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Visual GPS

Your guide to choosing the
right visuals for any project

Rethink Negative
Perceptions of Tech



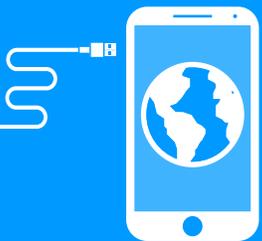
Challenge perceptions of technology in a post-COVID world with ultra-relevant visuals

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



83%

agree that mobile devices help them feel connected to what's happening in the world



55%

think that in the future, more people will work from home



49%

believe that people will rethink their priorities and lifestyles



46%

believe education systems will commit resources to online and distance learning



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%

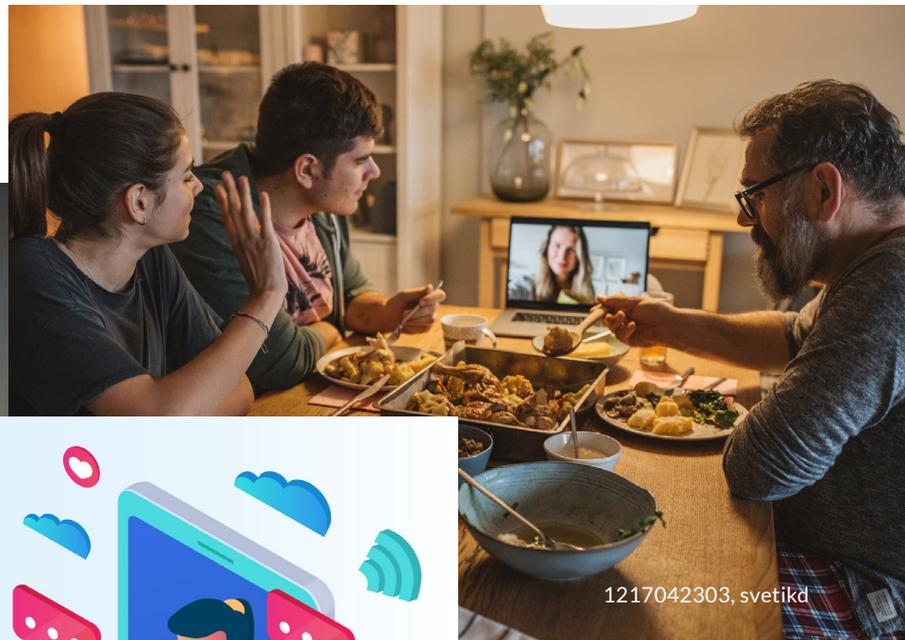
say they won't attend as many events and large gatherings

32%

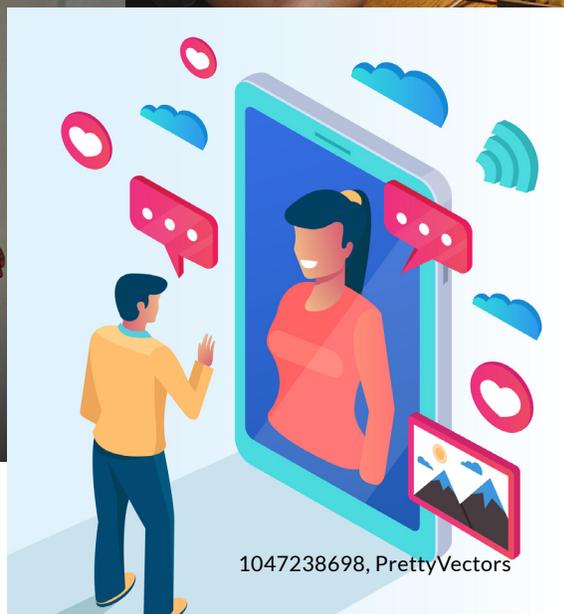
believe families will grow closer together as a result of COVID-19



