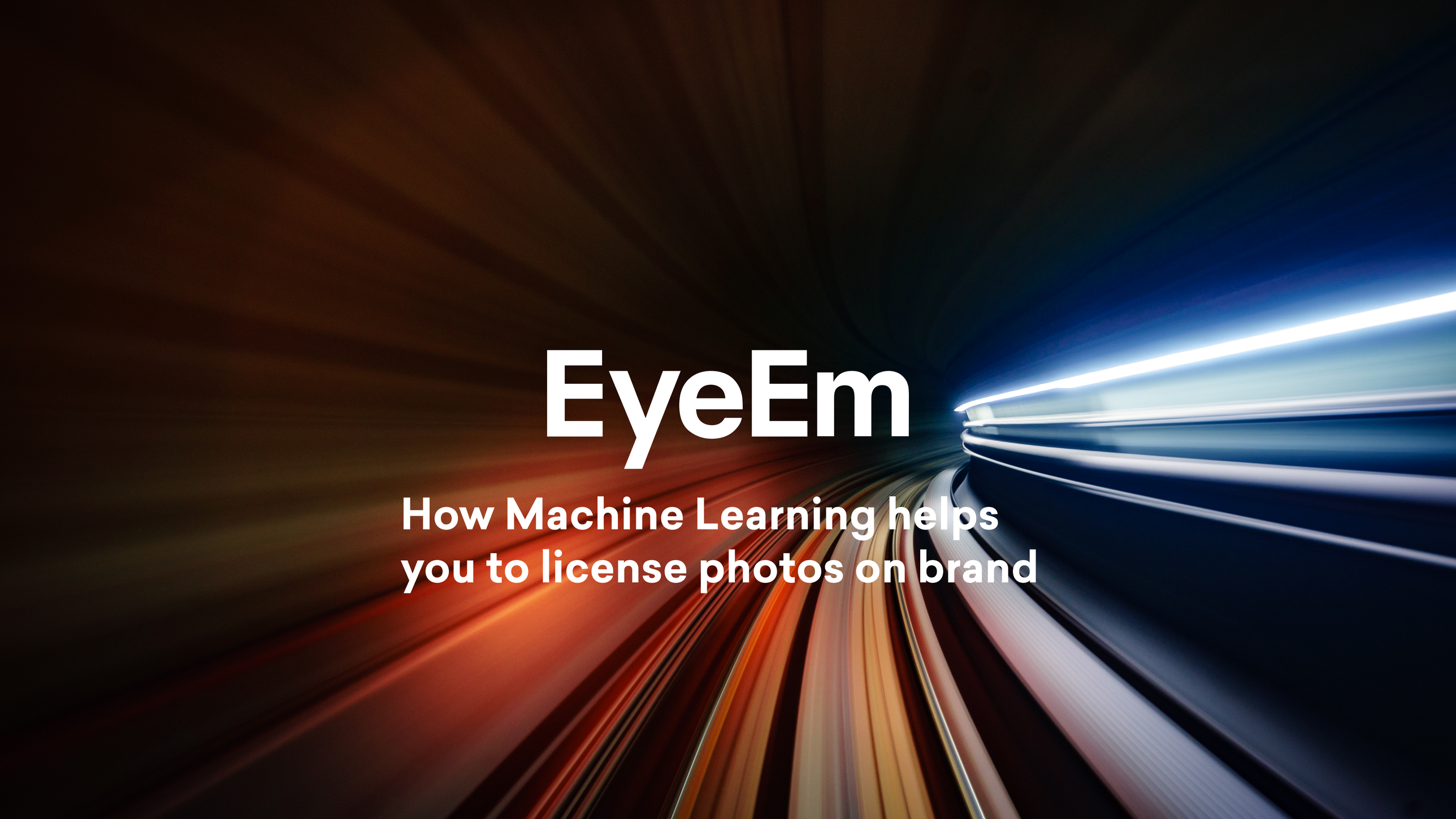
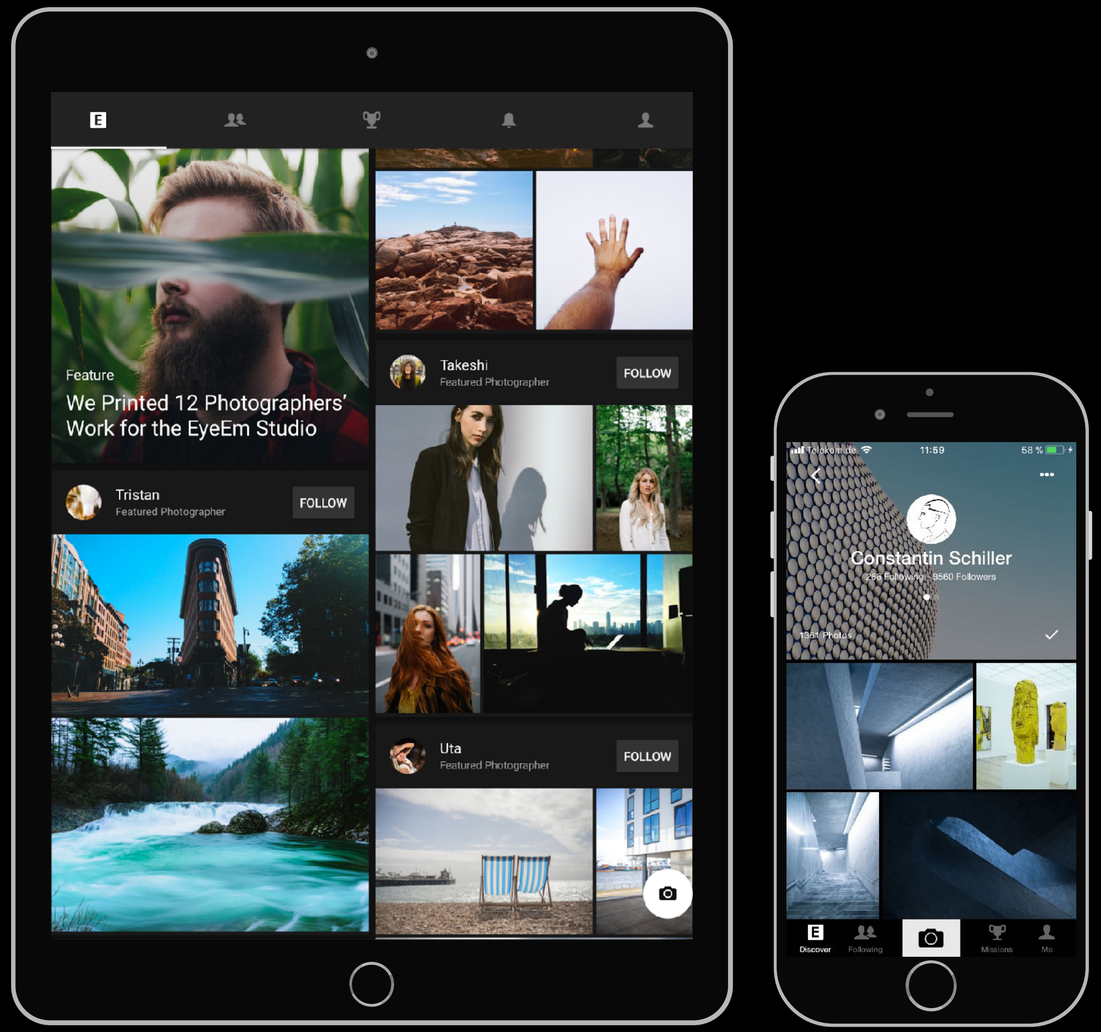

