

CASE STUDY

Atlanta Marriott Marquis: Modules

where it all began

Brulant's search marketing team had been working with the Atlanta Marriott Marquis, providing search engine optimization and pay-per-click services. In 2006, the Atlanta Marriott underwent a huge renovation which included a redesigned lobby and three new restaurants. The goal of the redesign was to create a lobby and surrounding area that had the feel of a home's Great Room where people could gather and socialize. The restaurants were designed with the goal of attracting not only hotel guests but also people who are not guests of the hotel.

how we responded

Brulant designed three distinct modules for each of the restaurants. A module is a single-themed standalone/vanity website developed using a Marriott-approved template structure and a stand alone website, also approved by Marriott. Each module has a unique look and feel and is specifically branded for the restaurant it features.

the value to Atlanta Marriott Marquis' business

... cost effectiveness: Modules are an efficient and cost effective way to promote a business by creating a standalone website as well as one that links to the corporate Marriott website.

... building the brand: The modules allow each restaurant to be marketed separately, building online awareness and branding through design.

... ease of approval: The modules are created using a Marriott-approved template structure, helping the Atlanta Marriott streamline the approval process.



"We are very pleased with the Atlanta Marriott Marquis Restaurant and Lounge Modules that the Brulant team created. They carefully listened to our positioning objectives, made recommendations and creatively pulled through the rediscover Marquis campaign throughout the modules."

**Senior Marketing & eCommerce
Manager, Atlanta Marriott Marquis**



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