

DITCH THE HOTEL, NOT THE HOSPITALITY

CARIBNE

BY BUCKETLIST BRANDING



PRESENTATION OUTLINE

Team Introduction

Brand Story & Overview

Brand Strategy

Campaign Brief

Integrated Marketing Campaign

Content Ecosystem

Thank you/Q&A

MEET OUR TEAM

Bucketlist Branding

A meticulous marketer with experience in global advertising & media agencies roles, specializes in paid media strategies.



VIVIAN CHEN

Sales and Project Manager with experience in managing business to business accounts and project lifecycles. Specializing in consumer growth, retention, and satisfaction.



ASHLEY GURKE

Marketer, communications strategist, and content expert with experience leading campaigns, producing media, and strengthening brands.



JULIA GUTHRIE

Assistant to the Minister of the Culture Promotion Department and Assistant to Creative Director.



SHIYANG LI

Digital employee experience manager specializing in social networking and well-being.



CHRIS OWEN

THE BRAND: AIRBNB

ABOUT AIRBNB:

Airbnb is an online marketplace that connects travelers with unique homes, rooms in homes, homes, apartments, and other adventures.

WHY WE CHOSE AIRBNB:

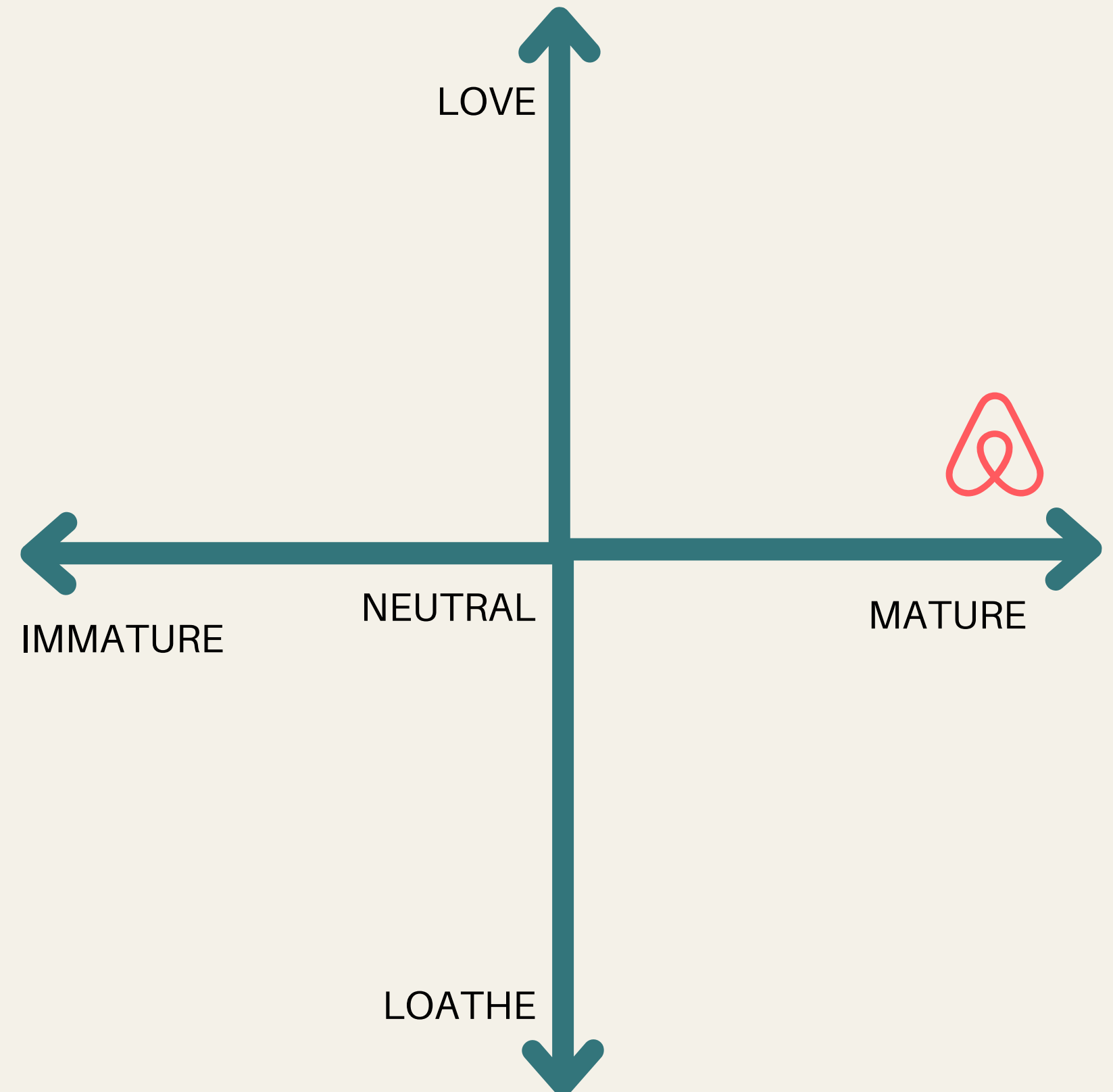
We chose Airbnb because we're all travelers, we're all familiar with the brand and can speak to the changes it has undergone over the past few years.



