

PRWeek



'HOPE' IN A BOWL

AirBed & Breakfast taps into election craze with Obama cereal
PAGE 19

NOVEMBER 10, 2008

WWW.PRWEED.COM

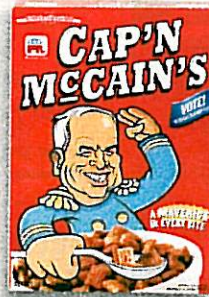
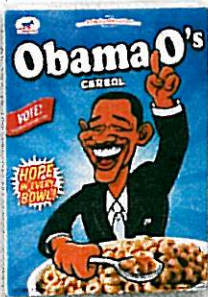
AIRBED & BREAKFAST

PR TEAM: AirBed & Breakfast and MSR Communications (both San Francisco)

CAMPAIGN: DNC/RNC promotion

DURATION: July-September 2008

BUDGET: \$10,000



The new company AirBed & Breakfast created buzz for itself by building a PR campaign on the widespread media attention generated by both the 2008 Democratic and Republican National Conventions.

As a peer-to-peer Web site that provides local citizens' rooms to rent, AirBed & Breakfast created an aggressive media outreach effort showcasing its service as an alternative to the hotel shortage in Denver and Minneapolis-St. Paul.

AirBed & Breakfast utilizes conventions to boost brand

STRATEGY

With the support of AOR MSR Communications, the company launched on June 1 with only word of mouth, says Michael Burke, account supervisor for MSR. "We wanted to use the RNC and DNC as a launch pad," adds Joe Gebbia, a cofounder of Air Bed & Breakfast. "We saw Barack Obama in Portland, OR, on CNN in April, and thought, 'If [he] can attract that many people then, what's going to happen at the biggest pep rallies?'"

TACTICS

Burke says the team targeted local press at the convention venues to reach local consumers. "Adding on the lifestyle [and low-fee] angle, we pitched that the site gave people the opportunity to meet people who share the same views," he says. As the company is both an off and online social network, Gebbia says Air Bed & Breakfast was promoted via online social networks, like Facebook and Twitter, in addition to blogger outreach.

RESULTS

After targeting Denver press and having more than 900 Denver locals post room availabilities to the site, the story was picked up by local affiliates and eventually by national and international news outlets. Within a month of the campaign, the Web site went from rooms offered by peer users in three countries to 62, Gebbia says.

FUTURE

The company is expanding its offerings by providing its hosts with their own branded breakfast cereals, Obama-O's and Cap'n McCain's.

Nicole Zerillo