

Where You Book Matters



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CREATIVE BRIEF

THE BRAND: EXPEDIA IS AN ELECTRONIC TRAVEL AGENCY THAT ALLOWS CUSTOMERS TO BOOK AND COMPARE VARIOUS TRIP SERVICES BETWEEN A VARIETY OF COMPANIES.

KEY FACT: AIRPLANE CARBON EMISSIONS ARE A MAJOR CONTRIBUTOR TO GLOBAL WARMING. IF WE DON'T CHANGE OUR HABITS, THE GLOBAL TEMPERATURES COULD INCREASE 3 DEGREES BY 2050, AND 55% OF THE WORLD'S POPULATION WOULD EXPERIENCE MORE THAN 20 DAYS OF LETHAL HEAT.

TARGET AUDIENCE:

- MEN AND WOMEN AGES 30-40 FROM ALL AROUND THE UNITED STATES
- FREQUENT TRAVELERS LOOKING FOR REWARDS
- ECO-CONSCIOUS PEOPLE AND THOSE LOOKING FOR WAYS TO BECOME MORE ECO-FRIENDLY
- THOSE WHO TRAVEL OFTEN FOR BUSINESS
- CURRENT EXPEDIA USERS

POSITION: WE CREATED EXPEDIA GREEN –AN ECOLOGICALLY RESPONSIBLE ADDITION TO THE EXPEDIA WEBSITE THAT PROMOTES AIRLINES AND FLIGHTS THAT RELEASE LESS CARBON EMISSIONS.

WHAT OUR CAMPAIGN INCLUDES

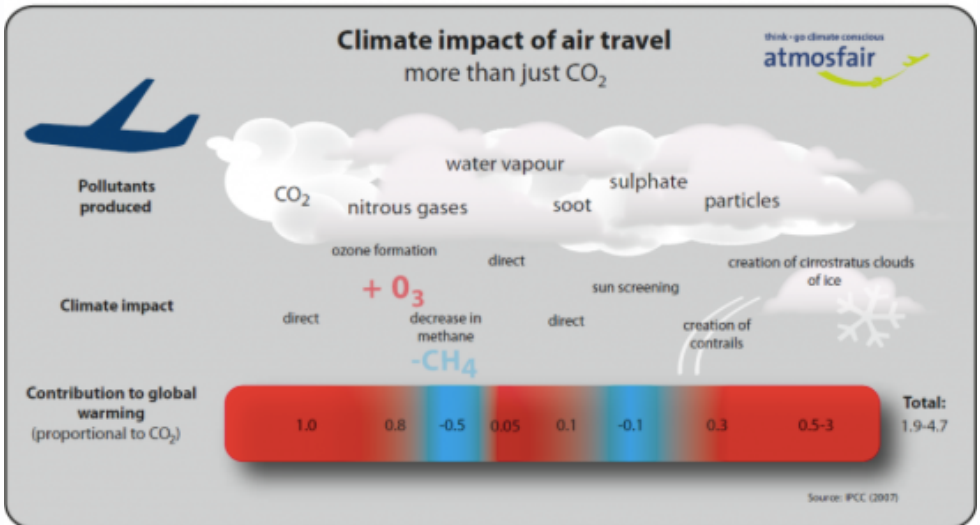
- A NEW “GREEN” REWARDS PROGRAM
- SITE REDESIGN
- INFORMATION ON CARBON EMISSIONS AND WHY IT MATTERS
- PARTNERSHIP WITH ATMOSFAIR
- FLIGHT EMISSIONS CALCULATOR
- INTERACTIVE VIRTUAL KIOSK EXPERIENCE IN AIRPORTS
- BILLBOARDS

RESEARCH

THE ACT OF FLYING RELEASES MANY TYPES OF POLLUTANTS INCLUDING:

- CO₂
- NITROUS GASES
- WATER VAPOR
- SULPHATE
- PARTICLES

ALL OF WHICH LEAD TO INCREASES IN GLOBAL WARMING



CARBON ALONGSIDE NITROGEN OXIDE ARE THE TWO BIGGEST POLLUTANTS FROM AIRCRAFTS.

RESEARCH

PARTNERSHIP WITH ATMOSFAIR

WHAT IS ATMOSFAIR?

IS A NONPROFIT ORGANIZATION FOR COMBATING CLIMATE CHANGE, FOUNDED IN 2004 FROM A RESEARCH PROJECT OF THE GERMAN FEDERAL MINISTRY FOR THE ENVIRONMENT.

