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Visual GPS

Guide To Choose The Right Visuals For Your Brand

A new way to think
about visual storytelling.

992023550, 10'000 Hours

About Visual GPS



1185425518, Luis Alvarez



170123582, Zena Holloway

Welcome to a new way to think about visual storytelling

The world's constantly changing—and so are the priorities of your customers. Visual GPS, built on Getty Images' 25 years of trend research and reporting, helps you find the images and videos that will connect with your audience. Our multi-faceted approach leverages our internal search data, insights from our visual experts, and the latest market research—gleaned from surveying thousands of consumers and professionals in 13+ languages, across 26+ countries. We pinpoint what your customers care about, all while providing the actionable insights and engaging images and videos that you need to reach them.

[Explore Visual GPS](#)

Our Creative Team

Artists. Curators. Archivists. Futurists. From concept to creation, our award-winning team oversees the development of incredible, must-see imagery through detailed briefs and expert art direction that informs and inspires our global contributors. Backed by proprietary search data, a breadth of professional experience, and data-backed consumer insights from Visual GPS, our art directors and visual experts know what's trending and why—putting them in the unique position to curate and deliver perfect, on-trend images and videos to our customers.

[Meet the Team](#)



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COVID-19 Update Visualizing Wellness with a World in Crisis

1195466378, Oscar Wong



Health & Wellness are Priorities for Consumers, Every Year—No Matter the Circumstances

Before the pandemic ravaged the planet over the past year, consumers wanted to see more visuals that tackled themes of health & mental wellness—and during the COVID-19 pandemic, this hasn't changed. In fact, over the past two years, an average of **62% of consumers ranked health & wellness as a top priority**, regardless of generation, region, or background.

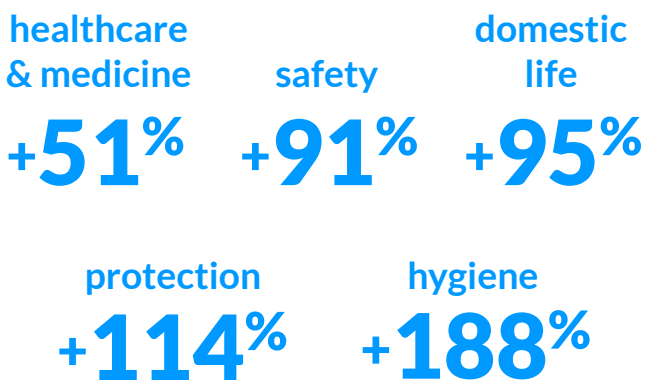
“ I’m tired. You’re tired. Your customers are tired. But here’s a statement, backed by our data, that we can all agree on—visuals showing real, uplifting depictions of health, wellness, and healing are more useful, marketable, and important now, than ever before. ”

—Rebecca Swift

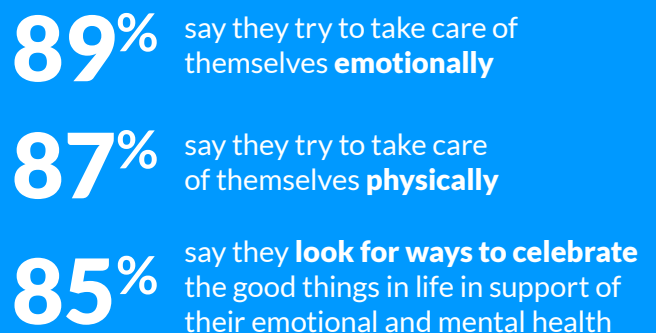
Global Head of Creative Insights at Getty Images

From the recent Visual GPS data below, it’s clear that in 2021 and beyond, consumers are focused on wellness—and they want brands to show their continued commitment to holistic health through the videos and images they choose.

🔍 Post-COVID Search Term Snapshot*



Overall, 91% agree that it’s important to talk about mental health & that they try to take care of themselves emotionally and physically...



