

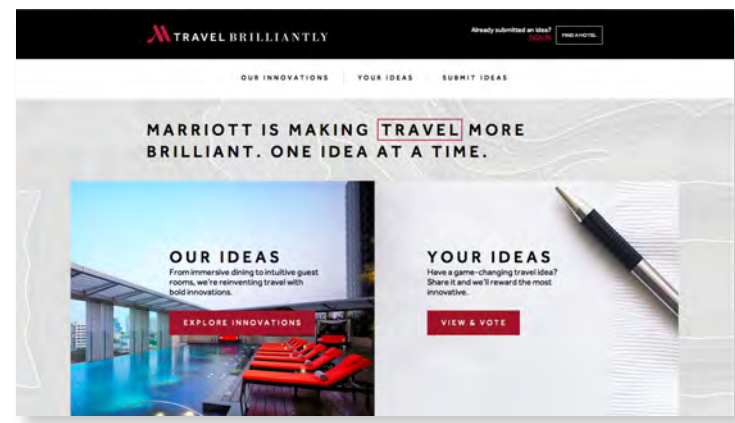


TRAVEL BRILLIANTLYSM CAMPAIGN PLATFORM

GLOBAL MEDIA PLAN

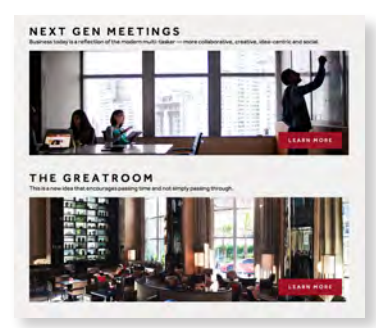
	DOMESTIC	INTERNATIONAL
ONLINE VIDEO	YouTube Hulu Undertone	Xaxis iQiyi YouKu ESPN Deportes
DIGITAL PARTNERS	Fast Company WIRED TripAdvisor Mashable Microsoft	Yahoo! Terra Hipertextual Allure TimeOut Qunar.com Mafengwo.cn
CABLE TV	ESPN Comedy Channel Bravo HGT Travel Channel BBC America ABC	FOX Discovery 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 Thooz

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



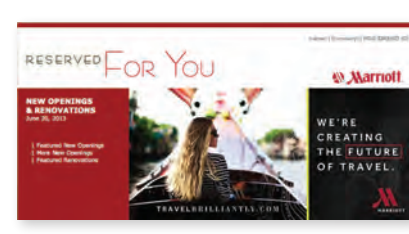
MARRIOTT.COM
The new brand voice is updated on hotel websites, e-conference and guest e-interface. The new look is prominent throughout the booking process—on any device.



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.

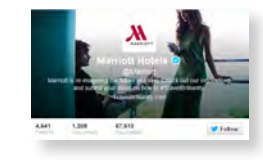


PROPERTY COLLATERAL
On-property collateral starts to roll out in July 2013 reflecting the new Marriott Hotels brand voice.

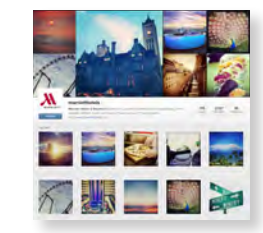
SOCIAL MEDIA CHANNELS



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.