"WE REDUCE CO2 EMISSIONS OF THE SOURCE, E.G. VIA INCENTIVE PROGRAMS FOR VIDEO CONFERENCES INSTEAD OF BUSINESS TRIPS AND COMPANIES. WE COMPENSATE THE REMAINING CO2 EMISSIONS FOR OUR CLIENTS IN CDM GOLD STANDARD PROJECTS WITH DIRECT UTILITY FOR LOCAL PEOPLE AND FOR THE CLIMATE. OUR REFERENCE CUSTOMERS INCLUDE DHL AND GREENPEACE."

ATMOSFAIR AIRLINE INDEX (AAI)

COMPARES GREENHOUSE EMISSIONS OF 200 OF THE LARGEST AIRLINES IN THE WORLD AND RATES THEM ACCORDINGLY

- BROKEN INTO FLIGHT DISTANCE AND PLANE CLASS CATEGORIES
- SCALE OF 0-100 EFFICIENCY

RESEARCH

HOW AAI IS CALCULATED

The atmosfair Airline Index method

1. Calculation of the CO₂ per net load kilometer for each flight-based on i.a. aircraft type, engine, seat and cargo capacity-and load factor.
2. Comparison of the CO₂ per net load kilometer with the best-case flight (according to the ICAO calculation method).
3. Determination of the city pair efficiency points of an airline (best case: 100 points; others relative to that).
4. Compilation of the city pair points of each airline to generate its mean global efficiency points.
5. Ranking of the airlines by global efficiency points

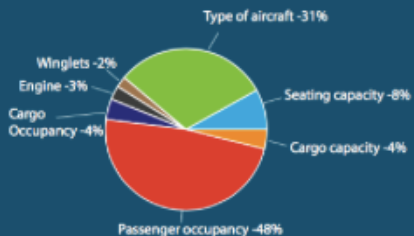
The AAI is based on the CO₂ calculation method of the ICAO. Accuracy: +1.5 efficiency points.

Detailed documentation of the CO₂ calculation method on www.atmosfair.de/airlineindex

Highlights atmosfair Airline Index 2018

- 33.0 million flights
- More than 200 airlines worldwide
- 22.600 City Pairs worldwide
- 92% of global air traffic
- average efficiency gain over AAI 2017 (all airlines): 1,9% less
- CO₂ per passenger and kilometre

Efficiency optimization: What has the greatest effect?



In order to increase CO₂ efficiency, airlines can optimize various factors. The graphic shows which factors have the greatest effect on reducing CO₂ emissions changing the factor by one standard deviation.

- 125 aircraft types (covering 97% of the market)
- 422 engines (covering 96% of the market)
- Respected independent data sources: ICAO, IATA, OAG, FlightGlobal etc.
- 2016 data

EFFICIENCY POINTS

ATMOSFAIR PROVIDES AIRLINES WITH FEEDBACK BASED UPON THEIR PERFORMANCE. IT EMPHASIZES AREAS THAT ARE EXCELLING AS WELL AS THOSE THAT NEED IMPROVEMENT.

RESEARCH

U.S. BEST RANKED AIRLINES USING THE AAI

Airline	US Rank	Worldwide Rank	Overall	Short-Haul	Medium-Haul	Long-Haul
Alaska	1	14	67.6	35.4	66.9	70.3
Delta	2	41	59.7	57.0	63.4	53.7
United	3	41	59.7	60.4	66.1	53.0
Hawaiian	4	56	57.0	51.9		58.0
American	5	66	55.1	49.8	62.4	40.1
Horizon (Alaska)	6	87	48.9	47.4	51.2	
Ohana (Hawaiian)	7	113	38.8	38.8		
Envoy (American)	8	119	32.8	30.9	34.0	
United Express	9	120	32.0	32.2	31.9	
Delta Connection	10	122	29.5	25.9	31.0	

CARBON CALCULATOR BY ATMOSFAIR

Calculate Flight Emissions

Calculate your flight's CO₂ footprint and offsetting costs in renewable energy projects. We accept all common means of payment. You will receive a personal certificate and a German donation receipt (tax deductibility depends on regulations of your country).

round-trip

one-way

Departure airport *

City, Country or Airport

Flight class

Optional ▾

Flight type

Optional ▾

Aircraft type

Optional ▾

✦ Add/remove via airport

Arrival airport *

City, Country or Airport

Num. flights *

1 ▾

Num. of persons *

1 ▾

1 round-trip flight for 1 person

[Reset](#)[Calculate](#)

