfort and extravagant living (50).
- Ensures cleanliness and fine facilities like pools, gyms and complimentary breakfasts that Airbnb cannot (50).

## Desired Personality

Longitudinal, Invigorating and Rewarding

- Focusing on families and their ever-changing lives: children traveling for sports, children leaving for college, children getting married, parents becoming empty-nesters.
- Providing valuable experiences that are not easily accessible.

# PRODUCT BRANDINGS

## Longitudinal

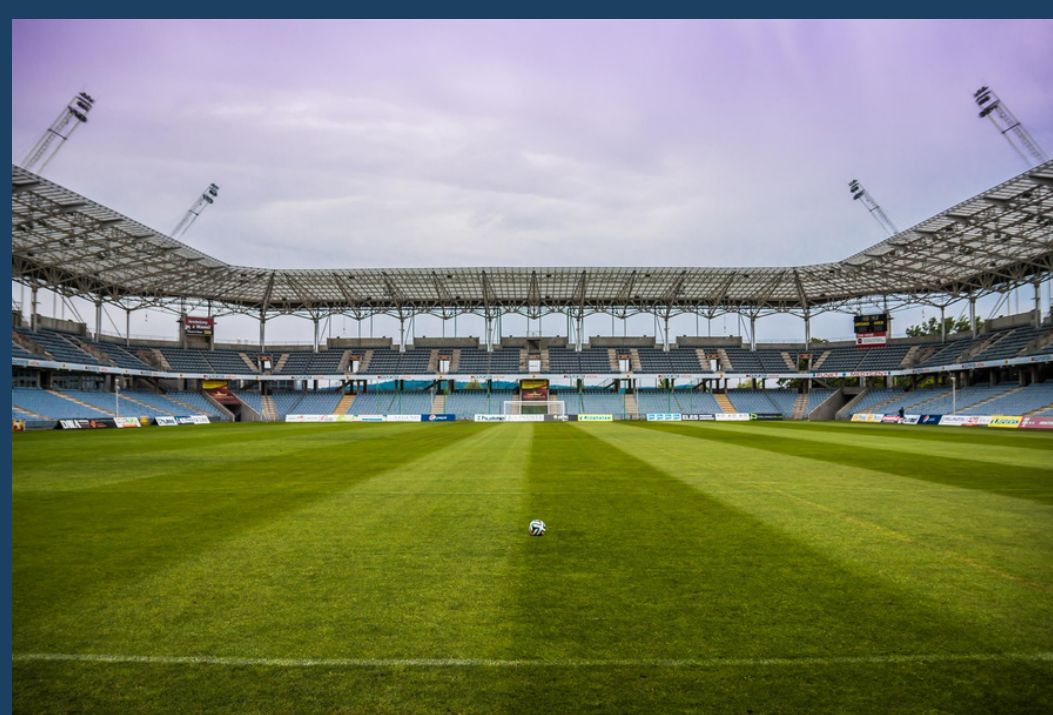
- Marriott provides many opportunities for all ranges of people from all chapters of life, with the ability to use points gained from past stays and purchases, saving people money in the long run. Marriott offers a multi-generational appeal, catering to the needs of both young adults (ages 25 to 34) and adults (ages 45 to 54). We also appeal to different kinds of parents, including parents who want to travel for leisure, business, or even to visit kids at their college. Marriott's partnership with Tiffany & Co. represents the timelessness of the card and the availability of Marriott support through any chapter of life: "Diamonds are forever, like the memories made with Marriott Bonvoy."

## Invigorating

- Marriott appeals to the emotional side of parents with children in college, giving them the excitement to travel and use their cards to enhance their experiences. Now that their kids have left home, Marriott explores the idea of traveling without the stress of children but also offers alternatives for parents who want to visit their kids at their university. Marriott understands the need for parents to check-up on their blossoming kids, and as your lifelong partners, Marriott is here to make your travels to visit them painless and luxurious. There are many benefits that cardholders can enjoy by redeeming their points, not just used for accommodation but also for enhancing life experience and expanding their interests through joining different types of activities.

## Rewarding

- The Boundless card provides accommodations and other benefits to a traditional hotel experience compared to Airbnb specifically, allowing customers to feel rewarded after earning points through making big purchases, which in turn makes them feel smart.





We plan to have a year-long campaign beginning in January 2024. We will have continuous advertising throughout the entire campaign, but allocate additional funding to emphasize our partnerships in January, March and September. As the majority of individuals in our target audiences are employed, we will aim to advertise in the early morning or evenings to ensure optimal exposure. In regard to location, we will advertise in the largest United State's cities as well as popular college campuses to effectively reach both target consumer groups. **For more detailed information regarding the campaign scope, please see the Media Plan (p. 24).**

## CREATIVE PLAN

### Understanding the Audience

Marriott Bonvoy's latest campaign by Octopus Ink. is directed towards two specific groups: adults ages 45 to 54 and adults 25 to 34. Adults ages 45 to 54 often travel for familial and ritualistic reasons, such as attending family events and gatherings. Adults 25 to 34 often travel for business or personal occasions. The focus of the campaign is to highlight how travel, often perceived as stressful or burdensome, can be transformed into an invigorating and rewarding experience with Marriott Bonvoy Boundless card.

### Big Idea

The core message of the campaign is to communicate that traveling is a rewarding and exciting experience. With the Boundless card, traveling becomes not only enjoyable but inclusive to all chapters of life. The campaign hinges on key concepts like longitudinal, invigorating and rewarding to encapsulate the overall experience of Marriott Bonvoy.

### Why Marriott?

The campaign addresses a growing trend in the hotel and lodging industry: customers have to work for their travel experience. Airbnb asks you to clean your accommodation before leaving, and other hotels offer sub-par rooms for lack cleanliness and luxury. Marriott takes the worry out of traveling and positions itself as a solution to these pain points, offering this type of travel experiences at any price point, enhanced by the perks and rewards of the card. Marriott strives to build trust and credibility from their audience by repeatedly emphasizing their commitment to their customers' best interests. The brand assures customers that Marriott Bonvoy is a partner for life. Our brand tagline states "With You for Every Chapter" and many advertisements surround the idea of the card being a companion for every chapter of life, a longitudinal partner. This message enforces the idea that Marriott is a supporter and wanting to bring real guidance to those who join.

### Call to Action

The campaigns objective is straightforward: to encourage customers to become the Boundless cardholders and put their trust in the Marriott brand. The campaign aims to deepen the understanding and appreciation of Marriott's values among its customers and highlight the amazing benefits that Marriott is happy to provide to its members. The intended emotional response from the audience is one of relaxation, relief, excitement and a sense of being supported through the ups and downs of life. Marriott aims to make customers feel seen and valued, regardless of the nature or occasion of their trip. The campaign seeks to evoke a sense of ease and anticipation for travel, positioning Marriott as a brand that makes every moment a memory.





# MEDIA PLAN





We plan to create a year-long campaign beginning in January 2024 that goes through the end of December 2024. We will use constant advertising throughout the year to maintain awareness of the Marriott Bonvoy Boundless credit card; however, we will additionally incorporate a pulsing strategy to emphasize our three large partnerships. As our campaign focuses on helping families through every chapter of their life, we want to begin the campaign by announcing a partnership with A&W. Marriott first started as a small rootbeer stand and we believe it's important to highlight our growth by announcing our year-long partnership with A&W in January 2024. Our partnership with the NCAA March Madness tournament will represent the second pulse in early March 2024 and help to reach consumers in both our primary and secondary audiences. The third pulse will occur in September 2024 as we reiterate our partnership with Tiffany & Co. The majority of our budget will be allocated to these three months to drive consumer awareness, but we will pursue continuous advertising in all months of the year to ensure Marriott Bonvoy remains present in consumers' minds. Our larger partnerships, March Madness and Tiffany & Co., will be effective in reaching both our target audiences, while also promoting the use of the Marriott Bonvoy credit card through travel and other large purchases. We plan to use a varied media mix to increase comprehension of the Marriott Bonvoy Boundless Credit Card program among our target audiences and additionally expand the overall amount of Marriott Bonvoy members.

## THE APERTURE MOMENT

Marriott acknowledges the difficulty associated with new stages in life and aims to assist its credit card members through this process. Our campaign focuses on families and individuals whose travel purposes change as they grow older. Our research shows that the majority of individuals in both these groups are employed, so we will choose to broadcast commercials during the evening (7:00 p.m. to 12 a.m.) to ensure optimal exposure (5). Additionally, our primary consumer group also tends to watch TV in the early morning (6:00 a.m. to 10 a.m.) so will plan to show video advertisements during this time as well (5). According to our research, people who make \$100,000 to \$200,000 tend to listen to the radio on weekends between 7:00 p.m. and midnight (5). We will reach this demographic by placing all radio advertisements during the evening. Video and radio advertisements during these times will be the most effective in reaching both our primary and secondary audiences throughout their busy lives.

## FREQUENCY AND REACH

Our campaign aims to have a high frequency and a medium reach. As credit cards are a very competitive industry and our campaign involves several aspects and partnerships, we want to ensure we have a high frequency to effectively reach consumers and allow our message to resonate with both target audiences. Additionally, we have narrowly tailored our target market to two primary groups, adults between the ages of 45 and 54 and young adults between the ages of 25 and 34, both employed and earning \$100,000 to \$200,000 annually. These two groups represent a large number of Marriott Bonvoy members and help emphasize a family-orientated message as the primary audience often has children in the secondary group. We have positioned our campaign to reach these specific groups in order to increase the overall number of Marriott Bonvoy members.



We plan to focus our campaign advertisements in large cities throughout the United States in order to drive optimal exposure and awareness by placing billboards that promote our partnership with March Madness. These billboards will be located in the top 50 markets throughout the United States, including cities such as Chicago, Washington D.C., Los Angeles, Dallas, Boston and New York City. We will additionally center advertising in dense college cities, including those in the SEC, ACC and Big Ten to directly reach university students, post-graduates and parents of these individuals who visit their adult children, similar to the Wells family.

