



Marketing



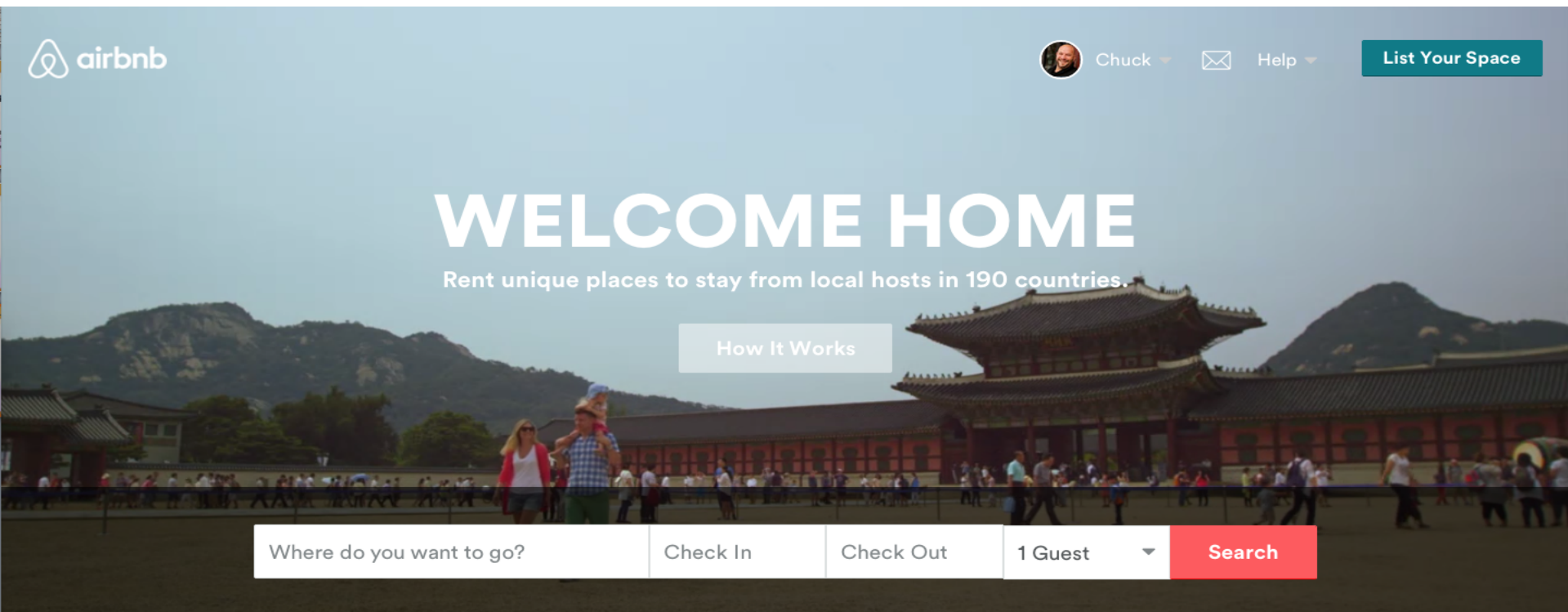
UVAMC 2014
Chuck Salem
October 17, 2014

unique
venues
you belong here™



airbnb.com

- Best Travel Related Website
- 2013 Webby Awards

A screenshot of the Airbnb homepage. The background is a photograph of a traditional Korean palace (Gyeongbokgung) with a large pavilion and mountains in the distance. People are seen walking in the foreground. The Airbnb logo is in the top left. In the top right, there is a user profile for 'Chuck', a mail icon, and a 'Help' dropdown. A teal button labeled 'List Your Space' is also in the top right. The main heading 'WELCOME HOME' is centered in large white letters, with the subtext 'Rent unique places to stay from local hosts in 190 countries.' below it. A 'How It Works' button is centered below the subtext. At the bottom, there is a search bar with fields for 'Where do you want to go?', 'Check In', 'Check Out', '1 Guest' (with a dropdown arrow), and a red 'Search' button.

airbnb

Chuck ▾ ✉ Help ▾ [List Your Space](#)

WELCOME HOME

Rent unique places to stay from local hosts in 190 countries.

