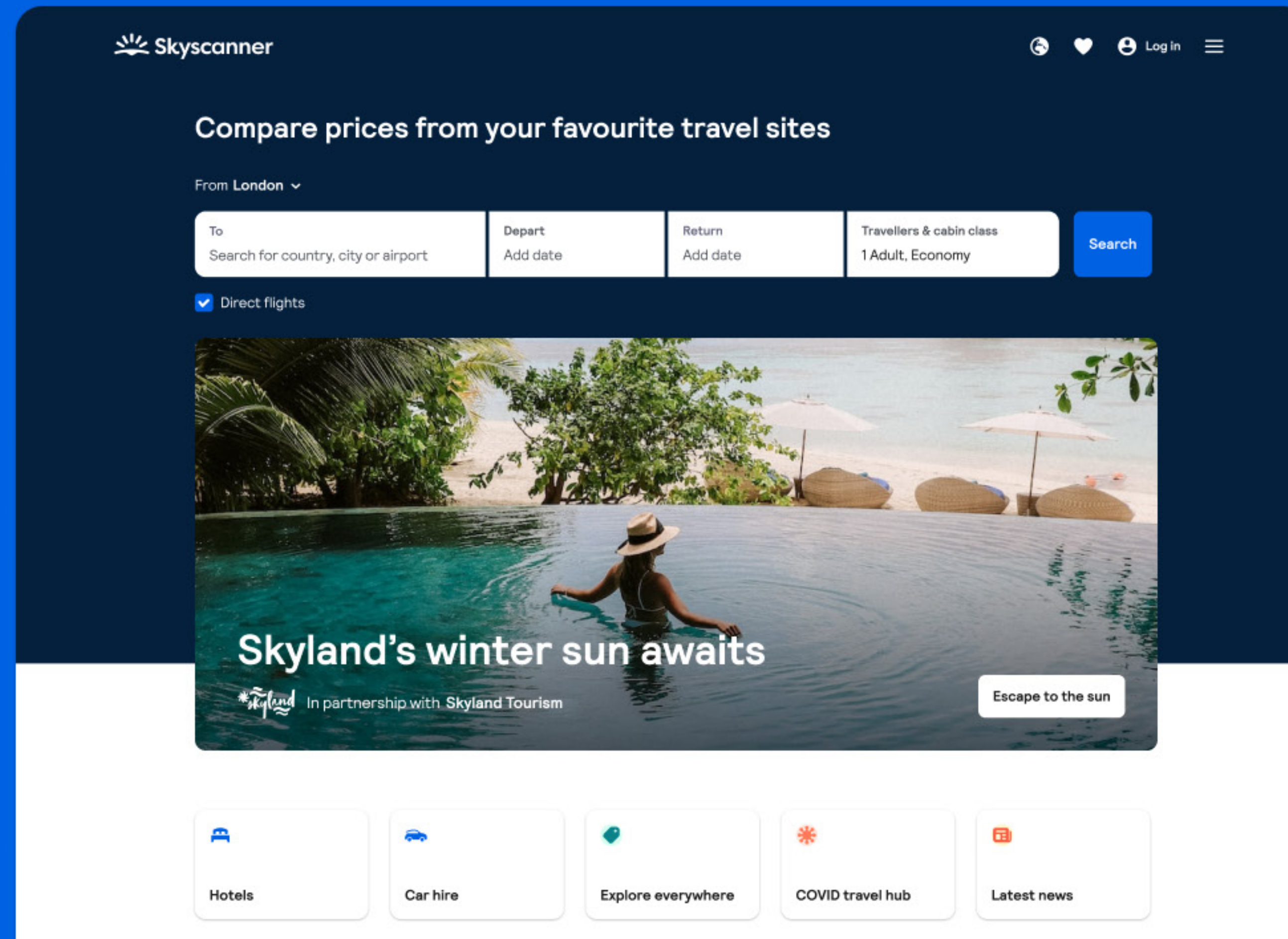


# Sponsored Homepage Hero

## Guide for Partners



The screenshot displays the Skyscanner homepage with a dark blue header. The Skyscanner logo is on the left, and navigation links for 'Log in' and a menu are on the right. Below the header, a white box contains the text 'Compare prices from your favourite travel sites'. Underneath, there's a search bar with a dropdown menu set to 'From London'. The search bar is divided into four sections: 'To' (with a placeholder 'Search for country, city or airport'), 'Depart' (with a placeholder 'Add date'), 'Return' (with a placeholder 'Add date'), and 'Travellers & cabin class' (with a placeholder '1 Adult, Economy'). A blue 'Search' button is to the right of the search bar. Below the search bar, there's a checkbox labeled 'Direct flights' which is checked. The main hero section features a large image of a person swimming in a pool with palm trees in the background. Overlaid on the image is the text 'Skyland's winter sun awaits' in a large, white, sans-serif font. Below this text, there's a smaller line of text: 'In partnership with Skyland Tourism'. In the bottom right corner of the hero image, there's a white button with the text 'Escape to the sun'. At the bottom of the page, there's a white bar with five rounded rectangular buttons: 'Hotels' (with a bed icon), 'Car hire' (with a car icon), 'Explore everywhere' (with a globe icon), 'COVID travel hub' (with a red star icon), and 'Latest news' (with a newspaper icon).