EyeEm
How Machine Learning helps
you to license photos on brand

EyeEm



A Visual Platform

Creative Community & Marketplace for World Class Content

120+M

Photos Available for Licensing

23

Languages

22+M

Engaged Creators

150+

Countries

EyeEm

The Technology

Machine Learning: Organise The World's Media

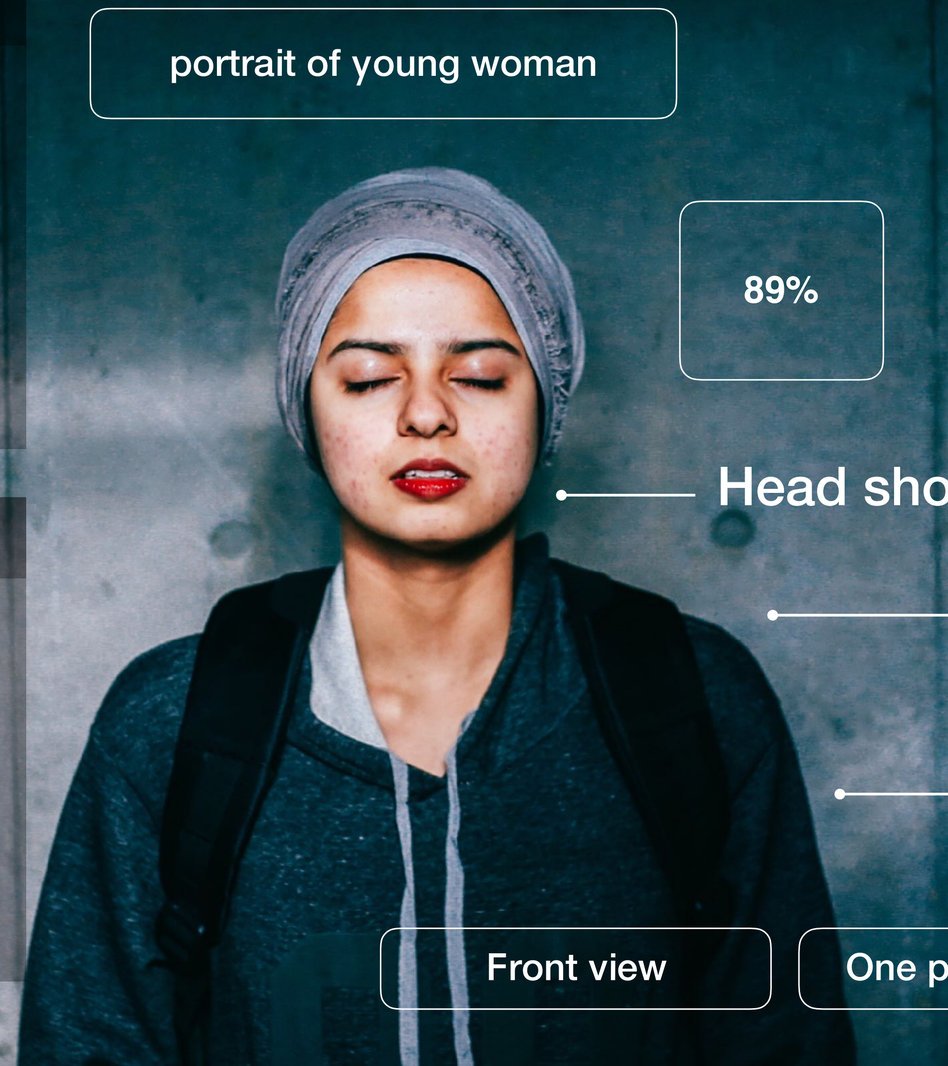
EyeEm

Tags & Caption

- ✓ Identify all relevant concepts
- ✓ See the story in a headline
- ✓ Easily train new concepts

Aesthetics

- ✓ The aesthetic score ranks the quality of our images
- ✓ Trained on visual trends and feedback from EyeEm community



