

# ***ExecuStay Book Online Bonus***

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Oakwood Worldwide Marketing***

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- Benefits
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- Marriott Rewards Points Fulfillment
- Marketing
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# ExecuStay Book Online Bonus – Overview

- Now through March 31, 2014, ExecuStay guests can earn 5,000 Marriott Rewards bonus points when they book online.
  - Travelers simply need to:
    - Book their reservation online using the “Check Rates & Availability” button at participating properties.
    - Stay for 30 days or longer, with a move in date between January 1, 2014 and March 31, 2014.
    - Let us handle the rest! By booking online, guests will receive 5,000 complimentary bonus points, 2.5 Marriott Rewards points per dollar spent on qualifying charges and a great rate for their stay!
  - Markets simply need to:
    - Make sure that any open inventory is available to book accordingly in Pegasus. This will ensure a good guest booking experience, make this promotion successful, and ultimately, ensure we get much needed bookings during our high vacancy period.
    - If you need assistance with this, contact [eChannels@oakwood.com](mailto:eChannels@oakwood.com).

# Benefits

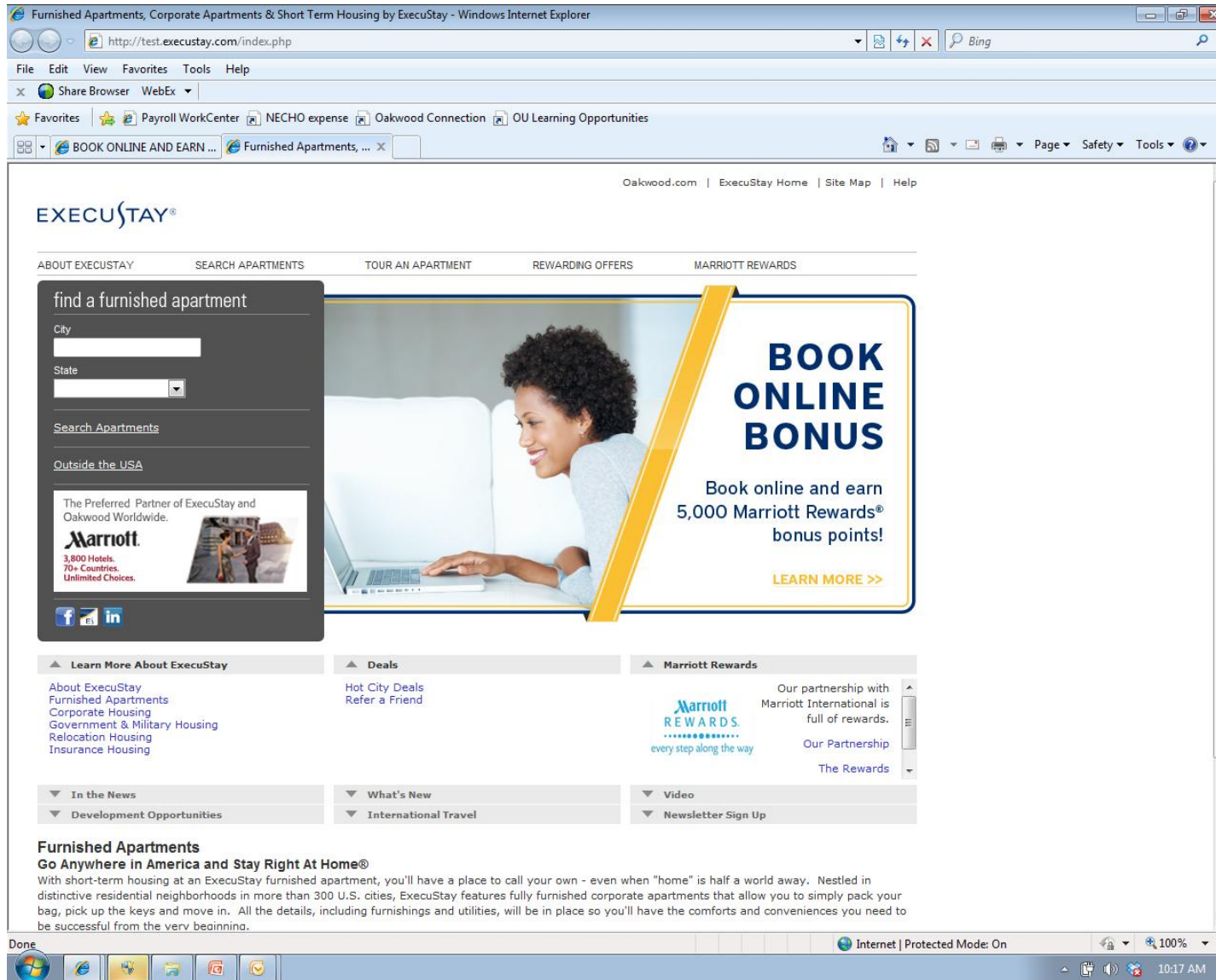
## Guest benefits

- Guests can book the lowest available online rate and receive a Marriott Rewards bonus (many times value-add bonuses are available only with regular rates).
- Guests with our top accounts who have negotiated rates and use a corporate rate code to get their negotiated rate can receive this promotion as well.
- It's easy for guests since they don't have to enter a promotion code, any guest who books and meets the criteria will get the bonus points.

