



SECTION - C

12. CASE STUDY (Compulsory Question)

(1×15=15)

Airbnb is an online platform that allows people to rent out their homes, apartments, or other properties to travelers. The company's marketing strategy focuses heavily on digital marketing, including social media, email marketing, and content marketing. One of the company's most successful marketing campaigns was a series of short films called "Hollywood and Vines", which were created entirely from user-generated content.

The campaign involved inviting Airbnb users to submit short video clips that captured the essence of travel, and then using those clips to create a series of 6-second films that were stitched together in real-time. The films were shot in locations all around the world and were designed to showcase the diversity and beauty of travel.

Questions:

- a) How did Airbnb use user-generated content in its "Hollywood and Vines" campaign, and what impact did it have on the campaign's success?
 - b) How did Airbnb use social media to engage with customers and promote its products, and what were some of the challenges the company faced in doing so?
 - c) What are some key lessons that other companies can learn from Airbnb's digital marketing strategy?
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