Airbnb Campaign Corey Torres Leah Sachs

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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 mandatories, 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.













Wildcard Vizualization





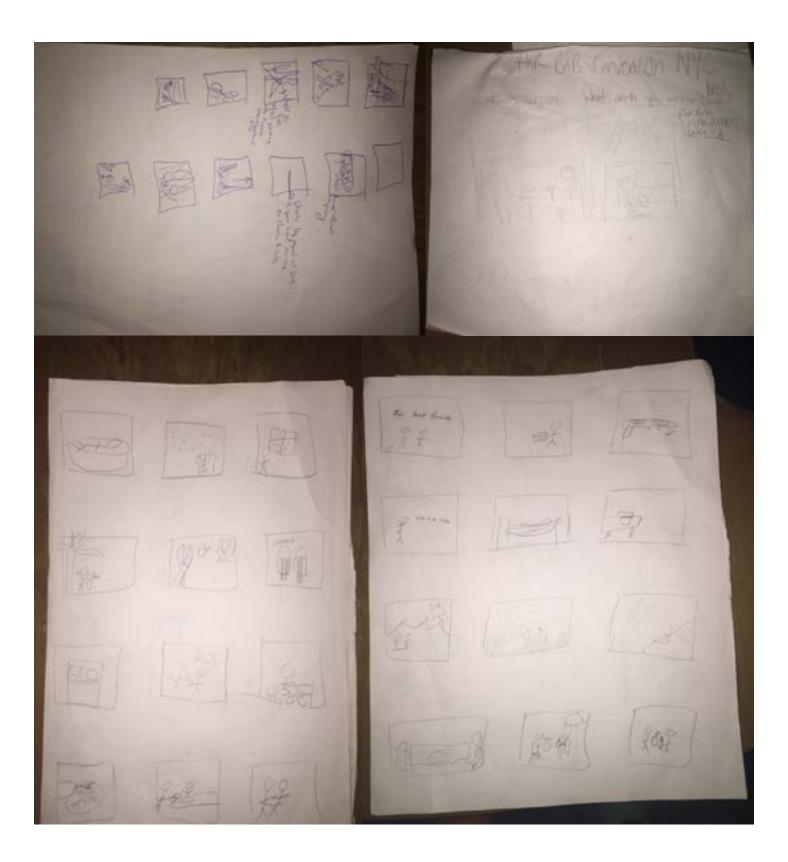




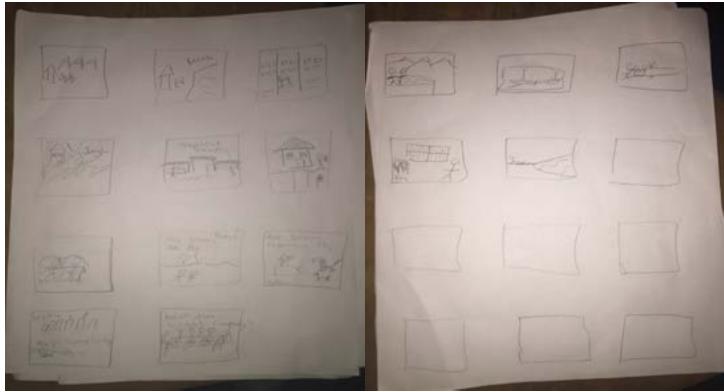


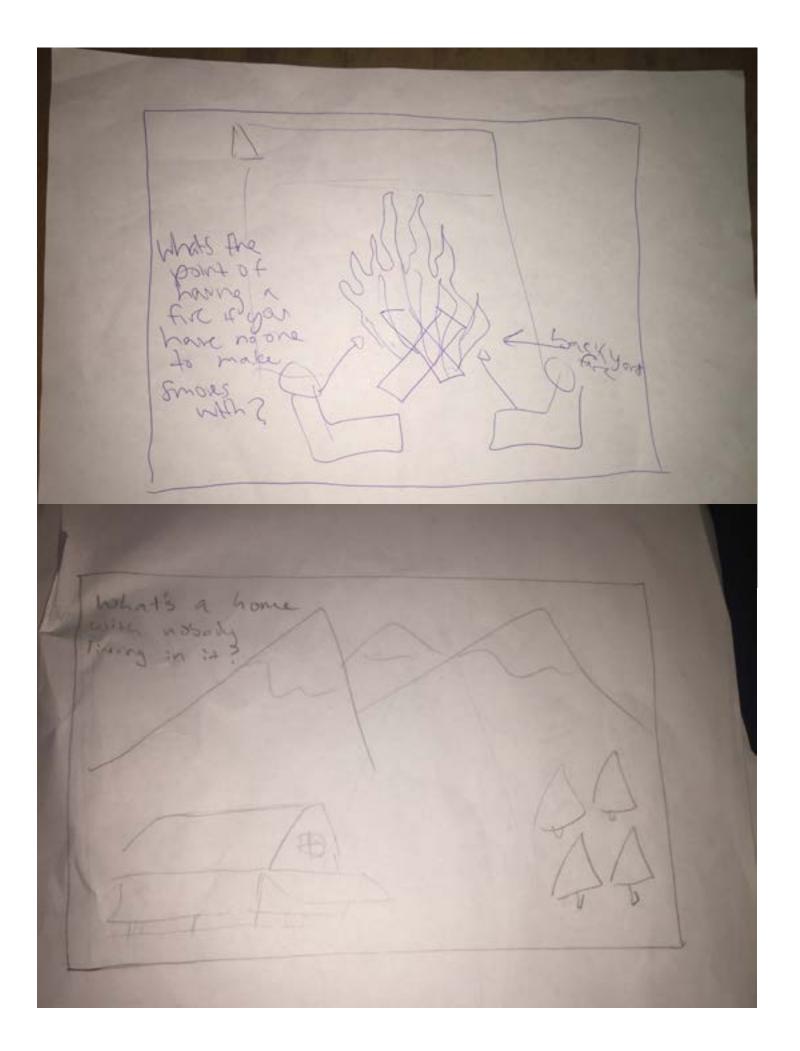












Airbah Overtiens

1. What makes you want to travel?

Traveling gives you an opportunity to see other plants and experience have other people think about the callure around them and gives you enterin perspective on how things work to your excisty.

To see new places and loars now things

2. How does traveling make you feel? Stappy, Excited, Adv

Alive Happy

3. What are your favorite places to trune! to? Why? Other because thecas, let of diversity.

Islands because the lifestyle is a lot slower pace so its relaxing and it

4. What's the scarlest part about traveling?

When you're alone and you don't know how to speak the language

Being in the plane. Getting arround in a fatnige country and getting.

5. What's your favorite climate? Where is somewhere you'd like to visit

Wild TS deposes and survive

Teophist also sonny beach meather. Bry beat too, but meatly trapical, I also love seem. I like the extremes. I like the bettest of the but and the coldest of the cold.

6. How do you led about horting or guests coming into your bouse?

They're welcome to as long as someone can assign for them and guarantee they're good people, welcoming people.

7. Do you feel comfortable staying in other people's homes?

Yes If I know them well enough But not as comforted I didn't mind when I stayed in another rountry with their lamily and they were strangers, but I trusted them because they were a part of a tehnol program. I weakln't go to a bed and breaklest necessarily. 8. What's your ideal setting for a borne?

Up on the mountains by the viopes, 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 bone. Neighborhoods or blocks make me feel more at bone.

9. What's your ideal home?

Not the city. 33, too big and too fast. 10. Have you ever heard of Aichele

Yes

11. What are the best indging options for excetioning?
In the middle of the city at a bastel because then you meet more people

Robel beginnes it's the audest.

