Our data-backed research and reporting can help you get the most out of your next Custom Content brief.
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 identify the images and videos that 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.

Explore Visual GPS

Knowledge is power when our data and insights are applied to your Custom Content briefs. Throughout this guide, we highlight what your customers care about, all while providing the actionable insights and links to engaging images and videos to illustrate what they mean and additional resources for deeper dives.

Armed with this industry-leading intelligence—and working with our creative directors and contributors—you have in your hands a powerful combination of expertise and resources that gives you an advantage when your brand needs to stand out in a sea of sameness and connect with consumers.

Explore Custom Content
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.

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

- 86% are concerned about our oceans
- 85% are worried about air pollution
- 74% are concerned about water quality
- 46% are stopping the use of single-use plastics
- 50% use environmentally friendly products
- 68% are recycling
- 25% use renewable energy sources for home power
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.

**Need some inspiration?**
See how we delivered for Amway in [this case study](#).

Dive Deeper with: [Visual GPS: Sustainability](#)

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**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
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.

Dive Deeper with:  
*Earth Day: The Environment During COVID-19 and Beyond*

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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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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.

Dive Deeper with:  
*Goodbye Disposable Cups*

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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
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.

Dive Deeper with:
[The Shift to a Circular Economy](#)

Here’s what the research says

- **+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
**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.

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### Post-COVID Search Term Snapshot*

<table>
<thead>
<tr>
<th>Category</th>
<th>Increase</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>healthcare &amp; medicine</td>
<td>+51%</td>
<td>+91%</td>
</tr>
<tr>
<td>safety</td>
<td></td>
<td>+95%</td>
</tr>
<tr>
<td>domestic life</td>
<td></td>
<td></td>
</tr>
<tr>
<td>protection</td>
<td>+114%</td>
<td></td>
</tr>
<tr>
<td>hygiene</td>
<td>+188%</td>
<td></td>
</tr>
</tbody>
</table>

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

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

- 89% say they try to take care of themselves **emotionally**
- 87% say they try to take care of themselves **physically**
- 85% say they **look for ways to celebrate** the good things in life in support of their emotional and mental health
- **However, almost 50%** say they’re finding it very difficult to keep up with the pace of today’s world
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.”

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z</td>
<td>92%</td>
</tr>
<tr>
<td>Millennials</td>
<td>93%</td>
</tr>
<tr>
<td>Gen X</td>
<td>92%</td>
</tr>
<tr>
<td>Baby boomers</td>
<td>90%</td>
</tr>
<tr>
<td>Male</td>
<td>90%</td>
</tr>
<tr>
<td>Female</td>
<td>94%</td>
</tr>
<tr>
<td>North America</td>
<td>94%</td>
</tr>
<tr>
<td>Europe</td>
<td>89%</td>
</tr>
<tr>
<td>APAC</td>
<td>91%</td>
</tr>
<tr>
<td>South America</td>
<td>94%</td>
</tr>
</tbody>
</table>

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.

Dive Deeper with:
Visualizing Mental Health
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.

Need some inspiration? See how we delivered for Chipotle in this case study.

Dive Deeper with: Visual GPS: Wellness

Here’s what the research says

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

<table>
<thead>
<tr>
<th>% in 2019</th>
<th>% in 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>56%</td>
<td>67%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>% in 2019</th>
<th>% in 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Actual Custom Content images made exclusively for Skyroam. See more here.
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.

Dive Deeper with: [Senior Wellness Evolution](#)
Realness
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.

Need some inspiration?
See how we delivered for MillerCoors in [this case study](#).

Dive Deeper with:
- [How Discrimination is Driving Inclusion](#)
- [Nosotros: Reclaiming Latinx Stories](#)

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**Here’s what the research says***

- in North America: **57%**
in Europe say discrimination is due to skin color

- in South America: **63%**
say discrimination is due to their nationality or country of origin

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*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.

Dive Deeper with:
- **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

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.

Dive Deeper with:
- **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
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.

Dive Deeper with:
Reimagining Depictions of Women
Repicturing LGBTQ Families
Repicturing Gen-Z

Here’s what the research says*

- 54% of women vs. 28% of men say they’ve been discriminated against on the basis of perceived intelligence
- 57% of women vs. 63% of men say they’ve been discriminated against because of how emotional they’re perceived to be

*Base: Discriminated against because of gender.
Interested in learning more about how Custom Content can help you tell engaging visual stories with the latest consumer insights?

Reach out to your Getty Images sales representative or contact us today.