

EXHIBIT 18

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BirdBnB – every traveller deserves a home

December 16, 2013 at 8:53 by [Bridget](#) [Comments](#)

AirBnB have launched [BirdBnB](#) this week as part of the it's first integrated national campaign that includes online, TV, print and in-cinema. A team of artists were commissioned to replicate 50 Airbnb listings into birdhouses.

"Home to You" - Airbnb welcomes the Ultimate Tr...



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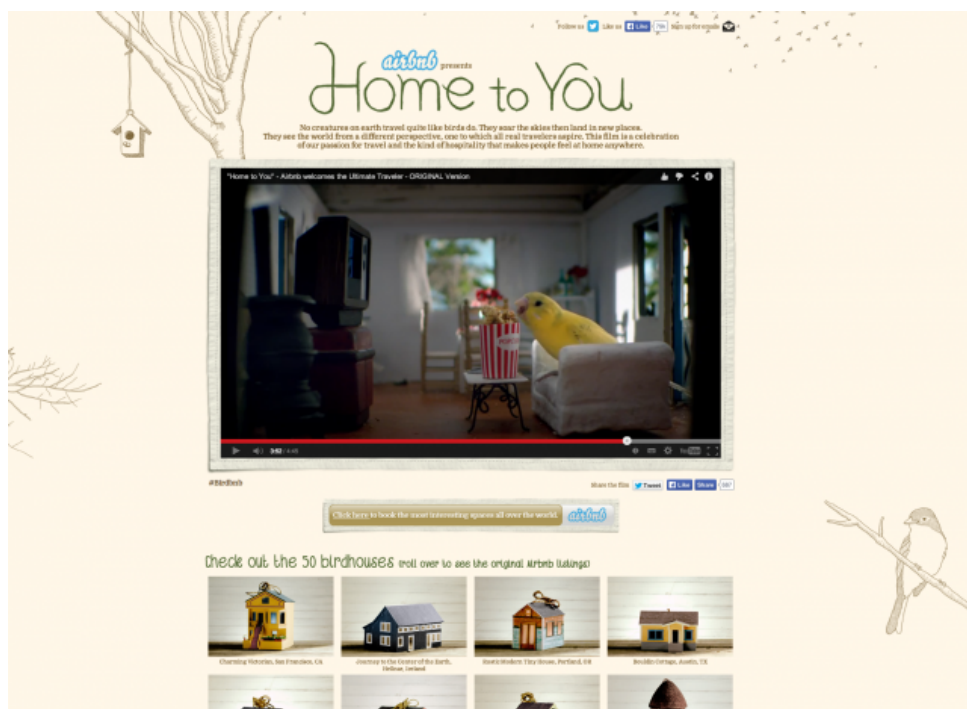
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I wish all agency websites were this good



"We created these birdhouses inspired by real Airbnb homes and the accompanying film as a metaphor for

the hospitality about which our company is built: Our hospitality is completely individual and designed by our hosts who know that making people (or birds!) feel at home anywhere in the world comes from warmth, intuition and an attention to detail.

We love the world's real travellers and this is an invitation to travel in a new way. The campaign is grounded in the insight that birds are the ultimate traveller. The work of the artists resonates with how much care the hosts put into their places.

Amy Curtis-McIntyre, CMO, Airbnb.

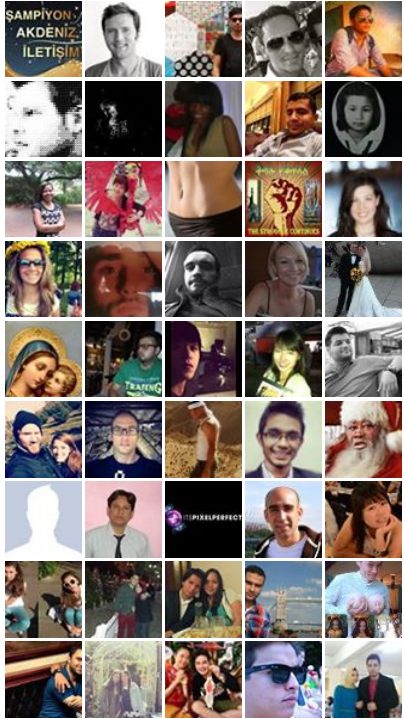
I can't help but wonder if it's just a coincidence that the No.1 competitor to Airbnb ([Home Away](#)) has a bird house as a logo 😊





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