



AIRBNB OPENS NEW DOORS TO ONCE IN A LIFETIME EXPERIENCES  
BY CONNECTING HOSTS AND TRAVELERS ALONG THE WAY.



## STRENGTHS

24/7 customer service  
unique experience  
cost-effective



## OPPORTUNITIES

expansion  
growth of mobile  
new laws



## WEAKNESSES

easily replicated  
relies on hosts  
mediator status

## THREATS

increasing competition  
rising operational costs  
bad host

# COMPETITIVE ANALYSIS

## DIRECT



## INDIRECT

The background is a solid teal color with a repeating pattern of stylized human figures. Each figure is composed of a simple line forming a head and shoulders, with the head tilted slightly to the right. The figures are arranged in a grid-like pattern, with each figure's head positioned at the top of a small triangle, and the shoulders forming the base of the triangle. The pattern is consistent across the entire background.

**TARGET AUDIENCE**

# MILLENNIALS

primary

**TRAVELERS**



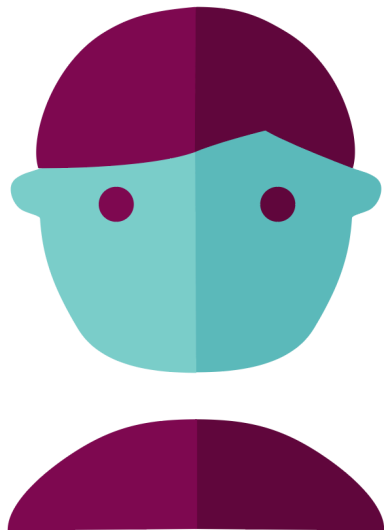
secondary

**HOSTS**



# CONSUMER PROFILE: TRAVELER

## WANDERERS AND PROFESSIONALS



### Wanderers

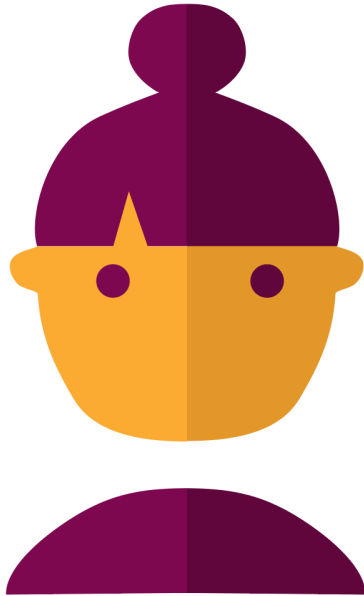
- Desire to see the world
- Affordable
- Social

### Professionals

- Travel for job
- Cost efficient
- Alone

# CONSUMER PROFILE: HOST

## PROFIT SEEKERS AND EXPERIENCE JUNKIES



### Profit Seekers

- Business opportunity
- Enjoy being successful

### Experience Junkies

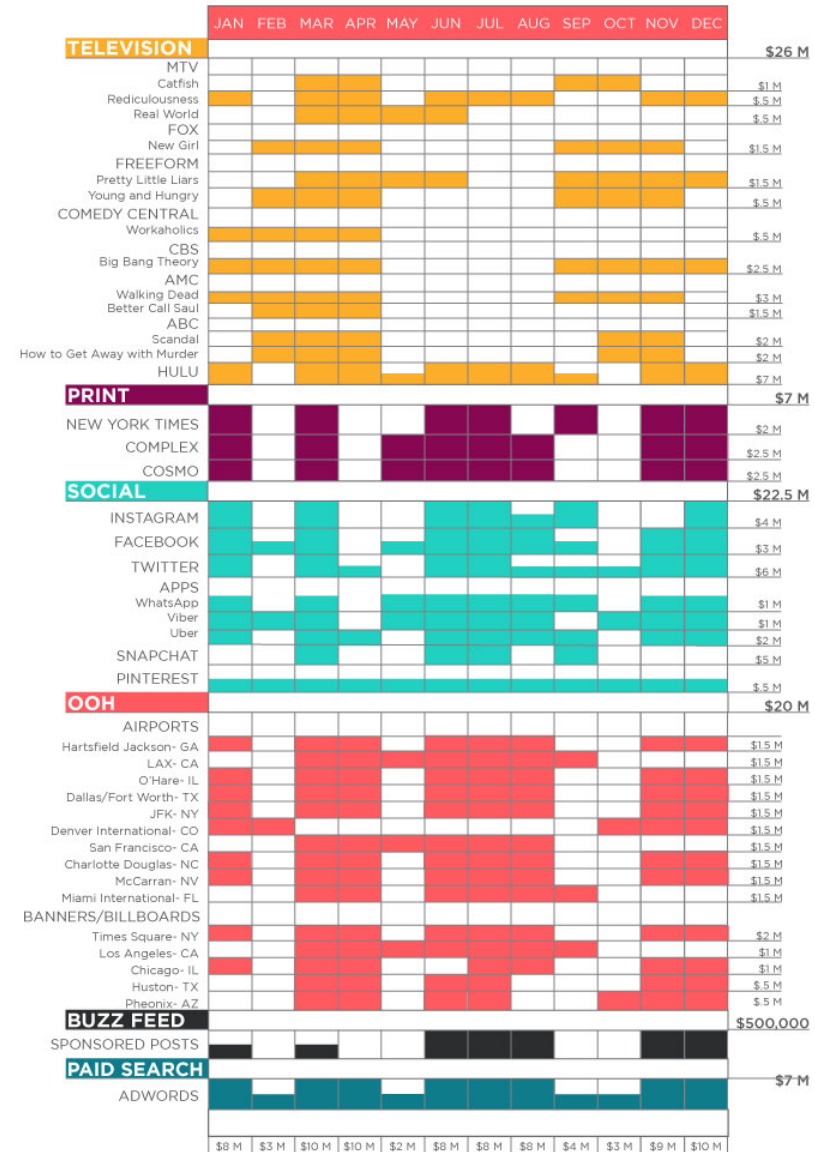
- About the experience
- Way to make friends