BRAND LOVE MODEL

RATIONALE

We chose Mature/Neutral because while Airbnb is definitely a more mature and well-recognized brand, public opinion about it is all over the board. There are folks who love it and folks who absolutely hate it! And the reasons for that are also quite widely varied. Airbnb is flourishing but there is lots of opportunity to gain back loyalty from folks who it alienated in the past with policies or otherwise.





THE BRAND STORY



Status Quo

Hotels dominate the travel accommodation market. Hostels and Couchsurfing cater primarily to niche, low-budget travelers. There is no happy medium.



Conflict

Travelers lack geographically dispersed housing options, customizable housing spaces, and experience-based accommodations.



Resolution

Airbnb provides diverse, flexible, and convenient home stay options that give guests the freedom and space to travel anywhere and anyhow they choose.

BRAND STRATEGY

- Provide consumers with **an alternative, more flexible solution to lodging in a market primarily dominated by hotels**
 - E.g. Via a seamless app, allow guests to easily find the accommodation that meets their needs
- Provide **unique, local experiences that traditional hotels are not able to offer**
 - E.g. Guests can book unique/local excursions through Airbnb, such as visit Snoqualmie Falls and Hike to Twin Falls



GENERAL TARGET AUDIENCE

DEMOGRAPHICS/PSYCHOGRAPHICS

- **Age:** 18-65
- **Gender:** 54% Females & 46% Males
- Customers seeking either accommodation based on affordability or experiences based on uniqueness and variety
- Students, employees, professionals
- **Life cycle stage:** bachelor, full nest, empty nest

PERSONAS

Becky and Bryan are a high-income married couple in their late 50s going on their annual international vacation. This year they are going to Cabo. They are looking to stay in a neighborhood where they can have a unique local experience during their stay.

