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Visual GPS

Your guide to choosing the right visuals for any project

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



1155878979, Doreen Maglasang / EyeEm



1067844380, Lyubov Ivanova

*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*



have been discriminated for having a heavier body type



of women have cited discrimination toward them due to being curvy



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



1163568307, Thomas Barwick



1168194702, Thomas Barwick



990062188, Yoshiyoshi Hirokawa

*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.](#)

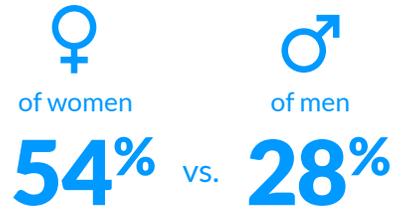
Need some inspiration? Check out these articles:

[Reimagining Depictions of Women](#)

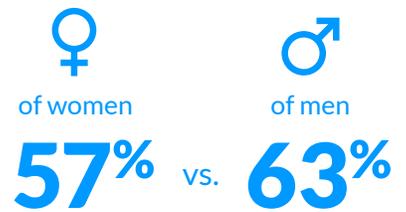
[Repicturing LGBTQ Families](#)

[Repicturing Gen-Z](#)

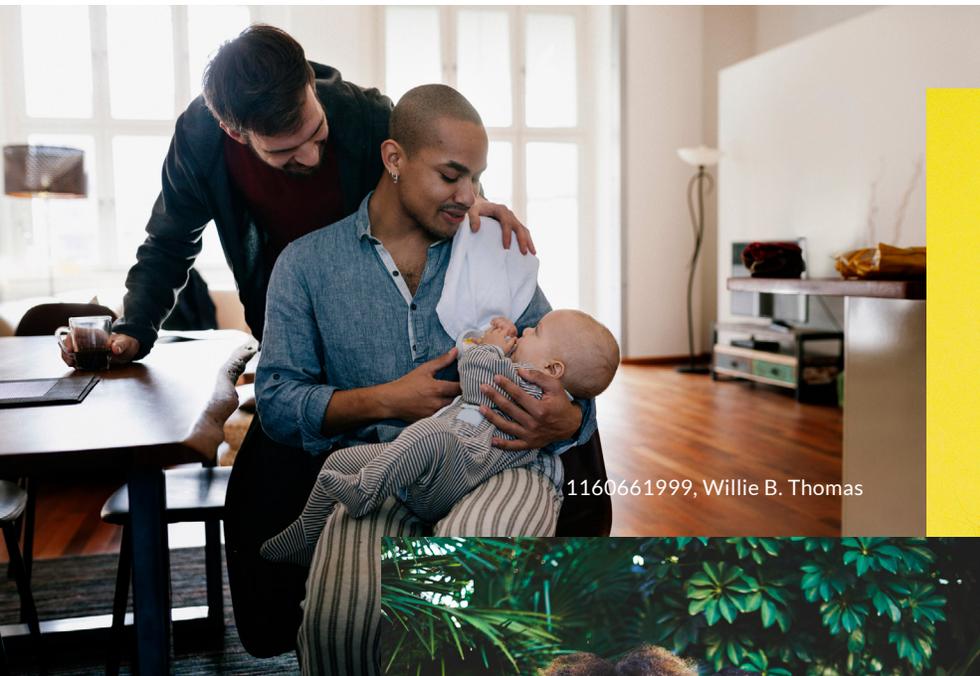
Here's what the research says*



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

*Base: Discriminated against because of gender.



1199508003, Poppy Marriott

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](https://www.visualgps.com).

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