...however, almost 50%
say they’re finding it very difficult to keep up with the pace of today’s world

* Comparing six months of downloads from March to September 2020 to the same period in 2019



Connect authentically with **sensitive depictions** of mental health

Visual Insight. Your customers care deeply about mental health and emotional wellness—you need to show that you do, too. Surprisingly, despite the stress caused by the pandemic, our survey showed no noticeable increase in traditional stress management techniques or meditation—that doesn’t mean you shouldn’t be on the lookout for new visuals though. To stay relevant in the long term, your brand has to challenge itself by showing consistent support for mental wellbeing, all while reflecting our new, ever-changing reality.

So, whether it’s caring for family and pets, connecting with nature, or finding new ways to exercise in smaller spaces, these on-trend visuals are the key to creating campaigns that resonate with your customers.

Looking for images and videos? [Find them here](#)

Need some inspiration? Check out this article:
[Visualizing Mental Health](#)



Here’s what the research says

Advocating for mental health & wellness is essential—regardless of generation, gender, or location—as you can see from the percentage of consumers that agreed with the following statement.

“It’s important for people to talk about mental health.”

Gen Z	92%
Millennials	93%
Gen X	92%
Baby boomers	90%
Male	90%
Female	94%
North America	94%
Europe	89%
APAC	91%
South America	94%

And, with more than 50% of North Americans anticipating that people will have long term negative effects from the pandemic, including depression, it’s more important than ever that your visual strategy is sensitive to all your customers.



Engage consumers with relevant visuals that keep COVID-19 in mind

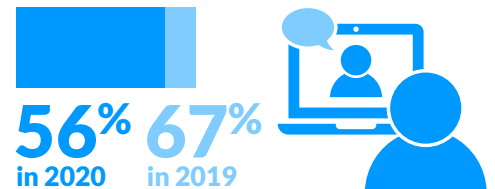
Visual Insight. Believe it or not, your customers aren't looking for a total escape from imagery that shows the realities of living in a world upended by COVID-19—they just want authenticity and visuals they can relate to. From people working from home to online schooling and social distancing, you can showcase these human connections and effectively reach your audience—while still being considerate of the impact of COVID-19.

Looking for images and videos? [Find them here](#)

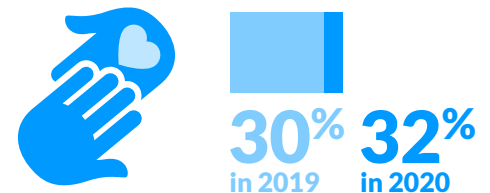
Need some inspiration? Check out this article:
[Visual GPS: Wellness](#)

Here's what the research says

As anticipated, survey responders are less likely to gather with friends and family—even virtually...



....but the value of connecting with others has slightly intensified





Expand your reach with empathetic, diverse visuals that show how much you care

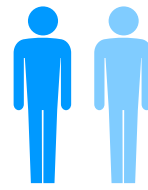
Visual Insight. Are you leading with imagery that's inclusive of age, body size, ethnicity, gender identity, disability, socio-economic background, religion, and sexuality? It's a long list, one that highlights the need for inclusivity in your creative—and one that you must keep in mind to help you authentically show the accessible, human side of modern healthcare, especially as it relates to wellness.

When it comes to humanizing healthcare for your consumers, it's critical that your visuals put patients at the heart of everything you do. On the right, we've listed some key findings around wellness and the pharmaceutical industry. Whether you're part of the pharmaceutical industry or not, you need to connect with consumers by choosing images and videos that show what you can do for them—in a way that feels real and nonexploitative.

Looking for images and videos? [Find them here](#)

Need some inspiration? Check out this article:
[Senior Wellness Evolution](#)

Here's what you need to know



1 in 2

consumers want to see how healthcare companies fit into people's lives in their advertising



1 in 5

healthcare consumers would reject a brand that doesn't celebrate diversity

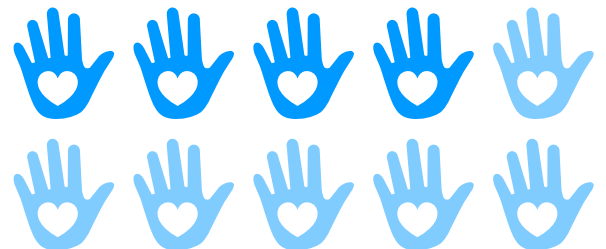
Almost 5 in 10



consumers want to see people that look like them and reflect their lives in ads

Nearly 4 in 10

consumers want to see the emotional rewards others get from using the health care company



