

# Advertising Campaign

## Opt in to Connect

Revolutionizing the way young  
people connect their Airbnb  
experiences with each other



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# Campaign Overview

The main problem we are solving is that 18 to 24 year olds from around the world seek connection and are digitally engaged, but overstimulated and under-socialised and experience income anxiety.

Addressing the social challenges of young people worldwide, our new feature “Opt In” fosters genuine connections by allowing travelers, but also homebodies, to opt in to sharing personal profiles. Featuring details like age, interests, hobbies, relationship status, home country, languages, dream travel destinations, past travels, and more, users can connect with travelers or residents at their destination, sparking meaningful in-person interactions.



# Research and Insights

**73%** of Gen Z report feeling lonely sometimes or always

**63%** of adults earning less than 50K per year are classified as lonely

**42%** of adults aged 18-34 report always feeling left out

- Gen Z, classified as the loneliest generation, craves stimulating and fulfilling digital interactions that foster connection and minimize the negative and overstimulating impacts of social media.
- Financial insecurity among Gen Z users can contribute to a reluctance to engage in social activities that are perceived as expensive, which contributes to the over-consumption of technology to compensate for loneliness.
- Gen Z are frequent travelers due to growing up in a globalized and digital world, seeking stimulating experiences that connect them to the world around them and make them feel involved.



# Big Idea

Airbnb recognizes the challenge of balancing the desire for exploration and the need for comfort

A solution is the new app feature “Opt In”

The goal is to transform the Airbnb experience to prioritize location-specific matches and genuine connections

We want the audience to picture Airbnb as their personalized connection concierge

This feature is a profile-heavy section that allows travelers to:

- Match with like-minded travelers and locals
- Create a personalized travel profile
- Express travel preferences and passions
- Connect based on financial comfort level
- Access location recommendations

