

Storytelling in Branding

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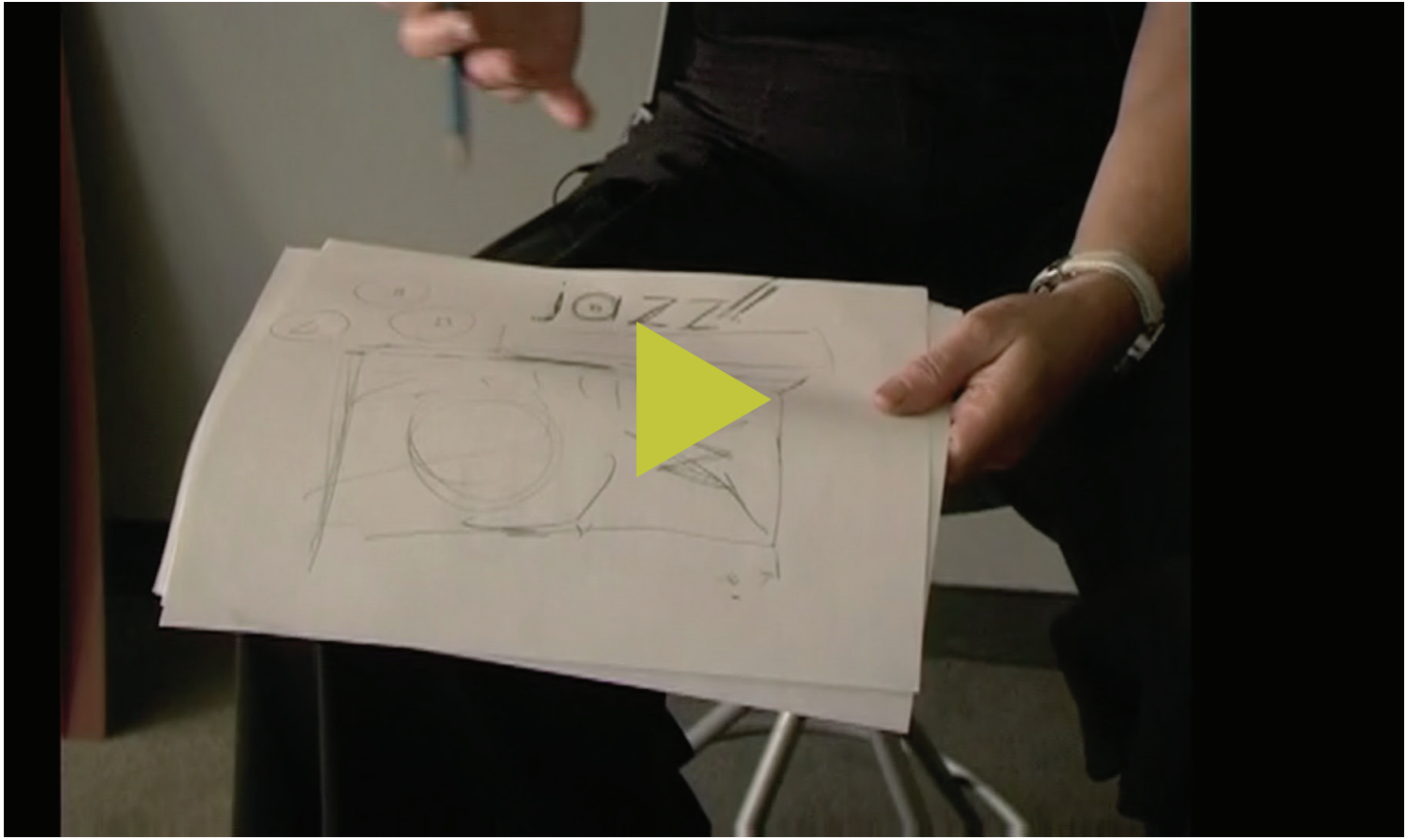
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jazz
at lincoln center



