



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 July 1, 2013

GENERAL ANNOUNCEMENTS

Media Coverage

[From Front Desk to C-Suite](#)

July/August/September 2013 - Ana Castellanos, VP of Human Resources, is featured in this issue of Hispanic Executive. This publication has a circulation of 256,000 and reaches business owners and corporate leaders.

[Smart Technologies Hit Home](#)

June 24, 2013 - Joan Mack, VP Insurance Housing Solutions, has bylined this article. The article outlines the reasons why a technologically savvy single-source housing provider will help carriers stay ahead of the competition. This publication goes out to claims adjusters and has circulation of 20,000.

[Globetrotters](#)

May/June 2013 - Debbie Lundon, Managing Director for EMEA, is quoted in this article of Business Traveler Magazine on page 71. This U.K. based publication is geared towards business travel and meeting arrangers and has a circulation of 18,000.

[The Global Serviced Apartments Industry Report](#)

May/June 2013 - Jill Chapman, SVP of Sales & Marketing, is acknowledged as a contributor and provides an insightful quote on behalf of Oakwood on page 16. This is an annual global industry report that is compiled by the Apartment Service Worldwide.



Understanding Our Brands

The words you choose to speak about Oakwood Worldwide are as important in presenting a brand identity as the logos, colors and imagery. Choose words that communicate our leadership and expertise, and help customers understand how our three brands work together. The copy points below, as well as the Discover the New Oakwood Worldwide sell sheet, is available to you

and your customers to help with your message.

Oakwood Worldwide® is the leading provider of corporate housing and serviced apartment solutions through our well-known brands, Oakwood® and ExecuStay®.

Oakwood®, an Oakwood Worldwide® brand, is the leading global provider of corporate housing and serviced apartments with access to the largest selection of housing options and a presence in more than 55 countries.

ExecuStay®, an Oakwood Worldwide® brand, is the preferred corporate and temporary housing partner of Marriott® International and is the only corporate housing brand where guests can earn Marriott Rewards® points for stays at any ExecuStay location in the U.S.

CustomPoint Print Portal and Brand on Demand Holiday Schedules

The CustomPoint Print Portal will still be available for order submissions during July 4th and 5th but no shipments will be made until Monday, July 8th. Brand on Demand will still be available for use on July 4th, however, any documents submitted for approval on the 4th will not be routed until the 5th. Thank you for your understanding.

2013 AFCI Affiliate Membership Marketing

The Association of Film Commissioners International (AFCI) is the official professional organization for the film commissioners who assist film, television and video production throughout the world. As part of our AFCI Affiliate Membership, Oakwood Worldwide was a recent exhibitor at the 2013 AFCI Locations Show, interacting directly with 2,500 international film commissioners, independent filmmakers, and Entertainment industry veterans.

Oakwood Worldwide's integrated marketing approach to this event included (items shown below):

- 10x10 Exhibit - "Furnished Housing Solutions for Your Cast And Crew"
- Beyond Cinema Magazine Ad - Distributed at the Conference
- Social Media - OWW and ExecuStay Facebook and Linked In posts

Beyond Cinema Magazine Ad



FURNISHED HOUSING SOLUTIONS AROUND THE WORLD

- Long and short term stays
- The broadest inventory of accommodations
- 24/7/365 customer support
- Consolidated billing options

For more information, please contact:

1.877.853.8005

entertainment@oakwood.com

Oakwood.com | ExecuStay.com

Oakwood | EXECUSTAY

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Exhibit & Social Media



Now Live! ExecuStay Hot City Deals "Play"

The ExecuStay Hot City Deals "Play" is now live and includes 29 participating cities. Guests who book an ExecuStay apartment for 30 days or longer, July 1st - September 30th, can choose one of the following options: \$100 StubHub® gift card, \$100 Dick's Sporting Goods® gift card, 10,000 Marriott Rewards® points or the local offer valued at \$100. Visit ExecuStay.com to learn more.



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