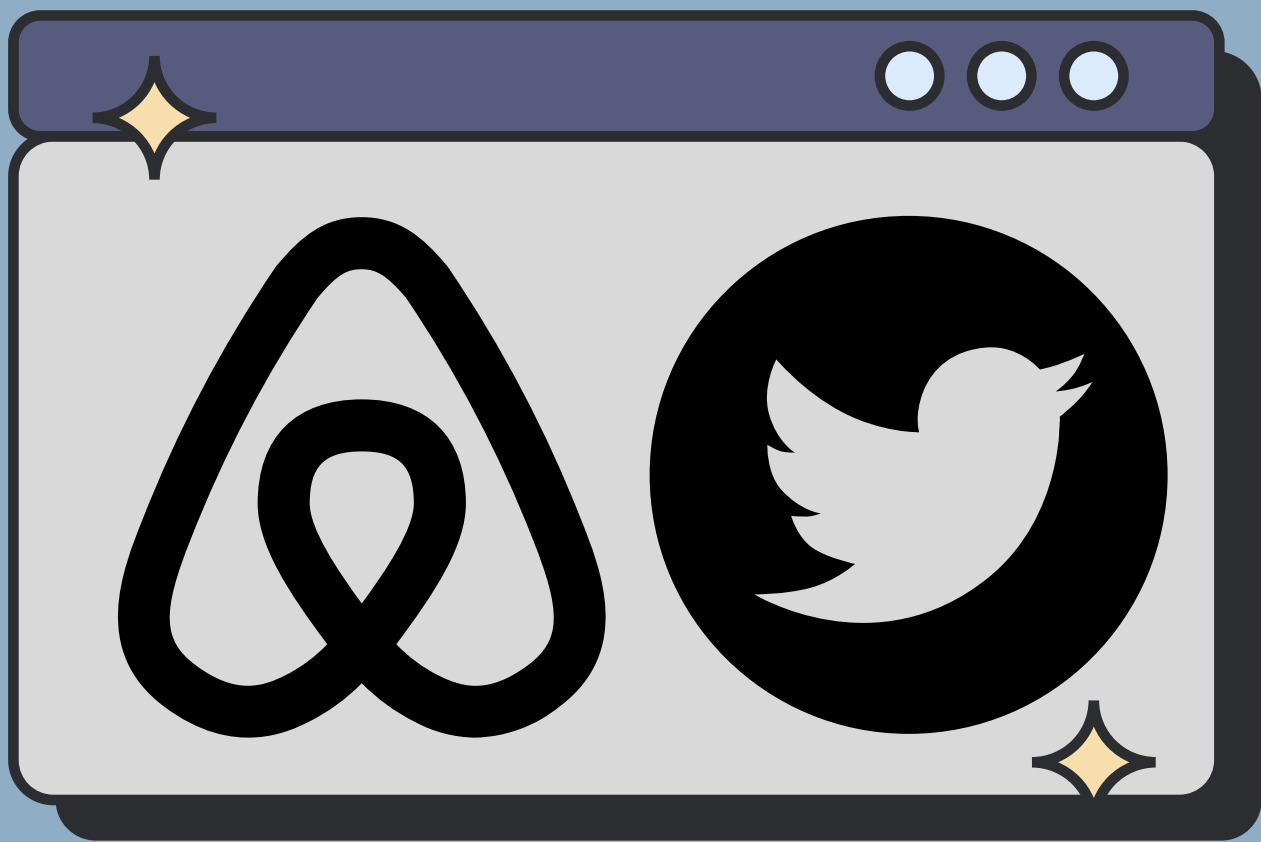


SOCIAL MEDIA TOPICAL CAMPAIGN



Identify a trend from
TWITTER and ideate a
social media topical
campaign for AIRBNB



CAMPAIGN IDEA & NAME

CAMPAIGN IDEA:

The idea is for people who like to/ want to travel. It will be focused around creating an adventurous Valentine's Week with Airbnb!

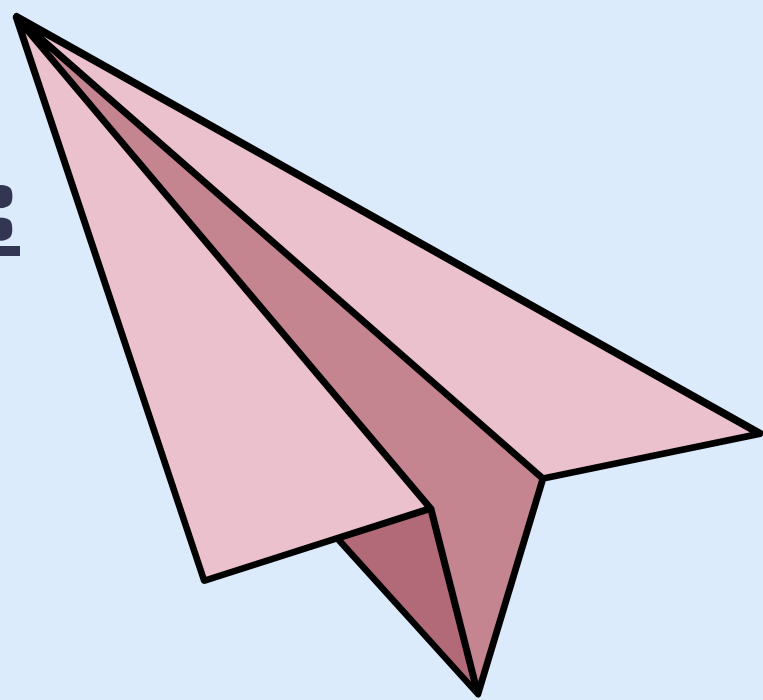
People can focus on making new travel stories and explore unique stays with this campaign. From hidden gems to offbeat destinations, the campaign will aim to help travelers explore and create new memories.

