

Publicis/Homeaway



Overview

In just five years, HomeAway had become the largest company in the global vacation rental industry. But in February 2010, most consumers were still unfamiliar with the site, despite ongoing online marketing efforts. So HomeAway asked the company's global advertising agency of record, Publicis of the West, which is known for creating contagious ideas that ignite and change conversations, to devise a plan on how to increase HomeAway's brand visibility.

Challenge

Homeaway and Publicis opted for an integrated campaign to reach the largest possible amount of consumers at one time via a national television promotion, augmented by online ads, social media activities and a microsite that would incorporate multimedia and user-generated content for a national consumer promotion. To make the campaign catchy and contagious, Publicis suggested to add engaging video experiences across all online components.

HIGHLIGHTS

- 2nd highest web traffic of all online Super Bowl Campaigns
- 1.4M streams delivered following the television spot
- 4M+ page views in less than 24H

“You need to reach the audience where there are -- the audience is out there, consuming media on Facebook, or on mobile devices. With Kyte, you get *both* the distribution and the destination.”

- Trace Cohen, Vice President of Digital Strategy at Publicis

Solution

HomeAway and Publicis developed a Super Bowl ad around the theme of “hotel horror stories” and supplemented the television ad with online and social web components to extend the value of the 30-second TV teaser. Kyte, based on its signature interactive and social capabilities, was chosen to power the social video components of the campaign’s Hotel Hell Vacation branded microsite:

Engaging Video Content

The microsite is still accessible, featuring high quality webisodes including a mock movie trailer commercial, a full Hotel Hell Vacation film, and select scenes from the original “National Lampoon’s Vacation.” To drive engagement, as well as virality, Kyte’s social and interactive functionality was implemented enabling viewers to comment, rate and share the webisodes on Facebook and Twitter.

User-Generated Content Contest

To encourage viewer contribution, a key factor for increasing brand recognition, HomeAway and Publicis decided to also use Kyte’s moderated UGC capabilities for consumers to share their hotel horror stories in the form of text, photo, or video. Participants had the chance to win one of four \$10,000 family vacations at a HomeAway vacation rental. Equally important for driving participation was the ease-of-use of Kyte’s UGC functionality, which benefited the review team on the backend through the Kyte Console.



Results

- Ranked #2 in web traffic generated from an online campaign in Superbowl history, the highly engaging experience powered by Kyte delivered over 1,400,000M streams immediately following the ad, with over 1/3 via viral embeds.
- Of the Super Bowl advertisers, HomeAway went from the LEAST talked about brand among bloggers to the 2nd MOST talked about brand one day after the Super Bowl, far surpassing the original goal the team had set out to accomplish.
- According to USA Today’s Admeter popular ranking, TIME magazine’s expert ranking, plus two Gomez website rankings, HomeAway scored #2 overall in terms of response time and availability, representing outstanding campaign execution.