EXECUTIONS

NEW REWARDS SYSTEM

BILLBOARDS

INTERACTIVE KIOSK

WEBSITE REDESIGN

CURRENT REWARDS SYSTEM

x Expedia Rewards member benefits

	Blue	Silver	Gold
Lower member prices			
Earn Expedia points			
Earn points in addition to your airline miles and credit card rewards			
Points worth double at VIP Access hotels			
Hotel Price Guarantee			
Early access to sales and other exclusive member offers			
Free perks at VIP Access hotels			
250 extra points for booking a VIP Access hotel			
10% more points when you book			
24/7 expedited customer service via the Silver member number			
30% more points when you book			
Free room upgrades when available at VIP Access hotels			
24/7 expedited customer service with our specialized Gold agents via the Gold member number			

PROPOSED "GREEN" REWARD SYSTEM

EXPEDIA GREEN MEMBER

REWARDS USERS FOR USING EXPEDIA GREEN BASED OFF OF CARBON SAVED

AUTOMATICALLY A GREEN MEMBER AFTER USING THE EXPEDIA GREEN FLIGHT CALCULATOR OR INTERACTING WITH THE INFORMATIONAL

BENEFITS

- ALL BENEFITS OF A BLUE MEMBER PLUS EXTRA POINTS WHEN BOOKING THROUGH EXPEDIA GREEN
- DISCOUNTS ON ELECTRIC RENTAL CARS AND ENVIRONMENTALLY FRIENDLY ACTIVITIES SUCH AS NATIONAL PARK ADMISSIONS, BIKE RENTALS, PADDLEBOAT AND KAYAK RENTALS, ETC.

LOGO DESIGN



BILLBOARDS

BILLBOARDS TO BE PLACED NEAR AIRPORTS TO CALL ATTENTION TO GREEN TRAVEL AND AIR POLLUTANTS.
TWO STYLES

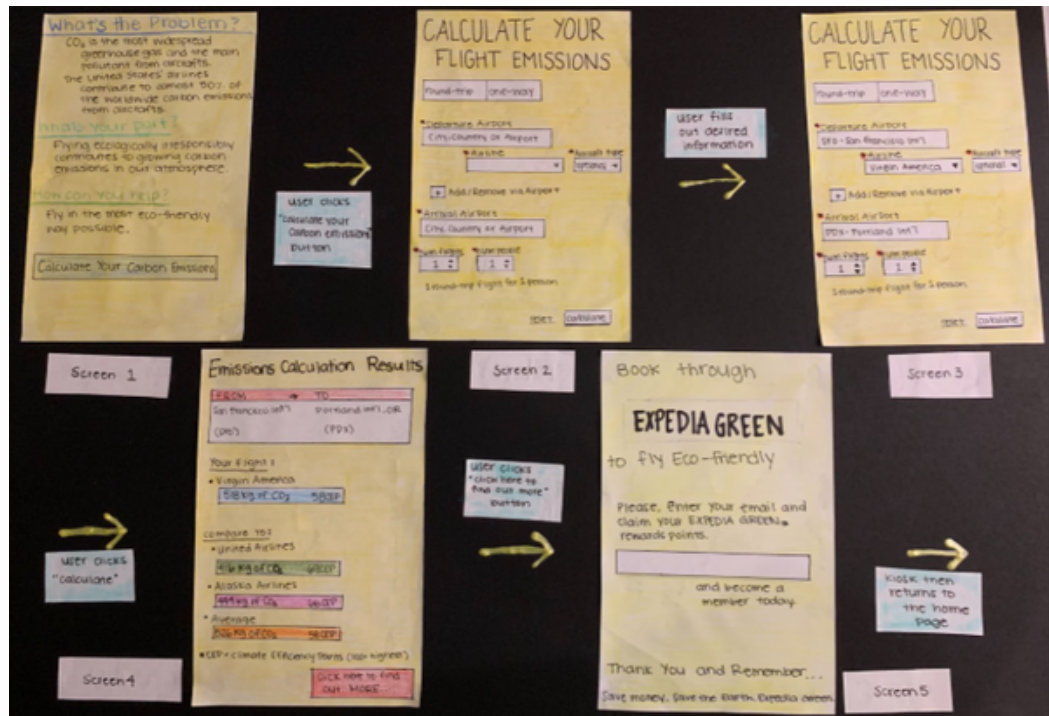
- FIRST PUSHES GREEN TRAVEL IN A FRIENDLY WAY
- SECOND SHOWS POLLUTION AND CREATES CURIOSITY TO LOOK INTO