## TIMING

Since the majority of individuals within our primary and secondary target audiences are employed, we will aim to advertise in the evening to ensure all users will have the opportunity to view the content. We chose to focus our traditional media budget on evening channels, including the late night network television, the late night spot television, and the evening drive national radio to be able to reach working individuals. Additionally, our research shows that Friday is the most popular day of the week for flights, so we will emphasize our advertisements on Thursday evenings to encourage and remind members to use their Marriott Bonvoy Boundless credit card throughout their trip (51).

## BUDGET

We plan to spend around 7.9 million on impact media to effectively reach our target audiences through advertising at several large events, including the NCAA March Madness tournament, college bowl games, billboards across the top 50 U.S. markets and the Grammy Awards. According to our research, people who watch video advertisements at sports or entertainment events are 82 percent more likely to be a member of Marriott Bonvoy (5). Because of this, we chose to push the majority of our impact media ads during the Grammy Awards and sporting events, specifically college athletics, in order to appeal to both primary and secondary audiences. These types of advertisements are already extremely effective in reaching current Marriott Bonvoy members, and will hopefully attract new consumers within our target audiences. We additionally chose to devote slightly more than \$5.9 million to digital media advertising, primarily focusing on the platforms used by current Marriott Bonvoy members. Based on our research, these sites include Instagram, Twitter, Reddit, LinkedIn and the Wall Street Journal (5). We plan to use our social media advertising to continuously promote the Marriott Bonvoy Boundless credit card on various platforms to ensure consumers are aware and knowledgeable of the product throughout the entire campaign. We chose to spend the remaining amount, nearly \$5.7 million, on traditional media, including television, radio and print advertising. As our campaign is heavily television-focused, we chose to allocate the majority of this budget to various TV channels, with a specific focus on emphasizing our partnerships to consumers in January, March and September.

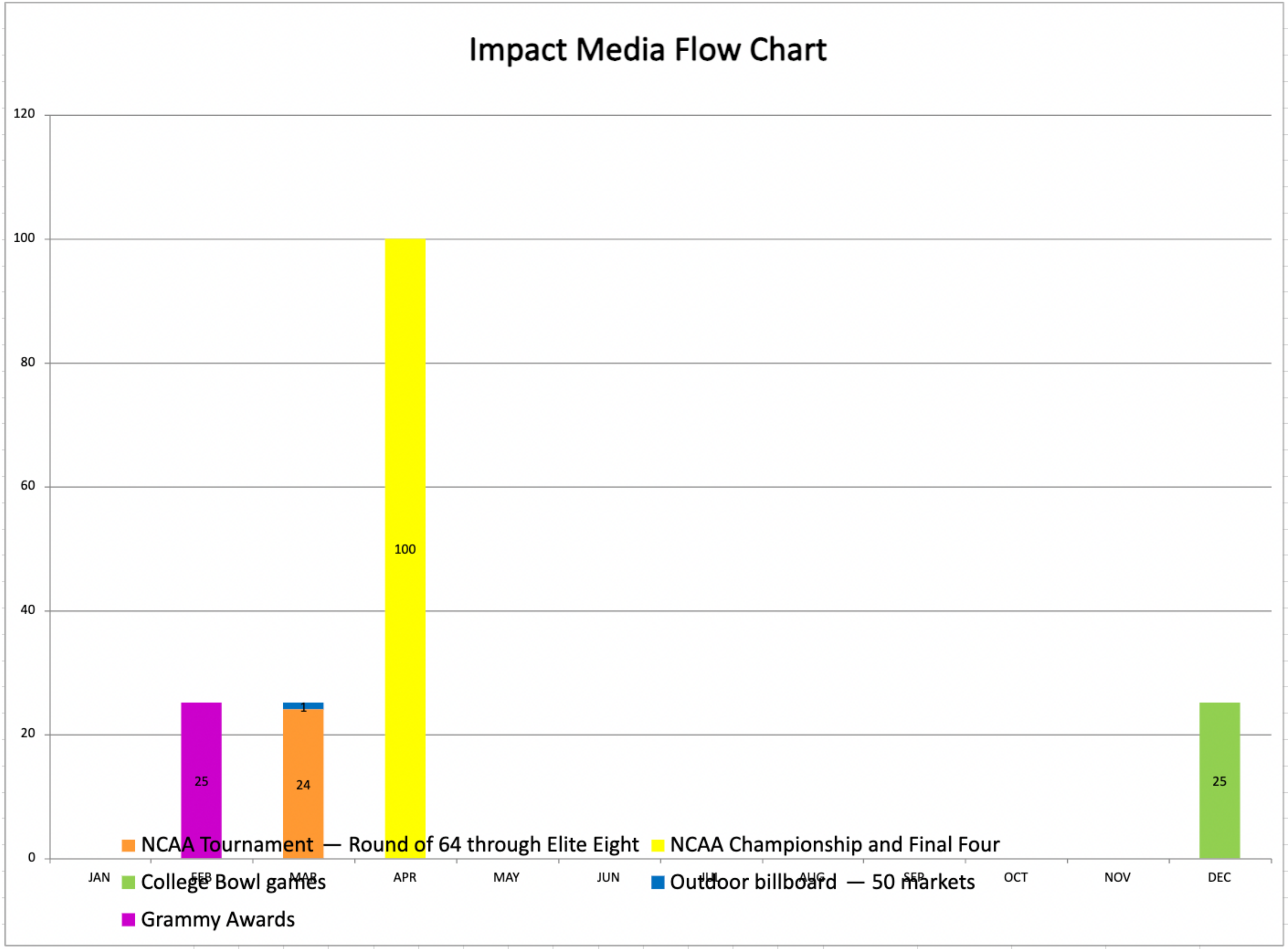
Total Budget	Impact Total	Digital Total	Contingency	Remainder
\$20,000,000.00	\$7,905,676.00	\$5,914,000	\$500,000.00	\$5,680,324.00



IMPACT MEDIA				
MEDIA CATEGORIES	UNIT ALLOC.	COST PER UNIT	\$ ALLOCATION	NOTES
NCAA Tournament — Round of 64 through Elite Eight	24	\$35,674	\$856,176	Appeal to secondary audience (adult children: college and post-graduate individuals) & primary audience (parents of adult children), while also promoting NCAA partnership
NCAA Championship and Final Four	100	\$35,674	\$3,567,400	Appeal to secondary audience & primary audience, while also promoting NCAA partnership
College Bowl games	25	\$35,674	\$891,850	Appeal to both men and women in the primary & secondary audiences
Outdoor billboard — 50 markets	1	\$1,600,000	\$1,600,000	Reach primary audience and increase nation-wide awareness
Grammy Awards	25	\$39,610	\$990,250	Appeal to both men and women in the primary audience
SUM TOTAL			\$7,905,676	

25

IMPACT MEDIA	(in units)													
MEDIA CATEGORIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		TOTAL
CAA Tournament — Round of 64 through Elite Eight			24											24
NCAA Championship and Final Four				100										100
College Bowl games												25		25
Outdoor billboard — 50 markets			1											1
Grammy Awards		25												25
SUM TOTAL	0	25	25	100	0	0	0	0	0	0	0	25		175