## Market benefits

- Competitors are offering low rates through first quarter, this promotion allows us to offer low rates as necessary and a bonus on top to win the business (bonus Marriott Rewards points will cost markets \$42.50 per guest).
- It is easy to track for bonus points fulfillment since eChannels/Revenue Management will run a report of all guests eligible at the end of each month and send to market DM/PM/GM.
- It is easy to track for promotion success because we will be able to see all bookings that occurred online during this period.
- Booking Online using the "Check Rates & Availability" button is our least expensive sales channel.

# Creative – Home Page



# Creative – Dedicated Landing Page

BOOK ONLINE AND EARN 5,000 MARRIOTT REWARDS® BONUS POINTS - Windows Internet Explorer

http://test.execustay.com/deals/book-online-bonus.php

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Home



## BOOK ONLINE AND EARN 5,000 MARRIOTT REWARDS® BONUS POINTS

Now through March 31, 2014, earn 5,000 Marriott Rewards bonus points when you book online. It's easy, simply:

1. Book your reservation online using the "Check Rates & Availability" button at participating properties.
2. Stay for 30 days or longer, with a move-in date between January 1, 2014 and March 31, 2014.
3. Let us handle the rest! By booking online, you'll receive 5,000 complimentary bonus points, 2.5 Marriott Rewards points per dollar spent on qualifying charges\* and a great rate for your stay!

[SEARCH PROPERTIES >>](#)

### TERMS & CONDITIONS

Marriott Rewards® members who book a reservation online for 30+ days at a participating property using the "Check Rates & Availability" button will receive 5,000 Marriott Rewards bonus points. No promotion code necessary. Stay must be booked between January 1, 2014 and March 31, 2014. Not valid for reservations made prior to January 1, 2014. Move-in must occur by March 31, 2014. Back-to-back 30-day stays at the same property are considered one (1) stay and are eligible for only one bonus point offer. Stays for less than 30 days are not eligible for this promotion. This offer is non-transferable.

\*Earn 2.5 points per dollar on all qualifying charges for stays of 30 days or longer at any ExecuStay, where every 3 nights stayed will award members 1 night toward Elite status. Qualifying charges include rental expenses and fees.

[About ExecuStay](#) | [Search Apartments](#) | [Tour An Apartment](#) | [Deals](#) | [Marriott Rewards](#) | [Press Releases](#)

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Done

Internet | Protected Mode: On

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# Creative – City Search Results Page

Atlanta Extended Stay, Corporate Housing & Atlanta Furnished Apartments - Windows Internet Explorer

http://test.execustay.com/furnished-apartments/atlanta/atlanta.php

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Home > Furnished Apartments > Atlanta Extended Stay Apartments

### Atlanta Extended Stay Apartments

Located in a city that eloquently combines Southern charm and urban sophistication, ExecuStay offers Atlanta corporate apartments in residential areas that are just minutes from top businesses, schools, attractions and dining.

The perfect home away from home, ExecuStay's Atlanta furnished apartments are move-in ready and offer every amenity. From high-speed internet access to furnishings, cookware and linens, all the details have been taken care of so you can concentrate on the things that matter most.

Although the city does offer extensive train and bus services, Atlanta extended-stay guests will find that the best way to maneuver the city and surrounding area is by car. Many of ExecuStay's Atlanta corporate housing options are conveniently located near I-20, I-75, I-85 and the I-285 - which offer easy access to cities like Athens, Augusta and Columbus.

When the working day is done, Atlanta corporate apartment residents will find the city has plenty to see and do. From professional sports teams, like the Atlanta Braves, Hawks, Falcons and Thrashers, to the Atlanta Symphony Orchestra, the world's largest aquarium and the Coca-Cola Museum - Atlanta is teeming with interesting ways to enjoy your down time.

ExecuStay is the most trusted name in Atlanta corporate housing, serviced and furnished apartments. Find out how our residences can make your Atlanta extended stay even more comfortable.

[See all Atlanta area apartments >>](#)

**Furnished apartments for a month or more**

**BOOK ONLINE BONUS**

Book online using the "Check Rates & Availability" button and earn 5,000 Marriott Rewards® bonus points!

