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# Visual GPS

Your guide to smarter image, video,  
illustration, and vector selection



839142582, Mads Perch

**We live in a visual world.** And having the perfect image, video, illustration, vector, or GIF can mean the difference between connecting with your audience or them passing you by. While there are more and more options for finding visual content, it's become harder than ever to choose something that makes your message stand out—that is unless you know what's important to your customers and what drives their decision making.

**Will they buy my product? Take up my cause? Consume my content?  
See my point of view? Will they love my brand?**

**Will they even care?**



# Introducing: Visual GPS

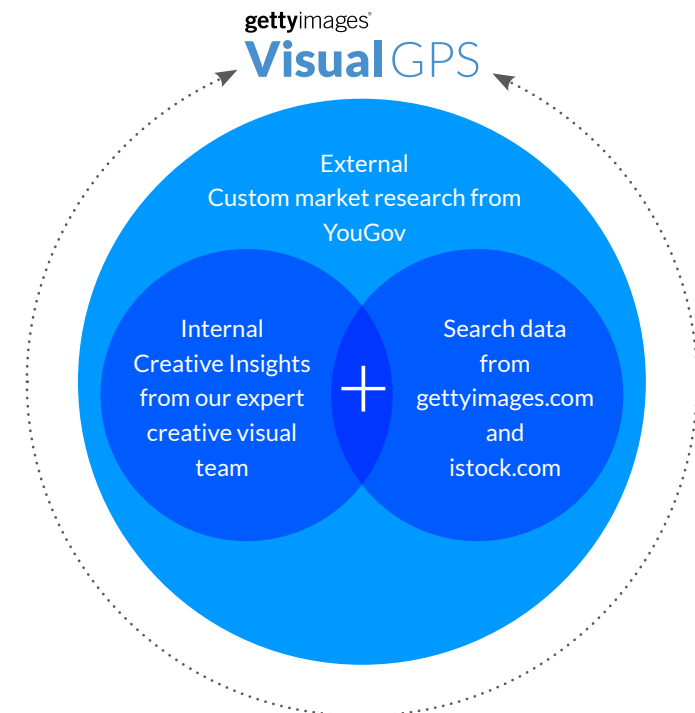
Developed with creative challenges in mind, Visual GPS navigates through the crowded visual landscape, showing you what's important to today's consumers, what kind of visual content engages them, and, ultimately, what leads them to make decisions. Building on our 25 years of visual trend experience, we've partnered with global market research firm YouGov to get quantitative insights to reinforce the industry-leading research and reporting from our Creative Insights team. It's a smarter way to think about—and select—visual content, helping you understand what will connect with your audience, why it will be effective, and how it takes your visual storytelling to the next level.

**But, this is just the start.** This initial report serves as the foundation for future Visual GPS content. We'll deliver these insights through reports, articles, videos, social content, and custom opportunities throughout 2020 and beyond—offering ways for your business or organization to get the information you need to create relevant, impactful campaigns that command attention.

## IT'S NOT JUST ANOTHER TRENDS REPORT— OUR MULTI-FACETED APPROACH

Go ahead. Search **Visual Trends Report**. The internet is flooded with them. In fact, Getty Images was among the first to produce one. So, what makes Visual GPS different? It's our unique multi-faceted approach:

### Our Distinctive Approach



### INSIGHTS AND VISUAL ANALYSIS FROM THE BEST IN THE BUSINESS

As an industry leader for the past 25 years, Getty Images is a go-to source for visual insights, award-winning photojournalism, and creative visual storytelling. Through a combination of interviews, observations, and visual analysis, our Creative Insights team—made up of artists, curators, archivists, futurists, art directors, and visual experts—provides a global view of visual communication across all industry sectors and media, and a unique view of how visual content is created, displayed, and consumed.

### SEARCH AND SALES DATA FROM GETTYIMAGES.COM

Our proprietary data gives us the hard numbers behind what kind of visual content is being searched for and purchased, verifying with metrics what our global customer base of over a million creatives finds effective.

### BACKED BY QUANTITATIVE MARKET RESEARCH FROM YUGOV

Surveying over 10,000 consumers and professionals in 13 languages across 26 countries, we confirmed our internal findings, adding data-backed context around what's important in the marketplace and what influences people's behaviors, decisions, and experiences. It's within this framework that we report our findings.

“Surveying over  
10,000 consumers and  
professionals in 13 languages  
across 26 countries...  
we found what's important  
in the marketplace  
and what influences  
people's behaviors.”



This report introduces the concept of Forces and sets the stage for our ongoing analysis, insights, and reporting.

## The result: We call them Forces

What we found were several factors, including attitudes and behaviors, that inform and impact decision-making. We're calling them Forces because we've found that they're a powerful influence on the way people behave. These Forces will be tracked over time and are the driving concepts behind current and future visual trends. And while every Force may not apply to your specific audience, it's important to understand a couple of things:

1. These Forces can—over a period of time—increase or decrease in intensity depending on who and where you are in the world\*
2. Each Force can have a correlating effect on the others
3. Additional Forces will emerge over time, possibly replacing the ones reported on today

Each section of this report will help you better understand what defines each of the four initial Forces, what people care about, how they behave, and why it matters to your next campaign. Then we'll take it a step further by exploring how the Force is being expressed and share examples of how the creative teams behind Getty Images and iStock have used this knowledge to create content.

The four key Forces this report will introduce you to are:



Wellness



Sustainability



Technology



Realness

\* As sentiment is not a fixed data point, we anticipate our numbers and insights will change over time.

### WHY THESE FOUR FORCES?

A review of our internal data and analysis yielded a number of significant Forces across our global customer base. Working with YouGov, our market research confirmed the strength of these four.

### WHAT'S YOUR PASSION?

Throughout this report, we'll talk about groups of people who are passionate about each of the Forces. What exactly does this mean? According to our market research, these are people who are more receptive to the types of visual content that represent a specific Force, seek it out, and feel connected to brands and messaging that employ it.

### A NOTE ON VISUAL CONTENT

Our creative teams and contributors across the world work to briefs that are informed by this research. You'll find the resulting images and illustrations throughout this report—with links to curated boards so you can find them, as well as videos, easily on [gettyimages.com](https://www.gettyimages.com) and [istock.com](https://www.istock.com)—all reinforced by the latest market research and directed by us.

### BETTER KNOW YOUR AUDIENCE

Understanding what your audience cares most about will likely be determined by your location, industry, and offerings. In future Visual GPS reports and materials, we'll dig deeper into specific regions, cultures, sectors, and demographics. However, you'll see a few callouts throughout this report that give you a taste of what's to come.

For the latest updates and releases, please visit [VisualGPS.com](https://www.VisualGPS.com)

FORCE

# Wellness



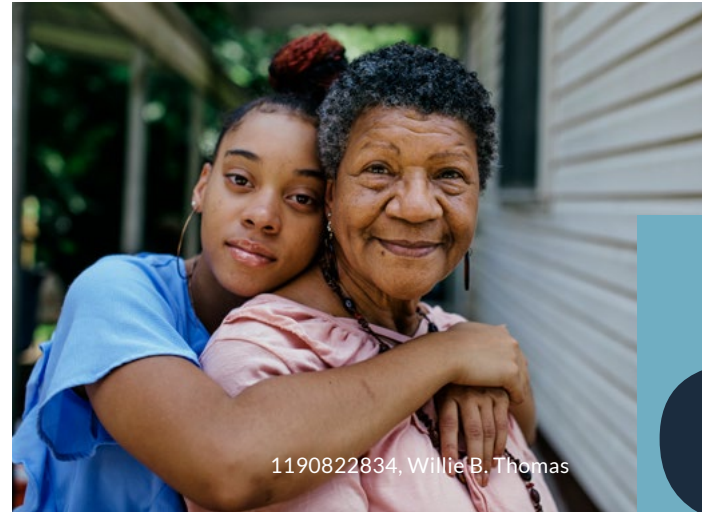
# What defines Wellness?

