

The image features two women with long, straight brown hair sitting side-by-side on a red, textured surface. They are both resting their heads on their hands, looking directly at the camera. The woman on the left is wearing a white long-sleeved shirt with gold buttons. The woman on the right is wearing a light pink long-sleeved shirt. The background is a solid yellow wall.

EyeEm

Visual Trends For The New Normal 2020

A Guide to Adapting
Your Branding During
Uncertain Times

1| Introduction

Visual Trends For The New Normal
This is EyeEm
EyeEm Image Library in One Click

5| In a Snapshot

The Future of Your Brand Visuals
Our Brands
Our Creative Solutions
Contact Us

2| The #StayAtHome Switch

About The Trend
How To Achieve The Look
3 Key Brand Tips

3| Do It Yourself, For Yourself

About The Trend
How To Achieve The Look
3 Key Brand Tips

4| Adventure Around The Corner

About The Trend
How To Achieve The Look
3 Key Brand Tips



C O N T E N T S

All images in this visual guide are clickable
and ready to be purchased for your next brand
campaign from EyeEm.com.



INTRODUCTION

The spread of COVID-19 placed a new challenge in the hands of brands. Well-established campaigns, strategies, and growth trajectories became redundant in a matter of weeks.

As many economies start to re-open after the lockdown, it's time to adjust your brand communication to newly developed customer behaviours.

We've identified the most important visual trends that will follow the COVID-19 outbreak. We conducted a major research on our image library's most searched keywords and matched them with external search trends, such as Google Trends. Our findings indicate the emergence of a Post-COVID-19 lifestyle, characterised by a focus on the self, the home, and personal well-being.

In this whitepaper, you'll learn about the visual trends that will be critical for tailoring your next activation to the 'new normal' as you restart your 2020 campaigns.

Visual Trends For The New Normal



This is EyeEm

EyeEm is an AI-powered marketplace for premium photos, boasting over 100 million photos. With 24.5 million photographers, the Berlin-based company is the largest community of photographers and one of the largest stock photography marketplaces in the world. The platform is powered by its best in class, patented computer vision software that automatically understands the content of an image and is used to select visuals which uniquely match a brand's specific aesthetics. More and more companies also tap into EyeEm's worldwide community to book photographers and carry out high quality photo shoots on the fly.



Trend#1

With social distancing becoming the new normal, many around the world are choosing to pick up new skills, hobbies, and personal projects. For the first time, the space we call home is widely multi-purpose - it's an office, classroom, gym, studio, cinema - and so we continue to see images adjust in accordance.

For your brand to stay top of mind amongst your consumers, it's critical that you show your audience that you understand the challenging and highly personal process of adapting their 'home' space for a variety of means for the very first time.

The #StayAtHome



@inchuerrer



@maskot_agency



@pho_milos

@ipolonina



A-CHIEVE THE



@cavan_agency



@HEX_agency



@laetty



@westend61_agency

LOOK

BRANDTIPS

1 | **Virtual Reality:** Technology Meets Lifestyle Needs

The 'home' will be different for each consumer, however one commonality is the rapid expansion of technology within the home. Whether it be tools for remote and e-learning, video calls for virtual meetings, or gaming platforms for socializing with friends, technology now plays a prominent role in our lifestyle choices. No matter what your brand's core message or product might be, it's important you use images to display technology playing a part in your consumer's new lifestyle.

2 | **Home Comforts:** Using Time Like Never Before

As the role of 'personal space' becomes increasingly complex, many consumers are in search of simplicity. This has resulted in a new focus on personal growth and home improvement. Consider reflecting the change of values and mindsets that are motivating consumers to transform themselves or their environment. We're seeing home decorating, experimental cooking, food delivery services, and mindfulness exercises boom - this should be reflected in your images.

3 | **Inclusive Family Portraits:** Every 'Family' Looks Different

Your visual marketing should display a home environment that your audience can relate to, rather than a cliché, 'picture perfect' family unit. In our hypervisual world picking realistic and authentic images will make all the difference. Think beyond the conventional family model and consider featuring flatmates, pets, neighbours, solo residents, carers, broader family units, same sex marriages, and multicultural groups to ensure visual marketing is relevant and reflective of your audience's reality.

HOW TO ADAPT YOUR

VISUALS

Trend#2

We are seeing a new era for the fitness and wellbeing industry. Many are bringing the gym to their gardens or local parks, exercising at different times of the day, trying out new sports, and most significantly, picking up a regular exercise schedule for the very first time.

