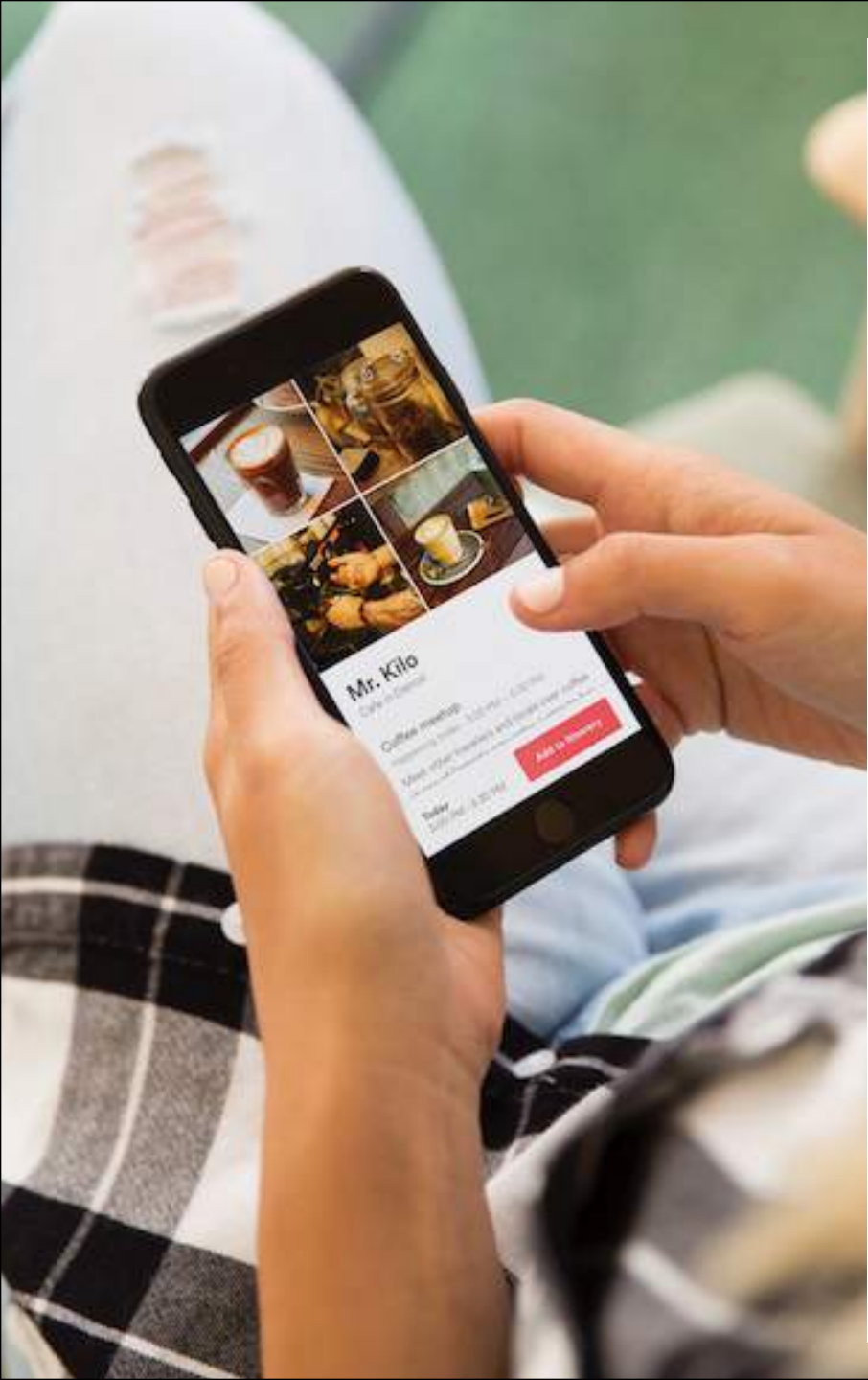


WORLD!

MEDIA



CASE STUDY - AIRBNB TRIPS



## MULTI-PUBLISHER PROMO

We worked with a selection of discovery sites within our portfolio to highlight Airbnb's new Trips service.