Wellness can mean something different to everyone. Since we're talking about visuals, you're probably thinking about what you can see—traditionally, physical health.

But, Wellness isn't only about body image—it's about emotional, mental, spiritual, family, and relationship fitness. It's about staying in touch and in sync with ourselves, being more mindful and intentional, and wanting to align lifestyles and leisure pursuits accordingly.

Wellness is about achieving fulfillment in every aspect of your life, meaningfully connecting to your friends and loved ones, your inner voice, your physical body—while also addressing your mental and spiritual health. It's up to brands to take more of a 360-degree view of a life lived well.

Getty Images Creative Insights Team



1190822834, Willie B. Thomas



958192686, Lisitsa



1097291040, cosmaa

**WHAT OUR MARKET RESEARCH TELLS US  
PEOPLE CARE ABOUT**

With the expansion of the health and fitness sector and the rise of holistic health practices and awareness, it's no surprise that Wellness is the strongest Force in our first study. In fact, the number one characteristic that people want in their life is the health and well-being of one's self and family members.

**The Top Things People CARE ABOUT**

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**61%** The health and well-being of family members

**60%** Personal health and well-being

**58%** Financial Security

**The Top Things People WORRY ABOUT**

---

**50%** Dishonesty

**44%** People being unkind

**39%** How we treat our environment / Inequality / Financial security





**HOW PEOPLE BEHAVE**

With the Wellness Force, we find that there’s a correlation between what people think and how they behave, which is not the case for all Forces.

Wellness focused on four specific statements.

**% Who Agree with Statement**



01. WELLNESS



# People who are passionate about Wellness are likely to:

Skew female



Value “kindness” and “joy” in life



Have higher incomes



Combined, the last two points expose the possibility that a lack of access to resources due to socio-economic factors and gendered expectations around priorities and interests may be the cause of lower participation in wellness-related activities by those not as passionate about Wellness.

## How Wellness is expressed visually

The following visual content represents the emotional, relational, and spiritual sides of Wellness that people most identify with—as interpreted by our visual experts.

Start with these concepts as you explore how Wellness connects with your audience.





## TOGETHERNESS & CELEBRATION

Nothing fuels emotional health like a celebration with people we love. And, observationally, there's an increased desire to celebrate the good in life. This is likely driven by both the desire for personal contentment and the need to take a break from stress and the pace of life, as well as the political and socio-economic discord that surrounds us.

💡 **Visual Insight.** We know that the joy of being with your community or tribe is hard to visualize. It's even worse when it's faked for the camera. To create authentic feelings of togetherness and celebration, we bring real communities and families together to show genuine emotion.

See how we visually interpret this expression here:  
[Celebration & Togetherness Gallery](#)

### CULTURAL INSIGHT: SOUTH AMERICA 94% of South Americans that say they look for ways to celebrate the good things in life.

Amongst all surveyed regions, people in South America chart the highest in prioritizing their Wellness across all dimensions—emotional, mental, spiritual, relational, physical. Individuals from this part of the world report higher agreement, not only with taking care of themselves emotionally, physically, and mentally, but also by taking time out to celebrate what's good in their lives. Joy, fulfillment, and togetherness seem to be most enshrined in Latin American culture.

**Life should be lived creatively, emotionally, and fully... principles, mindfulness, and being intentional increases with age.**

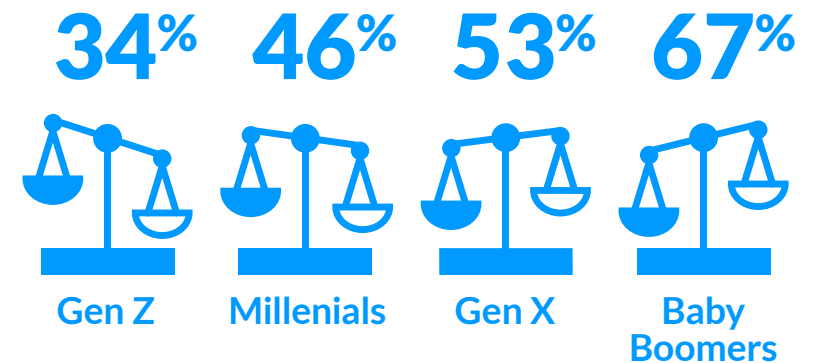
### **STAYING IN TOUCH, MINDFUL, AND TRUE TO OURSELVES**

Another aspect of emotional health is how one interacts with the world around them. That means fostering relationships that are emotionally beneficial, fostering the ability to accept without judgement, and making intentional decisions that help achieve goals.

They say that wisdom comes with age. The same can be said for all these aspects of Wellness.

### **AN AGING DEVELOPMENT**

When asked about living by one's principles, there was a clear correlation between its importance and age.



Base: Consumers n = 5,335

### **WHY?**

Younger generations are less likely than older generations to have fully formed ideas about the principles that they live and abide by.

Moreover, they're less likely to be mindful and intentional in their choices as they live their lives. Because of their age and life-stage, this can perhaps be most attributed to younger generations still discovering themselves and exploring their interests, needs, and desires. You're more likely to know and understand who you are and act accordingly as you age.

## STRIKE A POSE

Seniors and mindfulness is not something that's mainstream, yet our research shows that Boomers are 40% more likely than Gen Z to say they are mindful and intentional in their choices.

💡 **Visual Insight.** The global icon for Wellness is yoga. Yoga for seniors tends to be alone or in couples so we are encouraging our contributors to shoot more social yoga and other wellness exercise scenarios. Our top selling image of women in 2018 was of a group of senior women enjoying a yoga class together. The key with all imagery that connects to Wellness is that it captures inner happiness, joy, and kindness.

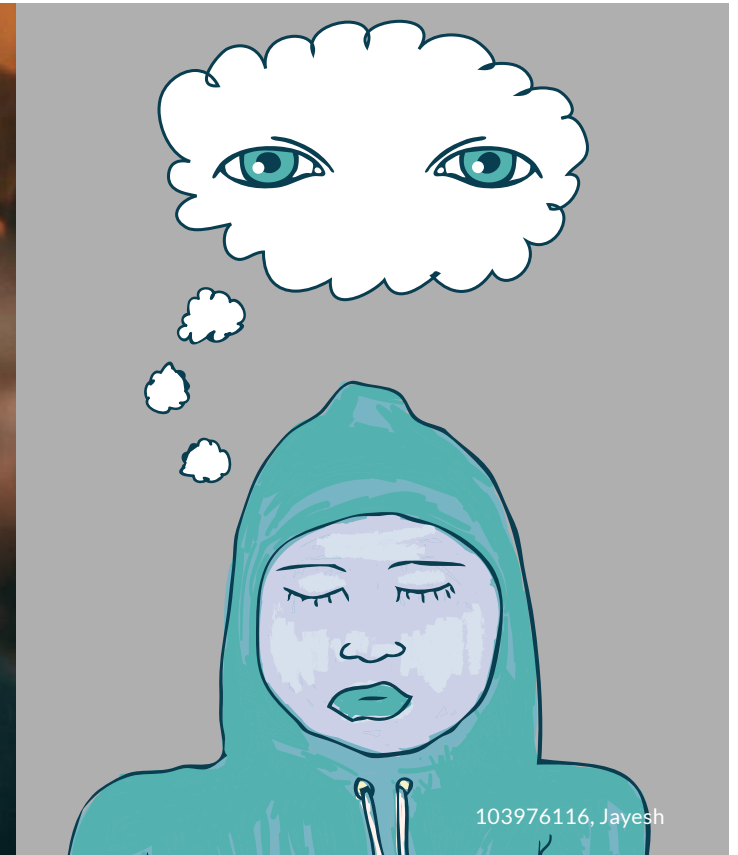
See how we visually interpret this expression here:  
[Senior Social Wellness Gallery](#)







1162729165, Webfluentia



103976116, Jayesh

**Holistic Health** Emotional and mental well-being is at the forefront with many people in active pursuit of understanding how to manage their emotions, create productive habits, get more from social interactions, and reduce stress.