Skyscanner

Log in

Compare prices from your favourite travel sites

From London

To  
Search for country, city or airport

Depart  
Add date

Return  
Add date

Travellers & cabin class  
1 Adult, Economy

Search

☒ Direct flights

Skyland's winter sun awaits

In partnership with Skyland Tourism

Escape to the sun

Hotels

Car hire

Explore everywhere

COVID travel hub

Latest news



# Contents

## Homepage Hero Guide

Guide objective.....	03
Guiding principles.....	04

## Getting the best out of your Home Page Hero

General guidelines.....	06
Creative specs.....	07

## Creative principles & examples

Providing clear value to travellers.....	08
Avoiding brand confusion.....	11
Native feel for Skyscanner audiences.....	13



### Objective

**To support the creation of engaging and meaningful Sponsored Homepage Heroes that catch attention for the right reasons and provide value for travellers.**

## Homepage Hero guiding principles

- **Provides clear value to travellers**
- **Does not cause brand confusion**
- **Feels native for the Skyscanner audience**





Creative principles

# Getting the best out of your Homepage Hero



# Sponsored Homepage Hero

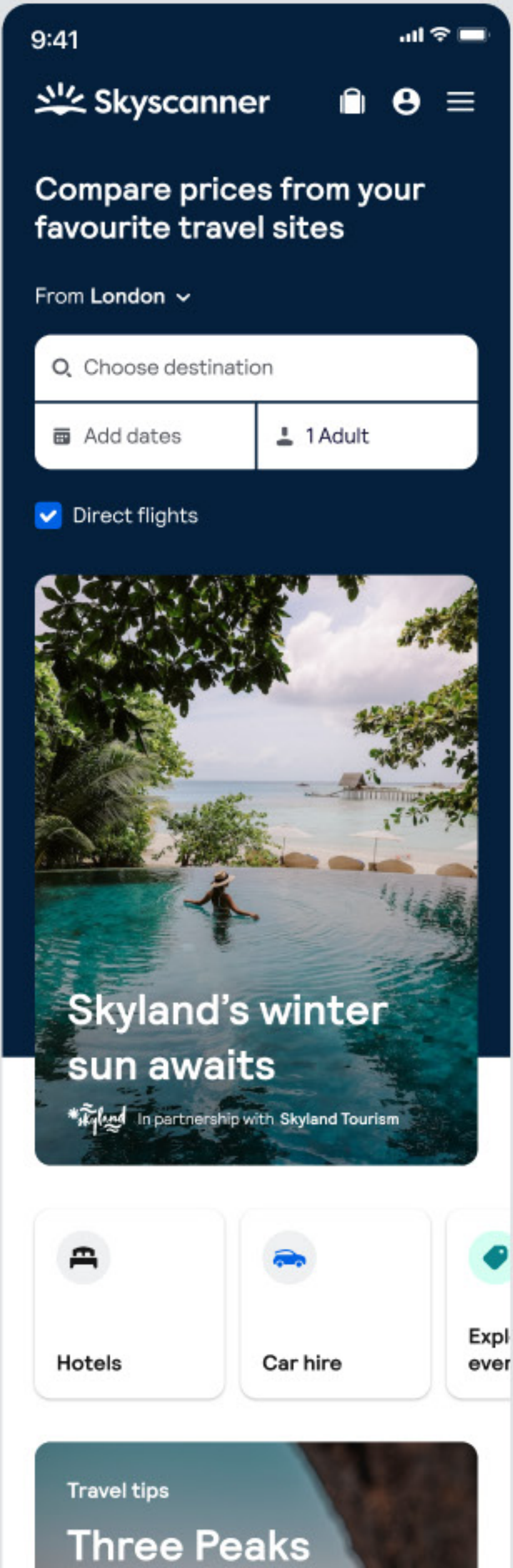
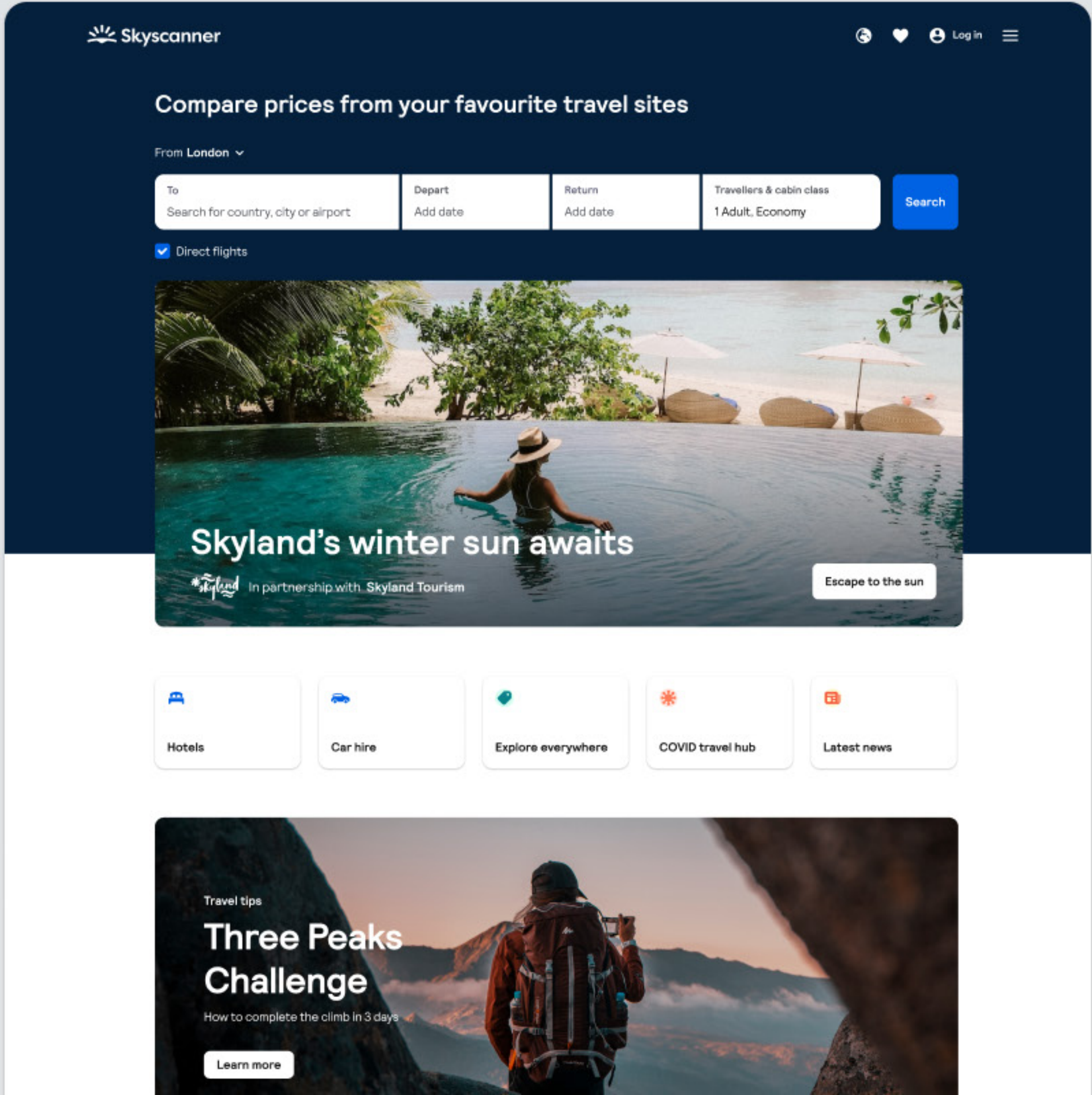
## General Guidelines

