



Photography strategy

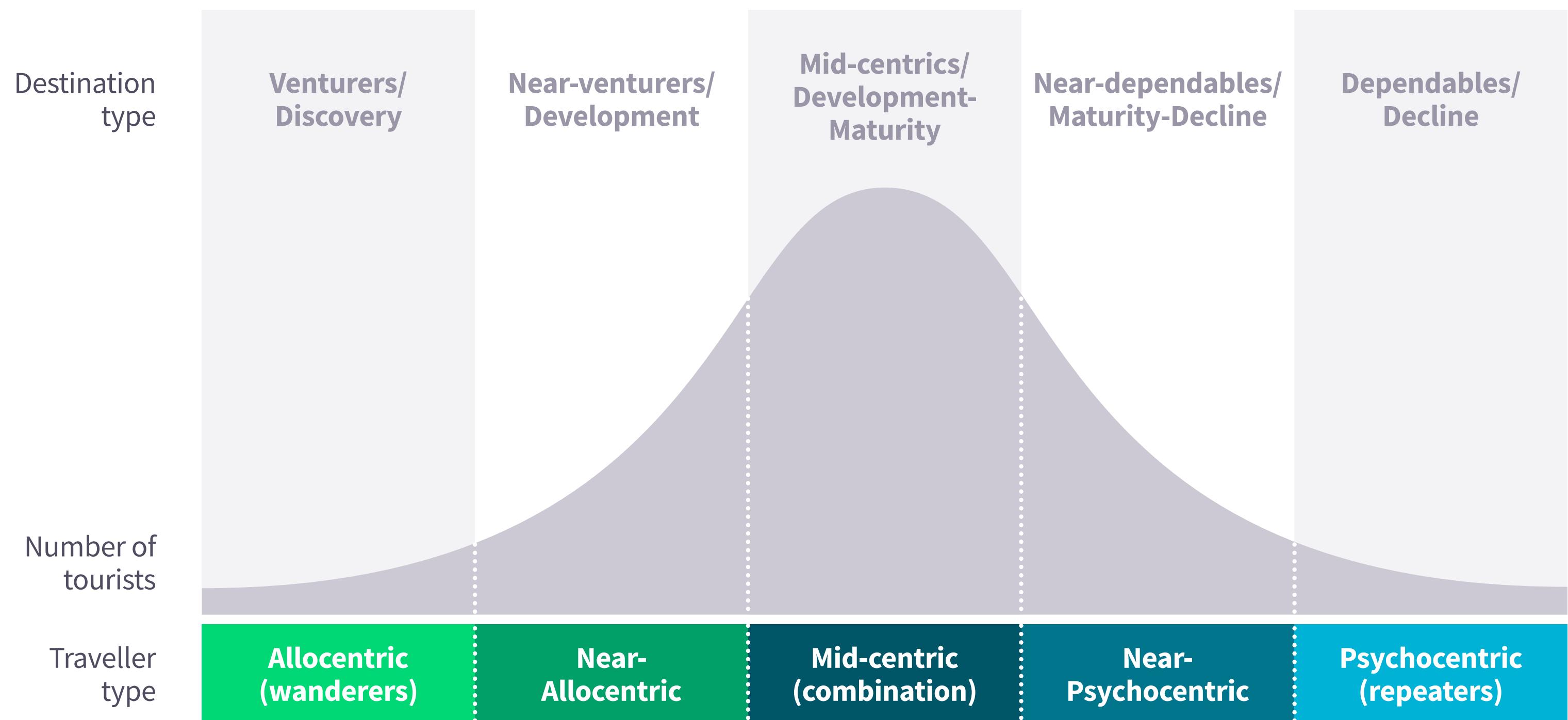
Where do we go from here?