#### Apartments

|   |   |  |
|---|---|--|
| 1 | <b>Atlantic Square</b><br>470 16th St NW,<br>Atlanta, Georgia 30363 USA                     | <a href="#">Contact a Representative</a>   |
| 2 | <b>Park District</b><br>401 17th Street NW,<br>Atlanta, Georgia 30363 USA                   | <a href="#">Contact a Representative</a>   |
| 3 | <b>Camden Midtown Atlanta</b><br>265 Ponce De Leon Avenue NW,<br>Atlanta, Georgia 30308 USA | <a href="#">Contact a Representative</a>   |
| 4 | <b>AMLI Old 4th Ward</b><br>525 Glen Iris Drive NE,<br>Atlanta, Georgia 30308 USA           | <a href="#">Contact a Representative</a>   |
| 5 | <b>AMLI Parkside</b><br>660 Ralph McGill Blvd NE,<br>Atlanta, Georgia 30312 USA             | <a href="#">Check Rates &amp; Availability</a><br><a href="#">Contact a Representative</a> |
| 6 | <b>AMLI Lindbergh</b><br>2400 Parkland Drive,<br>Atlanta, Georgia 30324 USA                 | <a href="#">Contact a Representative</a>   |
| 7 | <b>Manor at Buckhead</b><br>3558 Piedmont Road,<br>Atlanta, Georgia 30305 USA               | <a href="#">Contact a Representative</a>   |

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**New!**  
Promotional banner on City Search Results pages and coordinating "Check Rates & Availability" button



# Creative – City Search Results Page

Atlanta Extended Stay, Corporate Housing & Atlanta Furnished Apartments - Windows Internet Explorer

http://test.execustay.com/furnished-apartments/atlanta/atlanta.php

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[See all Atlanta area apartments >>](#)

2D 3D Road Aerial Bird's-eye Labels <<

Atlanta, Georgia

Montana North Dakota Minnesota Lake Superior

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**Furnished apartments for a month or more**

**BOOK ONLINE BONUS**

Book online using the "Check Rates & Availability" button and earn 5,000 Marriott Rewards® bonus points!

**Apartment**

**AMLI at North Briarcliff**

2500 Shallowford Rd, Atlanta, Georgia 30345 USA

[Contact a Representative](#)

**AMLI at Perimeter Place**

60 Perimeter Center Pl, Atlanta, Georgia 30346 USA

[Check Rates & Availability](#)

[Contact a Representative](#)

**AMLI Lindbergh**

2400 Parkland Drive, Atlanta, Georgia 30324 USA

[Contact a Representative](#)

**AMLI Old 4th Ward**

525 Glen Iris Drive NE, Atlanta, Georgia 30308 USA

[Contact a Representative](#)

**AMLI Parkside**

660 Ralph McGill Blvd NE, Atlanta, Georgia 30312 USA

[Check Rates & Availability](#)

[Contact a Representative](#)

**Atlantic Square**

470 16th St NW, Atlanta, Georgia 30363 USA

[Contact a Representative](#)

**Axis at Perimeter**

8 Perimeter Center East, Atlanta, Georgia 30346 USA

[Contact a Representative](#)

**New!**

Promotional banner on City Search Results pages and coordinating "Check Rates & Availability" button



# Creative – Property Pages

The screenshot shows a Windows Internet Explorer browser window displaying the ExecuStay website for the AMLI Parkside property. The browser's address bar shows the URL: <http://test.execustay.com/furnished-apartments/atlanta/amli-parkside/index.php>. The website header includes the ExecuStay logo and a navigation menu with links: ABOUT EXECUSTAY, SEARCH APARTMENTS, TOUR AN APARTMENT, REWARDING OFFERS, and MARRIOTT REWARDS. The main content area features a large image of the AMLI Parkside building at night, with a caption "Atlanta furnished apartment exterior". To the left of the image is a "BOOK ONLINE BONUS" section with a "Check Rates & Availability" button. Below this is a "Local Reservations" section with contact information for Atlanta. To the right of the image is a "Property Links" section with links to "Map this Property", "Download a PDF", and "See Atlanta Extended Stay Apartments". The bottom of the page has a section for "AMENITIES" and "Unit Features".

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ABOUT EXECUSTAY SEARCH APARTMENTS TOUR AN APARTMENT REWARDING OFFERS MARRIOTT REWARDS

Home > Furnished Apartments > Atlanta Extended Stay Apartments > AMLI Parkside

**AMLI Parkside**

660 Ralph McGill Blvd NE  
Atlanta, Georgia 30312

**BOOK ONLINE BONUS**

Book online using the "Check Rates & Availability" button and earn 5,000 Marriott Rewards® bonus points!

