

ADVE 709 - ASSIGNMENT #2

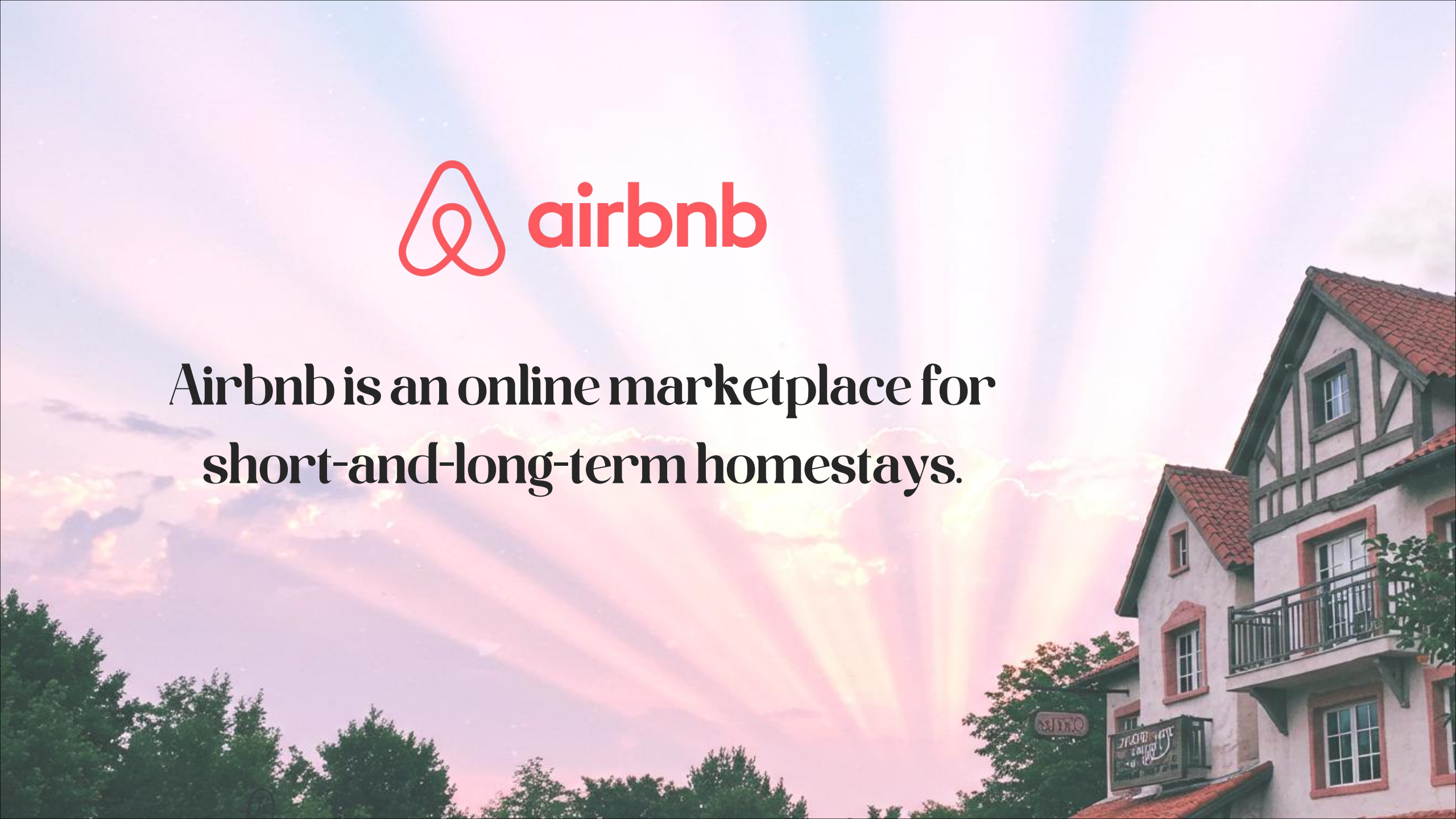
Matchmaking of Strangers

Professor Reginald Harrison

Presents by  SHAHNAWAZ
SHAIKH



Airbnb is an online marketplace for short-and-long-term homestays.





Rise of airbnb

King of the Vacation Rental Market

150 Mn. Users
Worldwide





7.7 Mn. Listings
Worldwide

29.1 % Hotel
Market Share

10k+ Active Cities
Worldwide

Rise of airbnb ?

