



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

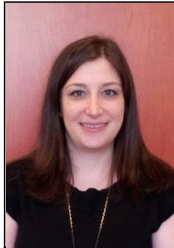
This edition of Marketing With Impact will be posted on [Livewire](#).

**Week of June 24, 2013**

## GENERAL ANNOUNCEMENTS

### Marketing Communications Team New Hire

#### Ilyssa Sadagursky, Marketing Specialist



Please welcome Ilyssa Sadagursky to our team! Ilyssa will be responsible for the management and coordination of B2B marketing programs. She will work closely with the B2B team to ensure marketing tactics are executed successfully and with a consistent brand voice. She will work collaboratively and cross-functionally with a global team to execute campaigns and events and communicate programs internally. She will oversee the distribution of the quarterly client newsletter, manage competitive insight and analysis, and provide general tradeshow and event support.

Prior to joining Oakwood Worldwide, Ilyssa was most recently an Affiliate Marketing Manager at the Game Show Network where she was involved in formulating creative marketing strategies, developing marketing material for Affiliate Sales, coordinating event logistics, and market research. Before that she was a Marketing Specialist at Warner Bros. She received a BA in Telecommunications from Indiana University and an MA from USC's Annenberg School for Communication and Journalism. Ilyssa is based out of the Home Office in Los Angeles and reports to Kindra Bradley, Director of Marketing.

### Flex Accounts June Email Campaign

An email campaign was distributed last week to the FLEX Accounts, comprised of approximately 6,500 master accounts. The campaign highlighted our expansive inventory and the specialized housing solutions we provide, and featured a discount offer of \$250 off FLEX Clients' 30 day stay, valid from August-December 2013. The email clicked through to a dedicated FLEX landing page, where clients can learn more about the solutions Oakwood Worldwide offers, or contact an account representative directly. Please email [Preethi Ramanath](#) with any questions regarding the June FLEX campaign.

Email

View on a 30 day stay at select U.S. locations

**Oakwood**  
WORLDWIDE

1-877-388-7203  
[Email Us](#)

**BOOK NOW AND  
SAVE \$250\*** [LEARN MORE](#)

Oakwood Worldwide® provides the industry's most expansive inventory of furnished housing solutions through our two leading brands, Oakwood® and ExecuStay®.

Let our dedicated account representatives find a specialized housing solution that's right for your company. You can also earn Marriott Rewards® points when you stay at any ExecuStay.

Contact us for more information:

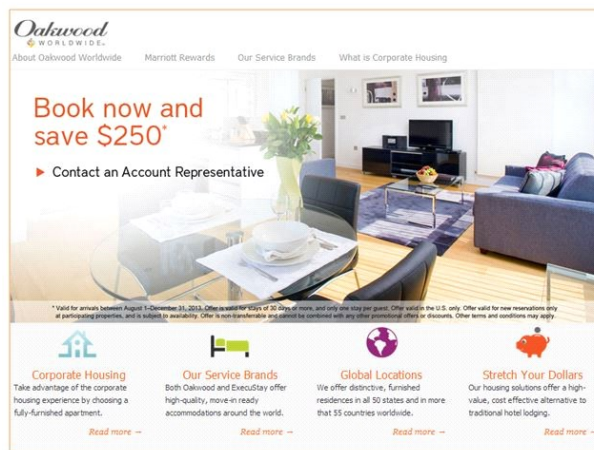
Call us at: 1-877-388-7203 | E-mail us at: [oaaworld@solutions.oakwood.com](mailto:oaaworld@solutions.oakwood.com) | Submit a Housing Request

\*Valid for arrivals between August 1 and December 31, 2013. Offer is valid for stays of 30 days or more, one stay per guest. Offer valid in the U.S. only. Offer valid for new reservations only at participating properties, and is subject to availability. Offer is non-transferable and cannot be combined with any other promotional offers or discounts. Other terms and conditions may apply.  
To ensure delivery of future emails, please add [oaaworld@solutions.oakwood.com](mailto:oaaworld@solutions.oakwood.com) to your address book. Your preferences.

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**Oakwood** EXECUSTAY




**Oakwood**  
WORLDWIDE

About Oakwood Worldwide   Marriott Rewards   Our Service Brands   What is Corporate Housing

**Book now and save \$250\***


► **Contact an Account Representative**

\*Valid for arrivals between August 1-December 31, 2023. Offer valid for stays of 30 days or more, and only one stay per guest. Offer valid in the U.S. only. Offer valid for new reservations only. All pricing is subject to availability. Offer is non-transferable. See website for complete details and restrictions. Offer terms and conditions may vary.