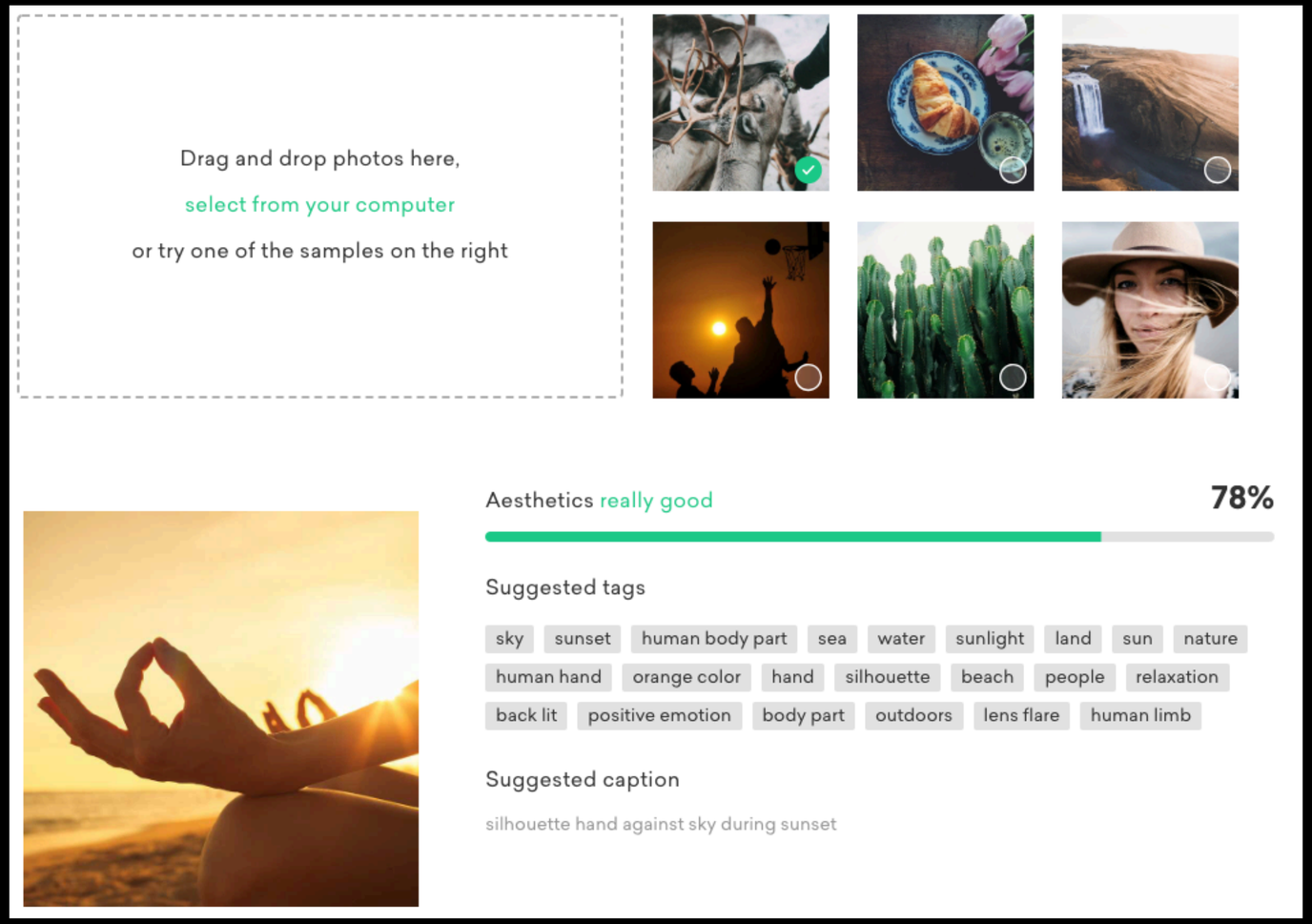
Personalized Aesthetics

- ✓ Train EyeEm Vision your visual fingerprint
- ✓ At the end you receive your customized aesthetic score

