

Anna Snead  
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Strategic COMM/IMC Campaign

## Airbnb Campaign

### Advertising Plan

The Airbnb advertising plan includes focus on traditional media such as being televised. The advertising messages include comparison and testimonial. Comparison execution approach will be used in the advertisement. This advertising message is a direct way of communicating Airbnb's advantage over its competitors Vrbo. The testimonial execution will include ordinary satisfied customers that will discuss their own personal experience when using the company service, Airbnb, and the benefits and what they enjoyed about it when using the service. Airbnb's advertisement will include an adventurous theme that includes a story that will compare Vrbo and Airbnb and having a customer share a personal experience between using the 2 companies. Visual of the advertisements will include images, videos and infographics of the company Airbnb. The activities include people enjoying the weather at a tropical place. The relevant information is that Airbnb is better with accommodation. According to an article wrote by Kemmis, Vrbo "offers stand-alone vacation homes only. It doesn't generally offer "shared" spaces like private rooms or more unusual options like campsites." "Airbnb offers stand-alone vacation homes as well as shared spaces and even hotel rooms." For all Vrbo and some Airbnb properties, you first send a booking "request," which includes a price quote and a message to the host. Airbnb offers an "instant book" option on some properties (Kemmis, 2021). As you might have to wait longer for Vrbo to accepted the book request.

Overall the ad will be televised and is about a family that is on vacation at a tropical location. The people in the ad is real customers that has used Airbnb and Vrbo. A story will be told about their experiences on when they booked and quality of the places they stayed at when using both services. Overall the ad will be about comparing the two services and how Airbnb is the better option. The theme of the ad will use an informational appeal such comparison and testimonial. The length will include 60 seconds. The general content is real customers talking about real stories when using Airbnb.

#### **a) Objectives**

- the objective of the 60 second televised ad is to persuade viewers that Airbnb is the better option when wanting to go on vacation and booking a house or hotel.

#### **b) Strategy**

- The adopted advertising appeal that will be used is the informational appeal. This appeal focuses on the practical functional or utilitarian need for the product or service and emphasize features of the product and service and or/ the benefits or reasons for owning or using a particular brand. The content of the messages emphasizes facts, learning and the logic of persuasion (Belch & Belch, 2021). To be more specific Airbnb advertisements will be using a

competitive advantage and favorable price appeal. By comparing Airbnb and Vrba using prices and statistics on the favorable price appeal

**c) Tactics**

- Tactics used will be comparison and testimonial, Customers will compare and testified their experiences using a story about when they used both Airbnb and Vrba. The satisfied customer that used Airbnb will share their story of how the service is better than Vrba.

**d) Budget allocation**

- According to research “The annual report showed Airbnb slashed its combined spend on brand and performance marketing by 58% or \$662m from \$1.14bn in 2019 to \$482m in 2020 (Spanier, 2021).” Make a mock up budget on commercial. Look up a budget.

**Public Relations/ Publicity Plan**

- Developing the Airbnb public relations/publicity plan includes targeting the audience of the customers that invest in the company. 18-45 is the targeted age group. Many people who use this service has a life cycle stage newly married couples, students, employees, working middle and upper middle class (Dudovskiy, 2019). The key publics is the hosts and the travelers. The public relations tactics that will be used is social network and blogs. Airbnb wants to promote safety and comfort for consumers.

**a) Objectives**

- The objective of the public relation plan is for customers and stakeholders to feel safe and comfort when using Airbnb. Rebrand Airbnb to ensure safety is the company’s first priority. By using social network and blogs. Create a website that gives customers information on the process of renting and Airbnb and let them give feedback about current issues that they’ve faced while using the service.

**b) Strategy**

- develop trust and legitimacy with the target audience through social media and blogs.

**c)Tactics** (e.g., press release, press conference, exclusives, interviews, community involvement, Internet/social media/ blogs, event sponsorships, cause-related advertising)

- The tactics for the public relations plan will be focused on social media, blogs. The company will focus on customers telling a positive story about Airbnb giving the message an emotional appeal. Also, to let customers bring up concerns they have on the Airbnb website.

**Digital/ Social media Plan**

-The Airbnb’s digital/ social media plan includes focusing that the media will be online using social media will reach the companies target audience of 18-45. The plan will include comparison and testimonial. Comparison execution approach will be used in the advertisement. This advertising message is a direct way of communicating Airbnb’s advantage over its competitors Vrbo. The testimonial execution will include ordinary satisfied customers that will discuss their own experience and an interesting story to tell when using the company service Airbnb and the benefits and what they enjoyed about it when using the service. Airbnb’s

advertisement will include an adventurous theme that includes a story that will compare Vrbo and Airbnb and having a customer share a personal experience between using the 2 companies. Visual of the advertisements will include images, videos and infographics to digitally market on different social media apps such as Instagram, Facebook, twitter, tiktok, and YouTube. Activities will be different depending on each social media app. Instagram will focus on posting user generated posts to attract fans. Posts will include photos from the hosts and guests. Posts will also include info graphs showing statistics and comparison to its competitor Vrbo. Facebook will have blog style showing numerous listings at different locations and customer stories and experience while using the service. Facebook will run ads that will include short 30 seconds of videos of customers using their experience to persuade people to start using Airbnb instead of Vrbo. Tiktok and YouTube will use the same concept of posting content from their different locations having customers enjoying themselves at the places they rented out.

#### **a) Objectives**

- The objective of the digital/ social media plan is to use social media to promote Airbnb to be known as the leading service for renting out houses and hotel rooms. Using social media, we can reach out target audience to let customers have the opportunity to tell us about their experience while using the company. This will also give the company an opportunity to find out what need's improvement from their feedback.

#### **b) Strategy**

- The strategy is to use a comparison execution approach will be used in social media plan. This advertising message is a direct way of communicating Airbnb's advantage over its competitors Vrbo. The testimonial execution will include ordinary satisfied customers that will discuss their own experience and an interesting story to tell when using the company service Airbnb and the benefits and what they enjoyed about it when using the service. This will allow the company to get important feedback to make improvements.

#### **c) Tactics**

- The tactics used is social media apps that includes Facebook, twitter, tiktok, and Youtube. Visuals for the plan will include images, videos and infographics to digitally market on the different networks. Activities will be different depending on each social media app. Instagram will focus on posting user generated posts to attract fans. Posts will include photos from the hosts and guests. Posts will also include info graphs showing statistics and comparison to its competitor Vrbo. Facebook will have blog style showing numerous listings at different locations and customer stories and experience while using the service. Facebook will run ads that will include short 30 seconds of videos of customers using their experience to persuade people to start using Airbnb instead of Vrbo. Tiktok and YouTube will use the same concept of posting content from their different locations having customers enjoying themselves at the places they rented out.

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