



airbnb

don't go there. live there.

JAY CHIAT AWARDS 2017

SUMMARY

Airbnb isn't a traditional travel brand.

While Airbnb's rebel spirit has long attracted tastemakers and trendsetters, it's also stopped it from catching on with the broader US travel market. In 2016, we partnered with Airbnb to confront that reality.

This is the story of Airbnb learning to scale to broader audiences, without losing touch with its disruptive soul.

By capturing the true experience of traveling on Airbnb and the trouble with travel as we know it, we helped millions of travelers reimagine travel – achieving the most dramatic business results in Airbnb's history.





CONTEXT

In just 8 years, Airbnb turned travel upside down – making headlines from Silicon Valley to Sweden.

Airbnb generates a lot of conversation and column inches. Its commitment to disruption makes travel, tech and cultural news headlines on the daily.

All that attention helps Airbnb seem like a larger-than-life lifestyle – the “hipster nomad,” as TechCrunch dubbed it. And, it’s contributed to Airbnb’s extraordinary growth. Good news for a brand raising funds based on its balance sheet.

Airbnb seemed on top of the world, but was it?



CONTEXT

Surprise slow-down.

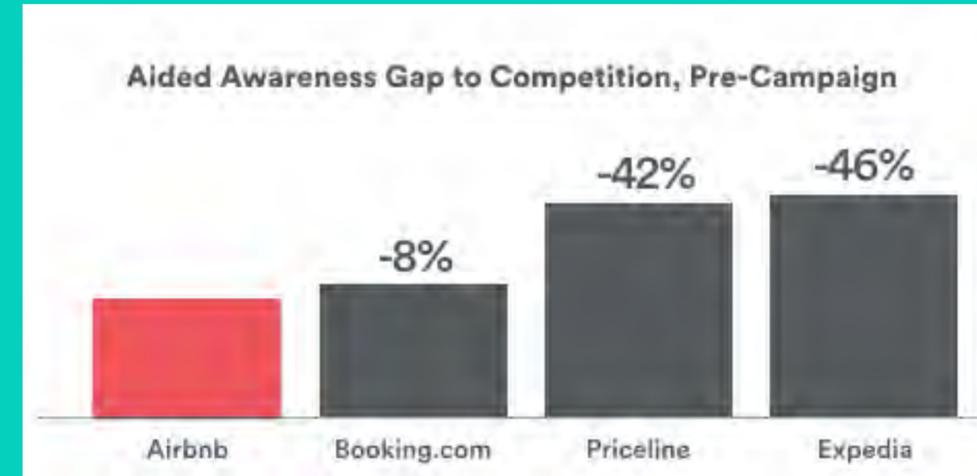
Despite an outsized presence, Airbnb is relatively unknown. It lags its category in both awareness and consideration.

What Airbnb analysts uncovered in early 2016 was even more unsettling. Awareness growth had slowed, while consideration growth nearly plateaued – creating the largest gap in Airbnb’s history.