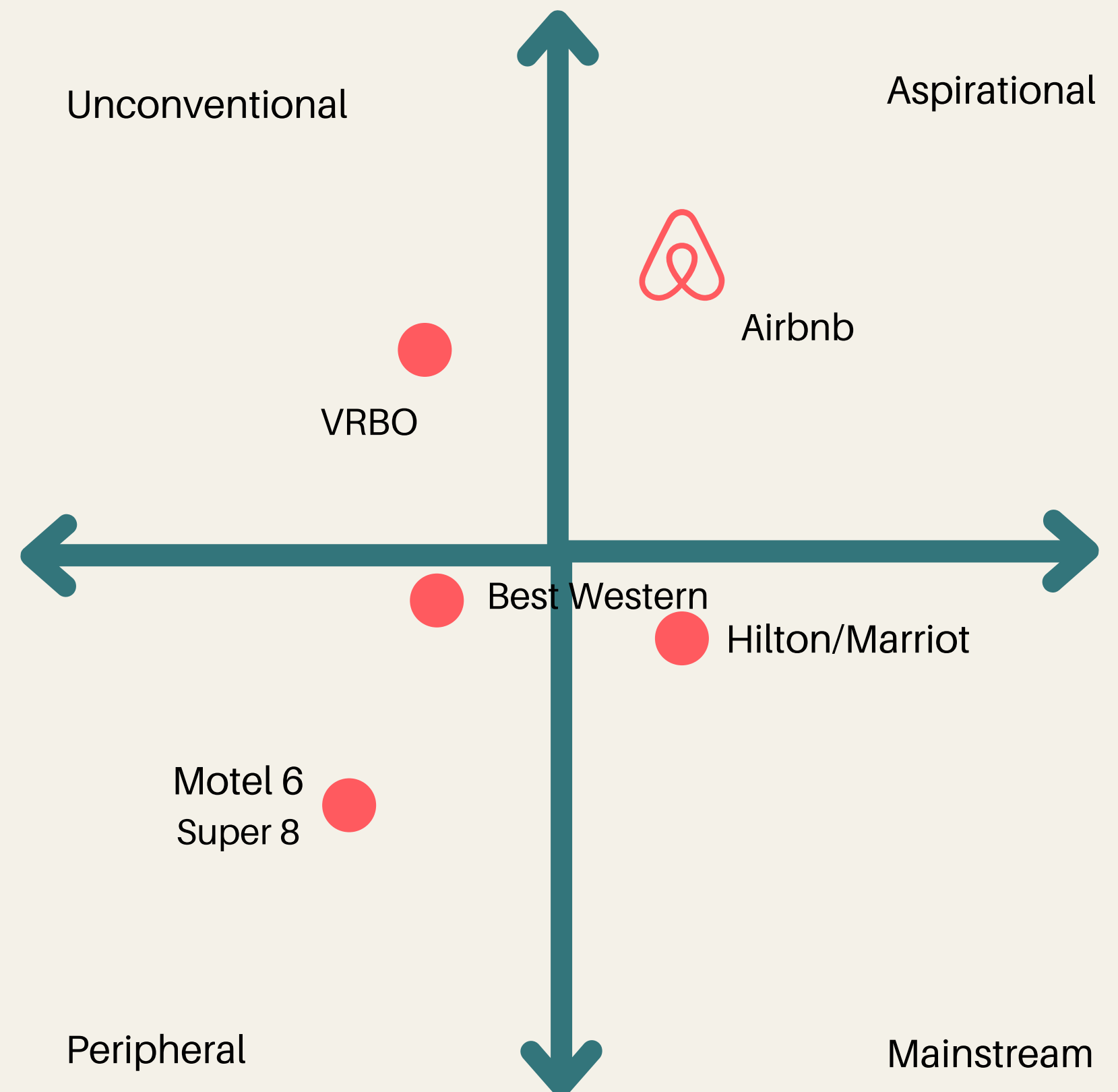
Brenda is a middle-class single mom visiting an aging parent at a nursing home for a week during summer in Arkansas. She plans to bring the kids with her and needs multiple rooms.

CENTRALITY-DISTINCTIVENESS MODEL

RATIONALE

Airbnb has emerged as **the de facto brand for home-based vacation stays**, allowing it to **compete directly with established hotels for guests**. Yet, Airbnb has remained distinctive as it has added unique geographic and experiential offerings.

Due to its affordable pricing compared to Vrbo, and higher volume of business, **Airbnb is at present a modest aspirational brand** rather than an unconventional brand, though it has the potential to become more aspirational if it can maintain its unique offerings at an affordable price while continuing to expand its global reach.



CUSTOMER PROBLEMS

1

Cleaning Frustration

Inconsistent expectations regarding guests doing their own cleaning and still paying cost of cleaning fee; no standardization of cleaning process for hosts

2

Lack of Standardized Storage

Baggage storage space and amenities provided are unpredictable

3

Reservation Flexibility

Guests must interface with hosts directly for customer service, the quality of which varies. Cancellations are up to host discretion. Check-in and check-out are not standardized and can be stressful.



MARKETING GOAL

"The Magic of Airbnb combined with the ease and assurance of a hotel"

- **Simplify and elevate the Airbnb customer experience** by providing the assurances hotels offer
- **Preserve the authenticity and uniqueness** of the Airbnb experience
- **Attract customers who would otherwise choose hotels** for their lack of complexity



KEY DELIVERABLES

"The magic of Airbnb combined with the ease as assurance of a hotel."

- **Storyboards** that provide a visual representation of customer pain points, along with customer experience quotes, outline of target customer demographics and psychographics
- **Standardized cleaning expectations** for hosts and guests
- **Expand customer service department** that reinforces bridge between hosts + guests
- Clearly **defined hosting expectations** and best practices, with exemplars
- Create **clear WIIFM** for both hosts and guests regarding centralizing certain services or standardizing certain policies
- **Clear repercussions** for hosts not adhering to new standards
- **Communications plan** for marketing campaign focused on simplifying the customer experience



