



**MARKETING WITH IMPACT**  
Your Single Source for the Knowledge and Tools You Can Use

This edition of Marketing With Impact will be posted on [Live Wire](#). If you would like to add anyone to the distribution list, please email [ExecuStayMarketing@oakwood.com](mailto:ExecuStayMarketing@oakwood.com).

**Week of November 4, 2013**

## GENERAL ANNOUNCEMENTS

### **ExecuStay Hot City Deals in Marriott Rewards® eNewsletter**

Our ExecuStay Hot City Deals "Shop" promotion will be featured in the November 5th issue of the Marriott Rewards eNewsletter and distributed to approximately 7 million Marriott Rewards members. This promotional vehicle offers great exposure for our ExecuStay brand to Marriott Rewards members. ExecuStay will also be featured on the home page of Marriott.com November 7 - 14, offering even more visibility.

Remember if you have any inventory available to book on ExecuStay.com, please make sure Pegasus is updated accordingly. If you have questions or need assistance, please contact [eChannels@oakwood.com](mailto:eChannels@oakwood.com).

The screenshot displays the Marriott Rewards website interface. At the top, there's a navigation bar with 'find & reserve', 'EXPLORE & PLAN', and 'MARRIOTT REWARDS'. The main content area is divided into several sections:

- your account:** Displays user information including 'First Last', 'Acct #000004567', 'Marriott Rewards', '567,890 points', and '3 nights this year'. It also shows a progress bar for Silver (10), Gold (50), and Platinum (75) tiers.
- Season's Savings, Top Resorts:** Promotes '\$100 Bonus Bucks® + 10% savings for members, Orlando to Oahu. Enjoy' and a 'DC Holiday Deal' with rates from \$59.
- FIND A HOTEL >:** A search bar with the text 'Search 3,700+ hotels across 14 brands worldwide'.
- HOLIDAY STAYS:** Lists various offers such as '25% off villas: Miami to Phuket, one more chance', 'First Last's Specials' for Montreal, Ontario, and Istanbul, and 'New year's savings in NYC: tallest hotels in North America'.
- HOLIDAY WINS:** Includes a contest to win a Marriott bed in the 30th birthday sweeps, a design contest for a Habitat for Humanity home, and a chance to win a Visa gift card by celebrating in exciting places.
- Deals + discoveries:** Offers 'Personalized picks >' and 'Last-minute deals 20% off: eBreaks® >'.
- HOTEL OPENINGS:** Announces new hotels like 'Texas: Courtyard + TownePlace Suites | Costa Rica | Chicago | All' and 'Hotel Punta Islita, Autograph Collection'.
- REWARDING NEWS:** Features news about iPad to top-brand gift cards, holiday shopping with points, 10,000 points at ExecuStay®, VIP airport lounge access, and a trip to Super Bowl XLVIII.

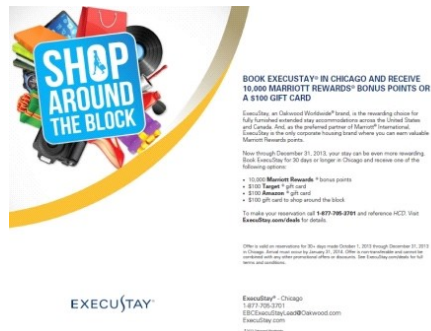
### **New ExecuStay Marketing Material in Brand on Demand**

New and updated marketing material has been added to Brand on Demand so you can easily pull promotions, programs and special offers through in your market. Items include:

- 1 New "ExecuStay Intro"
- 1 New "Market Rate Offer"

- 1 New "Market Points Offer"
- 1 New "Hot City Deals"
- 1 Updated "Refer a Friend"
- 1 Updated "Next Stay ExecuStay"

Visit Brand on Demand > ExecuStay > Create > Flyers > Horizontal Flyers to find them all!



#### ***Oakwood Worldwide In The News: Press Releases***

#### **Oakwood Worldwide® Wins Multiple Awards at Cartus 2013 Global Network Conference**

Oakwood Worldwide was honored for outstanding performance at Cartus Corporation's 2013 Global Network Conference.

This release was posted to the Oakwood and ExecuStay Linked In and Facebook pages on November 1. Be sure to "like" and share it within your networks. Find all press releases and news coverage on the Oakwood Worldwide [newsroom](#).

#### **Oakwood Worldwide® Appoints Martin Fluck as Director of Operations, North Asia**

Oakwood Worldwide announces the promotion of Martin Fluck to director of operations for the Oakwood®-branded serviced apartments in North Asia.

This release was posted to the Oakwood and ExecuStay Linked In and Facebook pages on October 24. Be sure to "like" and share it within your networks. Find all press releases and news coverage on the Oakwood Worldwide [newsroom](#).

If you have any questions regarding Brand on Demand, the CustomPoint Print Portal and other general marketing inquiries, please reach out to the Marketing Team at [ExecuStayMarketing@oakwood.com](mailto:ExecuStayMarketing@oakwood.com).

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