# MEDIA OBJECTIVES

# media plan flow chart



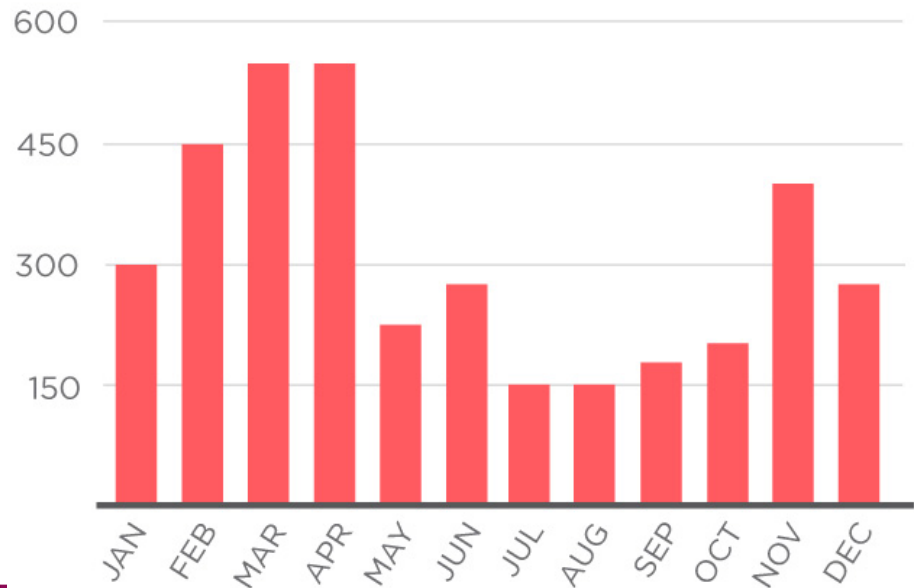
RESERVES: \$2 M

**TOTAL: \$85 M**



## 2017 MONTHLY GRP DISTRIBUTION FOR CAMPAIGN

**40%** OF MILLENNIALS WHO TRAVEL  
USE **airbnb** &  
THERE ARE **83.1 M**  
**MILLENNIALS** IN THE U.S.

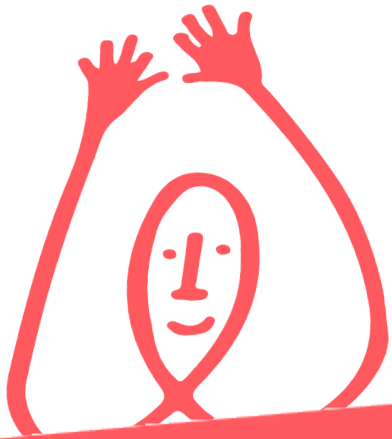


The background is a solid teal color with a repeating pattern of stylized human figures holding hands, forming a continuous chain across the entire surface.

# THE CAMPAIGN

At Airbnb, we value relationships over everything. I guess you could say that our common goal is community and helping people find a place where they belong. That's because we understand that many times, it's not about where you stay, it's about who you stay with...