The Cracks in Airbnb's Empire

-  Lost 5% of its total listings in pandemic
-  Too many listings, too few bookings
-  Housing crisis in big cities like New York
-  Growing competition from rival platforms



Challenge

People Want Any Property, Not Particular Airbnb Property



Lack of Brand Attachment

Travelers choose stays based on price and location rather than loyalty to Airbnb properties.



No Distinct Experience

Unlike hotels, Airbnb properties vary widely, making it hard to create a consistent brand experience.





Objective

**Making Airbnb the Destination,
Not Just an Option**

4 Pillars of Strategy

Making Airbnb the Destination, Not Just an Option

1

Cross-Promotion

Integrating game-themed stays and interactive experiences

2

Expanding Audience

Leveraging the gaming users to introduce Airbnb to a new experience-seekers.

3

Memorable Stays

Transforming select properties into immersive puzzle-solving experiences.

4

Brand Stickiness

Exclusive themed stays, rewards, & in-game perks that drive repeat bookings

Identify the Travel Audiences

The Experience Seeker



Emma Jakson,

- **Age:** 34
- **Occupation:** Marketing Manager
- **Travel Style:** Luxury & Boutique Stays
- **Pain Points:** Generic accommodations, lack of unique experiences
- **Needs:** High-quality service, immersive stays, and brand trust, & new experience.
- **Booking Behavior:** Always looking for premium, themed, or experience-driven stays.

The Budget Hunter



Jake Carter,

- **Age:** 28
- **Occupation:** Freelancer
- **Travel Style:** Budget & Spontaneous Trips
- **Pain Points:** High prices, unpredictable service quality.
- **Needs:** Cheapest possible stay, even if it's compromise quality.
- **Booking Behavior:** Compares multiple platforms, prioritizes price over loyalty.

We Need This Audience



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Why?

- Themed and experience-based travel is projected to grow significantly, attracting premium travelers.
- This audience has higher spending power, prioritizing quality and exclusivity over budget options.
- By targeting experience-seekers, Airbnb can differentiate itself from generic rental platforms.
- A strong focus on immersive stays strengthens Airbnb's brand perception and customer loyalty.
- Capturing this segment enhances Airbnb's appeal in the luxury and boutique travel market.



**Audience
Overlap &
Expansion**

**Shared
Brand
Values**

**Mutual
Value
Exchange**

**Scalability &
Long-Term
Potential**

**Seamless
Integration**

Dating a potential partner

TINY ROOM STORIES:
TOWN MYSTERY

WE WERE HERE
SERIES

THE
HOUSE
OF
DA VINCI

ESCAPE
SIMULATOR

Finalized

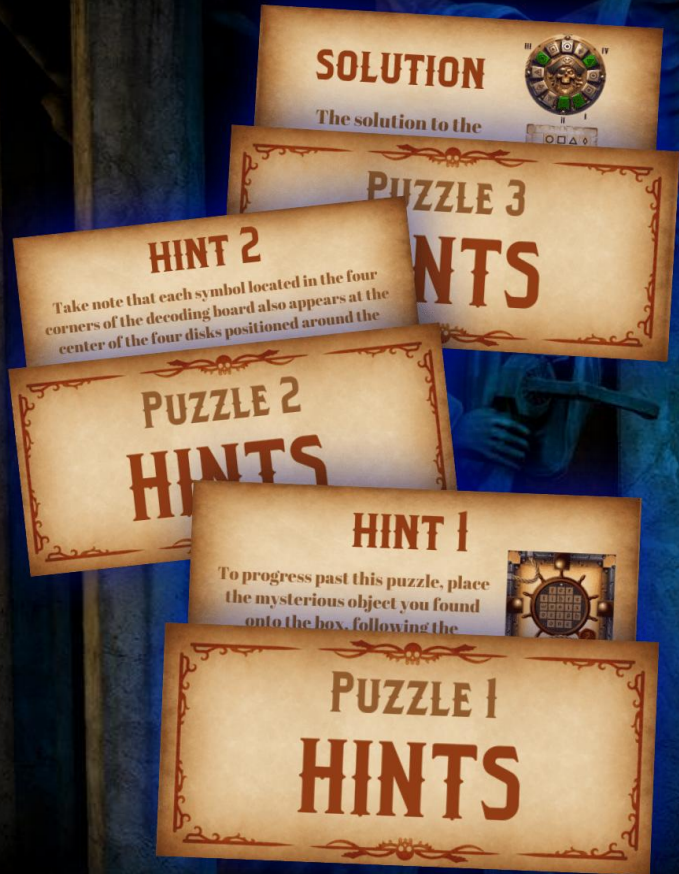
TINY ROOM STORIES:
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ESCAPE
SIMULATOR

