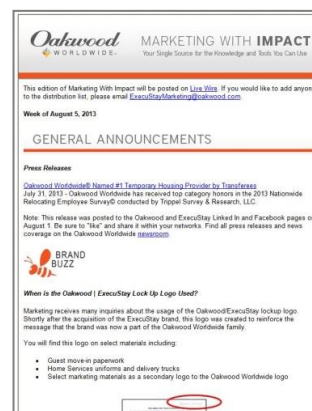




Marketing Quick Reference

1. Read Marketing With Impact

- Contains latest marketing-driven templates, programs and campaigns
- Educates you on brand awareness
- Links you to more information or tools to access as needed
- Built by the marketing team with cross functional content
- Distributed weekly to your email inbox



2. Check the Brand/Marketing Tab on ExecuStay LiveWire

Access by logging into www.execustaylivewire.com

User: [execustaylivewire](http://www.execustaylivewire.com) (case sensitive)

Pass: Franchisee (case sensitive)

**For security purposes, you will be prompted to enter the same password (Franchisee) again.*

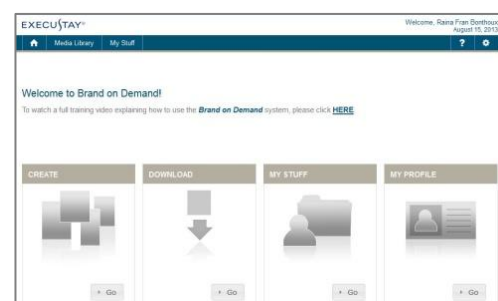
- Find information about Brand on Demand and the CustomPoint Print Portal
- Download in-unit collateral templates and informational guides
- Read the latest Marketing With Impact newsletter from Oakwood Worldwide marketing
- Access to brand elements such as logos and eSignatures



3. Check Brand on Demand for any customizable marketing materials, such as:

- Flyers
- Property Profiles
- Evites
- brochures

**Download a jpg or hi-res PDF or submit a bulk print order*



To access Brand on Demand, click on the shortcut on your desktop and type in your email address (all lowercase) and the password, pass. For instructions on how to download the shortcut to your desktop, visit the LiveWire > Brand/Marketing Tab > Brand on Demand.



Marketing Quick Reference

4. Use the RR Donnelley CustomPoint Print Portal

- a. Order business cards and stationery, in-unit materials and other printed items here

To access, go to <http://custompoint.rrd.com>

First Time Users:

User: first initial last name99 (ex. jsmith99) (case sensitive)

Pass: pass1234 (case sensitive)

Account: EXECUSTAY (all caps)

**Existing users have had the option to change the generic password so that field will vary from user to user.*



5. Email ExecuStayMarketing@oakwood.com

- a. Can't find something? Need help with existing tools? Email ExecuStayMarketing@oakwood.com. Resources dedicated to checking inbox daily
- b. You will receive a response within two business days where next steps and/or a project schedule will be set **Most requests filled in two weeks or less*
 - What can we help you with? Questions on **LiveWire** and **Brand on Demand**, updating or modifying existing collateral, taking ideas for new collateral, questions on **CustomPoint Print Portal**, questions on brand and logo usage and facilitating assistance from the rest of the marketing team.

