



# MARKETING WITH **IMPACT**

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Week of January 27, 2014

## ARTICLES AND PRESS RELEASES

### ***Oakwood Falls Church Now Offering the ExecuStay Brand***

Oakwood Falls Church, located in Falls Church, VA, will begin offering the ExecuStay brand on February 1st. Oakwood Falls Church is the company's third Oakwood branded property to be added to this ExecuStay pilot - 200 Squared began offering ExecuStay in May and Oakwood Gaithersburg began offering the brand in October.

The goal for offering ExecuStay at Oakwood Falls Church is to attract more corporate travelers. This includes consultants, government contractors and project teams with stays of 30 days or longer. All travelers who book ExecuStay at Oakwood Falls Church will receive:

- Marriott Rewards® points for stays of 30 days or longer-a differentiation no other corporate housing provider can match!
- An apartment that is branded ExecuStay with in-unit collateral, and our signature ExecuStay Welcome Snack box and bed scarf
- A non-smoking, premium unit (top floors, interior views, end units)
- Housekeeping every other week

Oakwood Falls Church is a short ride to Washington, DC, Arlington, VA and Tysons Corner which has the area's top shopping center. The property boasts multiple amenities including conference rooms, pool and spa, tennis courts, volleyball court, on-site dry cleaners, convenience store and more.

Marketing efforts are underway including promotions, special offers and client enewsletter messaging. Please contact [Lisa Reich](#), ExecuStay Brand Manager, with any questions you may have.

## CAMPAIGNS AND PROMOTIONS



### ***January ExecuStay eDeals***

The ExecuStay eDeals email went out on Thursday, January 23, featuring 20 nationwide city offers. This email included cities with our lowest rates available now through March. The next ExecuStay eDeals rate submissions are due February 12.

Online booking results from the ExecuStay eDeals:


- ExecuStay online eDeals revenue = \$32,187
- 243 net room nights

Furnished Apartments from \$80 per Day! ☎ 1 (877) 388-8066 [view in browser](#)


**EXECUSTAY**  


**Corporate Housing Made Easy**  
New Year Savings  
Now Through March!


**Marriott Rewards®**  
members earn points  
for their stay!\*






**Albany, NY** From \$92/day  
[River's Edge](#)

 **Arlington, VA** From \$172/day  
[Ballston Square](#)

 **Boston, MA** From \$129/day  
[101 Broad Street](#)

 **Cambridge, MA** From \$179/day  
[Archstone Cambridge Park](#)



Chesapeake, VA

From  
\$80/day



Chicago, IL

From  
\$109/day

*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](mailto:ExecuStayMarketing@oakwood.com).*

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