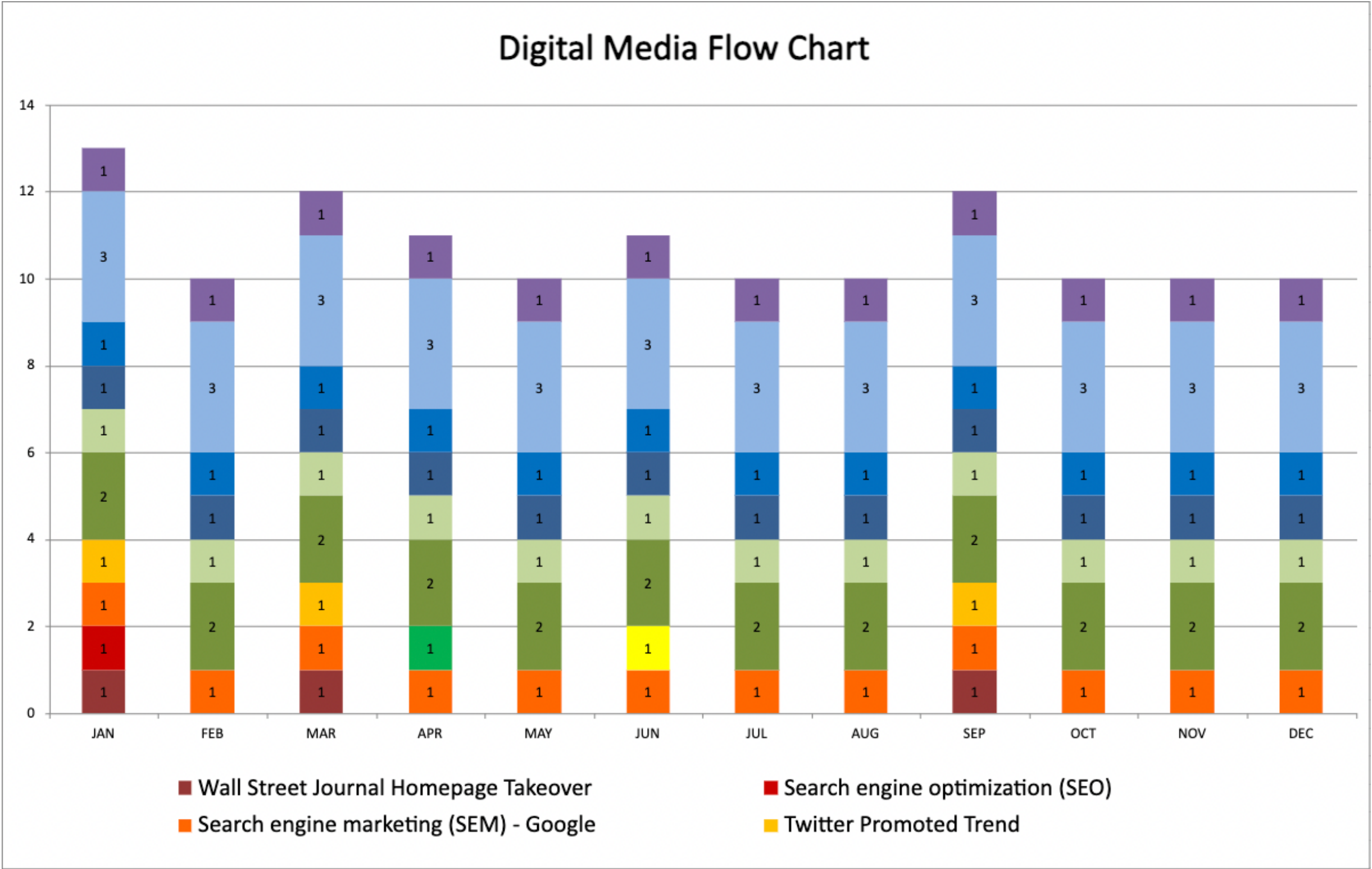




DIGITAL MEDIA - Fixed Cost				
MEDIA CATEGORIES	UNIT ALLOC.	COST PER UNIT	\$ ALLOCATION	NOTES
Wall Street Journal Homepage Takeover	3	\$400,000	\$1,200,000	Advertise our three major partnerships throughout the year (A&W - January, March Madness - March, Tiffany & Co. - September)
Search engine optimization (SEO)	1	\$25,000	\$25,000	Fixed cost to cover the personnel costs of managing SEO for a year
Search engine marketing (SEM) - Google	12	\$50,000	\$600,000	Purchase of 10 keywords per month for a year (Marriott credit card, Marriott Bonvoy, travel credit card, travel benefits, travel deals, credit card, Chase bank credit card, Tiffany & Co., March Madness hotels, family hotels)
Twitter Promoted Trend	3	\$200,000	\$600,000	Promote each partnership (A&W, March Madness, Tiffany & Co.) through trending Twitter content
Buzzfeed Sponsored Article	2	\$20,000	\$40,000	Article titled, "Choose Your Dream Tiffany & Co. Engagement Ring And We'll Tell You Which Marriott Hotel Is Best For Your Honeymoon (& How To Save With Marriott Bonvoy)" on BuzzFeed website
Snapchat Filter	1	\$500,000	\$500,000	Snapchat Filter "Slam Dunk Challenge" for the March Madness championship game
SUM TOTAL			\$2,965,000	

DIGITAL MEDIA - CPM Cost					
MEDIA CATEGORIES	UNIT ALLOC.	CPM	IMPRESSIONS	\$ ALLOCATION	NOTES
ESPN Targeted Banner Ad	24	\$10.00	1,000,000	\$240,000	ESPN targeted banner ads twice a month for a year
Instagram Native Ad	12	\$4.00	1,250,000	\$60,000	Instagram native ads once a month for a year
LinkedIn Targeted Banner Ad	12	\$6.00	1,250,000	\$90,000	LinkedIn targeted banner ads once a month for a year
TikTok Native Ad	12	\$10.00	1,000,000	\$120,000	Tiktok native ads once a month for a year
Twitter Promoted Tweets	36	\$1.30	5,000,000	\$234,000	Promoted Tweets on Twitter three times a month for a year
Reddit Native Ad	12	\$7.00	1,250,000	\$105,000	Reddit native ads once a month for a year
Youtube Unstoppable Video	3	\$20.00	5,000,000	\$300,000	Three Youtube unstoppable videos promoting Marriott's partnerships (A&W - January, NCAA March Madness - March, and Tiffany & Co. - September)
Hulu Streaming Video Ad	12	\$30.00	5,000,000	\$1,800,000	Hulu streaming video ads once a month for a year
SUM TOTAL				\$2,949,000	

DIGITAL MEDIA		(in units)													
MEDIA CATEGORIES		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	
Wall Street Journal Homepage Takeover		1		1						1				3	
Search engine optimization (SEO)		1												1	
Search engine marketing (SEM) - Google		1	1	1	1	1	1	1	1	1	1	1	1	12	
Twitter Promoted Trend		1		1						1				3	
Buzzfeed Sponsored Article							1							1	
Snapchat Filter					1									1	
ESPN Targeted Banner Ad		2	2	2	2	2	2	2	2	2	2	2	2	24	
Instagram Native Ad		1	1	1	1	1	1	1	1	1	1	1	1	12	
LinkedIn Targeted Banner Ad		1	1	1	1	1	1	1	1	1	1	1	1	12	
TikTok Native Ad		1	1	1	1	1	1	1	1	1	1	1	1	12	
Twitter Promoted Tweets		3	3	3	3	3	3	3	3	3	3	3	3	36	
Reddit Native Ad		1	1	1	1	1	1	1	1	1	1	1	1	12	
Youtube Unstoppable Video		1		1						1				3	
Hulu Streaming Video Ad		1	1	1	1	1	1	1	1	1	1	1	1	12	
Fixed Digital Total		4	1	3	2	1	2	1	1	3	1	1	1		
CPM Digital Total		11	10	11	10	10	10	10	10	11	10	10	10		
SUM TOTAL		15	11	14	12	11	12	11	11	14	11	11	11		

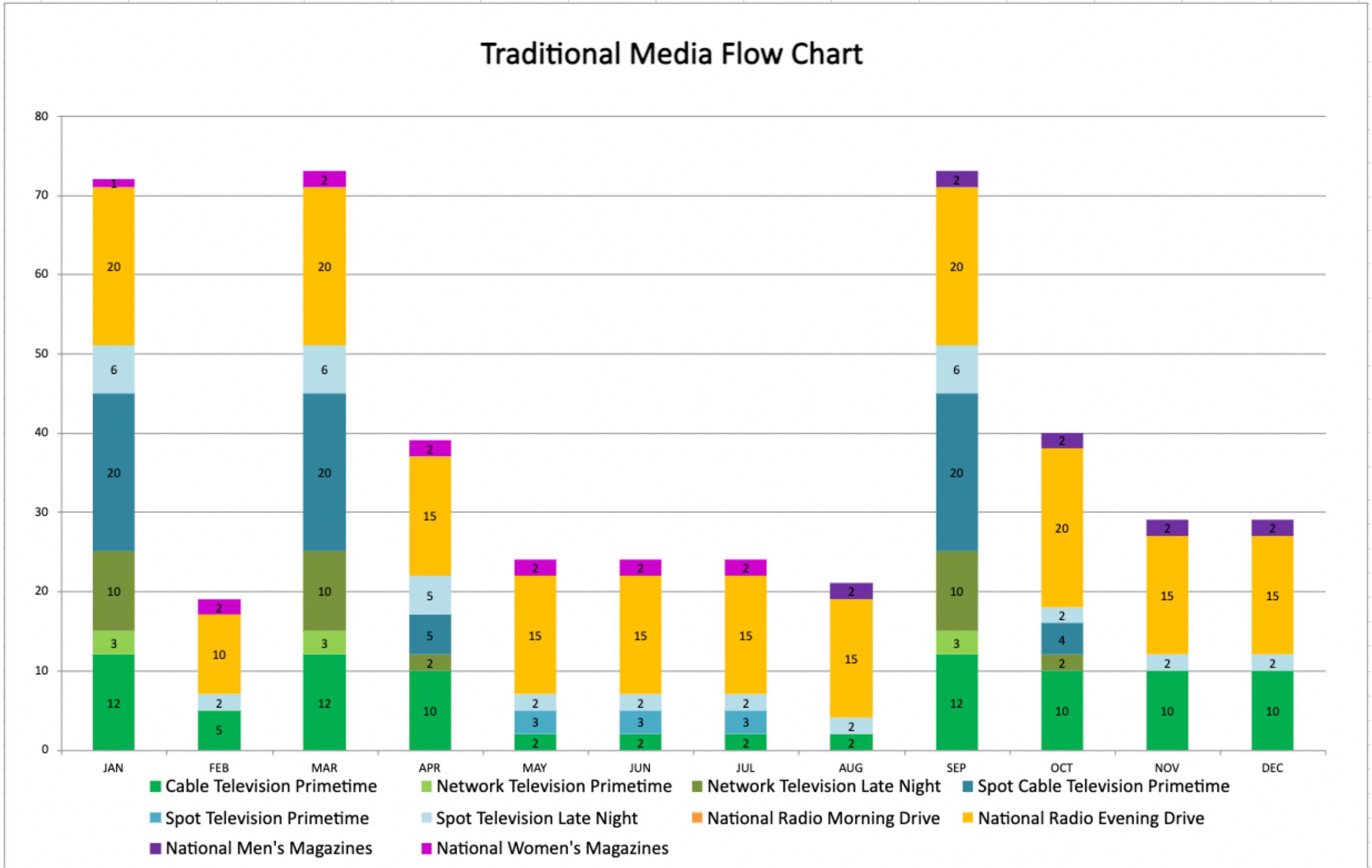


Using the continous advertising method to stay present in consumers’ minds



TRADITIONAL MEDIA (Television, Radio, Print)				
MEDIA CATEGORIES	% ALLOCATION	CPP TOTAL	\$ ALLOCATION	GRPS
Cable Television Primetime	30%	\$19,227	\$1,704,097.20	89
Network Television Primetime	5%	\$33,103	\$284,016.20	9
Network Television Late Night	15%	\$24,776	\$852,048.60	34
National Radio Morning Drive	0%	\$2,913	\$0.00	0
National Radio Evening Drive	10%	\$2,913	\$568,032.40	195
Spot Cable Television Primetime	15%	\$12,324	\$852,048.60	69
Spot Television Primetime	5%	\$32,066	\$284,016.20	9
Spot Television Late Night	10%	\$14,688	\$568,032.40	39
National Men's Magazines	5%	\$28,618	\$284,016.20	10
National Women's Magazines	5%	\$21,240	\$284,016.20	13
	Must = 100%			467
SUM TOTAL			\$5,680,324.00	

