

Slip Into Vacation



CUPSHE



airbnb

Agenda

1

Big Idea

2

SMART Goals

3

DEMO - Airbnb x Cupshe

4

Influencer Partnerships

5

AIDA Marketing Funnel

6

Estimated Budget

Challenge



LIMITED BRAND AWARENESS

Cupshe needs more exposure and recognition as a vacation lifestyle brand beyond swimwear.

LOW PREMIUM PERCEPTION

Cupshe needs an aspirational brand image as a higher-end swimwear and lifestyle brand.

CATEGORY CONSTRAINT

Current audience perceives swimwear as occasion-based, limiting everyday relevance and purchase frequency.

MISALIGNED TARGET AUDIENCE

Cupshe needs to expand toward younger women aged 25–35.



Big Idea

Slip Into Vacation



INSIGHT

Vacation is no longer limited to the beach.

IDEA

Swimwear is not just what you pack—it's how you enter vacation mode.

CONCEPT

- The moment you check into an Airbnb, you mentally shift into vacation mode.
- Changing into Cupshe becomes the symbolic “switch” into that feeling.

EXECUTION

- Cupshe x Airbnb introduces the Vacation Mode Kit
- An optional add-on to selected stays in Miami

Why Airbnb?

Airbnb Owns the “Moment of Escape”

- Airbnb is where users **transition from daily life into “vacation mindset”**
- The booking and check-in process signals a clear **emotional shift**
- Cupshe integrates into that exact moment

Expands Swimwear Beyond the Beach

- Airbnb’s wide range of listings **unlocks new contexts** where swimwear becomes relevant in everyday getaways
- A collaboration with Airbnb **positions Cupshe as a lifestyle brand** beyond swimwear

Experience-Driven Strategy

- Airbnb is built around **experiences, community, and sense of belonging.**
- The collaboration would **transform Cupshe products into part of the experience** and integrates fashion into vacation moments

Target Audience Alignment

- Both Airbnb and Cupshe target **experience-seeking consumers**
- Users on Airbnb are already looking for **short getaways**
- High overlap in travelers who plan **aesthetic, curated trips**

What’s in it for Airbnb? Building a Mutually-Beneficial Relationship

- Increases attractiveness for Airbnb’s listings through curated “styled-stays” concept
- Encourages higher booking intent by offering a differentiated, themed experience

SMART Goals



Within a 3-month summer pilot in Miami, increase Cupshe's positioning as a "vacation lifestyle brand" by 20% among target consumers, measured through pre- and post-campaign brand perception surveys.



During the 3-month campaign, Cupshe will secure 50+ earned media placements across fashion, lifestyle, and travel outlets and drive 1,000+ unsolicited positive reviews and comments.



Within the 3-month campaign period, Cupshe will drive 8,000 Vacation Mode Kit purchases and acquire 6,000 new email sign-ups.

Demo Walkthrough

airbnb

Places to stay

Experiences



Q Miami · 3 nights · 4 guests

All

Beachfront

Pools

Trending

Luxury

Stay in Swim · by Cupshe

Filters

300+ stays in Miami



Rooftop Pool Retreat in Miami

4 guests

\$450 night

★ 4.9

Modern Waterfront Villa

6 guests

\$520 night

★ 5

Tropical Paradise with Pool

4 guests

\$380 night

★ 4.8

Alyssa Coscarelli

Fashion newsletter writer

<http://alyssacoscarelli.com/about>



CHANNEL: FASHION NEWSLETTER (SUBSTACK)

QUALITATIVE JUSTIFICATION:

- **Style:** Focuses on personal style, lifestyle, and travel aesthetics
- **Branding:** Known for curation and storytelling, not just trend reporting
- **Audience:** Audience aligns with 25–35 women who value experience + style

QUANTITATIVE JUSTIFICATION:

- Substack: ~40K–60K subscribers
- Strong industry credibility (ex-Editor at Refinery29)