1182736650, MoMo Productions



1138623448, Andreea Campeanu

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Rethink Negative
Perceptions of Tech



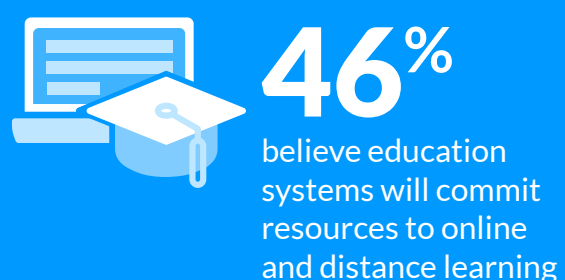
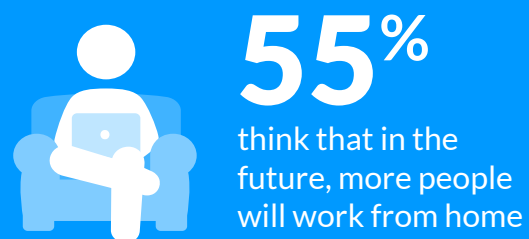
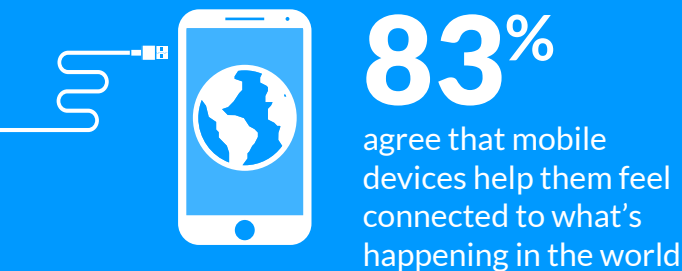
Challenge perceptions of technology in a post-COVID world with ultra-relevant visuals

Whether people were ready or not, the pandemic we're living through has caused the world to change, thrusting the global workforce online and making us even more dependent on technology. And, just as the world's changed, so has the mindset of consumers—our research shows that positive associations with technology are increasing, with 79% believing that it helps people feel connected to the people that matter most to them.

Turn these insights into visual touchpoints that resonate with your customers—explore on-trend topics and content on the following pages.

From big-brother boogeyman to virtual-work hero, consumers are turning to tech more than ever. It's all thanks to COVID-19—and with **97%** believing there'll be long-term outcomes from the pandemic, we'll be keeping an eye out to identify more insights and data that'll help you better connect with your customers.

Post-COVID realities





Show how technology drives **connections**

Visual Insight. Due to circumstances around quarantine, the need for connection has never felt greater, whether that's with friends from across the street or family from around the world—and with new, technological advances, it's never been easier or simpler to connect.

As this type of communication grows in popularity, it's important that you shift your visual strategy to adapt to it. Instead of showing neighbors chatting or friends gathering closely around a campfire, focus on visuals that show alternative ways of coming together.

Looking for imagery? [Find it here.](#)

Need some inspiration? Check out this article:
[Evolving Technology in the COVID-19 Era](#)

Here's what the research says*



42%
say they won't attend
as many events and
large gatherings

32%

believe families
will grow closer
together as a result
of COVID-19





Dive into a **digital detox**

Visual Insight. We were already tracking the search term digital detox—and now, it's more relevant than ever as our lives integrate further with technology. Even though people may view tech more favorably because of the convenience it offers, that doesn't mean they want to be connected 24/7.

That's where digital detox comes in to play—everyone needs a break from a digital screen, and ironically, people want to see visuals representing that in online communications as well.

Looking for imagery? [Find it here.](#)

Need some inspiration? Check out this article: [Our Life Offline.](#)

Here's what the research says*



36%

report that some of their relationships have been damaged by tech

Q digital detox

153% increase in searches for digital detox



641274715,
Hinterhaus Productions



1030404736, Kohei Hara



1213383970, J_art



Reignite excitement for new, **futuristic frontiers**

Visual Insight. Far-flung vacations are being placed on hold and more people are staying home with their connected smart devices—and, sitting squarely at the crossroads of these two COVID-induced behaviors, are virtual reality and artificial intelligence.