Our newly redesigned Homepage Hero allows greater flexibility of imagery and campaign subject matter, as well as greater prominence on the home of Skyscanner.

As well as the guiding principles outlined so far, please also refer to Skyscanner’s [Creative Brand Guidelines](#) when discussing and confirming imagery and copy for the Homepage Hero placement. These should be followed as much as possible.

For campaigns that already have defined or globally recognised assets that can’t be altered, please monitor the campaign data and results to inform future campaigns on the Homepage. Pre-designed campaign assets and subject matter still need to meet the 6 guiding principles, but potentially might not resonate with the Skyscanner audience if the limits of the principles or creative ideals are being pushed.

The following pages will give some examples of best practise as well as what to avoid, in order to best engage with the Skyscanner audience.





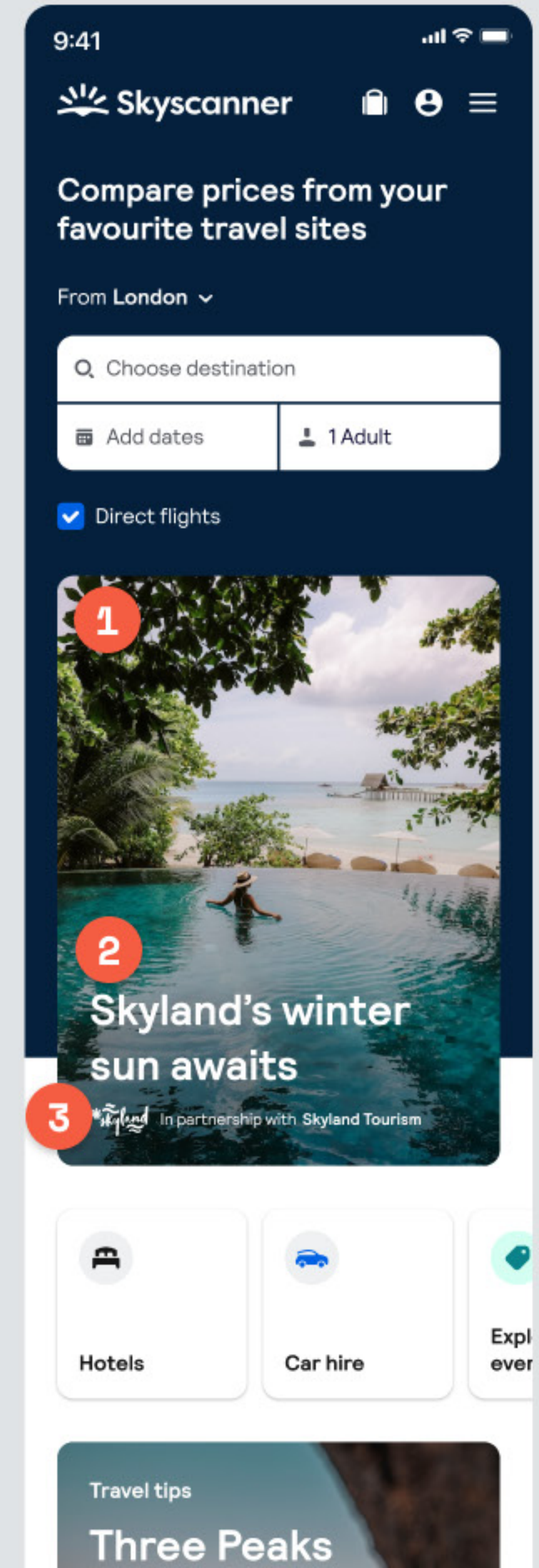
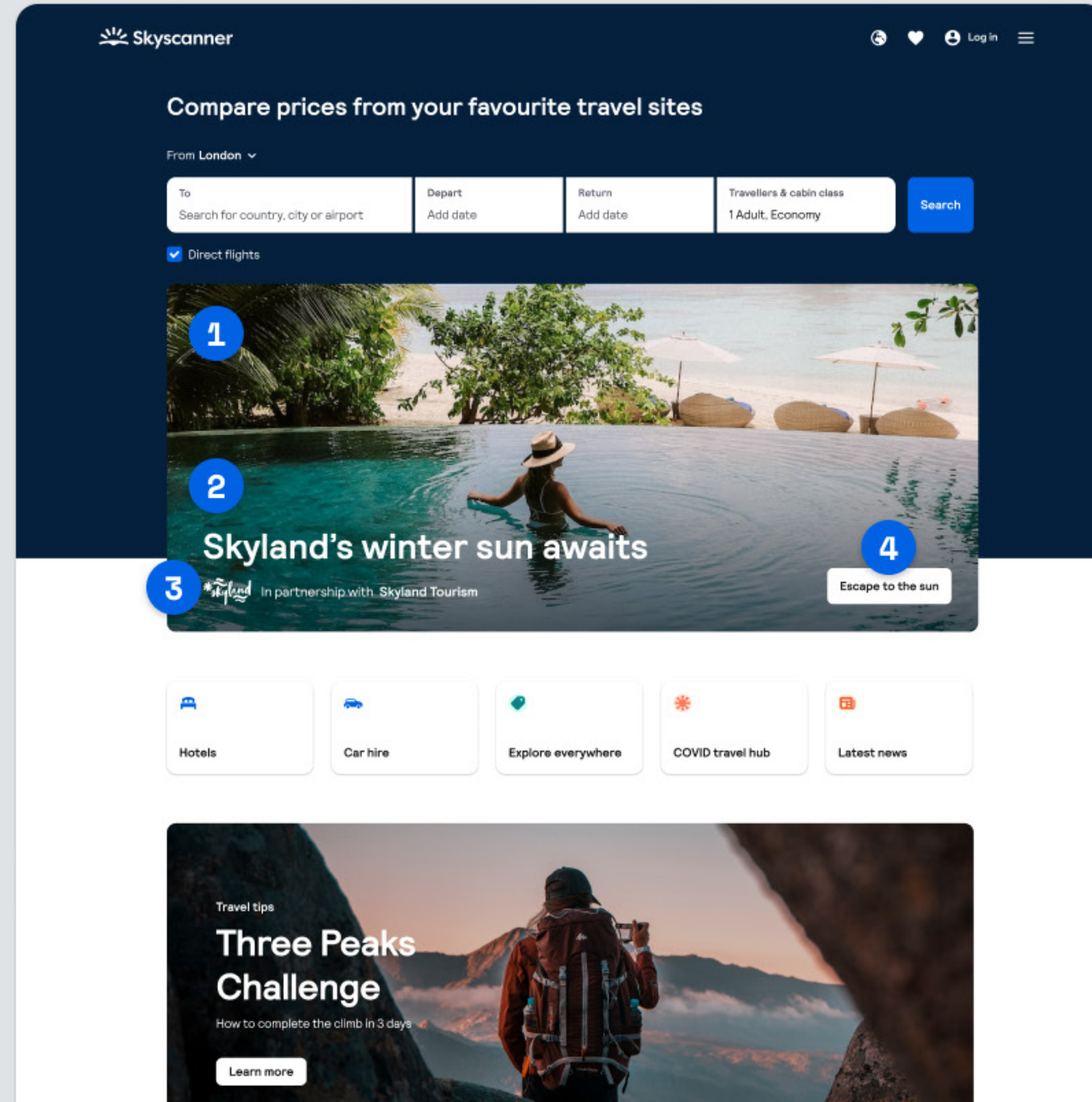
# Sponsored Homepage Hero Creative Specs

## Desktop requirements

- 1 Landscape orientation image with minimum height of 460px and minimum width of 1224px
- 2 Headline: Ideal character count ~40
- 3 White logo, PNG with transparent background, sized max width 480px OR max height 72px (whichever suits logo best)
- 4 Call To Action (CTA button): Max character count ~15-18  
Cannot link to external sites

## Small screen requirements

- 1 Portrait orientation version/crop of Desktop image with minimum dimensions of 720px wide x 1000px high
- 2 Headline: Ideal character count ~40
- 3 White logo, PNG with transparent background, sized max width 480px OR max height 72px (whichever suits logo best)







