

For more information, contact

Tricia Quak
Marketing Communications Manager
Direct: +65-6812 6006
Email: tricia.quak@oakwood.com

Anneliese Quek
Mango PR
Direct: +65 6536 6527
Email: anneliese.quek@mangopr.com

Oakwood Premier OUE Singapore Wins Top Accolade at the Serviced Apartment Awards 2018



SINGAPORE, 20 March 2018 – Reinforcing its position as a leader in the luxury serviced residence space, Oakwood Premier OUE Singapore was recognized for ‘Best Marketing or Branding Campaign’ at the recent Serviced Apartment Awards 2018, on 19 March.



Judged by a panel of industry experts, the 'Best Marketing or Branding Campaign' award benchmarked properties and operators against four criteria – execution of clear campaign objectives, innovation and uniqueness, smart execution and successful ROI. For its launch, the Oakwood Premier OUE Singapore team adopted a 360-degree, integrated marketing communications campaign approach which saw a multi-layered strategy of traditional media and influencer engagement, comprehensive social media content and B2B outreach. The campaign culminated in a large-scale, high energy launch event carefully curated to ensure that each aspect of the property was creatively highlighted through partnering with local creatives and musicians as well as top food and beverage purveyors.

“This award is testament to the great work and creativity that the team has demonstrated these past few months to make Oakwood Premier OUE Singapore the property it is today”, said Oakwood Premier OUE Singapore General Manager Roy Liang. “We are extremely proud of what we have achieved and will continue to work hard to build on this success as we further expand on our product offering and strive to deliver the best possible Oakwood experience to all guests.”

The Serviced Apartment Awards are the first and only dedicated awards created for and by the international serviced apartment, aparthotel, extended stay and short-term rental industry. The prestigious awards recognize excellence at individual, team and corporate level. This year, the glittering awards ceremony took place at London’s five-star Grange Tower Bridge Hotel with more than 300 hospitality professionals in attendance.

For more information on Oakwood Premier OUE Singapore, please visit www.OakwoodAsia.com/Singapore-CBD

Follow us on:



About Oakwood Premier OUE Singapore

Located in the heart of Singapore’s vibrant Central Business District, Oakwood Premier OUE Singapore is a luxury serviced apartment situated within the mixed-use development OUE Downtown – the latest work-play-live destination with a fusion of residential, retail and leisure facilities.

Well connected to the city’s major entertainment and cultural districts, and strategically located within walking distance to Tanjong Pagar, Raffles Place and Downtown MRT stations, guests will find Oakwood Premier OUE Singapore an ideal base from which to explore the city, with convenient access to offices, retail options, attractions, and a comprehensive range of dining establishments.

Comprising a total of 268 luxuriously furnished units, Oakwood Premier OUE Singapore offers a mix of studio, one- and two-bedroom apartments. Elegantly designed with urban and nature-inspired elements, the property provides sophisticated travelers with an exclusive residence tailored with all the luxuries of a hotel; complete with a range of premium facilities and amenities including the 74-seater Se7enth restaurant with in-room dining options, The Oakwood Executive Club, a



contemporary lobby bar, an outdoor infinity pool and jacuzzi, high-speed internet connectivity, a round-the-clock fitness center, Boardroom with meeting facilities, a residents' lounge, and an outdoor barbeque.

About Oakwood Worldwide®

Oakwood Worldwide®, wholly owned by Mapletree Investments, is the leading provider of furnished and serviced apartments through its well-known brands, Oakwood®, ExecuStay® and Insurance Housing Solutions™. With a presence in all 50 United States and more than 95 countries, the award-winning company provides move-in-ready furnished accommodations to meet the needs of global organizations, individual business travelers, insurance clients and leisure travelers alike. Oakwood Worldwide was founded in and continues to base its corporate headquarters in Los Angeles and operates regional headquarters in London, Phoenix and Singapore. For more information, please visit OakwoodWorldwide.com.

In Asia Pacific, Oakwood operates an award-winning portfolio of 35 Oakwood-branded properties in 19 cities across 10 countries, with ongoing developments in strategic locations across the region, offering five products: Oakwood Premier, Oakwood Apartments, Oakwood Residence, Oakwood Studios, and Oakwood Suites, each designed for a different lifestyle. For more information about Oakwood's presence in Asia Pacific and its award-winning properties and locations, please visit OakwoodAsia.com.