



Now, let's tell the world

Congratulations again. Now it's time to celebrate! In this package is your digital award, along with a suite of assets to help spread the news that you're a winner. Below are some instructions to help inspire and guide you on how to best use them.



Your Traveller Review Award 2022

Your package includes your award in two formats:

1. A digital version: which you can post on your property page's photo reel or on social media using the hashtag #TravellerReviewAwards2022 and tagging @bookingcom.
2. A print version: which you can either get printed professionally, or print at home to hang on your wall.



Instagram Frame

Give your winner's announcement a personal touch by inserting the digital frame over a photo of your choice, then use the final image on your social media channels.

Get creative with your photo choices! Use one of your staff or one that shows the best areas of your property or highlight an aspect of your property that is rated highly. See page 2 to find out how to do it.



Instagram Stickers

Just download the image onto your smartphone and use the insert image sticker function on Instagram stories to insert them into your stories or posts.

Use them to show off your rating on Instagram stories or posts, add a bit of fun into your photos, and showcase any special guest messages or reviews. See page 3 for an example post.



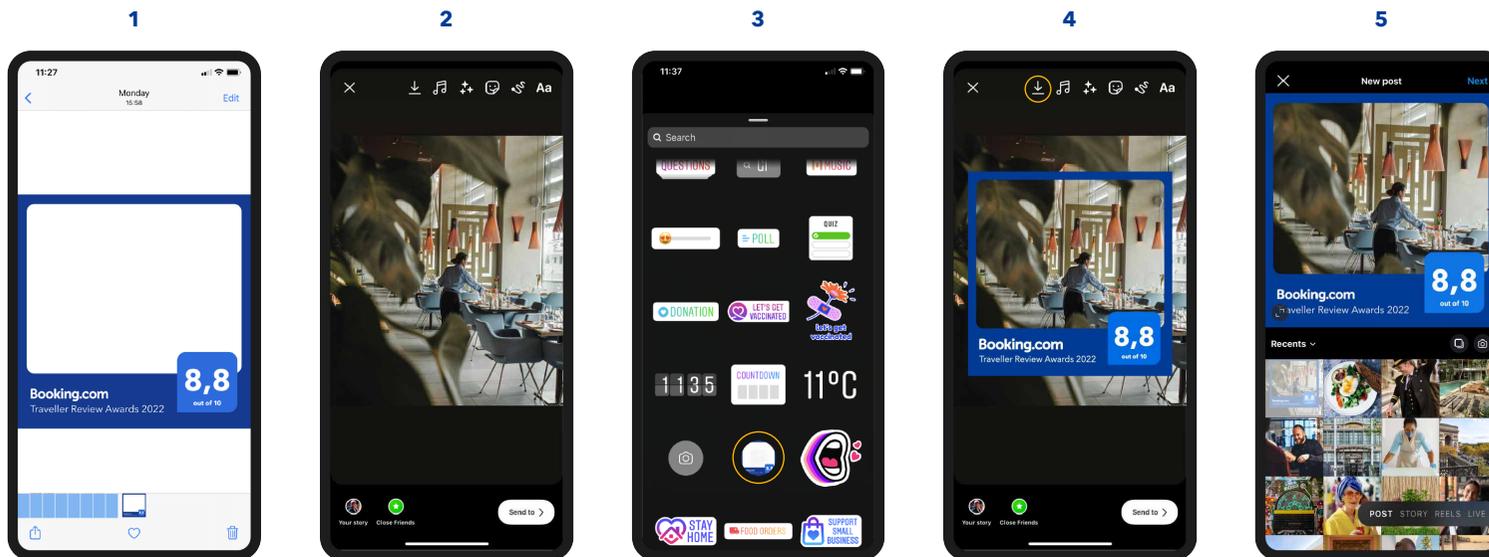
Digital Sticker

Add a sticker to show off your rating on your existing photos, property logo, or any marketing materials you may use.

See page 4 for some inspiration on what it could look like.

Instagram Frame

Guidance & Inspiration (iOS and Android)



Guidance

1. Download the Instagram frame
Download the frame .png onto your mobile device.
2. Instagram
Upload the image you want to highlight as a story.
3. Instagram Story Editor
Press stickers 📎 and insert 🖼️ (📎 on Android) the frame.
4. Instagram Story Draft
Position frame on area of image, tap the frame until it becomes a square, then press ⬇️ download.
5. Create Instagram Post
Making sure the blue frame fills the square.