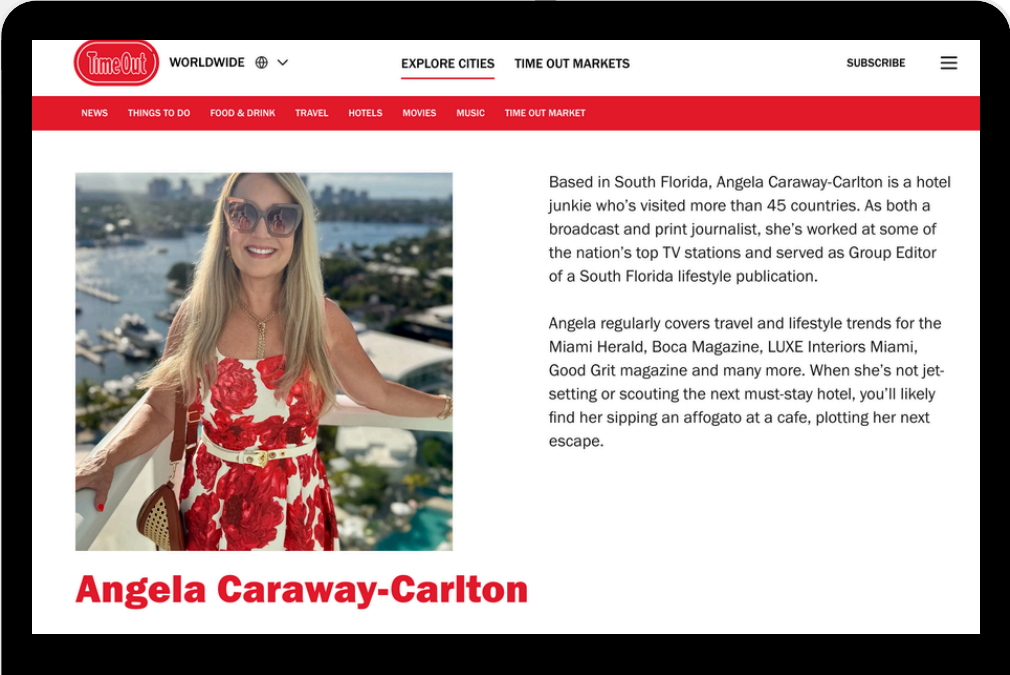
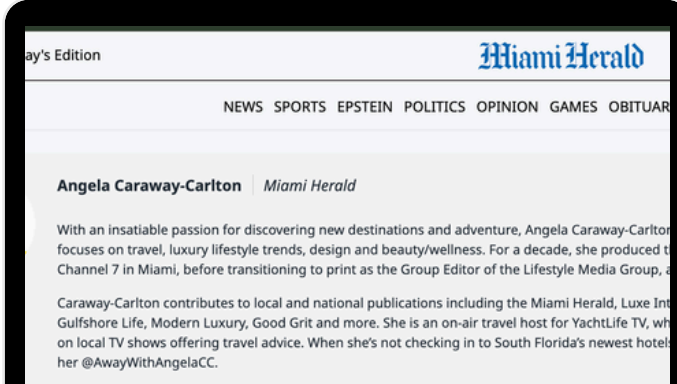
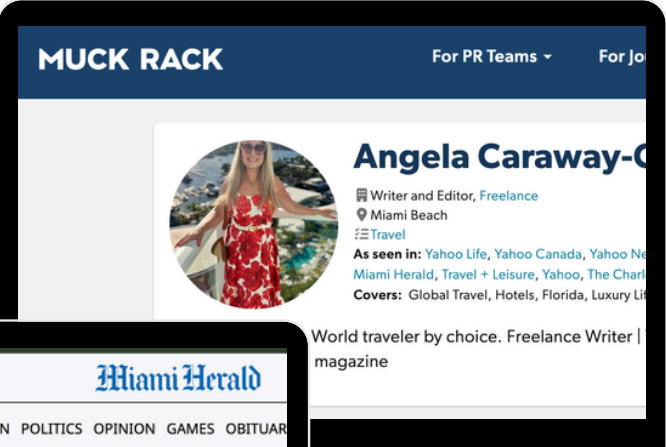
COLLABORATION IDEA:

“WHAT TO PACK WHEN YOUR AIRBNB IS THE DESTINATION”

showcasing the Miami Vacation Mode Kit and guiding readers to explore the Cupshe landing page and take the Style Quiz.

Angela Caraway - Carlton

<https://www.timeout.com/profile/angela-caraway-carlton>



TRAVEL JOURNALIST

- Miami-based travel & lifestyle
- **Primary Channels:**
 - * Miami Herald
 - * Time Out Miami
 - * Boca Magazine / lifestyle magazine features
 - * Freelance travel editorial outlets

Qualitative & Quantitative Justification

- Credibility
- Local knowledge
- Lower cost
- Support landing page traffic, quiz completions, and non-social impressions

Target Audience

- Women aged 25-35
- Interested in travel, lifestyle, wellness, and weekend getaways
- Miami travelers seeking trusted editorial recommendations



The Travel Diaries

by Holly Rubenstein

Travel Podcast

<https://thetraveldiariespodcast.com/>



Holly Rubenstein is a travel and entertainment journalist, travel expert and podcaster.

