GROUP 4 - NAOMI, ALEX, ERICA, EMMA

PR CAMPAIGN EXERCISE

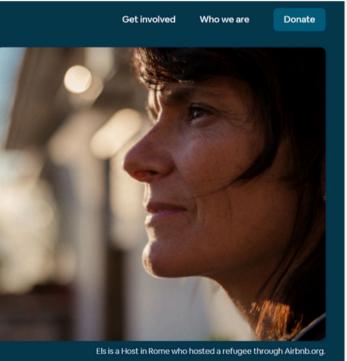
Airbnb's Help Ukraine Campaign

airbnb.org

Help house 100,000 refugees fleeing Ukraine

Offer stays for free or at a discount through Airbnb.org, or donate to nelp our funding stretch further.

Host a refugee



About

- Created four days after Russia-Ukraine War started
- Partnered with 40 humanitarian organizations around the world
- The company has been coordinating efforts to offer shelter and safety free of charge.
- More than 28,000 people have signed up through Airbnb.org to offer temporary housing to others
- Airbnb founders have committed to match donations up to \$10 million
- People around the world starting booking rooms at properties in the Ukraine as a way to support hosts during the conflict



airbnb 🥏

Content / Social Posts

Help us house 100,000 refugees fleeing Ukraine

airbnb.org/help-ukraine



...

17,928 likes

airbnb Today we announced that Airbnb.org is offering free temporary housing for up to 100,000 refugees fleeing Ukraine. These stays will be funded by the Airbnb.org Refugee Fund and the generosity of Hosts.

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airbnb 🥺 Rafał could sense the impact in the weeks after Russia invaded Ukraine on his hometown of Wrocław, Poland. Boxes of donated supplies piled up outside a Ukrainian cultural center in his neighborhood. He heard Ukrainian spoken on the streets.

According to the U.N. Human Rights Council, more than 6 million people fled Ukraine in the six months following the February 2022 invasion. Millions of families arrived in cities all over Europe with just a few suitcases and no idea when they might return home.

In response to the crisis, Airbnb.org put out a call to its nonprofit partners and global community of Hosts: Can you help us offer temporary housing to up to 100 000 poople flesing





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1.507 likes September 15, 2023

Hosting Guide



Hosting Ukraine refugees through Airbnb.org

Learn how to offer free or discounted stays to refugees through Airbnb.org.

4 articles · 8 videos

Help house refugees through Airbnb.org



How you can help refugees fleeing Ukraine Join Airbnb.org in offering short-term housing for up



Airbnb.org has housed 100,000 people fleeing Ukraine

Your space can provide comfort to people in times of crisis. Dima, an <u>Air</u> bnb.org guest in Berlin, left Ukraine in 2022. "I was so emotional those first days," Dima says. "I don't even know which part was more important for me: being in a safe space or just understanding the amount of support that I'm receiving."

• VIDEOS • HOW-TO **GUIDES**





Preparing to host refugee guests with Airbnb.org

This campaign...

- Directly helps Ukrainian refugees
- Makes Airbnb seem compassionate and demonstrates how their company is a force for good (non-profit donations)
- Is a rare example of a large start-up corporation offering this direct help
- Provides action items and how-to guides

Airbnb.org's mission is to unlock the power of sharing space, resources, and support in times of need.

Learn more

Airbnb.org's mission aligns with this campaign demonstrates a commitment to their purpose.



Considering STP Analysis:

- Segmentation: <u>Psychographic</u>
 - Culturally Conscious Travelers: This segment prioritizes exploring, learning about, and honoring local cultures. They research destinations, appreciate local customs, and aim to minimize their environmental impact.
- **Targeting:** This segment aligns perfectly with Airbnb's Ukraine relief program as it allows them to combine their love for cultural experiences with helping those in need.
- Positioning:
 - Value Proposition: Airbnb offers a unique opportunity to support Ukrainian culture by providing temporary housing for refugees.
 - This large Airbnb audience segment values and honors cultures, thus protecting and preserving Ukrainians and their culture and country would be of interest

Strong TIPCUP Lede (Campaign Results Article)

- 66 Six months after announcing a commitment to offer free, shortterm housing to up to 100,000 refugees fleeing Ukraine, we are proud to share Airbnb.org has met this goal thanks to a global outpouring of support from Hosts on Airbnb, donors to Airbnb.org and humanitarian organizations helping people on the ground.

- Conflict: N/A

• **Timeliness:** Clearly states it's been six months since the initial announcement.

• Impact: Highlights impressive impact of

meeting refugee housing goal (100K)

• **Proximity**: "Global outpouring" signifies that there was impact driven in proximity to readers around the world

• Unusualness: It is rare and unusual for a massive startup of Airbnb's scale to prioritize humanitarian efforts

• **Prominence:** Highly prominent, as this

campaign created shortly after the Russia-

Ukraine War (although this was not

highlighted in the TIPCUP lede)

Why it is successful

- Refreshing to see a large brand take a stance on an issue
- Not a novel concept for Airbnb prior initiatives have been successfully marketed such as the Open Homes Program
- Immediate, positive tangible impact
- Extremely quick turnaround time / commitment
- Seems to have purely good intentions even if it will net profit later