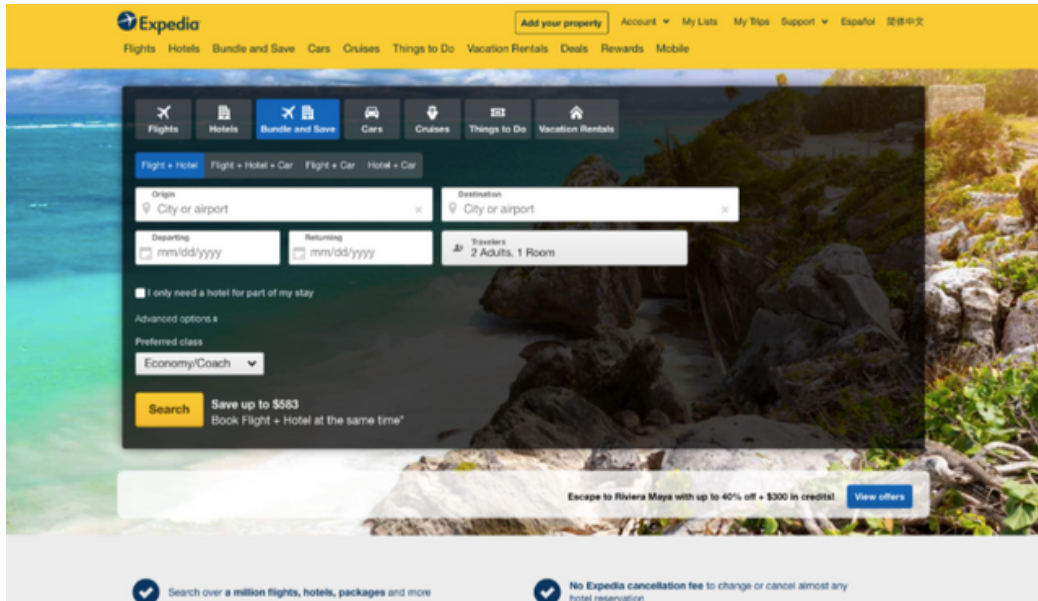
INTERACTIVE KIOSK



AN INTERACTIVE KIOSK PLACED IN AIRPORTS THAT INFORMS PEOPLE ON WHY THEIR CARBON FOOTPRINT MATTERS. ALLOWS THEM TO INPUT THEIR SPECIFIC FLIGHT TO VISUALIZE HOW MUCH POLLUTION THEY ARE EMITTING THROUGHOUT THEIR TRAVELS. THEY ARE THEN PRESENTED OPTIONS ON HOW TO TRAVEL IN A MORE SUSTAINABLE WAY AND SHOWS AIRLINES THAT ARE THE MOST AND LEAST ECO-FRIENDLY.