Each publisher's content was tailored to maximise relevancy with their individual audiences



Bespoke advertorials across multiple titles

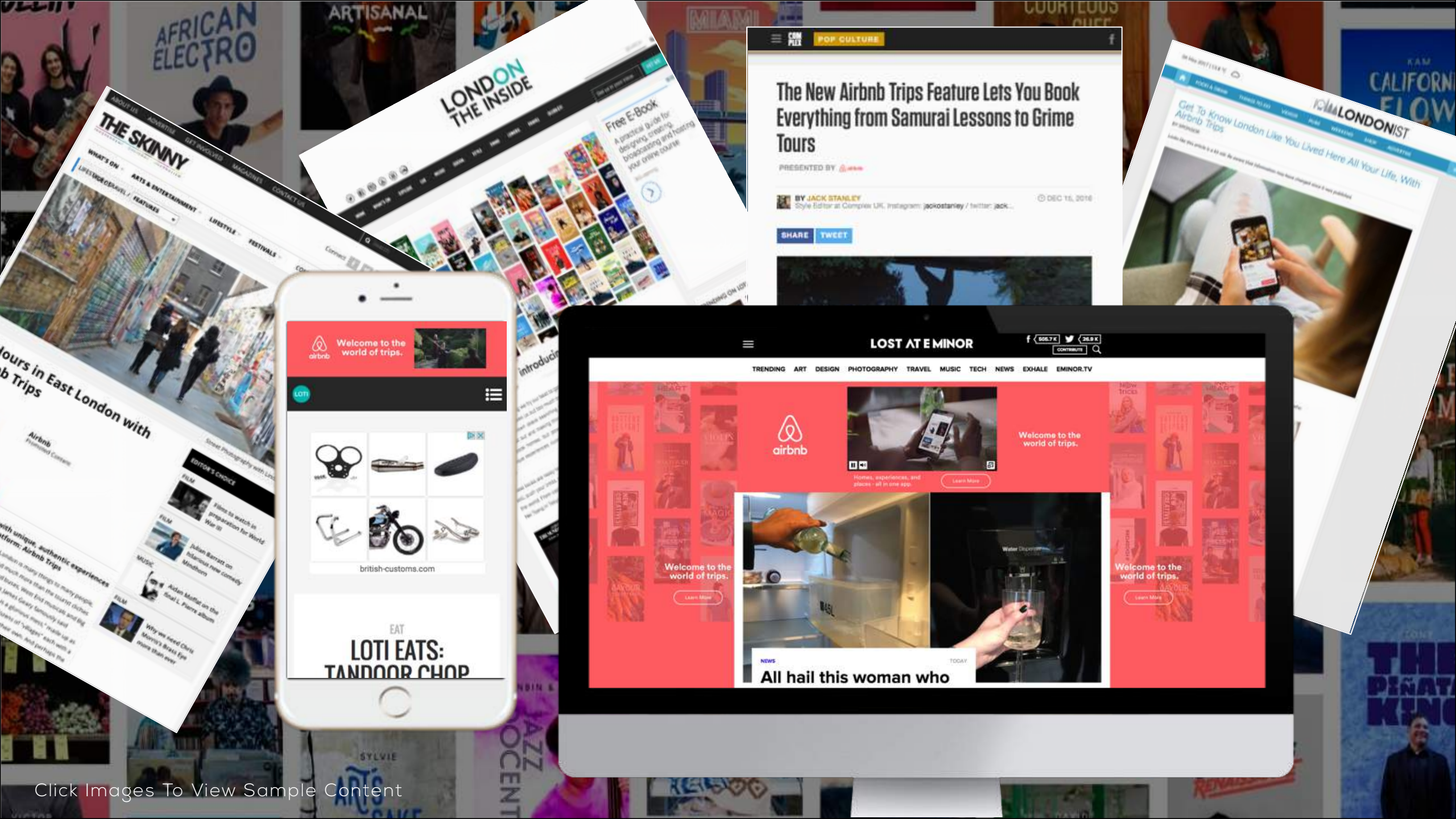


Supporting social



High impact display





# THE SKINNY

# LONDON THE INSIDE

## POP CULTURE

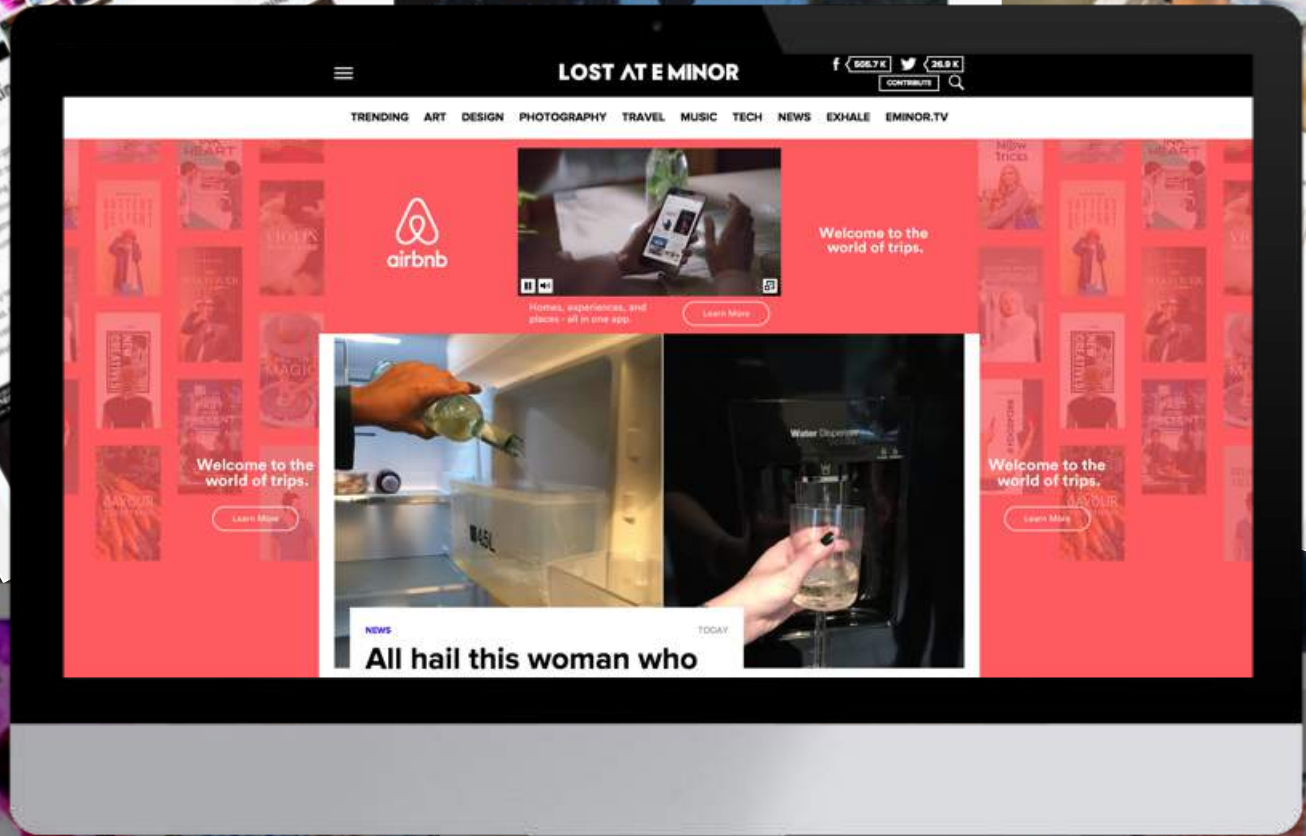
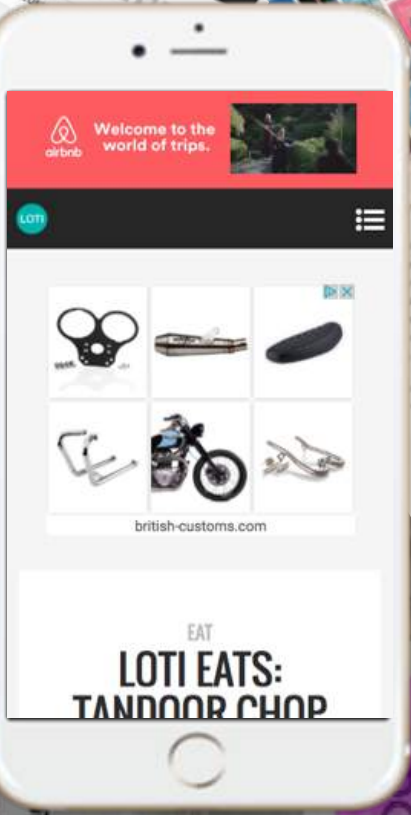
### The New Airbnb Trips Feature Lets You Book Everything from Samurai Lessons to Grime Tours

BY JACK STANLEY  
Style Editor at Complex UK, Instagram: jackstanley / twitter: jack...

SHARE TWEET

### Get To Know London Like You Lived Here All Your Life, With Airbnb Trips

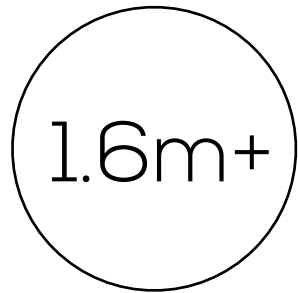
# LONDONIST



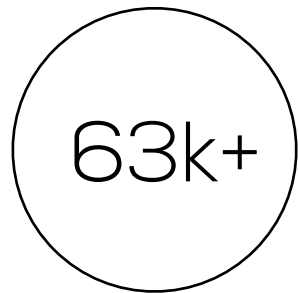
Click Images To View Sample Content

# RESULTS

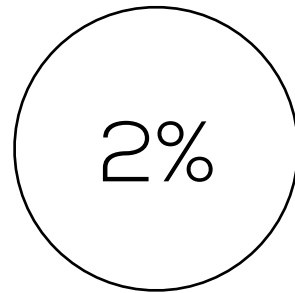
We delivered extensive content across 5 partners supported with extensive social delivering high reach and engagement throughout



Content Impressions



Article Views



CTR to Airbnb Platforms



# w00t!

MEDIA



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