The possibilities of travelling while staying at home or controlling your television with your voice aren't exactly new, but they're seeing a resurgence of popularity and interest—and we've got the imagery that'll help you tell this story to consumers that crave the future.

Looking for imagery? [Find it here.](#)

Need some inspiration? Check out this article:
[AI: Visualizing the Invisible](#)

Here's what the research says*



77%

agree that virtual reality opens doors to experiences we couldn't otherwise have

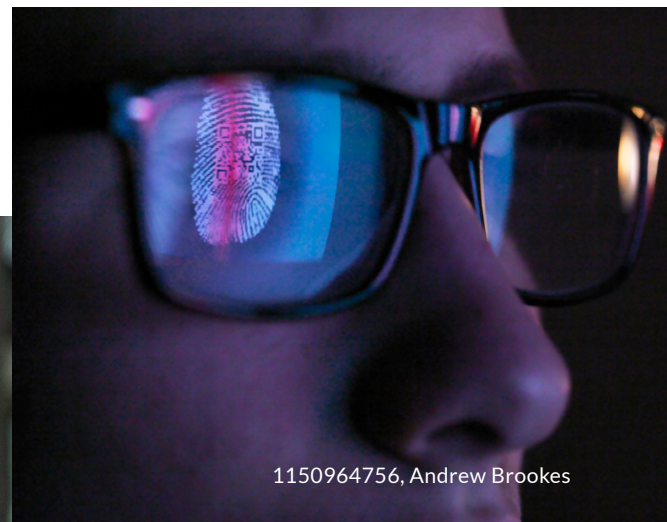
Q artificial intelligence

179%

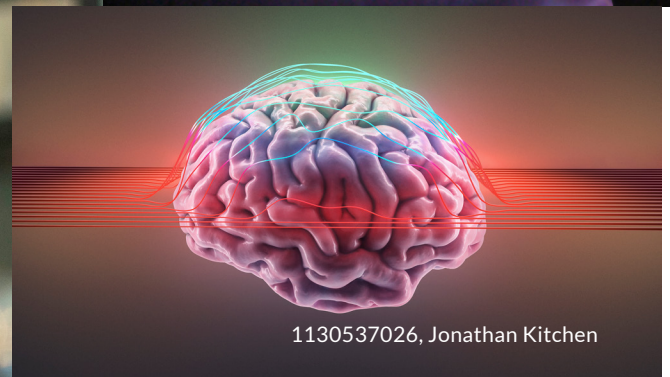
increase in searches for artificial intelligence



1155418578, FG Trade



1150964756, Andrew Brookes



1130537026, Jonathan Kitchen

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Sustainability Stands Its Ground

Discover the importance of including eco-friendly images and videos in your visual strategy during this time of crisis.

1254182237, coldsnowstorm



Refresh your visual strategy with COVID-19 in mind

Sustainability is an enduring Force that's universally relevant across generations, gender, and regions, and even amidst the chaos of COVID-19, it's clear that consumers are more than willing to put the effort in to practice sustainability. And they want brands to do the same, with new research showing that **81%** of people surveyed globally say that companies should be environmentally aware in all their advertising and communication.

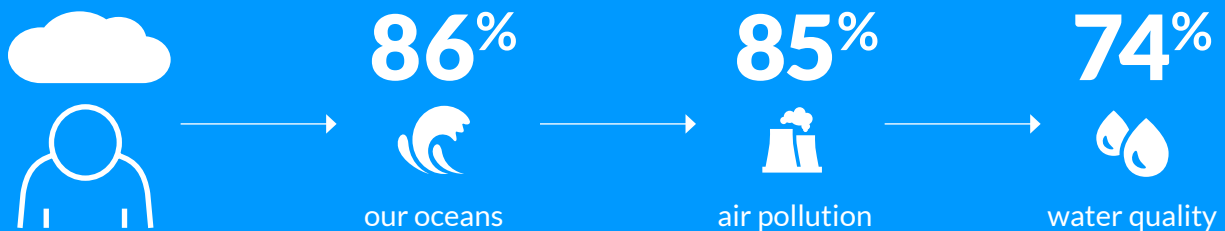
In light of this, I'm happy to announce that we've partnered with Climate Visuals, the world's only evidence-backed program for climate change photography, to present guidelines for visualizing sustainability. These guidelines show you how to find and use relevant visual content to communicate your commitment to sustainability—and inspire your audience to action.

