



Read Me First

EyeEm Photography

User Guide

NOVEMBER 2018

Searching for
creative and
engaging images is
easy with EyeEm





Let the clip art library rest in peace. Staged, clichéd photos such as handshakes, globes, and corporate teams, take up space on a slide where descriptive content should be center stage

Our mission is to showcase images that are more interesting, beautiful, and unexpected than any other professional services company: one of a kind

Through our partnership with EyeEm, you now have **access to a database of unique photographs** consistent with BCG's visual identity and depth of insight

Use the EyeEm PowerPoint macro to access the site

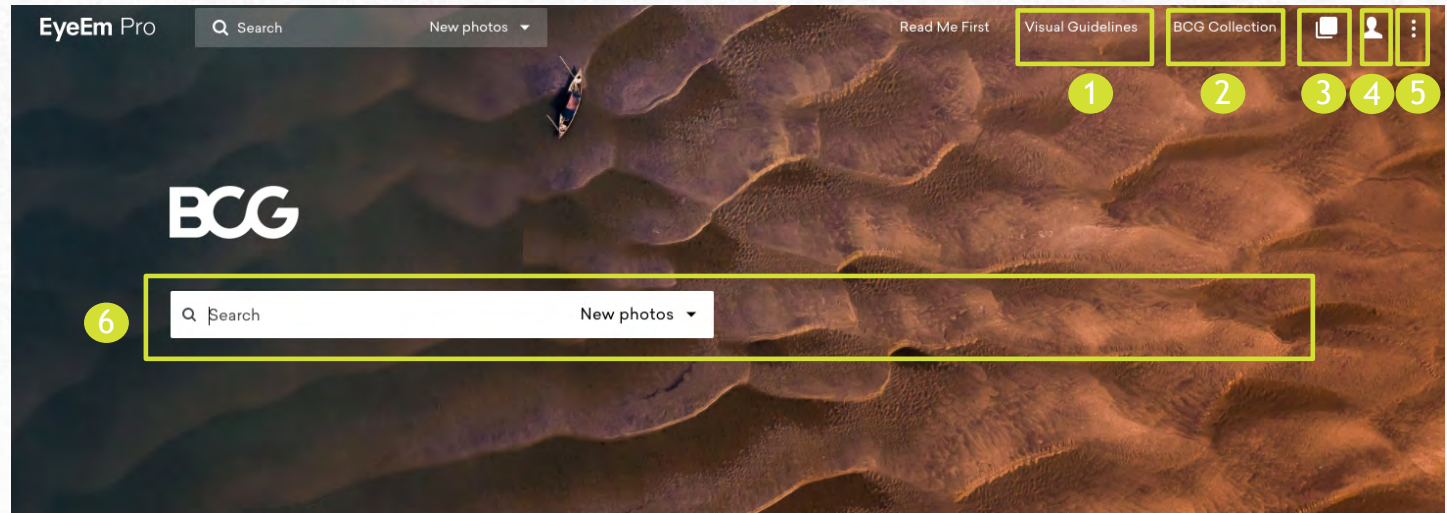
The EyeEm macro is under the BCG HOME ribbon in the Media section

The macro will open your browser to bcg.eyem.com and log you in using your individual account if you're connected to a BCG computer

