



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

Week of May 27, 2013

GENERAL ANNOUNCEMENTS



Coming Soon! Updated Oakwood Worldwide® Brand Collateral

Marketing is excited to announce that mid-June will mark the roll out of new updated brand collateral including digital postcards, flyers, sell sheets and more! You'll notice a prominent new design element referred to as the "brand bar", which creates a unique visual identity for the brand. The bar adds an element of stability and structure, with the curve in the bar- from thick to thin. This strong visual component creates an overall balance and reference point for the eye to follow.

Stay tuned for more information on how to gain access to these new materials in the upcoming month!

Oakwood Worldwide® Housing Network

Oakwood Worldwide, the leading supplier of corporate housing and serviced apartment solutions, operates a global housing network that gives clients access to the industry's broadest range of accommodation options, through our well-known brands, Oakwood® and ExecuStay®.

Four Efficient Supply Chain Models

There are four different models for managing Oakwood Worldwide's housing supply and demand. Depending on your type of property or leasing structure, partnering with Oakwood Worldwide can lead to more guests in more of your rooms. Since our housing network spans all 50 United States and into 55 countries, each supply chain model is designed to maximize efficiencies in different markets.

With Oakwood, you can take advantage of:

- **Block or sublease program**—We manage a significant block of units in a third-party building for six months or more, and can easily scale in size depending on market needs
- **Master lease program**—We staff and manage day-to-day operations for entire buildings in key markets and are responsible for 100% of the inventory
- **Supply chain management program**—We partner with an extensive network of corporate housing suppliers in order to refer business directly or to place our own guests
- **ExecuStay franchise program**—Third-party-owned franchises have access to the ExecuStay brand and Oakwood Worldwide's procurement process, sales representatives and brand and amenity standards

Our supply chain programs were created to deliver value and cost savings back to the client and can be adjusted based on market needs.

No matter the size or type of housing program you require, the Oakwood Worldwide housing network can provide the perfect solution that best fits your business needs.

Oakwood Worldwide, based in Los Angeles, California, is the leading provider of corporate housing and serviced apartment solutions through its two well-known brands, Oakwood and ExecuStay. Both brands provide move-in ready furnished housing designed to meet the needs of business travelers on long and short-term assignments. Oakwood has access to the largest selection of housing options and a presence in all 50 United States and more than 55 countries. ExecuStay is the preferred corporate 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. For more information, please visit www.Oakwood.com and www.ExecuStay.com.

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

© 2013 Oakwood Worldwide

Oakwood | **EXECUSTAY**

Announcing Via6 in Seattle!

Oakwood Worldwide's newest offering in Seattle is Via6. This new property is conveniently located in central Seattle where Belltown, Downtown and South Lake Union meet. The property features restaurants, an urban market, bike shop/bicycling club and more. It is blocks away from Westlake Center, Whole Foods, and the famous Pike Place Market, and has nearby freeway access. Apartments are available in both the Oakwood® and ExecuStay® brands.

VIA6
 2121 6th Ave. • Seattle, Washington 98121
Oakwood.com | ExecuStay.com

Property Overview

The all new homes at Via6 are dressed to impress with top-of-the-line amenities like expansive windows, wireless Internet access, stainless steel appliances and more. This vertical neighborhood also features a fully outfitted movie and gaming room, fitness center, indoor-outdoor pavilion, a Velo Bike Shop and three new dining concepts by James Beard Award-winning restaurateur Tom Douglas. Conveniently located in central Seattle where Belltown, Downtown and South Lake Union intersect, Via6 combines connectivity, community and comfort to provide guests with the perfect temporary housing solution. Apartments are available in both the Oakwood® and ExecuStay® brands.

Apartment Features

- Concierge to help with restaurant reservations, dry cleaning and more
- Fully outfitted fitness center
- Pet-friendly studio, 1-bedroom, 2-bedroom and 3-bedroom options
- Cork and wood flooring in kitchens and living areas

- Three on-site dining options including a coffee shop, an urban market and Taquerias, a full-service restaurant
- Parking
- On-site car sharing program and rental cars
- Velo Bike Shop and Viaduke commuter bicycling club with lockers, showers, bike wash, etc.

- Long-term leases, including year-over-year and wash areas
- Fully outfitted movie and gaming room
- Indoor-outdoor park with 1800 grills
- Eco-friendly features like rain water collection systems, clothes lines and bi-storing trash and recycling chutes
- Certified access entries
- Ample storage

- Tall ceilings and large windows
- Space-expanding details like barn-door-style room dividers
- Energy-efficient stainless steel appliances
- Ceramic-top ranges
- Stone countertops in kitchens and bathrooms
- LEED Gold Certification

Property availability and pricing will be quoted at the time of reservation.

