

Airbnb

Smiles make the warmest welcome

Fans welcome bands to South East Asia's largest indie music festival.

AIRBNB

Airbnb invited fans to share their warmest smiles to welcome their favourite bands taking the stage at St Jerome's Laneway Festival, Singapore's biggest indie music event.

- Concept
- Campaign copywriting
- Social
- Event Experience



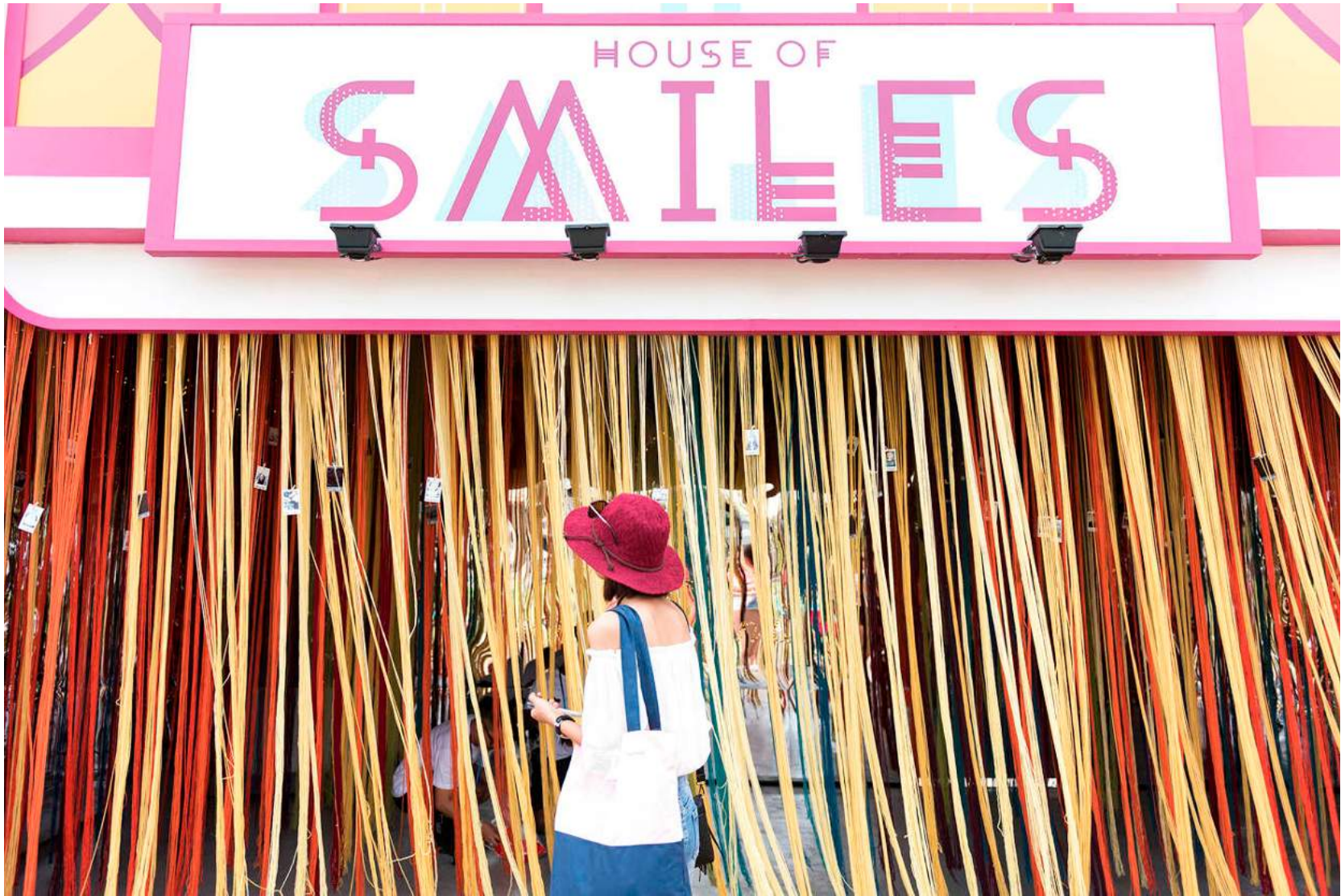
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Bands were made to feel like locals, welcomed by fans with crowdsourced gifts inspired by Singapore's diverse culture.



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The fans loved it...



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... and so did the bands!