968890276, 10'000 Hours



1217042303, svetikd



1047238698, PrettyVectors



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



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*



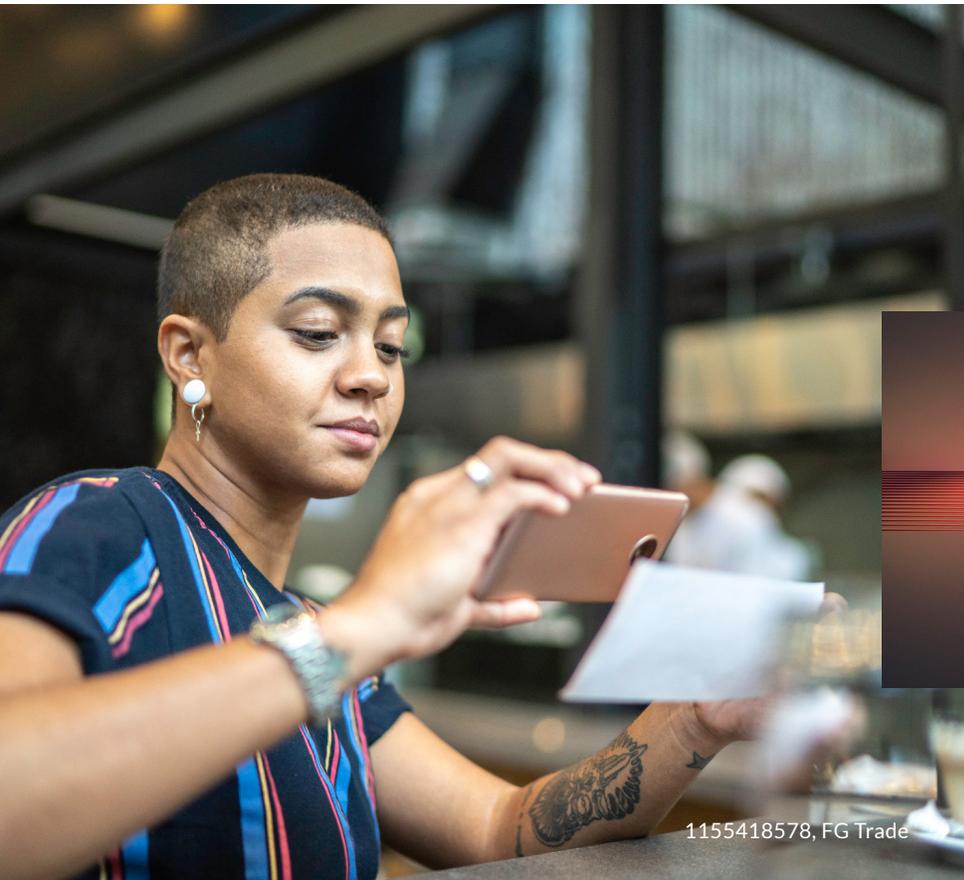
77%

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

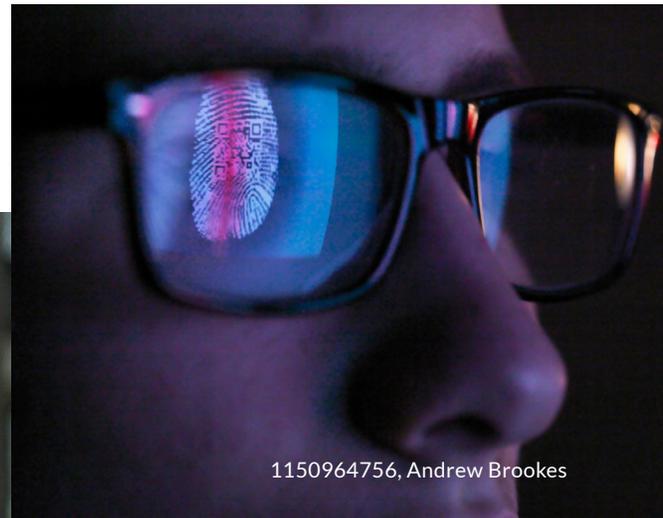


179%

increase in searches for artificial intelligence



1155418578, FG Trade



1150964756, Andrew Brookes



1130537026, Jonathan Kitchen

Interested in learning more about how you can tell engaging visual stories with the latest consumer insights?

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