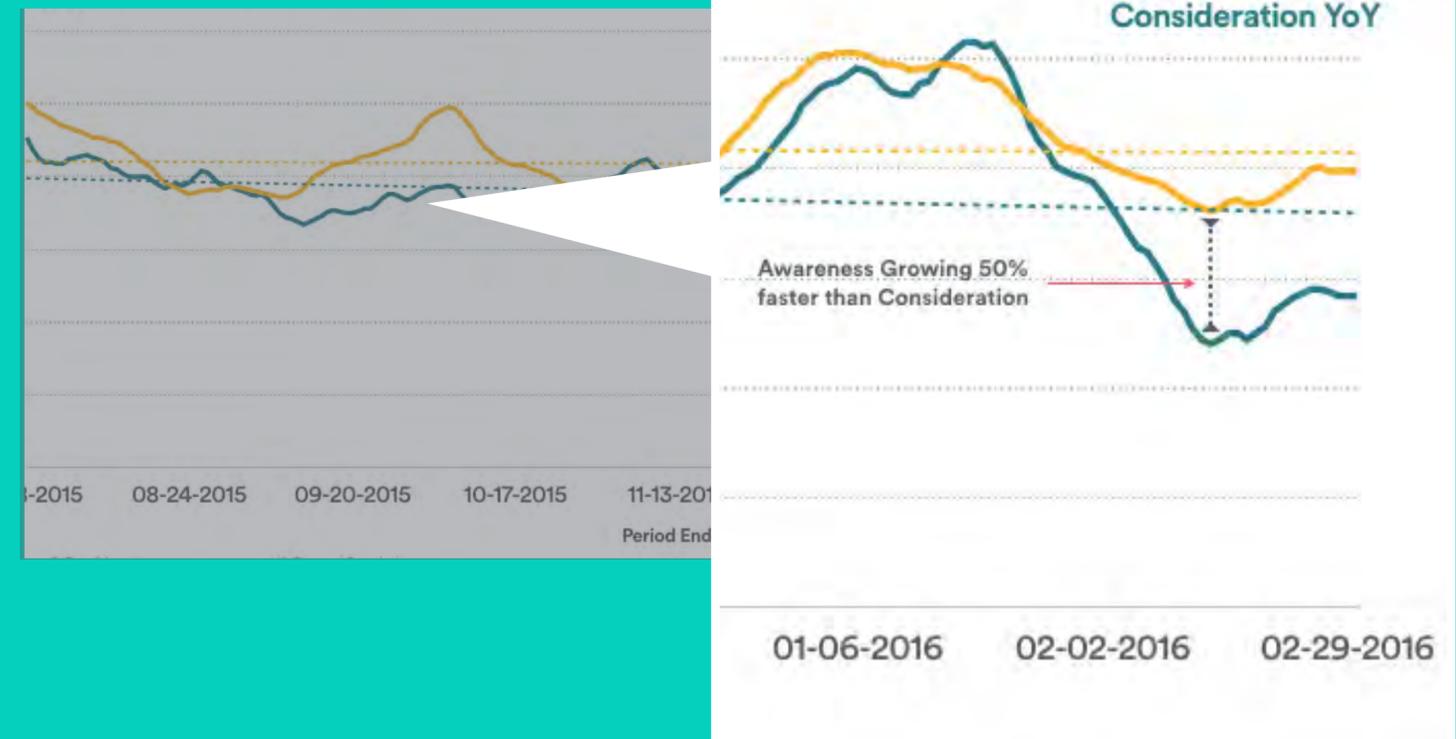
This was no minor matter. Airbnb’s brand and business are inextricably linked – each awareness point increase is directly linked to bookings and Airbnb’s valuation.

With brand and business at stake, we had to know – why the sudden slowdown?

US Travel Category – Aided Awareness Gap to Competition Primary Research Partner, Benchmark Brand Tracker, April 2016



Awareness & Consideration YoY growth YouGov BrandIndex, 2016



CHALLENGE

Airbnb hit the millennial ceiling.

Airbnb's audience, "Identity Voyagers," are defined by a mindset –travel is core to their identity. No surprise, most are millennials.

