

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.

