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Visual GPS

Your guide to picking the right visuals for any project



COVID-19 Update Visualizing Wellness with a World in Crisis

1195466378, Oscar Wong

992023550, 10'000 Hours

About Visual GPS



1185425518, Luis Alvarez



170123582, Zena Holloway

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 you find the images and videos that will 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. We pinpoint what your customers care about, all while providing the actionable insights and engaging images and videos that you need to reach them.

[Explore Visual GPS](#)

Our Creative Team

Artists. Curators. Archivists. Futurists. From concept to creation, our award-winning team oversees the development of incredible, must-see imagery through detailed briefs and expert art direction that informs and inspires our global contributors. Backed by proprietary search data, a breadth of professional experience, and data-backed consumer insights from Visual GPS, our art directors and visual experts know what's trending and why—putting them in the unique position to curate and deliver perfect, on-trend images and videos to our customers.

[Meet the Team](#)



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.

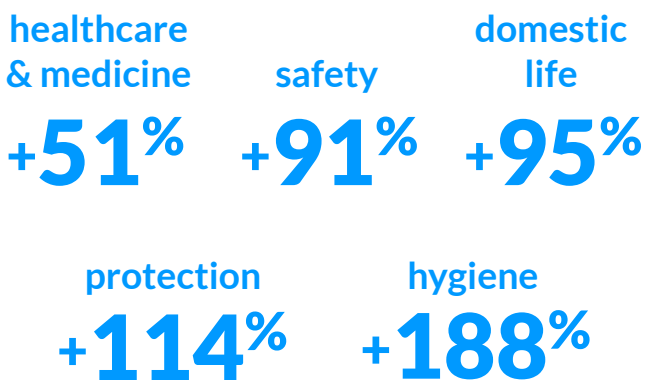
“ I’m tired. You’re tired. Your customers are tired. But here’s a statement, backed by our data, that we can all agree on—visuals showing real, uplifting depictions of health, wellness, and healing are more useful, marketable, and important now, than ever before. ”

—Rebecca Swift

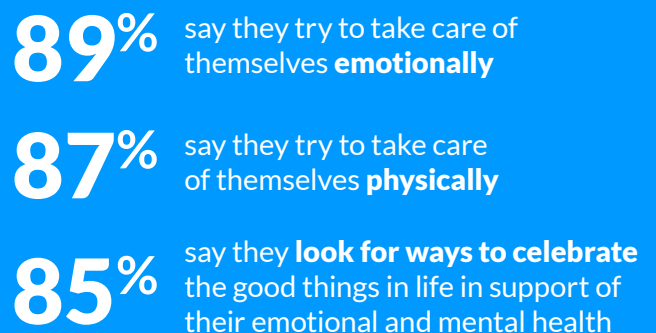
Global Head of Creative Insights at Getty Images

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.

🔍 Post-COVID Search Term Snapshot*



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



...however, almost 50%
say they’re finding it very difficult to keep up with the pace of today’s world

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



Connect authentically with **sensitive depictions** of mental health

Visual Insight. Your customers care deeply about mental health and emotional wellness—you need to show that you do, too. Surprisingly, despite the stress caused by the pandemic, our survey showed no noticeable increase in traditional stress management techniques or meditation—that doesn’t mean you shouldn’t be on the lookout for new visuals though. To stay relevant in the long term, your brand has to challenge itself by showing consistent support for mental wellbeing, all while reflecting our new, ever-changing reality.

So, whether it’s caring for family and pets, connecting with nature, or finding new ways to exercise in smaller spaces, these on-trend visuals are the key to creating campaigns that resonate with your customers.

Looking for images and videos? [Find them here](#)

Need some inspiration? Check out this article:
[Visualizing Mental Health](#)



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.”

Gen Z	92%
Millennials	93%
Gen X	92%
Baby boomers	90%
Male	90%
Female	94%
North America	94%
Europe	89%
APAC	91%
South America	94%

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.



