MARRIOTT’S WORLDWIDE REWARDS CAMPAIGN

Name

Institution

**The Marriott’s Worldwide Rewards Campaign**

Marriot Rewards is the award winning loyalty program of Marriot International spanning 18 brands and more than 4300 properties across the world. This program is free to join to all adults and there no blackout dates in the program. Anyone who is a member of the program gets to earn points and redeem them at any Marriot International properties in any place across the world and the Ritz Carlton, which is a Marriot Rewards exclusive luxury partner. Members also get the chance to redeem points for cruises, merchandise, car rentals, frequent flyer miles, the experience market and many more places. Marriot Rewards has continued being a leader in the properties industry by making rewards accessible to clients through an approach that is modern and easy. Marriott rewards are a two time winner of the competition, Frequent Travel Award where it got the “Best Hotel Rewards Program” and also won the Freddie Award for being the “Best Hotel Rewards Program in America” over the last nine years. Their ability to build their brand internationally has led them to become recognized internationally. This program was ranked number one in the J.D. Power’s 2016 which was based on Hotel Loyalty/ Rewards Program Satisfaction Report. In addition to that, it has been named as the best hotel rewards program by people who read the Business Week magazines, Global Traveler, Business Traveler, Executive Travel and About.com.(Marriott International. (n.d).

Marriot Rewards launched a new portfolio marketing strategy on Sep 2016 that leverages key partnerships and activating, features loyalty member stories and allows activating at any place in the world. The main strategy that this Initiative entails is the new advertising campaign that basically involves the members of the Marriot. The campaign launched with the tag line “You are here” in different marketing media in the United States. This media included T.Vs, billboards, Radio and even Social Media which made the recognized campaign known all across the United States. The campaign launched on the broadcast TV during the NFL football and was alter followed by placements on Face book, Canvas, immersive mobile experience and also through many platform sponsorship with the CNN in almost 126 countries. The You Are Here is set to expand globally to markets in Europe, Latin America, Africa, North America and Asia. The global marketing officer, Karin Timpone, said that they were inspired by the Marriot Rewards member stories and thrilled to have the opportunity to showcase the joy of travel in their campaigns. According to Karin, when members tell stories of their experiences in favorite locations, they make the portfolio come to life in a way that is exciting. From experiencing the natural beauty of South Africa, diving in the Caribbean and exploring the canals of Venice members get the allure of travelling with Marriot Rewards (Hotel marketing’ com. April 07, 2016).

Everyone who is part of the Marriot Rewards membership will have the platform to share their own memorable moments of travel when they are invited by Marriot Rewards, which will then be printed on the company digital travel magazine, the Marriot Traveler or Marriot International website. The story from members section on the Marriot Traveler was launched with 10 members’ stories and people who are influential on social media stories, more stories will be added later based on the experiences that members get to share with the company. Marriot Rewards has a lot in mind for their members, which is why there are Exclusive Partnerships access for members that is unique and the portfolio is coming to life in many ways. The Partnerships that Marriot’s has can be an opportunity for members to fuel their passions such as the Universal Music Group, NBA, NFL and many more. This means that a member who is good in singing can get to record at Universal Music Records without having to incur any costs of the recording. During any time of the year, members can get to explore the most recently introduced, “Experiences Marketplace” which is a platform that provides once in a lifetime opportunities to meet, greet and interact with legends in the sports industry and having access to extra ordinary sporting events like Super Bowl LI and the 2017 NBA All-Star show. All these are some of the best events that many people would like to attend but they lack the means to do so due to may be financial constraints, but Marriot Rewards get to sort out its members with that.

Marriot Rewards will therefore provide many opportunities for its members for them to capitalize on in the partnerships that include:

* With beers and burgers, the people of London will have the opportunity to get a taste of the American style precisely at NFL located on Regent Street Fan Fest. There was the Marriott Rewards football fun promotion that comes before the kickoff of the NFL international Series game and was officially launched on 2nd October 2016. This will give almost 150 members the all paid for acess to watch the game while in a luxury suite at the famous Wembley Stadium.
* An exclusive show for members that happened on live at L.A on September 22, which featured the acclaimed pop group, DNCE and the multi-talented artist Demi Lavato.
* A chance to make the best of their experiences at NFL games by simply tweeting their requests using the #YouAreHere @Marriott Rewards. This means that fans can have their BBQ tools accidentally left at home delivered to them, broken folding chairs replaced and also get Super bowl tickets given to them (Customer Think. Oct 14, 2014).

The Advertising criteria involves the use of creative arts, the Marriott magazine features the use of some of the best photos shot in the some of the world’s most favorite tourist destinations. Location at the JW Marriott Venice Resort & Spa, the Ritz Carlton and the advertising spots that capture the “You Are Here” moments of members. This creative technique that was a mastermind plan of Grey Worldwide uses eye catching techniques, and innovations such as cinema-graphs to share the stories that are inspirational and emotional to travelers. Each spot that is narrated concludes with 18 brands of Marriott Rewards’ portfolio (View from the Wing. Sep 15, 2016).

Content quality; The Face book page of Marriott’s is mainly covered with photos of trendy events, picturesque vacation and urban loft destinations. They do this by not bragging all about their own self focused messages but instead they choose to use better means that are lucrative to face book users. Since this fan base is a large, the pictures they post are envious since they show real life experiences that members have had under Marriott’s Rewards. The Marriott’s official twitter page mainly focuses on sharing the latest special deals that are available and also the special offers with the twitter followers. They do this by tweeting using the hash tags “Save 15% at….” Or “Save 20% off...” (Marketing Sherpa. August 12, 2016). At times when they do not use such hash tag, they publish pictures that entice their massive following to promptly act one those on any of those deals by booking a room with them. Any business that constantly keeps teasing its clients with breath taking sights and amazing vacations, then they have to give them the chance to visit the places. Such an experience is a dream fulfilling experience for them and they get to want to develop loyalty to that brand. Marriot holds contest regularly across its brands which gives its followers the chance to get to see that these photos are fakes but they are real life experiences. Whenever each new contest is launched, Marriott builds a customized face book. They offer points for likes on face book and for people who tweet about their experience at a Marriott hotel. The points are usually redeemable for future stays and they can be accumulated over time for future use (Marketing Dive. Sep 16, 2016).

The reason for using the Marriott program is to make create traffic online and have many people talking about the experiences, they also seek loyalty from their clients by making feel appreciated. By stirring up the general exposure, and buzz about the brand they try different things in a digital world. The points program mainly targets businesswomen and businessmen who travel frequently but the company still focuses on clients who take vacations frequently. The retired folks are among the people who stand a chance at benefiting from Marriott’s Rewards Program but end up not benefitting from it because they are not common social media users, however some still have the access and they benefit too. Families that have children are also not among the top potential targets of the program since they do not have much time for social media. The main people who are targeted by the program are those between ages 20- 30s and are regular users of social media(Marriott International Inc. 2000).

New blogs and stories have even made the brand spread further by writing stories on Marriott, which has help them to build a brand beyond face book and twitter. Customers who have experienced the stay at Marriott have are usually motivated to stay there again since they are offered incentives that make them not switch to other competitors since they are offered something that they cannot get anywhere else. According to one of the blogs, one of the writers says that they would encourage any particular brand that incorporates existing loyalty programs to social loyalty since they basically have something good to offer their clients universally. This gives members of programs the opportunity to interact with the brand even when they are not on the property (Mobile Marketer. April 11, 2016).

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