INTRODUCING

CAREBNB

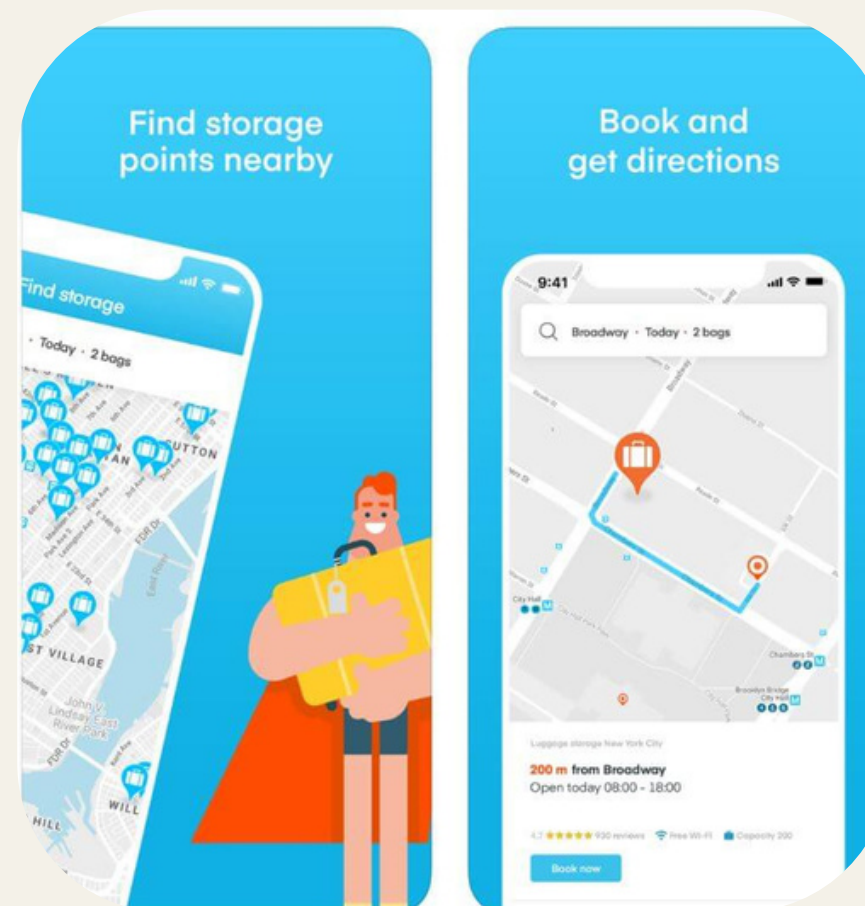
Carebnb combines the charm and flexibility of Airbnb's unique homestay offerings with the ease and assurance of a hotel's services and amenities.





CAMPAIGN IDEA

With Carebnb, we will combine a few of Airbnb's existing hotel-like offerings (AirCover, Superhosts) with the new services we're creating to operate more like a hotel brand (simplified + more transparent cleaning policies, bag storage, reservation flexibility, customer service, etc.).



CREATIVE IDEA

LIVE THE GOOD LIFE WITH CAREBNB



Worry-Free Travel: AirCover

AirCover provides four protections for every guest on every stay.



The Magic of Airbnb: Superhosts

The Superhost program celebrates and rewards Airbnb's top-rated and most experienced hosts.



NEW

Standardized Policies

- Require transparency in cleaning fees. Standardize cleaning process.
- Provide storage space solution for guests.
- Standardize cancellation.
- Create expanded Customer Service hotline/chat.
- A "Do Not Disturb" option for guests.



TARGET AUDIENCE DEMOGRAPHICS

- **Age:** 30-65
- **Gender:** All
- **Life stage:** Young families, full nest, empty nest, mid-career
- **Income:** Families, older adults, professionals, affluent
- **Media behavior:** Watch TV, use social media to consume news. Read travel blogs. Use Airbnb app. Use direct search and travel booking sites (e.g. Booking, Expedia, etc) to cross check availability and pricing.

