



## Don't go there. Live there.

Traditional tourism takes people to the same places to have the same cookie cutter experiences, and in the end, we still feel like outsiders. In Airbnb's largest global campaign to date, we see the alternative - staying in real neighborhoods, with real hosts, and having authentic experiences all over the world. It's what happens when we stop "going" and "doing" cities as tourists and instead live there.



## Live there. Even if it's just for a night.

The print and OOH capture candid, human moments to show what living there feels like. These are the simple instances that can only happen on Airbnb, when you truly feel at home.

#LiveInTheMovies

from TBWA\Chiat\Day



#LiveInTheMovies

Research shows that, in 2014, 45M international tourists chose a travel destination because they saw a movie or TV show that was filmed there. So the promo campaign insight was to match iconic one-of-a-kind content with iconic one-of-a-kind listings like tree houses and private islands.



## Never A Stranger

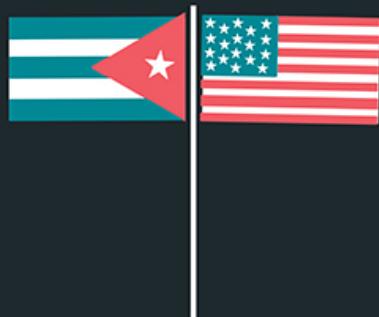
With over a million Airbnb homes around the world, you'll never be a stranger. In this spot, Elle shares her Airbnb travels across the globe, making friends and embracing the local culture along the way—feeling a true sense of belonging, no matter where she is.



# Mankind

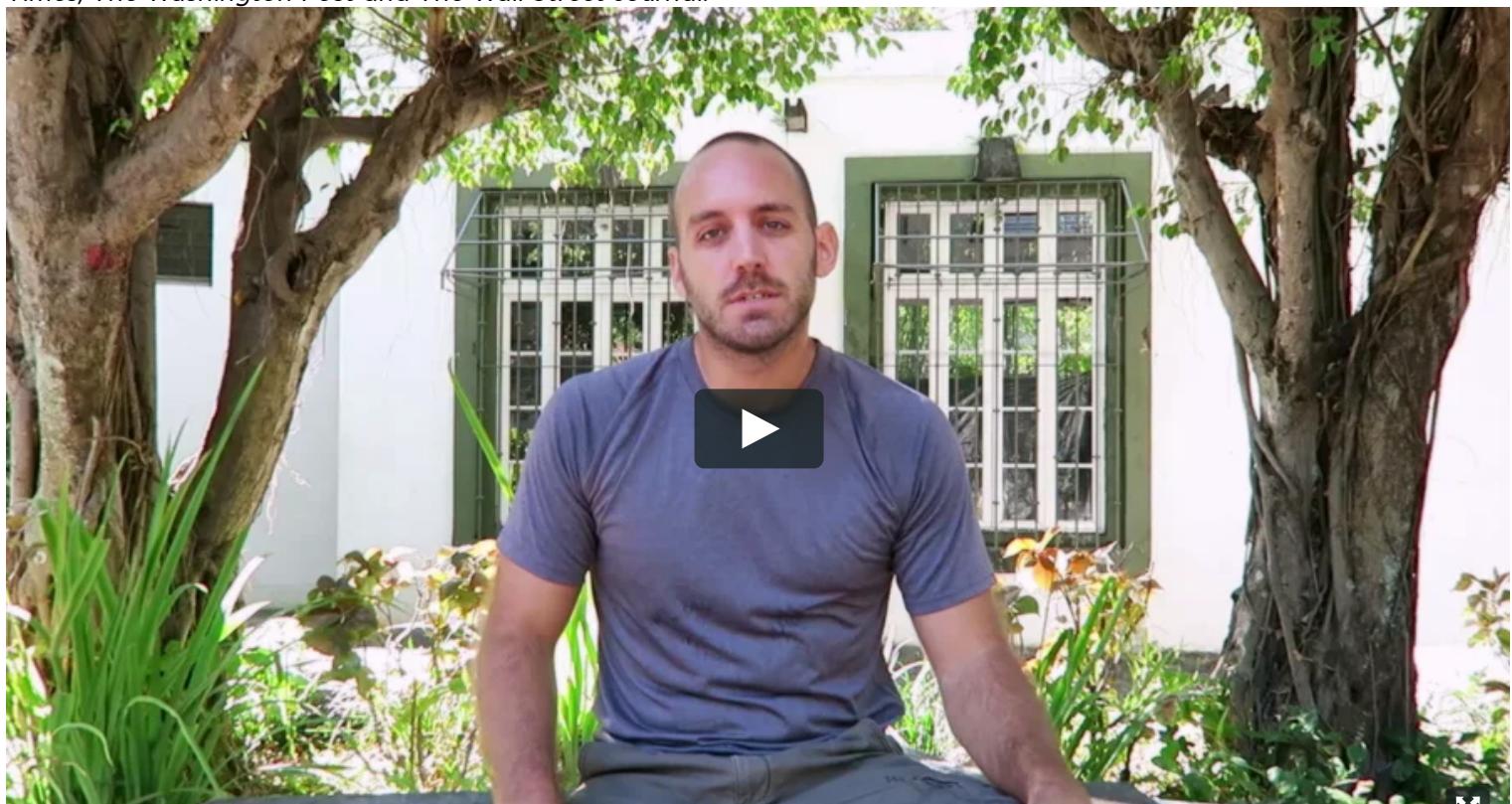
At a time when media attention tends to focus on the evils of mankind, Airbnb wants to provide a counterpoint. The campaign asks the question, "Is man kind?" and then demonstrates Airbnb's belief that man truly is kind.