EyeEm

Tagging & Captioning

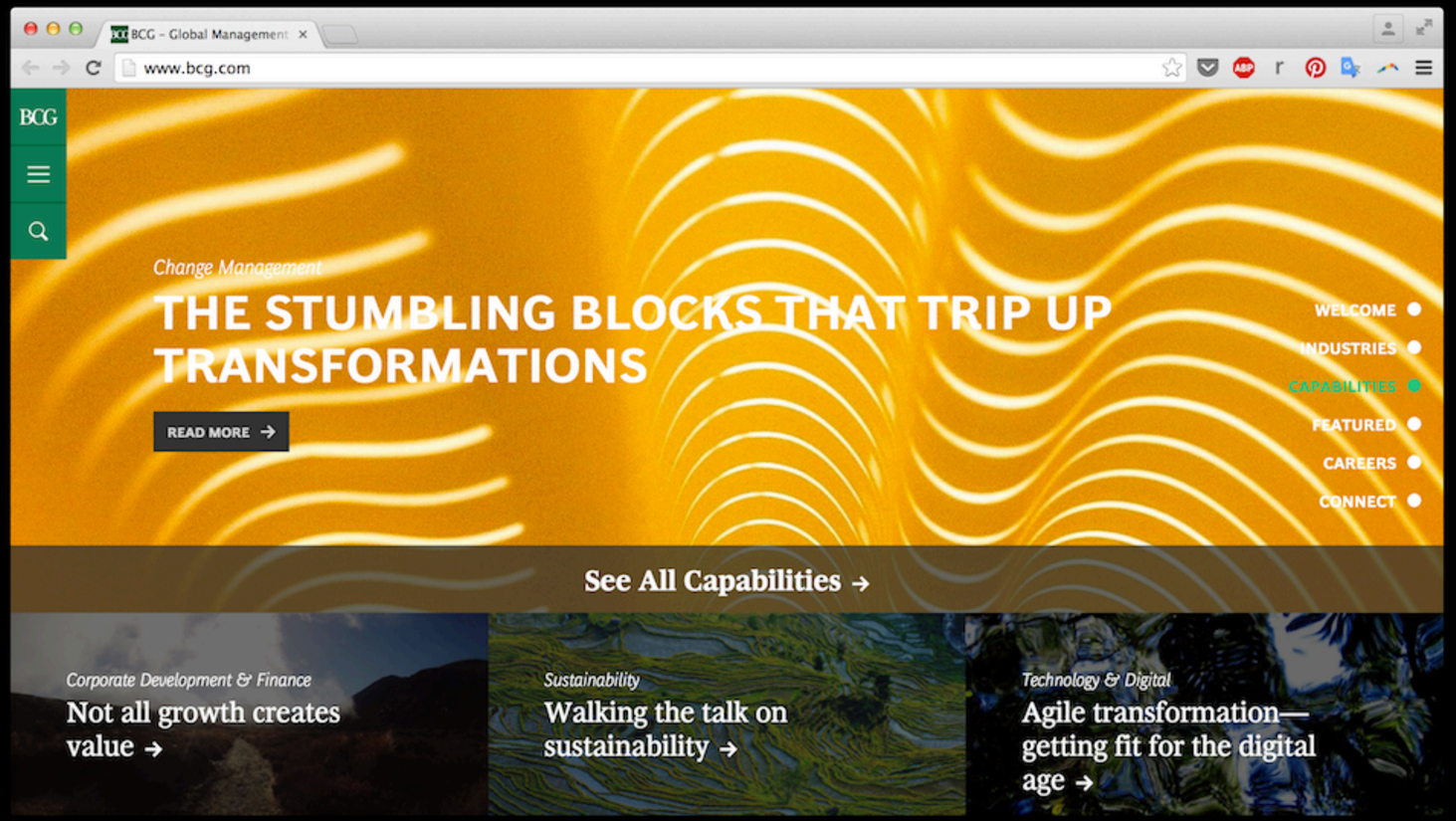
Demo



EyeEm

Success Stories

Redefining the Visual Language for BCG's Futuristic Vision



The BCG Case

After working with BCG on the redesign of bcg.com, BCG wants to make sure that everyone within the company speaks the same image language across countries.

Goal: Train PA and get access through BCG's Powerpoint Plugin

EyeEm

Train the Machine

3 Simple Steps

Define Brand Identity →

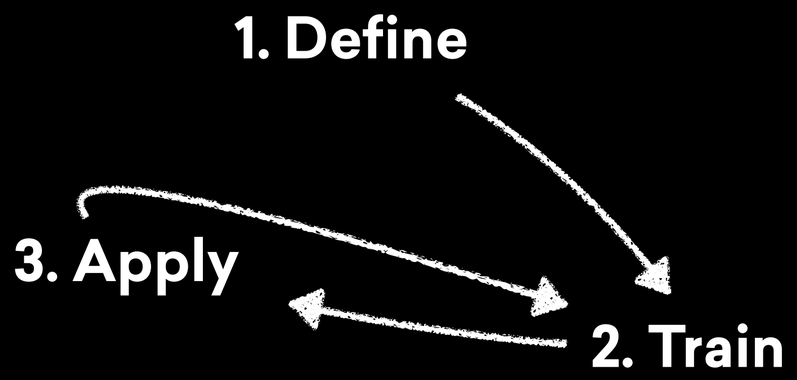
Definition of Visual Language together with our visual experts.

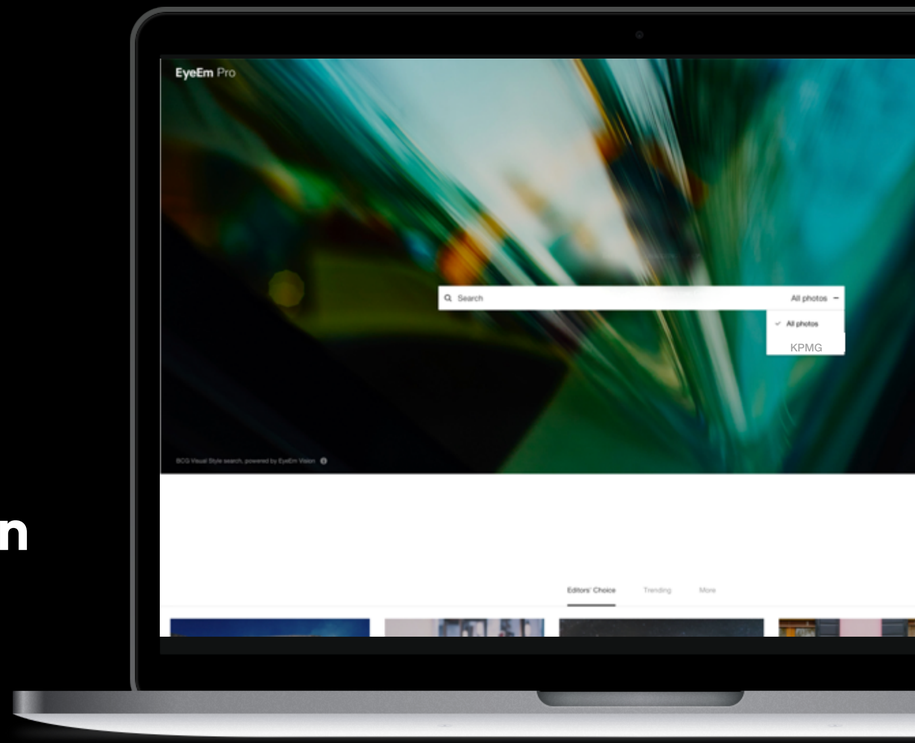
Train the Aesthetic Rank →

The Computer Vision gets retrained based on images curated by our visual experts.

