



BRANDTECHTV: AIRBNB'S CMO ON CREATING THE FIRST HOSPITALITY SUPER BRAND

VIDEO TRANSCRIPT

Jonathan Milden:

We're going to be the world's first community driven super brand.

Bob Ghafouri:

Bob Ghafouri, Accenture Interactive here, with Jonathan Mildenhall, CMO Airbnb.

Jonathan Milden:

Hey, welcome to Airbnb. This is our head office here in San Francisco. As you can see, the entire place has been inspired by the design of homes from all over the world.

Bob Ghafouri:

It's amazing here, Jonathan. The experience when you walk in, you can feel the culture, the innovation just brewing here.

Jonathan Milden:

Everything this company does whether it's the look and feel of the brand, whether it's the marketing that we put out into the world, everything is through the lens of high impact creativity.

Bob Ghafouri:

If you think about Airbnb, I've seen this shift to we want to create a set of experiences. Is that what Airbnb is about or is it creating the best platform and engine on the planet?

Jonathan Milden:

We are developing the world's most sophisticated tech platform but the challenge is to really make the platform feel almost invisible because the real value of a connection on Airbnb is people to people. People who have passions or people who have great homes that can share those passions or those homes and when the technology ultimately falls away because it's not the technology that is present when these two people connect for the first time.

Bob Ghafouri:

How does experiential marketing influence your social campaigns?



Jonathan Milden:

360 technology that allows a host to showcase the interesting beauty of their homes.

Facebook's Facebook Live technology that allows an experienced host to share real time the experiences that they're creating with travelers, all those different technologies are going to be a fundamental part of Airbnb's approach to both community management and the marketing of the brand.

Bob Ghafouri:

How would you define community marketing?

Jonathan Milden:

A 21st century brand like Airbnb really is a brand that embraces two things. First of all, that's the creativity of its community and then, secondly, it's the technology platform. The community really are the people that create the experiences. When we're trying to set up a 21st century marketing organization, it's really important that we have people in the organization that understand how to unlock the creativity of the community and then the community bring their own creativity through their homes or to their hosts when they're visiting a host in different homes. Then we will turn their stories into brand content. We see our community as a source of story gathering and ultimately, we will be successful when our product is actually the source of all of our marketing and our marketing actually drives product. There are loads of community brands out there, political organizations, sports club and stuff, and there are lots of super brands out there, the Nikes, the Cokes, the Apples. But, can we be the first brand that is successful at integrating the community aspect and the iconic super brand aspect? That's the thing that excites me about the potential of Airbnb.

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