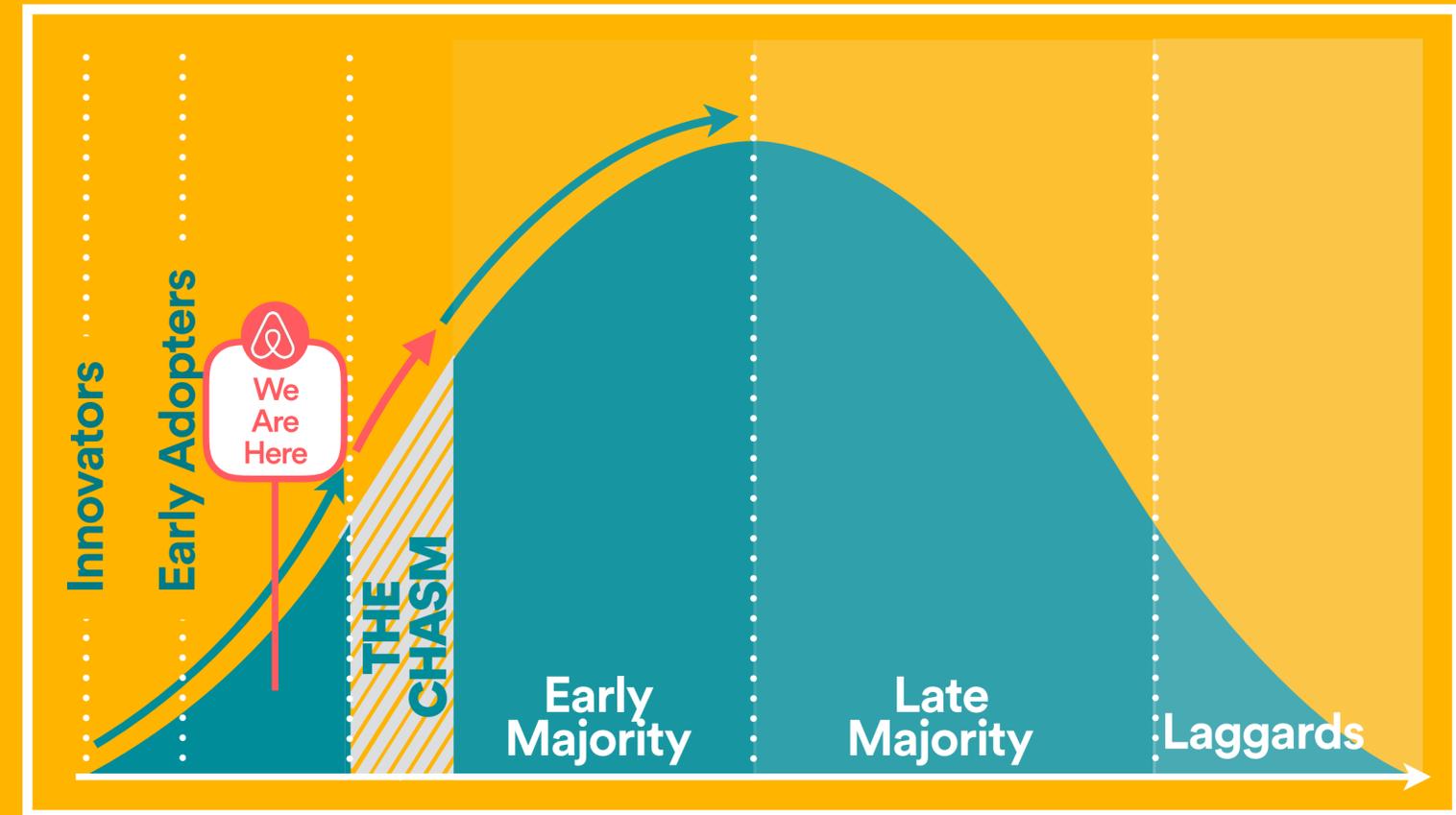
Here's the plot twist, discovered by our strategists and Airbnb's analysts. After years of millennial marketing, Airbnb's base audience was tapped out. Its business future lay with mainstream travelers – across the proverbial chasm, beyond Airbnb's niche.

With more Americans investing in experiences rather than stuff, we hoped to find more openness to 'experiential' travel. So, we tested the Identity Voyager mindset against the broader US travel market.

There were more Identity Voyagers than we ever imagined. They just weren't who we expected.

Airbnb was tapped out with early-adopting Millennials.

To keep growing, it would have to appeal to a great majority of the US travelers.



CHALLENGE

The next frontier: The broader travel market – including families(!)

Identity Voyagers were more than just free-spirited singles – over half had kids! To reinvigorate growth, Airbnb would have to learn to speak their language.

This audience presented a new set of challenges to staying on Airbnb. Barriers the brand had never addressed before. Though they loved travel, they valued safety, price, and other functional benefits above all.

Could a brand built for disruption really appeal to cautious travelers?



Airbnb at a crossroads.

How does Airbnb – known for inspiring millions to get off the beaten path—speak to a risk-averse audience and not lose its edge? Play it safe like the category, or bet big on our differences? It was a classic “founder’s dilemma.”

