

MARKETING WITH **IMPACT**

Your Single Source for the Knowledge and Tools You Can Use

Week of January 13, 2014

CAMPAIGNS AND PROMOTIONS

Updated Featured Finds Promotion

Check out the new Featured Find banner on the home page of Oakwood.com that directs visitors to the new [Featured Finds tab on the Special Offers page](#). There are now five properties in this pilot program, which started in September, including the latest addition Ballston Square in Arlington, VA. The promotion is scheduled to run thru March and since its inception there have been 42 reservations, amounting to 393 room nights and \$40,000 in revenue. The purpose of this pilot is to determine if we can influence buying behavior and drive online bookings by offering a compelling rate and reduced restrictions on inventory availability. NOTE: This is an online booking promotion only, so please do not attempt to book this promotion for any email or phone leads.

- Arlington, VA - Ballston Square
- Boston, MA - One India Street
- Chicago, IL - 200 Squared
- Los Angeles, CA - Oakwood Toluca Hills
- Seattle, WA - Via6

TRADESHOWS AND PARTNERSHIPS

2014 Global Mobility Industry Partnerships

We are excited to announce our global partnerships with [Worldwide ERC](#) and [The Forum for Expatriate Management](#) for 2014. These agreements demonstrate Oakwood Worldwide's continued commitment to supporting and promoting global workforce mobility while receiving mutual sponsorship, exhibit and advertising benefits.



Our Worldwide ERC agreement includes participation at the following 2014 events:

- Global Workforce Summit (EMEA), London (February 11-12)
- Global Workforce Summit (APAC), Shanghai (March 26-27)
- National Relocation Conference, Orlando (May 7-9)
- Global Workforce Symposium, Chicago (October 8-10)

The ERC agreement also includes print, online and e-newsletter marketing opportunities.



Our agreement with The Forum for Expatriate Management includes participation at the following 2014 events:

- Totally Expat Show, New York (March 25)
- Totally Expat Show, London (May 19)
- Totally Expat Show, Sydney (July 25)
- Americas Global Mobility Summit*, Orlando (September 18-19)
- Asia Pacific Global Mobility Summit*, Hong Kong (October 14)
- European Global Mobility Summit*, London (November 7)

* The FEM agreement also includes sponsorship of an EMMA Awards category at each of the Global Mobility Summits.

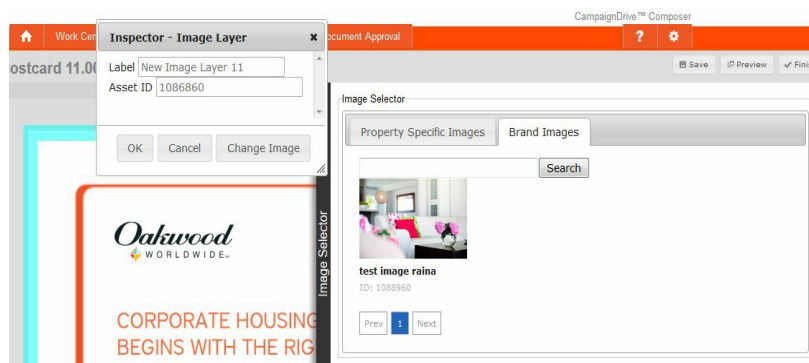
NEW FEM marketing opportunities added this year include a Oakwood Worldwide sponsorship of the 2014 Global Mobility Function Survey and 6 months of digital advertising on the organization's website.

More details will be shared throughout the year, however, if you have any questions about these partnerships, please contact [Jennifer Spartin](#).