[How It Works](#)

Where do you want to go? Check In Check Out 1 Guest ▾ [Search](#)

mashable

- Best Business Blog
- 2014 Webby Awards

Mashable MUST READS SOCIAL MEDIA ▾ TECH ▾ BUSINESS ▾ ENTERTAINMENT ▾ US & WORLD ▾ WATERCOOLER ▾ MORE ▾

MASTER THE LANGUAGE OF BIG DATA [\(Click to expand\)](#) DEPAUL UNIVERSITY

The New Stuff

- 'Harry Potter' Fan Theory Uncloaks the Parallels in 'Deathly Hallows'
9 SHARES / 7 minutes ago
- Facebook Stickers Are Now Available in Comments
77 SHARES / 19 minutes ago
- Reddit's General Manager Steps Down at Important Juncture
586 SHARES / 32 minutes ago

The Next Big Thing

- BUSINESS
Did Burger King Rip Off 'Billy on the Street'?
400 SHARES
- DEN SHELLY

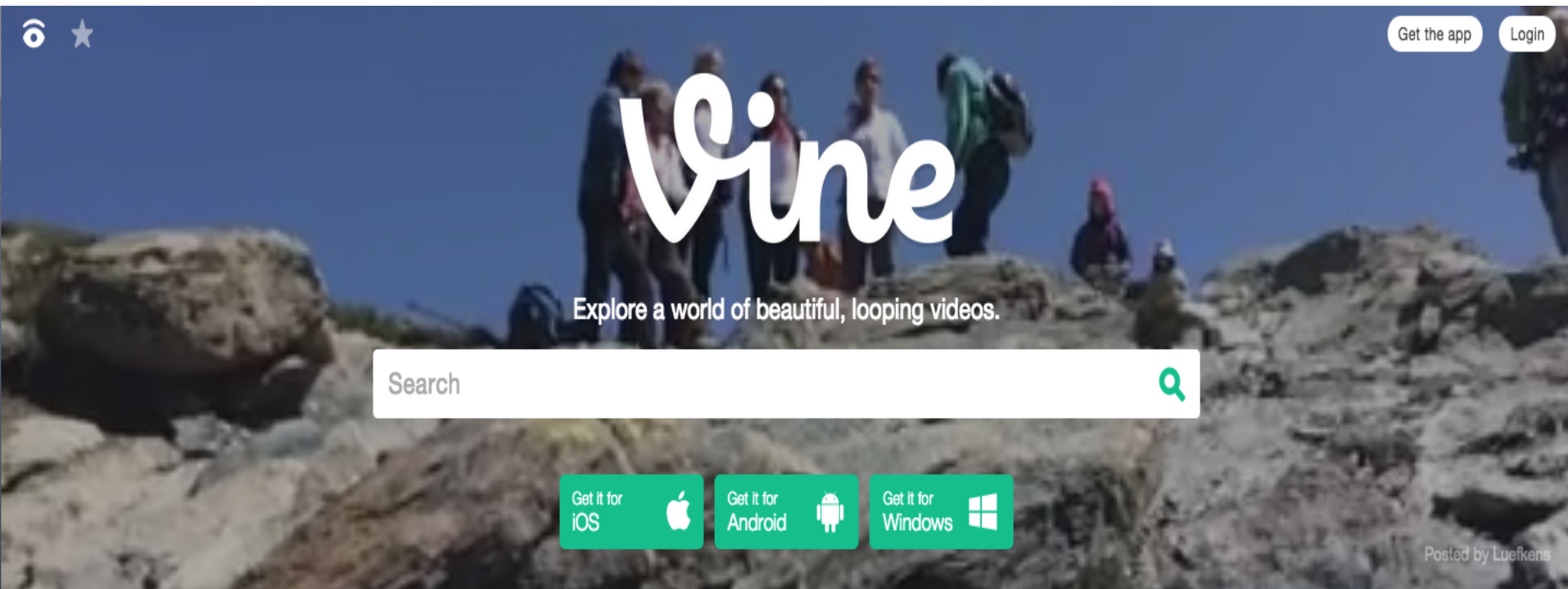
What's Hot

- TECH
Where's HomeKit? Smart Home Companies Gear Up for Apple Launch
This week is another big one for Apple, where we'll likely see the launch of new iPads and iMacs, but we might finally learn more about HomeKit too.
801 SHARES

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HEALTH CARE**
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vine