One thing was clear – Airbnb’s uncompromising leader, founder and CEO Brian Chesky wasn’t about to play it safe. Diluting his brand with functional advertising wasn’t an option. We’d have to scale Airbnb without losing its disruptive soul.

We had our summons – a campaign challenging our audience to think about travel differently.

Campaign Objectives:

GROW AWARENESS

- Create immediate uplift in aided awareness.
- **KPI:** +9% increase

GROW CONSIDERATION

- Decrease the growing gap to awareness.
- **KPI:** Increase in consideration

GROW UNDERSTANDING

- Help new audiences understand the experience of traveling on Airbnb
- **KPI:** Growth in the percentage of travelers articulating benefits like: “Helps me feel like a local when I travel”



TRUTH

Travel is literally the most aspirational thing in the world.

An Airbnb survey found that traveling was more important to people than buying a home or car, or paying off debt.



TRUTH

But the reality of travel makes us miserable.

48% say the crowds at tourist attractions are more stressful than going to the dentist.

50% wish they could redo a past family vacation.

There's no shortage of online kvetching either.

Source: Airbnb & YouGov Proprietary Research, 2016; MasterCard, Americans Stressed out from Planning Family Vacations, 2015



Krina P.
Naperville, IL
11 friends
11 reviews

★ ★ ★ ★ ★ 8/27/2015
1 check-in



The tour bus was filthy, the windows were all scratched up and foggy, the audio were not working at all. The live tour guide ummmm kept on ummmm saying "ummm" every other word, no exaggeration. The facts being spewed out were totally general and uninformative. UNREAL



INSIGHT

People travel like tourists, going and “doing” a city, following someone else’s list of must-do’s.

We found that travelers were so busy ticking off other people’s advice, they forgot to ask what they want from a trip. In the end, everyone goes to the same places, taking the same pictures, standing in the same long lines, and feeling the same disappointment.

It’s so bad, it’s become a medical disorder.

Daily Mail

The bizarre psychological condition tourists suffer when the City of Lights does not live up to expectations: 'Paris syndrome' can result in hallucinations, convulsions and panic attacks

- Paris syndrome was first identified in the 1980s by psychiatrist Hiroaki Ota
- He found that tourists from Japan are more susceptible than other visitors
- Symptoms can include hallucinations, convulsions or panic attacks
- Previous cases include a man convinced he was French King Louis XIV



TENSION

modern
travel
is sick



INSIGHT

Airbnb users described an altogether different travel experience.

Feeling grounded in the comfort and familiarity of a real home.

Staying in the heart of local neighborhoods, where real life is happening.

Having a welcoming host who helps unlock the city.

Almost as if you're not a tourist at all.

Their experience was our strategy:

Airbnb lets you travel like you live there.



'hoods

**Airbnb
lets you travel
like you live there.**

homes

hosts



THE IDEA

don't go there

live there



It was a rallying cry to quit the tour groups and travel like locals.

Airbnb was a travel brand, telling people not to travel.