If a login is requested, use your BCG user name and password



Click the icon to launch the EyeEm web portal



Visual Guidelines

PDF of best practices for finding appropriate images



BCG Collection

Images already purchased and curated by BCG to be used



Lightbox

Curate lightboxes for different projects and searches



Profile

Click to logout



More

Information on EyeEm and the technology used



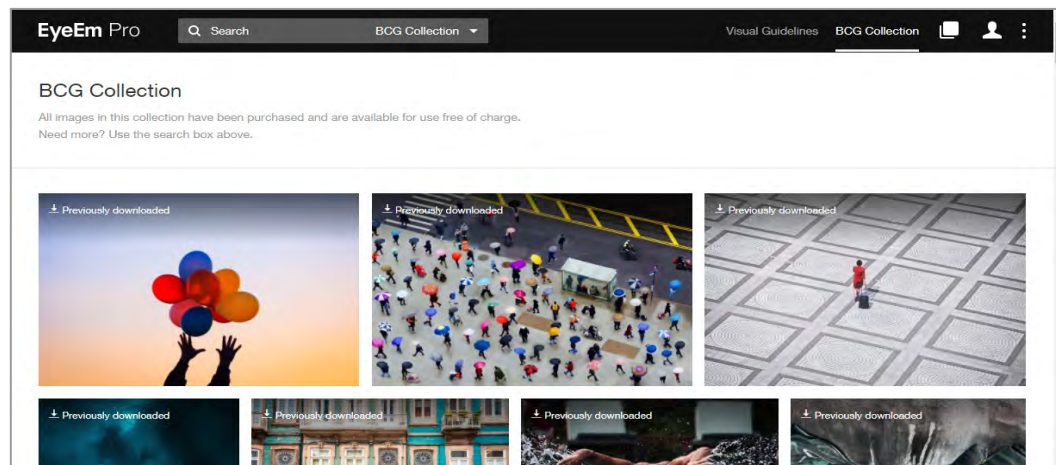
Search Bar

Add keywords to search here

The BCG Collection and Curated Collections

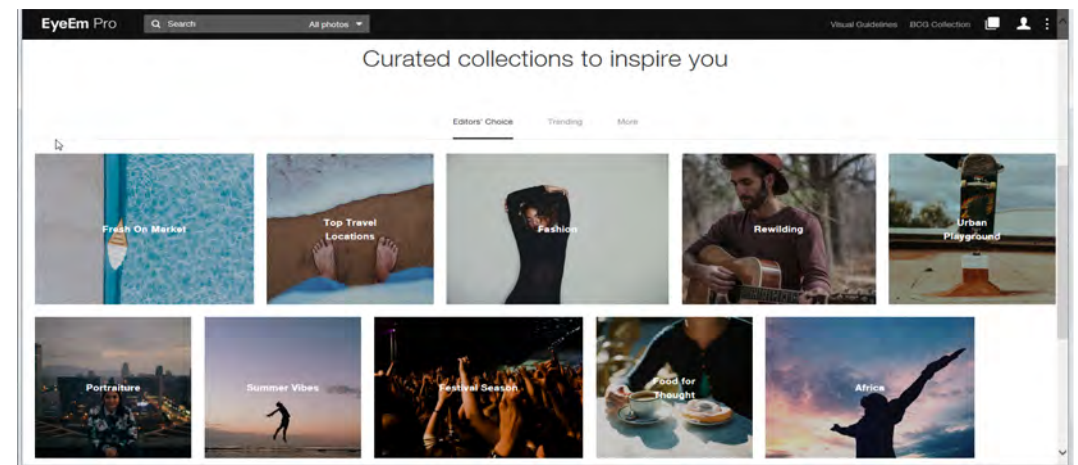
BCG Collection

The BCG Collection is a library of images already purchased in EyeEm that fit within the style guide for quick browsing and downloading



Curated Collections

The Curated Collections are pre-selected images within the style guide categorized by specific topics—helpful in searching for images for certain industries. Note that you will still need to purchase as needed



Choosing the perfect image (I/II)

Which image would you choose to represent "innovation"?

While there is technically nothing wrong with using images traditionally associated with innovation (light bulbs and jigsaw pieces), you should **aspire to be creative and thought-provoking in the imagery you use and less literal/clichéd**

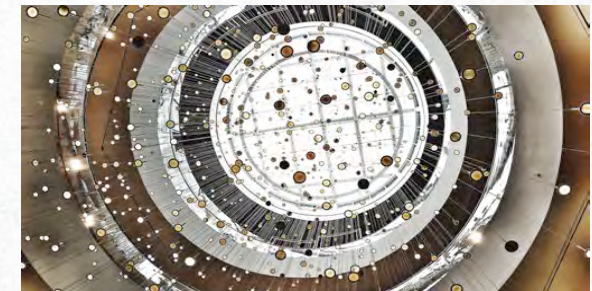
- The 'inspired' eyes images on the bottom are two examples of how to visually describe innovation in a creative way
- Innovation is shown here as moving the curtain to see the future, and, even more abstractly, as light or object patterns that give a sense of forward motion



Innovation through 'clichéd' eyes



Innovation through 'inspired' eyes



Choosing the perfect image (II/II)

In your keyword search, don't just search for "innovation" ...think outside the box to find visuals that are less literal