Creative principles

**Provide clear value  
to travellers**



# Provide clear value to travellers

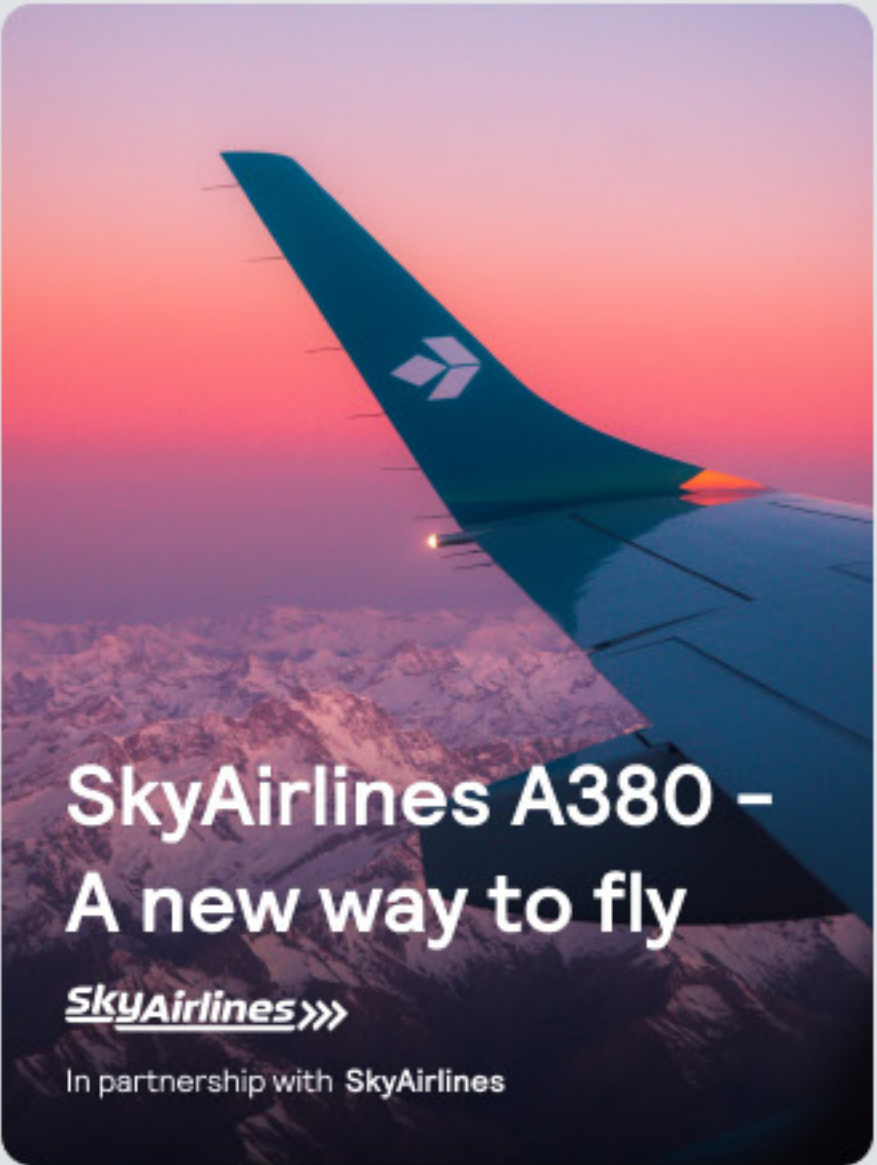
It is Skyscanner’s mission to help travellers plan and book their trip with ease and confidence.

Connecting travellers with trusted partners, we provide honest and transparent solutions, so everyone can find the best offer for them.

We must therefore ensure that one of the most prominent placements on the home of Skyscanner is serving the traveller first and foremost.



✗ **Provides no value to traveller:** The image does not describe a destination or the experience of flying with the airline and the copy does not add enough meaning to create value.

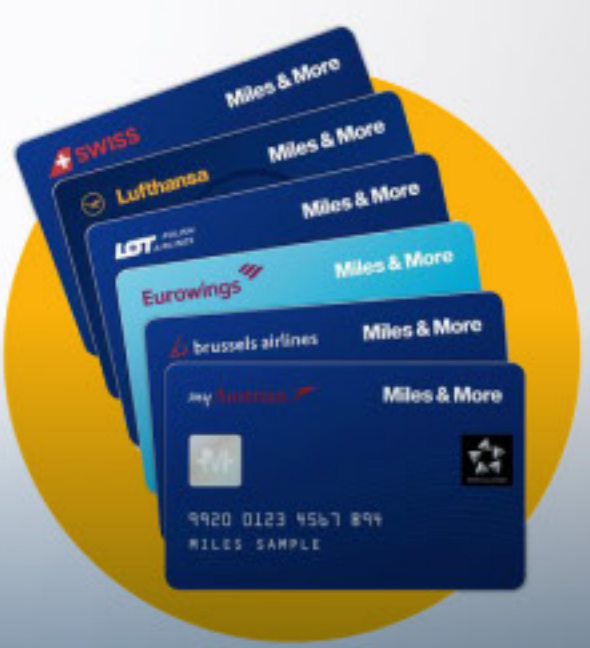


✓ **Provides value to traveller:** Shows and describes the experience of travelling in the suite to help travellers make informed decisions about how they book.





Provide clear value to travellers

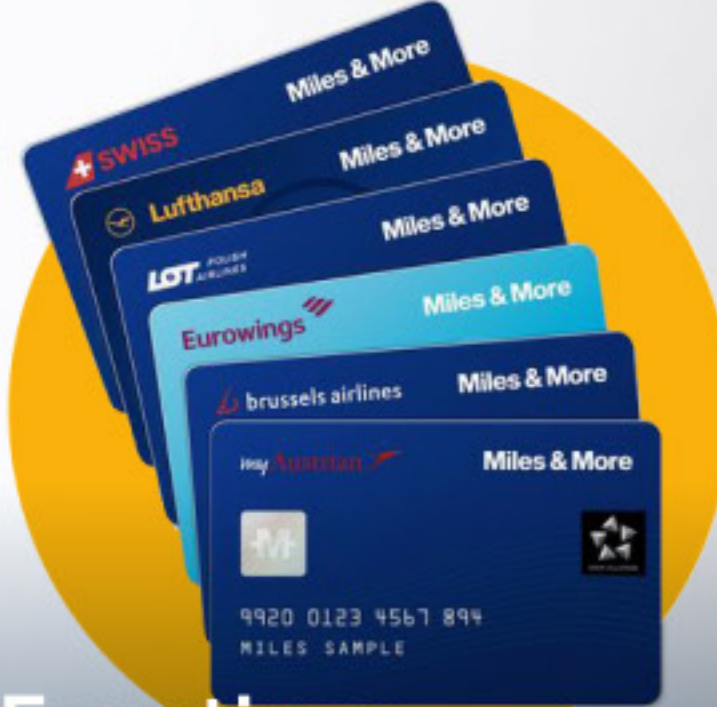


### Four times the miles

**SkyAirlines** In partnership with SkyAirlines

[Find out more](#)

**Some traveller value:** this does show value as it's talking about earning rewards from travel – this is definitely a message travellers will care about. However, it feels overly branded and designed to look like a banner Ad. Banner blindness could play a role in the low engagement of this placement.



### Four times the miles

**SkyAirlines** In partnership with SkyAirlines

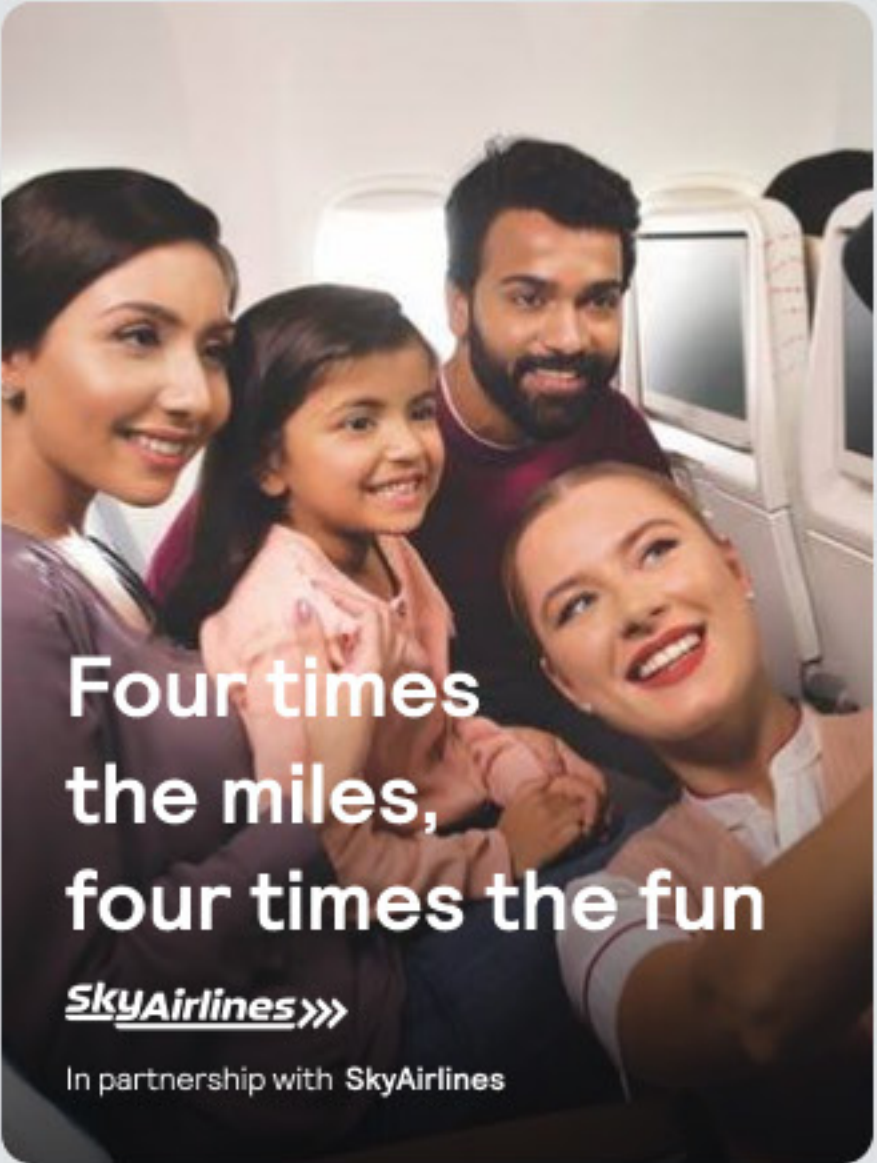


### Four times the miles, four times the fun

**SkyAirlines** In partnership with SkyAirlines

[Find out more](#)

**Provides value to traveller:** Shows the joy of travel while collecting travel miles as an added benefit. The additional copy makes the idea much more appealing than a cold, abstract approach devoid of anything to do with actually travelling.



### Four times the miles, four times the fun

**SkyAirlines** In partnership with SkyAirlines





Creative principles

**Does not cause  
brand confusion**



# Doesn't cause brand confusion

With such a prominent placement on the home of Skyscanner, it is important to ensure the traveller is not confused as to which site they have come to due to the heavy use of another company's brand.

Following the principles outlined in this guide will ensure we are providing clear inspiration and value for travellers.



✗ **Heavy branding:** Could cause confusion when travellers come to Skyscanner as to what site they are on. It doesn't tell us anything about the event, the experience, or travel. This design choice could also lead to banner blindness as it doesn't feel native to the usual Skyscanner experience of travel and destination imagery.