**Don't go
to Paris.**

**Don't go
to Tokyo.**

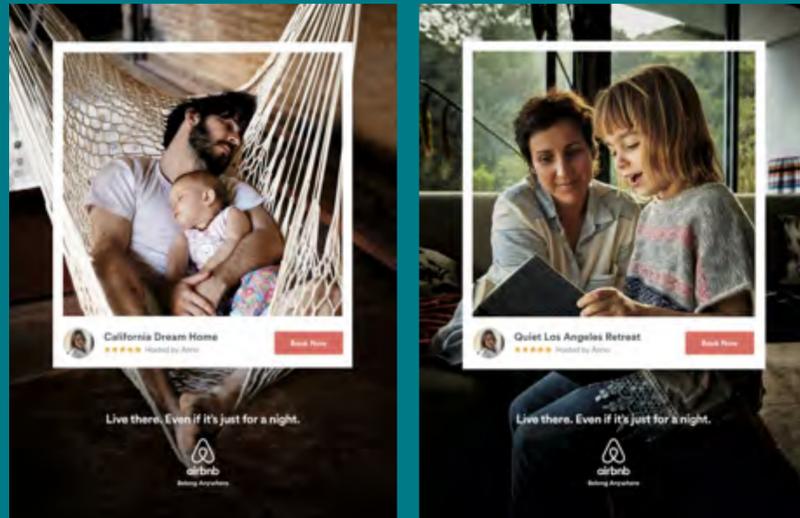
**Don't go
to LA.**



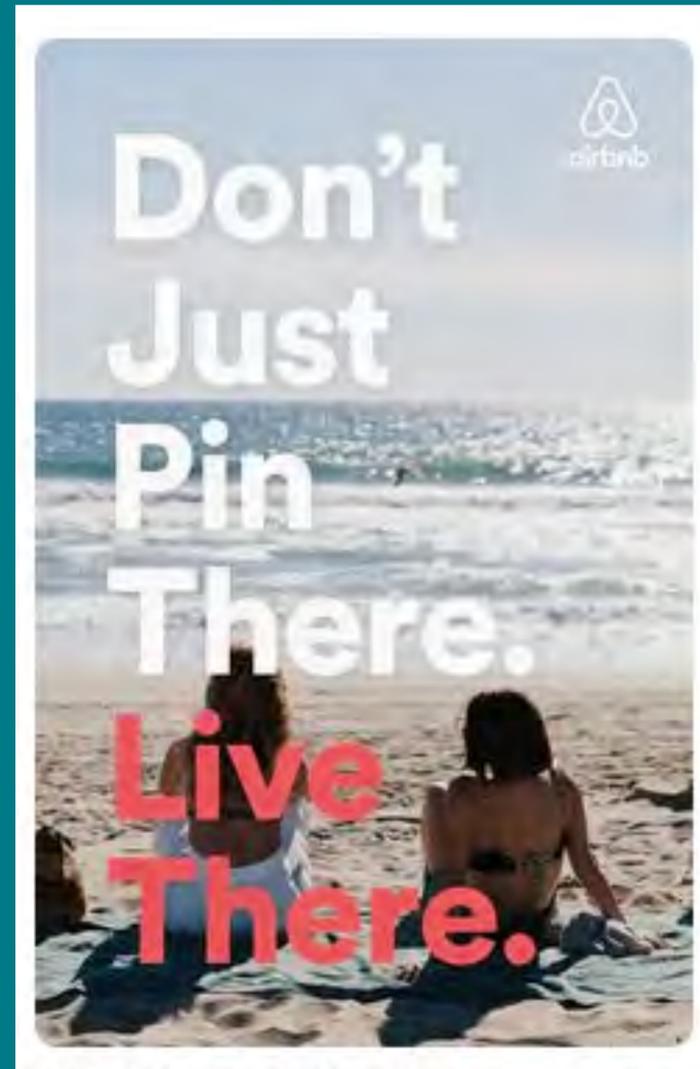
EXECUTION

This fully integrated campaign challenged conventions across TV, print, OOH, cinema, digital and social.