1168194702, Thomas Barwick



1167960837, Drazen\_

**Physical Health** In this expression, we see near-equal generational participation. The aging population around most of the world will carry the Wellness Force, and its Physical Health expression into the coming decades with increasing intensity.



Find Wellness images or videos that work for your project by searching with these terms at [gettyimages.com](https://www.gettyimages.com) and [istock.com](https://www.istock.com):

**families practicing self-care**  
**fulfillment through kindness**  
**family meditation**  
**e-learning community**  
**getting joy from a feeling of community**  
**community supporting mental health**  
**emotional and spiritual health**  
**connecting with friends**  
**celebrating goodness**  
**being mindful**  
**living our values**  
**seniors exercising together**







**See what else our Creative Insights team has to say about Wellness:**

[Individual Togetherness](#)

[The Warmth of Humanity](#)

Want to learn more about the Wellness Force? Visit [VisualGPS.com](https://visualgps.com) for more.

Want to learn how the Wellness Force affects your region, industry, or category?  
Reach out to your Getty Images Sales Representative for more info on custom insights.



FORCE

# Technology



## What defines Technology?

Technology's all around us and it's constantly evolving, making it a tough concept to stay current with.

Physically, it can range from the latest mobile app to advances in electric vehicles. But it's not necessarily devices that drive decisions—it's people's relationship to tech and the way they choose to interact with it that will determine what connects.

Technology has added the convenience many consumers crave, but that has been at the expense of human contact. At a time when concerns about cybersecurity and AI taking human jobs are also growing, there's a recognized need for images and videos that show how technology benefits, or at least works alongside, humans.

“Of all the driving Forces in people's lives today, Technology is arguably the one that creates the greatest amount of dynamic tension.”

**Getty Images Creative Insights Team**



## WHAT OUR MARKET RESEARCH TELLS US PEOPLE CARE ABOUT

With increasingly busy lives, people desire more efficiency and turn to technology to help them get it—allowing us to plan better, do more, choose well, record it all, and share at will. At the same time, there's a fear that privacy is at risk and concern about becoming lost in our screens at the expense of our relationships.

The goal for many is finding the balance and ability to check in, tune out, and even show off when wanted. More technology is inevitable, though people want the power to access the relevant and ignore what's not.



### PEOPLE WHO ARE PASSIONATE ABOUT TECHNOLOGY ARE LIKELY TO BE:

- Younger (Millennials and Gen Z)
- Someone who has, to a high degree, integrated technology into their lives
- Excited for rising technologies like VR and AI, saying
  - Tech makes me feel connected (97%)
  - Tech helps me track goals (97%)
  - I'm excited about AI (93%)

### WHY THIS MATTERS

The language of technology changes as quickly as tech itself. And that holds true of visual expectations—particularly when you work in a cutting-edge field. Staying current is important, as is understanding technology's benefits and drawbacks. That may be why our study found the most contradictions on both personal and societal levels within the Technology Force, which you'll see in the way it's expressed.





# On the Brightside

There's no question that a majority of those surveyed have realized gains in the quality of their lives thanks to technology.

## IT'S ABOUT CONNECTION...



79%

say technology makes them feel **connected to those who matter most**

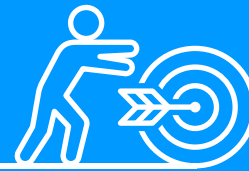
82%

say mobile devices help them feel **connected to what's happening in the world**



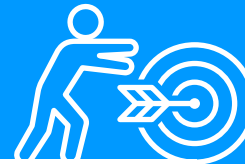
## PRODUCTIVITY...

74%



say that technology helps them **keep track of goals, jumping to...**

97%



among people who are **passionate about technology**

## AND A POSITIVE VIEW OF TOMORROW



say virtual reality is opening doors to experiences we wouldn't otherwise have.



**TECH IS A PERSONAL CHOICE...**

“Technology is not just a tool, it’s a personal value. Those who are passionate about Technology feel strongly that tech benefits them. Portraying technology in a way that emphasizes the positive benefits of innovation will resonate with consumers who are already on board—and that’s most of them.”

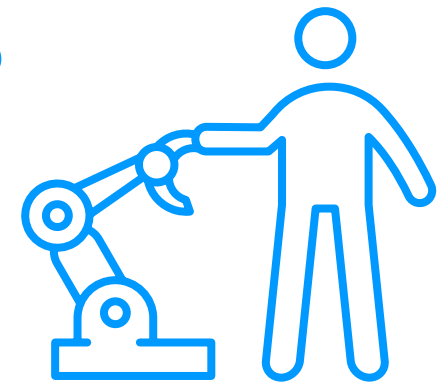
**Getty Images Creative Insights Team**

**BUT, FOR THE LOVE OF HUMANITY...**

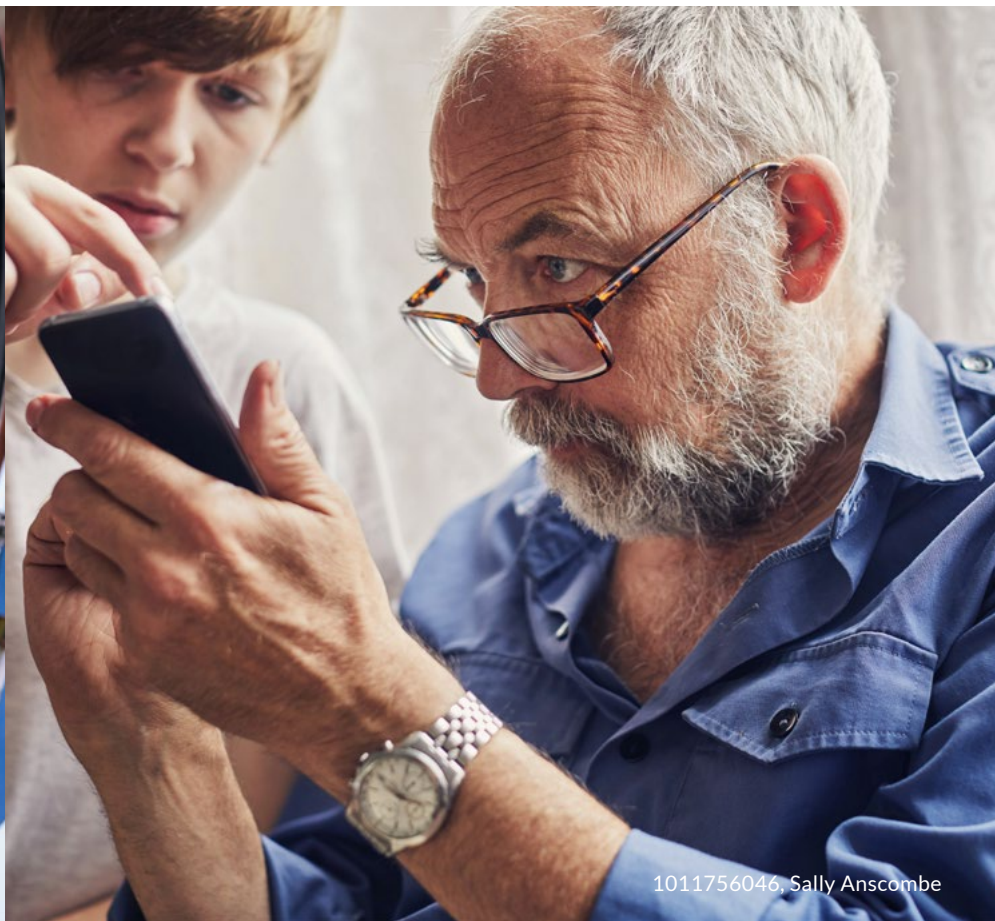
You can’t just take people completely out of the picture.

