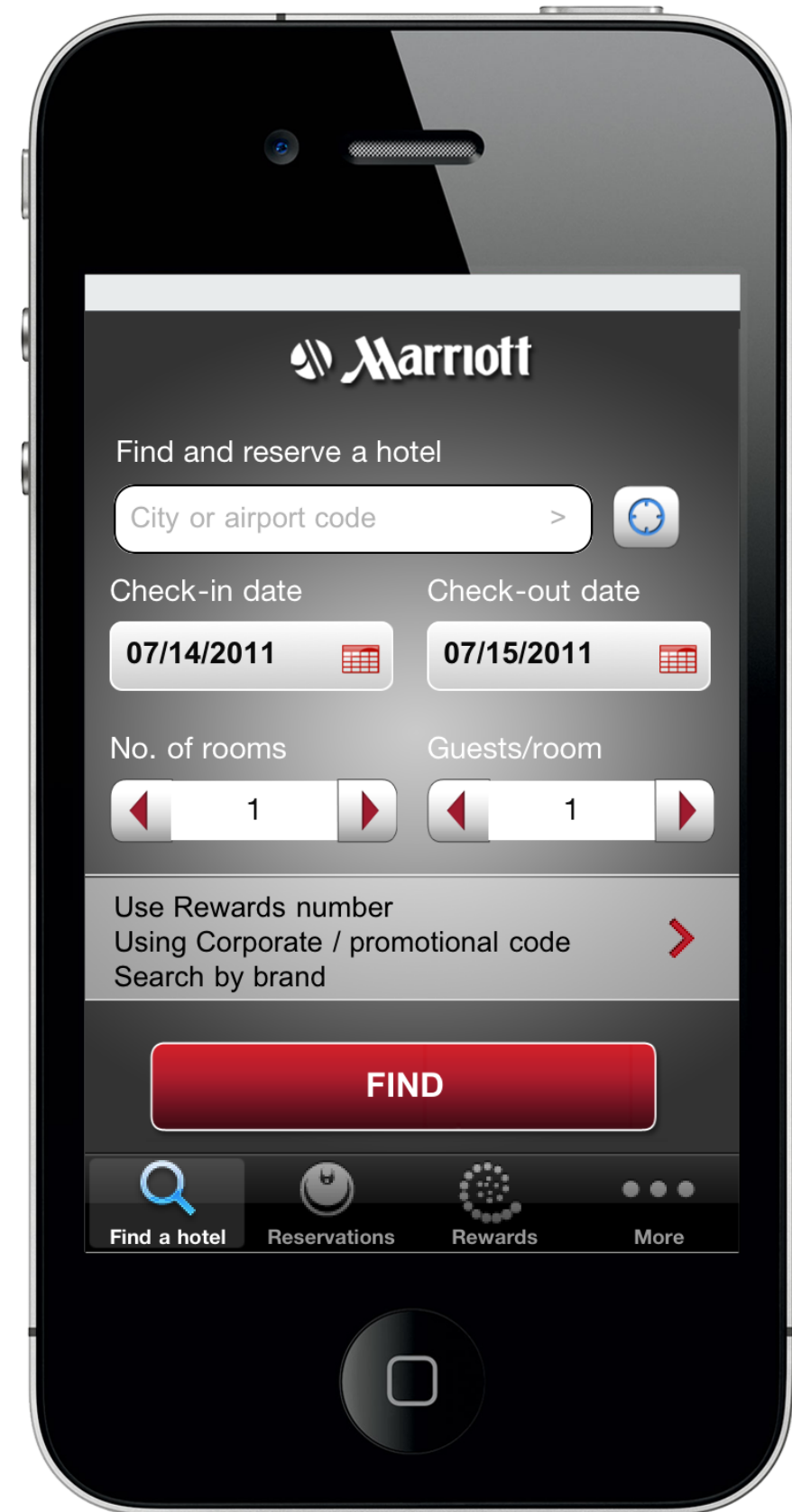


CASE STUDY

Marriott Mobile



CHALLENGE

- Stand out in an already crowded marketing space to excite our target: business and leisure travelers, 25 to 65 – a tech-savvy but time-strapped target
- Figure out a way to leverage the ubiquitous smartphone itself as our secret marketing weapon
- **The goal:** drive 500K downloads within the first three months