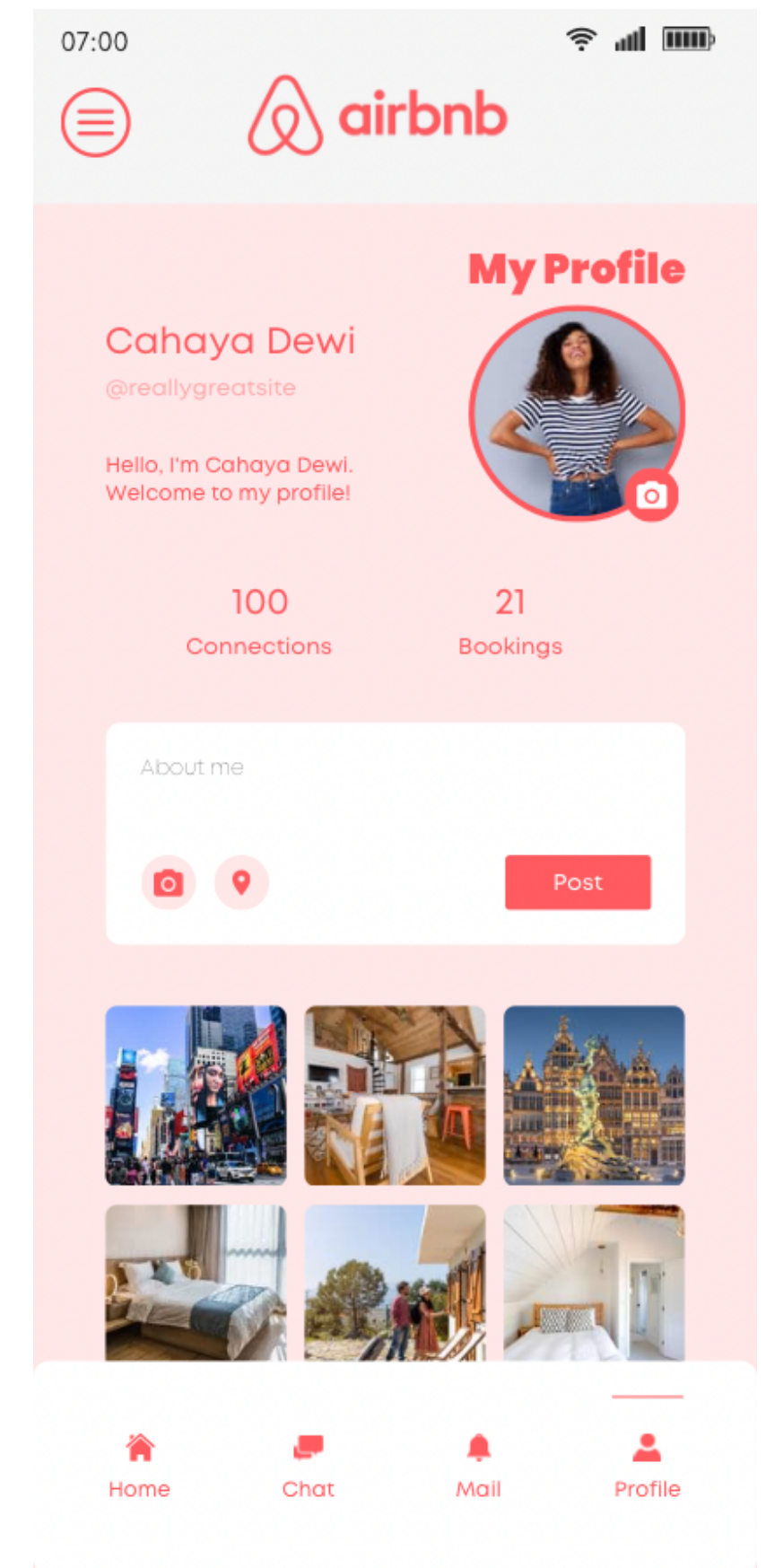
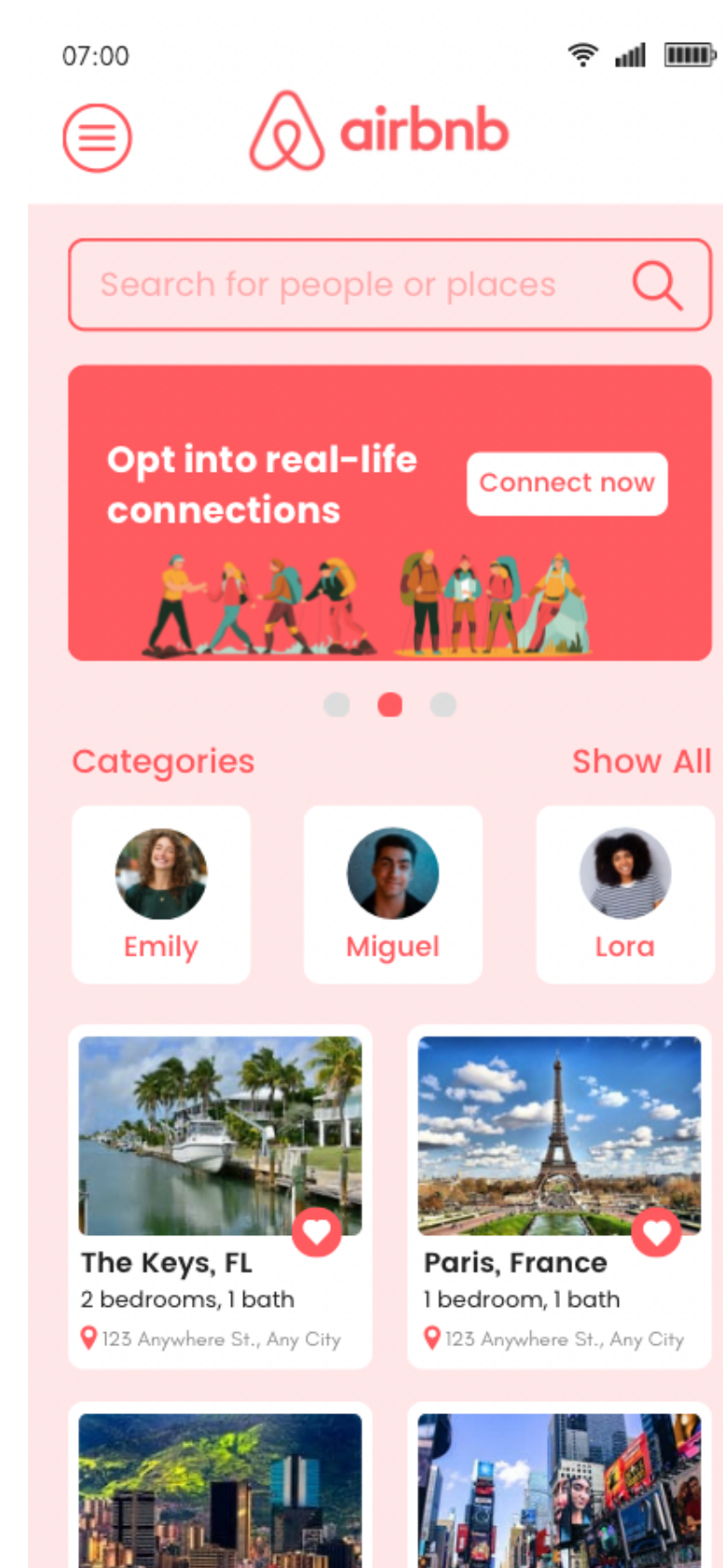
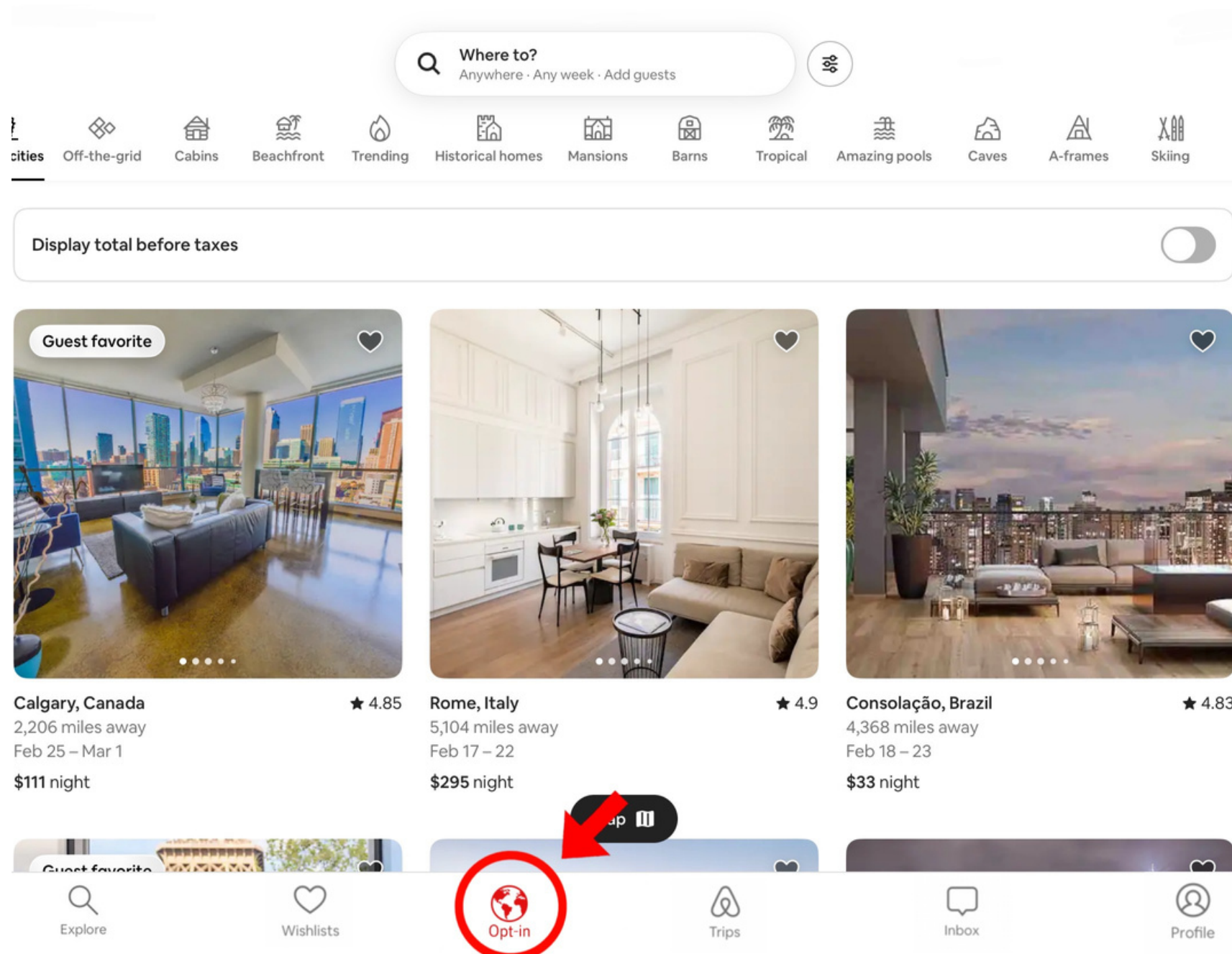
## Opt Into Real Life Connections