TRADITIONAL MEDIA	(in grps)													
MEDIA CATEGORIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		TOTAL
Cable Television Primetime	12	5	12	10	2	2	2	2	12	10	10	10		89
Network Television Primetime	3		3						3					9
Network Television Late Night	10		10	2					10	2				34
Spot Cable Television Primetime	20		20	5					20	4				69
Spot Television Primetime					3	3	3							9
Spot Television Late Night	6	2	6	5	2	2	2	2	6	2	2	2		39
National Radio Morning Drive														0
National Radio Evening Drive	20	10	20	15	15	15	15	15	20	20	15	15		195
National Men's Magazines								2	2	2	2	2		10
National Women's Magazines	1	2	2	2	2	2	2							13
SUM TOTAL	72	19	73	39	24	24	24	21	73	40	29	29		

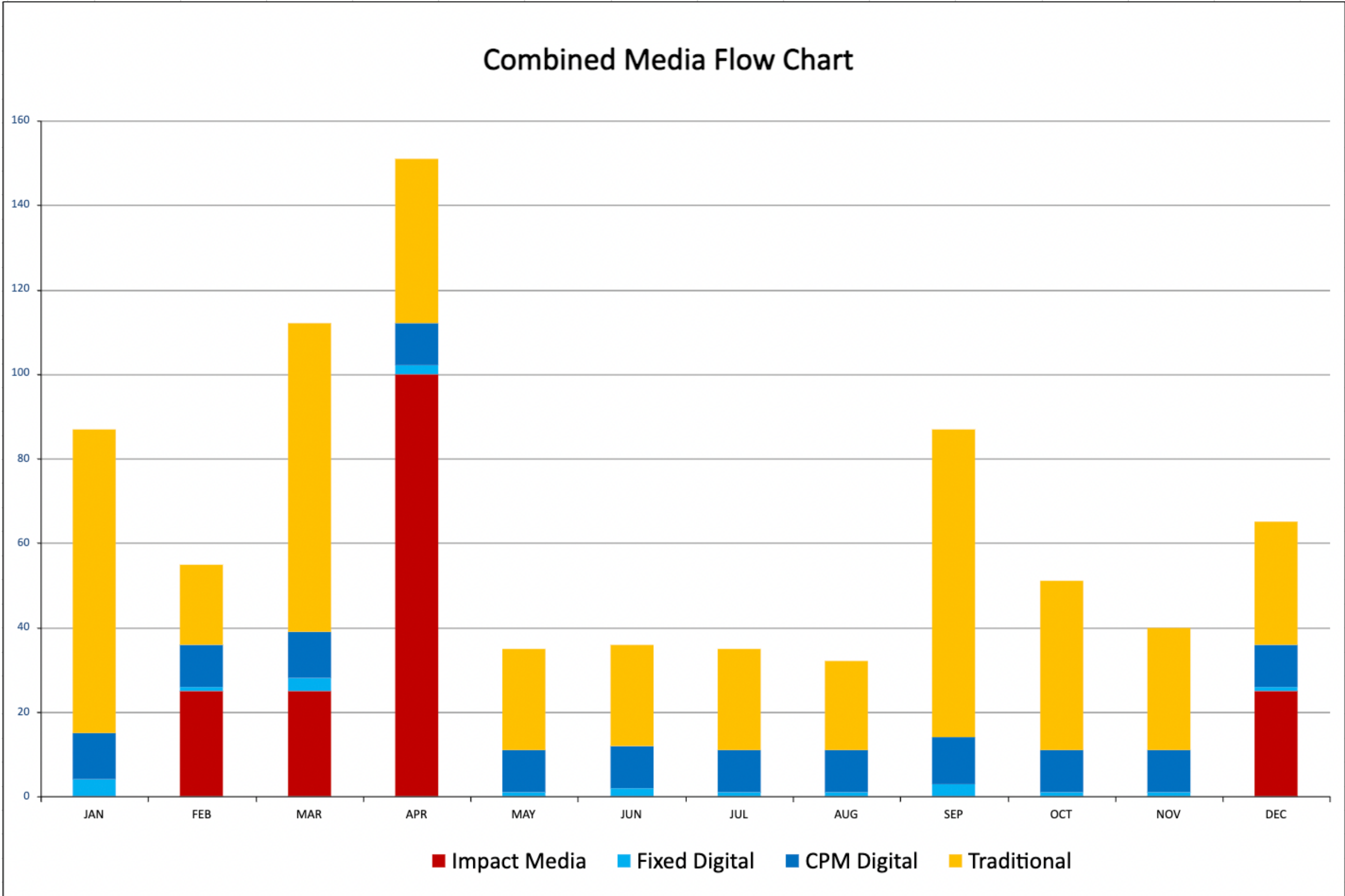


Emphasizing our partnerships through the pulsing strategy, but still using continuous advertising to push Marriott Bonvoy



TOTAL MEDIA SPENDING	\$ ALLOCATION	% ALLOCATION
Impact Media Spending	\$7,905,676	40.54%
Fixed Digital Media Spending	\$2,965,000	15.21%
CPM Digital Media Spending	\$2,949,000	15.12%
Cable Television Primetime	\$1,704,097.20	8.74%
Network Television Primetime	\$284,016.20	1.46%
Network Television Late Night	\$852,048.60	4.37%
Spot Cable Television Primetime	\$852,048.60	4.37%
Spot Television Primetime	\$284,016.20	1.46%
Spot Television Late Night	\$568,032.40	2.91%
National Radio Morning Drive	\$0.00	0.00%
National Radio Evening Drive	\$568,032.40	2.91%
National Men's Magazines	\$284,016.20	1.46%
National Women's Magazines	\$284,016.20	1.46%
Total Spending	\$19,500,000	

MEDIA CATEGORIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Impact Media	0	25	25	100	0	0	0	0	0	0	0	25	175
Fixed Digital	4	1	3	2	1	2	1	1	1	3	1	1	21
CPM Digital	11	10	11	10	10	10	10	10	11	10	10	10	123
Traditional	72	19	73	39	24	24	24	21	73	40	29	29	467
Sum	87	55	112	151	35	36	35	32	87	51	40	65	







# PUBLIC RELATIONS PLAN





## STAKEHOLDER ANALYSIS

Several stakeholders hold a vested interest in the success of our campaign. Chief among them are our target consumers and existing cardholders who will benefit from our new promotions and reinvigorated brand image. Other stakeholders include our brand partners and employees, who are represented by the Hotel Employees and Restaurant Employees Union (HERE).

Our **target consumers** are 45 to 54-year-old adults. Secondary consumers are 25 to 34-year-old young professionals and post-graduate students. Both consumer groups that we are targeting are making between 100 and 200 thousand dollars per year, which is on the lower end of the household income groups that are likely to sign up for the Marriott Bonvoy Boundless credit card. We anticipate both of these groups to travel for similar reasons—mainly for ritual reasons, like visiting family, for work or around the holidays or summers. They’re not likely to be huge spenders, but will engage in luxurious sprees on occasion. Therefore, a credit card with great point benefits and travel perks is useful, which is where the Boundless card comes into play.

These consumer groups enjoy traveling and are traveling more after the Covid pandemic (52), a trend that bodes well for Marriott. Our campaign (“With You for Every Chapter”) focuses on family, growth and togetherness. Therefore, we anticipate our consumers desiring ease and a rewardingly simple travel experience. We should emphasize the tangible benefits our card provides, and the Marriott Bonvoy Moment experiences that cardholders are eligible to participate in when vacations are not an option. Our brand partnerships are specifically curated to speak to these desires and maintain a positive public opinion around these issues. Our A&W partnership invokes fun for the whole family, our Tiffany & Co. partnership makes gift-giving and engagements even more rewarding and our March Madness partnership offers unforgettable memories for family members of any age. Consumers presented with these partnerships will be struck by their ease of participation and high reward value.

Of course, our **brand partners** hold an interest in their own success and seek a mutually beneficial partnership with Marriott Bonvoy, which is their issue of primary concern. Our partnerships are low-risk for our partners—we will drive sales to A&W, Tiffany & Co. and March Madness. We will also purchase wholesale quantities directly from A&W to stock Marriott’s hotels. These partnerships will prove mutually beneficial as they drive sales to our partners and incur new Boundless cardholders simultaneously.

The final stakeholders of concern are our **employees**, represented by the Hotel Employees and Restaurant Employees Union (HERE), specifically Unit Here Local 11, who were striking in Los Angeles as recently as October, 2023 (53). These employee strikes represent a significant public relations concern for Marriott. To increase our shows of gratitude toward our employees while involving our cardholders in the process, we will announce a point donation “tipping” scheme.

**Please refer to the Situation Analysis (p. 13) for the public opinion analysis.**

52: <https://www.cnn.com/2023/10/25/airline-ticket-prices/index.html>

53: <https://www.latimes.com/business/story/2023-10-25/hotel-workers-union-planning-big-march-on-wednesday-amid-contract-talks#:~:text=Unite%20Here%20Local%2011%20represents,bellmen%20and%20front%20desk%20agents>



Our media contacts at various news outlets include:

- **Chris Taylor for Wall Street Journal Buy Side** (54): Research demonstrates that our target consumers are likely to view advertisements on the Wall Street Journal. Chris Taylore, a WSJ Buy Side reporter, has published fantastic sponsored reviews of the Boundless card and even described a perfect example of our proposed use case in this article (55) from 2023.
- **Ryan Wilcox and Emily Thompson at The Points Guy** (56): The Points Guy is a leading travel blog with a dedicated credit card section. Both Wilcox and Thompson are dedicated credit card writers and have reported on the Bonvoy card selection in the past to mostly positive reviews.
- **Claire Tsosie and Sara Rathner at NerdWallet** (57): Tsosie and Rather are credit card writers at NerdWallet, a popular financial advising blog, who have previously reported on the Boundless card.
- **Becky Pokora at Forbes Advisor** (58): Pokora is an experienced travel writer and travel card user with experience working for Forbes Advisor, The Points Guy and more.
- **Caroline Lupini at Forbes Advisor** (59): Lupini is a writer and editor at Forbes Advisor who reports on travel credit cards and points schemes.
- **Holly Johnson at CNN Underscored** (60): CNN Underscored is a subsidiary of CNN Newsroom that produces sponsored reviews and reports on products, services, deals, credit cards, etc. Johnson has previously penned sponsored reviews of the Boundless card.