THE HOUSE OF DA VINCI



- **Puzzle-Driven Adventure** – A thrilling escape room-style game inspired by Leonardo da Vinci's inventions and mysteries.
- **Historical Immersion** – Players explore beautifully designed Renaissance-era locations, solving intricate puzzles based on real historical concepts.
- **Engaging Storyline** – A gripping narrative where players uncover hidden secrets, decipher codes, and interact with fascinating mechanisms.
- **Critically Acclaimed Gameplay** – Known for its challenging yet intuitive mechanics, offering an immersive and rewarding experience for puzzle enthusiasts.



THE
HOUSE
OF
DA VINCI

Problem

- Modern travelers crave unique, story-driven experiences but often struggle to find stays that offer interactive engagement beyond typical accommodations.
- The House of Da Vinci provides the perfect narrative-driven escape room adventure that can be transformed into real-world stays via Airbnb.

Identify the Gaming Audiences

The Dedicated Gamer



Alex Carter

- **Age:** 27
- **Occupation:** Gaming Streamer
- **Gaming Style:** Hardcore puzzle and adventure gamer
- **Pain Points:** Wants deep, immersive storytelling; dislikes shallow, repetitive games
- **Needs:** Challenging puzzles, engaging narratives, and high-quality graphics
- **Gaming Behavior:** Plays for long hours, enjoys solving complex puzzles, and seeks games with rich lore and hidden details.

The Experiential Explorer



Sarah Mitchell

- **Age:** 30
- **Occupation:** Travel Blogger
- **Gaming Style:** Casual gamer, prefers interactive real-world experiences
- **Pain Points:** Finds traditional gaming isolating; wants hands-on engagement
- **Needs:** Unique, story-driven travel experiences that blur the line between fiction and reality
- **Gaming Behavior:** Enjoys light puzzle-solving & immersive narratives but prefers games with real-world integration.

They Need This Audience

Why?

- **Expands Game Universe Beyond Screens** – Turns The House of Da Vinci into a real-world adventure, deepening player immersion.
- **Enhances Player Engagement** – Encourages fans to live out the puzzles, boosting brand loyalty.
- **Attracts a Broader Audience** – Engages both traditional gamers and experience-driven travelers.
- **Creates a New Revenue Stream** – Merges gaming with travel, opening up new monetization opportunities.



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Audience Overlap & Expansion



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Shared Brand Values

**Both brands focus on immersive,
exploratory experiences**

Immersive storytelling & interactive experiences

Execution #1

Campaign
Tagline and Logo

User Journey

Identity

Awareness

Retargeting

Live Puzzle Experience

Rewards and CTA

Redeem on Airbnb Website

Stay with Airbnb

Campaign Tagline and Logo



By merging Airbnb's unique stays with the immersive storytelling of The House of Da Vinci, we offer travelers an exclusive chance to "Experience - Like Never Before." This campaign positions Airbnb as not just a booking platform but a gateway to immersive travel adventures.

Execution #2



Outdoor Hoardings



User Journey

Identity

Awareness

Retargeting

Live Puzzle Experience

Rewards and CTA

Redeem on Airbnb Website

Stay with Airbnb



The Ultimate Airbnb Experience Awaits

Book Your Mystery Stay Today!

airbnb.com/themes

THE
HOUSE
OF
DAVINCI

EXPERIENCE

★ LIKE NEVER BEFORE ★



THE
HOUSE
OF
DAVINCI

Enter the Puzzle
Feel the Thrill

Find us @Atlantic Station

THE HOUSE OF VINCI

EXPERIENCE
* LIKE NEVER BEFORE *

airbnb THE HOUSE OF VINCI

Trapped in the Puzzle?

Every clue leads to the next mystery...
Can you escape?

airbnb

EXPERIENCE
* LIKE NEVER BEFORE *

airbnb THE HOUSE OF VINCI

Your Stay is the Next Clue!