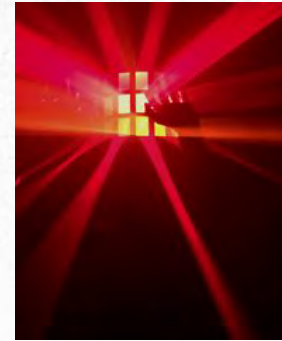
One technique is to search for the main keyword and see what images come up

Then use these images as inspiration to expand on keywords that are connected but take you further away from clichéd imagery

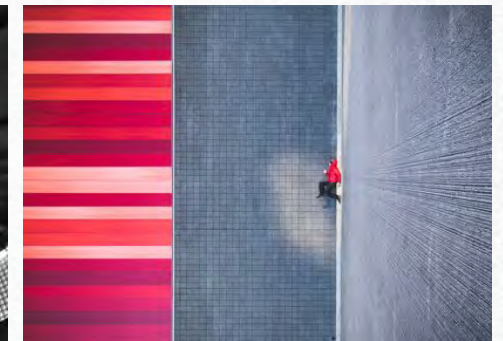
With EyeEm, most of the images have an artistic flair which makes this process easier

Remember, you can always use the curated collections for inspiration

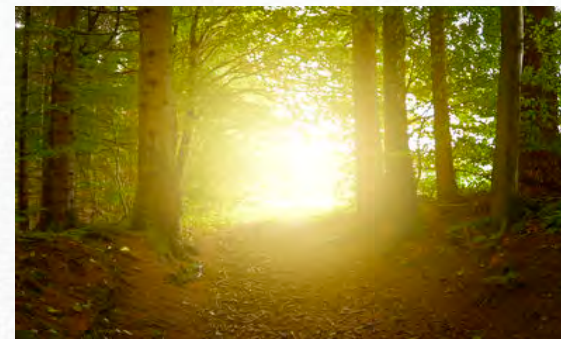
Initial keyword search for "innovation" (yields clichéd images):



Option 1:
Adjacent search for "window":



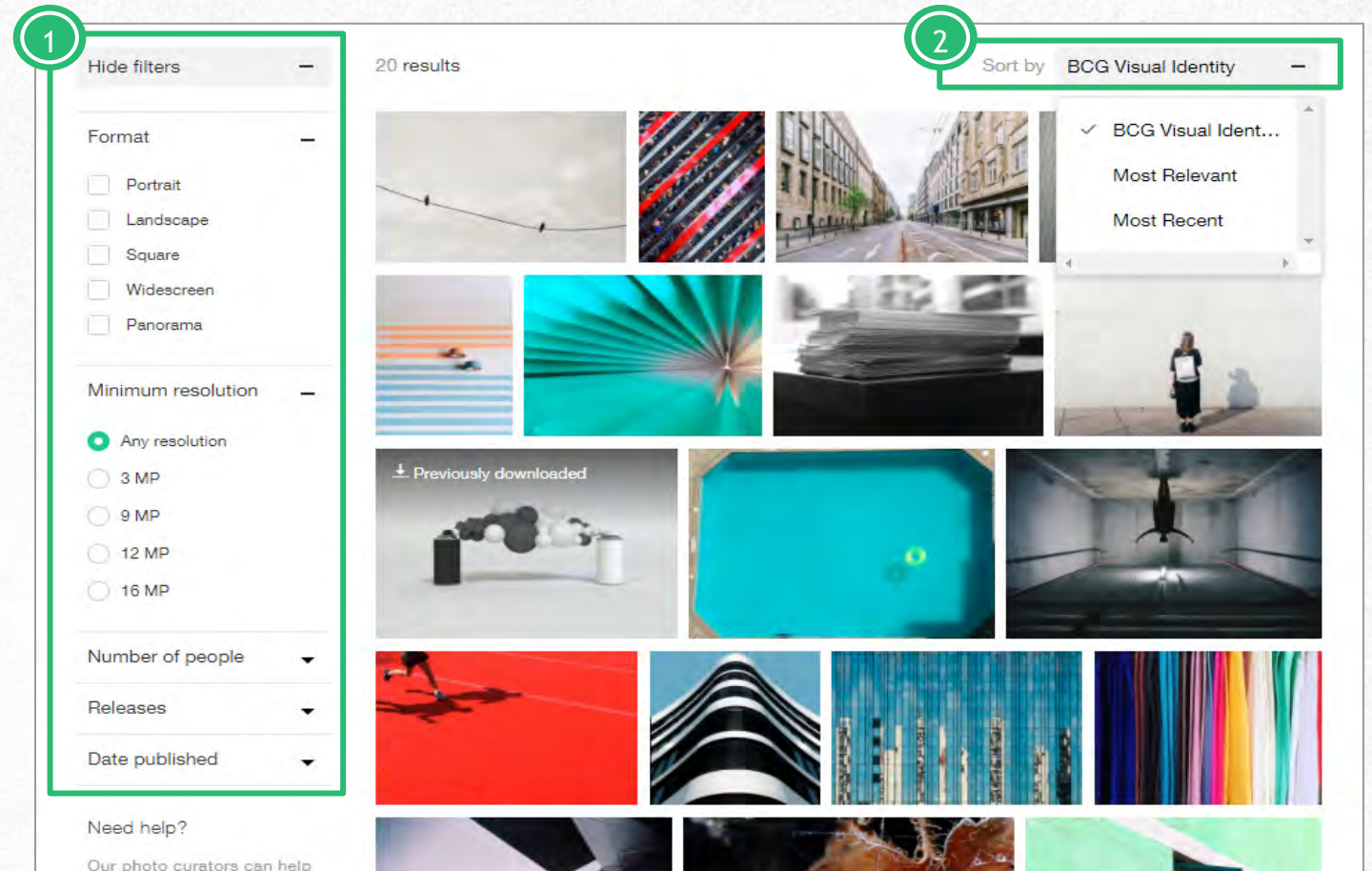
Option 2:
Adjacent search for "window bright light":