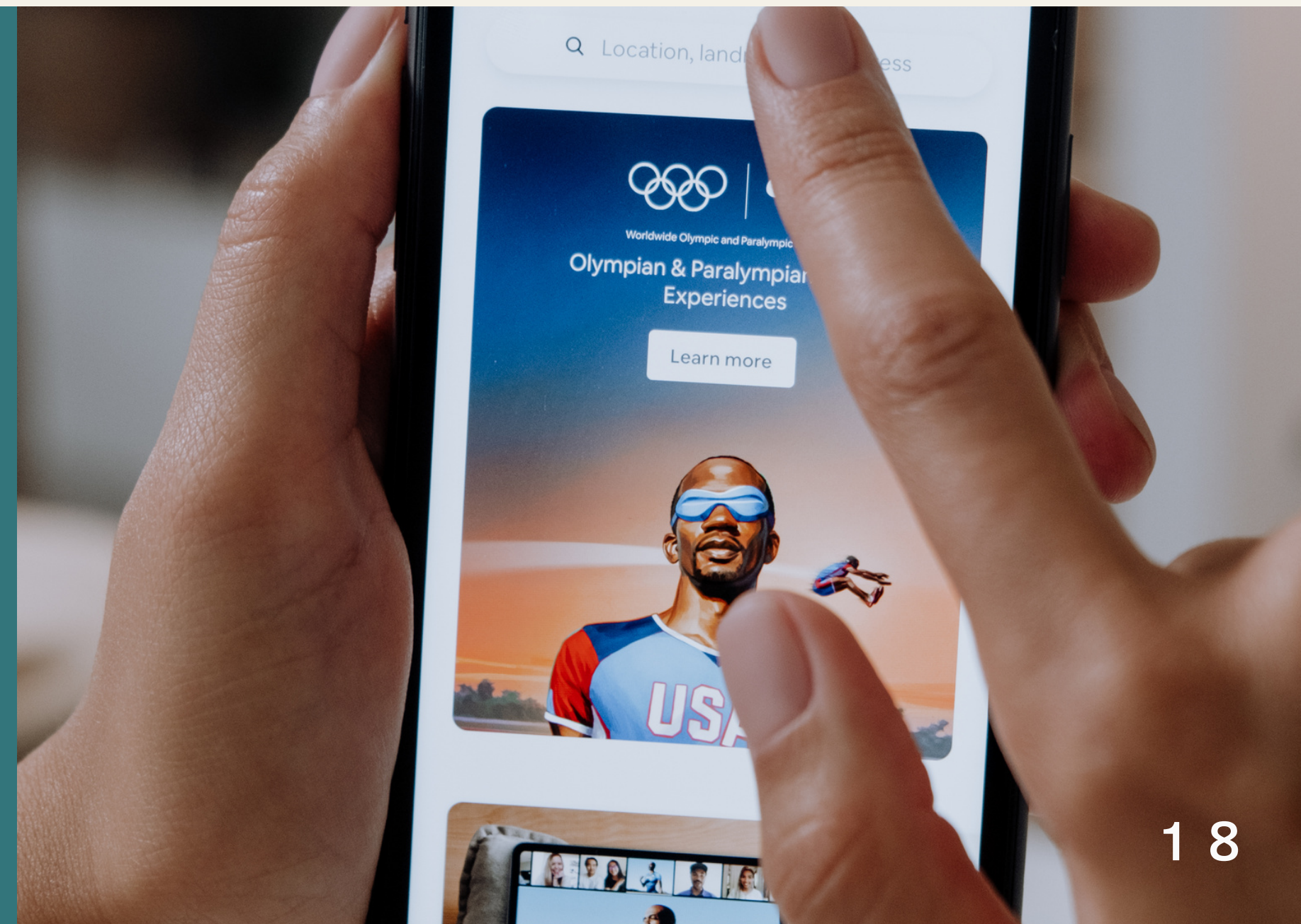
TARGET AUDIENCE PSYCHOGRAPHICS

- **Content Interests:** Travel and tourism, finance, tech, shopping, blogs and news.
- **Lifestyle:** Travelers seeking both unique accommodations (or experiences) and the luxury, white-glove services of a hotel stay.
- **Attitude:**
 - Pre-existing Airbnb guests that are pivoting back to hotels due to poor customer service.
 - First-time Airbnb guests who would otherwise choose hotels.



MEDIA CHANNELS

- Based on our TA's content interests and media behavior, ideal media channels are:
 - TV
 - Website & App: **Airbnb Website, Airbnb App**
 - Social media: **Facebook, Instagram, YouTube**
 - Search ads: **Google**
 - Display ads: **Airbnb app, Google, Yahoo, travel booking sites**
 - Influencer/media partnerships (banner ads, adverts, promotions): **lifestyle, travel, finance, tech, family & parenting online media**



MEDIA MIX

Audience

Maximize audience reach & media impressions, visibility on search

Segmented & targeted audience

Content

- Primary message & hero imagery
- lightweight motion content
- Attention grabbing

