D&AD New Blood Awards

Brief set by
Airbnb

Turn digital connection into meaningful IRL experiences

Deadline
20 March 2024, 5pm GMT

The backstory

Airbnb was born in 2007 when two Hosts welcomed three guests to their San Francisco home, and has since grown to over 4 million Hosts who have welcomed over 1.5 billion guest arrivals in almost every country across the globe. Every day, Hosts offer unique stays and experiences that make it possible for guests to connect with communities in a more authentic way.

Airbnb exists to empower people to find the stay that is right for them; to create unique stays and experiences; and most importantly build genuine connections that matter.

For Gen Z, these connections are vital. Loneliness is becoming a new epidemic amongst those aged 16-24, with Forbes highlighting that **73% of Gen Z report feeling lonely sometimes or always** – and with loneliness being as damaging to your health as up to 15 cigarettes a day, it's an important statistic that needs turning around.

How can you use the power of Airbnb's greatest assets (digital tools that bring together human connection) to uplift and connect a digitally hyper-connected generation in need of social connection?

What's the challenge?

Create a digital tool or experience that capitalises on Gen Z's online connectivity to deliver meaningful IRL experiences through Airbnb.

Whilst you should consider and include existing Airbnb products (such as Airbnb Experiences), you should also consider what new opportunities your idea could offer to deepen connections and develop exciting and rewarding interactions.

Who are we talking to?

Airbnb is an international platform, so your idea should speak to 18 - 24 year olds from around the world who are seeking connection, are digitally engaged, overstimulated but under-socialised.

Things to think about

Location, location, location
Travel might be at the top of your list when you think Airbnb, but think about how location could tap into your audience's need best. For example, climate and income anxiety are key issues for this generation, and whilst travel might be keenly important for some, it might not be right for all. Is there a way your tool/experience could connect homebodies with travellers in a meaningful way?

Keep it Airbnb
Airbnb is dedicated to improving their customers' experiences, so make sure your idea is in line with their visions for their audience. And don't forget, whilst you're developing a new experience/tool, you should also consider how you can tap into existing Airbnb products such as Airbnb Experiences.

Bring it offline
Whilst your job is to develop a product in the digital space, you should consider how it will roll out to improve people's IRL experiences – don't get so wrapped up in the digital execution that you forget about the end goal of igniting in-person connection.

The important stuff
Present:

Your solution. Clearly explain your idea, how it would work, and the technologies used.

Your creative process. How you arrived at your solution; key insights from your research; a convincing rationale for your focus and design decisions.

There's no need for code, just compelling communication. If you can create a prototype, do. Otherwise use animatics or other tools to show your concept in action.

What and how to submit

Read *Preparing your entries* before you get started for full format guidelines.

Main (essential)**:**
Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish)**:**
Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

Further information

Forbes
Gen-Z, The Loneliness Epidemic And The Unifying Power Of Brands
forbes.com/sites/kianbakhtiari/2023/07/28/gen-z-the-loneliness-epidemic-and-the-unifying-power-of-brands/?sh=4d1e60446790