



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

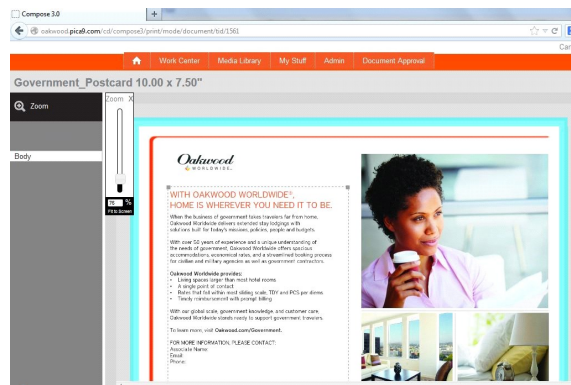
This edition of Marketing With Impact will be posted on [Live Wire](#). If you would like to add anyone to the distribution list, please email ExecuStayMarketing@oakwood.com.

Week of August 26, 2013

GENERAL ANNOUNCEMENTS

NEW Zoom Feature on Brand on Demand!

Did you know that you can now zoom in and out on a document you are customizing? This makes it easier to view the entire document as a whole *before* selecting preview. To take advantage of this new functionality, simply click on the magnify icon and a vertical bar will appear that allows you to scroll up and down to adjust the zoom view.



Marketing Quick Reference Guide

If you are ever unsure of where to get what when it comes to Marketing materials, this Marketing Quick Reference Guide can help! This short 2-pager lists all of your Marketing resources, how they can help and how you can access them. You can find this handy tool on the [Live Wire](#) under Brand/Marketing > Marketing Resources.

Marketing Quick Reference

1. Read Marketing With Impact
 - a. Contains latest marketing-driven templates, programs and campaigns
 - b. Educates you on brand awareness
 - c. Links you to more information or tools to access as needed
 - d. Built by the marketing team with cross functional content
 - e. Distributed weekly to your email inbox
2. Check the Brand/Marketing Tab on ExecuStay LiveWire

Access by logging into www.execustaylivewire.com

User: [execustaylivewire](#) (case sensitive)

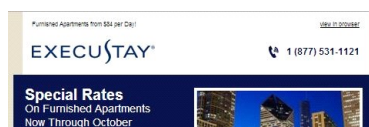
Pass: [Franchisee](#) (case sensitive)

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

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

ExecuStay eDeals

The ExecuStay eDeals email was sent to over 28,000 consumers, covering 18 cities with special rates available now through October. The next ExecuStay eDeals email will go out September 22nd and feature special rates available from September through November.





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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