



EXPEDIA WHAT MAKES A BLUE SKY BLUER?

The inspiration, the anticipation, the freedom; your holiday begins long before you step onto the plane. Using this insight to pinpoint the emotional heart of the holiday dream, we brought it to life with simplicity and clarity - using a blue sky, a white cloud and a call to 'Let yourself go'.

By giving them ownership of these emotionally captivating elements, we aimed to position Expedia as the facilitator of those elusive holiday dreams. In so doing, we've created an engaging, motivating connection with their customers, which has helped the brand to stand apart in a crowded, price-driven marketplace.