Turn your trip into an adventure
with Airbnb's mystery rooms!

30 Tottenham Court Road

30 Tottenham Court Road



Execution #3

**Social Media
Promotion**

User Journey

Identity

Awareness

Retargeting

Live Puzzle Experience

Rewards and CTA

Redeem on Airbnb Website

Stay with Airbnb



airbnb



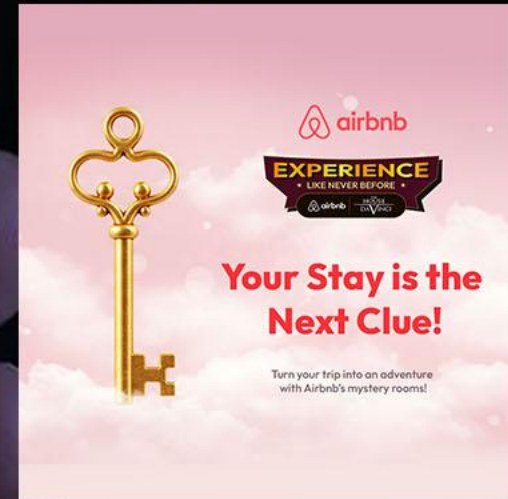
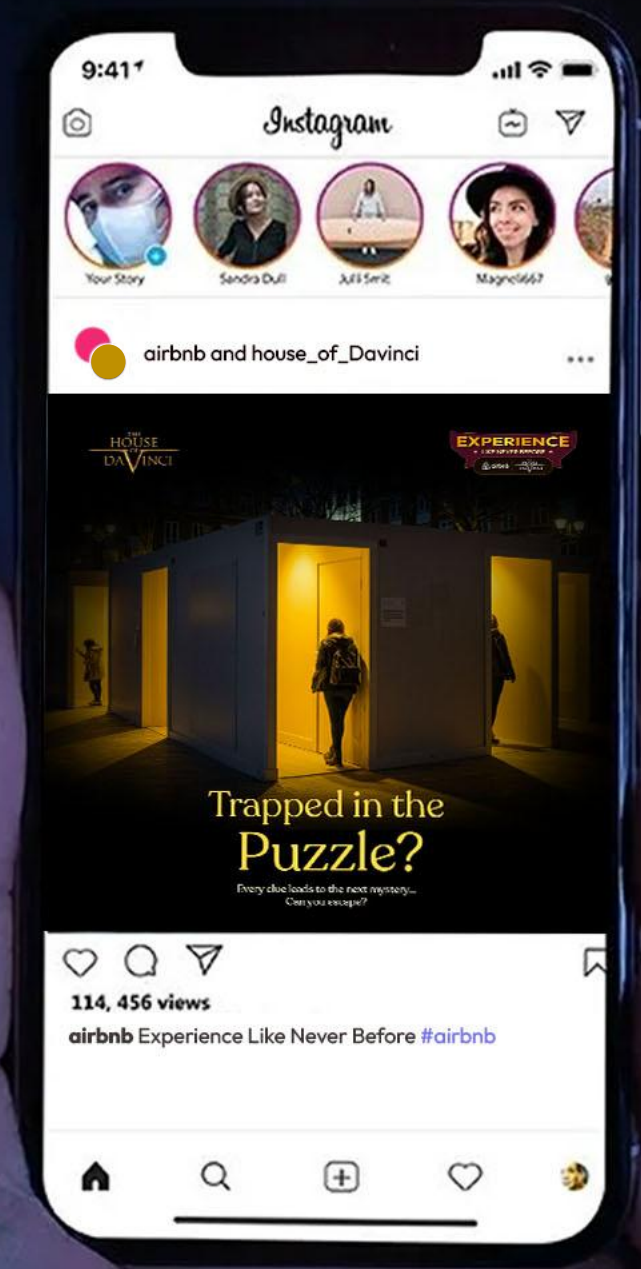
house_of_davinci