Inspiration

1. Post a picture of staff that make your property special.
2. Share a shot that shows off the best parts of your property.
3. Show off an aspect that your property is rated so highly for.

Feel free to use the frame on other social media platforms.

Instagram Stickers

Guidance & Inspiration

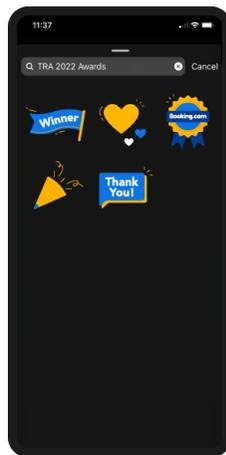
1



2



3



4



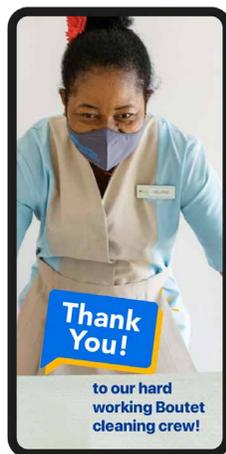
1



2



3



4



Guidance

1. Instagram Story Upload
Upload an image of your property as a story.
2. Instagram Story Editor
Press and select
3. GIPHY Search
Search in GIPHY for "TRA 2022 Awards" to choose from the full sticker pack.
4. Instagram Story Editor
Resize, rotate, and move your stickers to the desired position.

Inspiration

1. Show off your rating on shots that show the best of your property.
2. Have fun with winner stickers on pictures of your property.
3. Write personal messages to send thanks to staff that make your property amazing.
4. Use the dialogue sticker to write special messages or reviews.

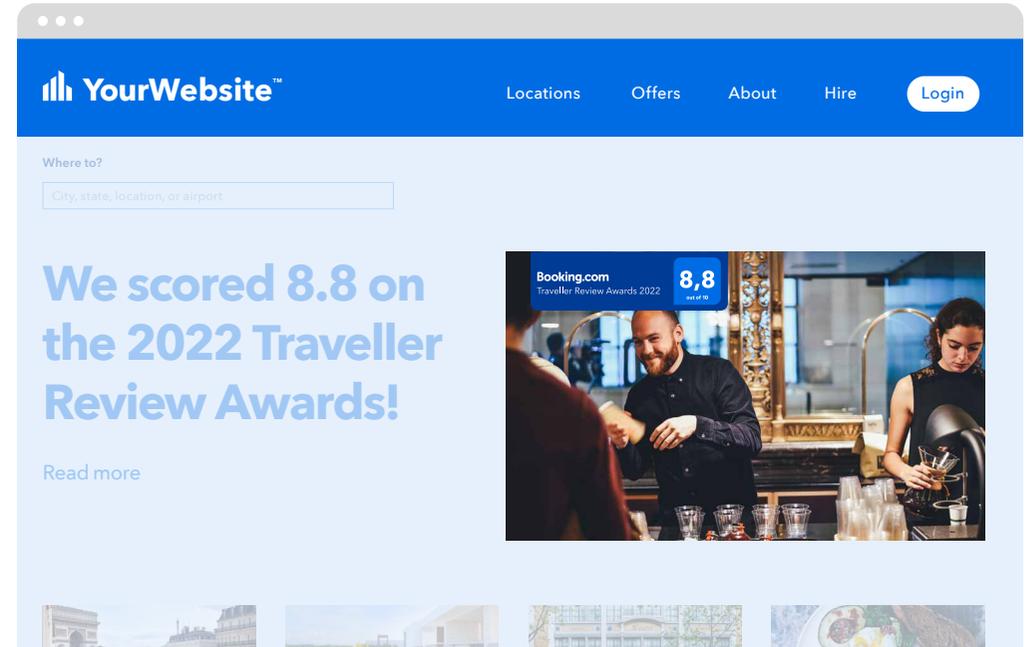
Digital Sticker Inspiration

1



1. Add your Digital Sticker to existing imagery of your property.

2



2. Add your Digital Sticker to your website.