

Marriott Bonvoy Boundless Card Brand

Client Brief – 2023 Ad Campaign



WHAT ARE WE TRYING TO ACHIEVE?

Marketing situation.

- The Marriott Bonvoy Boundless® Credit Card is not Marriott's premier rewards card but offers benefits above the entry level Marriott Bonvoy Bold® card
 - Comes with Silver Elite status, three free nights after qualifying purchases, plus one additional night after the first year
 - Users earn 3X Bonvoy points per \$1 spent on grocery stores, gas stations, and dining on the first \$6,000. 17X per dollar spent at over 7,000 hotels participating in Marriott Bonvoy and 2X Bonvoy points for every \$1 on all other purchases.
 - The annual fee is \$95, which is a barrier for some prospective cardholders
 - It's an inexpensive card with many benefits but also some challenges, geared toward travelers who use Marriott properties and have strong credit (rec. credit score of 690-850 or Good-Excellent @ nerdwallet).
 - As a hotel chain, Marriott not only faces pressure from other major hotel chains like Hilton, but also from the gig- economy players like Airbnb and VRBO. They differentiate themselves through their hotel offerings (more than 7,000 properties in 131 countries, with 30 brands in the Marriott portfolio ranging from ultra-luxurious to budget)
 - The Marriott Bonvoy Boundless® Card is connected to the Marriott Bonvoy loyalty program.

Business and strategic objectives.

- Increase card revenues by +8% year-over-year by:
 - Growing total USA household penetration for the Marriott Bonvoy Boundless® Credit Card by winning first-time card holders and retaining existing card holders
 - Growing the Marriott Bonvoy Boundless® Credit Card's market share within the hotel points card sub-category
- Improve the Marriott Bonvoy Boundless® Credit Card's brand equity scores in the areas of awareness, perceived value, and bonding with new and existing hotel loyalty members
- Improve the brand image of Marriott properties and the Marriott Bonvoy loyalty program

Potential target markets.

- Primary Target: Demos Matching Existing Card Holders
 - Women & Men 45-64
 - Major Metros on East Coast, in Midwest and Southern States, and along Pacific Coast.
 - Employed and early retirees
 - Annual household income \$100,000-500,000
- Secondary Target: High Prospect New First-Time Card Holders
 - Define Likely High Prospect Group for Expanded Efforts

Campaign goals to convey to target markets.

- Marriott Bonvoy Boundless® Credit Card is the hotel partner I trust in to provide me the best rewards and perks for my travel-related purchases
- I feel smart and savvy when I use my Marriott Bonvoy Boundless® Credit Card to earn points on qualifying purchases
- Marriott provides the right properties for any trip mood I am in – pleasure, work, special events

WHAT CAN THE BRAND OFFER TO GET IT DONE?

Explain the benefits to be highlighted in the campaign.

- Ex. Superior points-earning potential
 - 17X points on eligible Marriott portfolio purchases including hotel stays
 - 3X points on grocery store, gas, and dining purchases
- Ex. Stay for the rewards
 - Points can be redeemed for Marriott Bonvoy program free-night stays, room upgrades, and access to experiences
- Ex. Award-winning Marriott properties & resorts
 - From the elite luxury of The Ritz-Carlton to hipster-chic of ALOFT, Marriott Bonvoy has the right stay for any of you

WHAT BELIEFS, CONVENTIONS OR TRENDS NEED TO BE ADDRESSED?

Explain the barriers the campaign needs to overcome to achieve objectives.

- Rewards credit card category is oversaturated. It is increasingly difficult to “cut through” rewards card noise to reach frequent and aspirational travelers
- Consumers new to credit cards may be wary of high interest rates and annual fees commonly associated with rewards cards
- Use of short-term vacation rental apps, like Airbnb, boomed during the initial years of the COVID-19 pandemic. As the travel industry seeks to return to pre-pandemic activity levels, traditional hotel brands must clarify their value proposition to guests

WHAT ARE THE DO'S AND DON'TS FOR THE CAMPAIGN?

Explain any executional mandates the campaign should adhere to.

- Hero shot of Marriott Bonvoy Boundless® Credit Card should be included in every visual media execution
- Talent should always be portrayed as smart, culturally savvy and confident, whether the actor is portraying a Rewards member/guest or a Marriott employee

WHAT IS THE BUDGET AND TIMELINE FOR THE CAMPAIGN?

Provide key details about the budget & timeline.

- \$20 million working media budget
 - There is no limit to non-working budget items include production costs, experiential/events, and public relations expenses, but these must be touched on in the account pitch
- 12-month campaign starting January 2023
- Key use and acquisition drive periods: pre-Spring break, pre-summer vacation (Memorial Day/Labor Day), pre-winter holidays