- In-depth, engaging content
- Long texted based content
- 60s-90s video content

Connect

Convince

MEDIA MIX

Owned

- Social media posts, reels, stories
- App banner, push notifications

Paid

- Social ads
- SEM
- App, Google, Yahoo, travel booking sites ads

Earned

- Press releases
- PR events with online media, journalists, influencers

Connect

Convince

In-depth content

- A hero video on YouTube
- SEO blog posts on website

- YouTube ads
- Targeted media banners and ad collaborations

- Interviews opportunities
- Featured articles in online media, news outlets
- Procure host + consumer testimonials and interviews to make successful case studies

BUDGET ASSUMPTIONS

1.	Total Budget	\$24 million total for this campaign (20% of total 2023 marketing budget:\$120m)
2.	Consulting Fee	This campaign is the first in a series, which is why we have a higher up-front cost for consulting.
3.	Tighter Budget	2023 recession fears are causing tighter budgets as companies try to better align revenue with costs. Therefore, we are creating a low cost campaign.
4.	Low Cost Campaign	<ul style="list-style-type: none">• Leveraging “Interview style” video featuring real people to cost down production fees.• Focused on owned media marketing through the Airbnb app to retain current Airbnb customers.
5.	Shift in Marketing Strategy	Airbnb is starting to shift more of its marketing strategy to brand marketing and PR marketing (and away from performance marketing).