SOLUTION

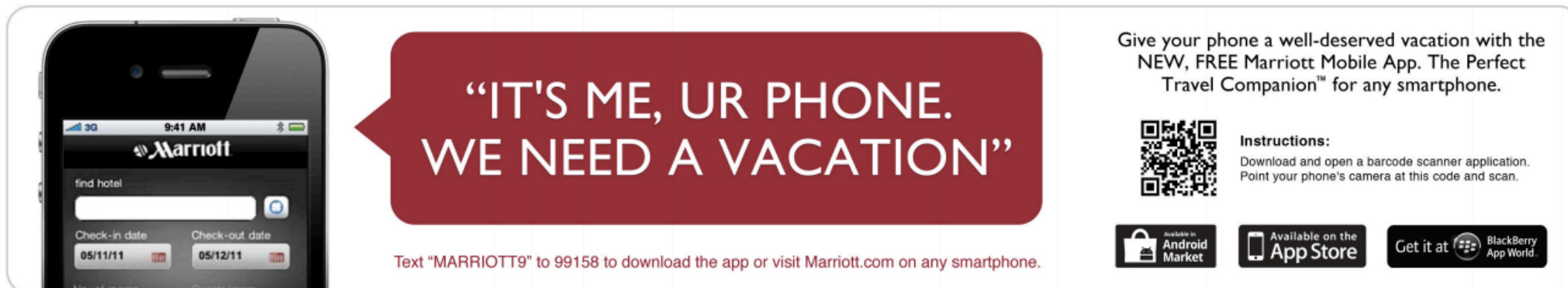
Surround the traveler with a plea from his smartphone

- Concept: the smartphone, like the smartphone traveler, is overworked and needs a vacation
- The smartphone “pitches” the traveler on the benefits of getting the new free Marriott mobile app...and getting them both a vacation



SOLUTION

- The theme was carried across all media – mobile, print, social, display, and hotel properties, and employed paid, owned, and earned assets
- QR and SMS messaging was placed on ads, including boarding passes, hotel room keys, and Facebook ads (an industry first)



The advertisement is a horizontal banner. On the left, a smartphone displays the Marriott mobile app interface, showing a search bar, check-in and check-out dates, and room selection options. In the center, a large red speech bubble contains the text "IT'S ME, UR PHONE. WE NEED A VACATION". Below the speech bubble, a line of text reads: "Text 'MARRIOTT9' to 99158 to download the app or visit Marriott.com on any smartphone." On the right, the text says: "Give your phone a well-deserved vacation with the NEW, FREE Marriott Mobile App. The Perfect Travel Companion™ for any smartphone." Below this text is a QR code. To the right of the QR code, the word "Instructions:" is followed by the text: "Download and open a barcode scanner application. Point your phone's camera at this code and scan." At the bottom right, there are three buttons: "Available on Android Market", "Available on the App Store", and "Get it at BlackBerry App World".

“IT'S ME, UR PHONE.
WE NEED A VACATION”

Text "MARRIOTT9" to 99158 to download the app or visit Marriott.com on any smartphone.

Give your phone a well-deserved vacation with the
NEW, FREE Marriott Mobile App. The Perfect
Travel Companion™ for any smartphone.

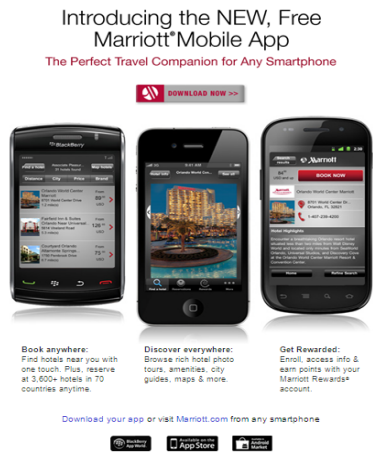
Instructions:
Download and open a barcode scanner application.
Point your phone's camera at this code and scan.

Available on
Android
Market

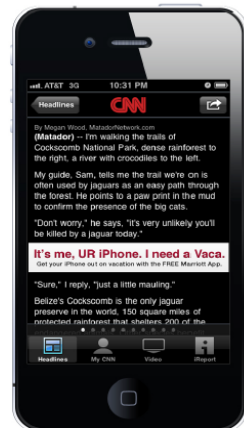
Available on the
App Store

Get it at
BlackBerry
App World.