CAMPAIGN NAME:

**COMPASS
CONNECTIONS**

*(If it isn't already obvious,
it tries to add Exploring & Love)*

The idea is based on a current trend on TWITTER - #valentinesweek



TARGET AUDIENCE



& HASHTAGS



TARGET AUDIENCE:

- Solo Travelers: Individuals who want to explore new places on their own and want to meet similar but new people.
- Adventurous Couples: Couples seeking unique and adventurous experiences for their valentines getaways.
- Group of Friends: Friends planning trips together, looking for exciting and offbeat destinations.
- Travel Groups: Groups of explorers who are passionate about travel, and will be looking for new places to explore.

CAMPAIGN HASHTAGS:

#valentinesweek #compassconnections

#valenttravel #znmdtravels



CAMPAIGN RELEASE



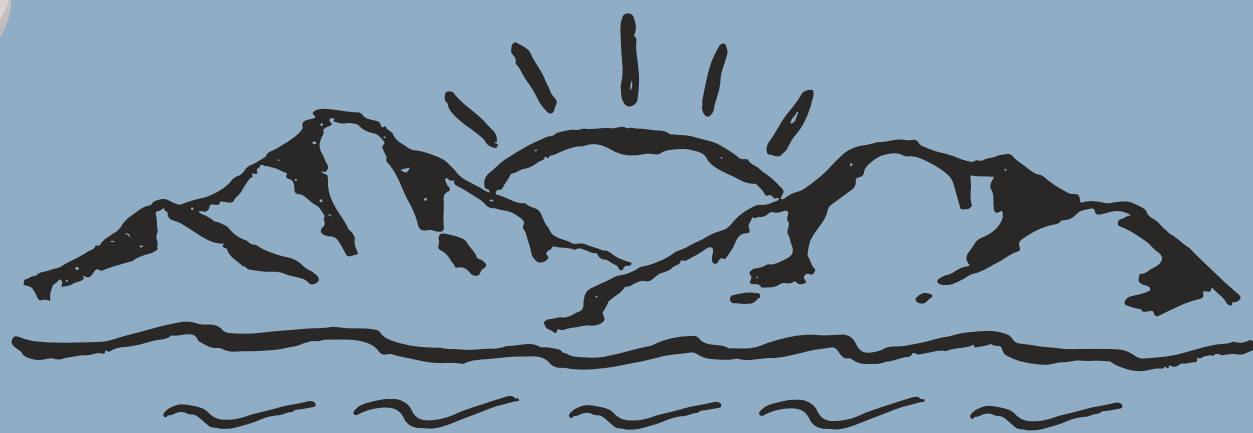
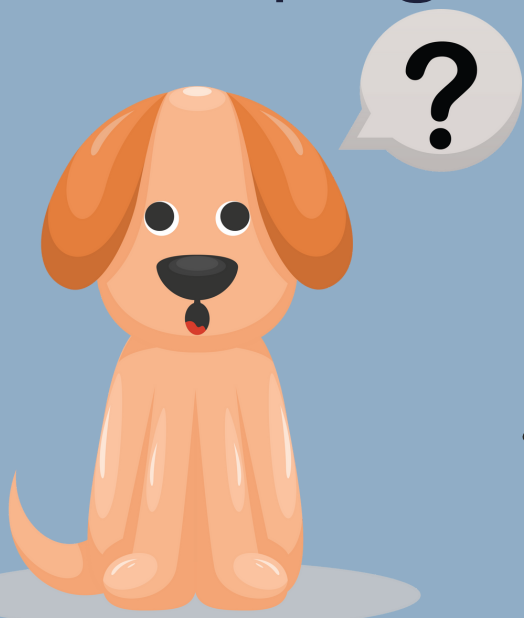
- Launch Announcement: The plan is to kick off the campaign with a captivating launch announcement. With a hit of nostalgia taking over the theatres recently, we can announce the re-release of the movie “Zindagi Na Milegi Dobara”.



- The movie endorses travelling with your loved ones and how important the idea of exploring your inner self as well as the world is, for our betterment, which is precisely what we want to do as well.
So with that, we shall announce our campaign.

WHAT NEXT?

- **Sharing:** The actors of the movie can introduce the theme and hashtag on their social media accounts.
- **Engagement Content:** Contests and giveaways that allow free stays to winners and discounts for runners up can act as things that will spark immediate participation.
- **User-Generated Challenges:** Post announcement, we can initiate user-generated challenges tied to the campaign, that foster creativity and authenticity.
- **People:** Getting people to use our hashtags, and post things on their accounts where they can talk about how they like their stays and which locations would they want to travel to next would help tell people more about the campaign.
- **Travel Engagement:** Collaborating with travel/ trekking companies at different locations can help broaden the campaign's credibility and reach people further.





ELEMENTS HIGHLIGHTED

Tastemakers: By using members of the cast of “Zindagi Na Milegi Dobara”, we surely are hitting a sweet spot with tastemakers (given, they do agree).

Communities of Participation: Who doesn't love travelling and meeting new people and making new experiences? (except extreme introverts :/).

But by getting more and more people to travel and share their adventures, we can have a great campaign and a commendable reach.





*Thank you for sticking around till here.
Do let me know what you think of it. As
for me, I shall take a snack break now.
Probably have some Diamond Biscuit.*