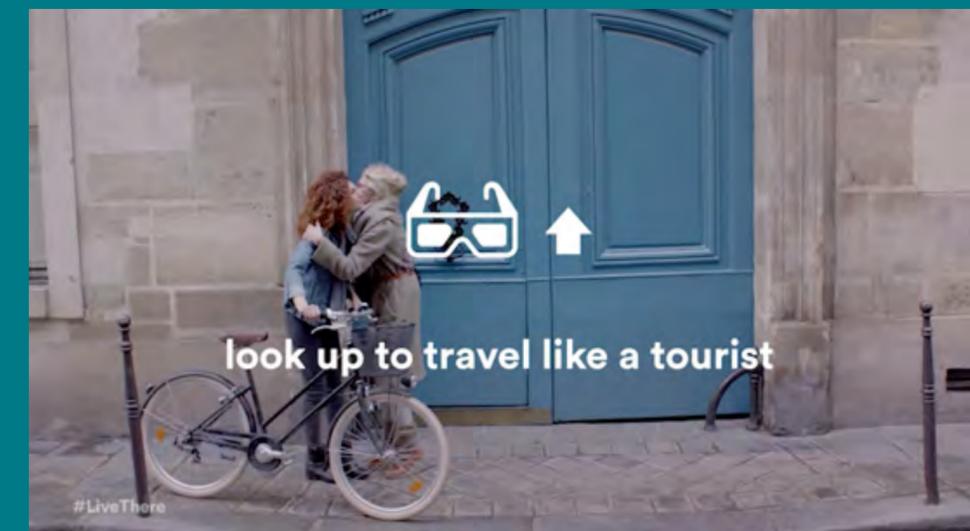
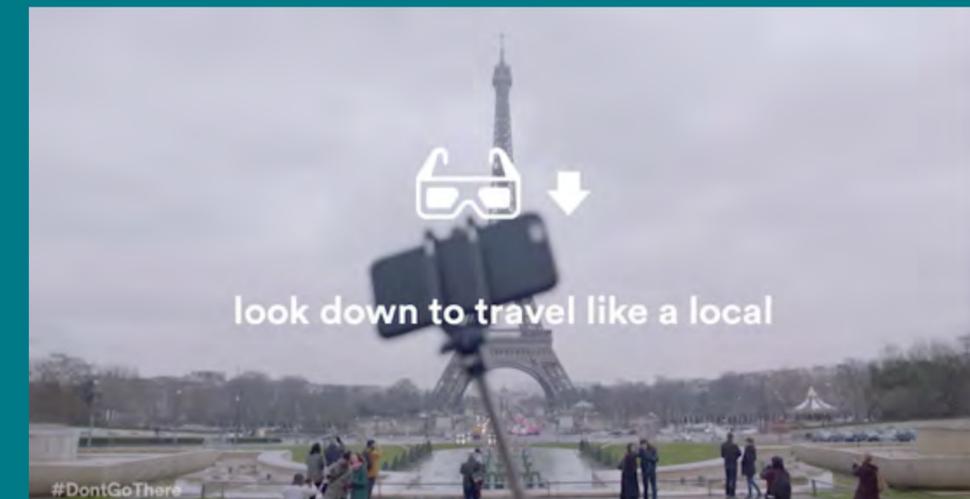
Print and OOH celebrated real moments of living, not traveling.



Social content broke platform conventions.



First of its kind split screen cinema juxtaposed living there and touring.



EXECUTION

We spoke to travelers' practical fears by equating the experience to the familiarity of being at home.

We simultaneously appealed to the adventure-seeker in each of them by surfacing insider experiences in local neighborhoods, with expert local hosts.

Live There Anthem :60

Don't go to Paris.

Don't tour Paris.

And please, don't "do" Paris.

Live in Paris.

When you Airbnb in Paris, you have your own home.

Make your bed.

Cook.

You know, the stuff you normally do.

Don't go to LA, don't go to New York, don't go to Tokyo.

Live There.

Live in Malibu, live in the East Village, live in Shinagawa.

Feel at home, anywhere.

Do your regular routine.

Wherever you go, don't go there.

Live there.

Even if it's just for a night.

SUPER: airbnb. Belong Anywhere.

EXECUTION

Creative guardrails kept provocations positive.

Airbnb wanted to encourage people to travel differently, not bully or demean.

So, we clearly defined when and how to say “don’t,” while remaining positive, respectful and inclusive.

when to say ‘don’t’

‘don’t’ is aimed at a passive acceptance of mass travel.

at the convention of going & doing a city

at blindly following the crowd and their list of ‘must do’s’.

‘don’t’ points at things where our community can offer a more authentic alternative.

when NOT to say ‘don’t’

doesn’t target individuals.

doesn’t explicitly go after hotels.

doesn’t act elitist.

doesn’t stop at don’t; it aims to provide a better alternative.

never appears on its own.