Rebecca Swift

Global Head of Creative Insights
at Getty Images

People all over the world have taken a stand for the environment and against pollution, deforestation, and plastic—and they want to see brands take their eco-initiatives further by using visuals that feature sustainable themes and details.

Consumers are worried about what's to come regarding...



...and they're doing their part for a sustainable future





Rethink representations of sustainability

Visual Insight. Once symbolized by polar bears, solar panels, and icebergs, sustainable imagery is now evolving to include new visuals that feel more impactful for the modern consumer, especially during the COVID-19 crisis. Although well-known sustainable imagery still proves popular, it's a good idea to also include visuals that aren't as obviously tied to the sustainability movement, but still signify it for your more discerning customers.

Looking for images and videos? [Find them here.](#)

Need some inspiration? Check out this article:
[The Shift to a Circular Economy](#)

Here's what the research says

🔍 microplastics

+230% increase in searches for microplastics

+201% increase in searches for circular economy

+124% increase in searches for polar bear

+120% increase in searches for solar panel



995308670, South_agency



1181676502, Radoslav Zilinsky



999984430, Aenne Bolze / EyeEm



Make conscious, eco-friendly choices

Visual Insight. Make sure you're meeting modern standards of sustainability by rethinking how you choose images and videos for every project. Include details such as reusable to-go cups or metal straws to convey your commitment to sustainability and show that you're taking a thoughtful approach in your environmental efforts.

Looking for images and videos? [Find them here.](#)

Need some inspiration? Check out this article:
[Goodbye Disposable Cups](#)

Here's what the research says

79%

are actively trying to
reduce the amount
of plastic they use



53%

only buy from brands
that make an effort
to be eco-friendly



1265066769, Thomas Barwick



681806570, Ippei Naoi



1173369978, Richard Drury



Sustainability is for all... but may look different to everyone.

Visual Insight. Strive to include representation across all demographics in your visual stories, as climate change affects people all over the world.

Looking for images and videos? [Find them here.](#)

Need some inspiration? Check out this article:
[Visual GPS: Sustainability](#)

Here's what you need to know

Visualizing the direct impact of environmental issues on humans, as well as nature and animals, makes imagery resonate more.

Insights by generation

- Gen Z is more likely than other generations to want imagery that captures emotions
- Regardless of generation, the most impactful images are those that show the direct impacts of both environmental issues on people's daily lives and that humans have on animals and nature

Insights by region

- People in APAC and South Americans are more likely to want images that make them feel hopeful versus people in North America and Europe
- Regardless of region, people believe images that show the direct impact of environmental issues on people's daily lives are among the most impactful factors, and in APAC in particular, this is the single most impactful factor
- South Americans are more likely than people in other regions to want both images that show people who look like them making a difference in the environment and also images that show the direct impact that humans have on animals and nature



1137545268, Justin Lambert



585659171, Thomas Barwick



1097910052, nadia_bormotova



Help consumers overcome present-day fears by visualizing a sustainable future

Visual Insight. Consumers are twice as likely to agree that a brand is committed to sustainability if they show how people are working and doing their part towards creating a more sustainable future.

Looking for images or videos? [Find them here.](#)

Need some inspiration? Check out this article: [Earth Day: The Environment During COVID-19 and Beyond](#)

Here's what you need to know

Although 46% of consumers know that they should care more about the environment, that feeling is trumped by convenience. By using aspirational and future-facing imagery, you can support their sustainable efforts and make them feel like they can make a positive impact on the world.

Here's what you need to do

Show a wide range of visuals that portray environmentally aware choices, ranging from small lifestyle changes to industries investing in new, innovative technologies and initiatives that'll lead to sustainability on a large scale.