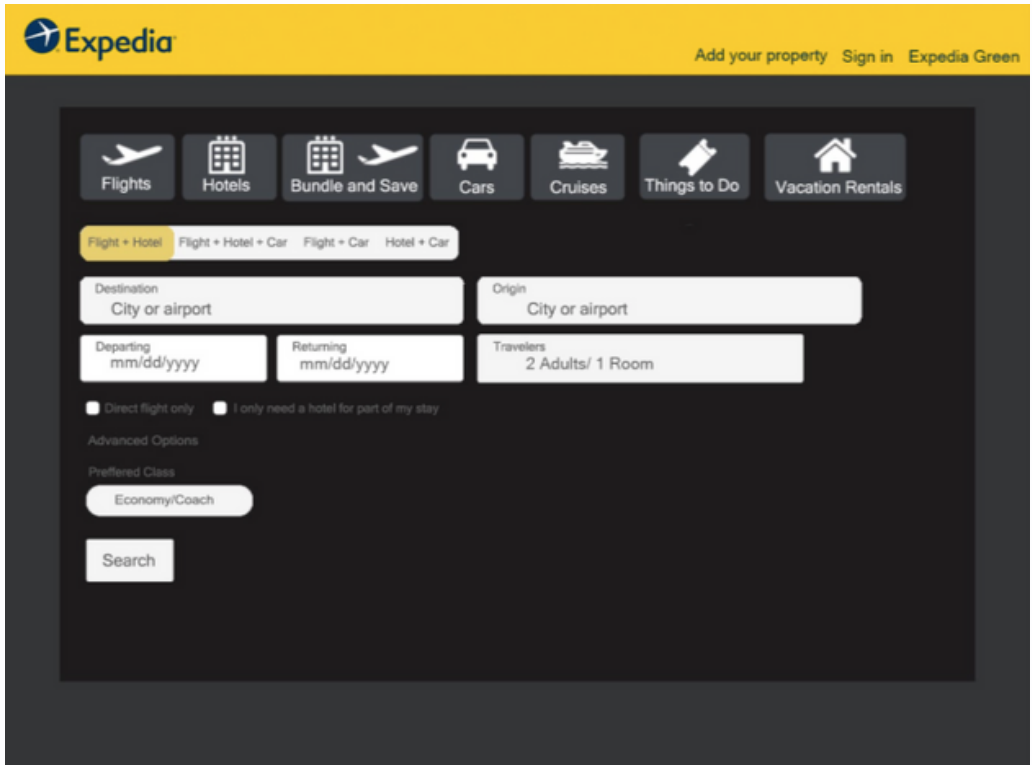
WEBSITE REDESIGN



PROBLEMS

- CLUTTERED
- MULTIPLE BUTTONS FOR THE SAME ACTION
- BUSY BACKGROUND IS DISTRACTING
- TEXT IS OVERWHELMING

WEBSITE REDESIGN



The image shows a mockup of the Expedia website's search interface. At the top is a yellow header with the Expedia logo on the left and the text "Add your property Sign in Expedia Green" on the right. Below the header is a dark grey navigation bar with seven buttons: "Flights", "Hotels", "Bundle and Save", "Cars", "Cruises", "Things to Do", and "Vacation Rentals". Each button contains a white icon representing its category. Below the navigation bar is a search form with a light grey background. The form includes a row of tabs: "Flight + Hotel" (selected), "Flight + Hotel + Car", "Flight + Car", and "Hotel + Car". Below the tabs are input fields for "Destination" (City or airport), "Origin" (City or airport), "Departing" (mm/dd/yyyy), "Returning" (mm/dd/yyyy), and "Travelers" (2 Adults/ 1 Room). There are also two checkboxes: "Direct flight only" and "I only need a hotel for part of my stay". Below these are "Advanced Options" and "Preferred Class" (Economy/Coach). A "Search" button is at the bottom of the form.

Expedia

Add your property Sign in Expedia Green

Flights Hotels Bundle and Save Cars Cruises Things to Do Vacation Rentals

Flight + Hotel Flight + Hotel + Car Flight + Car Hotel + Car

Destination City or airport

Origin City or airport

Departing mm/dd/yyyy

Returning mm/dd/yyyy

Travelers 2 Adults/ 1 Room

☐ Direct flight only ☐ I only need a hotel for part of my stay

Advanced Options

Preferred Class

Economy/Coach

Search

UPDATES

- CLEANED UP OVERALL APPEARANCE,
- REMOVED DOUBLE FEATURES
- MORE USER FRIENDLY
- MADE FEATURES MORE ACCESSIBLE

WEBSITE REDESIGN



[Sign In](#) [Add your property](#) [Expedia](#)



Destination
City or airport

Origin
City or airport

Departing
mm/dd/yyyy

Returning
mm/dd/yyyy

Travelers
2 Adults/ 1 Room

☐ Direct flight only

Advanced Options

Preferred Class

Economy/Coach

Search



Flight
Calculator



Rewards



What are
carbon emissions?



Why go Green?

EXPEDIA GREEN SITE PROPOSAL:

- SIMILAR FORMAT TO MAIN SITE
- CHANGED OVERALL COLORS
- ONLY ADAPTABLE TO FLIGHTS
- ECO-FRIENDLY AVAILABLE

THE BIGGER PICTURE

**EVENTUALLY INVOLVING OTHER COMPANIES
TO BECOME ECO-FRIENDLY**

PARTNERING ECO-FRIENDLY HOTELS

**GETTING AIRCRAFT MAKERS TO TRY TO
CREATE FOR ECO-FRIENDLY JETS**

PARTNERSHIP WITH BOEING

**CUT DOWN EMISSIONS BY ACTUALLY
MAKING A DIFFERENCE OF EMITTING LESS
POLLUTION VIA AIRCRAFT**