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

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 sould stay while I was away.

Target; Demonwhere

We start Constitution and more proposed to realize that he has break trees

This problem feels like, warp, assemble table. This problem sacrils like seven This problem tastes like confinential.

This problem sounds like rainner, each on a statishized

Define the solutions:

Feels like: your warm conformable but with soft blankers. You've talking to your best friend.

Wearing a unmin

Airbab Questions:

1. 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

2. How does traveling make you feel?

Can be stressful (packing) but rewarding, so much fun!

3. What are your favorite places to travel to?

Florida, beach house, beaches in general

4. What's the scarlest part about traveling?

 Transportation, flying if something were to go wrong, expectations not being met

5. What's your favorite climate? Where is somewhere you'd like to visit with that climate?

Tropical climate, California, Bahamas

6. 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 its my beach house, because it's not my actual house

7. 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

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

By the beach or in a city

9. What's your ideal home?

Family house, nice full bedrooms for a family

10. Have you ever heard of Airbab?

11. What are the best lodging options for vacationing?

12. What would make you feel comfortable having guests in your house?

13. What makes you feel comfortable?

Relating it a horroock A loving environment: The world is your easter Basing a cop of coffee autoids Larring was a beaut bag ultain

Fresh halted residen Testes like: roll eching tes Shuffing on thinkings

Numerous and choose Your methods cooking Considerable
Expenses but chession while watching the range full

Drinking a couldted under a paint tree

Sounds like: good conservation Autresafe

Late wight conversations with your best filteral. Waters of the econst



In-Class Feedback (Professor Feedback): Life composition of lower Wording flower's work for city ad People look too realistic Chandeller ruins the photo

Thinks the wording is catchy Likes how the definit, ingo stocks out Likes the idea of the company