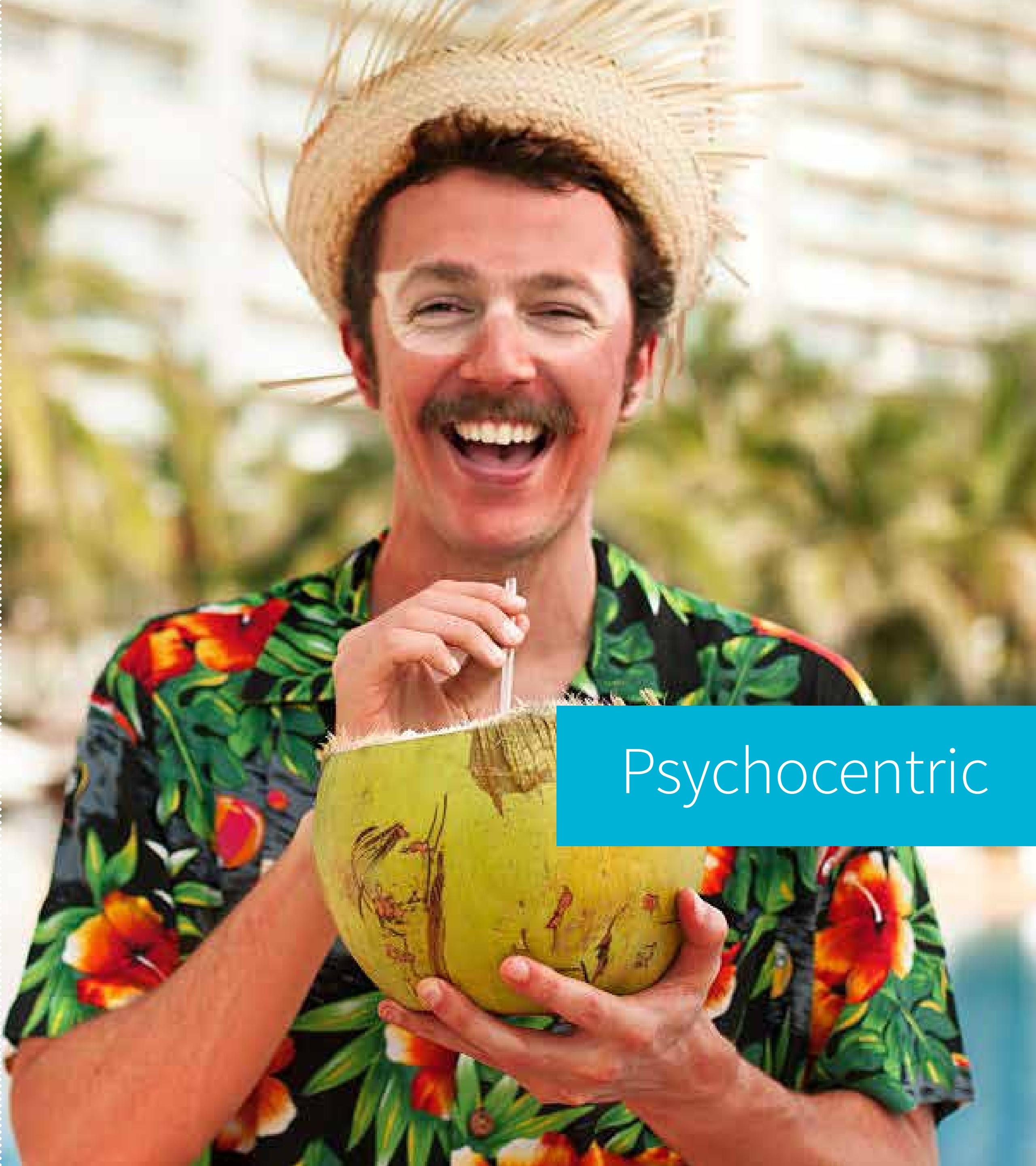
Traveller types

Plog's model of tourist behaviour



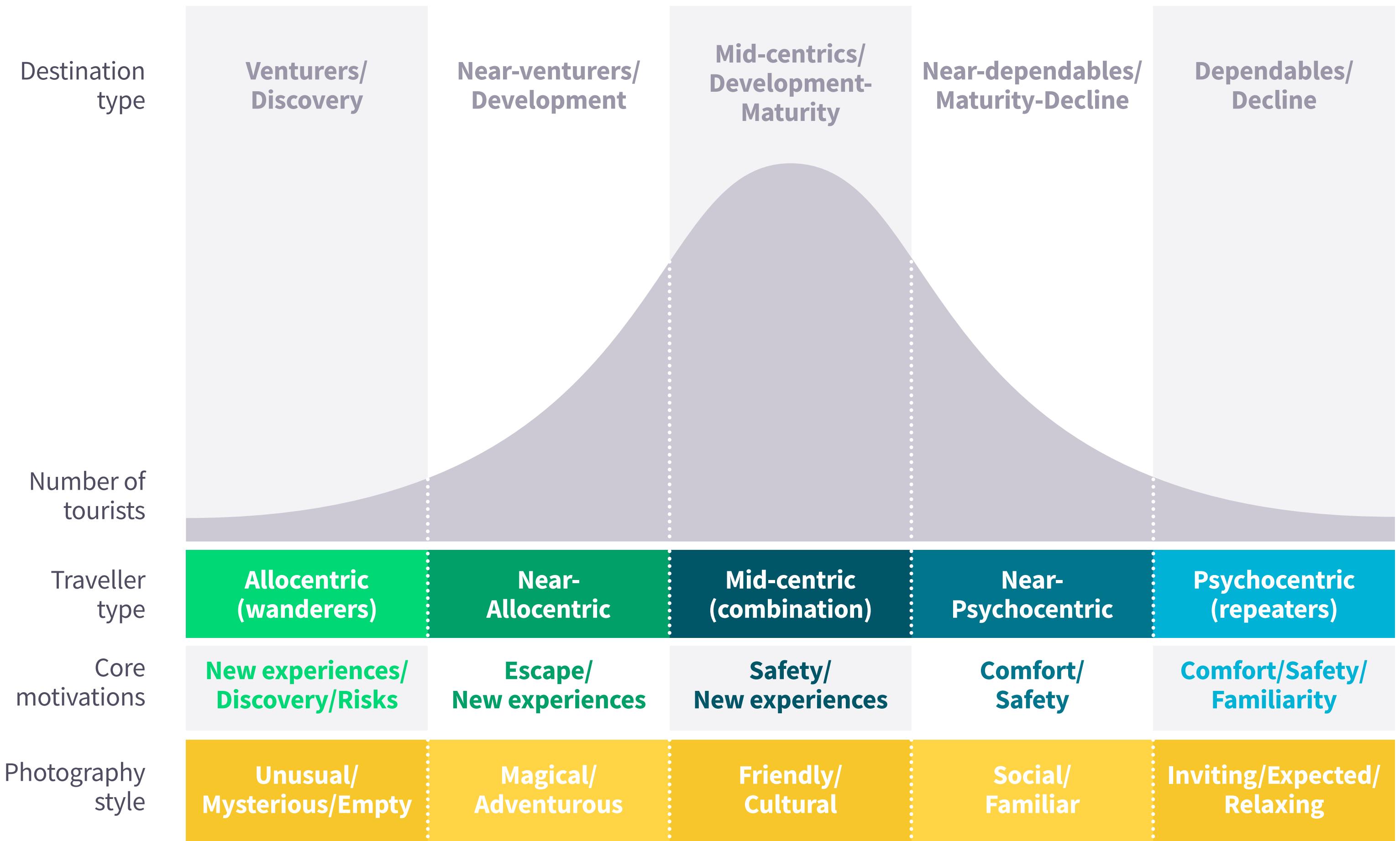


Allocentric

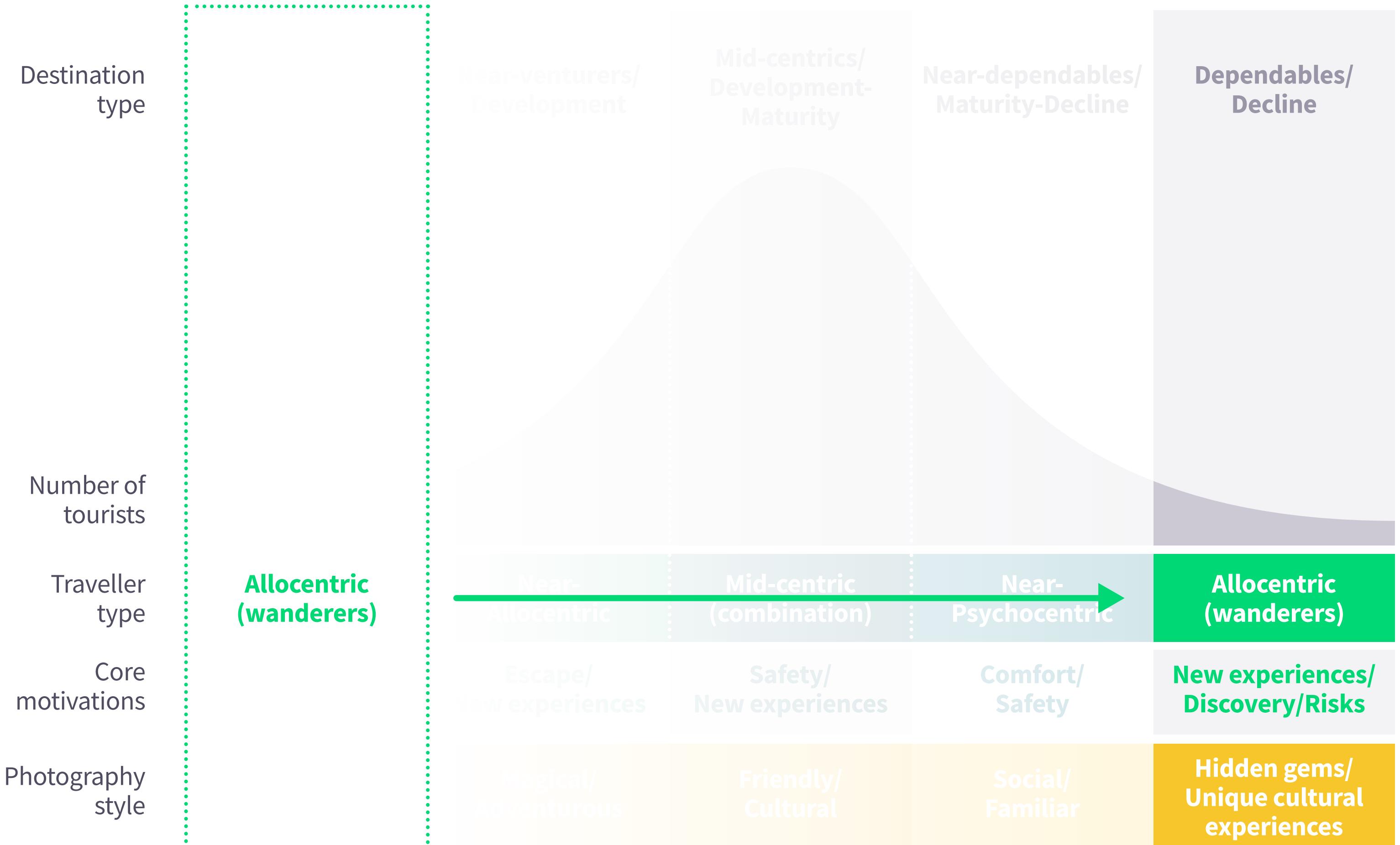


Psychocentric

Aligning photography to the model



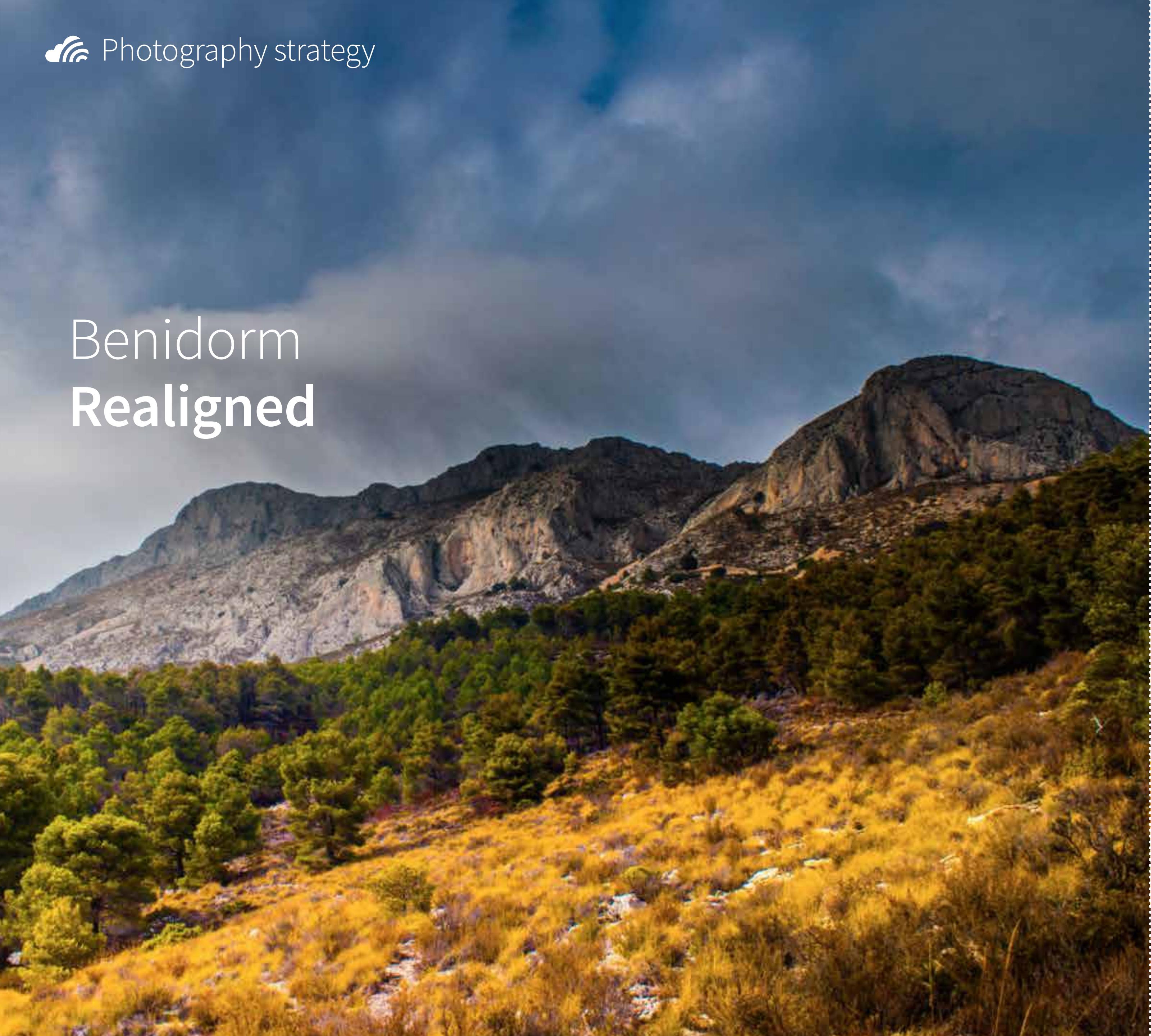
What if we want to alter alignment?



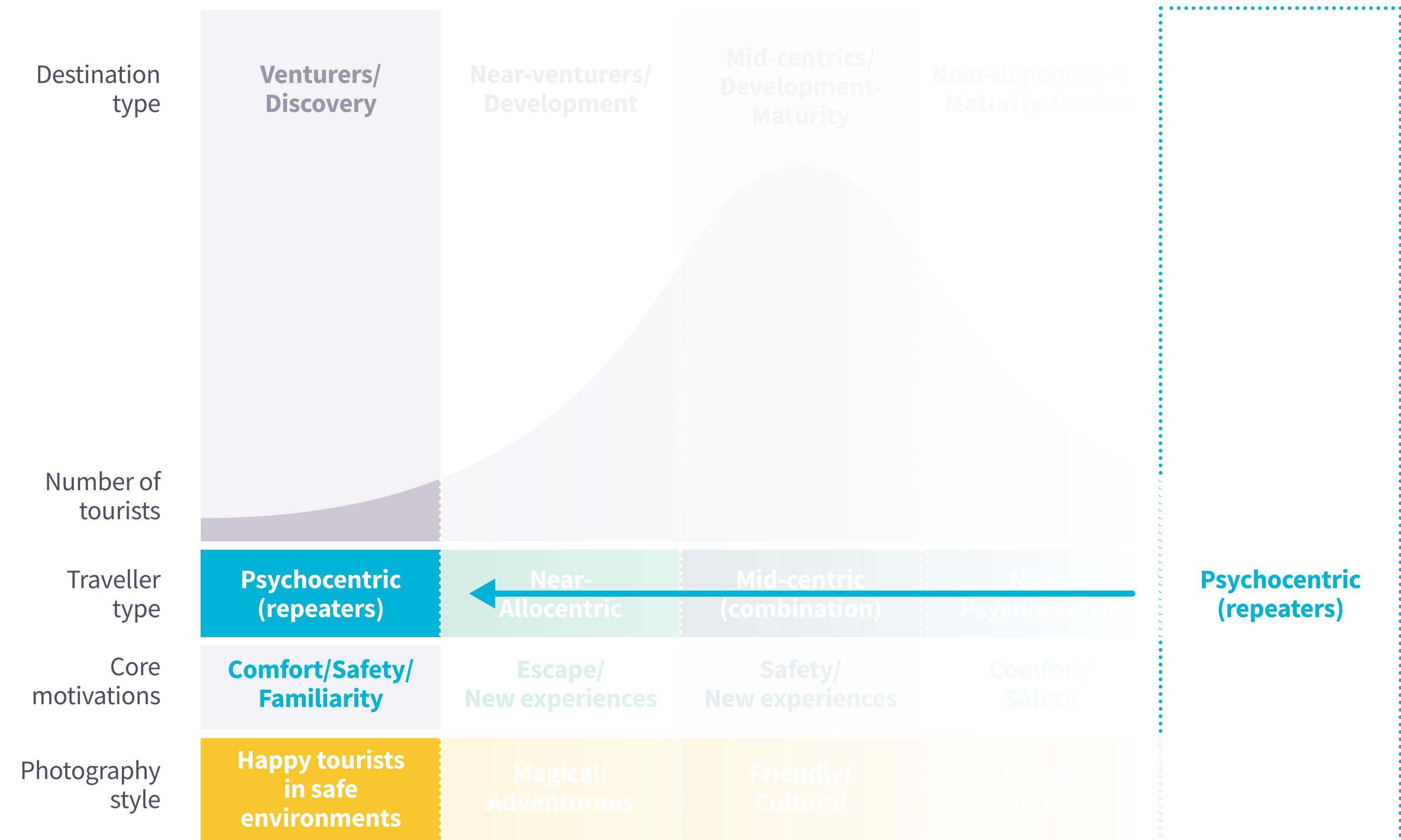
Benidorm
Expected



Benidorm
Realigned



We can move folks
the other way, too.



