



CAMPAIGN DEVELOPMENT

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## TARGET AUDIENCE

Couples between 25 – 35 years old.

Who enjoy outdoor activities.

People who want to spend a quiet holiday or vacation with a peaceful and natural view.





## ADVERTISING IDEA

The idea is to use the Airbnb logo as a mountain shape and show the audience new places they can explore by staying in Airbnb mountain houses.





**TAGLINE**



**YOUR NEXT  
ADVENTURE  
STARTS HERE.**



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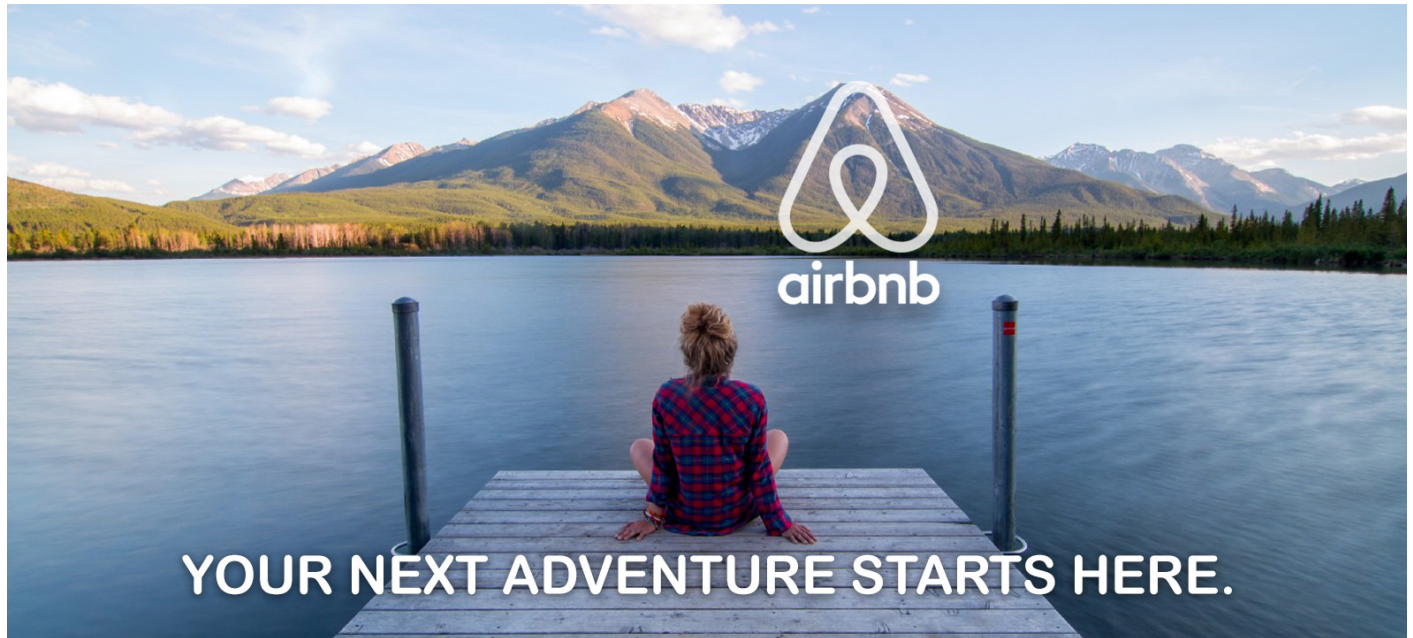
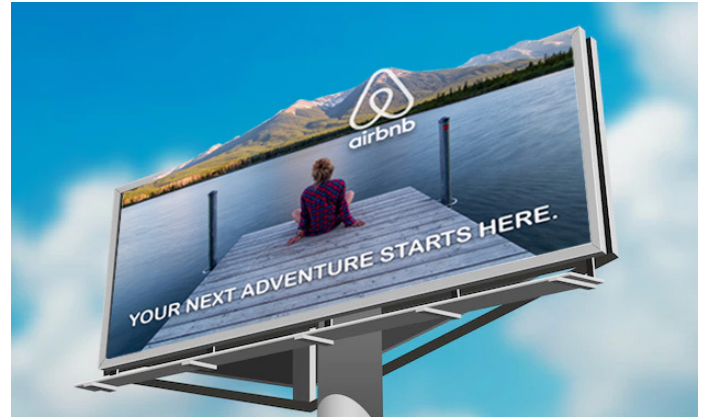


