

## MARKETING WITH IMPACT

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Week of February 10, 2014

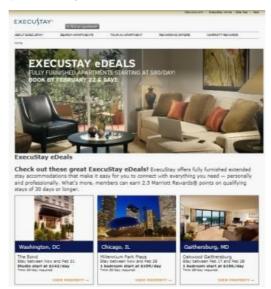
## **BRAND UPDATES**

## ExecuStay.com Enhancements

We are excited to let you know of some key updates we have made to <a href="ExecuStay.com">ExecuStay.com</a>. Our goal is to improve user experience with the site and enhance some of our national promotions. Changes include:

- Home Page Banners -updated to include multiple messages (no longer one-promotion banners). The banners now feature Book Online Bonus, Refer a Friend, Marriott Rewards® and general ExecuStay® messaging.
- Rewarding Offers Page-previously called "Deals", this page has been updated to feature a short description of all national offers currently running with a link to the offer's dedicated landing page.
- Dedicated Offer Landing Pages-now all our offers have their own dedicated landing page, allowing us to link to a specific promotion without other messaging on the page. We currently have Book Online Bonus, Refer a Friend and the new ExecuStay eDeals landing page
- International Serviced Apartments Page -updated to reflect the ExecuStay brand's strength and presence in all 50 United States. Includes a referral to Oakwood.com to capture reservations outside of the U.S.
- City Search Results/Property Pages-we can now include a creative banner and matching "Check Rates & Availability" button to highlight properties included in a national promotion. Our new Book Online Bonus promotion is featured now.

Check out all the enhancements by going to <a href="ExecuStay.com"><u>ExecuStay.com</u></a>. For any questions, please contact <a href="Lisa Reich"><u>Lisa Reich</u></a>, <a href="ExecuStay Brand Manager"><u>ExecuStay.com</u></a>. For any questions, please contact <a href="Lisa Reich"><u>Lisa Reich</u></a>, <a href="ExecuStay Brand Manager"><u>ExecuStay.com</u></a>.



## ARTICLES AND PRESS RELEASES

If you have any questions regarding Brand on Demand, LiveWire or other general marketing inquiries, please reach out to the Marketing Team at <a href="mailto:ExecuStayMarketing@oakwood.com"><u>ExecuStayMarketing@oakwood.com</u></a>.

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