



MARKETING WITH **IMPACT**

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Week of February 10, 2014

BRAND UPDATES

ExecuStay.com Enhancements

We are excited to let you know of some key updates we have made to [ExecuStay.com](#). Our goal is to improve user experience with the site and enhance some of our national promotions. Changes include:

- **Home Page Banners** -updated to include multiple messages (no longer one-promotion banners). The banners now feature Book Online Bonus, Refer a Friend, Marriott Rewards® and general ExecuStay® messaging.
- **Rewarding Offers Page**-previously called "Deals", this page has been updated to feature a short description of all national offers currently running with a link to the offer's dedicated landing page.
- **Dedicated Offer Landing Pages**-now all our offers have their own dedicated landing page, allowing us to link to a specific promotion without other messaging on the page. We currently have Book Online Bonus, Refer a Friend and the new ExecuStay eDeals landing page
- **International Serviced Apartments Page** -updated to reflect the ExecuStay brand's strength and presence in all 50 United States. Includes a referral to Oakwood.com to capture reservations outside of the U.S.
- **City Search Results/Property Pages**-we can now include a creative banner and matching "Check Rates & Availability" button to highlight properties included in a national promotion. Our new Book Online Bonus promotion is featured now.

Check out all the enhancements by going to [ExecuStay.com](#). For any questions, please contact [Lisa Reich](#), ExecuStay Brand Manager.



ARTICLES AND PRESS RELEASES

Craig Ryan, Oakwood Worldwide® managing director of Asia Pacific, was interviewed by [HRMTV on 2014 global mobility trends](#). HRM TV is part of HRM Asia, the leading human resources management media platform that reaches HR professionals and business leaders in Asia. The 6-minute video covers challenges faced by employees relocating to a new city and discusses key relocation trends. Craig highlights the 3 industries experiencing the most growth in the global mobility sector in Asia and shares his perspective on increasing investment in China. He also offers advice on how companies can help their staff assimilate into their new environment and shares tips on striking a balance between cost, comfort and convenience when choosing accommodations. The video will be posted on the Oakwood Worldwide [LinkedIn](#) and [Facebook](#) pages. We encourage you to "like" and share it within your networks. The clip will also be available in the Oakwood Worldwide [newsroom](#).

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.

This email was sent to: alight@oakwood.com

This email was sent by: Oakwood Worldwide