**62%**

of brands are looking to depict **technology benefiting or working alongside humans.\***



\*GI Creative Insights data 2019





## How Technology is expressed visually

The following visual content represents the promise and the concerns of Technology that people most identify with—as interpreted by our visual experts.

Start with these concepts as you explore how Technology connects with your audience.



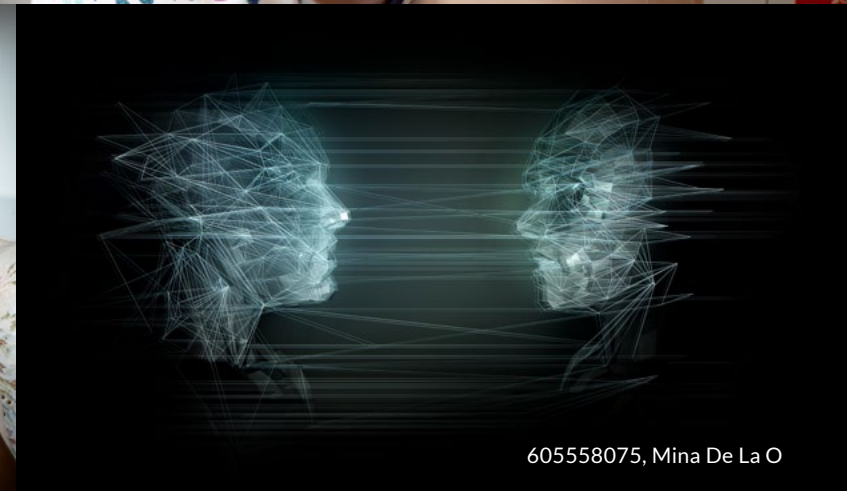
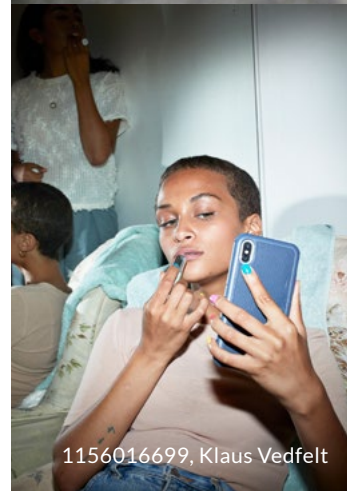


### GO AHEAD, SIT CLOSE TO THE SCREEN

We're attached to our phones and they're omnipresent in the frame across all visual content. The selfie could be called a cliché of phone usage, but it's a common social behavior seen in everyday life. It's important to acknowledge this in the images, videos, and illustrations you select.

**Visual Insight.** We've found that there are a number of approaches to take when visualizing Technology. Click through to our Curated Boards to see how we've interpreted them:

1. Show technology as the center of the action  
[Technology at the Center of Our Lives Gallery](#)
2. Show how technology has brought people together  
[Technology Bringing People Together Gallery](#)
3. Use graphic illustrations that represent the connections that technology enables  
[Technology & Connection Gallery](#)



# On the Downside

As social media and mobile device use continues to grow, there's a growing chorus of people raising concerns about how addiction to technology is negatively impacting lives, harming relationships, and causing anxiety or depression—particularly among young people.

## SOCIAL MEDIA AFFECTS SELF WORTH

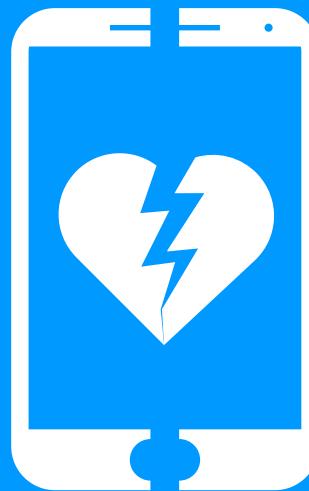
42%



say that spending time on social media sites often makes them feel like their lives aren't as great as other people's.

## HURTS REAL WORLD RELATIONSHIPS

41%



say some of their relationships have been damaged by the use of technology.

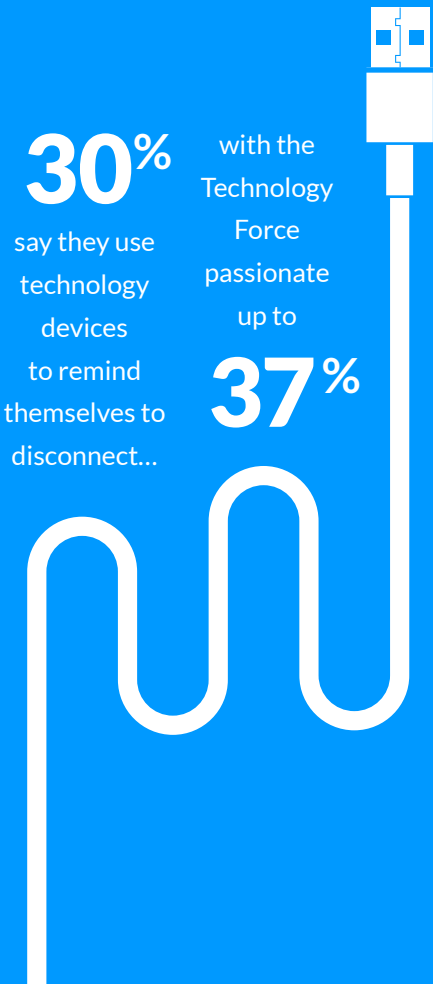
## AND MIGHT BE SOMETHING TO GUARD AGAINST

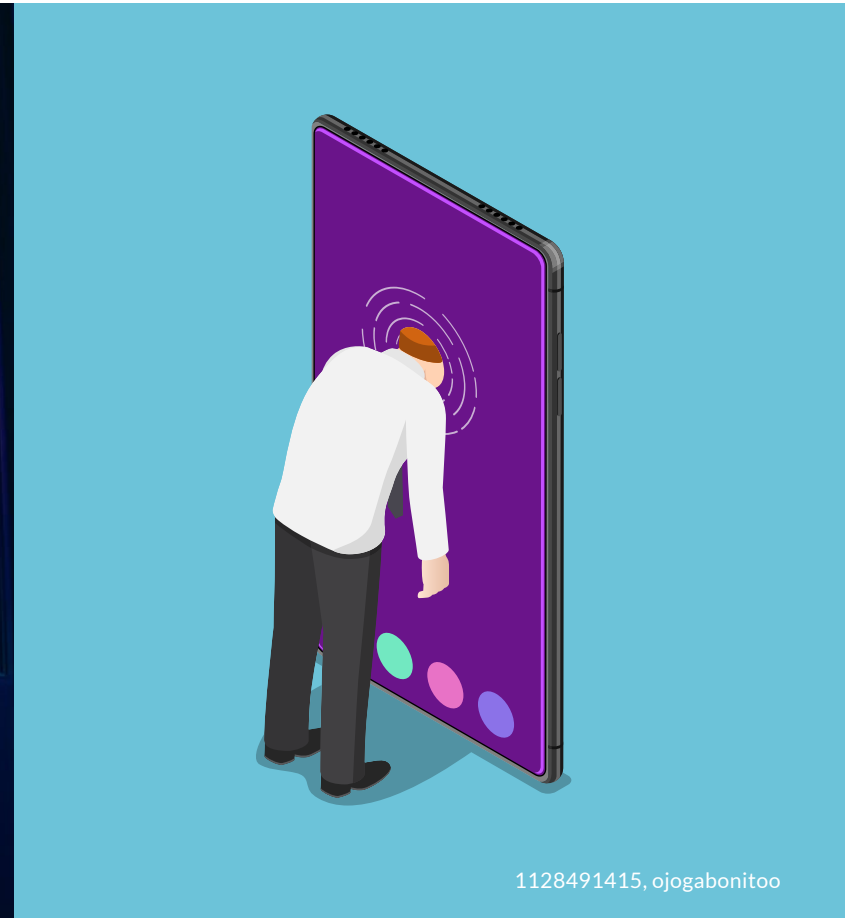
30%

say they use technology devices to remind themselves to disconnect...

with the Technology Force passionate up to

37%









1159500428, Adolescent Content/Ella Fields

## ANTI-SOCIAL MEDIA NETWORKS

**65%** **55%** **37%** **20%**  
Gen Z      Millennial      Gen X      Baby Boomers

**say that spending time on social media sites often makes them feel like their lives aren't as great as others**

We have seen rises in searches for the downside of technology, too—a 101% increase in searches around **cyberbullying**, 86% in **phone addiction**, and 83% in **social media addiction**. As we have seen connected to the Wellness Force, disconnecting from technology is the most popular method of avoiding the downsides, which are also reflected in our search trends: **digital detox** and **disconnecting** both doubled in popularity last year.