Besides physical wellbeing, mental health has also become a key focus. Placing value on the time saved from cutting down commuter times, the impact of remote working on the conventional work-life balance, and lack of social interaction is leading to new conversations around mental wellbeing.

For your brand to keep its competitive position this summer, it's critical that its images reflect the positive opportunities that have arisen with the disruptions.

Do It Yourself,

For Yourself

@Evablanca



@Disorderphotagrapy



@timothyma



@johner_agency



ACHIEVE THE LOOK

BRANDTIPS

1 | **Personal Best:** Focus on Individuals and Family Members

Consumers are swapping group workouts for virtual classes, and team sports for family games. To keep your visuals on trend, avoid stocky images of groups of strangers and opt for more personal and intimate settings. Consider both the fitness and emotional benefits of shifting to individualistic work-out behaviour and use images that reflect concepts like personal goals, self-motivation, and group collaboration.

2 | **Think Beyond The Ideal:** Creative Spaces For Indoor Workouts

To really connect with your audience you must reflect their reality. The 'Instagrammable' workout space won't work anymore. Instead consumers are becoming creative in finding solutions to meet their lifestyle choices. Your brand should be intune with the new normal that consumers are facing and use images that show unconventional spaces for working out - patios, bedroom floors, street corners, just look to your consumers for inspiration! By doing so you'll establish branding that is more personal, understanding, and trustworthy.

3 | **Gym Generation:** Activity At All Ages

Fitness at home should not be limited to the millennials. With the current health climate comes concerns over the wellbeing of all members of society. Your content should reflect that your brand cares also by showing every generation's efforts to stay fit whilst staying at home. From children doing their sports lessons at home and the elderly taking small steps to upkeep general wellbeing, we encourage all brands to reflect a wider age spectrum than ever before.

HOW

TO ADAPT YOUR

VISUALS

Trend#3

The continued trend of mindful tourism has now diversified. Whereas previous concerns were centered around climate change, the trend towards local travel is now gaining further traction as many consumers are faced with flight disruptions, restricted movement, and closed tourist attractions.

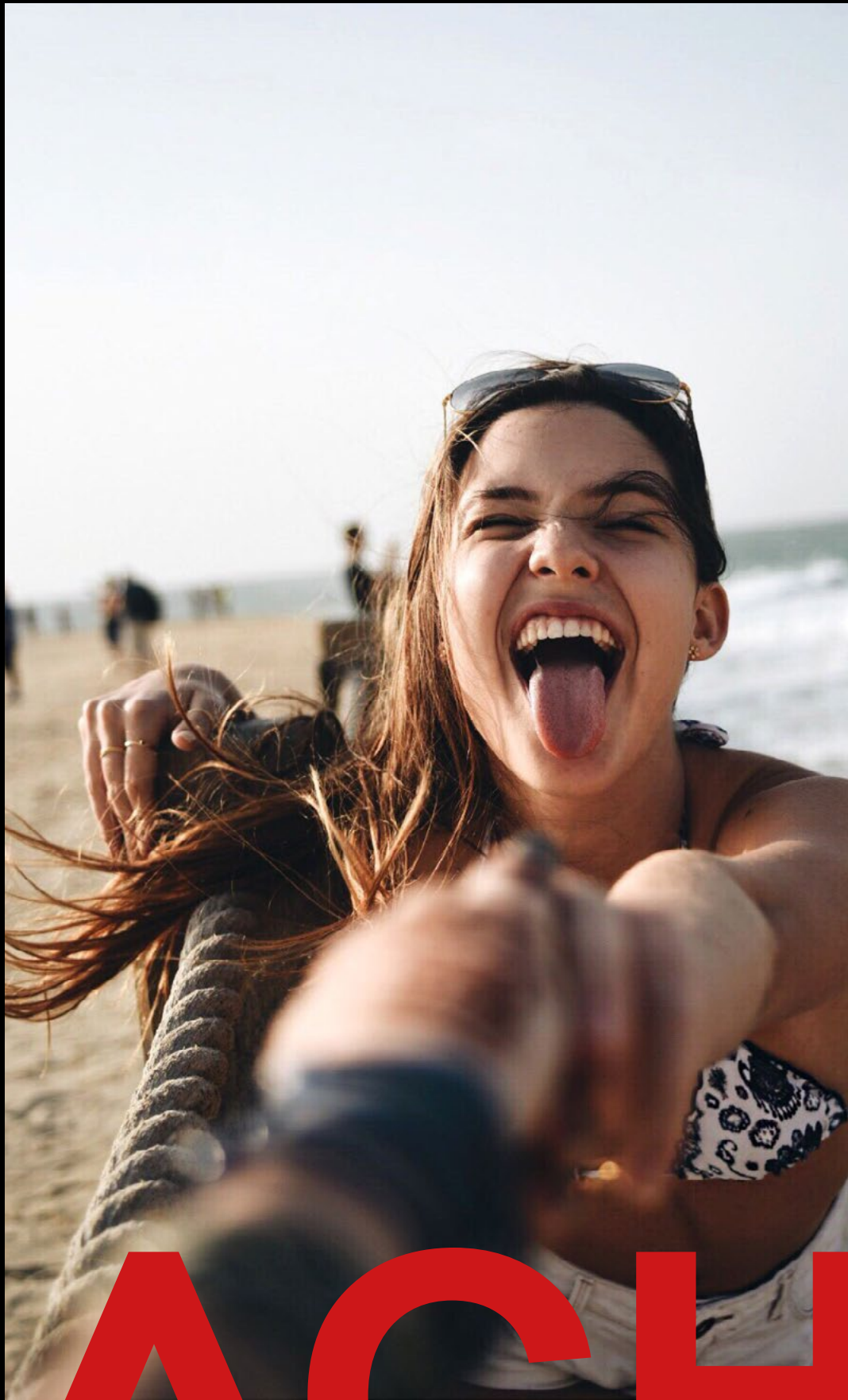
Your lifestyle content needn't dismiss consumer's desire to travel, explore, and gain cultural experiences. Instead, this is an opportunity to re-think the conventional concept of the 'holiday pic' and show your audience that you support them in their local adventures. Swap out sandy beaches for park benches, busy restaurants for secret rooftops, and landmarks for local hidden gems, and your audience will connect with your brand in an intricate and personal way - developing trust and value in your brand.