One giant leap for man's kindness.



## Cuba Opens Its Doors

On April 5, 2015, Airbnb became the first American hospitality brand in over 50 years to operate in Cuba. To mark the announcement, full-page print ads ran in *The New York Times*, *The Washington Post* and *The Wall Street Journal*.

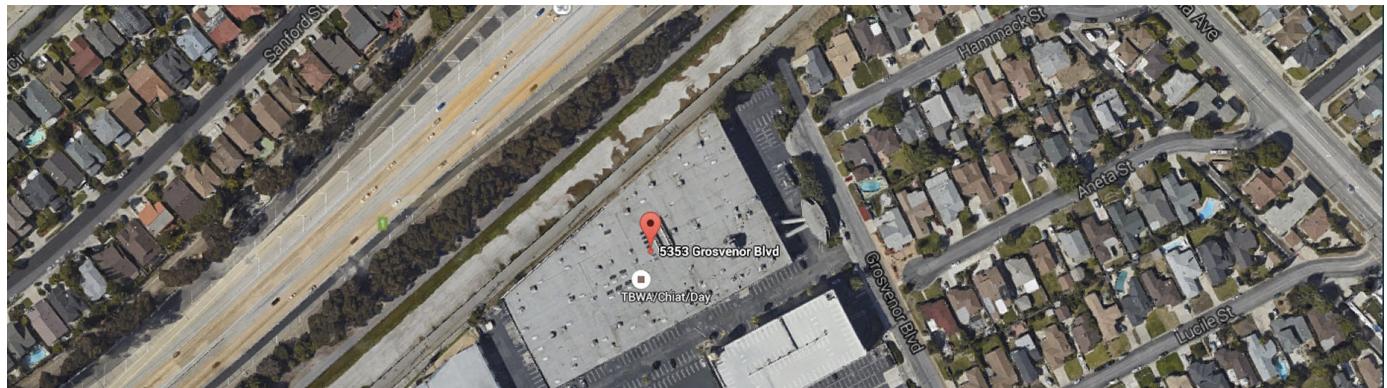




# One Less Stranger

Airbnb put up \$1 million of its own money to give \$10 each to 100,000 of its hosts with one simple mission: reduce the number of strangers in the world, one simple act of kindness at a time.

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