Integrate the Model

Images on EyeEm Market get reindexed for you according to the new rank

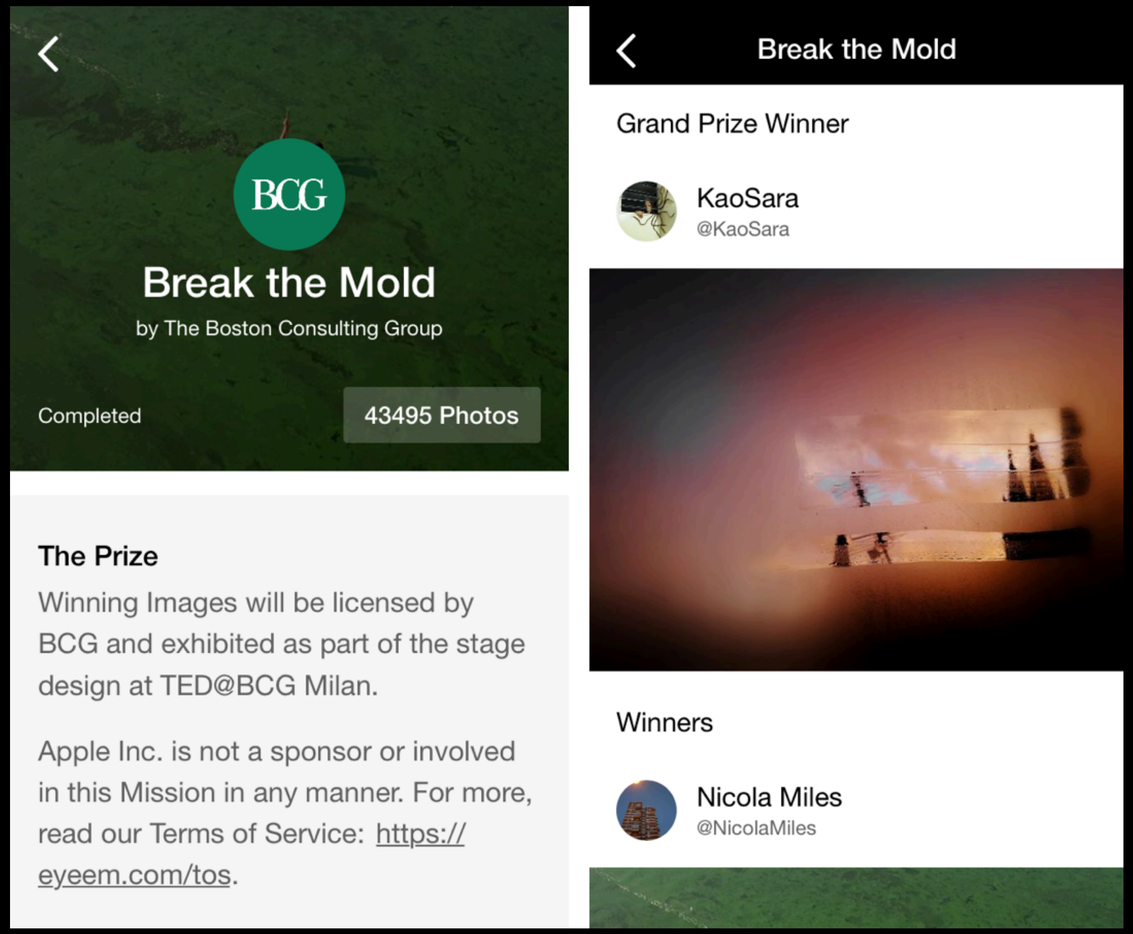




EyeEm

Step 1: Source Training Set

The Power of Community

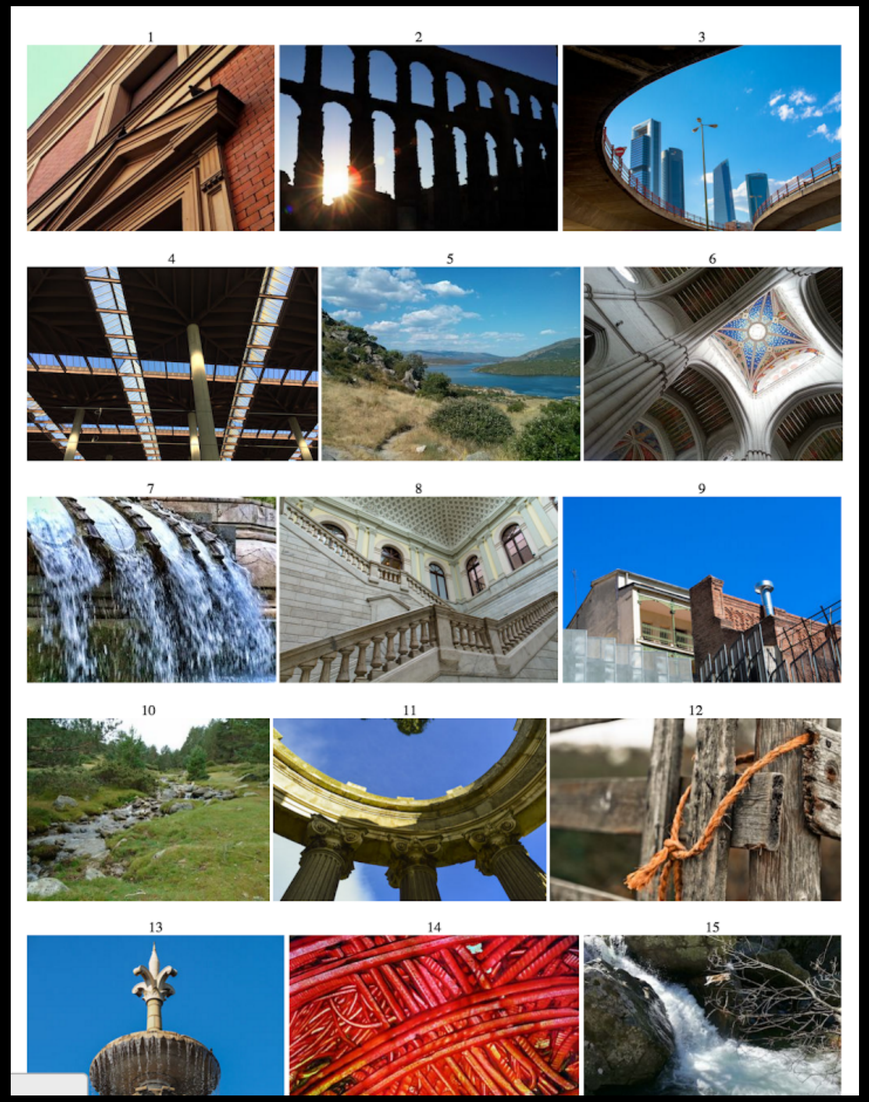


From Business Themes to Visual Methaphors

- With a clear brand vision in mind, we put our creators to work and launched a series of 15 Missions to source compelling images that directly spoke to BCG's fresh perspective.
- In these photo competitions, EyeEm transformed abstract business themes into concrete visual briefs for our photographers to shoot.

