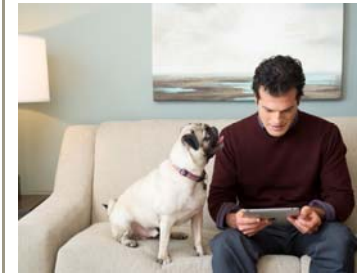




Marketing Update

Kim Miranda
Director, Marketing

November 21, 2013



Introduction – Kim Miranda

Kim Miranda is the director of marketing services for Oakwood Worldwide. Her career has focused on managing creative strategies, positioning products & brands and facilitating sales/marketing integration for companies ranging from local wireless brands to global corporate housing brands. At Oakwood Worldwide, Kim is responsible for global brand strategy, field marketing and creative services.

Kim is originally from Savannah, GA but has called LA home for the past 7 years. She is married and has a 5 year old daughter.



Global Marketing Organization



ExecuStay Photo Shoot







New ExecuStay Brand Templates

New and updated marketing materials are available for you to easily pull promotions, programs and special offers through in your market. Items include:

- New "ExecuStay Intro"
- New "Market Rate Offer"
- New "Market Points Offer"
- New "Hot City Deals"
- Updated "Refer a Friend"
- Updated "Next Stay ExecuStay"


Visit Brand on Demand > ExecuStay > Create > Flyers > Horizontal Flyers

Step 2: Choose Template
Choose Template Size:
☒ US Sizes (8 1/2" x 11")
☐ A4 International

	Vertical Flyer Category: ExecuStay Corporate ▾
	Horizontal Flyer Category: Market Points Offer ▾
	Promo Flyer Category: Discover ExecuStay with Market ▾
	ExecuStay vs. On Your Own Category: ExecuStay vs. On Your Own ▾


ExecuStay in the News!

Press Release



Sharon Saunders
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Oakwood Worldwide® Honors Top Franchisees for Hospitality Excellence
Mainsail Housing Receives Prestigious Partnership Circle Award



Oakwood Worldwide 2013 Franchise Awards
Pictured L to R: Suzanne Guerra, Jana Collier, Rob Martini


LOS ANGELES – November 20, 2013 – [Oakwood Worldwide](#), the global leader in corporate housing and serviced apartments, recognized top franchisees at its 2013 franchise conference held November 3-5, in Marana, Ariz. Mainsail Housing, based in Tampa, Fla., received the highest honor – the Partnership Circle Award – presented to the franchisee that exemplifies the company's vision of hospitality excellence.

Mainsail Housing managing partner Jana Collier accepted the Partnership Circle Award in recognition of her company's ability to fully leverage Oakwood Worldwide's sales organization and tools. Earlier this year, Oakwood Worldwide announced Mainsail Housing as its first [franchisee](#) to enter both the ExecuStay® and Oakwood® brands.

In the category of customer service, American Heartland, a franchisee based in Columbus, Ohio, was the standout, winning the Overall Customer Service Excellence Award. This recognition is given to the franchisee that led in every category of measurement including, overall score and number of surveys returned. American Heartland, along with Richmond, Va.-based Commonwealth Corporates,


2222 Corinth Avenue • Los Angeles, CA 90064 • 1.800.888.0808 • Oakwood.com | ExecuStay.com

Press Release



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Oakwood Worldwide® Expands Presence in Seattle with New Via6 Apartments
Corporate Residences Situated in a Unique Vertical Neighborhood

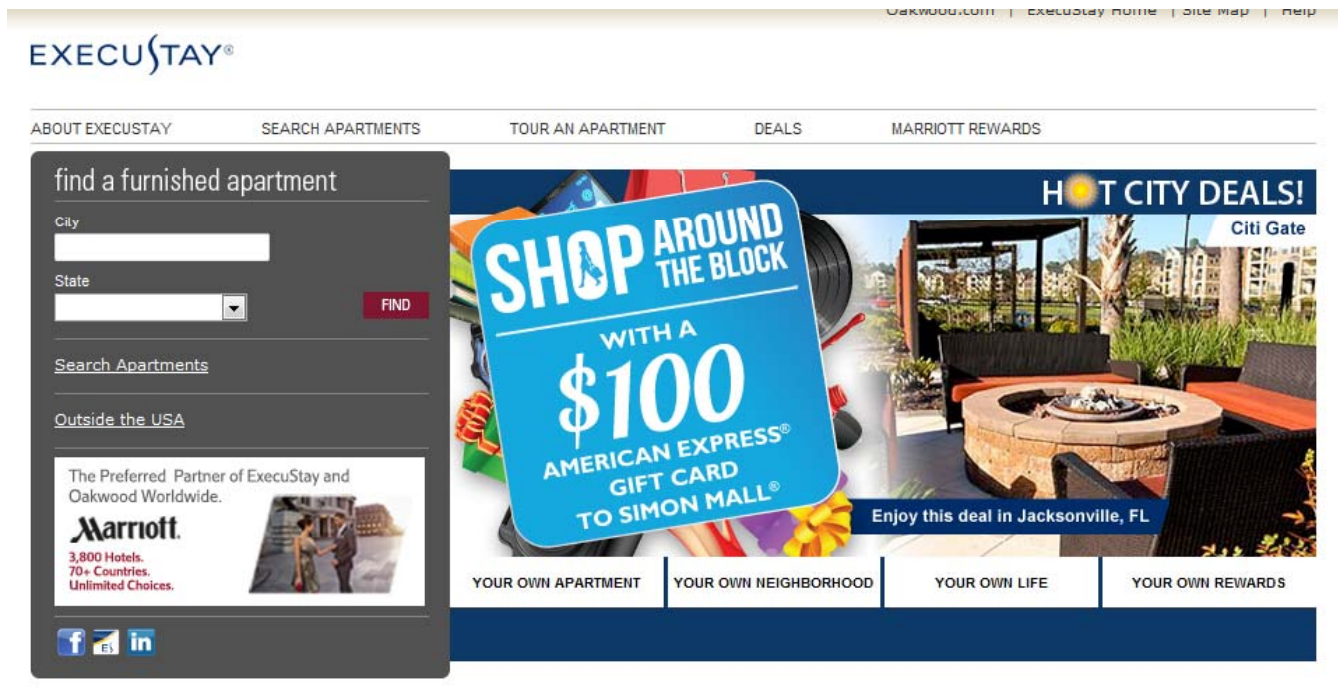


Via6 Apartments in Seattle

LOS ANGELES – September 26, 2013 – [Oakwood Worldwide](#), the global leader in corporate housing and serviced apartments, recently enhanced its apartment portfolio in downtown Seattle. The furnished, corporate residences at the newly constructed Via6, a 24-story, mixed-use development, feature a unique set of retailers and hotel-like amenities.

Located at 2121 Sixth Avenue, where Belltown, Downtown Seattle and South Lake Union intersect, Via6 adds 36 furnished one- and two-bedroom apartments to the company's [Seattle](#)

Updating Hot City Deals in 2014



Looking to 2014

- Brand Week
- Updated visual brand identity
- Automated email campaigns
- Market visits
- ExecuStay operational guidelines
- OakwoodWorldwide.com
- Regus partnership