Marrakesh Expected



Marrakesh Realigned



gettyimage

Richard T. Nowitz



Example distribution: Dependable

**Benidorm
(Dependables/Decline)**



Example Photograph	Allocentric (wanderers)	Near-Allocentric	Mid-centric (combination)	Near-Psychocentric	Psychocentric (repeaters)
Traveller type	Allocentric (wanderers)	Near-Allocentric	Mid-centric (combination)	Near-Psychocentric	Psychocentric (repeaters)
Core motivations	New experiences/ Discovery/Risks	Escape/ New experiences	Safety/ New experiences	Comfort/ Safety	Comfort/Safety/ Familiarity
Photography style	Hidden gems/ Unique cultural experiences	Adventurous/ Unexpected	Friendly/ Cultural	Social/ Familiar	Inviting/Expected/ Relaxing

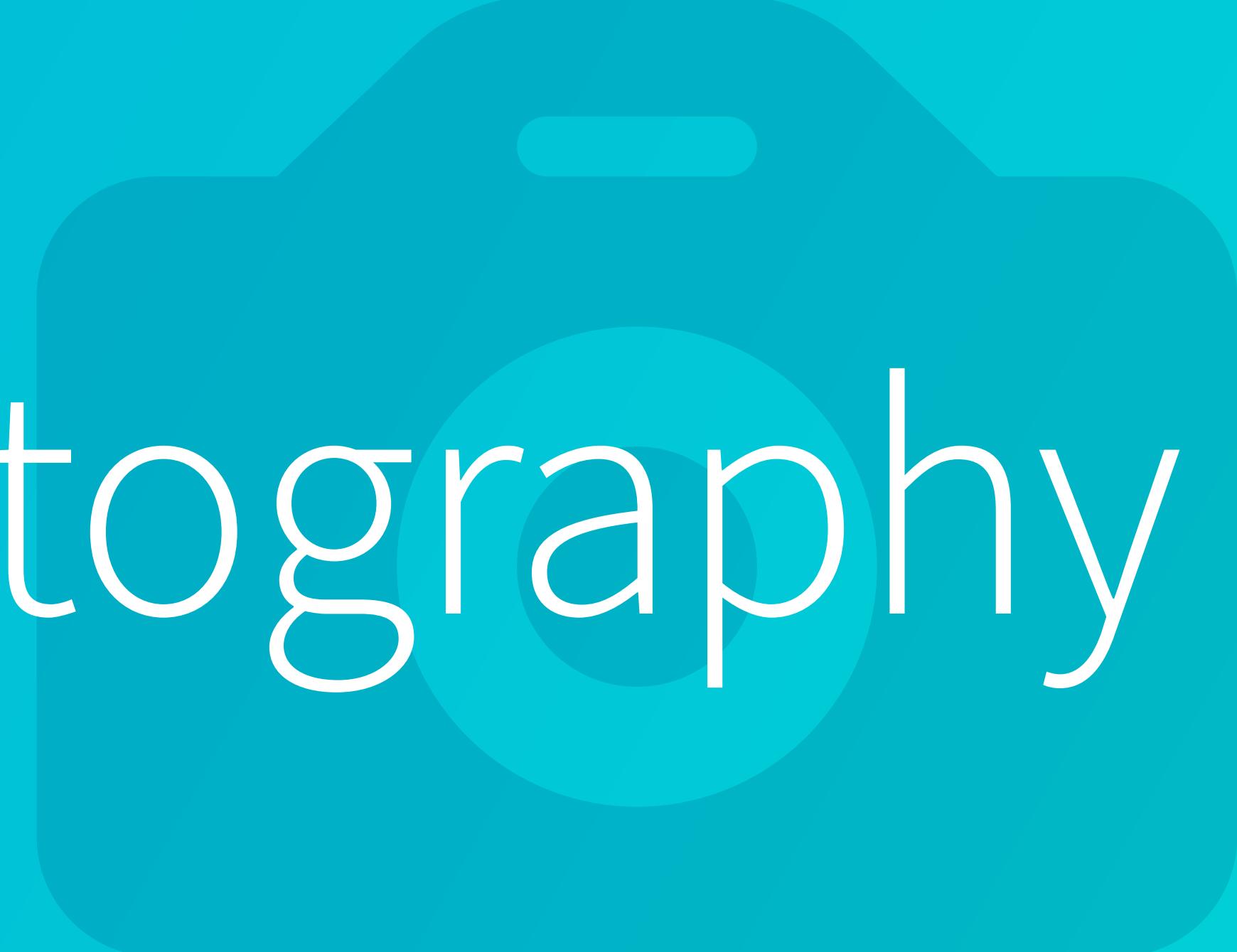
Atypical ← → Typical

Example distribution: Venturer

Example
Photograph

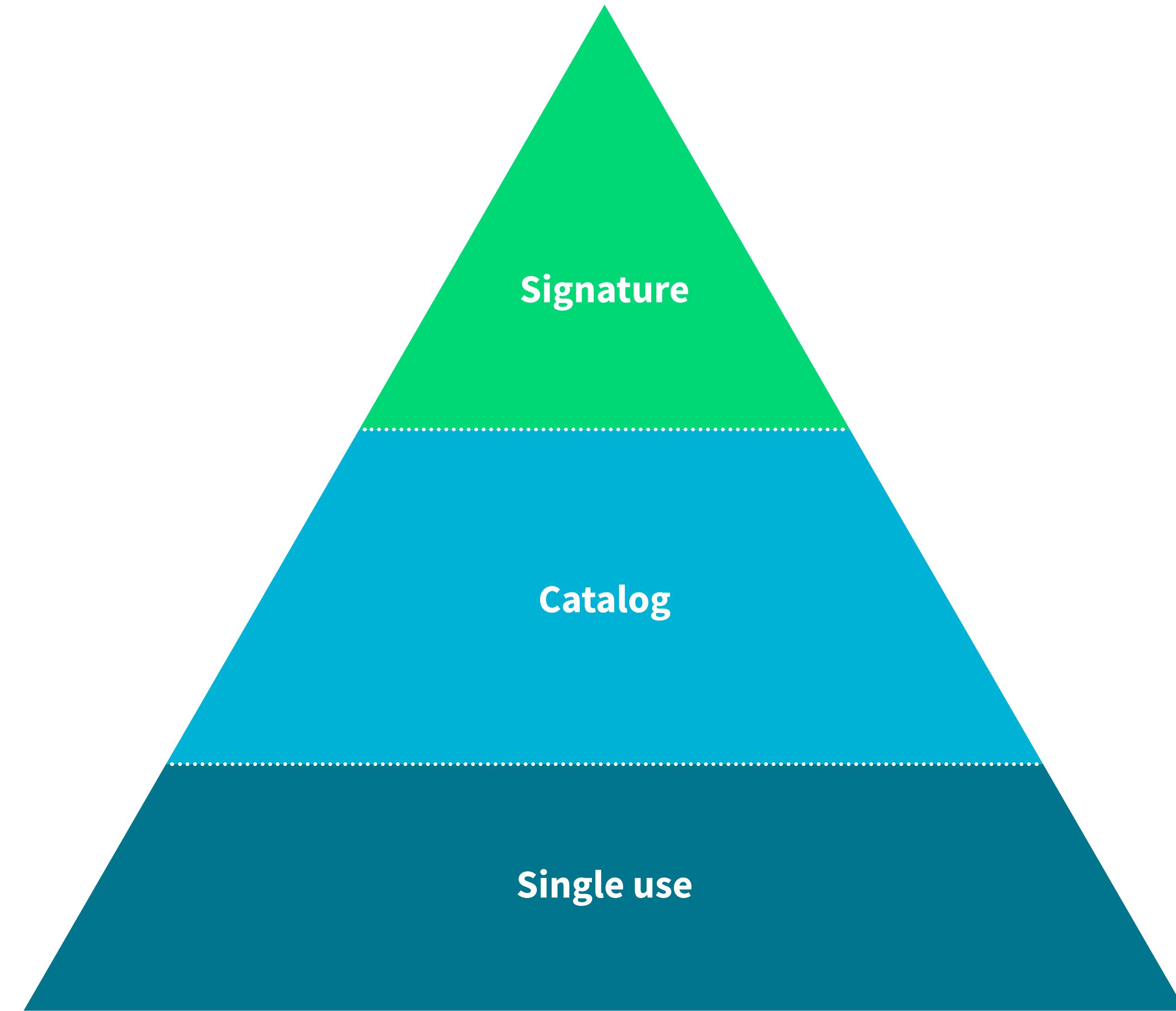
Marrakech (Venturers/Discovery)					
Traveller type	Allocentric (wanderers)	Near-Allocentric	Mid-centric (combination)	Near-Psychocentric	Psychocentric (repeaters)
Core motivations	New experiences/ Discovery/Risks	Escape/ New experiences	Safety/ New experiences	Comfort/ Safety	Comfort/Safety/ Familiarity
Photography style	Unusual/ Mysterious/Empty	Magical/ Adventurous	Friendly/ Cultural	Inviting/Expected/ Relaxing	Happy tourists in safe environments
Typical —————→ Atypical					