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THE
HOUSE
OF
DA VINCI



Execution #4



Interactive Installation



User Journey

Identity

Awareness

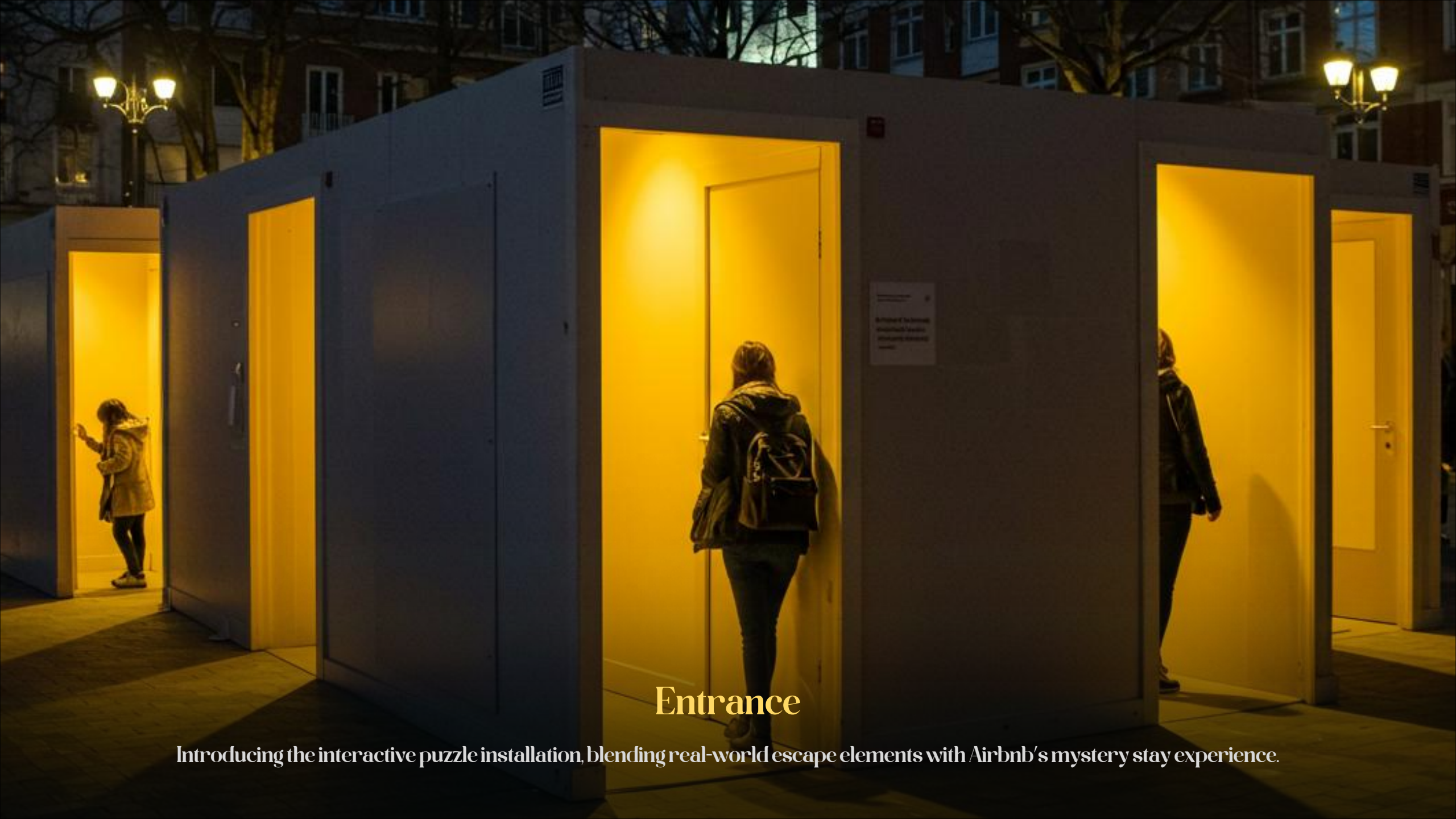
Retargeting

Live Puzzle Experience

Rewards and CTA

Redeem on Airbnb Website

Stay with Airbnb



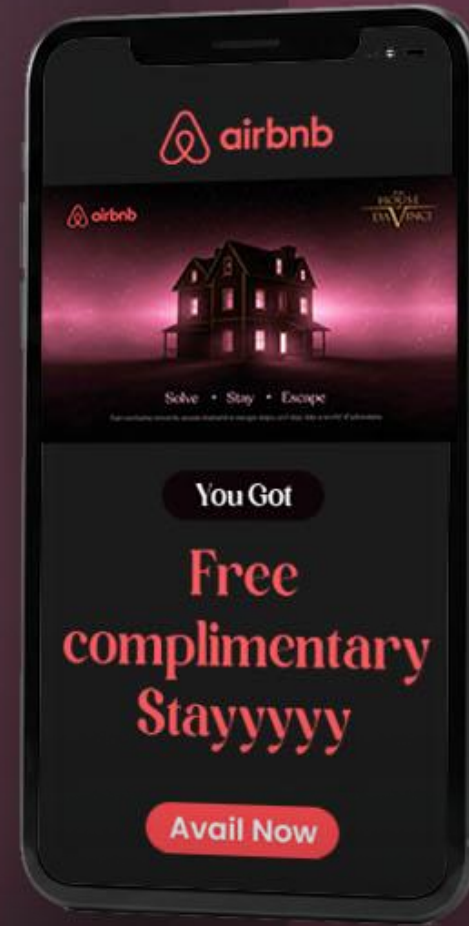
Entrance

Introducing the interactive puzzle installation, blending real-world escape elements with Airbnb's mystery stay experience.



Win

Those who successfully reach the final door win an exclusive Airbnb stay at a themed escape-room-style property.



Final Stage

Winners receive a unique code to book their free mystery stay directly on Airbnb's platform.

Execution #5

Partnered
Loyalty Card

User Journey

Identity

Awareness

Retargeting

Live Puzzle Experience

Rewards and CTA

Redeem on Airbnb Website

Stay with Airbnb

Unlock the Extraordinary

Introducing the Airbnb x The House of Da Vinci Credit Card – where every purchase unlocks a mystery. Earn exclusive rewards, access immersive escape stays, and step into a world of adventure.



