



MARKETING WITH **IMPACT**

Your Single Source for the Knowledge and Tools You Can Use

Week of April 28, 2014

CAMPAIGNS AND PROMOTIONS

ExecuStay eDeals

The ExecuStay eDeals featured 19 cities and went out on Wednesday, April 23 to over 18,000 consumers. All ExecuStay eDeals are available on the new ExecuStay.com eDeals page under the "Rewarding Offers" tab. The next ExecuStay eDeals rate submissions are due May 12 and the email will go out on May 22.

The screenshot shows the ExecuStay website interface. At the top, there's a navigation bar with the ExecuStay logo, a phone number (1 (877) 388-806), and social media icons for Facebook and LinkedIn. Below the navigation bar, there's a main banner area with the text "Stay and Save with Spring Offers" and "Book by May 22nd and Save on Furnished Apartments!". A link "View All Offers" is provided. Below the banner, there's a grid of apartment listings. Each listing includes a photo of the apartment, the city name, the starting price per day, and a link to view the offer.

City	Apartment Name	Price (From)
Atlanta, GA	AMLI at Perimeter Place	\$110/day
Austin, TX	AMLI South Shore	\$131/day
Baltimore, MD	Spinnaker Bay	\$132/day
Chesapeake, VA	Belmont at Greenbrier	\$84/day
Falls Church, VA	Oakwood Falls Church	\$82/day
Gaithersburg, MD	Oakwood Gaithersburg	\$92/day

ExecuStay Book Online Bonus Promotion - Q1 Results and Image Refresh

Our ExecuStay Book Online Bonus promotion launched on January 1st and will run through August 31st. The promotion offers travelers 5,000 Marriott Rewards® bonus points when they book ExecuStay online using the "Check Rates & Availability" button.

In the first quarter of the year, we received 71 reservations that qualify for an ExecuStay Book Online Bonus, totaling \$471,850 in revenue. The reservations span over eighteen markets including Albany, Atlanta, Charlotte, Chicago, Columbus, Jacksonville, Kansas City, Little Rock, LA, Maryland, Minneapolis/St. Paul, NYC, No. VA, Philadelphia, Portland, Richmond/Tidewater, Seattle and Tampa.

On May 1st, the promotion will be refreshed with a new image. To learn more about the promotion, visit ExecuStay.com/Book Online Bonus. To pull the promotion through in your participating market, use the ExecuStay Book Online Bonus template located on Brand On Demand.

Go to Brand On Demand > ExecuStay > Create > Horizontal Flyers > Book Online Bonus. If you have questions please contact [Lisa McDonough \(Reich\)](#).





TRADESHOWS AND PARTNERSHIPS

Worldwide ERC® 2014 National Relocation Conference on May 7-9

Oakwood Worldwide will be participating in the Worldwide ERC® 2014 National Relocation Conference May 7-9 in Orlando, FL. We enjoy a strong global partnership with Worldwide ERC and are thrilled to recognize all their accomplishments and celebrate their success delivering mobility solutions on their 50 year anniversary in our presence and marketing for the event.

Oakwood Worldwide's integrated marketing plan surrounding this conference includes:

- Gold Sponsorship of the conference recognized in the following event media:
 - Mobility Magazine Ad (May Issue Distributed at the show)
 - Worldwideerc.org Top Banner Ad (Month of May)
 - NRC Conference Program Ad
 - Social Media (OWW LinkedIn and Facebook)
- Community Outreach - Plus Relocation Little Free Library Event Sponsorship
- Kelly Cockrell, Relocation Business Development Manager, will be facilitating a conference breakout session and covering current trends in corporate housing.

If you have any questions regarding the conference or marketing collateral, contact [Jennifer Spartin](#).



Mobility Magazine Ad



NRC Conference Program Ad



Worldwideerc.org Animated Banner Ad

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.

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