Our media contacts will be invited to our press conferences and provided with meticulously curated media kits to facilitate favorable reporting. Furthermore, our publicity events, which will be described later in this section, will be hosted in the United States’ top 14 Designated Market Areas (DMAs). These DMAs span the continental United States, and each media contact will receive an individualized invitation to their nearest publicity event where they can experience the event before anyone else. Marriott Bonvoy will share positive publications to our social media channels and will pay to sponsor those links on relevant platforms like LinkedIn.

## SOCIAL MEDIA STRATEGY

Social media will be a helpful tool to bring the Boundless card to prospective clients. Media research reveals that our prospective clients are most reachable on Instagram, Twitter, Reddit, LinkedIn and the Wall Street Journal. Tailoring our social media to show the Boundless card’s application for ritual travel and the family-friendly Marriott Bonvoy Moment experiences that are available to cardholders. Showing a diverse range of family structures and makeups will be beneficial for reaching the full array of families that live in the nation’s top 14 DMAs.

At present, Marriott utilizes TikTok as the progenitor for nearly all of its social media content, including what is posted on Instagram, Facebook, etc. We recommend changing this to develop video and visual content exclusively for Instagram that aligns with the specifications described above. Twitter, LinkedIn and Reddit will require primarily text- and image-based social media posts. These can describe current promotions, offer guides to get the most out of the Boundless card, provide sneak peeks at upcoming events and promotions, and testimonials.

54: <http://wsj.com/buyside/>  
55: <https://wsj.com/buyside>  
56: <https://www.wsj.com/buyside/personal-finance/marriott-bonvoy-boundless-credit-card-benefits-badcf000>  
57: <http://thepointsguy.com>  
58: <http://nerdwallet.com>  
59: <http://forbes.com/advisor>  
60: <http://cnn.com/cnn-underscored>



The following promotional activities are planned, in addition to the social media promotions described in the following section:

- **A&W Brand Partnership:** Marriott began as an A&W root beer stand and the brand partnership speaks to our brand tagline “With you through every chapter.” A&W root beer is a classic American drink, loved by young and old alike, and the imagery of fizzy root-beer floats and old-timey root-beer barrels lends itself to family-friendly advertising that can be posted to social media to generate buzz for the campaign. The partnership will run the entire year. Details of the partnership are as follows:
  - Double points for any A&W restaurant purchase
  - At the end of the campaign, cardholders who made any A&W purchase will be entered into a raffle for a free lifetime supply of A&W food from a single restaurant location (maximum \$30 per week) and a free stay at the original J.W. Marriott location in Washington, D.C. (airfare not included).
  - Signature A&W x Marriott Bonvoy root beer cans will be available at all Marriott properties. Cardholders are entitled to two ice-cold cans per day.
  - Approximate cost: 55,000 USD
- **Tiffany & Co. Brand Partnership:** Luxury jewelry is the perfect gift to purchase to mark new milestones. The high-involvement purchase is likely to go on a credit card, and with Boundless’s partnership with Tiffany & Co., the decision to give the timeless gift of diamond has never been easier. The partnership will be announced in March, with additional marketing rolled out in September to target holiday shoppers. Details of the partnership are as follows:
  - Double points on Tiffany & Co. purchases
  - A specially branded Tiffany & Co. Marriott Honeymoon Suite, fit for couples who used their Boundless card to buy a Tiffany & Co. engagement or wedding ring. Tastefully decorated with the signature **Tiffany blue** and embellished with a magnificent crystal chandelier, newlyweds can spend their points on a luxurious stay at a Marriott property in the Tiffany Honeymoon Suite to celebrate a lifetime of memories to come.
  - Approximate cost: 400,000 USD
- **March Madness Brand Partnership:** The NCAA Basketball Tournament is a great stakeholder for Marriott Bonvoy because the tournament reaches so many different people within its primary and secondary target groups. Alumni can return to their alma mater to watch games and parents can bring their children to a fun weekend trip. Details of the partnership are as follows:
  - Double points at Marriott properties if staying for a basketball game during March Madness (proof of ticket purchase required)
  - Discount on NCAA merchandise purchased with the Boundless card
  - Approximate cost: 10,000 USD





We will run the following social media promotions, which connect with our brand partners and stakeholders:

- **4 free nights LinkedIn and Reddit campaign:**
  - The Boundless card's standard sign-on offer includes three free night stays at a basic Marriott property. For 2 days every other month, users who sign-up through a link on LinkedIn and Reddit will receive four free nights instead of three. As noted in our Media Analysis, our target consumers are likely to use Reddit and LinkedIn.
- **Tiffany & Co. One Point Diamond Drops Instagram campaign:** Marriott currently implements "One Point Moment Drops (61)", where a lucky few cardholders can access exciting Marriott Bonvoy Moment experiences, like sitting in the Hot Ones chair with host Sean Evans (62), or Madison Square Garden concerts (63), for just one point. We will expand this exciting offer to our clients with business partner and stakeholder Tiffany & Co. with One Point Diamond Drops, exclusive to Instagram. Two weeks before the Moment is announced, a post and dynamic link to enter will be posted to our Instagram feed and bio, respectively. When the One Point Diamond Drop is posted, the first users to claim the Moment for one point will win access to the experience. Experiences are as follows:
  - **Enjoy a luxury stay at a diamond mine** in the Canadian Arctic. For just one point, you and a partner can experience a luxury getaway in the Canadian Arctic. Observe twinkling diamonds nestled in the surrounding cliffs, whistling winds and serene stargazing with food provided by a team of private chefs and transportation via a luxury helicopter. In your free time, take a dogsled race around the nearby forest or take a Wim Hof-style dip in the glacial pond right outside your door, with whale watching and northern lights only a few kilometers away. Only one complimentary stay available. Available June 1. Approximate cost: 2 million USD.
  - **Private tour of the Smithsonian mineral and gem collection** in Washington, D.C. Enjoy a complimentary stay at a basic Marriott property in the nation's capital and take a private guided tour of the Smithsonian National Museum of Natural History. This family-friendly tour will allow you to experience a behind-the-scenes look at a collection of over 350,000 minerals and gems, including the world-famous blue hope diamond (64), originally reserved for French aristocracy. Ten available, airfare not included. Available March 1. Approximate cost: 15,000 USD.
  - **Design your own luxury diamond jewelry piece in France.** With the help of internationally renowned designer and artist Paloma Picasso, design your own one-of-a-kind diamond jewelry piece during a four-night stay at the luxurious JW Marriott Cannes (65) in the south of France. Three available, 5,000 USD limit on jewelry value, airfare not included. Available July 1. Approximate cost: 25,000 USD.



61: <https://moments.marriottbonvoy.com/en-us/one-point-drop?aff=MARWW&affname=1101180322&co=WW&nt=PH>

62: <https://news.marriott.com/news/2023/06/01/one-marriott-bonvoy-point-one-epic-experience>

63: <https://moments.marriottbonvoy.com/en-us/moments/collection/368>

64: <https://naturalhistory.si.edu/explore/collections/hope-diamond>

65: <https://www.marriott.com/en-us/hotels/ncejw-jw-marriott-cannes/overview/>



- **March Madness SWISH Twitter campaign:**

- Cardholders can claim their team through a link on Marriott Bonvoy's Twitter account. Every time that team scores a point during March Madness, cardholders can tweet with the #MarriottBonvoyMoments to obtain a free point (approx. .91 USD value) within three minutes of the point being scored. Cardholders can rack up free points quickly as their team scores. This promotion seeks to get #MarriottBonvoyMoments trending during March Madness games. Available March 1. Approximate cost: 5,000 USD.

## PUBLIC RELATIONS TACTICS (EVENTS & PROGRAMS)

The following publicity events and programs are planned:

- **Make Your Moment campaign:** To promote family-friendly, non-travel uses of the Boundless cards, we will give five children the chance to bring their dream Marriott Bonvoy Moment to life with the Make Your Moment campaign. We will work with the NewYork-Presbyterian Children's Hospital (66) to select five children receiving treatment to bring a dream to life with Marriott. Five film students from New York Film Academy (67) will document the process of dreaming, building, and experiencing the moment. The heartwarming campaign will generate shockwaves of support on social media and will resonate with parents and families in particular. Approximate cost: 25,000 USD.
- **Marriott Bonvoy Moment interactive experiences:** Families from across the top 14 DMAs in the country will have the chance to experience interactive Marriott Bonvoy Moments in high-traffic public spaces (like Central Park in NYC or Boston Common in Boston). Experiences like rock-climbing and illusion museum (68) exhibits will serve as fun for the whole family and enticing recruitment tools for potential cardholders. After experiencing Moments, parents will be eager to sign up for the Boundless card to access more Moments for their children. Will roll-out throughout June. Approximate cost: 15,000 USD.
- **Interactive hotel room experiences:** In high-traffic public spaces in the top 14 DMAs, passers-by will encounter hotel room exhibitions where they can experience a luxurious Marriott hotel room themed to their city. Staff will be available to answer questions and sign people up for the Boundless card. This lends itself to word-of-mouth and earned media coverage. Will roll-out throughout September. Approximate cost: 1.4 million USD.
- **Point donation tipping scheme:** To reinforce Marriott's appreciation for its employees, and to allow Bonvoy members to join in, Boundless cardholders can "tip" points to the staff who made their stay special. After checking out of their room, tipping will be made available on their Bonvoy app. Any points will be redeemed for their monetary value and gifted to the employees, and all tips will be matched by Marriott Bonvoy. This is just one way that Marriott Bonvoy can face the recent Los Angeles hotel worker strike and show gratitude to its employees. Approximate cost: 0 USD.