**Corporate Housing**  
Take advantage of the corporate housing experience by choosing a fully-furnished apartment.

[Read more ->](#)




**Our Service Brands**  
Both Oakwood and ExecuStay offer high-quality, move-in ready accommodations around the world.

[Read more ->](#)



**Global Locations**  
We offer distinctive, furnished residences in all 50 states and in more than 55 countries worldwide.

[Read more ->](#)




**Stretch Your Dollars**  
Our housing solutions offer a high-value, cost-effective alternative to traditional hotel lodging.

[Read more ->](#)

### New! ExecuStay vs. On Your Own Flyer

This flyer highlights the benefits of choosing ExecuStay's one-step fully furnished housing solution vs. renting on your own and dealing with all the hassles that come with it. Customize it by adding your own contact information. This flyer is now up for use on Brand on Demand!



**EXECUSTAY**

**Your One-Step Corporate Housing Solution**

From the security deposits to the countless shopping trips to waiting around for the utility guy, setting up your own apartment can be a hassle. That's why ExecuStay® offers a one-stop, fully furnished housing solution that not only meets your unique needs, but also rewards you for your time away with Marriott Rewards® points. So next time you're leaving for an extended stay or relocating to a new city, just remember that there's only one thing you need to do: **Call your ExecuStay Executive.**

Let ExecuStay take care of it all:

**Utilities and Services**

Leave the phone calls, contracts and set-up to us:

- Wi-Fi/High-speed Internet connection
- Local telephone service
- Basic cable television
- Full-size washer and dryer in most residences
- Parking or valet at most locations

**Housewares**

Everything you need to make a home complete:

- A full-size refrigerator, dishwasher, oven and microwave
- Everyday appliances, including a coffee maker, toaster, vacuum and iron
- Clothes, linens, and beverage and wine glasses
- Bed linens, bath towels, dish towels, etc.
- The full spectrum of food preparation items and cookware

**Furnishings**

We've already done the heavy lifting:

- Dining room table and chairs
- Queen-size bed
- Comfortable sitting area
- TV in the living room and first bedroom

**Customer Care**

Ready to meet your needs and your schedule:

- Associates available 24/7/365
- Flexible lease terms and billing options
- Housekeeping services available
- Quick response time for maintenance requests
- Members can earn Marriott Rewards points on stays of 30 days or more

Addresses, pricing and lease terms vary by property.

**FOR MORE INFORMATION, PLEASE CONTACT:**

Associate Name:  
Email:  
Phone:

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### Increased Property Visibility on ExecuStay.com

The eChannels Team is continuously working to improve property visibility on our websites. Since the beginning of this year, approximately 75 key properties have been replicated from Oakwood.com to ExecuStay.com in an ongoing effort to accurately represent our portfolio of core inventory. We now have 778 US properties visible on ExecuStay.com. Of those, 272 are bookable online. To Add/Remove/Update properties and property content from the website or the GDS, contact [eChannels@Oakwood.com](mailto:eChannels@Oakwood.com)

ExecuStay.com

**3**

**200 Squared**

210 North Wells Street,  
Chicago, Illinois 60606 USA

**Check Rates & Availability**

[Contact a Representative](#)

**4**

**MDA City Apartments**

63 E. Lake Street,  
Chicago, Illinois 60601 USA

**Check Rates & Availability**

[Contact a Representative](#)

### ExecuStay Hot City Deals "Play"

The ExecuStay Hot City Deals "Play" promotion goes live on July 1st and will include 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](http://ExecuStay.com) on July 1st to learn more.





### ExecuStay eDeals

The ExecuStay eDeals email was sent to over 28,000 consumers, covering 13 cities. The email included cities with availability now through August. In July, the eDeals email will also go out and will include cities with vacancy through September. The Field Marketing team will reach out to all markets in early July for special promotional rates. If you sent in your specials through the rate submission process in June, then there's no need to resubmit. Field Marketing will confirm that pricing for your market is still correct.



## INSURANCE TEAM UPDATES

### Joan Mack Authors Feature in Claims Management Magazine's June Issue

[Smart Technologies Hit Home](#), written by Joan Mack, explains how working with a high-tech, single-source housing provider allows carriers to stay ahead of the curve and positions Insurance Housing Solutions as a thought leader in the emergency housing industry. The article will be highlighted in an email, seen below, sent to Policyholders, Adjusters, Restoration Providers, CAT Teams and First Responders. The article will also be promoted through Oakwood Worldwide's social media channels. A full copy of the article can be found [here](#). For more information contact [Jennifer Spartin](#).





For all general marketing inquiries or questions related to the the CustomPoint Print Portal and Brand on Demand, please reach out to the Marketing Team at [ExecuStayMarketing@oakwood.com](mailto:ExecuStayMarketing@oakwood.com)

This email was sent to: [cgalutera@oakwood.com](mailto:cgalutera@oakwood.com)

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