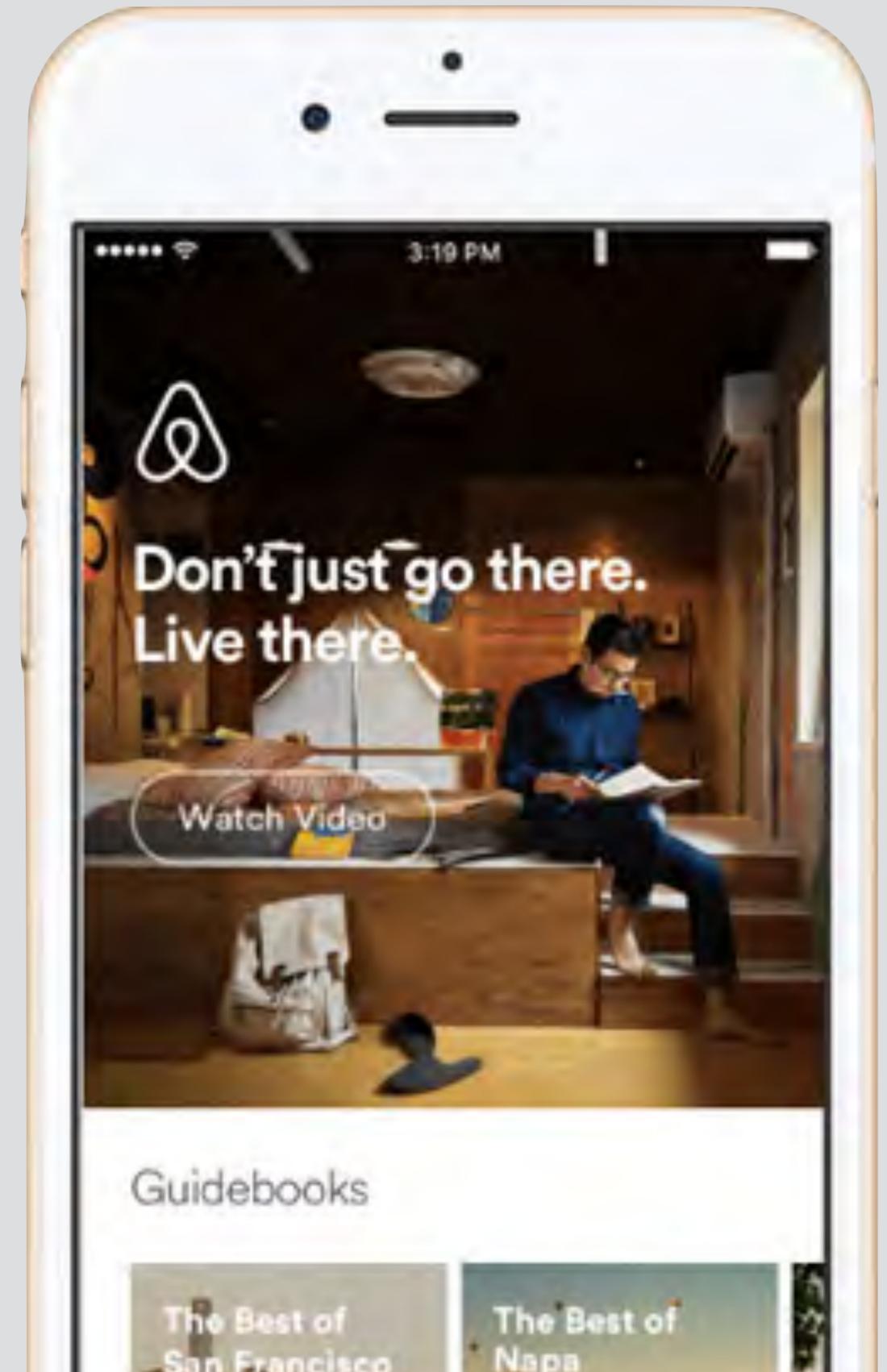


PRODUCT INTEGRATION

Live There extended beyond marketing by seamlessly integrating with product.

Campaign assets were featured on the home screen of Airbnb's website and app.

This was a major success, as product and marketing had never integrated so closely in the brand's history.





At a global launch event, Airbnb's uncompromising CEO Brian Chesky, championed 'Live There' as a tenet of the brand's future.



