Get Real or Get Left Behind

Your guide to choosing the right visuals for any project
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*:

<table>
<thead>
<tr>
<th>Region</th>
<th>Discrimination Due to Skin Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>in North America</td>
<td>57%</td>
</tr>
<tr>
<td>in South America</td>
<td>63%</td>
</tr>
</tbody>
</table>

56% in Europe say discrimination is due to their nationality or country of origin.

*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

*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*

- 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 you can tell engaging visual stories with the latest consumer insights?

Reach out to our sales professionals, or explore the full report at VisualGPS.com.