Marriott Email



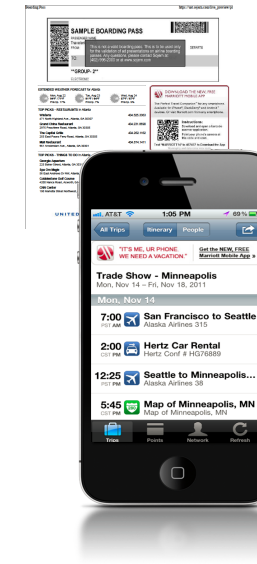
Mobile Display



USA Today Print



E-Itinerary Targeting



Social Video



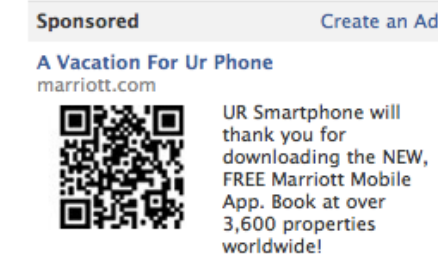
PRE-TRIP

PLANNING

TRAVELING

POST-TRIP

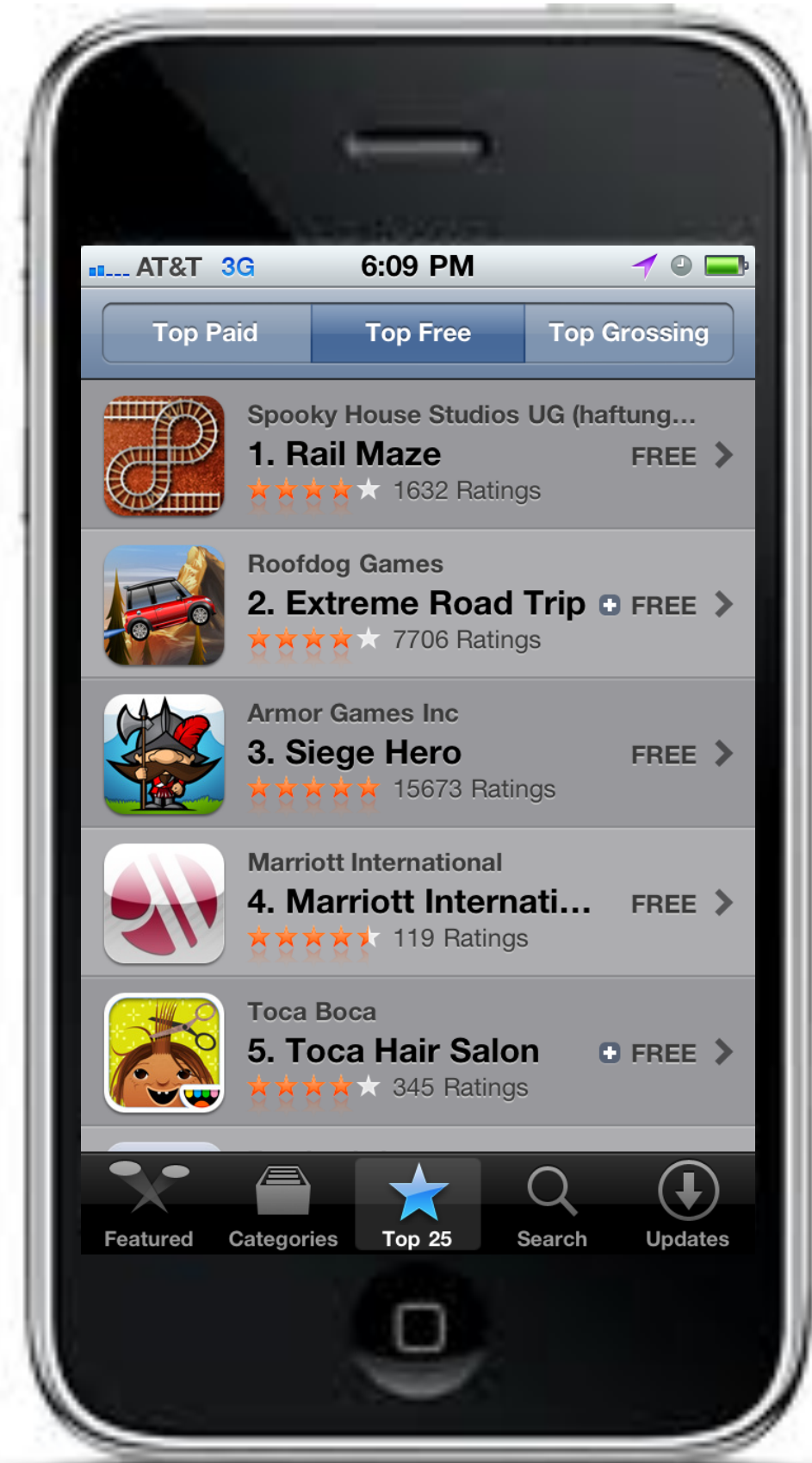
PRE-TRIP



Facebook Ads

RESULTS

- First day of the campaign – reached #1 travel app on iTunes
- First travel app to break the Top 5 free apps overall in iTunes (#4)
- 500K downloads within the first three months
- Over 80K QR and SMS codes scanned or texted for downloads
- Marriott becomes 3rd largest m-commerce sales site of all time
- QR and SMS tactics continue to remain in the market
- Innovative use of QR and SMS on Marriott's owned collateral became top performers in terms of volume



RESULTS

- 'Excellence in Connected Marketing Top Prize' ClickZ 2012
- 'Best Use of Mobile Marketing' ClickZ 2012
- 'Best Direct Response Campaign' Digiday 2012
- 'Best Hotel & Lodging Integrated Ad Campaign' IAC 2012
- Silver Award for Marriott Mobile App Launch - Mobile Advertising category



ABOUT US

Beeby Clark+Meyler is an award-winning interactive agency focused on innovation in media. By this we mean the creation of new and more effective marketing based on the consumer's evolving interaction with, and consumption of, media.

We design highly productive marketing programs that leverage today's most engaging digital media technologies to enable more brand engagement, awareness and sales.

For more information, contact Stuart Meyler, Principal
smeyler@beebyclarkmeyler.com, 203.653.7950

Visit: BeebyClarkMeyler.com

Follow: @gobcm

