The Challenge

TUI Netherlands was facing the challenge of sourcing more than 10,000 images from 34 countries. Each of the images needed to fit within strict brand guidelines. The process of finding and selecting the images was taking more than half of the designer’s time and often times the images would not fit the brand.

The Solution

Dashmote analyzed the brand guidelines of TUI and created a search algorithm that could efficiently filter images that would fit the brand image of TUI. This reduced by half the amount of time that the creative team was spending to find the perfect picture for each of the 180 travel destinations.

About TUI

The TUI Group is one the largest leisure, travel and tourism company in the world. With over 200 travel brands in 180 countries it caters to over 20 million customers through 1600 travel agencies, 300 hotels, 150 aircrafts and 14 cruise liners.