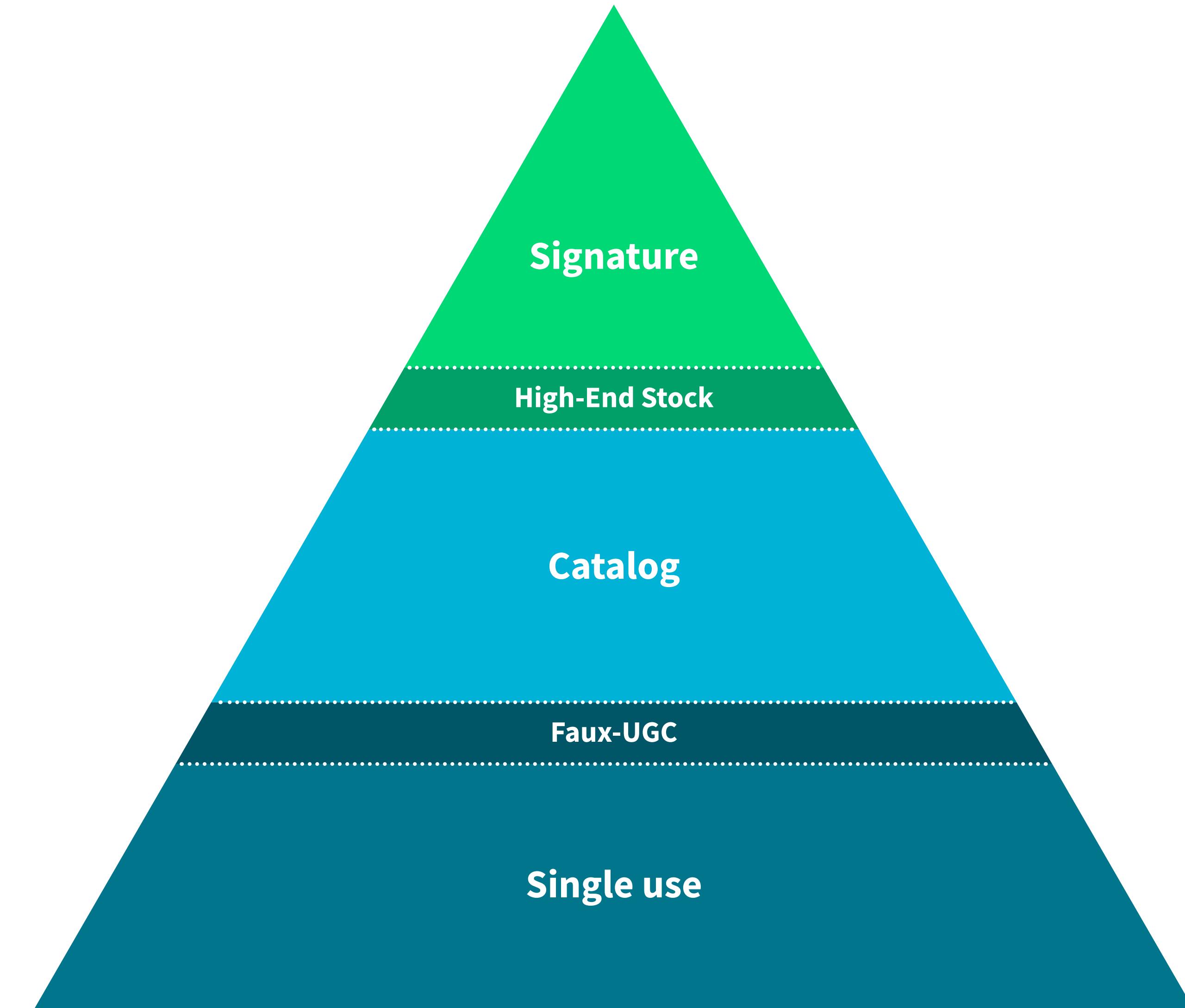


Photography tiers

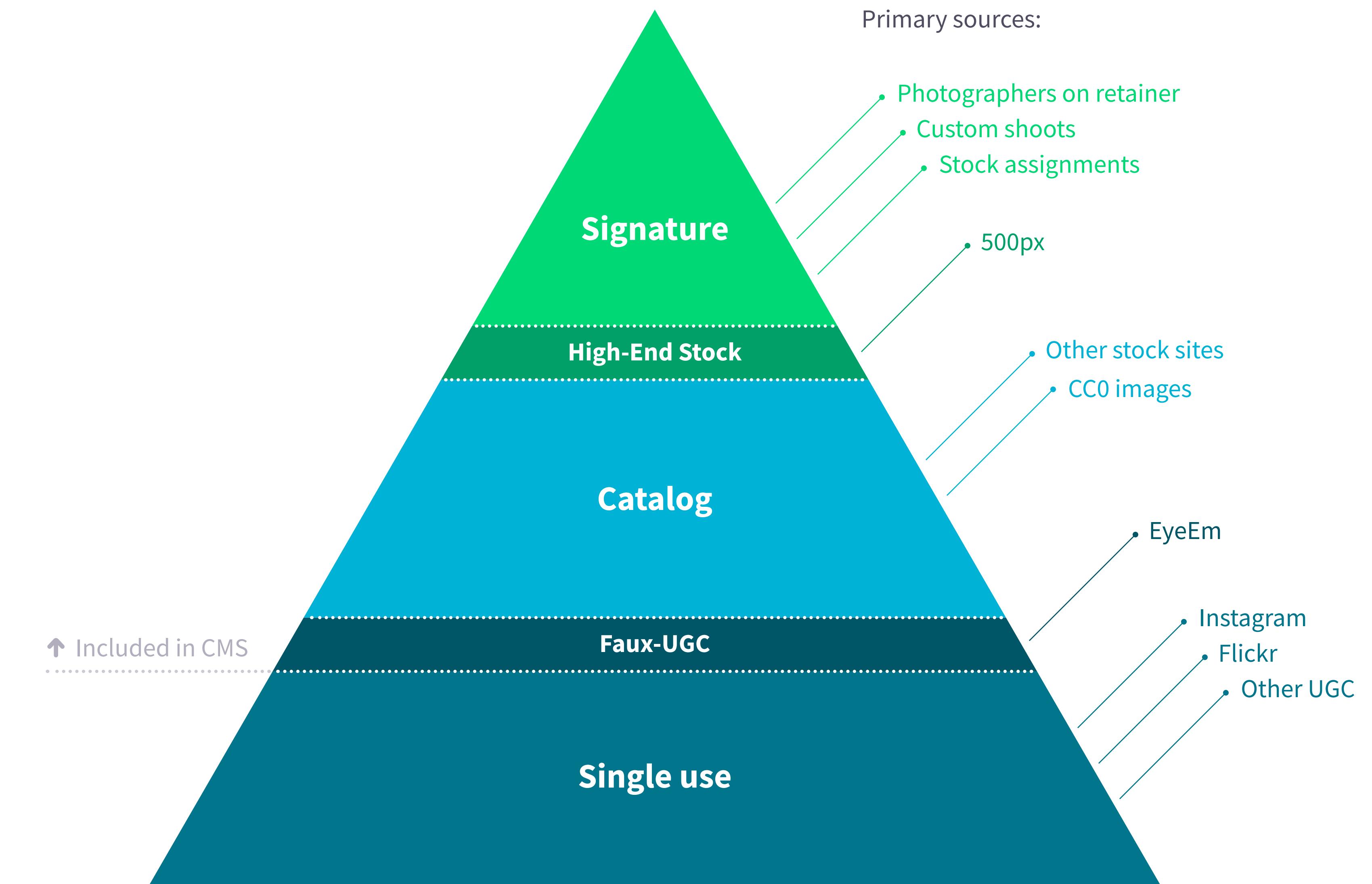
Tiered photography
model



Areas of overlap

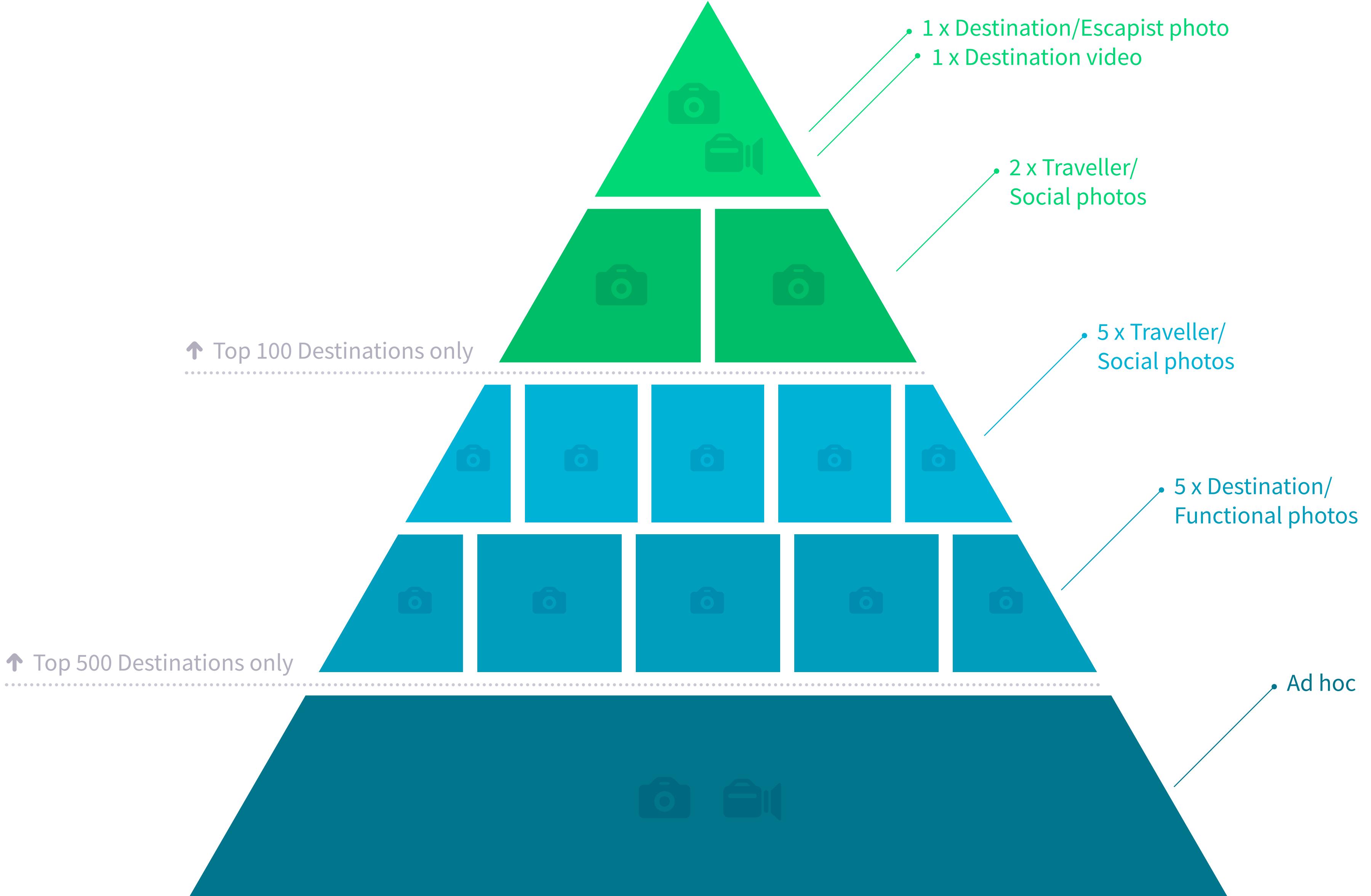


Primary sources



Photography strategy

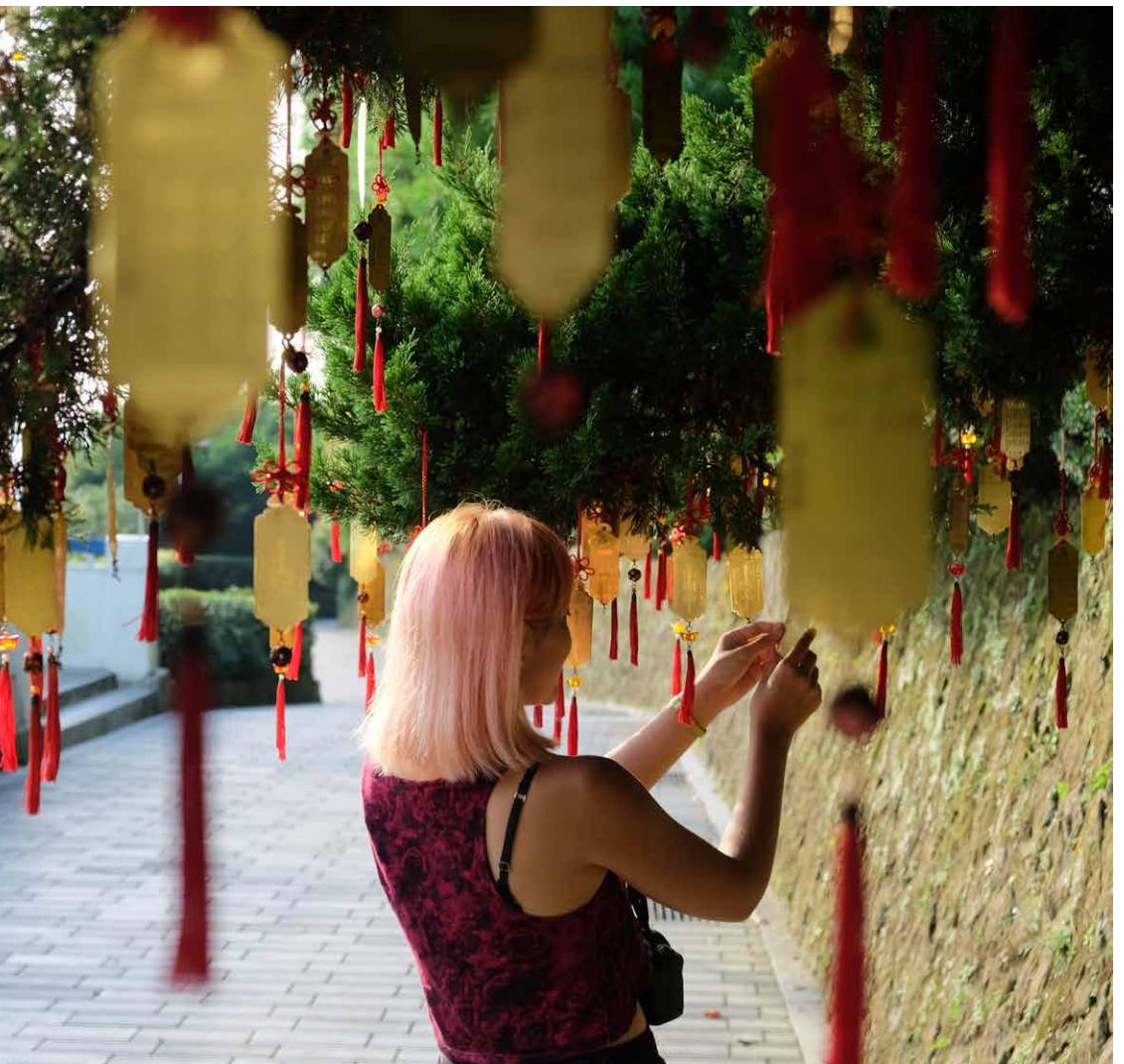
Ideal collection



Our signature photos should fall into one of two categories and will have different criteria and serve different needs depending on the category.

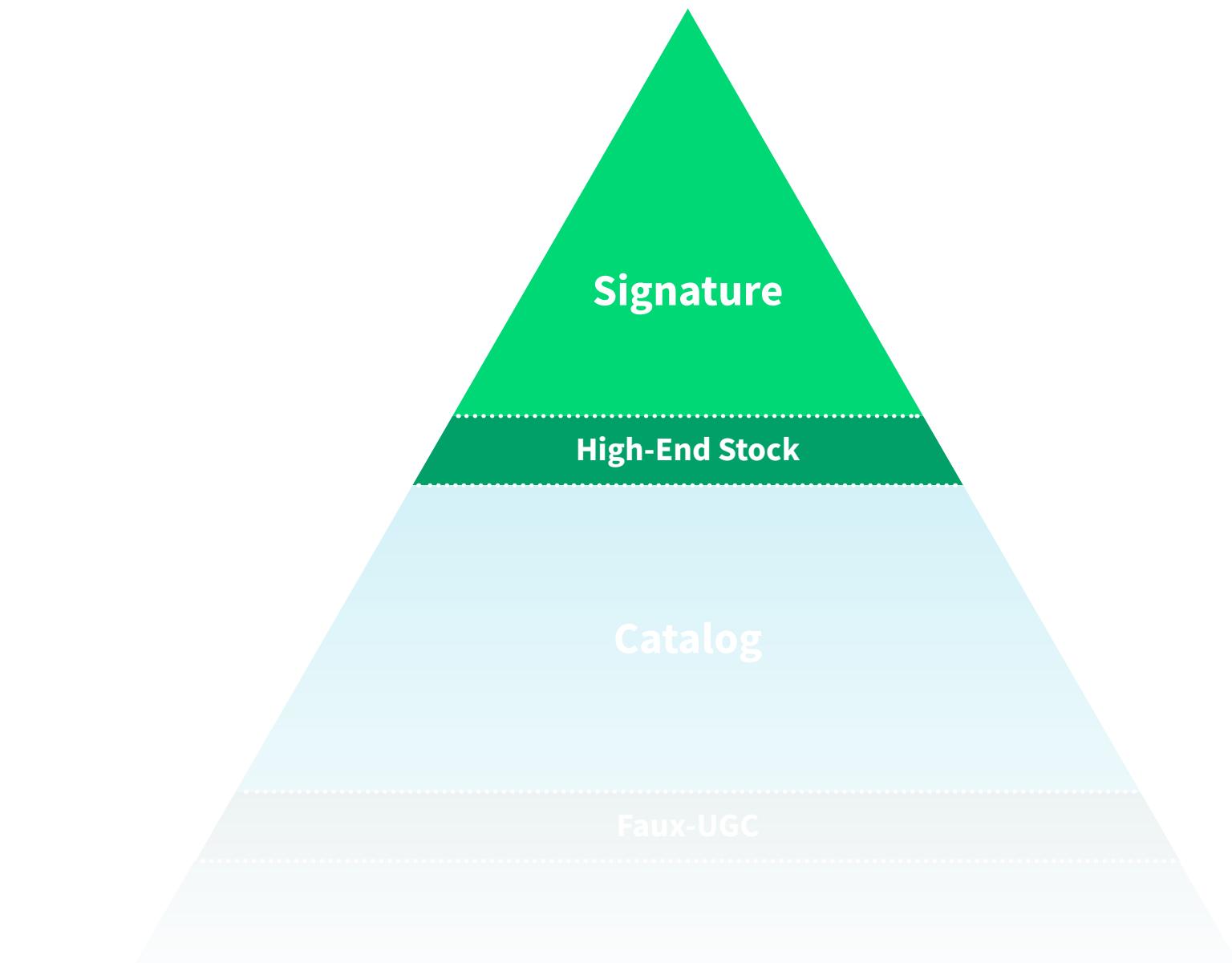
A. Travellers/Social

- Exclusive to Skyscanner
- Focused on social aspects of travel
- Engaging, puts the viewer into the scene
- Showing either hidden gems in classic destinations or captivating exotic destinations
- Shows travellers having unique experiences, engaging with local culture and personalities



B. Destinations/Escapist

- Exclusive to Skyscanner
- Focuses on the escapist aspects of travel
- Captivating and Unique perspectives on classic destinations
- Vibrant, mysterious, magical
- Natural processing, no heavy post-work
- Does not show people



Value:
£100-500/image

Requirement:
3 images/1 video
per top 100 destination

Sources:

- Photographers on retainer
- Custom shoots
- FlashStock/500px assignments
- 500px/other high-end stock*