Execution #6



Website Integration



User Journey

Identity

Awareness

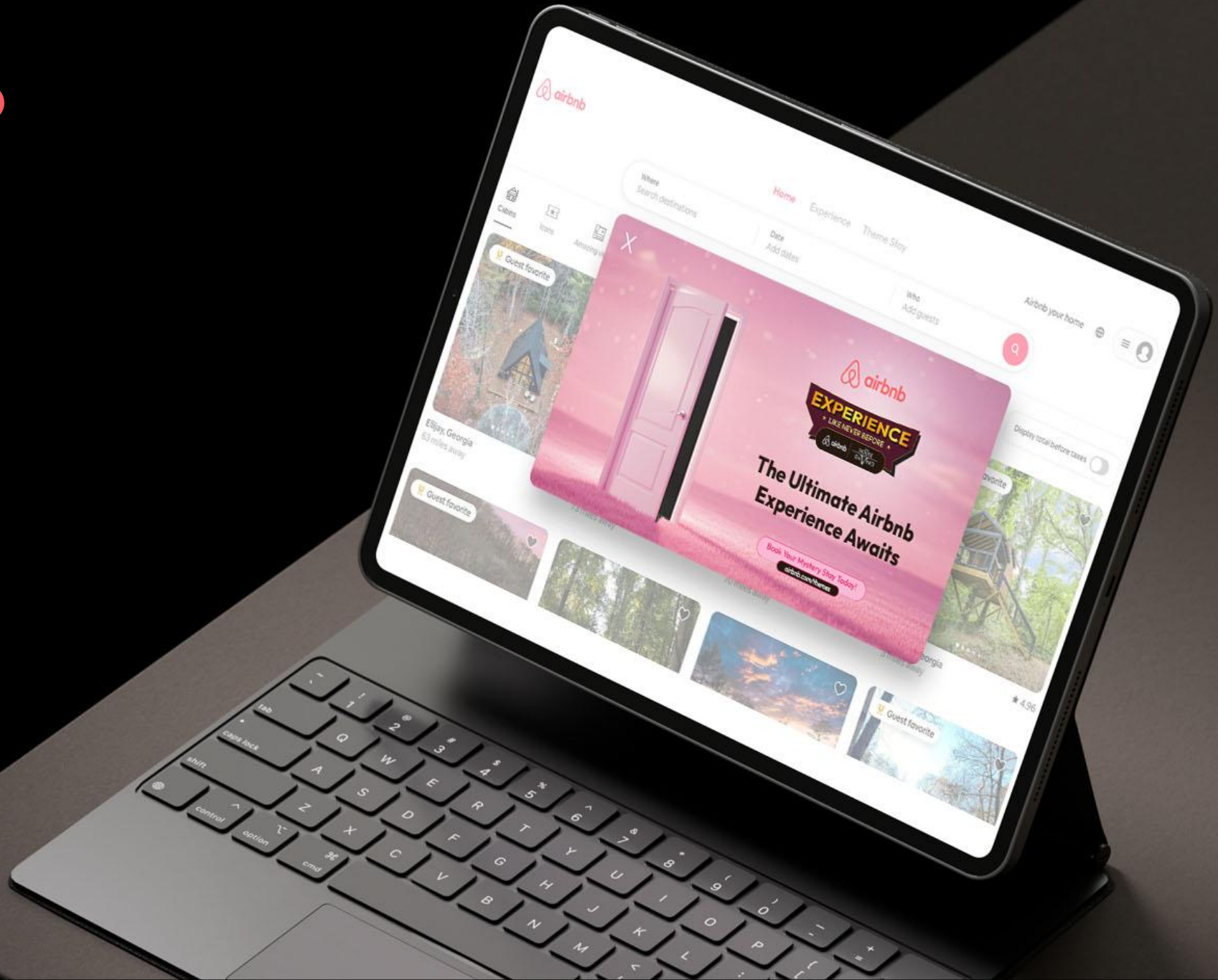
Retargeting

Live Puzzle Experience

Rewards and CTA

Redeem on Airbnb Website

Stay with Airbnb





Home Experience **Theme Stay**



Where
Search destinations

Date
Add dates

Who
Add guests



Filters

Display total before taxes

EXPERIENCE
Last night escape

Trapped in the Puzzle?

Explored Your Stay

airbnb

Your Stay is the Next Clue!

Solve • Stay • Escape

EXPERIENCE
Last night escape

Earn Exclusive Rewards

access immersive escape stays, and step into a world of adventure.

Book Now

Book Now

Book Now

Execution #7



Themed Hotels



User Journey

Identity

Awareness

Retargeting

Live Puzzle Experience