Engage consumers with relevant visuals that keep COVID-19 in mind

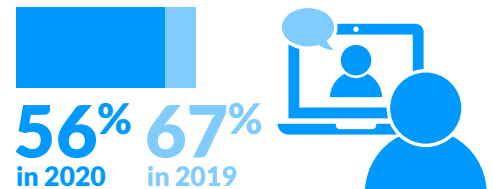
Visual Insight. Believe it or not, your customers aren't looking for a total escape from imagery that shows the realities of living in a world upended by COVID-19—they just want authenticity and visuals they can relate to. From people working from home to online schooling and social distancing, you can showcase these human connections and effectively reach your audience—while still being considerate of the impact of COVID-19.

Looking for images and videos? [Find them here](#)

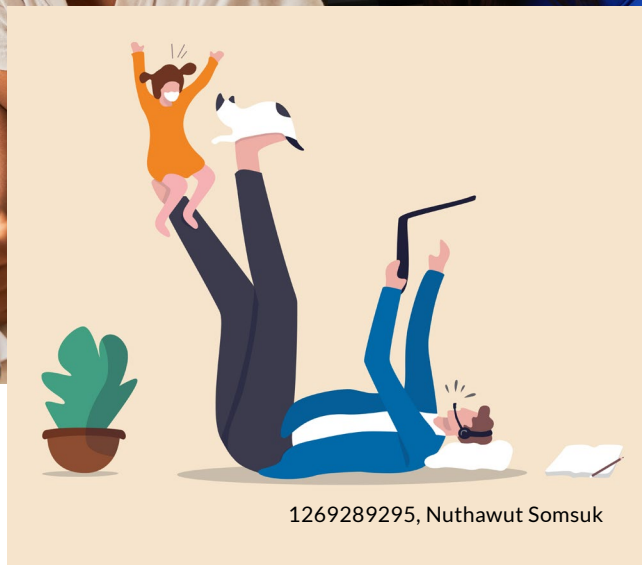
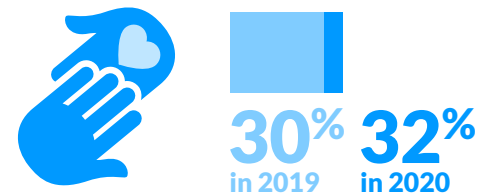
Need some inspiration? Check out this article: [Visual GPS: Wellness](#)

Here's what the research says

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



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





Expand your reach with empathetic, diverse visuals that show how much you care

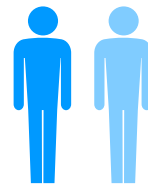
Visual Insight. Are you leading with imagery that's inclusive of age, body size, ethnicity, gender identity, disability, socio-economic background, religion, and sexuality? It's a long list, one that highlights the need for inclusivity in your creative—and one that you must keep in mind to help you authentically 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.

Looking for images and videos? [Find them here](#)

Need some inspiration? Check out this article:
[Senior Wellness Evolution](#)

Here's what you need to know



1 in 2

consumers want to see how healthcare companies fit into people's lives in their advertising



1 in 5



healthcare consumers would reject a brand that doesn't celebrate diversity

Almost

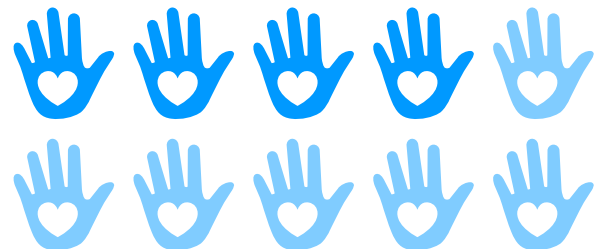
5 in 10



consumers want to see people that look like them and reflect their lives in ads

Nearly 4 in 10

consumers want to see the emotional rewards others get from using the health care company



1182736650, MoMo Productions



1138623448, Andreea Campeanu

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.

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