EyeEm

Step 2: Train Visual Identity (1)



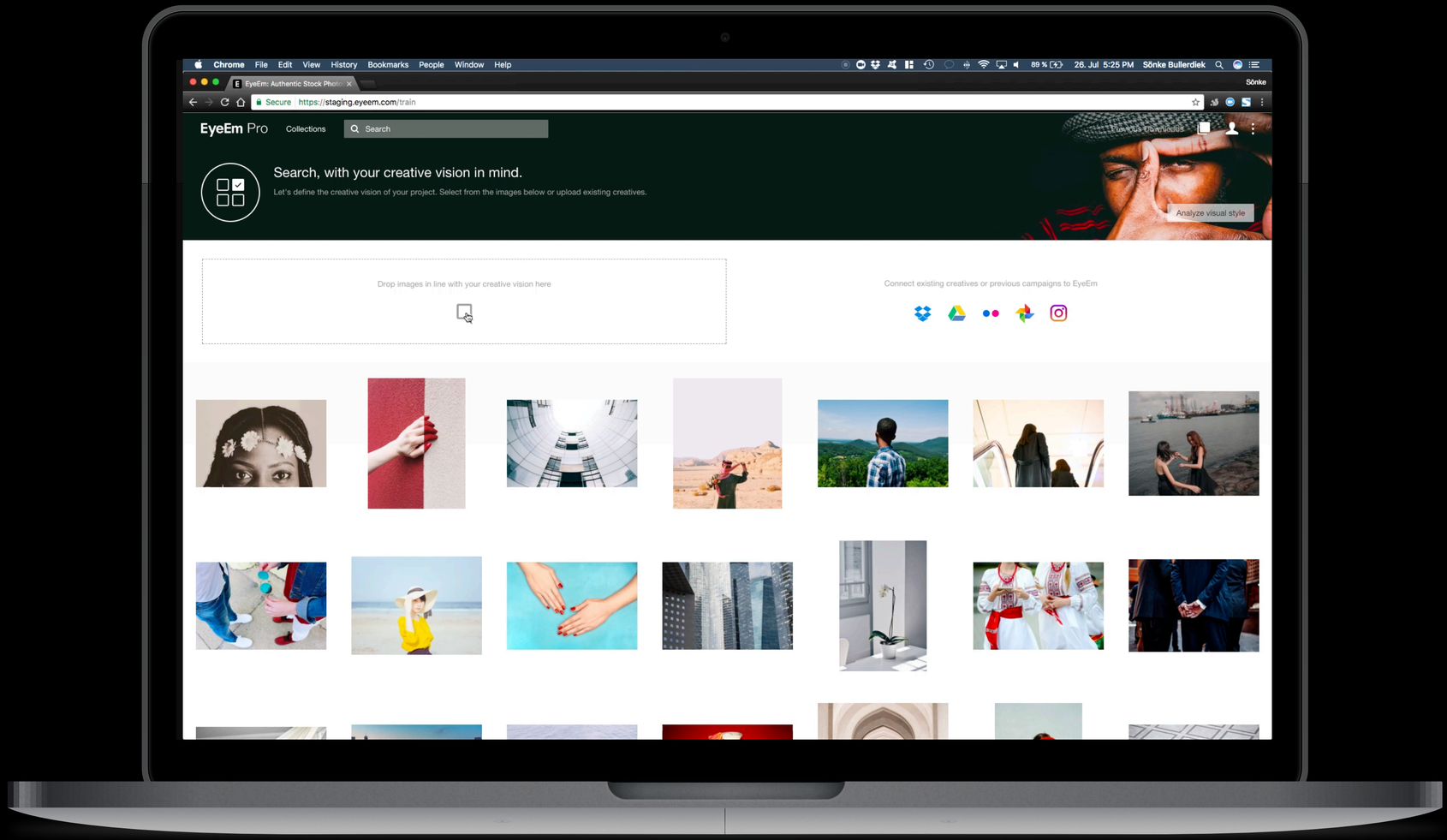
Taking Full Control of Creative with Personalized Aesthetics

After a dedicated team of curators selected the best images out of the Missions, we began training EyeEm Vision's advanced algorithm to create a library of authentic images tailored to BCG's aesthetic.

EyeEm

Step 2: Train Visual Identity (2)