2023 MARKETING BUDGET

- **63% PAID MEDIA**

Performance marketing, such as online bidding and search marketing

- **29% EARNED MEDIA**

Marketing consulting firm(s) to build marketing content/assets

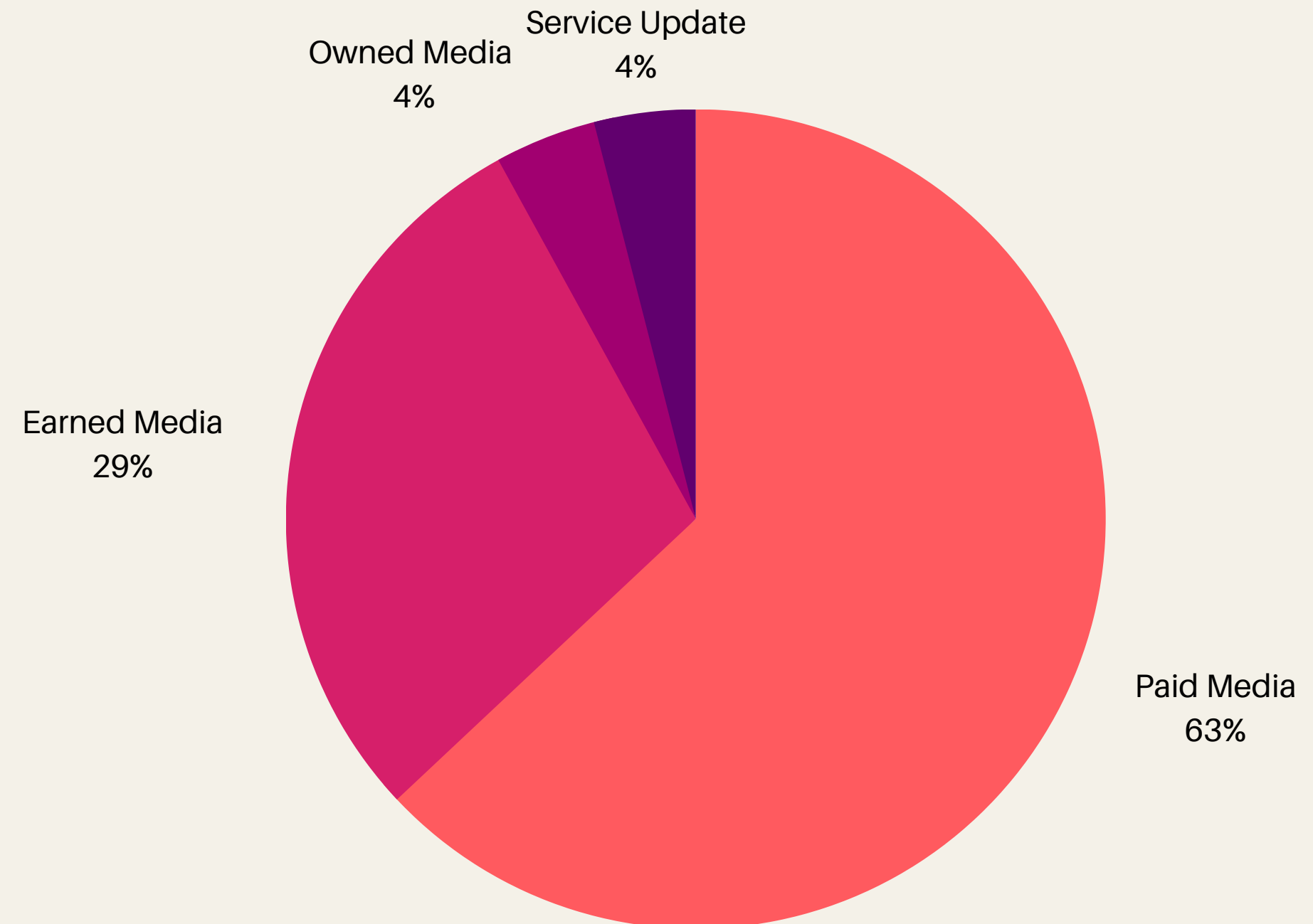
- **4% SERVICE UPDATE**

Internal customer experience staff to update policies

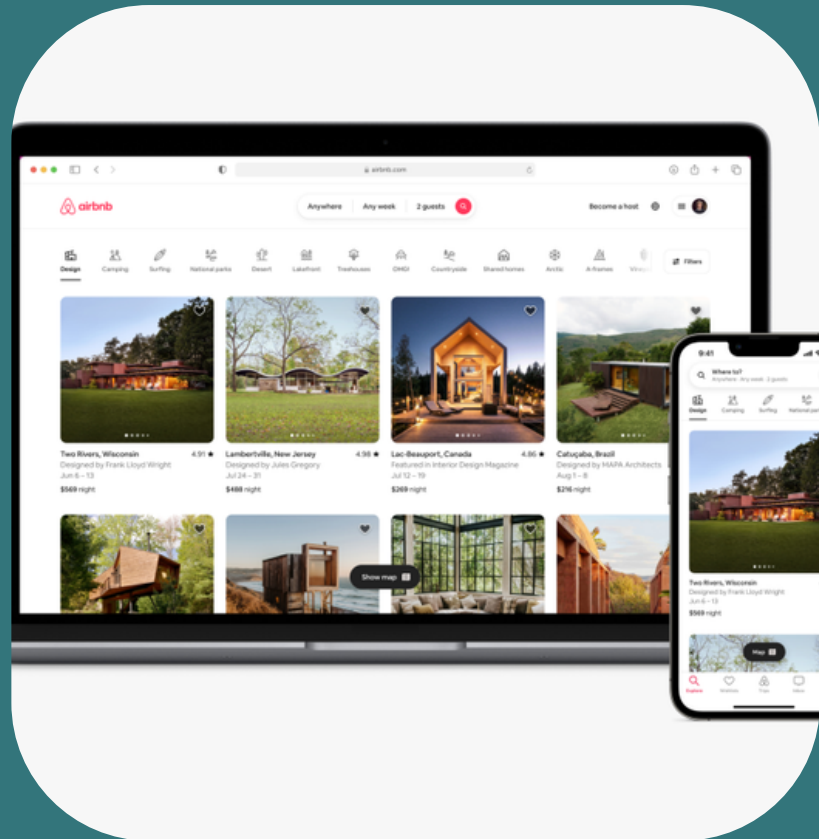
- **4% OWNED MEDIA**

In-house research and owned media (website/app)

Total Budget: 24 MILLION



HERO-HUB-HELP



HELP CONTENT

- Create an info page on the Airbnb app and the Airbnb website that describes Carebnb. The Carebnb info page hosts content that shows basic info on what Carebnb is and what the WIIFM is for both Carebnb hosts and guests. We also create a Carebnb Youtube video series, with a short info-only video on each component of the Carebnb Commitment

KEY MARKETING TACTICS

- Banner on app+homepage
- SEO articles
- A Carebnb playlist on YouTube
- Push notifications on the app
- Live chat (getting help in real time)

OWNED - 100% EARNED - 0% PAID - 0%

HERO-HUB-HELP



HUB CONTENT

- Create a series of quality but low production 3-minute videos highlighting the “meet cute” moment between a guest and host. That “meet-cute” moment is the “magical moment” when a host goes above and beyond to serve a guest and/or a guest goes above and beyond to support a host and a special connection is made that represents the “Carebnb Way.”

