



MARKETING WITH IMPACT

Your Single Source for the Knowledge and Tools You Can Use

Week of March 24, 2014

TOOLS AND TEMPLATES

Marketing Reference Guide

If you are ever unsure of where to get what when it comes to Marketing materials, this Marketing Quick Reference Guide can help! This short 2-pager lists all of your Marketing resources, how each can help and how you can access them.

You can find this handy tool on the [Live Wire under Brand/Marketing > Marketing Resources](#).

- Read Marketing With Impact**
 - Contains latest marketing-driven templates, programs and campaigns
 - Educates you on brand awareness
 - Links you to more information or tools to access as needed
 - Built by the marketing team with cross functional content
 - Distributed weekly to your email inbox
- Check the Brand/Marketing Tab on ExecuStay LiveWire**

Access by logging into www.execustaylivewire.com
User: Execustaylivewire (case sensitive)
Pass: 20franchisee13 (case sensitive)
*For security purposes, you will be prompted to enter the same password (20franchisee13) again.

 - Find information about Brand on Demand and the CustomPoint Print Portal
 - Download in-unit collateral templates and informational guides
 - Read the latest Marketing With Impact newsletter from Oakwood Worldwide marketing
 - Access to brand elements such as logos and eSignatures
- Check Brand on Demand for any customizable marketing materials, such as:**
 - Flyers
 - Property Profiles
 - Evites
 - brochures

*Download a jpg or hi-res PDF or submit a bulk print order

To access Brand on Demand, click on the shortcut on your desktop and type in your email address (all lowercase) and the password, pass. For instructions on how to download the shortcut to your desktop, visit the LiveWire > Brand/Marketing Tab > Brand on Demand.

INDUSTRY INTELLIGENCE

The [2013 Global Mobility Effectiveness Survey by EY](#) reviews the critical role that mobility functions play in the global business environment and how companies assign international positions. This survey also discusses mobility strategy, growth markets and compliance risks with insights on how these factors impact talent and strategy.

If you have any questions regarding Brand on Demand, LiveWire or other general marketing inquiries, please reach out to the Marketing Team at ExecuStayMarketing@oakwood.com.

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