



CLIENT BOOKING.COM
WHAT BRAND CAMPAIGN FOCUSSED ON GENERATION Z
DATE BRIEFING AUGUST 31, 2017
DEADLINE SEPTEMBER 14, 2017. 2PM.

BACKGROUND

Booking.com is the **world's** leading online travel agency connecting travelers with the widest variety of great places to stay. The website lists approximately 1,400,000 properties in 226 countries and books 1,200,000 room nights per day. The site is available in 43 languages. At Booking.com, our mission is to empower people to experience the world, by relentless product innovation and using digital technology to take the friction out of travel.

We're not only passionate about connecting travellers with their ideal stay, but with powering their overall travel experience from beginning to end to make it more accessible, personalized and easier to everyone. Everything we do at Booking.com supports that goal to help our customers discover and enjoy the world. Where our platform is the facilitator. The place it all starts.

CHALLENGE

How can we make sure generation Z thinks of booking.com as their first destination they go to before travelling? While we know that in the following countries we **don't** always have the market share we have in other age segments.

- SWEDEN: Hotels.com is seen as the world's leading accommodation site, having a more distinct brand image.
- UK: Expedia beat us in "Passionate about travel".
- DE: Airbnb is perceived as more different & being part of travel culture.

TASK

Create a comms campaign to grow market share among young audiences by increasing brand values, both emotional and rational.

Rational values:

- Is the world's leading accommodation site
- Has a more distinct brand image than others
- Is the expert in travel accommodation
- Is genuinely better than other brands
- Is leading the way

Emotional values:

- Serves the **travelers'** needs
- Understands me
- Is my favorite travel brand
- Is part of travel culture
- Is passionate about travel



OBJECTIVE

Make sure a younger audience (generation Z) who **hasn't** booked via booking.com, consider the booking.com brand, visit the booking.com website and maybe even book their first trip on booking.com.

KEY MESSAGE

Accommodation is at the heart of great travel experiences and **it's** our promise to **"get it right"** and enable the perfect stay for any trip. **"With Booking.com I always get it booking right."**

TARGET AUDIENCE

You, young dogs. European, early **20's** (Generation Z). Born in a society **that's** hyper connected. Heavily influenced by visual and video content. An audience determined to turn hobbies into jobs (entrepreneurial).

EXPECTED DELIVERABLES

Create a big idea with a campaign tagline that can be translated to at least three different media channels. Make a campaign you want to see, join or get enthusiastic about. Create a reason for you to book to booking.com

- Do: TV, Online video, Banners, Social.
- **Don't:** PR stunts, Out of home (posters/billboards), radio, apps.

PLANNING

- August 31, 2017 – Briefing @ Booking.com HQ
- September 14, 2017 – Deadline at 2PM
- September 14, 2017 – Announce winner from 8PM

ADDITIONAL INFORMATION

Some of our recent work:

- Australia 2016
 - <https://www.youtube.com/watch?v=U0I2T2KoJZcUS> 2016
- US 2017
 - <https://www.youtube.com/watch?v=XcCR6pMYYXM>
- Japan 2016
 - <https://www.youtube.com/watch?v=UOlwkQEs3fE>
 - <https://www.youtube.com/watch?v=RIEoaPetPyg>
- Employee Film 2017
 - https://www.youtube.com/watch?v=_jLx_Z8mV2g&t=6s

BUDGET

250 - 300 K