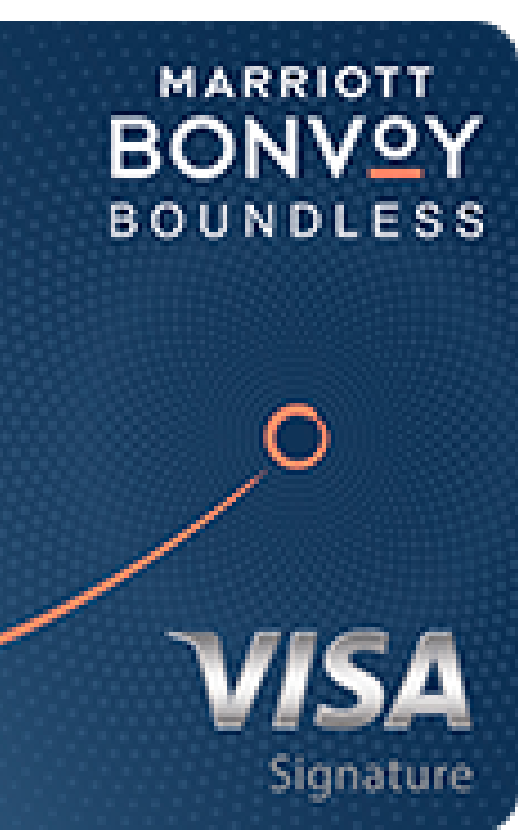
## Total PR budget: 3.95 million USD

66: <https://www.nyp.org/morganstanley>

67: <https://www.nyfa.edu>

68: <https://www.museumofillusions.com>





# FREQUENTLY ASKED QUESTIONS

## **Do I get flying benefits with the Marriott Bonvoy Boundless Credit Card?**

Yes, if you are a part of a frequent flyers program! The Marriott Bonvoy Boundless Credit Card works in partnership with 39 different airlines and their programs. Some of these airline programs include: American Airlines, United Airlines, Delta Airlines and Southwest Airlines. If you are a member of one of the 39 frequent flyers programs that Marriott partners with, you can transfer your Marriott Bonvoy Boundless Credit Card points to your frequent flyers program and further benefit from using the credit card.

## **Do I get specific point benefits from purchases at any stores or events if I am a cardholder?**

Yes! During the upcoming year-long campaign, the following Marriott Bonvoy Boundless Credit Card stakeholders will provide specific points benefits to cardholders:

- A&W: 2x points on any purchase at A&W restaurants during the year-long campaign
- The NCAA March Madness Tournament: 40 percent discount on any merchandise purchased at the tournament
- Tiffany & Co.: Double points on any purchase made at Tiffany and Co. during the campaign

## **Can multiple family members own a Marriott Bonvoy Boundless credit card?**

Yes! The Marriott Bonvoy Boundless Credit Card encourages multiple family members to be cardholders because the benefits of the card can help family members of all ages. Whether you are a new grandparent, a parent of a young adult or college student or a business professional who frequently travels, the Marriott Bonvoy Boundless Credit Card will be there through the different phases of your life.

## **Which hotels work in partnership with the Marriott Bonvoy Boundless credit card?**

All Marriott hotels work in partnership with the Marriott Bonvoy Boundless Credit Card. From the Ritz Carlton and W Hotels, to the Springhill Suites and Courtyard Hotels, any Marriott hotel that cardholders stay at will qualify for the benefits of the Marriott Bonvoy Boundless Credit Card.

## **What are the benefits of the Marriott Bonvoy Boundless credit card?**

Some of the card's best benefits include:

- A welcome offer of three free nights after spending \$3,000 within the first 3 months of opening your account.
- Earn up to 17x total points for every \$1 spent at hotels participating in Marriott Bonvoy
- Triple Bonvoy points per \$1 spent on grocery stores, gas stations and dining on the first \$6,000
- Double Bonvoy points for every \$1 on all other purchases.
- No foreign transaction fees
- Baggage delay insurance
- Lost luggage and trip delay reimbursements

## **How much does the Marriott Bonvoy Boundless Credit Card cost?**

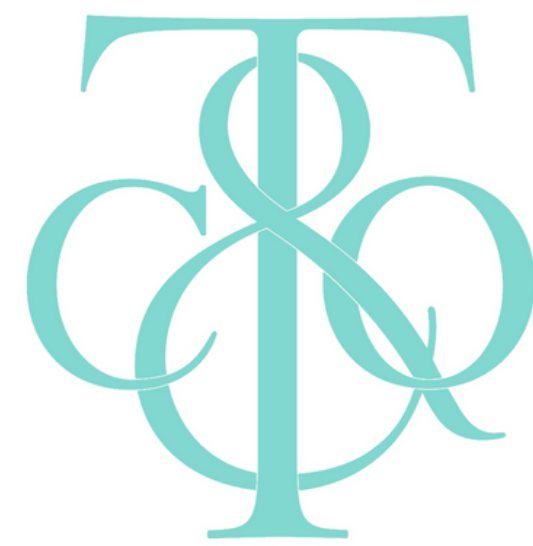
The card has an annual fee of only \$95 This is a great deal in comparison to other hotel credit cards such as the Hilton Honors American Express Aspire Card which has an annual fee of \$450.





# MARRIOTT BONVOY™

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**Mar 1, 2024**

**Issued by: Marriott Bonvoy**

**Contact: Ben Jaccard [pr@marriottbonvoy.com](mailto:pr@marriottbonvoy.com)**

**Marriott Bonvoy announced a new partnership with Tiffany & Co. to support their Boundless Chase® credit card.**

**PARIS – Marriott Bonvoy announced on Monday a new partnership with luxury jeweler Tiffany & Co. to support their Boundless® Chase credit card. Cardholders will now benefit from enhanced rewards, promotional sweepstakes, and a new Tiffany Honeymoon Suite at select Marriott properties.**

**Marriott Bonvoy Boundless® Chase credit card holders will gain double points with every Tiffany & Co. purchase starting in March, but that's not all. The international hotel brand also announced new One Point Diamond Drops, exclusive to Instagram. A lucky few card holders can spend just one point on once-in-a-lifetime experiences, like designing their own jewelry piece with designer Paloma Picasso in Cannes or staying at a remote luxury resort in a Canadian diamond mine.**



**Newlyweds who take advantage of the Tiffany & Co. promotion and select a Marriott resort for their honeymoon getaway will be able to enjoy a stay at one of four new Tiffany Honeymoon Suites. Tastefully decorated with the signature Tiffany blue and embellished with a magnificent crystal chandelier, the Tiffany Honeymoon Suite is the perfect place to celebrate a lifetime of memories to come.**

**In addition to the benefits at Tiffany & Co., new Marriott Bonvoy Boundless® Chase credit card holders receive three free basic hotel stays after spending \$3,000 within the first three months of card ownership. Other card benefits include 17 times total points for every dollar spent at a Marriott property, three times points at grocers, gas stations, and dining for the first \$6,000 spent, and two times points for all other purchases. Boundless® is free from foreign transaction fees and insures baggage delays, lost luggage, and trip delays.**

**Prospective cardholders are encouraged to apply on [marriott.com/credit-cards](https://marriott.com/credit-cards) to start earning points and making #MarriottBonvoyMoments to last a lifetime!**





**Jan 1, 2024**

**Issued by: Marriott Bonvoy**

**Contact: Ben Jaccard [pr@marriottbonvoy.com](mailto:pr@marriottbonvoy.com)**

**Marriott Bonvoy announced a new partnership with A&W Restaurants to support their Boundless® Chase credit card.**

**NEW YORK – Marriott Bonvoy announced on Monday a new partnership with iconic root beer and fast food chain A&W Restaurants to support their Boundless® Chase credit card. Cardholders that make an A&W purchase will be entered into a raffle for a lifetime A&W supply among other benefits.**

**This year, Marriott Bonvoy Boundless® Chase credit card holders will gain double points with every purchase at A&W restaurants plus an automatic entrance into a digital raffle for a free lifetime supply of A&W, which can be redeemed at one location of your choice. The winner will also receive a complimentary stay at the original J.W. Marriott location in Washington, D.C.**

**Marriott is also excited to announce that all Bonvoy members will be entitled to two free cans of an A&W beverage per day during their stay. All Marriott properties will carry three varieties of A&W drinks varieties: Cape Cod Cream Soda, Rocky Mountain Root Beer and D.C. Diet Root Beer.**



**This new partnership is the next step in the long history between the two iconic companies. In 1927, J.W. and Alice Marriott opened an A&W root beer stand in the nation's capital that expanded to several locations and eventually included a bed and breakfast. In 1957, the Marriotts opened their first official hotel in Arlington, Virginia.**

**In addition to the benefits at A&W, new Marriott Bonvoy Boundless® Chase credit card holders receive three free basic hotel stays after spending \$3,000 within the first three months of card ownership. Other card benefits include 17 times total points for every dollar spent at a Marriott property, three times points at grocers, gas stations, and dining for the first \$6,000 spent, and two times points for all other purchases. Boundless® is free from foreign transaction fees and insures baggage delays, lost luggage, and trip delays.**

**Prospective cardholders are encouraged to apply on [marriott.com/credit-cards](https://marriott.com/credit-cards) to start earning points and making #MarriottBonvoyMoments to last a lifetime!**





# CREATIVE PLAN





The Marriott Bonvoy Boundless Credit Card is “With You for Every Chapter.” The campaign's unique, creative **selling premise** centers on transforming travel into an enjoyable, stress-free experience for traveling adults and young professionals. The valuable welcome offer of 3 free nights after spending \$3,000 in the first three months is positioned as an irresistible gateway to diverse travel experiences. Family-friendly benefits are highlighted, illustrating how the Boundless card caters to individuals at every life chapter, from college events to empty nesters' vacations. Exclusive partnerships with A&W, NCAA March Madness and Tiffany & Co. seamlessly integrate into the travel journey, offering cardholders unique benefits and rewards.

The overarching campaign theme is "With You for Every Chapter." This message is visually and emotionally emphasized through advertisements that highlight how the Boundless card is a reliable and supportive companion, catering to the evolving needs of its users. Keywords such as longitudinal, invigorating, and rewarding underscore the emotional value of the card, creating an engaging and inclusive narrative that encourages sign-ups and builds long-lasting brand trust. The theme communicates that the Marriott Bonvoy Boundless Credit Card is not just a financial tool but a key to unlocking a world of diverse and enriching travel experiences across different stages of life. The campaign aims to evoke a sense of excitement, reliability, and fulfillment, making it a memorable and resonant message for the target audience.