jazz
at lincoln center



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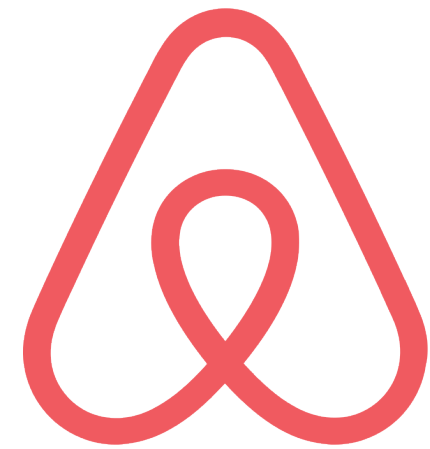
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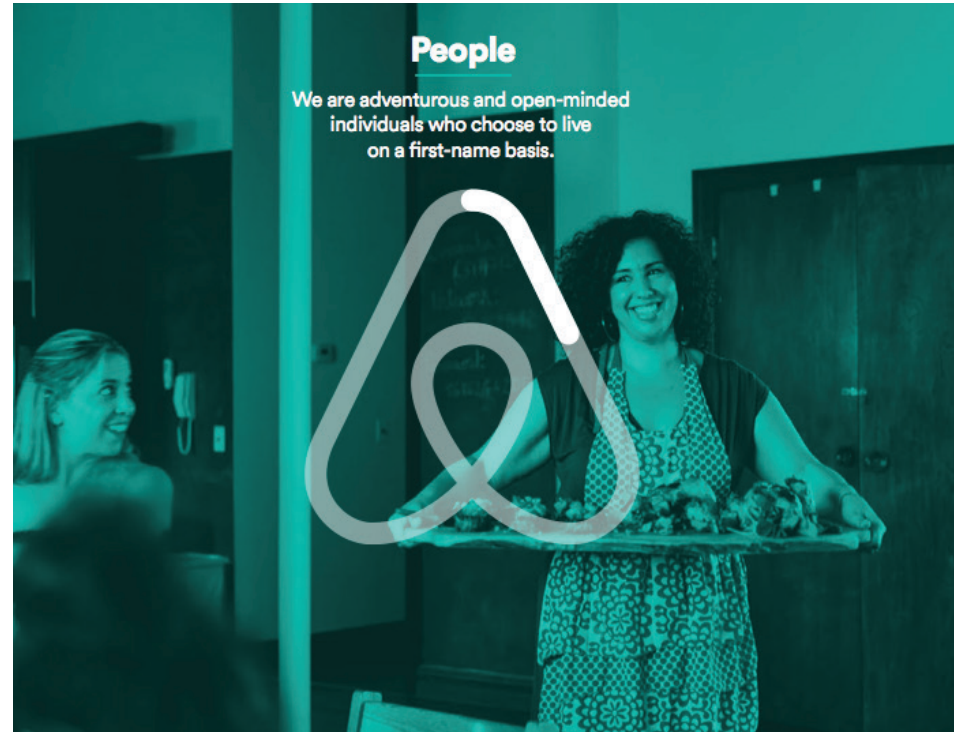
airbnb

Overview
Mission statement

**We believe in
a world where
people belong,
anywhere.**

People

We are adventurous and open-minded
individuals who choose to live
on a first-name basis.





