iStock Unveils Visual Marketing Trends for 2023
December 12, 2022

“A year of brand empathy and low-cost experiences”

NEW YORK, Dec. 12, 2022 (GLOBE NEWSWIRE) -- Amidst a new economic reality, companies of all sizes are finding ways of coping with new challenges. To help small and mid-sized businesses understand consumer sentiment amongst the current economic scenario, iStock, a leading e-commerce platform providing premium images and videos at affordable prices, released a research report, led by its creative insights platform, VisualGPS, to guide and inform businesses marketing strategies ahead of 2023.

According to VisualGPS, consumers’ top world concerns rank between climate change, inflation, and increased costs of living. Work/life balance is the most important factor for consumers, with 63% saying it is a top priority. Improving physical health follows with 59%, and more time with family and friends is prioritized by 52%.

Furthermore, 80% of people appreciate when companies they do business with acknowledge the challenges they personally face. Businesses should show empathy towards their customers, as 79% of people believe companies should do business with empathy to acknowledge the challenges they personally face.

“Businesses should show empathy towards their customers,” said Dr. Rebecca Swift, Global Head of Creative Insights at iStock. “Small and mid-sized businesses have an advantage to further engage with their audiences in this new economic context if they manage to translate these values into their strategies through the right images and videos and meet their audience’s expectations.”

To help small and mid-sized businesses, from all industries, inform and guide their visual strategy next year, iStock experts share four key visual marketing trends for 2023:

1. Be empathetic
   In a future of economic uncertainty and considering the recession, when picturing social gatherings think about low-cost experiences that offer guidance through these new struggles. Keep images affordable, and show pure moments, not expensive dates. Low-cost experiences can help businesses cope with their costs and the problems and concerns they are currently experiencing and will continue to cope with over the course of next year.

2. Prioritize social connections
   Consumers are prioritizing themselves and their loved ones above all else, showing images and videos of fulfilling experiences with family and friends that do not require a lot of money or effort. Events that involve less pressure and effort are a good way for socializing and connecting with others, rather than focusing on the activity itself.

3. Think about “small luxuries”
   According to VisualGPS when asked about global consumers’ economic concerns, the rising cost of living ranks first. As people struggle to maintain their standards of living, the idea of ‘small luxury’ will expand, creating opportunities to showcase items not usually presented as luxurious, as luxurious.

4. Don’t forget emotional and physical wellbeing
   With the prioritization of individual well-being, how people view travel will also vary. Rather than showing superficial experiences, consider meaningful travel that gives back to society. The rise of solo travel will continue, and solo travel. Also consider, how travel supports emotional well-being by showing moments of connecting with others. Travel also has commercial value such as advertising and marketing, and marketing and advertising are being performed with more focus on creating value for the consumer.

A Media Snippet accompanying this announcement is available by clicking on the image or link below: