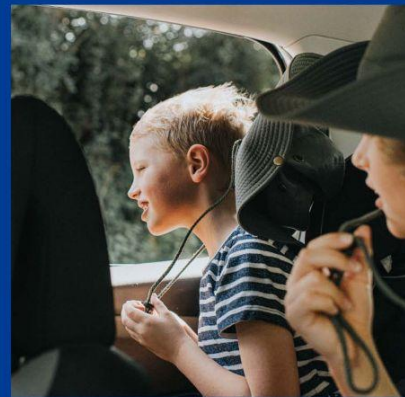


# Black Friday Deals

## Overview

Booking.com



## Why Black Friday Deals?

A new Booking.com promotion that you can share with your customers to increase your bookings and improve performance. It provides travellers with a discount of **minimum 30%** to help you capture travel demand and bring in more bookings to make the most of returning demand.

Black Friday 2021 is on **Friday, 26 November**.



## Black Friday Deals in detail



Black Friday Deals will be available for travellers to book from 18 November until 1 December 2021 inclusive.



During this time period, travellers can receive at least a 30% discount on selected rooms and rates at participating properties.

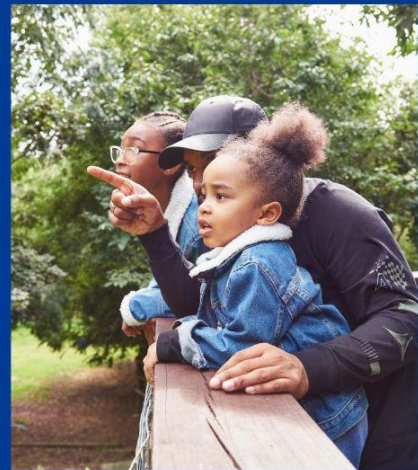


Potential guests will be able to book these discounted rates for stays from November 18 2021 until 30 June 2022, inclusive.

# Black Friday Deals

Instructions & creative assets

Booking.com



## How does it work?

You can promote Black Friday Deals through your usual channels. Once your customers click on an asset – for example a banner or social media post – they'll land on the Black Friday Deals landing page. This page shows customers the Black Friday Deals that are currently available.

**Please make sure you add your Affiliate ID (AID) and label to the end of the Black Friday Deals URL:**

[https://sp.booking.com/dealspage.html?campaign\\_id=blackfriday2020&label=campaign-blackfriday21](https://sp.booking.com/dealspage.html?campaign_id=blackfriday2020&label=campaign-blackfriday21)

Here's an example for AID 11111111:

[https://sp.booking.com/dealspage.html?&aid=1111111;campaign\\_id=blackfriday2020&label=campaign-blackfriday21](https://sp.booking.com/dealspage.html?&aid=1111111;campaign_id=blackfriday2020&label=campaign-blackfriday21)

### **Important:**

1. please note that when your customer clicks on the Black Friday URL as mentioned above outside of the Deal's Booking window (18 Nov - 1 Dec 2020, inclusive), the page will show Getaway deals to increase chances of a customer booking when landing on this page.
2. The campaign ID is blackfriday **2020**. This is for tracking purposes and is NOT an error.

## Conditions & Fine Print.

**Please always make sure** to include the below legal copy for your conditions/fine print

The discount is available on selected properties and applied to the original price of a room before taxes, charges and additional fees. Book between 18 November 2021, 9:00 (UTC+1) and 1 December 2021, 9:00 (UTC+1) inclusive. Valid for stays with check-out dates until 30 June 2022 inclusive.

### **Reduced space copy**

Valid for bookings made before 1 December 2021 9:00 (UTC+1). Other promotional conditions apply.

### **Translations**

Translated conditions/fine print can be found in the translations document.

## Our approved fonts

If working in MacOS please stick to the Booking.com brand font of **Avenir Next**.

If on a PC, please use the Windows system font **Segoe** as an alternative.

Please see the image on the right for our ideal Chinese, Hebrew, Arabic, Japanese, Korean and Thai fonts.

探索世界

Noto Sans (Chinese)

הלג תא מלועה

Arimo (Hebrew)

إكتشف العالم

Tajawal (Arabic)

世界を発見する

Noto Sans (Japanese)

세계를 발견

Noto Sans (Korean)

ค้นพบโลก

Kanit (Thai)

## Approved logos & brand standards

Included in the media kit are the Booking.com logos and the Brand Standards (formally called Guidelines).

- **Booking.com Logos** – we have included both the blue and white logos as PNG files. Our logos can be used to promote the Black Friday Deal campaign in situations where a banner is too big and/or where only the Booking.com logo and copy are being used.
- **Booking.com Brand Standards** – please check your designs against our guidelines.



Blue logo for use on light backgrounds



White logo for use on dark backgrounds



## The Black Friday Deals Media Kit contains:

Click the links below to be directed to the instruction page in this document:

- [Campaign Banners](#)
- [Translated copy](#) *(44 languages)*
- [Image library](#) *(JPEG)*

Using these assets, you can also create:

- [Social media messages](#) *(using translated copy and Black Friday Deals images)*
- [SMS / Push notifications](#) *(using translated copy and Black Friday Deals images)*

# Campaign banners

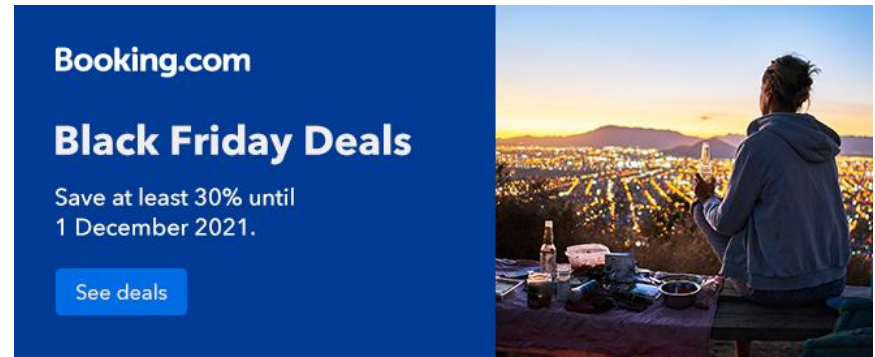
We have provided multiple versions of the banner – rectangle, square, and mobile – that you can use for various touchpoints.

Update the copy in the provided PSD files with your required languages. Translated copy is available in the [translation document](#). We have provided JPEG exports in English, French, Arabic and simplified Chinese.

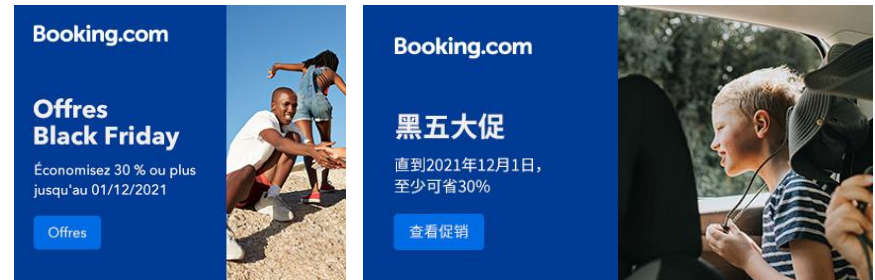
Please ensure you only update the text and image and do not re-design the banners. If you need to expand the button length please ensure there is breathing room on the left and right of the text.

Please refer to font guidelines on [this slide](#).

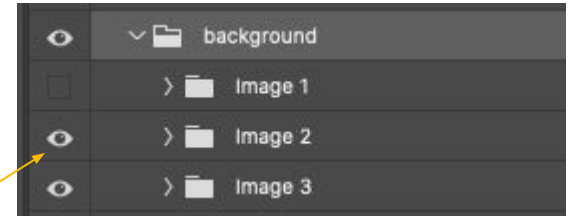
Banners provided for Black Friday Deals are owned by Booking.com and therefore should not be altered or repurposed for any other projects outside of Black Friday Deals.



Provided PSD files contain English, French, Arabic, and Simplified Chinese



Three campaign image options have been added into the photoshop file, (in the background folder) which can be switched on or off by clicking the eye icon.



# Translated copy

Update the copy in the provided PSD files with your required languages.

Translated copy is available in the translation document.

Original design templates are provided in UK English, French, Arabic, and Simplified Chinese only.

