

## Case Study

# MARRIOTT BONVOY FORTNITE METAVERSE LAUNCH

**Role:** Influencer Strategy & Campaign Lead

**Audience:** Teens & Gamers (U.S.)

## MISSION

Build and launch Marriott Bonvoy's presence inside the metaverse by creating awareness and gameplay engagement for its new Fortnite Creative experience, inspired by four signature Marriott Bonvoy brands.

## STRATEGY

- Activate top-tier Fortnite talent to build credibility and drive large-scale discovery.
- Assign each creator to spotlight one of the four Marriott Bonvoy-inspired mini-games, ensuring balanced visibility.
- Layer talent types:
  - Gaming influencers for gameplay-driven storytelling
  - Celebrity co-streaming to expand reach beyond core gamers
- Use a multi-platform content plan to maximize touchpoints and platform-native engagement.



## EXECUTION

- Partnered with creators including Ali-A, Zemie, Dagwummy, and others for broad Fortnite reach.
- Delivered 30+ creator content pieces across YouTube, TikTok, and Twitch.
- Organized a high-profile Twitch co-stream: Sommerset playing Fortnite live with Brooklyn Beckham, amplifying cultural relevance and campaign buzz.



## RESULTS

**24.5M+**

**Total Views**

across all creator content

**130K+**

**Engagements**

likes, comments, shares

**400K+**

**Co-stream Views**

Sommerset x Brooklyn Beckham

Successfully introduced Marriott Bonvoy to Gen Z gamers while showcasing four distinct hotel brands in an interactive metaverse experience.