Use filters to refine your search

When you search for an image, you can further refine the results using the filters on the left-hand side of the screen

You have several filters that can be applied to expedite the search for the perfect image



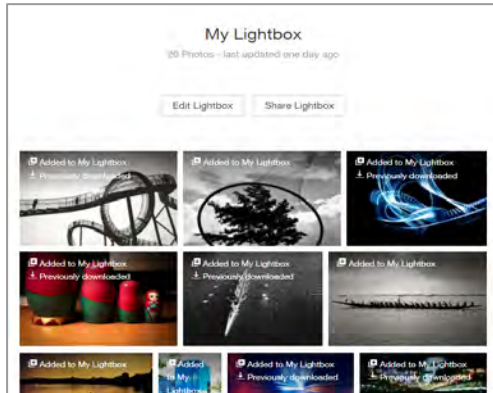
1 Filters

Apply filters to refine your search results based on your needs

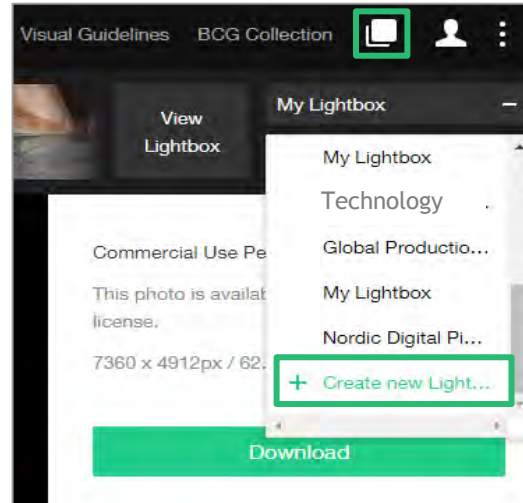
2 Sort By

Sort images by BCG Visual Identity to see images that comply best with the style guide. You can also sort images by Most Relevant and Most Recent

Curating images in your Lightbox

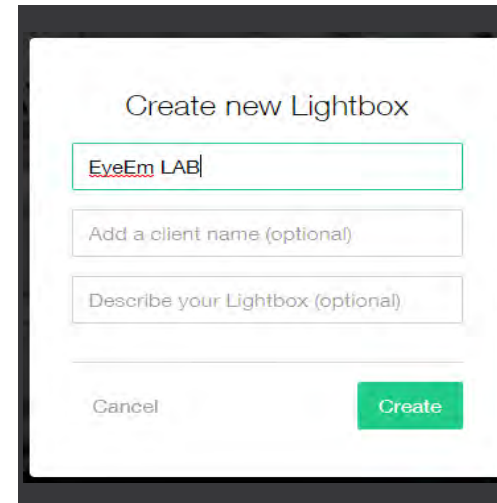


Lightboxes are a way to collect images by project or category while you are searching so you can evaluate them in the future without having to search for them again. It is a great way to compare images you found before purchasing