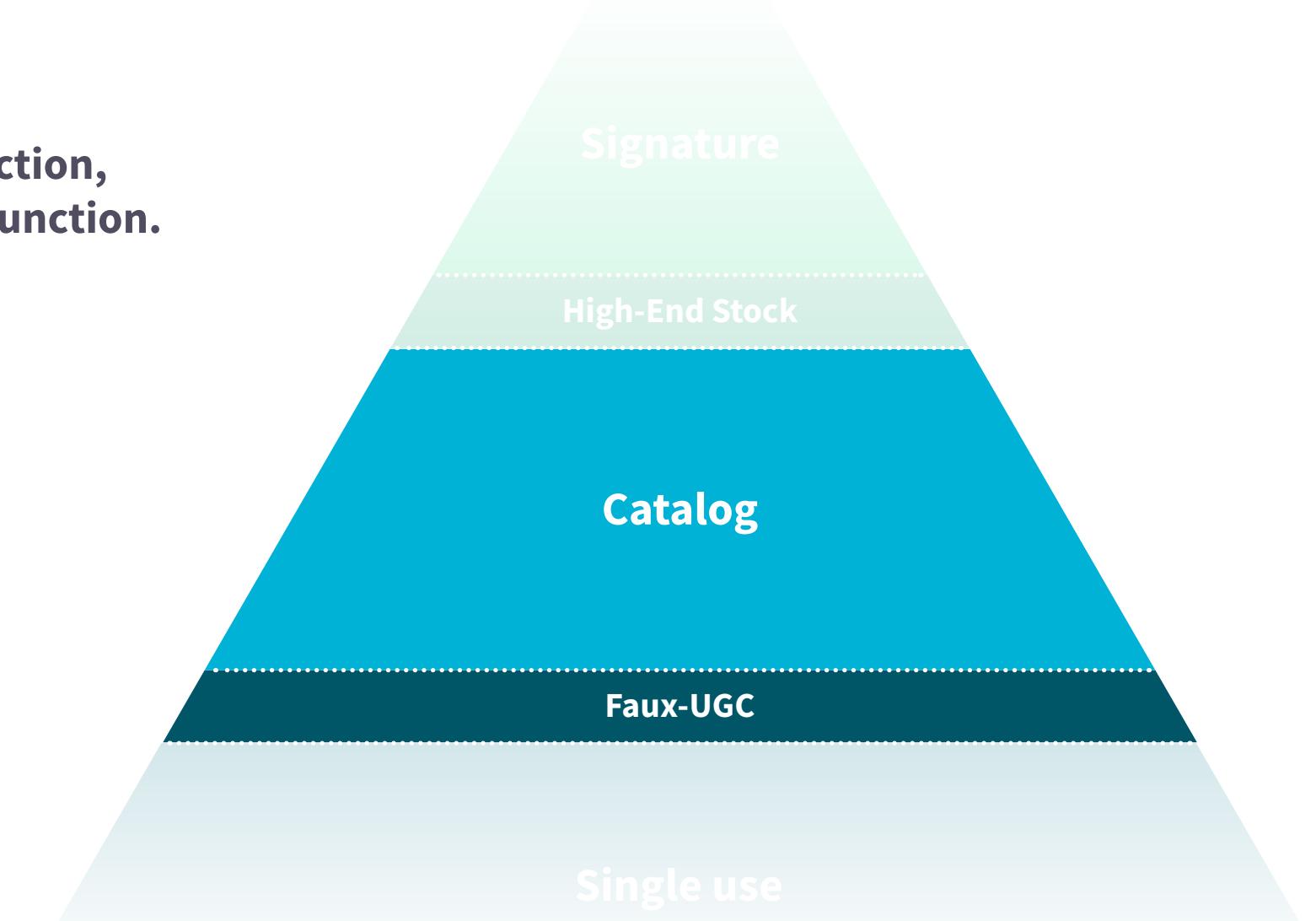
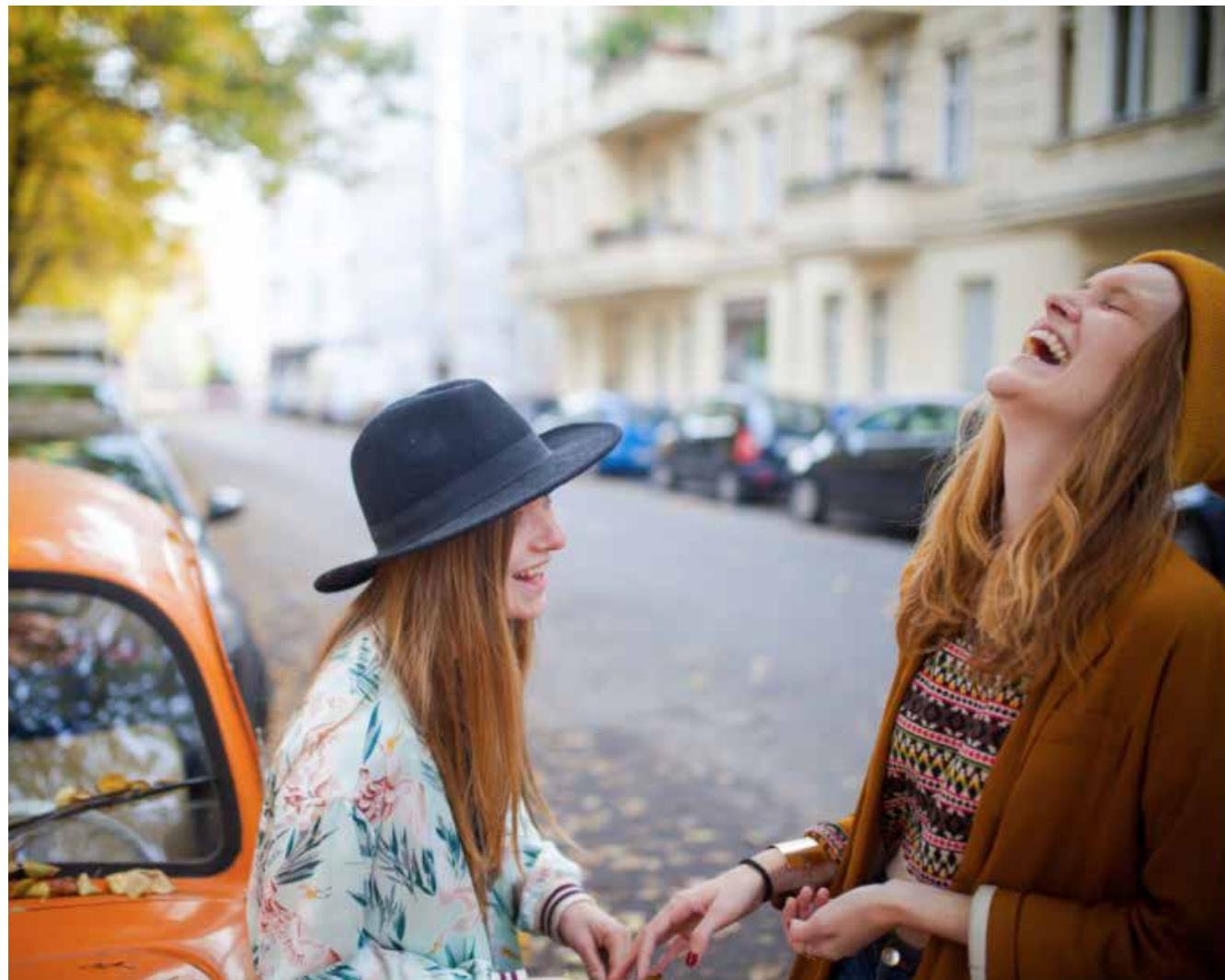
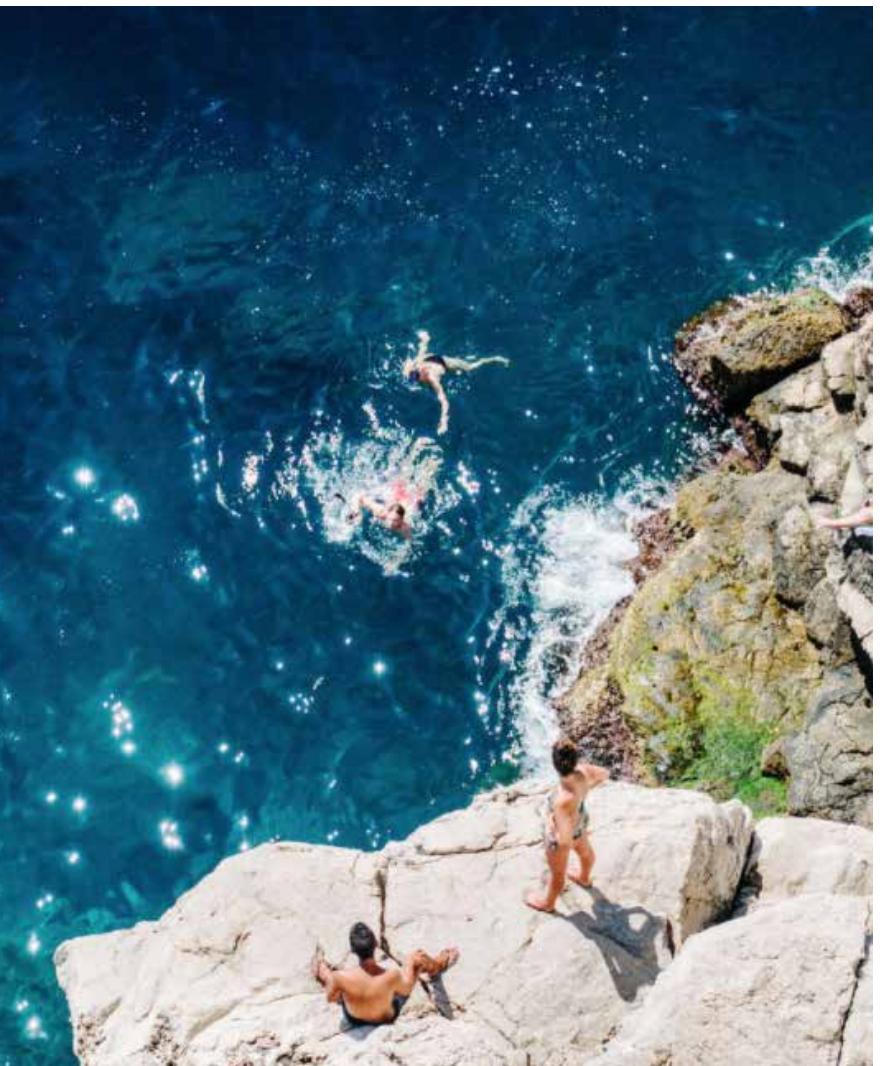
*Only to shore up collection until exclusive imagery becomes available

Cloud Photography strategy

Imagery in the catalog collection should follow the same tenents as the signature collection, lacking only exclusivity to Skyscanner. Destination shots should be more focused on function.

A. Travellers/Social

- Focused on social aspects of travel
- Engaging, puts the viewer into the scene
- Shows travellers having unique experiences, engaging with local culture and personalities



Value:
£0-50/image

Requirement:
10 images
per top 500 destination

Sources:
• Stock sites
• CC0 images

Single-use imagery should primarily be from UGC/free sources and used only in cases where the requirements are too specific for our collections to provide. It should still adhere as closely to the general photography strategy as possible.

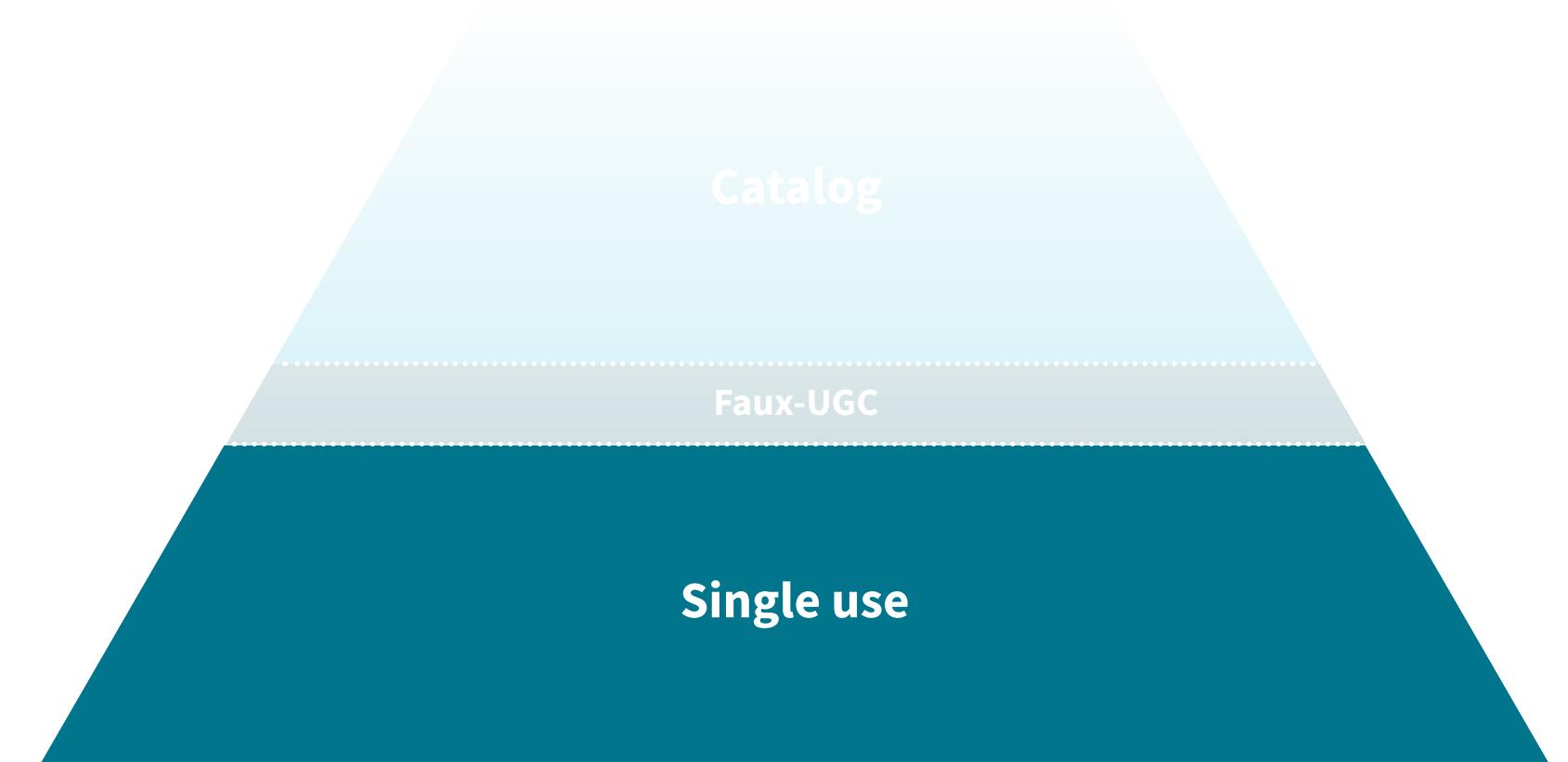
A. Particular destinations

- Specific restaurants/hotels/museums/etc
- Remote/less-well known locations
- Emerging destinations



B. Ad hoc

- Anything and everything else, generally for use only in content
- A considerable amount of restraint must be practiced when sourcing single-use imagery to ensure it aligns well to the brand
- This category should be the smallest by a considerable margin



