



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

This edition of Marketing With Impact will be posted on [Livewire](#).

Week of June 10, 2013

GENERAL ANNOUNCEMENTS

Press Release

[Oakwood Worldwide® Announces New Supply Chain Manager for Latin America](#)

June 6, 2013 - Oakwood Worldwide announces the promotion of Miguel Tosoni to supply chain manager for Latin America and the Caribbean. He will be responsible for helping to expand business growth in the region by developing strategic supplier relationships.

Find all press releases and news coverage on the Oakwood Worldwide [newsroom](#).



When is the Oakwood / ExecuStay Lock Up Logo Used?

Marketing receives many inquiries about the usage of the Oakwood/ExecuStay lockup logo. Shortly after the acquisition of the ExecuStay brand, this logo was created to reinforce the message that the brand was now a part of the Oakwood Worldwide family.

You will find this logo on select materials including:

- 1 Guest move-in paperwork
- 1 Home Services uniforms and delivery trucks
- 1 Select marketing materials as a secondary logo to the Oakwood Worldwide logo



In order to maintain a consistent brand, please work with Marketing before using this logo on any other materials. You can send in your request to ExecuStayMarketing@oakwood.com where someone from the team will respond promptly. Thank you!

For all general marketing inquiries or questions related to the CustomPoint Print Portal and Brand on Demand, please email ExecuStayMarketing@oakwood.com.

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