



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

This edition of Marketing With Impact will be posted on [Live Wire](#). If you would like to add anyone to the distribution list, please email ExecuStayMarketing@oakwood.com.

Week of November 18, 2013

GENERAL ANNOUNCEMENTS

Press Releases

[Oakwood Worldwide® Wins "Corporate Housing Provider of the Year" Award](#)

November 15, 2013 - Oakwood Worldwide, the global leader in corporate housing and serviced apartments, has won the 2013 European Global Expatriate Management and Mobility Award - the EMMA - for "Corporate Housing Provider of the Year" in recognition of its comprehensive and customized approach to meeting customers' corporate housing needs.

This release was posted to the Oakwood and ExecuStay Linked In and Facebook pages on November 15. Be sure to "like" and share it within your networks. Find all press releases and news coverage on the Oakwood Worldwide [newsroom](#).



Oakwood Worldwide Leads Worldwide ERC® Learning Zone Webinar, December 3, 2pm EST

Oakwood Worldwide's own Kevin Brown, Global Manager, Customer Support and Elizabeth Hotze, Director of Relocation Sales will be leading a Worldwide ERC Learning Zone Webinar on "Building a Successful Global Crisis Management Program." Attendees can earn CRP and CMS CE credit. The webinar will be promoted through the Oakwood Worldwide and ExecuStay social networks. [Click Here](#) for more details on the webinar and to register. For more information contact [Jennifer Spartin](#).



Brand on Demand - ExecuStay Intro One-Sheet

This is the perfect way to introduce the ExecuStay brand to potential or existing clients. This one-sheet highlights the benefits ExecuStay has to offer, including Marriott Rewards® Points, and allows you to fill in your contact information at the bottom. Happy creating!





**EARN MARRIOTT REWARDS® POINTS
WHEN YOU BOOK EXECUSTAY®.**

ExecuStay, an Oakwood Worldwide® brand, is the rewarding choice for fully furnished extended stay accommodations across the United States and Canada. Our locally managed and community-focused locations make it easy for guests to connect with everything they need personally and professionally.

The preferred partner of Marriott® International, ExecuStay is the only corporate housing brand to offer Marriott Rewards points. Guests can earn 2.5 Marriott Rewards points per dollar spent on qualifying charges for stays of 30 days or longer. Redeem points for airline flights, vacation packages, car rentals, golf outings, shopping sprees and more!

Visit ExecuStay.com to learn more, or to book a stay, call 1-888-220-8361 or email 888ExecuStayLead@Oakwood.com today.

EXECUSTAY®

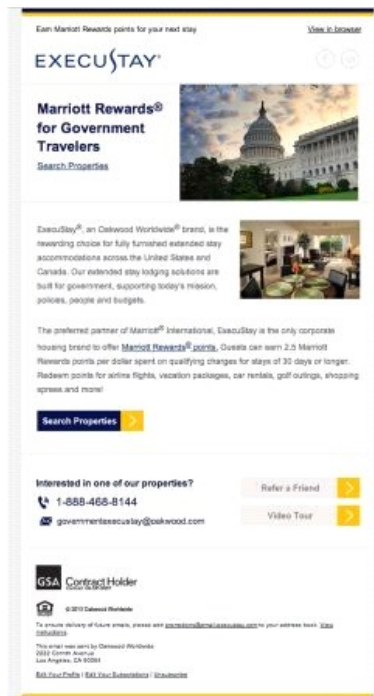
ExecuStay® - Market Name
Phone Number
E-Mail Address
ExecuStay.com

*2013 Company Overview

GOVERNMENT TEAM UPDATES

Marriott Rewards® for Government Travel

The following email campaign was deployed yesterday, Tuesday, November 19th, to Siebel Government contacts and to current and past government guests. This email highlights the Marriott Rewards program and encourages our clients to enroll in the program. For any questions regarding the following marketing materials, please contact [Terri Jean Charles](mailto:Terri.Jean.Charles).



Earn Marriott Rewards points for your next stay [View in browser](#)

EXECUSTAY®

**Marriott Rewards®
for Government
Travelers**

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ExecuStay®, an Oakwood Worldwide® brand, is the rewarding choice for fully furnished extended stay accommodations across the United States and Canada. Our extended stay lodging solutions are built for government, supporting today's mission, policies, people and budgets.

The preferred partner of Marriott® International, ExecuStay is the only corporate housing brand to offer Marriott Rewards points. Guests can earn 2.5 Marriott Rewards points per dollar spent on qualifying charges for stays of 30 days or longer. Redeem points for airline flights, vacation packages, car rentals, golf outings, shopping sprees and more!

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If you have any questions regarding Brand on Demand, the CustomPoint Print Portal and other general marketing inquiries, please reach out to the Marketing Team at ExecuStayMarketing@oakwood.com.

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