BRAND ON DEMAND

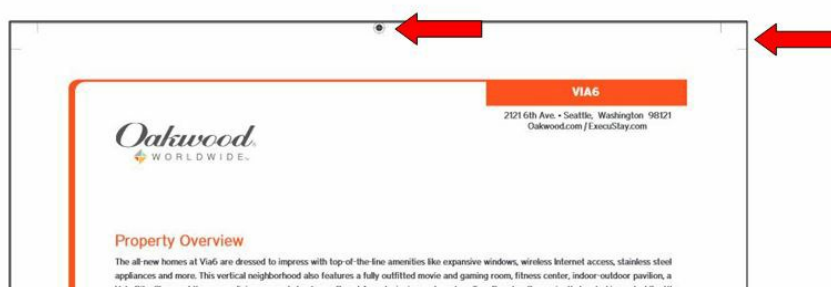
NEW! Brand Images Folders

Marketing is excited to offer a new "Brand Images" tab on Brand on Demand. This tab appears in the image swapping process and lives right next to the "Property Specific Images" tab. This new tab allows you to add variety to your templates through utilizing these marketing-approved images. Please note that these images are specific to each brand and cannot be used outside of that brand. Please do not upload images to this new tab as this is reserved for these selected signature images. Happy Swapping!



Crop Mark Removal

As many of you know, when downloading a PDF from Brand on Demand, crop marks appear on the edges of the page. These crop marks are important for print vendors but when printing on a desktop printer or sending the PDF through email, they aren't needed. Now you have the option to select "Remove Crop Marks" which will download a PDF without crop marks. If you plan to send your PDF to a local printer, you can still download your document with crop marks by selecting the "Download" option.



where Belltown, Downtown and South Lake Union intersect, Via6 combines connectivity, community and comfort to provide guests with the perfect temporary housing solution. Apartments are available in both the Oakwood® and ExecuStay® brands.

Apartment Features

- Concierge to help with restaurant reservations, dry cleaning and more
- Three on-site dining options including a coffee shop, an urban market and Tanakawasa, a full-service restaurant
- Parking
- On-site car sharing program and rental cars
- Velo Bike Shop and Vialike commuter bicycling club with lockers, showers, bike wash, etc.
- Fully outfitted fitness center
- Dog friendly details, including dog relief and wash areas
- Fully outfitted movie and gaming room
- Indoor-outdoor pavilion with BBQ grills
- Eco-friendly features like rain water collection systems, clothes lines and bi-storing trash and recycling chutes
- Controlled access entries
- Ample storage
- Cork and wood flooring in kitchens and living spaces
- Tall ceilings and large windows
- Space-expanding details like barn-door-style room dividers
- Energy-efficient stainless steel appliances
- Ceramic-top ranges
- Stone countertops in kitchens and bathrooms
- LEED Gold Certification

My Documents

Click on the tabs below to view your documents, your drafts and your orders.

Click on any column header to sort your documents by the contents of that column.

Documents Drafts Orders							
Show 10 entries				Search:			
Document ID	Status	Event	Template	Created On	File	Action	
845	Approved	inactive	OWW PropertyProfile Via6 Template	2013-06-10 15:41:09-04	JPG Download Remove Crop Marks	Order	

ARTICLES AND PRESS RELEASES

[Looking Ahead: BridgeStreet Rebrands to BridgeStreet Global Hospitality](#)

BridgeStreet Residences, Serviced Apartments and Suites has refreshed its brand concept and name to BridgeStreet Global Hospitality, moving from corporate housing to a genuine hospitality experience. The launch introduces a family of brands including six distinct serviced apartment experiences ranging from six- to two-star products. BridgeStreet's new family of brands includes six-star Exclusive, five-star Residences, four-star ApartHotels and Living, three-star Places and two-star Stüdyo offering the convenience of apartment living with a variety of service packages to offer each guest options based on location, price point and individual needs.

[Firms Make Themselves at Home in Bay Area Housing](#)

Oakwood Worldwide, the industry leader, has more than 1,000 units in the San Francisco Bay Area - about three-quarters in Silicon Valley and a fifth in San Francisco - a 25 percent increase in just the past year, said Ric Villarreal, president. It's by far the company's fastest-growing region.

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
2222 Corinth Ave. Los Angeles, CA 90064 USA

© Oakwood Worldwide 2014. We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [One-Click Unsubscribe](#)