**Slogan:** Always in Your Back Pocket  
**Tagline:** With You for Every Chapter  
**Hashtag:** #MarriottBonvoyMoments

## APPEALING TO TARGET AUDIENCES

Marriott Bonvoy's marketing approach skillfully targets two key demographics: adults 45-54 and young professionals, each with tailored messaging. For adults 45 to 54, the emphasis is on emotional connection and convenience. Marketing messages for this group highlight the card's benefits for parents visiting their college-aged children as well as taking a couple of vacations if they are empty nesters. The focus is on evoking emotions tied to family bonds and transforming travel into meaningful and joyous family occasions. Additionally, the convenience and perks of the card are underscored for making frequent trips, such as move-ins, visits, or ceremonies more rewarding. The approach resonates with parents' desire for simplicity and meaningful family moments. When addressing young professionals, the messaging shifts to accommodate both professional and personal needs. The campaign highlights how the card caters to their versatile, quick-paced lifestyle, equally suited for business trips or leisurely getaways. It emphasizes the exhilaration in travel, appealing to their desire for adventure in their young adult years while staying in the form of budget. The card is portrayed as an enhancer of travel, whether for work or personal adventures.



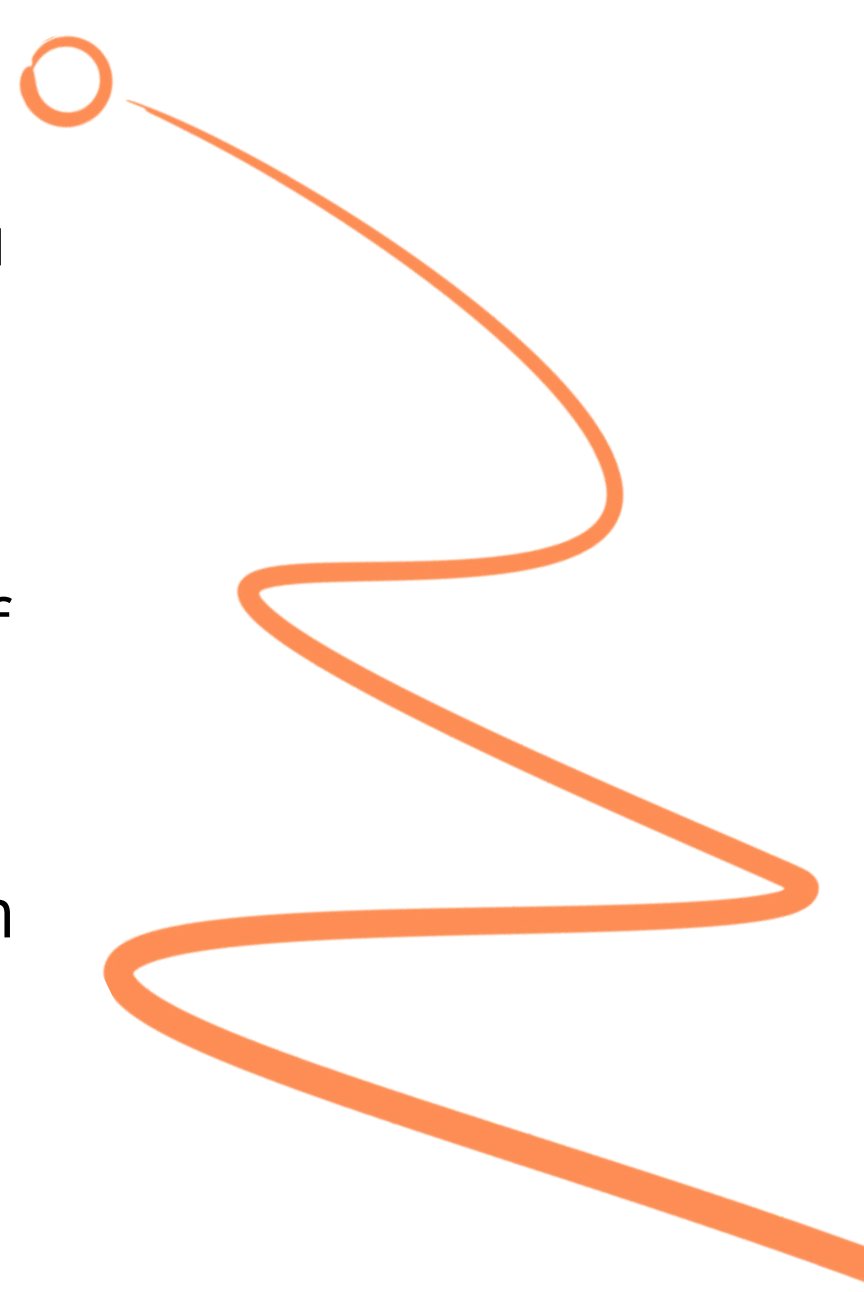
The focus on points and smart spending aligns with young professionals' aspirations to be savvy and proactive as they are adjusting to a more independent lifestyle. The universal message across both audiences is the idea of longitudinal benefits and rewards. The card is presented as a lifelong travel companion, adaptable to all chapters of life and changing circumstances. The campaigns highlights the cards ability to save money in the long run and its relevance across various life stages. The diverse range of trips appeals to multi-generational needs and showcases how the brand is attuned to both young adults and parents, including those who may be empty nesters. In summary, Marriott Bonvoy's marketing strategy effectively taps into the specific needs and aspirations fo its target audiences and maintains a universal appeal through its emphasis on long term value, adaptability and companionship.

## UNIQUE BRAND PROPERTIES

We put a lot of emphasis on our partners and the unique perks of the Marriott Boundless card. We are partnered with Tiffany & Co, NCAA March Madness and A&W. The card has versatility as these benefits appeal to all age ranges. These partnerships help elevate travel experiences and reward people when they use their card at these places on these products. The card includes 2x points on any Tiffany & Co. purchase, double points if they stay at a Marriott property for the NCAA March Madness tournament, a discount on all NCAA merchandise purchased at the tournament, 2x points at A&W, and complimentary A&W beverages at Marriott vending machines. These many perks reward consumers as they receive advantages from using their card, which they would do anyway with a regular card. We advertise these perks through commercials, billboards, and ads that bring attention to the partnerships and draw people into the card because they like the product. Sports fans, adults with exquisite brand taste, and anyone who likes fast food are drawn to our card!

## BRAND PERSONALITY

The creative alters the brand because our advertisements reveal that you do not have to be extremely wealthy to have amazing, unforgettable experiences. With the card, you can earn points that will discount future purchases and include special perks. The brand fosters a sense of belonging and consistency for families and individuals in every chapter of life. Our ads provide comfort and often appeal to the emotions of the viewers. We want Marriott Bonvoy users to feel like we are a caring company that will support them during important travels and moments in their lives. The NCAA partnership appeals to excitement and sportsmanship, the A&W partnership appeals to nostalgia and fun, and the Tiffany & Co. partnership appeals to elegance and sophistication. Combining these creates a perfect balance for our brand personality of longitudinal, invigorating, and rewarding travel.





# Radio Advertisement

## Script:

[Dial tone ringing]

Mother Voicemail: Hi! You've reached Elena. Please leave a message after the beep!

Daughter: Hi Mom! I was just calling to tell you I miss you. I want to buy dad a surprise vacation to Mexico for his 60th birthday, I hope hotels aren't too expensive. I had to spend most of my savings on rent, and I don't know how to book a hotel. Well anyway, call me back. Bye.

[Uplifting music]

Narrator: "We make things easier. Marriott Bonvoy, with you for every chapter."



## Details

Duration: 20 seconds

Sound: phone call sound effect, uplifting music

Mom: joyful tone

Daughter: upbeat but defeated toward the end

In our ad for FM/AM radio, we will use our campaign tagline, "With you for every chapter," because our approach is to appeal mainly to commuting adults with children in college. Most of our target audience's parents are likely getting old. Therefore, our message is inherently pushing that realization, grasping their attention. Thus, we would be a great potential partner to help families stay connected through Marriott Bonvoy benefits and experiences, which is why we ended with "We make things easier."

## NCAA March Madness Billboard

This billboard includes a vibrant image featuring a collage of NCAA March Madness basketball players, capturing the excitement and energy of the games surrounding the credit card. The billboard states: "Score points like your favorite team" to encourage engagement and merge earning points with fans' passion for their teams. The intended message of this



billboard is to emphasize the valuable partnership and unique opportunities that come with the Marriott card. It targets sports fans of all ages, from children to adults. The audience will pay attention to the message because they will be drawn to the NCAA highlights and deals that involve something they love.



# TV Commercial: "Boundless Adventures"

43



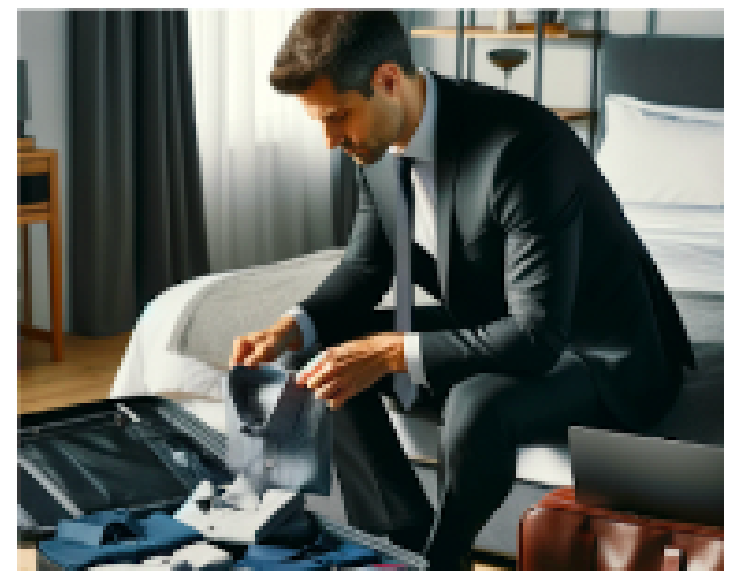
Every journey consists of milestones.