See how we visually interpreted this expression here:

[Tech, Cyberbullying & Addiction Gallery](#)

[Digital Detox Gallery](#)



**AI: CONVENIENCE IN MACHINE-FORM**

Consider how much easier Alexa/Siri or even predictive text make it for us to get through our busy days. The next decade will see improved datasets, more AI-driven tech innovation, increased use of facial recognition, and more of our devices talking to each other and “collaborating” on our behalf to anticipate our needs—and offer streamlined ways to fulfill them.

**CONVENIENCE VS. THE RISE OF THE MACHINES**

People are torn about these rapid advances in AI



**4** out of **10** say AI makes them nervous

Highest among  
Females...

**46%**

and in North America

**54%**

For those who are passionate about Technology,  
**AI is the future**

**5X**

more likely to be excited

**3X**

less likely to be nervous

## AI: FRIEND OR FOE

Feelings about AI are split 60/40 between those who embrace it and those who are nervous about it. It's becoming increasingly part of our everyday life and we're interacting with AI more and more. In general, humans feel happier with AI if it benefits them in some way and is part of their everyday experience.

💡 **Visual Insight.** There are two ways to approach AI visual content. One is integrating app and smart tech usage into lifestyle, travel, healthcare, industry, education, and business content. This came about because we have seen more interest in smart technology by companies that don't manufacture or promote the hardware. By bringing modern technology into real life, it becomes normalized and reassures those that are still nervous. Here are some ways we've interpreted this:

[AI in Everyday Life Gallery](#)

The second is creating futuristic and positive visual content that depicts how we might live our lives or how the tech might look in the years to come. This creates an aspirational viewpoint on the technology for those who are excited about it.

See how we visually interpreted this expression here:

[Visualizing the Future Gallery](#)







## CYBER SECURITY TENSION; DATA PRIVACY IS COMPLICATED

News reports about data breaches and cyber-attacks have become way too common and have made privacy and security concerns weigh heavily on people's minds.



**71%**

around the globe  
believe there will  
be a cyber-attack in  
their country



**76%**

of North American  
respondents feared  
for their data  
security

With a number of major data security breaches in the US, it may be that people still don't have a clear understanding of what cybersecurity risks look like today, but that doesn't mean companies can ignore it.

**88%**

say they want companies  
to prove they're  
committed to protecting  
their privacy and data





### STAY SAFE OUT THERE

In 2019, we saw a huge increase in searches around **cyber security**. **Cyber fraud** searches were up 300%, **digital privacy** up 220%, and **privacy protection** up 199%.

**Visual Insight.** While the padlock image continues to be iconic and is the instant connection to secure websites, we have further developed the concept of data protection and security.

See how we visually interpret this expression here:

[Protection & Cybersecurity Gallery](#)



Find Technology images or videos that work for your project by searching with these terms at [gettyimages.com](https://www.gettyimages.com) and [istock.com](https://www.istock.com):

**connecting digitally**

**video call with family**

**connecting with people through technology**

**disconnected**

**technological innovation**

**everyday technology**

**smartphone addiction**

**facial recognition**





See what else our Creative Insights team has to say about Technology:

[Gig Economy](#)

[Cybersecurity](#)

[Humanizing Tech](#)

Want to learn more about the Technology Force? Visit [VisualGPS.com](https://visualgps.com) for more.

Want to learn how the Technology Force affects your region, industry, or category? Reach out to your Getty Images Sales Representative for more info on custom insights.



FORCE

# Sustainability

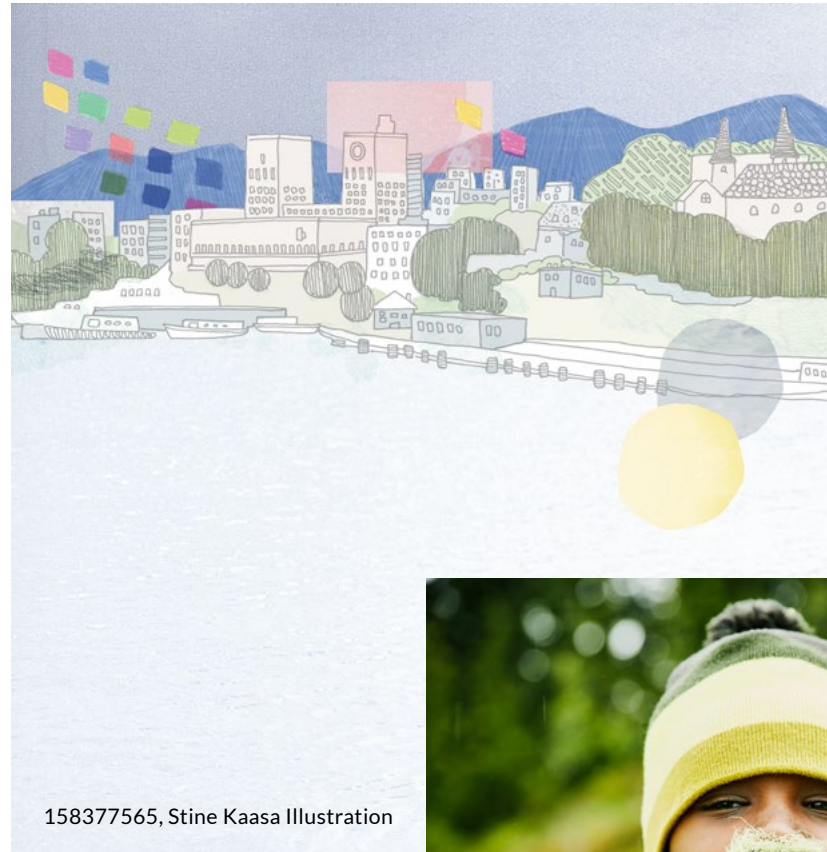


# What defines Sustainability?

Expressed by the UN more than 30 years ago, Sustainability is “Meeting the needs of the present without compromising the ability of future generations to meet their own needs,” and ensuring Earth’s inhabitants have what they need to survive and thrive. From reducing our carbon footprint, reusing and recycling, to appreciating and protecting nature’s beauty—and ensuring our children are poised to do the same—it all matters more than ever.

“...it’s now shameful, both as a consumer, as well as a business, if you are not showing what you are doing in order to help the climate crisis.”

**Getty Images Creative Insights Team**





**WHAT MARKET RESEARCH TELLS US  
PEOPLE CARE ABOUT**

Now much more mainstream, Sustainability is a Force that’s universal across generations, gender, and regions—while many think of younger generations as being more environmentally conscious, this does not play out consistently across the multitude of measures included in this research.