**Please note: copy must be used exactly as provided, unless expressly authorised by your account manager.**

44 languages (including UK English) are included in the translation document for all assets:

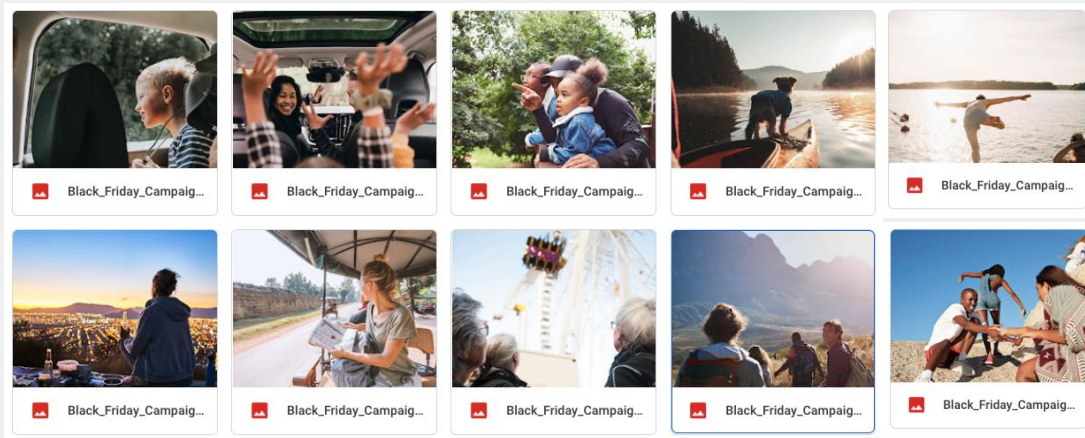
AR (Arabic)	LV (Latvian)
XU (American English)	LT (Lithuanian)
ES (European Spanish)	MS (Bahasa Melayu – Malay)
IT (Italian)	NL (Dutch)
DE (German)	NO (Norwegian)
RU (Russian)	PL (Polish)
BG (Bulgarian)	PT (European Portuguese)
CA (Catalan)	XB (Brazilian Portuguese)
CS (Czech)	RO (Romanian)
DA (Danish)	SK (Slovak)
KA (Georgian)	SL (Slovene)
EL (Greek)	SR (Serbian)
XA (Argentinian Spanish)	SV (Swedish)
ET (Estonian)	TH (Thai)
FI (Finnish)	TL (Tagalog)
FR (French)	TR (Turkish)
HE (Hebrew)	UK (Ukrainian)
HR (Croatian)	VI (Vietnamese)
HU (Hungarian)	ZH (Simplified Chinese)
ID (Bahasa Indonesian)	XT (Traditional Chinese)
JA (Japanese)	
IS (Icelandic)	
KO (Korean)	

# Black Friday Deals image library

Download the approved Black Friday Deals image library from the asset download page. We have provided 10 images for you to choose from.

The images can then be used for your banners, social media posts (see [this slide](#)) and/or SMS or push notifications (see [this slide](#)).

**Please note: Images provided are licensed only for use with Booking.com assets.**



# Social media messages

*Copy and image are provided. Completed design files are not provided for social media posts.*

## **COPY:**

Use the copy in the translation document for your social media post(s).

## **IMAGE:**

Select an image from the Black Friday Deals image library available on the asset download page. Crop image to the appropriate size for the social media channel you are using.

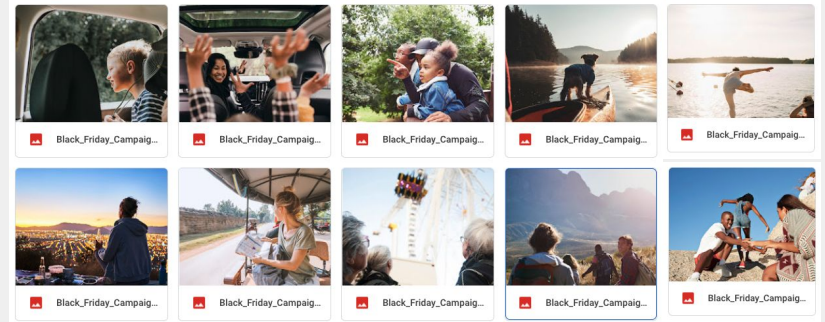
## **ADD LINK:**

Add a link to the deals page including your AID. (See [this slide](#)).

## **COPY:**

Save at least 30% until 1 December 2021.

See deals [\[LINK\]](#)



## SMS / push notification

*Copy and images are provided. Completed design files are not provided.*

### **COPY:**

Use the copy in the [translation document](#) for the SMS / push notification.

### **IMAGE:**

Select an image from the [Black Friday Deals image library](#) available on the asset download page.

### **ADD LINK:**

Add a link to the deals page including your AID. (See [this slide](#)).

### **COPY:**

Deals starting at 30% off

Save at least 30% until 1 December 2021.

### **COPY (short version):**

Black Friday Deals

Book stays starting at 30% off.

## Black Friday Deal Media Kit - In Summary

1. Include your AID in the provided link
2. Always include legal copy in your conditions/fine print
3. Use our approved fonts, logos, brand standards.

# To a successful campaign!

