



Bringing Luxury to Life, Fast.

Context

Finding the right brand partnership is hard to do. It's even harder to maintain. Luckily, with the right strategy at the helm, Mercedes-AMG Petronas Formula One Team and Marriott paired up for another year of global teamwork.

Creative

160over90 helped Marriott renegotiate this partnership and launch a brand-new loyalty program, Marriott Bonvoy, as well as announce The Ritz-Carlton as the Official Hotel Partner of the team. We worked to drive global awareness while loyalty members could use points on the 'Marriott Bonvoy Moments' platform to get closer to the F1 action. The Moments packages included experiences like access to drivers, Lewis Hamilton and Valtteri Bottas, a lap around the racetrack in a custom Mercedes-AMG GT R, VIP hospitality and prime views of the racing action, and more.

Cultural Impact

17 Activations at various grand prix in 17 different countries on 5 continents

410/410 Marriott Bonvoy packages redeemed



52 Billion

Marriott Bonvoy points redeemed for experiences

2 Billion

Viewers witnessed prominent branding on drivers and teams for all 21 races

776

Marriott Bonvoy members hosted