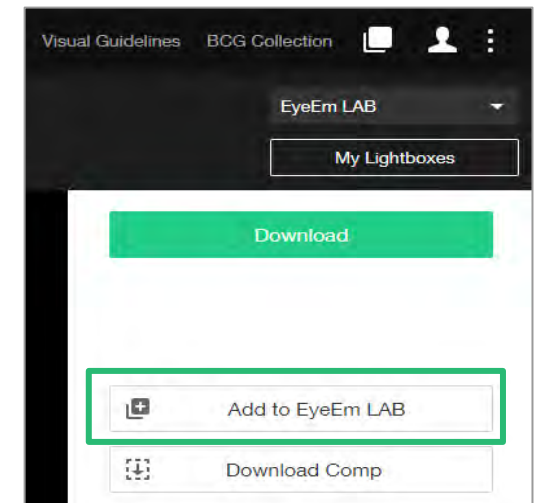


You can create multiple lightboxes to categorize images for projects


First, click on the lightbox icon on the top of the screen, then select "Create new Lightbox"



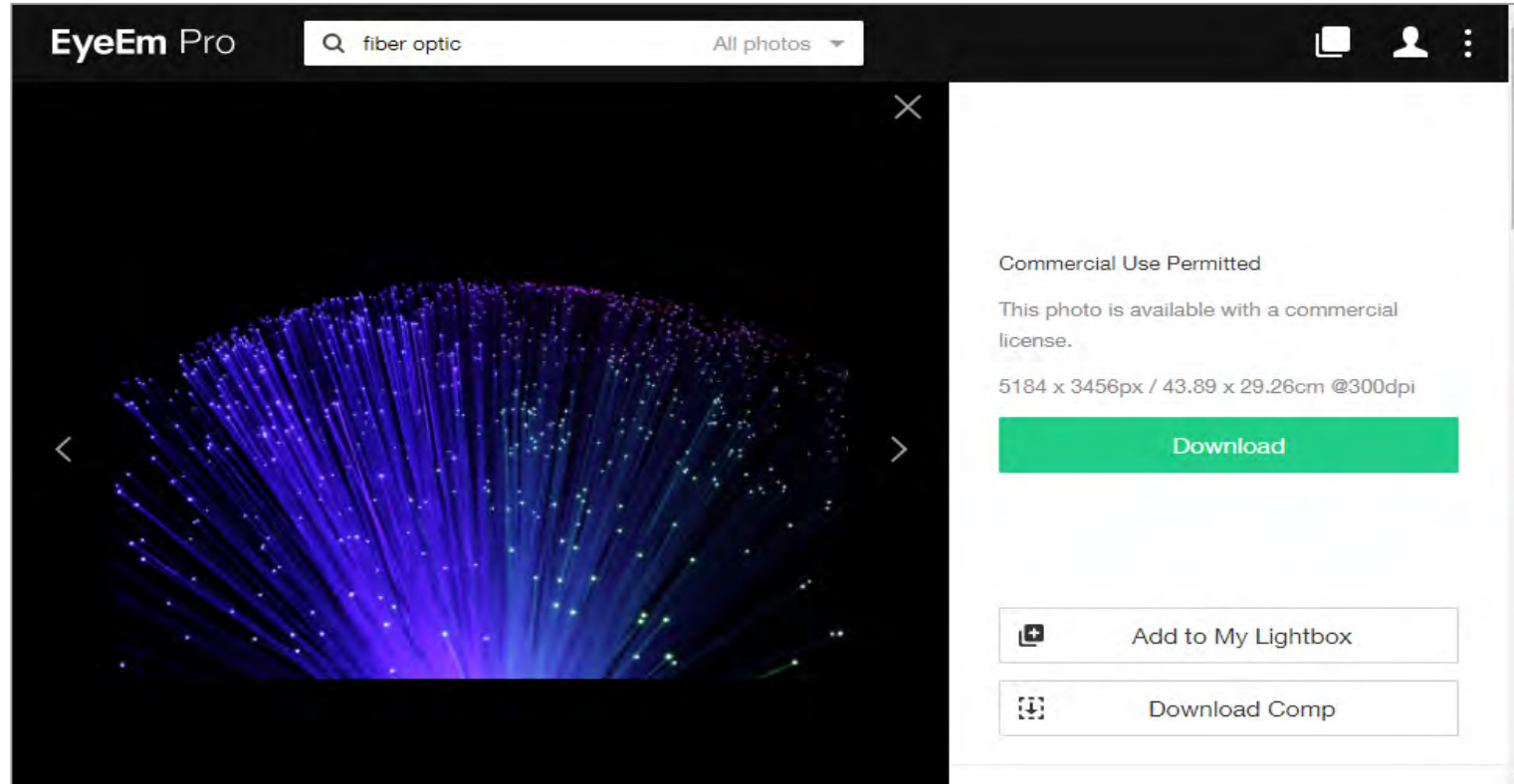
Name the Lightbox for your project and then select "Create"