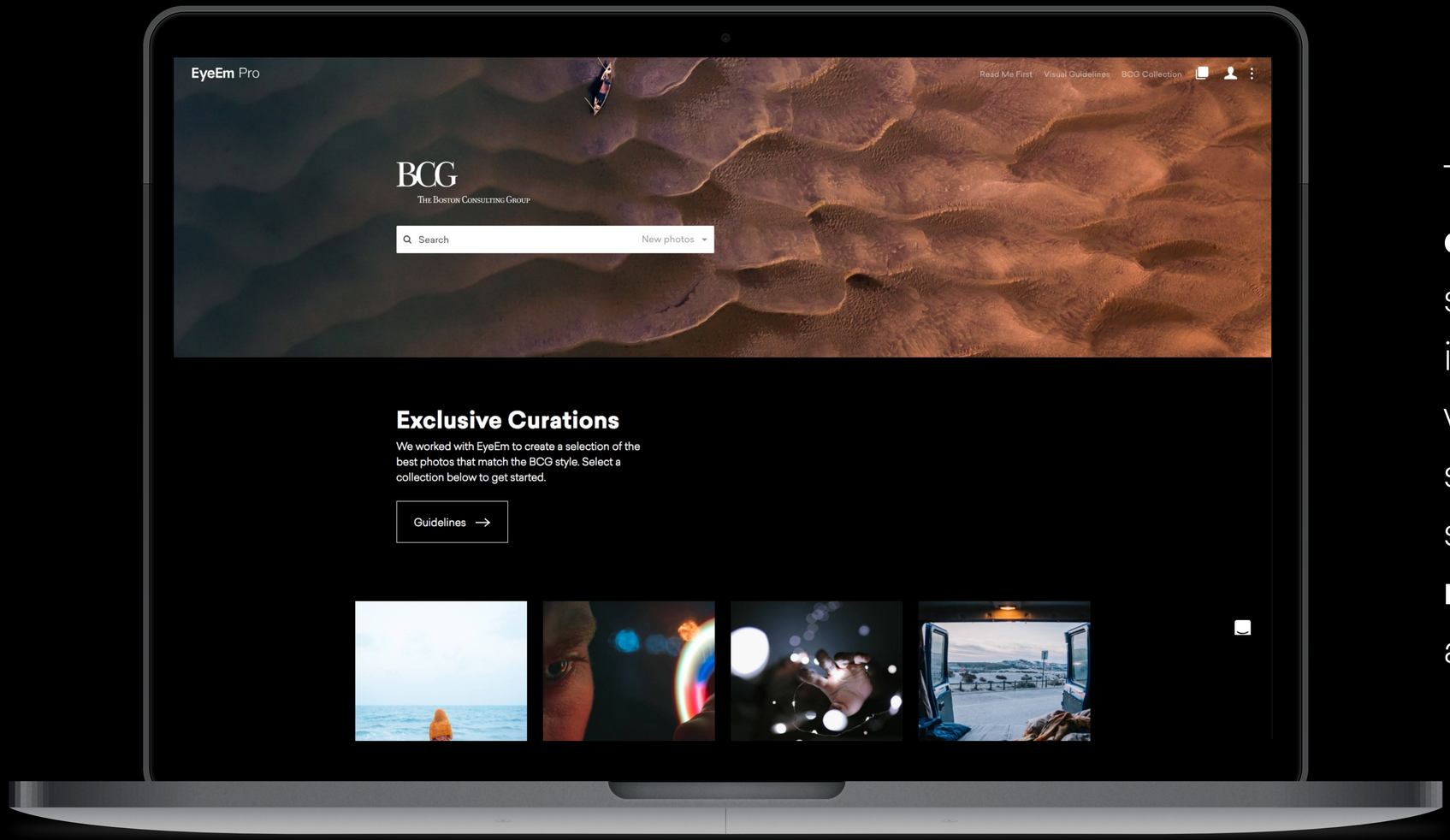
Personalized Aesthetics Training Demo



EyeEm

Step 3: Integrate in Enterprise Search

Demo



Today, **over 11,000 global consultants** have access to a single source for quality on-brand images, for everything from website assets, to **PowerPoint** slides, to **Instagram** posts – securing effective **content that meets their visual needs** now and long into the future.

EyeEm

BCG Case Study

EyeEm

Sourcing Fresh Images on Scale for new Product Campaigns

Motorola

Motorola needed fresh & global images for their new phone & marketing campaign

Goal: Source photos through Missions & train PA to select the best ones

EyeEm

Define Style & Train the Machine

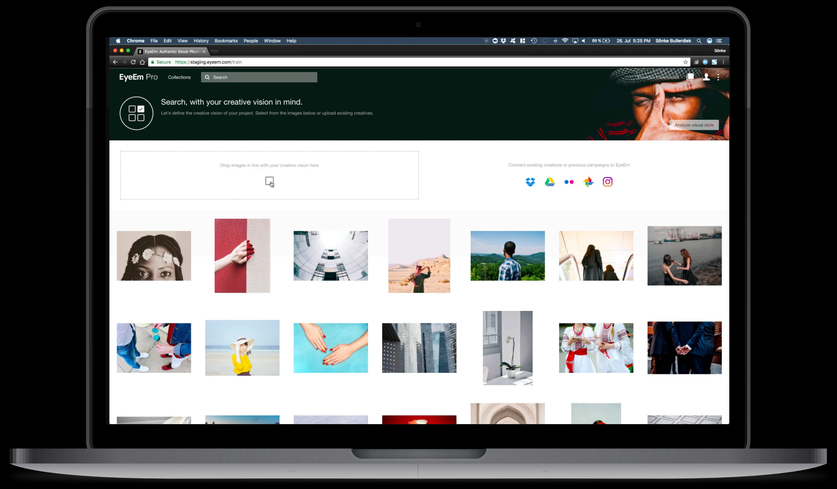
Personalized Aesthetics Training

Define Brand Identity

Definition of Visual Language together with our visual experts.