From bittersweet new beginnings



and hectic adventures,



to big accomplishments



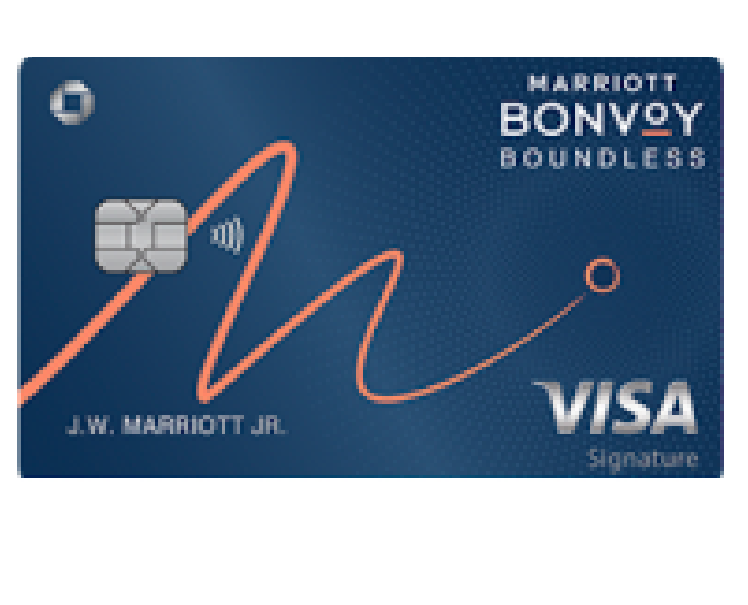
and adorable additions.



We are here for you,



Always in your back pocket.



"Marriott Bonvoy, with you for every chapter"

In our television commercial, our approach is to appeal to all ages and milestones of a family. We purposely illustrate important and memorable events throughout the commercial in order to evoke emotion and sympathy from our audience. Most families watch television nowadays, so we utilized our campaign tagline, "Always in your back pocket," because it emphasizes our message that our services are easily accessible and available to our audience for any event in their lives.

## Details:

Duration: 30 seconds

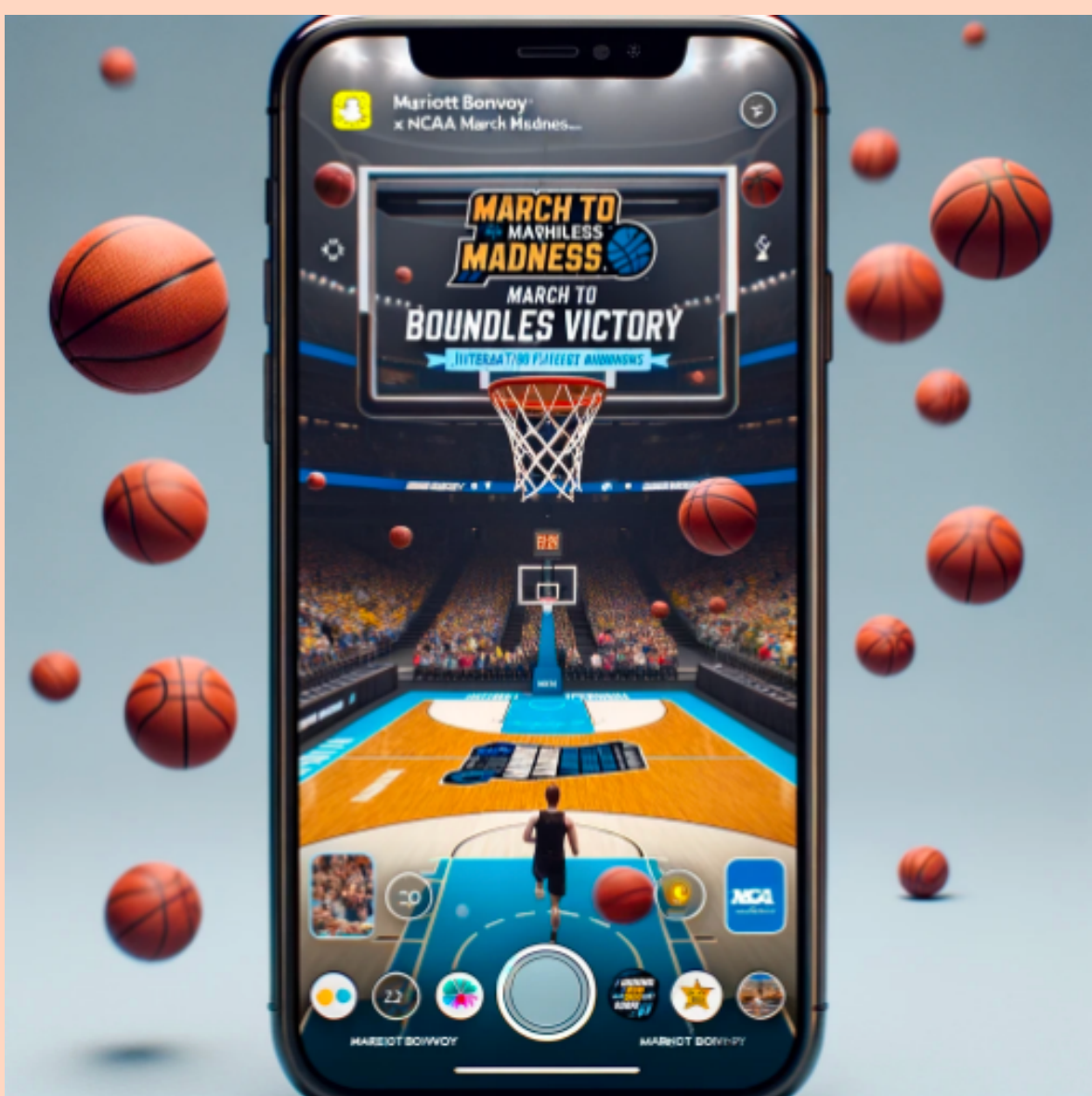
Music: uplifting and upbeat melody, theme of adventure

Parents: expressive, very emotional from bittersweet farewell

Young businessman: confident and ambitious

Grandparents: emotional and appreciative

## Snapchat Filter: "Slam Dunk Challenge"



The "Slam Dunk Challenge" intends to promote the excitement of the NCAA March Madness partnership. By supplying an interactive game, it associates thrill and fun with the two brands and highlights the exclusivity and uniqueness of the NCAA partnership. It caters to Snapchat users, who would fall into the young adult category of our target audience or teenagers who would bring it to their parents' light. The audience will pay attention to this ad because it is engaging and interactive. The game adds an element of entertainment that will draw people to it and become interested in the topic. Users will be enticed to look into the card as it has exclusive NCAA perks.



# Tiffany & Co. Commercial: “A Lifetime of Memories with Marriott Bonvoy x Tiffany & Co.”

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At Marriott Bonvoy, we believe in turning moments into memories



For the trip of your lifetime, we will be there...



“Enjoy your stay”



“Wow”



With perks at every location



and advantages at exquisite brands



Get 2x points on any Tiffany & Co. purchase.



“Excellent choice sir.”



Marriott Bonvoy: helping you splurge for your loved ones



and turning *your* moments into memories.



With you for Every Chapter.  
#MarriottMoments

This Tiffany & Co. partnership ad captures the essence of a romantic and luxurious experience Marriott can provide. It emphasized the benefits of the Bonvoy card and the exclusivity of the perks at Tiffany & Co. The main idea is that the card can help elevate your experiences and provide memorable and special experiences and gifts. The intended message is that Marriott helps transform an average stay into an unforgettable memory. The intended audience for this commercial is couples seeking luxury travel experiences. This includes younger adults and couples who are already married, and their kids are in college or older. It is also intended for consumers who are interested in fine brands like Tiffany & Co. We include the line “helping you splurge for your loved ones” because we want to target the people who have the money to spend at a brand like Tiffany and will be more inclined to with the Marriott Bonvoy perk. This commercial will gain the audience's attention because it is a very mesmerizing, romanticized moment. It will appeal to those who desire extraordinary travel experiences and those looking to celebrate special occasions. It also highlights the card's unique perks, which encourage attention to those interested in high-end brands and gifts.



## A&W Instagram Post : “Sip, Savor and Win”

45



This Instagram post is intended to highlight the exciting partnership between Mayott Bonvoy and A&W and the opportunities to receive all kinds of consumer benefits. One of our target audiences is adults aged 25-34 who regularly use social media and enjoy eating fast food. In order to catch the attention of our intended audience, we provided them with the opportunity to receive double points, enter a raffle, and even enjoy complimentary A&W beverages in limited-edition containers.

Caption:

★ Sip, Savor and Win with Marriott Bonvoy Boundless! ★

Exciting news, Boundless Cardholders! 🎉 Indulge in the delightful partnership of Marriott Bonvoy and A&W, where every sip and bite is a journey of flavor and rewards.

Here's what you earn!

- ◆ Double the Points: Earn double points on every A&W purchase – because your cravings deserve a side of bonus points!
- ◆ Raffle Alert: Make any A&W purchase, and you could win big! 🏆 Enter our exclusive end-of-campaign raffle for a chance to enjoy a lifetime of free A&W and a complimentary stay at one of our iconic Marriott locations. 🍔 🛏
- ◆ Vending Machine Treats: Stay with us, and enjoy two complimentary A&W beverages daily from our Marriott vending machines. Quench your thirst with the best, on us! 🥤 ✨
- ◆ Limited-Edition Bottles: Look out for our special Marriott and A&W branded cans in our vending machines – a unique touch to make your A&W moments even more special. 🏔 🍷

Cheers to boundless adventures and unforgettable flavors! 🌍 ✈️ Swipe your Boundless Card, taste the partnership magic, and let the rewards roll in. #MarriottMoments  
#MarriottBonvoyBoundless #A&WMarriott #SipSavorWin





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MARRIOTT  
BONVOY™