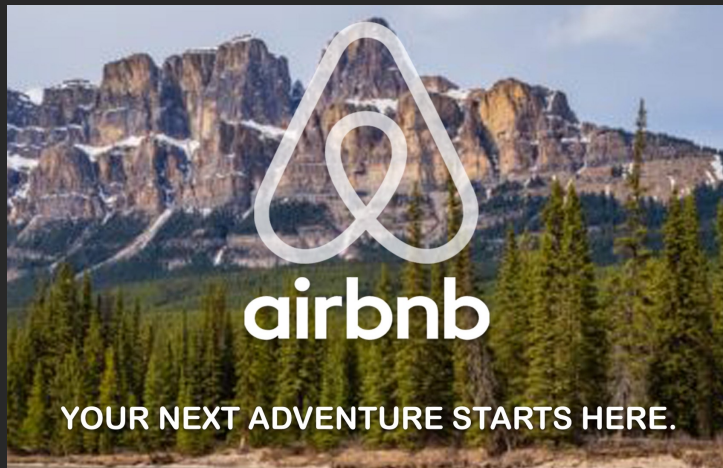
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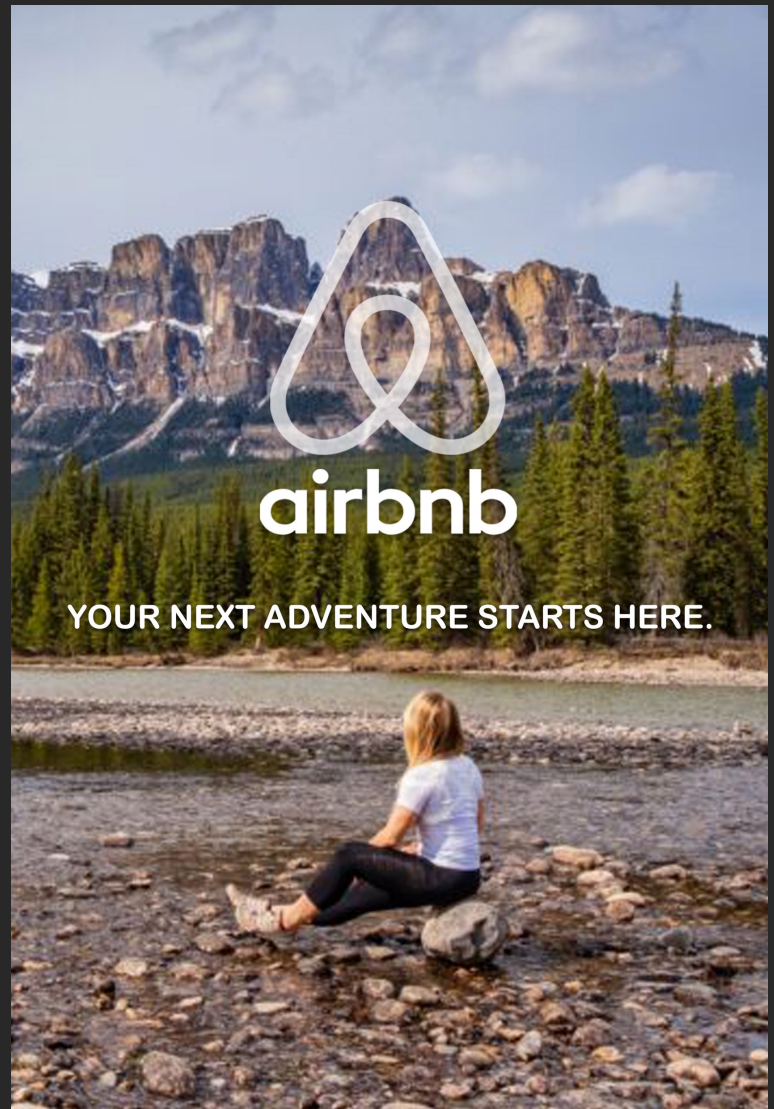


## BILLBOARD





PRINT AD







DIGITAL AD



blogTO



Sports & Play

Olivia Little Posted on June 06, 2020

Report Inaccuracy

# Here's what you need to know about planning a day trip from Toronto right now





## SOCIAL MEDIA



## SUMMARY

