



MARRIOTT  
**BONVOY**<sup>™</sup>



## WHAT

Marriott Bonvoy is the loyalty program of Marriott. ITW consulted the brand to make a major foray into the Indian market using Sports as a high-impact platform.



## OBJECTIVES

To boost sign ups for the Marriot Loyalty Program and build brand recognition and recall especially on the concept of Marriott Moments - 'The special money can't buy experiences' that Marriott provides exclusively to its members.

## EXECUTION

We identified a partnership with MI as the most high impact route for Marriott Bonvoy, signing on as the Loyalty Partners for the team ,the deliverables of the partnership included visibility on the upper-right chest of the Mumbai Indians jersey & the members of the Bonvoy program got access to bespoke experiences related to IPL and Mumbai Indians. The partnership ran from 2020 to 2022.

## RESULTS

Significant growth in its new members base and increased sign ups for the 700+ Marriott Bonvoy Moments. Its logo placement generated a value of more than US \$35 million in media exposure.