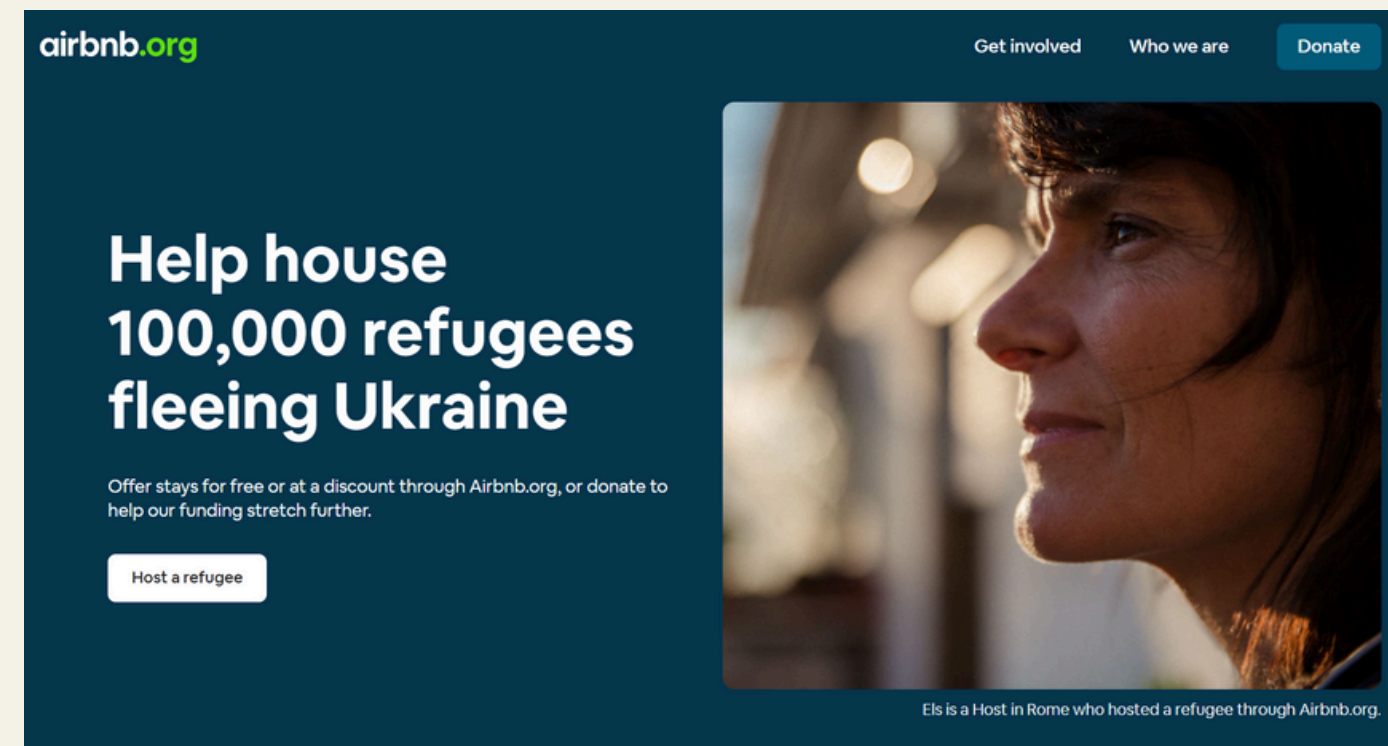


GROUP 4 - NAOMI, ALEX, ERICA, EMMA

PR CAMPAIGN EXERCISE

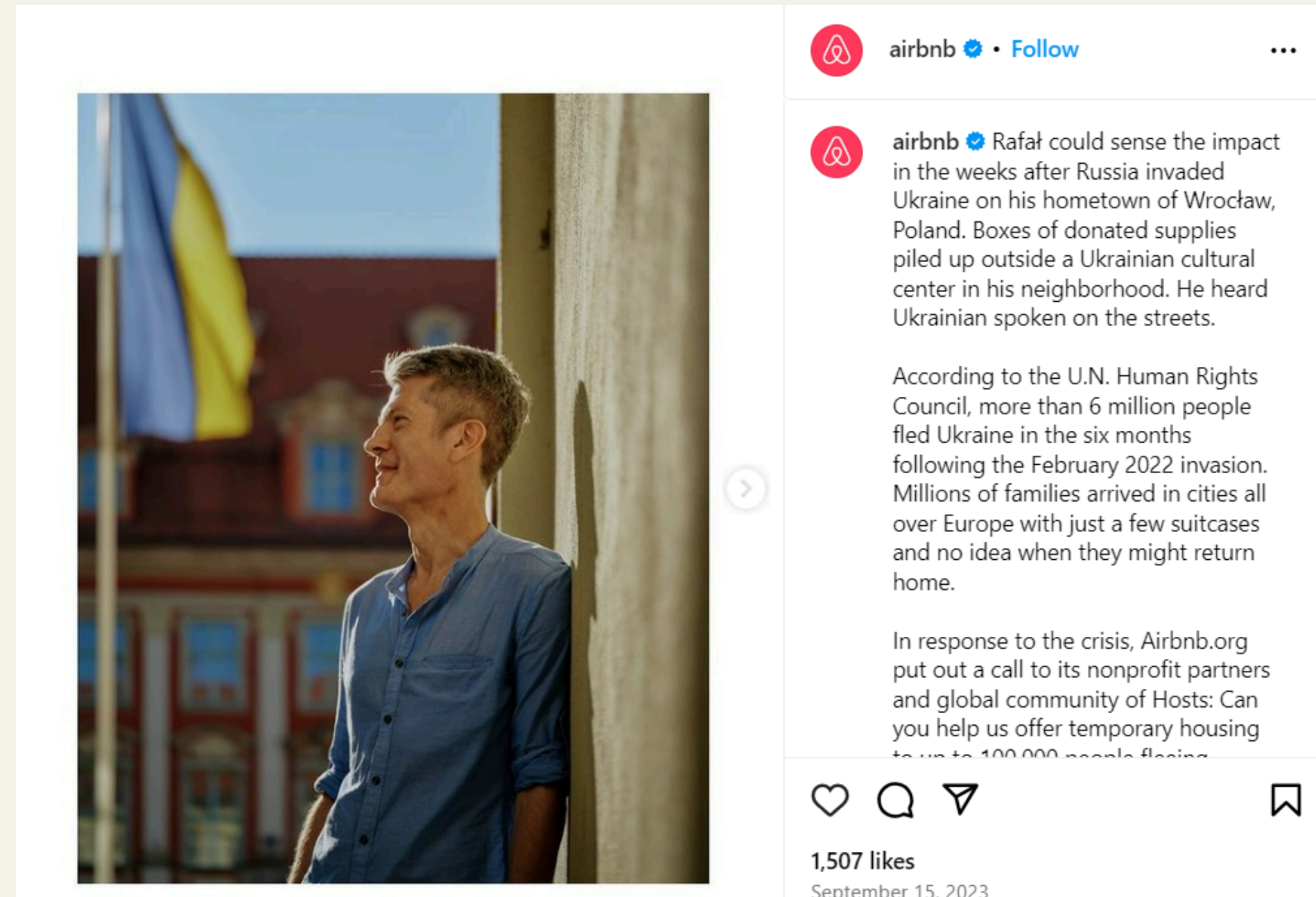
Airbnb's Help Ukraine Campaign



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

Content / Social Posts



Hosting Guide

- VIDEOS
- HOW-TO GUIDES




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 to 30 days



Airbnb.org has housed 100,000 people fleeing Ukraine



Preparing to host refugee guests with Airbnb.org

Your space can provide comfort to people in times of crisis. Dima, an [Airbnb.org](https://www.airbnb.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.”

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:** Psychographic
 - 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)

“ Six months after announcing a commitment to offer free, short-term 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. ”

- **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
- **Conflict:** N/A
- **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