

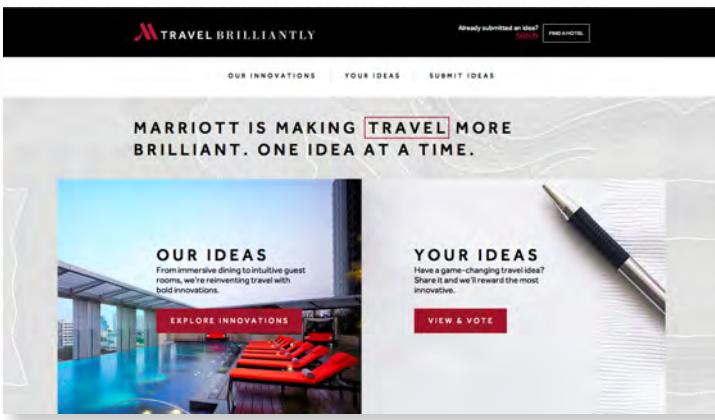


TRAVEL BRILLIANTLYSM CAMPAIGN PLATFORM

GLOBAL MEDIA PLAN

| DOMESTIC | | INTERNATIONAL |
|-------------------------|--|--|
| ONLINE VIDEO | YouTube Hulu Undertone | Xaxis iQiyi YouKu ESPN Deportes |
| DIGITAL PARTNERS | Fast Company WIRED TripAdvisor Mashable Microsoft | Yahoo! Terra Hipertextual Allure TimeOut Qunar.com Mafengwo.cn |
| CABLE TV | ESPN Comedy Channel Bravo HGTV Travel Channel BBC America ABC | FOX Discovery Channel TLC History Channel FX Network |
| MOBILE | AdTheorent Millennial Media | |
| AIRPORT | | India (Delhi & Mumbai) Australia (Melbourne & Sydney) China (Beijing, Guangzhou & Shanghai) |
| PR COVERAGE | The Washington Post The New York Times USA Today Inc. The Boston Globe Zagat Los Angeles Times | CNN Meetings & Conventions Elite Meetings Chicago Tribune Digiday Thnooz |

INNOVATION WEBSITE



TRAVELBRILLIANTLY.COM showcases Marriott's innovative journey to help shape the future of travel through proof points like the new guest room and mobile check-in. Visitors are asked to co-create with Marriott by submitting their own travel ideas.

Brand Innovations



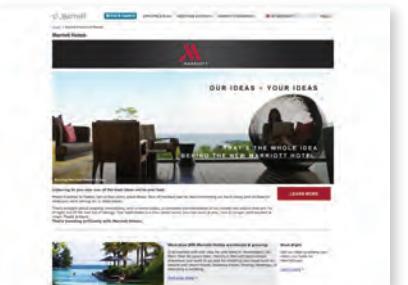
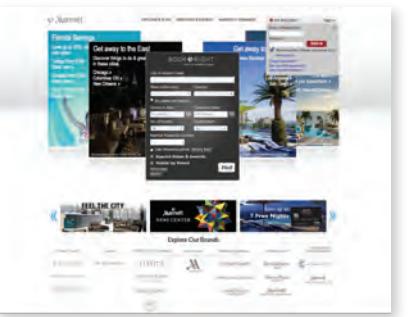
Guest Co-Creators



Behind the Scenes Video



MARRIOTT[®] OWNED CHANNELS



MARRIOTT.COM

The new brand voice is updated on hotel websites, e-conference and guest e-interface. The new look is prominent throughout the booking process—on any device.

MARRIOTTHOTELS.COM
Refreshed to reflect the new Travel Brilliantly campaign including the new logo, photography and overall brand voice.

MARRIOTT REWARDS[®] EMAIL

The new Travel Brilliantly message is prominent in Rewards emails—driving members to find out more about where Marriott is headed.

SALES ACTIVATION NEWSLETTER

Marriott's Travel Brilliantly campaign article appeared in **Reserved for You**—a newsletter distributed twice a month to 120,000 travel agents globally that have completed the *Hotel Excellence!* online training program.

PROPERTY COLLATERAL
On-property collateral starts to roll out in July 2013 reflecting the new Marriott Hotels brand voice.

SOCIAL MEDIA CHANNELS



FACEBOOK

Display user tweets and Instagram photos as part of our social media contest that engages users around the campaign, post updates about our innovations and brand transformation, and showcase associate travel photos to demonstrate how we travel brilliantly.



TWITTER

Promote our innovations and user submissions from TravelBrilliantly.com, share tips on how to travel brilliantly, and enable users to enter our social media contest through their tweets.



INSTAGRAM

Visually reinforce the lifestyle of our brand, posting photos of our innovations from TravelBrilliantly.com and allowing users to enter our social media contest through their Instagram photos.



YOUTUBE

Host campaign and innovation videos, highlighting our brand transformation.



PINTEREST

Post campaign-related photos around our innovations and proof points, as well as aspirational travel photos and property photos showcasing how Marriott Hotels enables guests to travel brilliantly.