Furnished apartments at AMLI Parkside provide contemporary living from the granite countertops and 10 foot ceilings to the spacious walk-in closets and garden tubs. Perfectly situated in Downtown Atlanta, I-75, I-85 & I-20 are easily accessible, taking you anywhere you wish to go. Centrally located within

[Read More](#)

**Check Rates & Availability**

Contact a Representative

Rate includes rent, furnishings, utilities, Wi-Fi, cable, housekeeping and Marriott Rewards points

**Local Reservations:**  
866.724.5487  
**24-Hour Reservations:**  
888.220.0301  
**Fax:**  
770.509.1021  
**Email:**  
[Atlanta Reservations](#)

**Property Links**

[Map this Property](#)

[Download a PDF](#)

[See Atlanta Extended Stay Apartments](#)

Atlanta furnished apartment exterior

**AMENITIES** **POLICIES/PETS** **GETTING HERE** **NEIGHBORHOOD INFORMATION**

**Available Apartment Types\***

- 1 Bedroom
- 2 Bedroom

**Furnishings**

ExecuStay supplies furnished apartments with all the conveniences you need to feel right at home. Every room in our

**Unit Features**

- Balcony, Deck, Patio, or Porch
- Dishwasher
- Formal Dining Room
- Washer/Dryer in Unit
- 9' to 10' Ceilings
- Walk-in Closets

**New!**

Promotional banner on Property page and coordinating "Check Rates & Availability" button

# New! Rewarding Offers Page

ExecuStay Deals - Windows Internet Explorer

http://test.execustay.com/deals/index.php

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## REWARDING OFFERS




### BOOK ONLINE BONUS

**BOOK ONLINE AND EARN 5,000 MARRIOTT REWARDS® BONUS POINTS**

For a limited time, earn 5,000 Marriott Rewards® bonus points on select properties when you book online using the "[Check Rates & Availability](#)" button!

[LEARN MORE >>](#)



### REFER A FRIEND

**REFER A FRIEND AND EARN 5,000 MARRIOTT REWARDS® BONUS POINTS**

Refer a friend to ExecuStay and earn 5,000 Marriott Rewards bonus points for every friend who books a 30+ day stay.

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(1 item remaining) Downloading picture http://www.execustay.com/assets/new/images/Execustay\_Marriott\_graphic- Unknown Zone | Protected Mode: On

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# Terms & Conditions

Marriott Rewards® members who book a reservation online for 30+ days at a participating property online using the “Check Rates & Availability” button will receive 5,000 Marriott Rewards bonus points. Look for the Book Online Bonus banner on participating city web pages and the Check Rates & Availability button on participating properties. No promotion code necessary. Stay must be booked between January 1, 2014 and March 31, 2014. Not valid for reservations made prior to January 1, 2014. Move-in must occur by March 31, 2014. Back-to-back 30-day stays at the same property are considered one (1) stay and are eligible for only one bonus point offer. Stays for less than 30 days are not eligible for this promotion. This offer is non-transferable.

Marriott Rewards points will be posted 30-45 days following guest move in date.

# Marriott Rewards Points Fulfillment

- By the 10<sup>th</sup> of the following month, the eChannels/Revenue Management team will run a report of all guests who booked online and met the promotion criteria.
- This report will be sent to all District Managers, Property Managers and General Managers (managed and franchised markets) who had a guest during that period eligible for the bonus points.
- It is the market's responsibility to fill out the Marriott Rewards Purchase Points Request form for each of their eligible guests and submit to Marriott so the guest will receive their bonus points.
  - Submit Marriott Rewards Purchase Points Request form to Connie Johansen at [connie.johansen@marriott.com](mailto:connie.johansen@marriott.com)
  - Cost to market is \$8.50 per 1,000 = \$42.50

# Marketing

## Online

- ExecuStay.com Home page
- ExecuStay.com Book Online Bonus landing page
- ExecuStay.com Rewarding Offers page
- ExecuStay.com City Search Results pages
- ExecuStay.com Property pages

## Email

- Oakwood Worldwide Client eNewsletter
- Oakwood Worldwide Flex Accounts email
- Oakwood Worldwide Consulting Segment email
- Oakwood Worldwide Government Segment email

## Brand on Demand

- Book Online Bonus template to pull through in market (Available on 1/1/14)

## Social

- Facebook
- LinkedIn

## Press Releases (TBD)

# Resources

- For public information about the ExecuStay Book Online Bonus promotion go to the Book Online Bonus landing page on [ExecuStay.com](http://ExecuStay.com).
- For all internal documents, go the ExecuStay LiveWire (In Mid January, this will be moving to SharePoint): <http://www.execustaylivewire.com>
  - Username: ExecuStaylivewire
  - Password: Franchisee
- Questions:  
Lisa Reich – [lreich@oakwood.com](mailto:lreich@oakwood.com) or 240.720.3022  
Amy Leeds – [aleeds@oakwood.com](mailto:aleeds@oakwood.com) or 240.720.3014