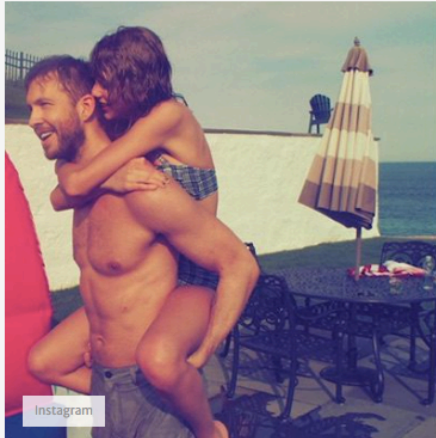




# RELATIONSHIP GOALS



## 24 Celebrities Who Are Already Giving Us #RelationshipGoals In 2016 (Photos)



TOP POST

1,813,203 VIEWS



## 28 Couples Who Should Be Your Real Relationship Goals

BRB, restoring my faith in love.

posted on Sept. 5, 2014, at 11:23 a.m.

VOGUE RUNWAY

Vogue Runway @VogueRunway · May 2

#RelationshipGoals: @theweeknd and @bellahadid at the #MetGala. More: [vogue.cm/Jjvm7IG](http://vogue.cm/Jjvm7IG)

95
 143
 ...

cute

## 10 Celebrity couple Tweets that DELIVER "Relationship Goals" – #1 is so romantic (With Pics)



OK! Magazine @OK\_Magazine · 6h

LOVE! @GiGiHadid and @zaynmalik gave us serious #RelationshipGoals at the #MetGala, watch: [bit.ly/1OcBSB4](http://bit.ly/1OcBSB4)

5
 12
 ...

# 12 Couple #Relatio

# Definition Of



# SOCIAL MEDIA



# OUT OF HOME

Oh, the places you will go, the people you will meet!





# PRINT AD



## #RELATIONSHIPGOALS

We're in the business of hospitality. And here at Airbnb, that means more than just a place to stay. It's about the people you'll stay with and the genuine connections you'll make. Because community everywhere means belonging anywhere. We provide unforgettable experiences for travelers and hosts alike. And who knows? Maybe you'll meet your best friend along the way. Those are the ultimate **#RelationshipGoals**.



# UBER PARTNERSHIP



**AIRBNB + UBER = #RELATIONSHIPGOALS**

Uber and Airbnb go together like peanut butter and jelly. Like salt and pepper. Ketchup and mustard. Okay, you get the point. Some things are just better together. Introducing Airbnb+Uber, the most dynamic duo since Batman and Robin. From now through September, when you book your stay with Airbnb, you'll receive complimentary transportation to and from the airport - courtesy of our friends at Uber. **#RelationshipGoals**





RESEARCH



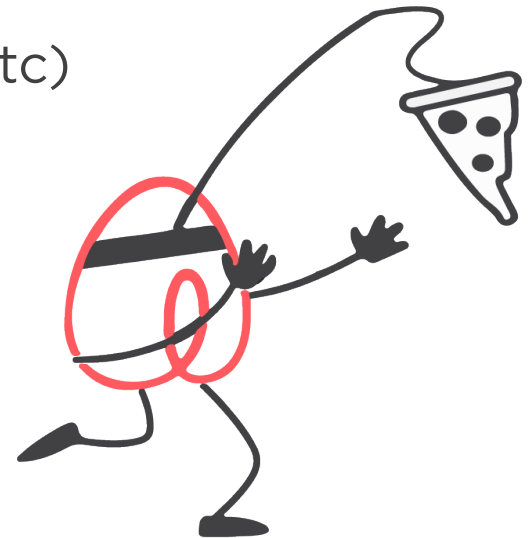
# QUANTITATIVE

## **2 DIGITAL SURVEYS**

- Current Airbnb users
  - Promoted survey on social media
- 
- Large amount of data for a very low cost
  - Opinion from large sample

# QUALITATIVE

- Focus groups
- 25 college towns, 3 groups per town
- Incentivized (offer food, Airbnb swag, etc)



# RESEARCH BUDGET

## RESEARCH

\$5 M

### QUANTITATIVE (SURVEY)

Online (National)

\$3 M

Online (Airbnb Users)

\$ .8 M

### QUALITATIVE (FOCUS GROUPS)

Arizona State University, AZ

\$60,000

University of Central Florida, FL

\$60,000

Ohio State, OH

\$60,000

Florida International University, FL

\$60,000

Texas A&M, TX

\$60,000

University of Texas at Austin, TX

\$60,000

Michigan State University, MI

\$60,000

University of Florida, FL

\$60,000

Indiana University, IN

\$60,000

UGA, GA

\$60,000

UCLA, CA

\$60,000

Pennsylvania state U, PA

\$60,000

University of Chicago, IL

\$60,000

Seattle University, WA

\$60,000

NYU, NY

\$60,000

Washington University, STL

\$60,000

North Dakota State University, ND

\$60,000

University of Maine, ME

\$60,000

University of Nebraska, NE

\$60,000

University of Colorado Boulder, CO

\$60,000