PODCAST OVERVIEW

- A weekly podcast series where journalist Holly Rubenstein chats with guests about travel experiences and destinations around the world that have shaped their lives.

TARGET DEMOGRAPHICS

- Primarily higher-income young female audience who are interested in:
 - curated travel experiences
 - aesthetic stays
 - meaningful getaways

QUALITATIVE JUSTIFICATIONS

- The host is a travel expert for major broadcast outlets and brands such as BBC Radio 1.
- Long-form content enables deeper brand integration and storytelling

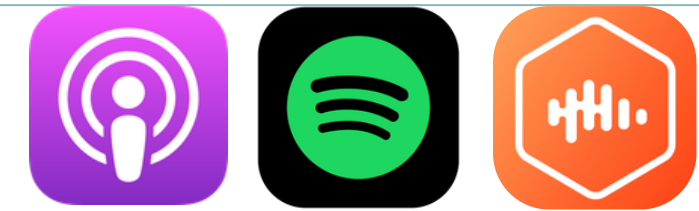
QUANTITATIVE JUSTIFICATIONS

- Top 50 of the Apple Podcasts charts
- 35,000+ weekly listeners
- Featured in Inflight Entertainment Systems of major airlines, reaching a combined additional monthly listenership of 10.7 million a month.

The Travel Diaries

by Holly Rubenstein

Travel Podcast



COLLABORATION CONCEPT:

- Invite Holly to the branded Cupshe x Airbnb stay in Miami
- Sponsor an episode within the “Destination Special” series
- Rather than focusing solely on the destination, the episode will explore the emotional and physical shift into “vacation mode”

CONTENT APPROACH:

- “*Destination Special: Miami Escape*”
- The episode will include Holly’s Airbnb host as a guest speaker
- The story will blend Holly’s personal journey, reflection, and conversation with the Airbnb host

KEY MESSAGES:

- Airbnb is the enabler of space and experience; Cupshe is the transformation into vacation mode
- Cupshe’s curated “Vacation Mode Kit” will be introduced as part of Holly’s pre-trip preparation and arrival ritual, positioned as a tool that helps her transition into the mindset of a holiday

Marketing Funnel



Awareness

- Build brand visibility
- Introduce Cupshe x Airbnb
- Position Cupshe as vacation lifestyle

Interest

- Explain the Vacation Mode Kit
- Show how Cupshe fits a getaway
- Build curiosity around the experience

Desire

- Make the lifestyle feel aspirational
- Connect Cupshe with escape and self-expression
- Help audiences imagine their own trip

Action

- Drive landing page visits
- Encourage Style Quiz completion
- Increase sign-ups and purchases

Estimated Budget ≈ 800K

- Vacation Mode Kit - \$60K
- Airbnb Partnership - \$200K
- Press Release - \$100K
- Podcast - \$25K
- Travel Journalist - \$5K
- Newsletter - \$5K
- Creative Production - \$100K
- Website Landing Page - \$70K
- Paid Media - \$100K
- Team Effort + Others - \$100K

Uses existing inventory
(no production cost)
Includes packaging,
inserts, logistics, shipping

Paid Media - \$100K
13.1%

Media pitching (travel +
lifestyle publications)