✓ **Provides value to traveller:** This is a much better solution to the same problem. It shows the experience of attending the festival and is more in keeping with imagery seen on Skyscanner. Tying in travel to the headline strengthens it further.







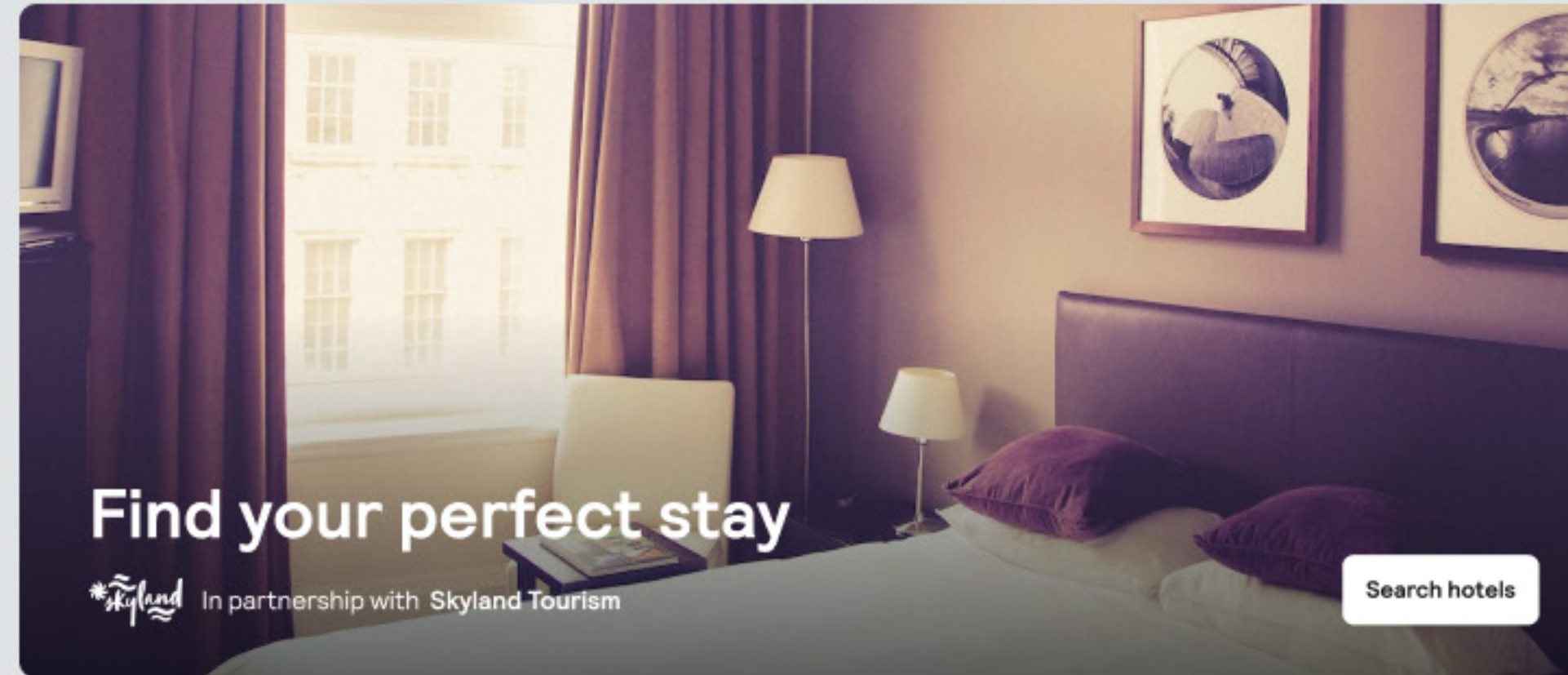
Creative principles

**Feels native for the  
Skyscanner audience**

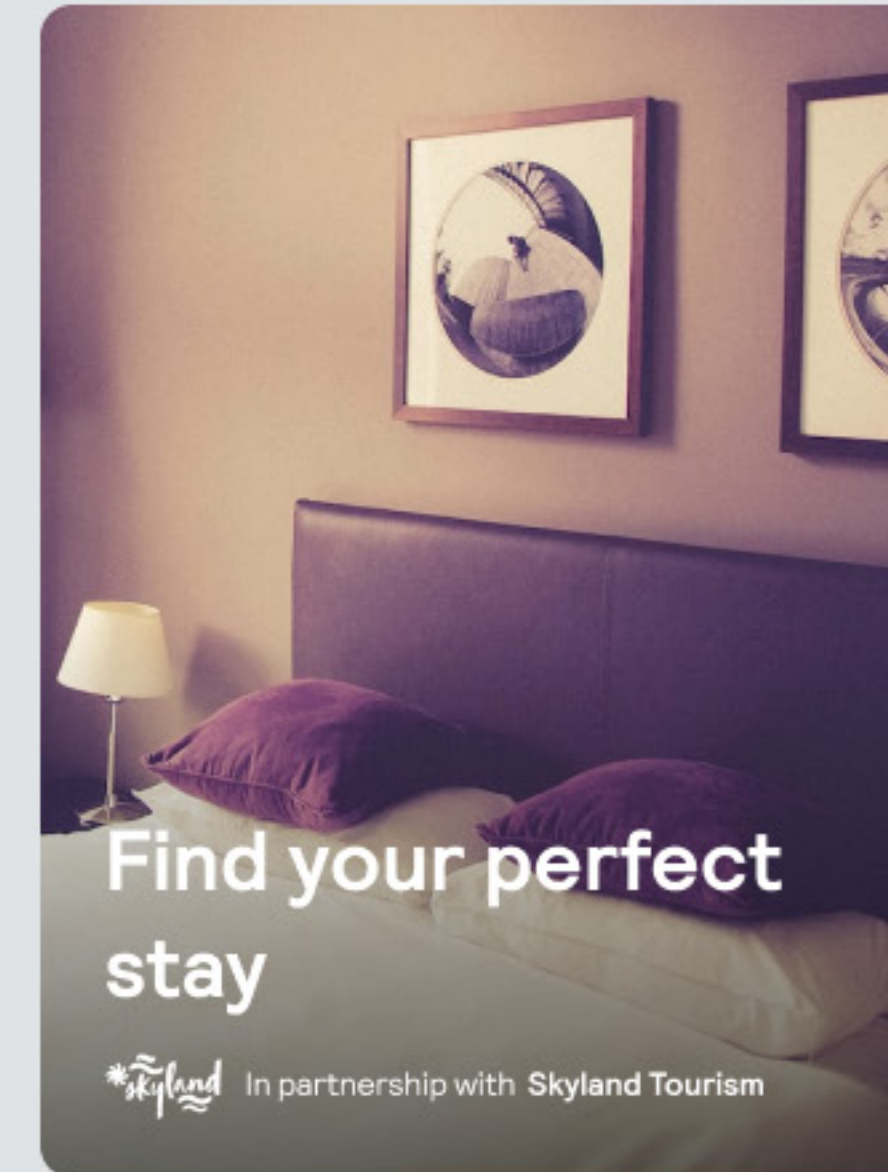


## Native for the Skyscanner audience

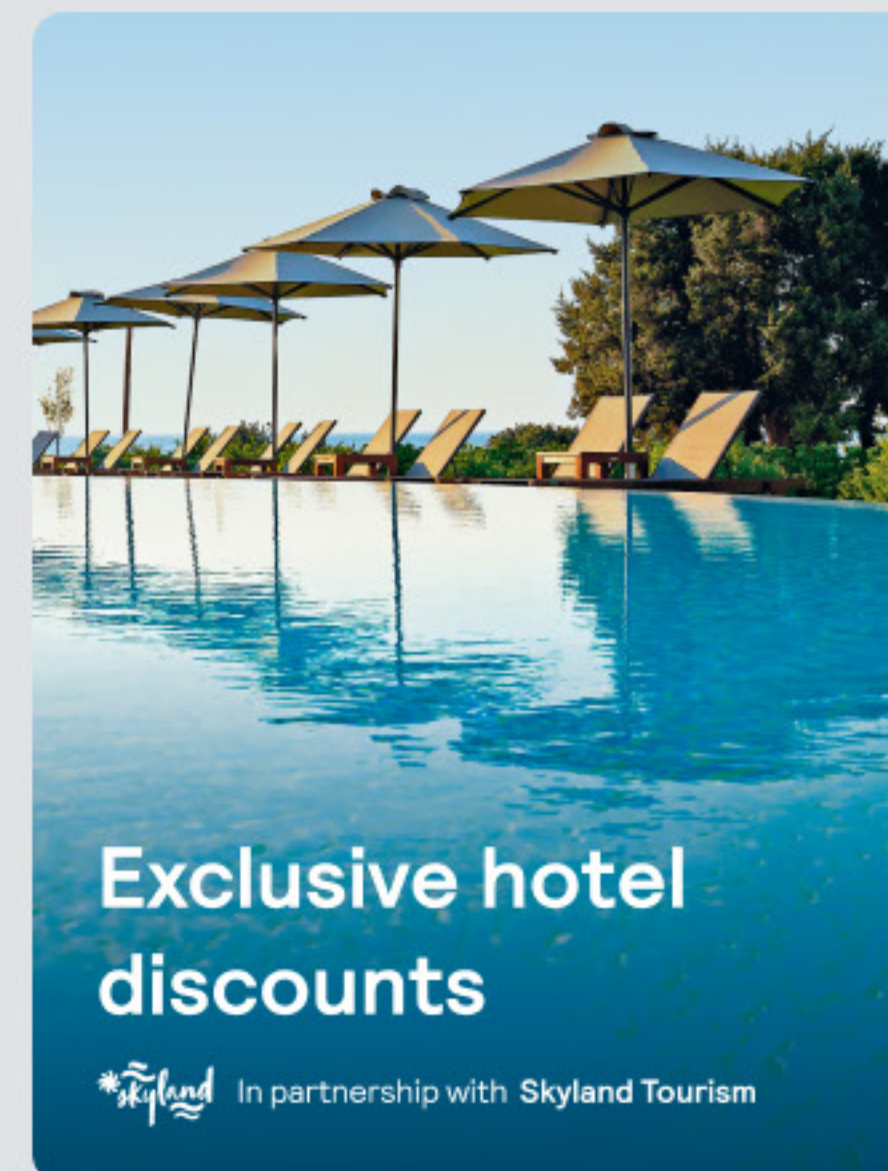
As well as following the guiding principles outlined so far, please also refer to Skyscanner's [Creative Brand Guidelines](#) when discussing and confirming photography and tone of voice for this placement.



⚠ **Some traveller value:** The image is relevant to a hotels campaign, but overall it isn't very inspiring and the copy line is very generic.



✓ **Fully aligned with Skyscanner:** This paints a clear picture of the kind of destinations on offer, gets the traveller excited about it, and then sells it through with a line about discounts.







**For any questions or further assistance,  
please get in touch with your Skyscanner contact.**