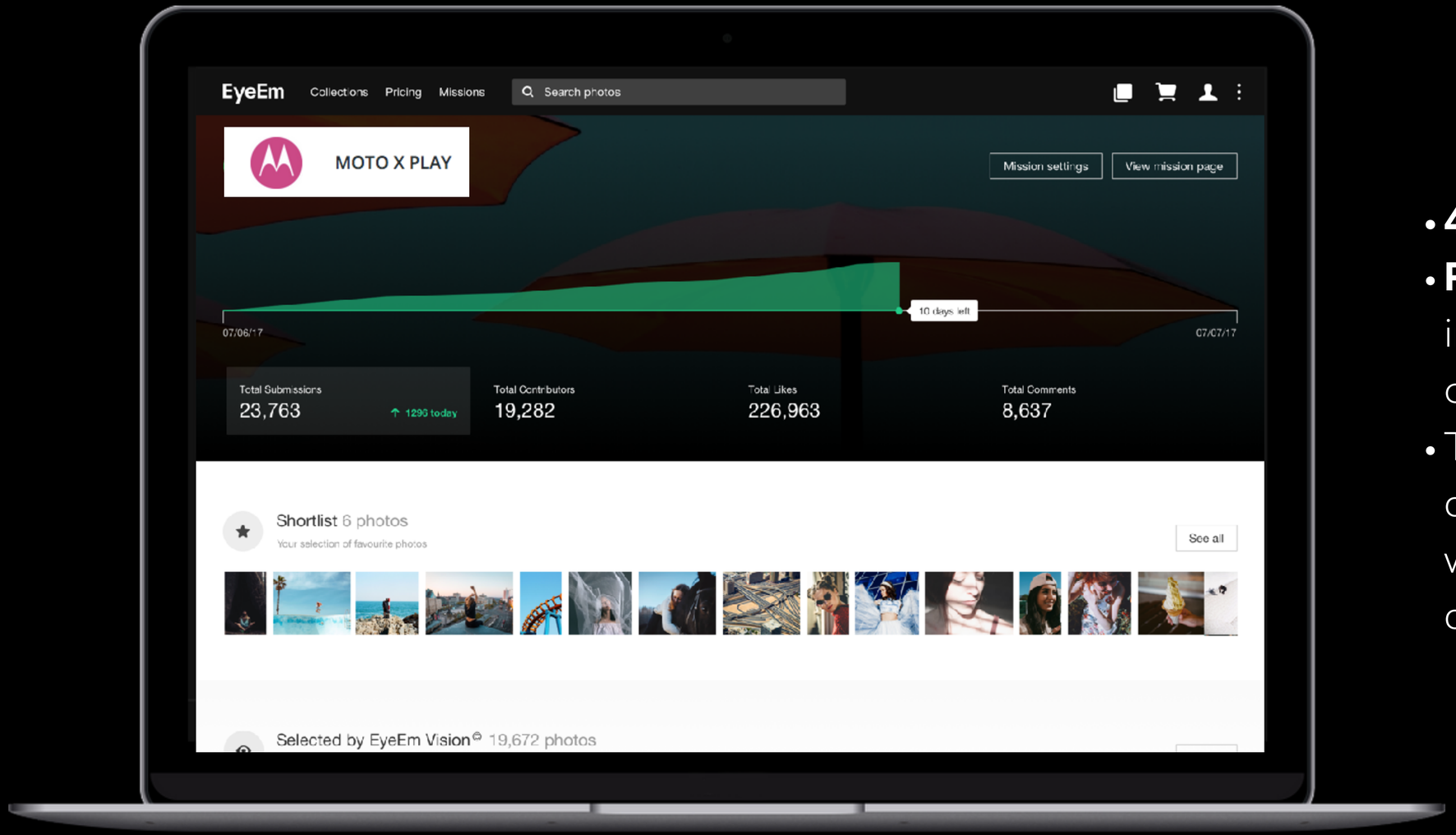
Train the Aesthetic Rank

The Computer Vision gets retrained based on images curated by our visual experts.



EyeEm

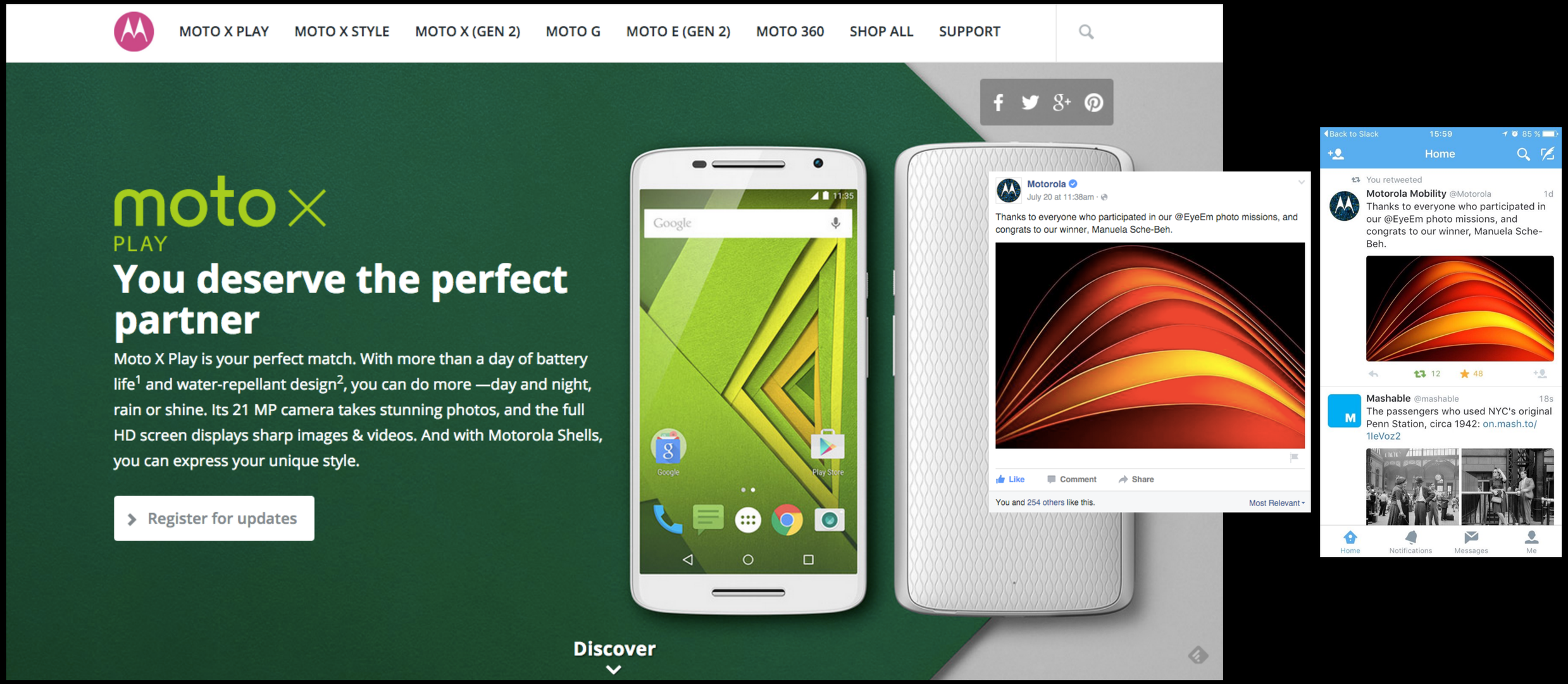
Step 3: Integration in Mission Tool



- **40.000+ photo submissions**
- **Personalized aesthetics** was integrated to **select a short-list** of the top 50 images
- These images were **on brand** could be **used immediately** for wallpapers & marketing campaigns

EyeEm

On Brand Photos for Marketing & Product



Contact

EyeEm

Thank You

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CORPORATE DEVELOPMENT
SOENKE@EYEEM.COM