Now when you are viewing images, you have the option of adding it to your custom Lightbox

 Share your lightbox by going to the lightbox's page and clicking on "Share Lightbox" to copy the link

Purchasing images



Please choose your license

For Exclusivity or other licensing options not provided in this form, please contact bcg@eyeem.com.

Full Name

E-Mail

Charge Code

Office

License

20 USD: Social + Powerpoint

Cancel

Click the "Download" button when on an image's page to get the high resolution version to use in your presentation. If you want to download a "comp" to test how it will look in the presentation, choose "Download Comp." Note that before finalizing your document you need to purchase the license to use the image or else the photo will contain watermarks

Next, fill in the dialog box to purchase the image. Choose Social + PowerPoint unless the document will be used for other purposes or printed (handouts are included in the Social + PowerPoint license)

Pricing options for each license

Contact bcg@eyeem.com for these licenses, which will take 1-2 days to process

Social + PowerPoint
(Which includes printed handouts)

Web + Print

| No Exclusivity | 90 Days Exclusivity | 6 Months Exclusivity | 1 Year Exclusivity |
|----------------|---------------------|----------------------|--------------------|
| • \$20 | • \$50 | • \$75 | • \$250 |
| • \$50 | • \$75 | • \$125 | • \$250 |

The Web + Print license will cover up to 5,000 print copies. For publication covers and high-profile pieces where we would want to pull the image from the general collection to avoid people using them for other projects, the full license of \$250 would be purchased

Exclusivity will remove the image from BCG’s EyeEm marketplace and the BCG Collection for the specified period of time. If the image is sold on other stock photography websites, EyeEm has no control over those rights

Guidelines for all photography

EyeEm images should be used full page on a big statement layout or within the placeholders on our green half-page or green two-third layouts

Smaller images should only be used when the image is an actual thing, such as a report cover, interior of a client's factory, or a client's product (these can be enclosed within a gradient circle if required)

Avoid these common design mistakes:

- Don't use photographs to represent bullets
- Don't stylize photos:
 - Don't add drop-shadows, 3D, or other effects



Incorrect

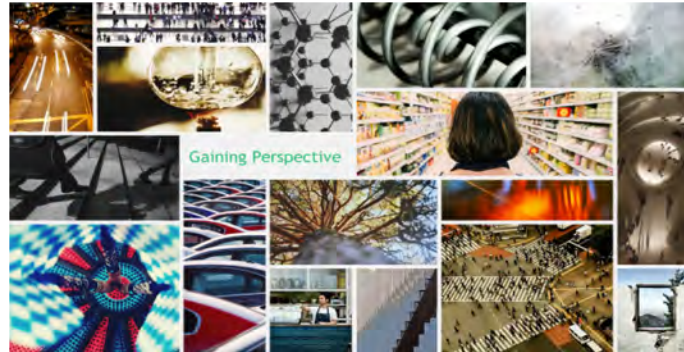


Small images are difficult to visually translate and they add noise, not value, to the slide. Only use small images of the real subject, such as a report cover, slide as a picture (use macro), or client site



Adding effects like feathering an image can look unsophisticated. Do not try to make an image look like a newspaper clipping, instead, label the source or add an icon next to it to indicate what media is from (print, video, or web)

Examples of incorporating EyeEm images in your slides



Now that we understand the basics, let's see how these requirements affect our casework