**HOW PEOPLE BEHAVE**

When we look at what people believe versus how they behave, however, we see there’s a bit of a disconnect when sustainability issues collide with things that bring enormous pleasure and help improve well-being. As we see in the results, carbon footprints are less acted upon because it has real impact on personal joy.

**TOP 3 THINGS PEOPLE CARE ABOUT**

---

**92%** believe the way we treat our planet now will have a large impact on the future

**87%** say they are concerned about our oceans

**85%** are worried about air pollution

**TOP 3 WAYS PEOPLE ACT**

---

**80%** actively try to reduce their use of plastic

**75%** always recycle

**66%** do everything they can to reduce their individual carbon footprints



675994329, Thomas Barwick



860943462, SolStock



675779407, Tom Werner

# Of all the measures in this Force, the two with the least amount of agreement:

only  
**50%**  
say

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



and  
**48%**  
know they

should care more about the environment, but convenience is more important.





## CONSUMPTION CONUNDRUM

The impact of our behavior on the environment is driving a conversation around consumption. While there's great variability across categories and regions of the world in their efforts to truly be eco-friendly (with 81% already seeing themselves as such), people are often faced with making hard trade-offs between price, convenience, product, packaging preferences, and more.

## WHY THIS MATTERS

This is an opportunity for companies and brands to partner with consumers in their efforts and help them close the gaps between their attitudes and their actions. In our own search data and downloads, there are a huge number of different stories being told around the changes individuals are making to be more sustainable and show different sustainable practices—it's these practices that need to also align with their values.

💡 **Visual Insight.** Moving the visual language forward, it's important to think about everyone. Sustainability, as we have found, is important to young and old, across geographies and cultures. Remember that under-represented demographics, such as those who have a disability or the LGBTQ+ communities, care equally about environmental issues.

The challenge, then, in selecting visual content, is balancing your sustainability message with one of accessibility.

See how we visually interpret this here:  
[Sustainability & Diversity Gallery](#)

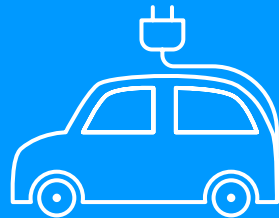


# Customers who are passionate about Sustainability are likely to:



95%

**always recycle**



94%

**do everything they can to reduce carbon footprint**



And very tellingly, only 41%

**believe that convenience is more important than the environment**

10-15%

**is how much more they are willing to pay for products or services from companies that:**

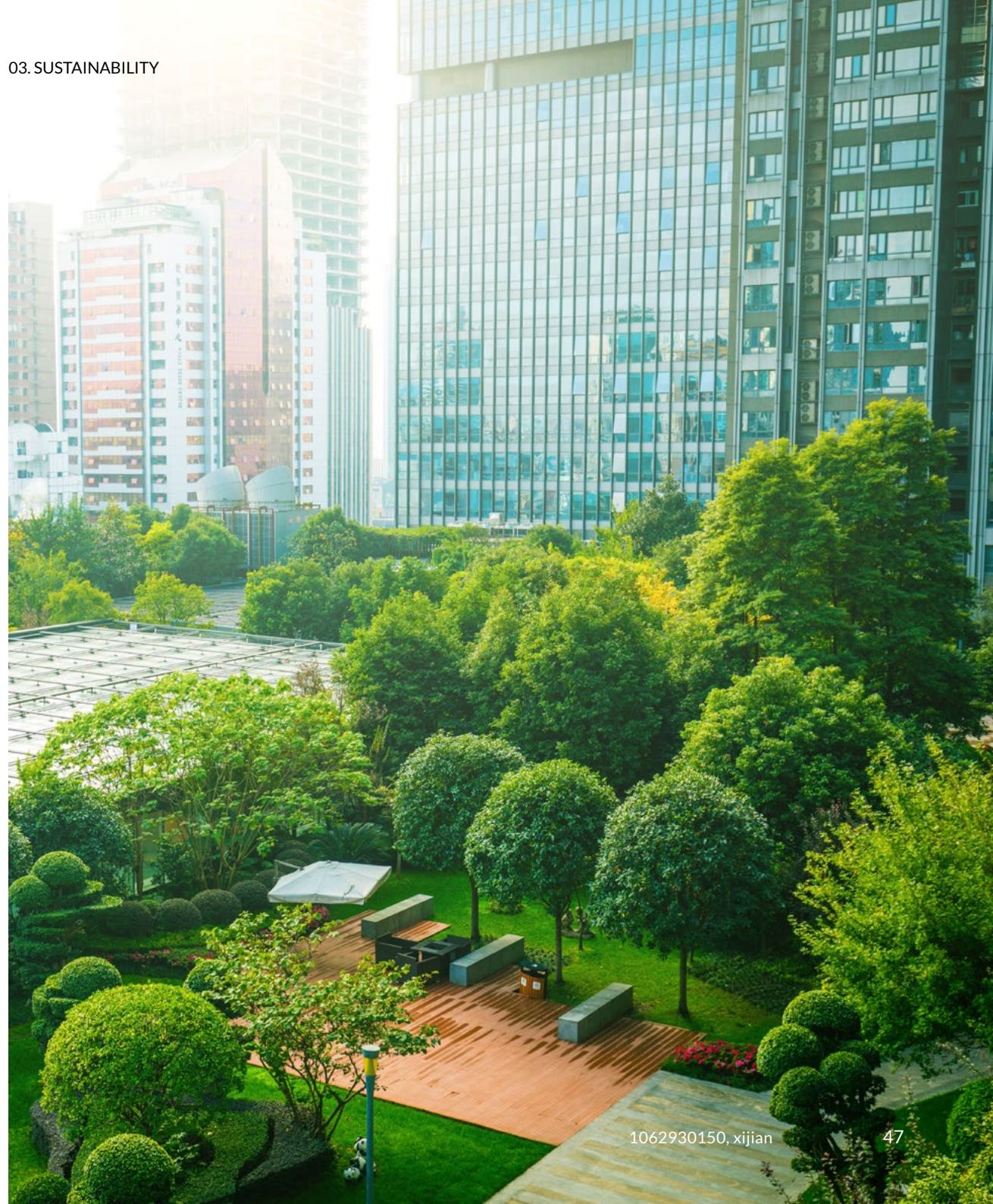
- Use sustainable practices
- Are aligned with their values
- Have transparent business practices
- Care about the well-being, safety, and security of customers



# How Sustainability is expressed visually

The following visual content represents the way expressions of Sustainability and environmental issues are evolving—as interpreted by our visual experts. While the color green, plants and trees, the recycling sign, and wind turbines are popular visual icons, Sustainability is becoming an expectation across all subject matter.

Start with these concepts as you explore how it connects with your audience.





## LET ME SHOW YOU WHY IT MATTERS

Data is one thing (and the statistics are strong around environmental issues) but we can't change what we cannot see and we need to see the environmental impact that our behavior is having on the world. Visual content showing the effect of single-use plastic on the ocean kickstarted a global campaign against plastic usage.

There are now three evils:

### Single-use plastic

The refillable water bottle industry is growing as they're becoming de rigueur—mainstream brands have popped up everywhere and the luxury market is now getting in on the action.

### Takeaway coffee cups

Major fast food and coffee chains have come together with designers to develop a totally compostable cup.

### Plastic straws

Some US cities have banned plastic straws. Searches for **reusable metal straws** up by 205% between March and August on Etsy.com.

💡 **Visual Insight.** As well as plastic bags, coffee pods, and toothbrushes, what our products are made of is becoming key, with more new products due to be launched in 2020. Our search data has seen huge increases in interest for **reusable coffee cups, straws, water bottles**, etc. This has led to the need to rethink what lifestyle and business content looks like. Often bottles, cups, and straws are small elements of a larger scene, but it's important to rethink what's in the image or video and whether it meets modern standards of sustainability.