PEOPLE

+



PLACES

+



LOVE

+



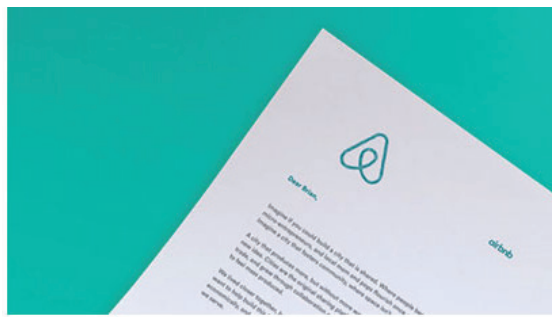
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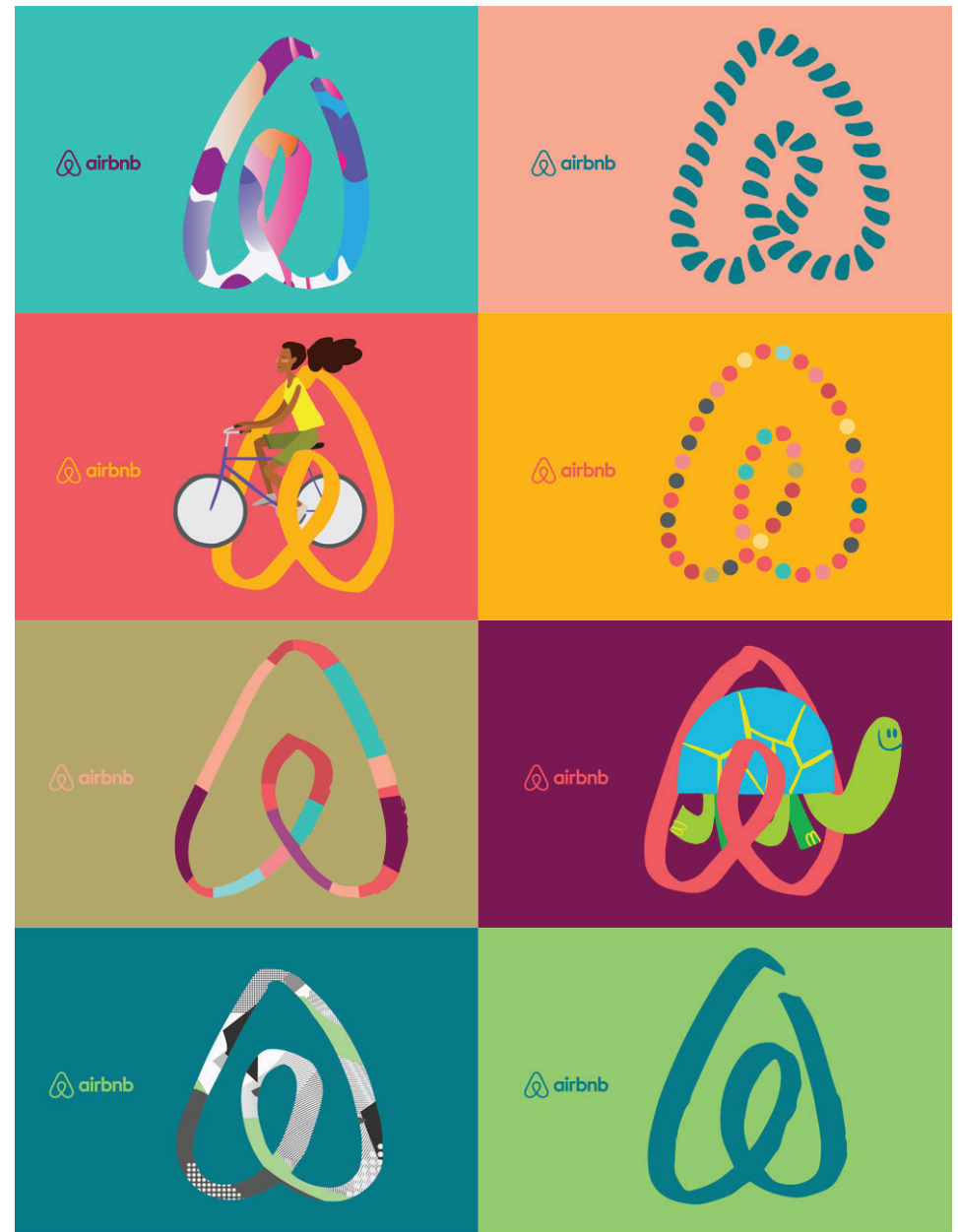


Belong.

<https://www.youtube.com/watch?v=nMITXMrrVQU>



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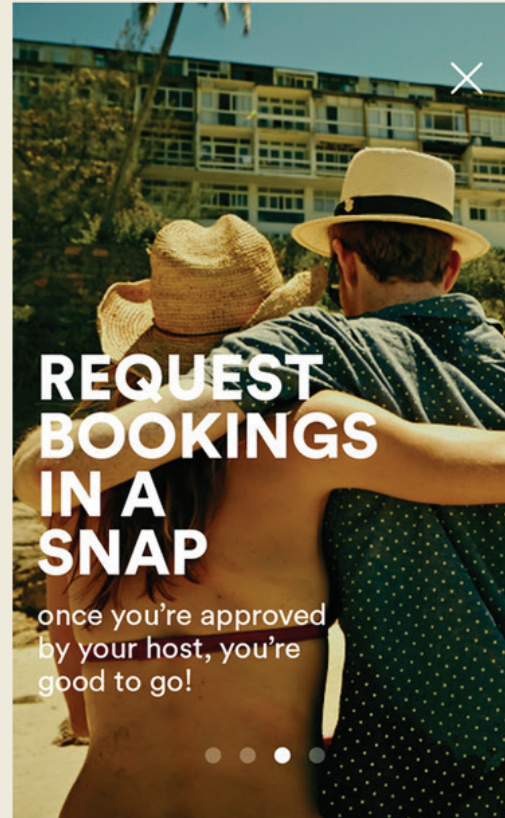
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JUDITH

New York, United States

New Chapter: Breaking bread together...again

Stories from the Airbnb Community



New Chapter: Breaking bread together...again

Her whole life, Judith loved to cook for others—from family to friends. That all changed when her husband passed away, leaving her so distraught that she couldn't bear the thought of going into the kitchen. But when she took the plunge and invited guests into her home, she rediscovered her love of sharing food with other people. These days, she especially enjoys making breakfast for families.

“I am really crazy about the richness that has come into my life, and the opportunity to be of service... it's a joy to be able to introduce New York living.”

Airbnb teams up with local directors and photographers to bring these stories to life. Thanks to [Tony Castle](#) and [BFD Productions](#) for capturing this story.



Judith is a retired chaplain. Although she is unable to travel today, she is very interested in hearing about life in other countries, and loves to read—especially fiction that conveys a sense of the interior lives of characters in different cultures.



East Harlem
New York, United States

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