Our vast curated community will be right at your fingertips, extending beyond just your phone.





# Mockups



# Profile Questions

- What age group do you fall into?
- What are your primary interests or hobbies?
- Are you currently single, in a relationship, married or other?
- Which country do you call home?
- Which languages are you fluent or proficient in?
- What are your top three dream travel destinations?
- What's the most memorable travel experience you've had so far?
- How important is it for you to connect with fellow travelers during your trips?

**What are your  
interests or hobbies?**

i Active Sports

ii Meditation

ii Sports

iv Hiking

Next

**What age group  
do you fall into**

16-17

18-20

21-24

Next

**How important is it for  
you to connect with  
fellow travelers  
during your trips?**



Not important



Somewhat important



Very important

Next



# Advertising Media Channels

## Television

Stories that illustrate the impact of connection on people's travels and lives.

**Commercial Idea:** A hesitant traveler finally clicks the opt in button and embarks on an incredible journey filled with new friendships and unforgettable moments. A rewind where he or she do not opt in showcases lingering loneliness due to not taking the chance.

## Social Media

- Instagram
  - TikTok
  - Twitter
  - Facebook
  - Youtube
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- Paid Advertising
  - Content Marketing
  - User-Generated Content

## Email

Promotional emails sent to existing customers.



# Campaign Rollout 2024

March	April	May	June	July			
<div>Email Marketing</div>							
	TV Advertising						
	Social Media Advertising						