Adventure Around

The Corner

@LesiaValentin

@mariafernandaleal



@_Jessbond_



@MatesCho



ACHIEVE THE LOOK

BRANDTIPS

1 | **Responsible Travel:** Solo Explorers And Small Groups

It's no longer uncommon to see major landmarks and tourist hotspots empty and unpopulated by the crowds of holiday makers. This may change over time, however, it's important to note that many explorers will be avoiding large crowds and opting for individual adventures or small groups of friends. Replace the busy and take a more intimate visual approach.

2 | **Getting Around:** Changes in Mobility & Transport

Travel disruptions are not only changing where holiday-goers are heading. We continue to see the way in which transport restrictions and the goal of social distancing are impacting local travel. Ensure your content reflects the new reality for those getting from A to B. Your images should show more consumers choosing to travel by foot, by bike, and public transport appearing much less busy.

3 | **Global Lens:** Street Corners From Around The World

When it comes to showcasing local travel ensure that you select images that break the conventional uniform 'city break' approach and find images that display the diversity of local neighborhoods in less conventional holiday destinations. The challenge for brands is to capture the local peculiarities that make destinations so unique. If you want to make sure you visualise local travel correctly, rely on local experts. Our global network of professional photographers is here to support.

HOW TO ADAPT

YOUR VISUALS

The Future of Your Visuals

Across all industries, business begins to return to establishing scalable marketing campaigns again. Even if we see and appreciate a way back into a new normal, there's one thing we've learned from this crisis: Your brand's ability to quickly adapt to sudden events, such as outbreaks, major social media trends, business closings, or political decisions will set your brand apart from the competition.

We are supporting brands to meet their new creative needs and tighter deadlines by pairing them with creative talent around the world that are producing incredible.

Trusted by Global Brands

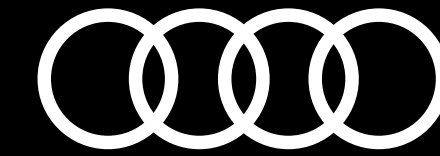




Image Licensing |

Tap into our talent of global creatives and source real time, authentic stock photos of ‘the new normal’ with EyeEm Market.



Production |

On-demand custom photo shoots and video productions perfectly tailored for ‘at home’ or in-studio shoots by professionals all around the globe.



Our Enterprise Solutions |

Our Enterprise Solutions | Access exclusive image deals, request custom photo collections, collaborate with your team online, and build an image library that will set your brand apart.



Our Creative Solutions



www.eyem.com

Germany: +49 30 403 6595 00 (Deutsch/English) Kohlfurter Str 41/43 10999 Berlin, Germany	United States: +1 929 416 1587 150 West 28th Street, #1801 New York, NY 10001, USA
---	---