- Best Social Site
- 2014 Webby Awards



Charlottesville/Albermarle County CVB

- Digital Marketing Platinum Award Winner
- 2013 Adrian Awards

Experience Charlottesville

October
Virginia Wine Month

Charlottesville
ALBEMARLE COUNTY
VIRGINIA

Experience Charlottesville
County · City · Tourist Attraction

Like Follow Message

Timeline About Photos Likes More

Fairfax County CVB

- Digital Marketing Platinum Award Winner and Best in Show
- 2013 Adrian Awards

PLATINUM

264244 DigitalMarketing B2C VisitFairfax A
from Lizz Torgovnick **PLUS**

03:54

HD vimeo

BEST OF SHOW

The screenshot shows a video player interface. The main video frame displays a man in a white shirt taking a photo of a historical portrait of George Washington with a smartphone. The video title and author information are at the top. The player controls include a play button, a progress bar showing 03:54, and a 'vimeo' logo. A 'PLATINUM' badge is in the top left corner, and a 'BEST OF SHOW' badge is in the top right corner. Below the video player, there are four play button icons and three thumbnail images of the same scene.

Atlanta CVB

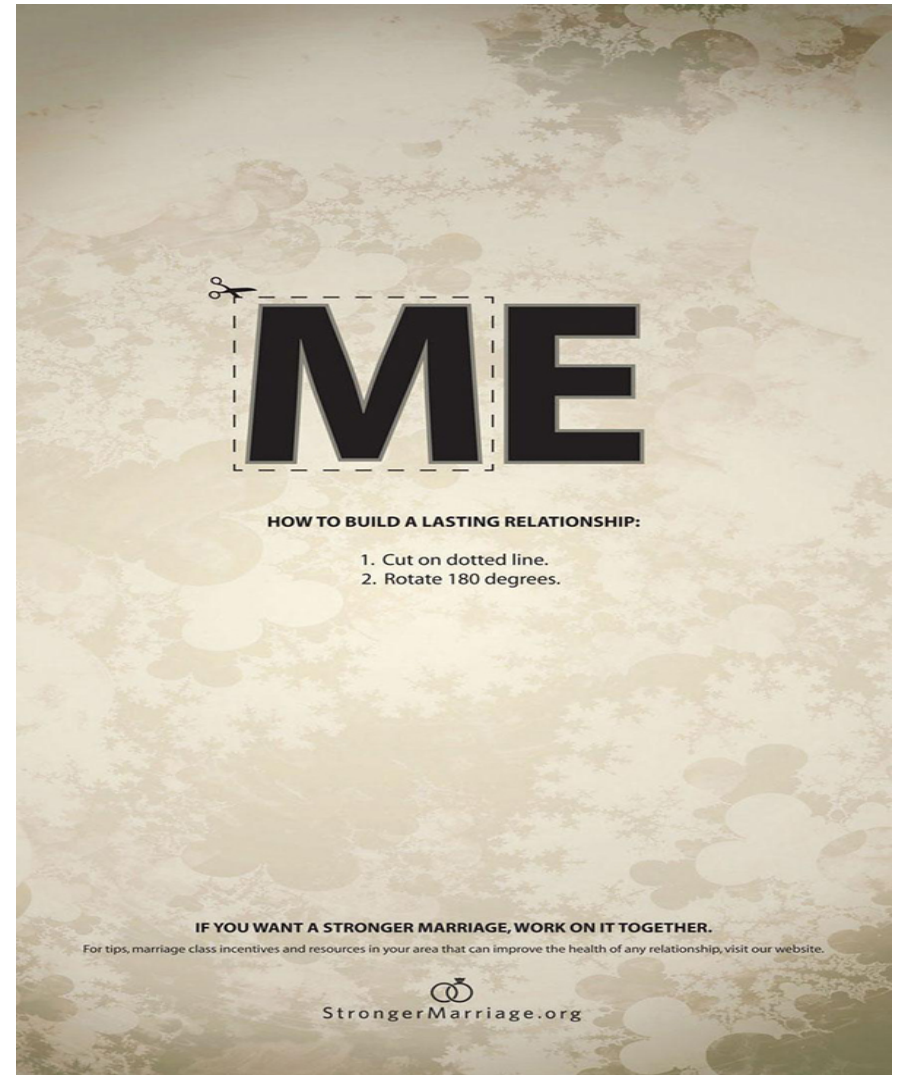
- Digital Marketing Platinum Award Video Campaign
- 2013 Adrian Awards





Stronger Marriage.org

- Best Print Ads
- ViralNova.com 2014



MacDonalds

- Best Print Ads
- ViralNova.com 2014



Playtex

- Best Print Ads
- ViralNova.com 2014



Time For The Critics Corner