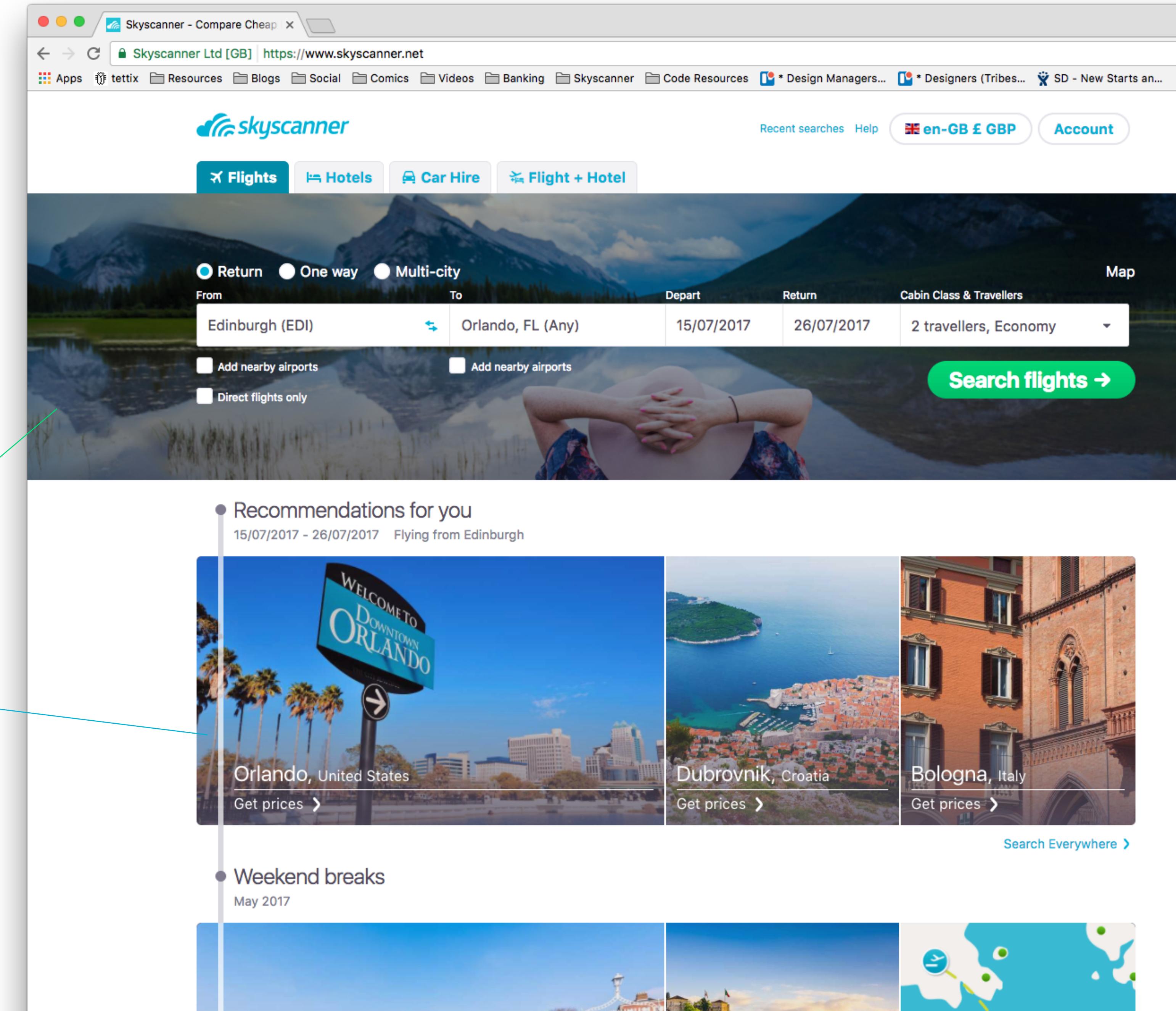
Value:
>>£5/image

Requirement:
Ad hoc

Sources:
• Instagram/Flickr/Other UGC
• CC0

Application

More customisation
in homepage header
and shelves



The screenshot shows the Skyscanner homepage. At the top, there's a search bar with 'Skyscanner Ltd [GB] https://www.skyscanner.net' and a toolbar with various links like 'Recent searches', 'Help', 'en-GB £ GBP', and 'Account'. Below the header is a navigation bar with tabs for 'Flights', 'Hotels', 'Car Hire', and 'Flight + Hotel'. The main search area has fields for 'From' (Edinburgh (EDI)), 'To' (Orlando, FL (Any)), 'Depart' (15/07/2017), 'Return' (26/07/2017), and 'Cabin Class & Travellers' (2 travellers, Economy). There are also checkboxes for 'Add nearby airports' and 'Direct flights only'. A large green button on the right says 'Search flights →'. Below the search area is a 'Recommendations for you' section for a trip from Edinburgh to Orlando from July 15 to 26, 2017. It features three cards: one for Orlando, United States, showing a welcome sign and palm trees; one for Dubrovnik, Croatia, showing a coastal town; and one for Bologna, Italy, showing a historic building. Each card has a 'Get prices' button. At the bottom, there's a 'Weekend breaks' section for May 2017.

