

Marriott | Case Study



Redefining hospitality in Latin America: City Express Launch

Marriott International is a leading hospitality brand based in Bethesda, Maryland, USA. It encompasses a portfolio of more than 8,500 properties under 31 leading brands spanning 138 countries and territories. SQRM provided support for their rebranding initiatives and launch activations in Mexico following the acquisition of the City Express brand in Latin America.



CHALLENGE

After acquiring the City Express brand, Marriott International established its entry into the Affordable Midscale market, directing the launch of its 31st brand exclusively for the Caribbean and Latin America region. The brand needed to undergo a refresh of key messages and visuals, to then be introduced as part of the Marriott International portfolio to the media and key B2B partners.

STRATEGY

Square Root Marketing drafted a LATAM-specific messaging framework, adapted to the voice of Marriott International's brands, in addition to establishing all the visual, logistical, and public relations elements for exclusive press and B2B customer launch events in Mexico.



Media Relations

- 73** Journalists at Press Event
- +180** Attendees at Clients Event
- 67** media channels secured

Main Attendees

- Forbes Mexico
- El Financiero
- Reforma
- El Economista
- Business Insider
- El Heraldo de Mexico
- Milenio
- America Economia
- Expansion
- Reportur
- Travel Report
- Entrepreneur
- First Travel Magazine
- Mundo Ejecutivo
- Revista Negocios
- Líderes Mexicanos