See how we visually interpreted this expression here:  
[Sustainability in Everyday Life Gallery](#)  
[Sustainability in Business Gallery](#)



### KEEP IT SIMPLE, SMARTY

As individuals, we're exploring different ways to be sustainable—there's a move towards consuming less, and leading a simpler pared down life. We found that the more people are passionate about the Sustainability Force, the more they also value simplicity.

People are more aware of overconsumption—The Kondo Method has taught us how to reduce our belongings down to those that bring us joy, while designers are now promoting more functional, more comfortable products to improve their longevity and encourage investment in sustainability and circularity.

While this will lead to appreciating what we have, it will also inevitably mean that the re-sale market will grow ([it's expected to be 1.5 times bigger than fast fashion by 2028](#), according to Future Laboratory).

The trend was particularly evident in the lead up to the holidays last year. We saw a 129% increase in **decluttering** searches, and for the first time we also saw interest in **minimal** and **zero waste** Christmas!

💡 **Visual Insight.** We've been encouraging our contributors to get in touch with people who already live by the principle of simplicity and document their lives.

See how we visually interpreted this expression here:

[Simplicity, Decluttering & Minimalism Gallery](#)



## THE POWER OF PLANTS

Plant-based innovation is being seen as a solution to global climate change and has been advertised heavily in the last 12 months. Beauty products, homecare products, and fast food offerings that are plant-based have brought the movement to the broader market. What's more, studies say that if the world goes vegan, greenhouse emissions will be reduced by 2/3 by 2050, saving 8 million human lives.

And people are taking notice. According to Google search trends, there's been a sevenfold increase in searches for **veganism** in the last 5 years. We saw a 149% increase in interest in **vegan food** in the last 12 months alone.

💡 **Visual Insight.** This will change the focus of food visual content—the social media-sharable sushi, ramen burger, cronut, or freakshake will evolve. But, it also impacts typical community moments throughout the year—the summer barbecue, the Thanksgiving meal, the wedding feast, the Valentine's Day dinner. We're working to repicture these types of gatherings and events.

See how we visually interpreted this expression here:  
[Vegan & Veggie Life Gallery](#)





### NOT JUST WIND FARMS AND SOLAR PANELS

There are two types of visual storytelling emerging: individuals making sustainable changes to their daily lives and small groups working together to help the planet, or big businesses showing the major causes of the climate crisis.

💡 **Visual Insight.** Interestingly enough, we're seeing more images and video on pollution downloaded than we are on sustainability, or rather the effects of not acting with sustainability in mind and the challenges to those who are passionate about it. But that's not to say showing the way to sustainability isn't also effective. From our search data we can see there's a need to visualize sustainability across *all* different types of businesses, and show a lot more diversity within that—needing to move beyond wind farms and solar panels on roofs.





### RESPONSIBLE TRAVEL/UNDER TOURISM

Sustainability is big for travel, but also presents more contradiction. Most people have a desire to travel, but it comes with consequences. The issue of an individual's carbon footprint is most often associated with the amount of air travel that they do. Sustainable travel trended in our search data last year and was coupled with beach clean-ups and volunteering as themes.

💡 **Visual Insight.** We've directed our photographers and videographers to document people who practice responsible travel and help the communities they visit by engaging with them to make sustainable change.

In general though, travel imagery is evolving. The photograph of an overcrowded Everest summit last spring brought home how nature can be overwhelmed by travelers. Instead of visualizing the usual (and most often overcrowded) tourist thoroughfares, we're exploring the view in the quieter areas, where locals own businesses or where travelers can experience the natural world unhindered.

See how we've interpreted this expression here:

[The Environment & Responsibility Gallery](#)

[Off the Beaten Track Gallery](#)





Find Sustainability images or videos that work for your project by searching with these terms at [gettyimages.com](https://www.gettyimages.com) and [istock.com](https://www.istock.com):

**living a sustainable lifestyle**

**environmentally friendly**

**buying eco-friendly products**

**reusable water bottle**

**plastic bags in ocean**

**going vegan**

**vegetarian meal**

**cooking a vegetarian meal for my family**

**diverse groups of people living sustainability**

**travel like a local**







See what else our Creative Insights team has to say about Sustainability:

[Goodbye Disposable Cups](#)

[Getting Back To Nature](#)

[Plastic is Evil](#)

[The Meteoric Rise of Veganism](#)

Want to learn more about the Sustainability Force? Visit [VisualGPS.com](https://visualgps.com) for more.

Want to learn how the Sustainability Force affects your region, industry, or category?  
Reach out to your Getty Images Sales Representative for more info on custom insights.



FORCE

# Realness



## What defines Realness?

Realness and authenticity are hot topics in media, in the arts, and, more and more, in the business world. But it would be a miscalculation to call it a trend—it's an ongoing story about long overdue acceptance of our differences, empathy for how others experience the world, and the ability to bring our whole selves to everything we do, personally and professionally.

“Our unprecedented access to cameras is changing our visual landscape. Against a backdrop of fake news and image manipulation, there's an expectation that visuals are representative of real people and the world around us. This is having a profound and sustained impact on consumer expectations of how brands tell their story. Consumers are punishing brands who are not transparent, honest, and real. In order to establish brand trust through visual storytelling, truth and authenticity are key.”

**Getty Images Creative Insights Team**



## WHAT OUR MARKET RESEARCH TELLS US PEOPLE CARE ABOUT

There are two paths—sometimes parallel and sometimes intersecting—that Realness takes: one is personal (being true to oneself) and the other is marketplace oriented (truth in advertising; proof of inclusivity). Both of these paths are based on transparency, authenticity, standing for what you believe in, and tolerance.

### Top 3 Things People Believe/Feel

---

**80%**

say companies need to show people with all body shapes and types

**78%**

are comfortable in their own skin

**74%**

believe they have the power to influence and shape the future



### HOW PEOPLE BEHAVE

There's more of a correlation between what people say and what they actually do within Realness, so it's important to take their beliefs more seriously. If not, customers might turn away from you based solely on principles. Some of this will show up in the way Realness is expressed.

### WHY THIS MATTERS

Realness not only generates feelings, but drives choices. There's less of a barrier to acting on one's beliefs as compared to some of the other Forces. And, as we'll see, there's an element of taking real action within Realness.

## People Who Are Passionate About Realness Are Likely To:

- Stress and work towards equality
- Demand honesty and transparency from businesses
- Belong to a community that has experienced discrimination
- Expect companies that they do business with to celebrate diversity of all kinds

Compared to people who are less passionate, they're

**240%**  
higher on  
equality

**153%**  
higher on  
honesty

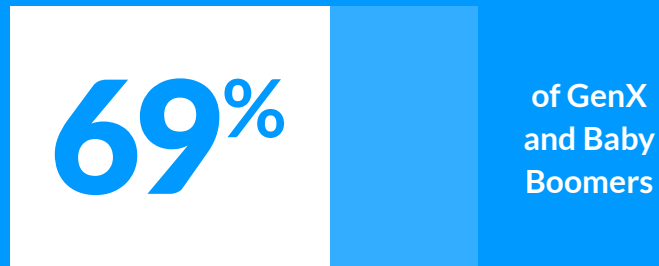
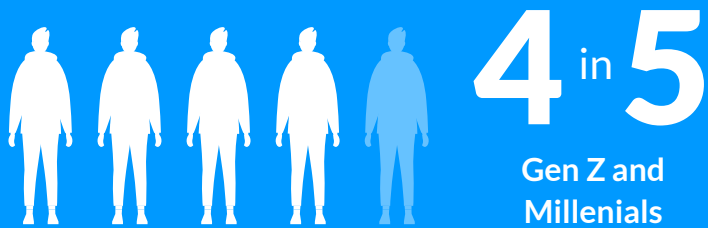
**127%**  
higher on  
transparency

# Words, plus action

Chalk it up to the hopefulness of youth, or the pragmatism of experience, respondent's agreement declines as age increases

PEOPLE LIKE ME HAVE THE POWER TO HELP  
INFLUENCE AND SHAPE THE FUTURE

THIS LEADS TO ACTION, OVERALL



42%



posted support of  
a cause through  
social media

Nearly  
8 in 10



have participated  
in activities to  
drive change

About  
50%



have  
donated to  
a cause



## How Realness is expressed visually

The following visual content represents what Realness means to people and what they're passionate about when it comes to identity—as interpreted by our visual experts.

