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MARRIOTT  
BONVOY™



## OBJECTIVE

Marriott Bonvoy, Marriott International's travel program, was looking to grow its brand and its customer and member base in India - a key growth market for them. ITW Catalyst consulted them on how an association with the IPL and a team like Mumbai Indians provided them just the platform.

## THE ASSOCIATION

1

The main aim of this association was to leverage the IPL platform and showcase themselves as the best travel loyalty programme and introduce experiences that money cannot buy and take their guests closer to all the action.

2

The Marriott Bonvoy logo featured on the upper-right chest of the team jersey & the members of the Bonvoy program got an access to the experiences related to IPL and Mumbai Indians.



3

ITW assisted the brand in ideation and organisation of the entire process. At the backdrop of the pandemic, a lot of the originally planned activities could not be organised so Marriott cleverly and creatively improvised and was still able to deliver a lot of exciting experiences for their members, keeping its air of exclusivity.



## EXECUTION

The brand organised meet and greet of players with fans, the kind which was never done before. Each and every member of the loyalty program, who spent their coins, got an exclusive chance to ask questions to the players.

ITW also helped the brand come up with an innovative and creative experience, where the members got a chance to interact with their favourite stars like never before - for example ask questions and take tips about the game from stars Rohit Sharma and Jasprit Bumrah - solidifying the programme as something that will provide experiences that can not be purchased with money.



## OUTCOME

1

The Campaign got the brand extremely positive results. Through this, it was able to significantly grow its new members base and offer **700+** Marriott Bonvoy Moments for its Members

2

The campaign proved to be extremely cost effective for Marriott and its logo was able to generate a value of more than **US \$35 million** in media exposure.



## CLIENT TESTIMONIAL

"ITW Consulting helped us look at the concept of sponsorship through a new lens with the Mumbai Indians and IPL. We have had partnerships like this before, but their consulting advice and inputs on how best to leverage this partnership helped us to take the ideas to all new level. They helped with ideating on fresh and innovative concepts that could be well implemented and their expertise in the sports activation area was a crucial help in maximising the impact of our association especially by improvising on the deliverables after the pandemic altered a lot of our original plans."

Hiten Makhija,

Director Marketing and Communications – Marriott International, South Asia



## AWARDS WON



IMAGEXX AWARDS 2021



MEDIA 360 AWARDS 2021



AGENCY STAKES AWARDS 2021