



MARKETING WITH **IMPACT**

Your Single Source for the Knowledge and Tools You Can Use

Week of April 7, 2014

CAMPAIGNS AND PROMOTIONS

2014 Government Brand Awareness Campaign

The following print and digital banner ads promoting the value of Oakwood Worldwide's lodging solutions for government clients will be published in key government publications, including Government Executive and FEDWeek. The print ads consist of one civilian themed ad and one military themed ad. The digital ads will direct leads to the government section on Oakwood.com. The various ads will run from March through October. For any questions regarding the following marketing materials, please contact [Terri Jean-Charles](#), Marketing Manager.

One Lodging Solution.

Multiple Ways to Save.

- Oakwood Worldwide® is the leading provider of extended stay lodging solutions through our well-known brands, Oakwood® and ExecuStay®.
- From reservation to time of departure, Oakwood Worldwide's lodging solutions support the government's missions, policies, people, and budgets. Our understanding of today's government means that we become an extension of your team with purpose-built solutions, around-the-clock customer service, and detailed reporting and invoicing.
- Oakwood Worldwide makes procurement and management of domestic and global accommodations easy, flexible, and reliable.

To learn more, visit [Oakwood.com/Government](#) or call 1.888.268.9998.

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Oakwood | EXECUSTAY

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The graphic is a promotional banner for Oakwood Worldwide. It features the company logo at the top left. The main text reads "One lodging solution. Multiple ways to save." with a "LEARN MORE" button. Below this, there are four orange-bordered boxes. The top-left box shows a hotel room with the text "One Lodging Solution. Multiple Ways to Save." The top-right box contains icons for a clock, a dollar sign, and a globe, with the text "Stay close to your mission...". The bottom-left box contains the same icons and the text "...and within your budget." The bottom-right box features the Oakwood Worldwide logo and a "Learn More Here" button.

BRAND ON DEMAND

Brand on Demand - April Training

Marketing is holding a Brand on Demand training webinar on April 15th at 8 am PST/11 am EST for anyone who needs a refresher or for new employees that have not been trained on the system. We encourage you to join the webinar if you have any uncertainties surrounding this self-serve tool. This is also a great opportunity to learn about some of the newly-added enhancements since the launch of the platform.

Below is webinar access information for the training session in April:

Registration Link : <https://www1.gotomeeting.com/register/443625984>

Toll: +1 (646) 558-2121

Access Code: 813-126-341

[Be sure to register prior to training!](#)

ARTICLES AND PRESS RELEASES

[Home & Away... a look at the latest development within the serviced apartment sector](#)

Buying Business Travel, a popular UK-based publication for business travel buyers, recently interviewed Claire Barrie, EMEA director of sales, on latest developments in the serviced accommodation sector. Read the article by executive editor Bob Papworth's [here](#), including Claire's comments on page 101, 106 and 110.



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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