

TRAVEL AND HOSPITALITY

Marriott inspires in global, multichannel Bonvoy campaign

June 24, 2021



Marriott Bonvoy is appealing to consumers with a strong sense of wanderlust. Image courtesy of Marriott International

By SARAH RAMIREZ

Hospitality group Marriott International is highlighting the transformative power of travel in a global, multichannel campaign centered around its extensive loyalty program.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

With the surge in travel demand as the COVID-19 pandemic slows in the United States and Europe, the Marriott Bonvoy campaign emphasizes the personal and spiritual connections that are fostered while traveling. The loyalty program and marketplace, revamped in 2019 ([see story](#)), covers 30 hotel brands, including the luxury flagships Ritz-Carlton and St. Regis.

"Marriott Bonvoy represents more than a loyalty program it has evolved into an immersive and inclusive travel platform designed to bring to life Marriott International's extraordinary portfolio of global brands while also providing endless inspiration for members," said Tina Edmundson, global brand and marketing officer at [Marriott International](#), Washington. "Our dynamic luxury portfolio creates a huge loyalty lure, and we know that affluent consumers value loyalty programs built on shared passions and interests."

Power of travel

[Marriott Bonvoy](#)'s campaign asks consumers one direct question: "Where can we take you?" The tagline reinforces the different purposes of travel, from escape to discovery.

For a global reach, the "Power of Travel" campaign began rolling out in the U.S. and Canada on June 23, and will soon launch in China, Australia, Europe, the Middle East, Caribbean, Latin America, Japan, South Korea and more. It will run for several months, across television, streaming, in-flight entertainment, digital, mobile, social media and out-of-home placements.

Marriott Bonvoy shows how destinations can be literal and metaphorical

The campaign includes two films, which have been edited into 15-second, 30-second and 60-second versions. The ads will air on television, with special attention to major sporting events including Wimbledon, the NBA Finals, the Olympics and, in the fall, Monday Night Football.

Marriott worked with its creative agency of record, 72andSunny Los Angeles, to help concept and design the campaign.

Director duo "Hoffman / Metoyer" filmed the spots, which include scenes from Barcelona's Le Mridien Ra Beach Hotel & Spa and The Ritz-Carlton, Laguna Niguel in Los Angeles. The brand also tapped photographer Tom Craig to shoot still imagery in London and Crete, Greece, underscoring Marriott's global presence.

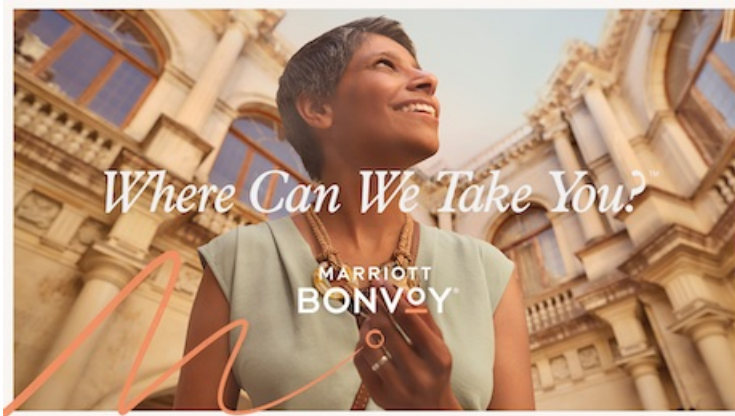
However, the films only briefly reference Marriott Bonvoy's expansive brand portfolio, focusing on the spirit of travel rather than specific properties or destinations.

"While there is a communications strategy to elevate our luxury portfolio as the preferred operator in the space, this campaign's sentiment on the transformative power of travel touches the entire global portfolio which encompasses all 30 of Marriott Bonvoy's leading brands, including our luxury portfolio, as well as endless experiences," Ms. Edmundson said.

The sentimental spots also reflect Marriott's values, with diversity in age, race, ethnicity, skin tones, sexual orientation and religion, sometimes signified through cultural cues and wardrobe choices.

In the videos, travelers are seen reuniting with families, taking adventurous risks and enjoying other moments of discovery.

"In the year ahead, we will see travel that is focused on meaningful exploration and reconnection, whether with one's self or loved ones," Ms. Edmundson said. "I believe we will also see a focus on destinations that offer access to nature and space, while people are going to adapt an act now' mentality towards travel, no longer waiting to take that bucket list trip."



The global campaign celebrates the purposeful and joyful aspects of travel. Image courtesy of Marriott International

Additionally, Marriott Bonvoy is making a push for younger consumers by launching on video platform TikTok and introducing Snapchat AR filters. On TikTok, the brand will leverage the app's popular sound-sharing behavior to encourage users to share their own travel memories to the campaign's inspirational mantra.

In another first, Marriott Bonvoy is collaborating with visual search platform Pinterest on interactive out-of-home placements in New York. The installations will run several weeks, using Pinterest's real-time trends and technology to inspire consumers to book with Marriott.

"Innovation has always been at the core of our marketing strategies," Ms. Edmundson said. "We believe in the transformative power of travel and these social executions are our way of bringing our members and guests into the story, seeking out their stories and making it personal."

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.