Rewards and CTA

Redeem on Airbnb Website

Stay with Airbnb



delirious

HOHINE NISAT

delirious

BRITISH

Themed Room



Clues For Puzzle



Hidden Reward Card with Barcode

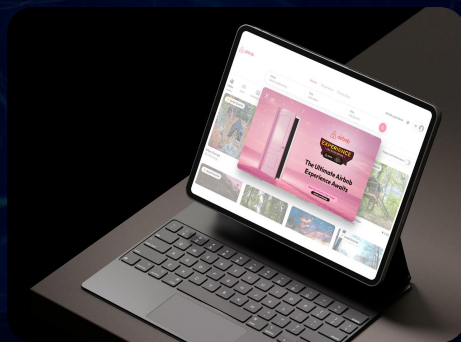
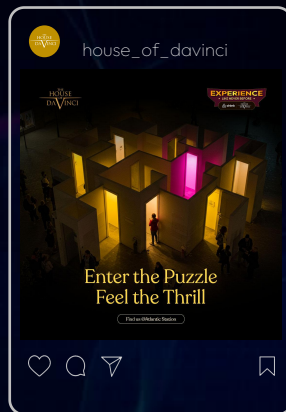
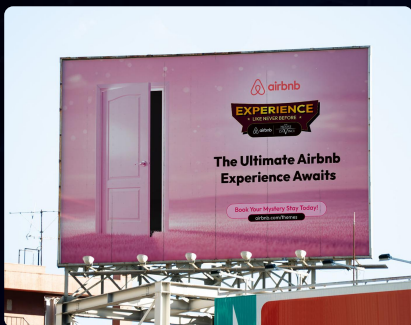


EXPERIENCE

★ LIKE NEVER BEFORE ★



THE HOUSE OF DAVINCI





THE HOUSE OF DAVINCI



10+ Mn New Impressions

99K New Themed Bookings

5.5% Quaterly Growth

18% New Travel Based Users

40% Daily Engagement

03% Quaterly Growth



Potential Outcome



10+ Mn New Impressions

99k New Themed Bookings

5.5% Quaterly Growth



18% New Travel Based Users

40% Daily Engagement

03% Quaterly Growth

THANK YOU

 SHAHNAWAZ
SHAIKH 