



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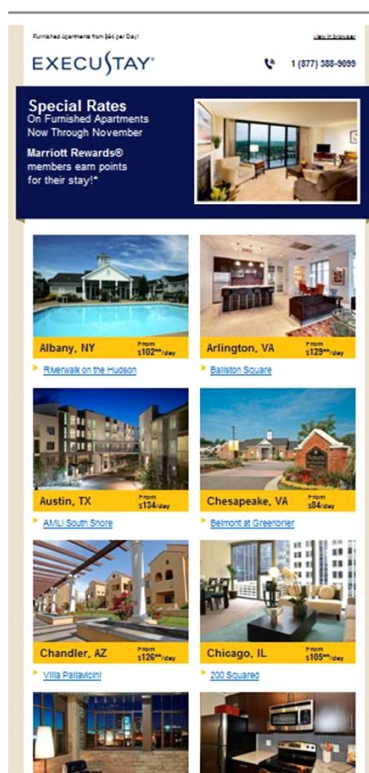
This edition of Marketing With Impact will be posted on [Live Wire](#). If you would like to add anyone to the distribution list, please email ExecuStayMarketing@oakwood.com.

Week of September 23, 2013

GENERAL ANNOUNCEMENTS

September ExecuStay eDeals

The ExecuStay eDeals email went out on Monday, September 23 to over 28,000 consumers, covering 20 nationwide city offers. The email included cities with special rates available now through November. Our next ExecuStay eDeals rate submissions, featuring special rates available October through December, are due October 15 to [Amy Leeds](#), and the email will go out October 22nd.

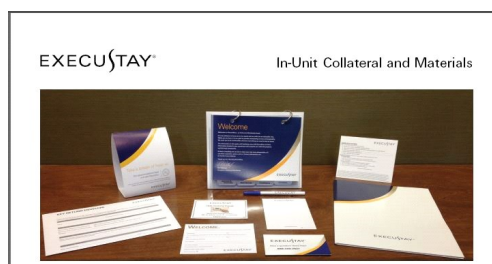


ExecuStay In-Unit Collateral and Property Materials Flyers

The Marketing Department created a useful flyer to help ensure that each ExecuStay apartment contains the necessary in-unit collateral and property materials. Our goal is to create brand awareness and consistency with every guest experience. Also, we want to provide guests with essential information and a comfortable stay.

A more detailed spreadsheet is included, outlining where the items should be placed in the apartment and how to order or find them. The ExecuStay flyer and spreadsheet are on Live Wire > Brand/Marketing + > Collateral.

If you have any questions please contact ExecuStay Brand Manager, [Lisa Reich](#).



To ensure our guests are provided with everything essential to their stay and to maintain brand consistency, below is a list of the materials that are mandatory and should be placed in each apartment. Please inspect units regularly to make sure all of the items listed are current, in good condition and present at all times.

MANDATORY ITEMS	OPTIONAL / AS-NEEDED ITEMS
Guest Information Guide Customer Service Refrigerator Magnet Memo Pad ExecuStay Pen Welcome Card Internet Tent Card No Smoking Tent Card Folder Express Check-Out Key Return Envelope Housekeeping Information Sheet Local Information Sheet Welcome Gift Bed Scarf	ExecuStay Thermostat Card Remote Control User Guide No Smoking Refrigerator Magnet ExecuStay Keychain

Stay tuned! All of the in-unit materials are currently undergoing some exciting updates and will be available for ordering soon. We'll keep you posted on their availability.

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SALES TEAM UPDATES

Tradeshows

Oakwood Worldwide is participating at the [2013 Canadian Employee Relocation Council \(CERC\) Conference](#), on September 22-24 in Niagara Falls, Ontario. The conference explores key trends shaping the world of mobility with industry leaders and government representatives. Oakwood Worldwide is a Bronze sponsor of the event, which includes prominent placement in CERC's marketing materials.

In addition, Scott McDonald, VP Contact Center Operations, will lead a conference session entitled: *Looking Ahead: Challenges and Opportunities in the Global Temporary Housing Industry*. We are promoting this session with social media posts on the Oakwood Worldwide and ExecuStay Facebook and LinkedIn pages.



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.

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