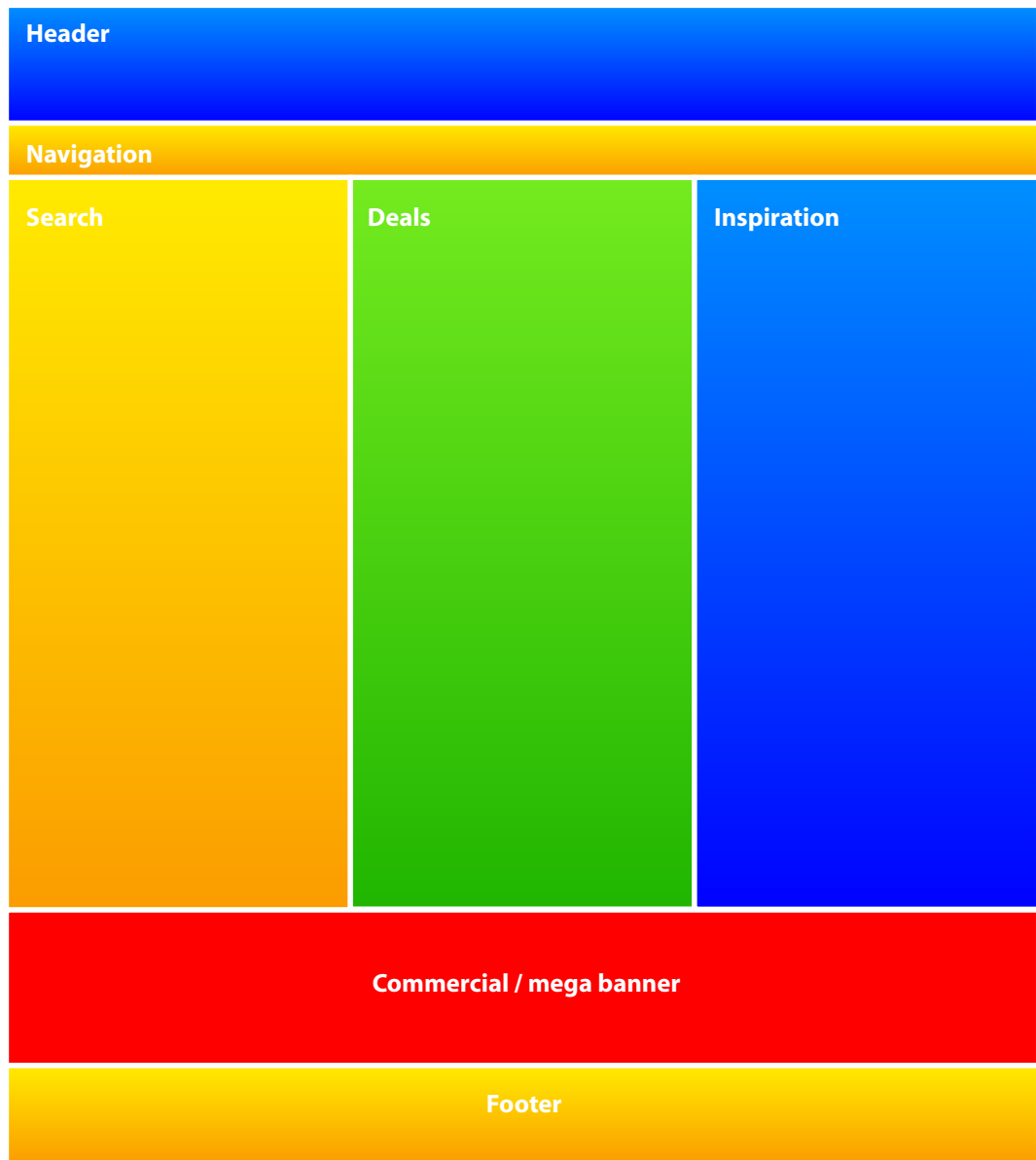
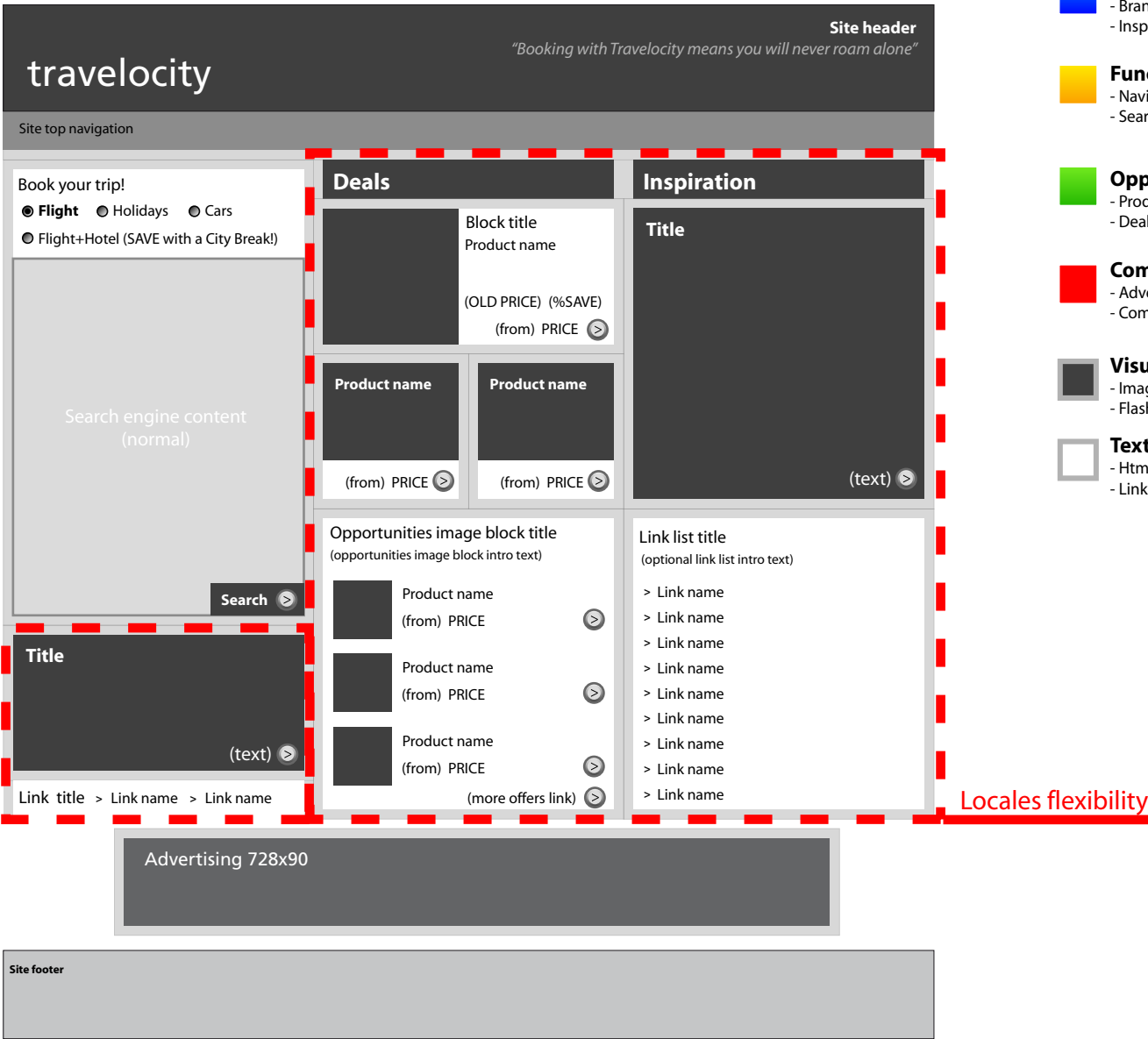


Homepages rebranding 2008 Travelocity

Homepage content strategy



Homepage layout



- Inspirational**
 - Brand visual expression,
 - Inspirational images and messages
- Functional**
 - Navigation, Links, Information, Newsletter
 - Search engine
- Opportunities**
 - Products pushes with prices,
 - Deals
- Commercial**
 - Advertising format,
 - Commercial links
- Visual content**
 - Image
 - Flash animation
- Textual content**
 - Html editable text
 - Links