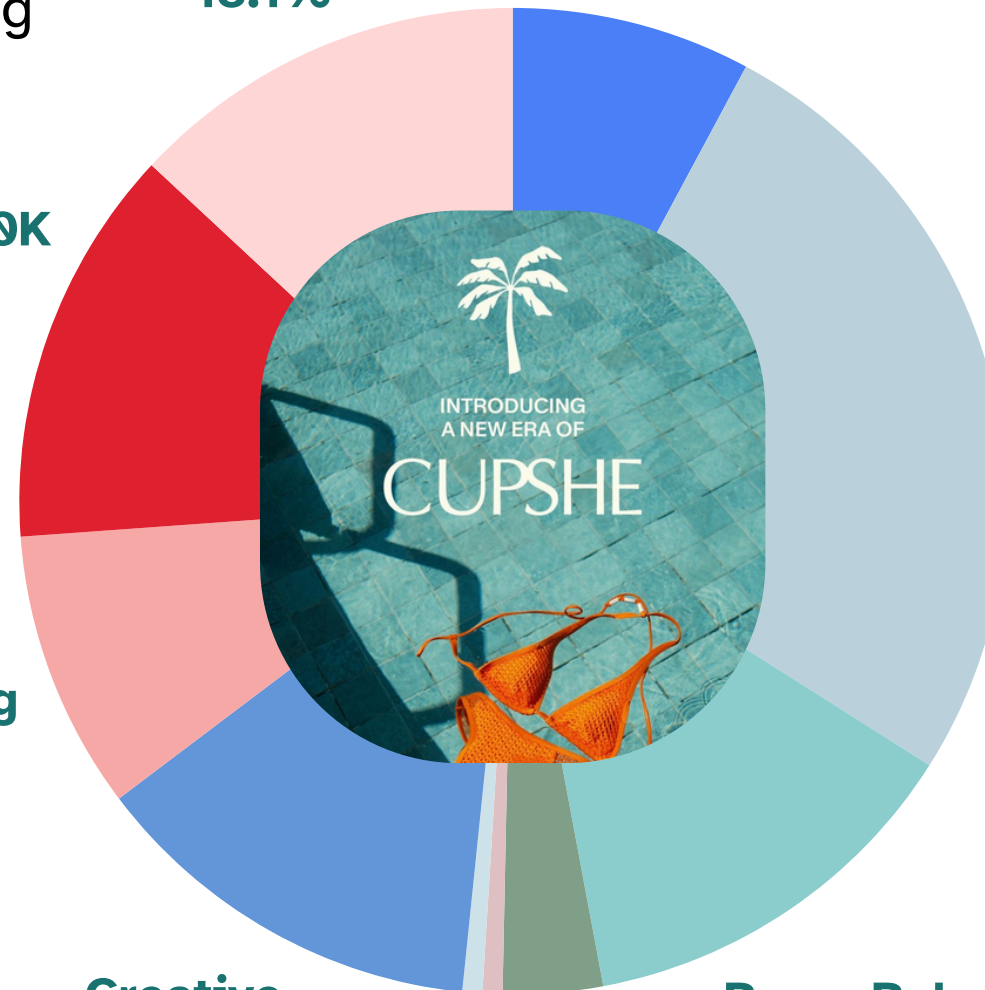
**Website Landing
Page - \$70K**
9.2%

40K-60K subscribers
~35-45% open rate (~20K opens)

Refer to *InfluencerFee*,
Substack Sponsorship Rates Guide (2026)
Substack CPM: \$50-\$150
2-3x higher than traditional newsletters

**Team Effort +
Others - \$100K**
13.1%

**Vacation Mode
Kit - \$60K**
7.8%



**Creative
Production -
\$100K**
13.1%

**Travel
Journalist -
\$5K**
0.7%

**Press Release
- \$100K**
13.1%

Airbnb booking flow integration
Confirmation page placement
Newsletter inclusion

**Airbnb
Partnership -
\$200K**
26.1%

35,000 downloads / episode
4-6 episode campaign
Mid-roll, host-read

CPM model: \$18-\$50+
Mid-roll: \$25-\$50 CPM
(*DX Media Direct, Podcast Sponsorship
Rates Guide (2026)*)

Hosted Airbnb stay + editorial article
Freelance travel journalist
article rates: \$200-\$1,000+

References

Buddy, Vaughn (2026, January 12). Podcast Sponsorship Rates: A Complete Pricing Guide. DX Media Direct.

<https://www.dxmediadirect.com/podcast-sponsorship-rates-guide/>

Caraway-Carlton, Angela (n.d.). Angela Caraway-Carlton. Time Out. Retrieved May 5, 2026, from <https://www.timeout.com/profile/angela-caraway-carlton>

Coscarelli, Alyssa. (n.d.). About. Alyssa Coscarelli. Retrieved May 5, 2026, from <http://alyssacoscarelli.com/about>

InfluencerFee. (2026, May 6). Substack Brand Deals: Creator Sponsorship Rates and Partnership Guide. InfluencerFee.

<https://influencerfee.com/post.php?slug=substack-creator-brand-deals>

Miami Herald. (n.d.). Angela Caraway-Carlton. Retrieved May 5, 2026, <https://www.miamiherald.com/profile/285973136/>

Muck Rack. (n.d.). Angela Caraway-Carlton's profile. Retrieved May 5, 2026, from <https://muckrack.com/acaramiami>

The Travel Diaries. (2026). <https://thetraveldiariespodcast.com/>



Thank you

PLEASE LET US KNOW YOUR FEEDBACK



CUPSHE



airbnb