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Airbnb use Finch's 37 Degrees technology in revolutionary cinema campaign

Airbnb are executing a global-first cinema activation through Finch's 37 Degrees technology. The activation, which is only possible in cinema, brings to life Airbnb's largest brand campaign to date, 'Live There'. The 'Live There' campaign reimagines what it is to travel, showcasing the authentic and local experiences made possible through Airbnb.

Using the award-winning technology, movie-goers viewing the Airbnb cinema ad are able to see two alternate views of travel by simply tilting their heads up or down whilst wearing 3D glasses. The higher angle showcases authentic travel as an Airbnb guest, whereas the lower angle shows travel as an average tourist.

The Airbnb activation is a powerful convergence of storytelling, entertainment and technology on the big screen. The high quality visual and audio nature of cinema, as well as the immersive and shared experience enjoyed by cinema-goers, means it is the perfect medium to bring Airbnb's creative proposition to life.

The campaign has been made possible by SAWA, SAWA members (National CineMedia USA, Digital Cinema Media UK and Val Morgan Australia), Finch and Starcom (Airbnb's media agency). It launches this week in cinemas across Australia, the USA and the UK.

As stated by Cheryl Wannell, the General Manager of SAWA (the global cinema advertising association), 'It is the role of SAWA to showcase cinema innovation. Finch's technology was developed exclusively for the big screen, demonstrating the unique power of cinema'.

SAWA

SAWA is the global cinema advertising trade body for the cinema advertising industry, continually developing international standards and best practice for the cinema advertising medium. SAWA raises the profile of cinema through research, establishing standards and marketing initiatives, improving the communication between cinema advertising companies around the world, facilitating easier buying of cinema advertising for brands and agencies.

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