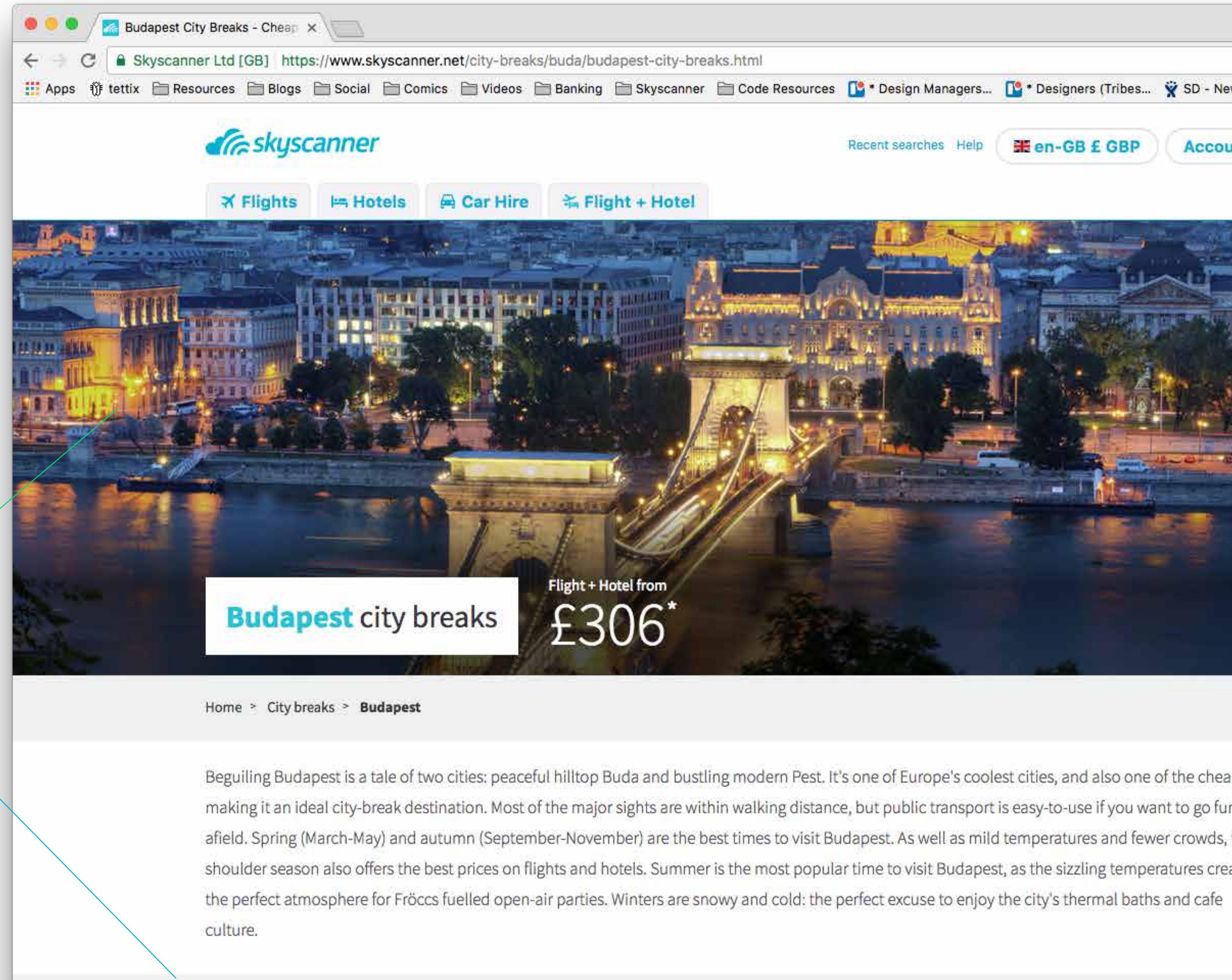
Signature

Catalog/
Signature mix

Richer destination/
city break/SEO
landing pages

Signature gallery

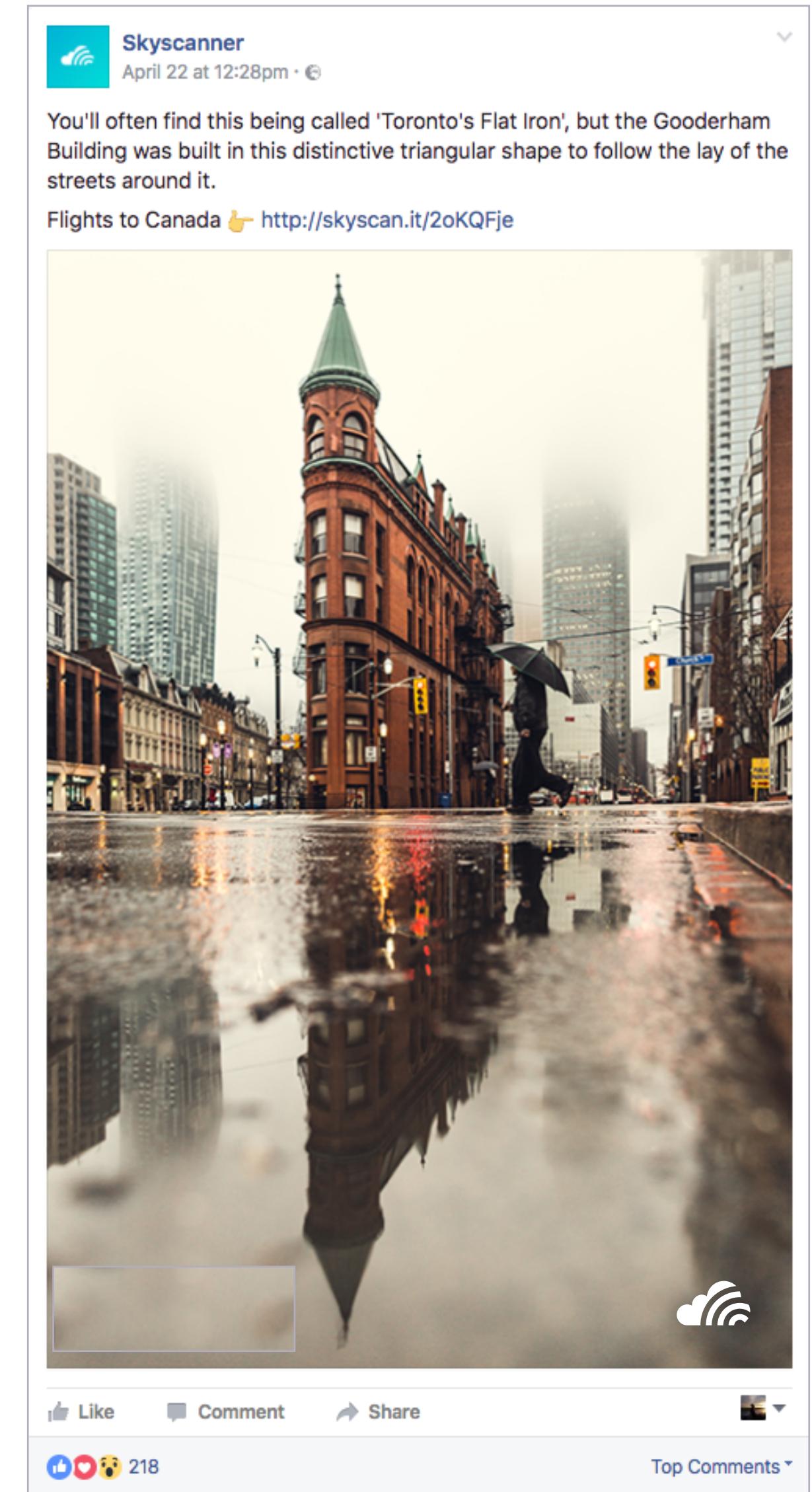
Catalog gallery



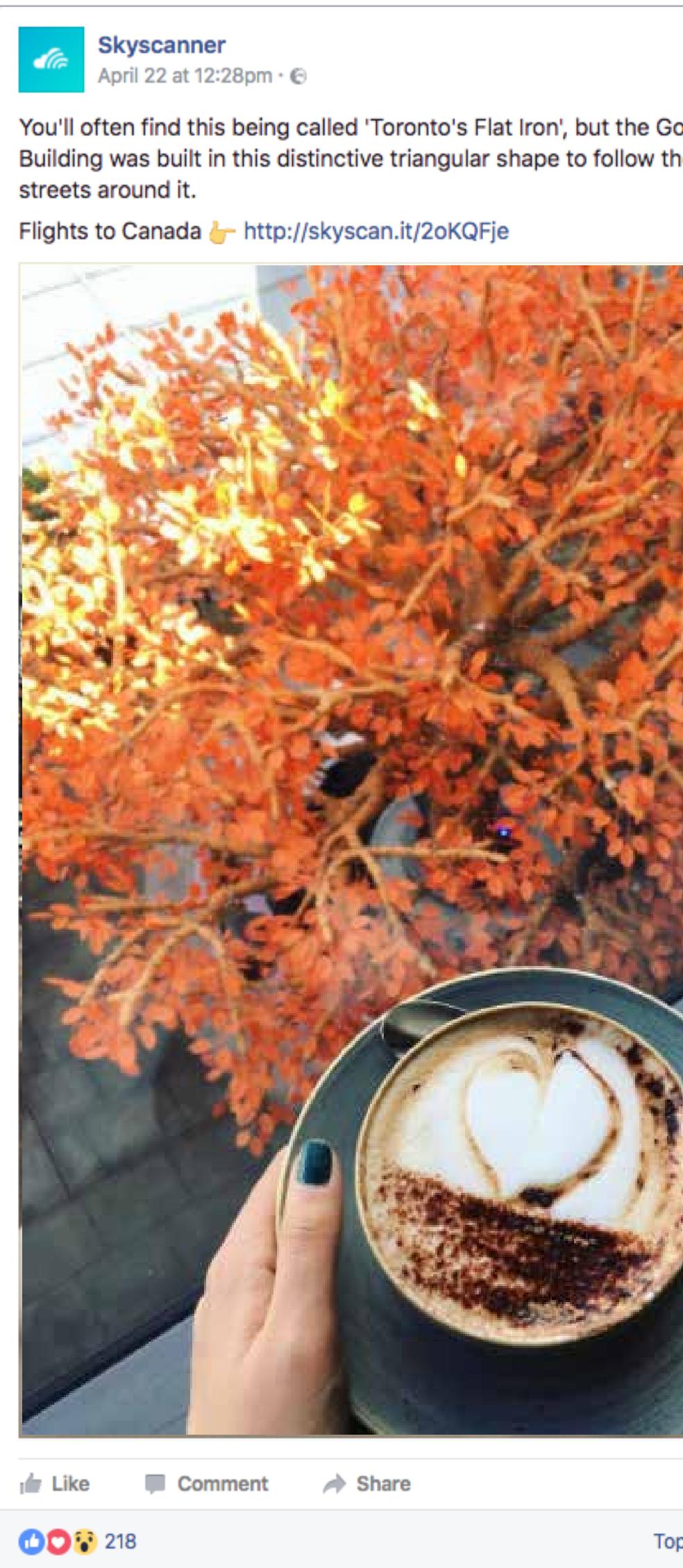
A multifaceted approach to social



Signature

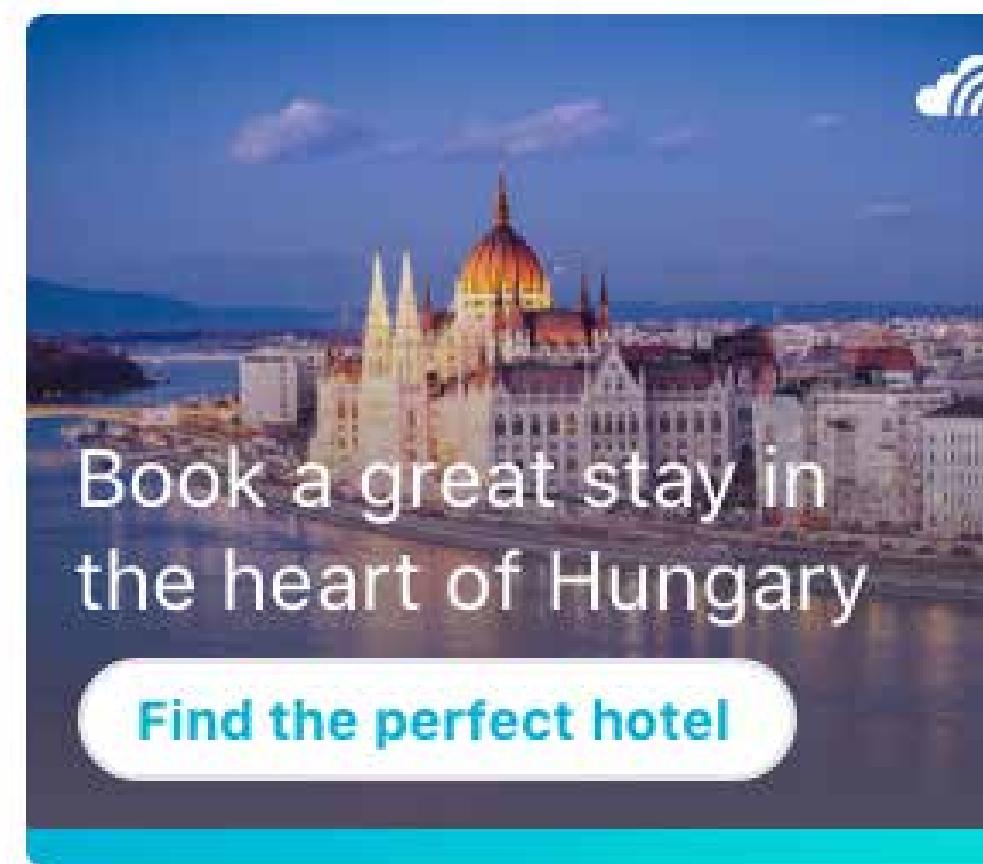


Catalog



Ad hoc

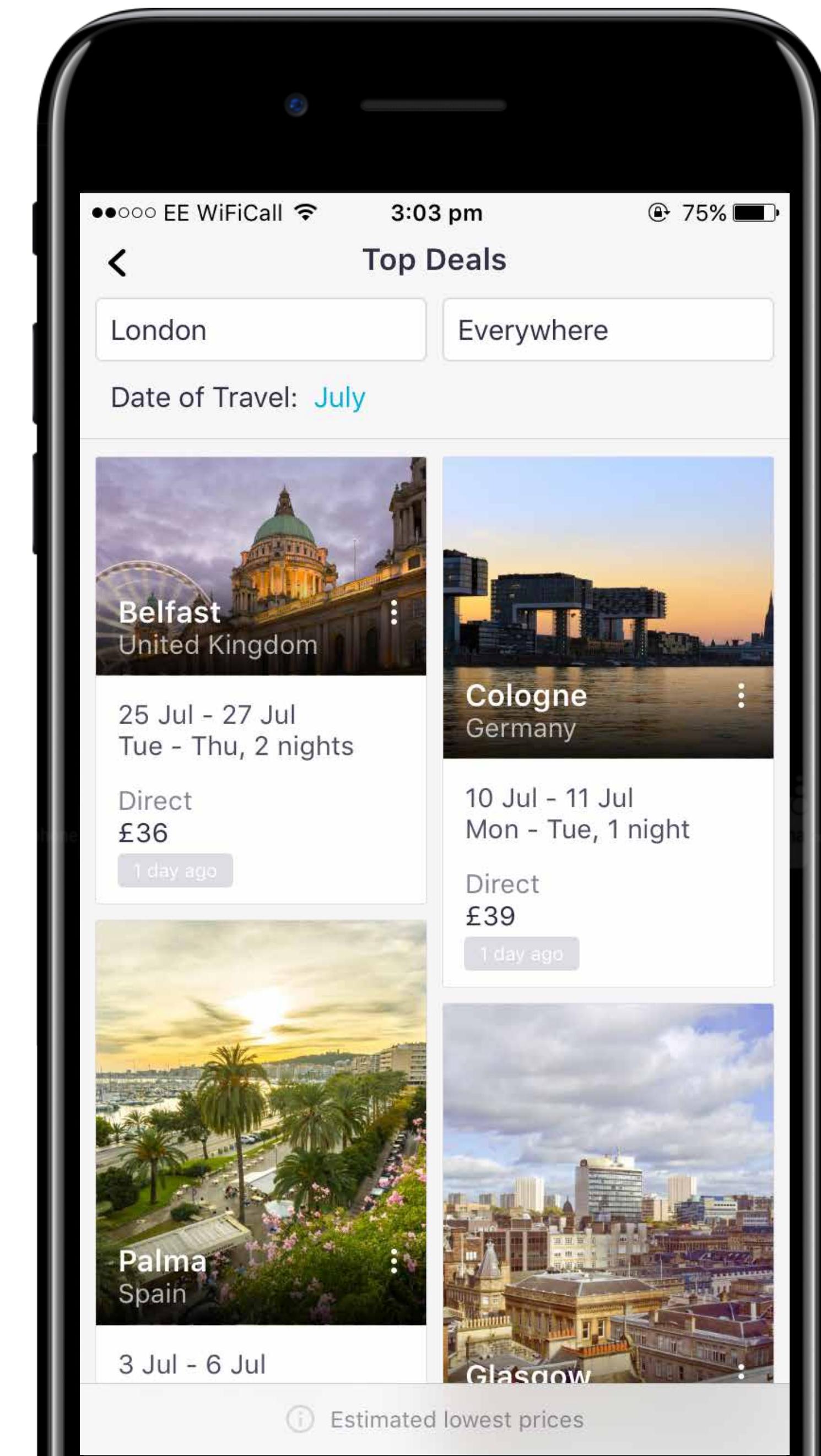
More accurately
catered advertising



Catalog/Signature mix

A Facebook post from the Skyscanner (Default) page. The post is sponsored and features two travel offers. The top offer is for "Cheap flights from Annaba to Tunis Carthage from thousands of websites all in one spot!" with a background image of the Tunisian skyline. The bottom offer is for "Fly to Edinburgh" with a background image of the Edinburgh skyline. Both offers include the Skyscanner logo. The post includes standard social media controls like "Like", "Comment", and "Share".

More effective
explore functionality



Catalog/
Signature mix

And new possibilities...



thanks.

