

# ***Airbnb Campaign***

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## Creative Brief

The Deutsch Approach:

Client: Airbnb

Team Members: Corey Torres, Leah Sachs

1. What are we communicating? What is the assignment?

We are creating a campaign for Airbnb. Trying to communicate a message to a specific target audience, which tells homeowners that they can make money by renting their home on Airbnb

2. Who are we talking to?

Homeowners ages 30+

3. What's the problem and opportunity? ("how might we" statements)

How might we make renting a home feel like someone's paying for your vacation

Problem: people have homes they could rent out, but do not have any incentive to do so and do not know how to go about the process

Solution: Using the Airbnb service they can put their homes up and rent them out to people they choose and get paid for it at the same time

4. What should our communication do? How will it do this?

Our communication should make our target audience realize they can get paid to rent their homes and then use the Airbnb service to do so

5. What is the strategic idea?

To showcase the benefits of renting out your home while you're not home.

6. How will we support this idea?

We will support this idea by showing nice homes that would be left alone without anyone living in them so that homeowners realize that they can be getting paid to rent out the home rather than letting it just sit there

7. What are the mandates, the must-dos?

Find amazing homes. Think of clever ways to entice homeowners to want to rent out their spare homes when they're not there

8. What are the creative considerations?

Making sure the ads look realistic. Making sure that people understand our message.

9. What are the deliverables? Where will the messages run?

Magazine Ads. Billboard Ads.

***Why leave your  
home alone...***



***...If someone will  
pay you to watch it***



*People would pay for your view.*



*So why not let them?*

*Fund your next vacation*



*by letting someone else take theirs.*







# ***Wildcard Vizualization***

















#### Airbnb Questions:

- What makes you want to travel?  
Traveling gives you an opportunity to see other places and experience how other people think about the culture around them and gives you outside perspective on how things work in your society.  
To see new places and learn new things.
- How does traveling make you feel?  
Happy, excited, adventurous.
- What are your favorite places to travel to? Why?  
Cities because they have a lot of diversity.  
Islands because the lifestyle is a lot slower pace so it's relaxing and it clears your mind.
- What's the scariest part about traveling?  
When you're alone and you don't know how to speak the language.  
Being in the plane, getting around in a foreign country, and getting lost in the hotel.
- What's your favorite climate? Where is somewhere you'd like to visit with that climate?  
Mid-20 degrees and sunny.  
Tropical, nice sunny beach weather. Dry, hot, too, but mostly tropical. I also love snow. I like the two extremes. I like the hottest of the hot and the coldest of the cold.
- How do you feel about hosting or guests coming into your house?  
I feel good about it.  
They're welcome as long as someone can manage for them and guarantee they're good people, welcoming people.
- Do you feel comfortable staying in other people's homes?  
Yes.  
Yes if I knew them well enough. But not as comfortable with strangers. I didn't mind when I stayed in another country with their family and they were strangers, but I trusted them because they were a part of a school program. I wouldn't go to a bed and breakfast necessarily.

#### 8. What's your ideal setting for a home?

Good food

Up on the mountains by the slopes, or a house on a beach. The more I feel comfortable the more somewhere becomes my home. Having people around me and being in smaller communities makes me feel at home. Neighborhoods or blocks make me feel more at home.

#### 9. What's your ideal home?

Don't have one.

Not the city. It's too big and too fast.

#### 10. Have you ever heard of Airbnb?

Yes

Yes

#### 11. What are the best lodging options for vacationing?

In the middle of the city at a hotel because then you meet more people

Hotel because it's the safest.

#### 12. What would make you share your home with someone?

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I wouldn't share it with someone unless I had to or if I had a temporary apartment I wasn't living in and they could stay while I was away.

#### Define a problem:

Target: Homeowners

We met Constantine and were amazed to realize that he has trust issues

This problem feels like: scary, uncomfortable

This problem smells like: sweat

This problem tastes like: vanilla extract

This problem sounds like: silence, noise on a chalkboard

+

#### Define the solution:

Feels like: your warm comfortable bed with soft blankets

You're talking to your best friend

Wearing a smile

#### Airbnb Questions:

- What makes you want to travel?  
To try new experiences, different places bring different and new experiences. Seeing a different culture, lifestyle, and feel. Different things to experience.
- How does traveling make you feel?  
Can be stressful (packing) but rewarding, so much fun!
- What are your favorite places to travel to?  
Florida, beach house, beaches in general
- What's the scariest part about traveling?  
Transportation, flying, if something were to go wrong, expectations not being met
- What's your favorite climate? Where is somewhere you'd like to visit with that climate?  
Tropical climate, California, Bahamas
- How do you feel about hosting or guests coming into your house?  
A little uncomfortable, but yes at my beach house because there's more to do. Uncomfortable if you didn't know them, unless it's my beach house, because it's not my actual house
- Do you feel comfortable staying in other people's homes?  
If they're there, then sure. If a stranger maybe uncomfortable at first. If they're not there, sure I think it'd be cool
- What's your ideal setting for a home?  
By the beach or in a city
- What's your ideal home?  
Family house, nice full bedrooms for a family
- Have you ever heard of Airbnb?  
Yes, I think it's really cool
- What are the best lodging options for vacationing?  
Condos, hotels
- What would make you feel comfortable having guests in your house?
- What makes you feel comfortable?

Relaxing in a hammock  
A loving environment  
The world is your oyster  
Having a cup of coffee outside  
Laying on a bean bag chair  
Wearing sweatpants and slippers

Smells like: good food  
Clean room  
Fresh shirts  
A home-cooked meal  
Fresh baked cookies

Tastes like: refreshing tea  
Muffins on Thanksgiving  
Macaroni and cheese  
Your mother's cooking  
Chocolate milk  
Drinking hot chocolate while watching the snow fall  
Drinking a cocktail under a palm tree

Sounds like: good conversation  
A lullaby  
A crenade  
Late night conversations with your best friend  
Waves of the ocean



#### In-Class Feedback (Professor Feedback):

Like composition of lesson  
Writing doesn't work for city ad  
People look too realistic  
Chancellor ruins the photo

#### Student Feedback:

Thinks the wording is catchy  
Likes how the Airbnb logo sticks out  
Likes the idea of the campaign