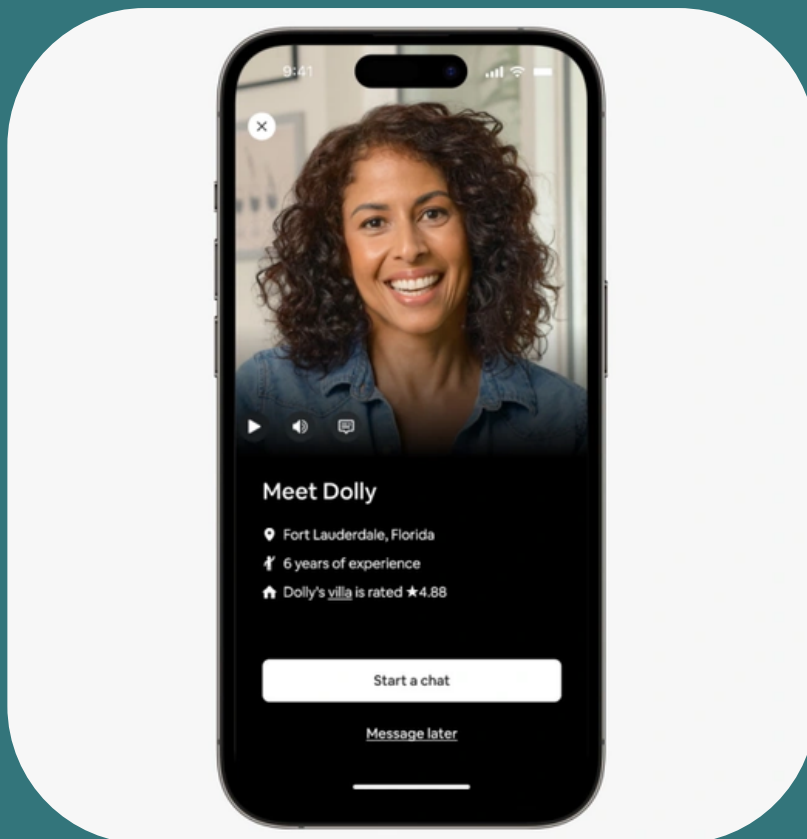


KEY MARKETING TACTICS

- A series of videos on YouTube + paid instream, display ads
- Create a hashtag (#caringishsharing) for a social media campaign for guests to share their experiences.

OWNED - 40% EARNED - 10% PAID - 50%

HERO-HUB-HELP



HERO CONTENT

- Create a tv commercial showing the dozens of Airbnb employees or partners that support/serve each and every guest request. The commercial would start by showing an Airbnb guest calling the Carebnb hotline (or chatting on the app). The next scene shows the Carebnb customer service rep picking up the phone then instantly routing that request through a dozen partners in the Carebnb network to help solve the guest request.

KEY MARKETING TACTICS

- A commercial on TV
- Video on info page in hero position, exchange it to evergreen content later
- Social posts and sponsored posts

OWNED - 10% EARNED - 10% PAID - 80%

RESULTS

20% ↑

Positive reviews of stays on Airbnb

15% ↑

Bookings by older + affluent + family demographics

9/10

Average positive responses in post-customer-service interaction (phone, live chat) surveys

Brand perception shifts to “Airbnb cares” and “I trust Airbnb” measured via customer + host surveys, brand lift surveys, and focus groups

- Overall decrease in guest complaints
- Overall decrease in host complaints

MANAGE & COORDINATE

- Messaging that **Carebnb** provides an elevated experience will remain largely the same as the campaign evolves
 - However, **we will implement additional evergreen + themed campaigns focused on holidays that reinforce how Carebnb can provide a superior experience to hotels**
- We will **use learnings based on customer reviews to inform our future campaigns and Carebnb features/offerings**, as well as to continue to establish Airbnb's credibility in the minds of our customers



A scenic landscape featuring a person in a red jacket standing on a balcony, looking out over a valley with mountains and a thatched-roof building. The scene is reflected in a pool of water in the foreground. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The text "Thank you!" is written in a large, red, cursive font, and "BY BUCKETLIST BRANDING" is written in a smaller, black, sans-serif font below it.

Thank you!
BY BUCKETLIST BRANDING

RESOURCES

- <https://news.airbnb.com/>
- <https://www.canva.com/>
- <https://www.similarweb.com/website/airbnb.com/#interests>
- <https://usbrandcolors.com/airbnb-colors/#:~:text=The%20official%20Airbnb%20colors%20are,to%20visit%20the%20company%20website.>