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Get Real or
Get Left Behind



Build confidence with your audience through inclusive visuals

Our consumer research from Visual GPS shows that the work toward real representation in advertising and visual communications is far from over. Discrimination is a problem that continues to happen, with over 62% of respondents saying they've been discriminated against in some way—and unfortunately, brands are falling short in remedying this situation.

Be a part of the solution—discover guidelines on the pages to follow to get you started on dismantling stereotypes, fighting discrimination, and getting representation right.

Consumers are paying attention—and they're not afraid to speak out.



79%

expect companies to be consistently committed to inclusivity and diversity in advertising



33%

feel that their work environment is where they feel most discriminated against



44%

don't feel advertising does a good job at representing who they are*



79%

say that brands need to do a better job at capturing people's true lifestyles and cultures

*Base: Discriminated against for any reason.



Portray authentic stories around **race and ethnicity**

Visual Insight. Keep it real and avoid tokenism—instead, show a true intersectionality of experiences and perspectives that are drawn from the audiences you're targeting.

Looking for imagery? [Find it here.](#)

Need some inspiration? Check out these articles:

[How Discrimination is Driving Inclusion](#)

[Nosotros: Reclaiming Latinx Stories](#)

Here's what the research says*



in North America in South America

57% vs. **63%**

say discrimination is due to skin color

56%

in Europe say discrimination is due to their nationality or country of origin



1053597144, Thomas Barwick



1067844380, Lyubov Ivanova



1155878979, Doreen Maglasang / EyeEm

*Base: Discriminated against based on race and/or ethnicity.



Show sensitivity toward all **body types**

Visual Insight. Forge greater connections with your audience by going beyond normative and traditional depictions of body types and abilities.

Looking for imagery? [Find it here.](#)

Need some inspiration? Check out these articles:

[All Bodies Are Good Bodies](#)

[Acne Positivity](#)

[More Than Able: Challenging Disability Stereotypes](#)

Here's what the research says*

53%



have been discriminated for having a heavier body type

28%



of women have cited discrimination toward them due to being curvy

21%



of men have cited discrimination toward them due to being skinny



1011229156, Rockie Nolan / Refinery29 for Getty Images



872364234, Hollie Fernando



1065407744, supersizer

*Base: Discriminated against because of body shape, size, or type.



Represent **age** in an authentic way

Visual Insight. Be inclusive of consumers over the age of 50 by showcasing real depictions of older people living full and meaningful lives.

Looking for imagery? [Find it here.](#)

Need some inspiration? Check out these articles:

[Senior Wellness Evolution](#)

[Aging: The Next Piece of the Inclusivity Conversation](#)

Here's what the research says*

76% of Boomers+

who have felt discriminated against have said it was due to age

40% of Millennials

have felt discriminated on the basis of being too old and too young



*Base: Discriminated against because of age.



Stay away from visual stereotypes based on **gender**

💡 **Visual Insight.** Ingrained in cultures around the world, stereotypes around gender are as damaging as ever. Make sure to counteract them by including authentic visuals that buck gender clichés and represent reality.

Looking for imagery? [Find it here.](#)

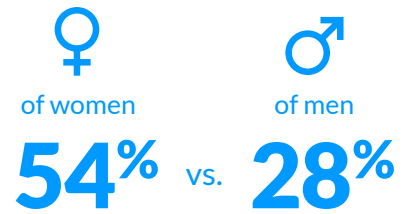
Need some inspiration? Check out these articles:

[Reimagining Depictions of Women](#)

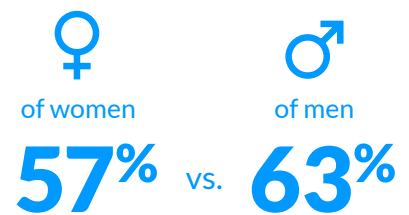
[Repicturing LGBTQ Families](#)

[Repicturing Gen-Z](#)

Here's what the research says*



say they've been discriminated against on the basis of perceived intelligence



say they've been discriminated against because of how emotional they're perceived to be



1160661999, Willie B. Thomas



959494670, Delmaine Donson



1199508003, Poppy Marriott

*Base: Discriminated against because of gender.

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