Start with these concepts as you explore how Realness connects with your audience.



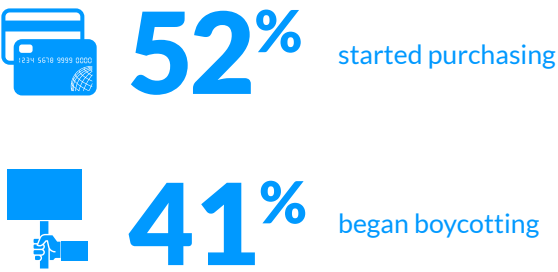
People want and expect imagery to be representative of themselves and the world they see around them. The integrity and realness of those images are up for debate and means that brands are having to go further to prove their images are *real*. Retouching, for example, is less popular and many brands are taking strong stances on the practice. More importantly, it's about the whole journey, from subject to photographer to consumer. If you're showing, for example, somebody who has a disability, it cannot be a model pretending. Don't try to fake *real*—truth and transparency is key.

**BRAND STAND**

People are looking for brands to have a transparent point of view on societal issues. And they're not afraid to make decisions, depending on what they see:



As might be expected, people who are passionate about Realness are far more likely than the general population to have done both of these activities:





### DEMAND FOR TRANSPARENCY IN BRANDS

People no longer accept information as evidence. And this is particularly true if a brand has taken a stand, supported a cause, promised sustainability, etc. To satisfy a demand for transparency, brands are now taking people “behind the scenes” and providing a 360-degree view into their business.



74%

want to know how  
their products are  
produced

Bottomline, people expect brands to let them peek behind the curtain to reveal truths around the origin of their materials, manufacturing processes, marketing initiatives, and personnel practices.

💡 **Visual Insight.** We’ve seen a period where corporations have used through-the-glass-windows perspectives to show transparency. Not all businesses are in office buildings, so we’ve been focusing on local industry, small businesses, and successful teams to visualize work as it is.

See how we visually interpreted this expression here:  
[Business & Transparency Gallery](#)



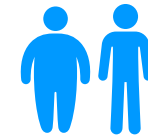
### THE AGE OF INCLUSION: I'M ME, YOU'RE YOU

The acceptance and celebration of individuality has gained momentum, and societies have become more open to those not like themselves. We want to be accepted and have learned to accept others as they are, in the way they define themselves and the way they want to be seen. While this is not always universal, and more work always needs to be done, there has been clear progress.

### It's Personal

Despite progress, discrimination still persists—and our respondents feel it

**57%** have been affected by bias



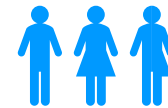
**51%**

Body size, shape, or type



**37%**

Lifestyle choices



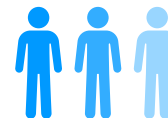
**30%**

Gender



**27%**

Religion



**25%**

Race

**Visual Insight.** Discrimination is felt more commonly among younger generations and women. As Getty Images has championed through partnerships with Dove, LeanIn.org, Verizon Media, National Disability Leadership Alliance, Refinery 29, and AARP, brands need to make sure that the visual content selected is a reflection of the audience—it shows that you see them, accept them for who they are, and welcome them to interact with you and your brand.

And it’s not just those in affected groups. People, overall, want to see the sentiment of inclusion expressed by the companies and brands they do business with.

**Over two-thirds (68%) say it’s important to them that the companies they buy from celebrate diversity of all kinds.**

young people are in the lead with just over

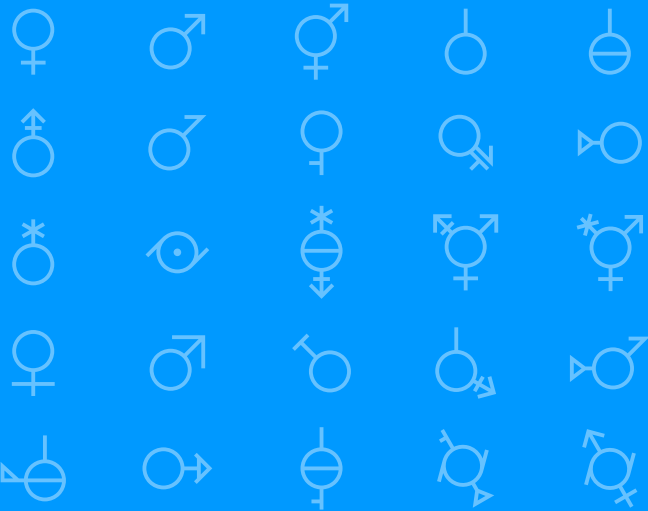
**76%**  
of Gen Z and Millennials agreeing

compared to

**61%**  
of GenX and Baby Boomers+

**DISRUPTING GENDER STEREOTYPES**

How people identify and the ways in which we understand masculinity and femininity are evolving. Gender self-identification is a rising topic of discussion with new legislation and social practices in play. While less than 1% of survey respondents eschewed the “male” or “female” options in this survey, choosing instead to select “Prefer to identify in another way,” 67% agreed that people should accept that there are more than two genders.





### KEEPING IT REAL

Representing the breadth and depth of your target audience is difficult. Most major businesses have inclusion initiatives and are working towards better representing their employees and their customers. Over 70% of the consultation we do with our customers is in visualizing diversity and inclusion. We also see how people search for related imagery by using terms such as **body positive** (up 478% last year), **diversity, inclusion**, and **diverse community** (all up last year between 100 and 250%).

**💡 Visual Insight.** The word *real* has become synonymous with diverse representation. We see and hear the word *real* and the word *candid* most used when describing imagery that works for our customer's brands. All the people featured in our images are real, but a person who's less typical of the traditional model used in advertising is seen as more *real*. To create this imagery, we don't use professional models, instead relying on friends, family, and social media to find people to shoot.

### SEE HOW WE VISUALLY INTERPRETED THIS EXPRESSION HERE:

Some of our favorite real people  
[Getting Real Gallery](#)

The search term **unretouched** was the fastest growing last year. It's the next evolution of *real*.

[Unretouched Gallery](#)

Most importantly, we've found that the imagery that works well is social, positive, dynamic, and candid. Visualizing underrepresented communities as isolated from the rest of the world doesn't evolve the visual language forward, but showing how everyone interacts and has a seat at the proverbial table does work.

[Real Groups Gallery](#)

Find Realness images or videos that work for your project by searching with these terms at [gettyimages.com](https://www.gettyimages.com) and [istock.com](https://www.istock.com):

**authenticity in business**

**authenticity in arts**

**honesty**

**celebrate diversity**

**belonging to a community**

**participating in activities that make a difference**

**celebrating individuality**

**same-sex family at dinner**

**empowering girls in school**





See what else our Creative Insights team has to say about Realness:

[Individual Togetherness](#)

[More Than Love:  
Beyond Romance For LGBTQ](#)

[Inclusive Beauty](#)

[Acne Positivity](#)

[Japan Takes on Body Positivity](#)

[Masculinity Undone: The Changing  
Image of Men](#)

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Want to learn how the Realness Force affects  
your region, industry, or category?  
Reach out to your Getty Images Sales  
Representative for more info on custom insights.





# What's Next?

**The only constant in visual trends and market research is change—and you'll need to stay ahead of it.**

- Visit us at [VisualGPS.com](https://visualgps.com) and follow us on social media for all the latest, up-to-the-minute trends, tips, and data-backed research.
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