

Category: International Campaign of the Year
Agency Name: Lucky Generals
Start Date: 19/05/2016

Campaign Name: In Da Hostel with 50 Cent
Client Details: Hostelworld
Finish Date: 14/07/2016

Brief

Hostelworld is the world's leading hostel accommodation platform, with over 35,000 properties in over 170 countries we are a truly global company with a truly global customer base. Despite being inherently international, we face similar challenges country to country - to shift outdated perceptions of hostels and raise awareness of the Hostelworld brand. With this brief in mind, we needed to find a way to showcase the modern hostel to a global audience.

Our customers are predominantly made up of young travellers (aged between 18 and 34) and we want to engage with this core group in a way that successfully garners their attention by piercing through their social feeds and ultimately drives traffic to the website.

We understand that to cut through the noise in the already saturated social media and earned media platforms we would have to create a piece of sharable, watchable and funny content that is relatable on a global scale.

Through this video-lead campaign we were challenged to showcase the functional aspects of modern hostels without coming across as 'salesy', blunt and dry – which we succeeded in doing.

Rationale

Working with Lucky Generals we wanted to emulate the huge success of our 2015 video, *Youth Hostelling with Chris Eubank*, but this time on a global scale! Keeping our key objective in mind, our train of thought led us to a universally renowned rapper, 50 Cent. 'Fiddy' is well-known for his love of the finer things in life thanks to the tour of his eight bedroom mansion in the most watched episode of MTV Cribs of all time – and so Hostel Cribs was born.

Furthermore, there was a topical angle to using Fiddy. He had recently become embroiled in a court case and to avoid paying damages had declared himself 'bankrupt'. The truth was irrelevant; global news headlines suggested that Fiddy now needed a way to live his life of luxury on a budget. How better than to stay in hostels?

Lucky Generals negotiated a deal with Fiddy that would see him not only star in our content, but use his significant social media following (35M Facebook fans, 8M Twitter followers) to distribute the content. We flew him to Barcelona and created a 2 minute pastiche of MTV Cribs called *In Da Hostel with 50 Cent*, in which he shows the viewer around his new digs.

Ensuring this was a truly international campaign all activity was supported through the creation of a dedicated '50 Cent' landing page that was translated into our top six languages. This highlighted all the bling that hostels offer through blog content and the video itself. All video and content were developed for mobile, where our core youth audience live and breathe.

Constraints

We gave ourselves a near impossible task – to create one piece of engaging content that would tackle outdated-perceptions, tell the emotional hostelling story and lift the lid on the social side of hostels whilst also featuring a protagonist that was relevant to both a global consumer audience as well as a global media audience. Then we realised that nothing was impossible!

Budget *For Judges Eyes Only*

Results

Fiddy broke the video to his fans on Facebook and Twitter, and we re-posted and re-tweeted it from there. So far it has earned over 23M views globally and been shared more than 250K times.

Media outlets have picked up on the Fiddy video worldwide, but UK outlets include LadBible, The Guardian, The Daily Telegraph, The Daily Star, MTV.co.uk, Yahoo and Campaign. It has been celebrity news, music news, travel news, marketing news and frankly every other kind of news as well! It has generated 462 articles across 23 markets with a combined reach of over 1.16 Billion (Gorkana) and in the UK alone I generated 107 articles with a combined reach of over 514,086,648 (Gorkana).

- Video Views (Earned): 2,691,838
- Video Views (Paid): 8.6m
- Likes/reactions: 108,673
- Shares/retweets: 4,797
- Comments: 4,128
- Traffic to landing page (blog): 202,712



HOSTELWORLD

MEET THE WORLD

The LAD Bible 20 May at 23:00 Like Page

50 Cent has teamed up with [Hostelworld](#) to create possibly the weirdest advert ever. He seems to be doing anything for money these days...



50 Cent Stars In The Latest [Hostelworld](#) Advert To Make The Strangest Advert Ever

In Da Hostel...

THELADBIBLE.COM | BY GEORGE PAVLOU

Celia Venables, Natalie Solebo and 708 others 210 Comments 51 Shares

IN DA HOSTEL WITH 50 CENT

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