Property Photos

*Photos from <http://www.oakwood.com>

For reservations, please contact Oakwood Worldwide® in Seattle:
Phone: 1.800.567.5505
Email: 914@oakwood.com

About Oakwood Worldwide

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

GOVERNMENT TEAM UPDATES

Government Marketing Collateral with New Brand Elements

We now have NEW government tri-fold brochures for both military and civilian government clients, great for housing offices. In addition, the government Pocket Folder and the Executive Level PowerPoint Templates have all been updated to include the new brand elements which highlight both the Oakwood and ExecuStay brands. For any questions regarding the following marketing materials or to order quantities of the tri-fold brochure and Pocket Folder, please contact [Terri Jean-Charles](#), Government Marketing Manager.

Military Tri-Fold Brochure

Wherever your mission takes you, Oakwood Worldwide® has the value-added lodging solutions you need.

As the first lodging and housing provider to introduce the concept of "value-added lodging" to the industry, Oakwood Worldwide® offers a complete range of services to help you find the right solution for your mission. Our services include:

- On-site car sharing program and rental cars
- Velo Bike Shop and Viaduke commuter bicycling club with lockers, showers, bike wash, etc.

For more information, contact Oakwood Worldwide® at 1.800.567.5505 or 914@oakwood.com.

About Oakwood Worldwide®

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

For more information, contact Oakwood Worldwide® at 1.800.567.5505 or 914@oakwood.com.

Meeting the Unique Needs of Military Personnel With...

A 2017 guest survey report shows that military personnel value the following features:

- On-site car sharing program and rental cars
- Velo Bike Shop and Viaduke commuter bicycling club with lockers, showers, bike wash, etc.

For more information, contact Oakwood Worldwide® at 1.800.567.5505 or 914@oakwood.com.

Government Tri-Fold Brochure

Wherever your mission takes you, Oakwood Worldwide® has the value-added lodging solutions you need.

As the first lodging and housing provider to introduce the concept of "value-added lodging" to the industry, Oakwood Worldwide® offers a complete range of services to help you find the right solution for your mission. Our services include:

- On-site car sharing program and rental cars
- Velo Bike Shop and Viaduke commuter bicycling club with lockers, showers, bike wash, etc.

For more information, contact Oakwood Worldwide® at 1.800.567.5505 or 914@oakwood.com.

About Oakwood Worldwide®

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

For more information, contact Oakwood Worldwide® at 1.800.567.5505 or 914@oakwood.com.

Meeting the Unique Needs of Government Travel With...

A 2017 guest survey report shows that government travel professionals value the following features:

- On-site car sharing program and rental cars
- Velo Bike Shop and Viaduke commuter bicycling club with lockers, showers, bike wash, etc.

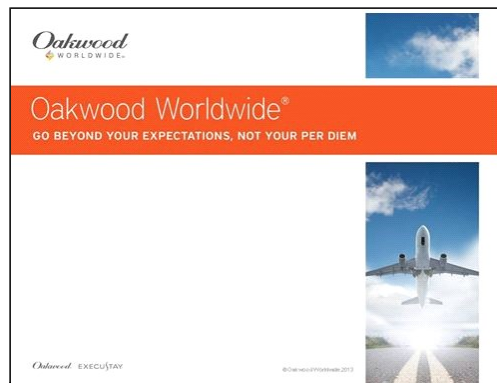
For more information, contact Oakwood Worldwide® at 1.800.567.5505 or 914@oakwood.com.

Pocket Folder

For over 50 years, Oakwood Worldwide® has given those who serve America on the road a place they could call home...

...away from home.

Executive Level PowerPoint Template



Diplomatic Security Foundation Sponsorship

This year Oakwood Worldwide will continue its sponsorship of the 2013 Diplomatic Security Foundation (DSF) Charity Golf Outing. The DSF offers grants to those in the Diplomatic Security "family" who suffer from hardship or crisis, including funds for those affected by Hurricane Sandy, those who were injured at Benghazi, and those who may have been affected from debilitating illnesses. Below is a copy of Oakwood's ad that will run in the DSF event program. For any questions, please contact [Terri Jean-Charles](#), Government Marketing Manager.



For all general marketing inquiries, please email ExecuStayMarketing@oakwood.com.

This email was sent to: cgalutera@oakwood.com

This email was sent by: Oakwood Worldwide
2222 Corinth Ave. Los Angeles, CA 90064 USA

© Oakwood Worldwide 2013. We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [One-Click Unsubscribe](#)