RESULTS

Almost immediately, we had people talking about travel differently –

Just as Airbnb has had a transformative impact on the home sharing and vacation rental business, it hopes to do the same by going beyond just offering stays into offering actual travel activities and experiences to its community. It'll be very interesting to see how they do it.
— Deanna Ting

500 press hits in just 24 hours

47M earned social impressions

Twinkle Khanna @mrsfunnybones · Jun 2
Au revoir Saint Germain and thank you Valentine and @Airbnb_in for this unforgettable Parisian experience #LiveThere #Paris #FunFunFun



55 100 1.5K

Manish Nichani @manishnichani10 · Apr 24
Don't Go There, Live There!!! #livethere

Airbnb India @Airbnb_in
The only way to experience a city is to #LiveThere. So don't just go there, #LiveThere even if it's just for a night.



0:30

1

Belle Enriquez @RebelleRising · May 19
The only way to experience a city is to #LiveThere.

Shop at the corner market, explore your... [instagram.com/p/BUS06yxFfni/](https://www.instagram.com/p/BUS06yxFfni/)

Live Like a Local Campaign

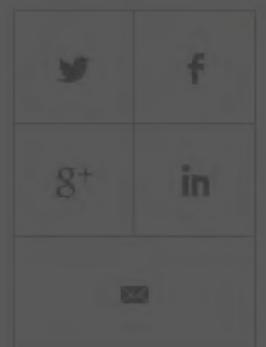
Skift Take

Airbnb Asks When You Can Live There

Brand Bows Largest

'Like a Local' With Its App

By KATIE BENNER APRIL 19, 2016



SAN FRANCISCO — The home-sharing app Airbnb is pushing into local reviews and recommendations, putting it increasingly into competition with services like Lonely Planet, Yelp and local tourism websites.



RESULTS

We smashed through the millennial ceiling, welcoming all-new audiences to travel like they live there with Airbnb.

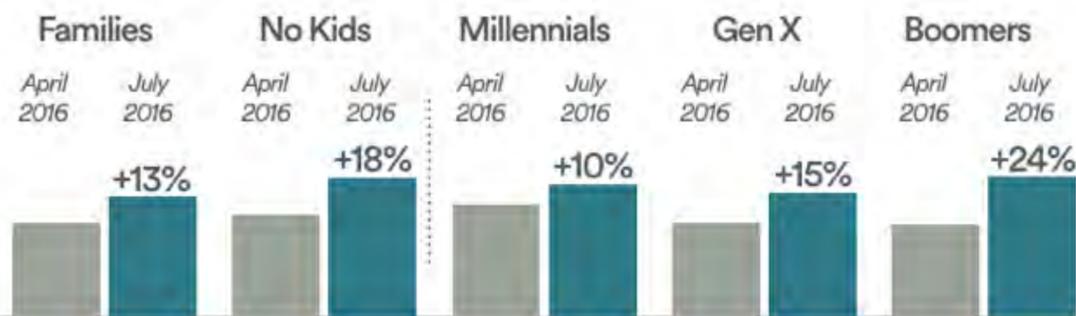
NEARLY DOUBLED AIDED AWARENESS GOAL

Airbnb's primary objective was to increase awareness +9%. We raised awareness a staggering 17% and almost completely closed the gap to competition.

Aided Awareness + Shift from Pre-Campaign vs. Competitors



Aided Awareness by Subgroup Shift from Pre-Campaign- US



DOUBLE DIGIT INCREASES IN UNDERSTANDING

The campaign needed to increase travelers' understanding of the Airbnb experience. It delivered double digit increases in key experiential and emotional perceptions, with gains driven by families.

Perception Shift (Families) from Pre-Campaign

		FAMILIES	OVERALL
EXPERIENTIAL	Gives me a fresh perspective on travel	+13	+7
	Helps me feel like a local when I travel	+12	+13
	Provides access to experiences I wouldn't normally have	+17	+10
EMOTIONAL	Allows me to feel at home when I travel	+13	+11
	Makes me feel genuinely cared for	+14	+8

THE BIGGEST CONSIDERATION INCREASE IN AIRBNB'S HISTORY.

In a category driven by functional benefits, Airbnb drove consideration by leaning into its differences.

+8%
increase in
consideration



**In the end, a whole new audience
learned what it meant to
stop going there and
start living there.**

Even if it's just for a night.





airbnb

Belong Anywhere