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2021 DIVERSITY REPORT

2020 was a year unlike any other. As COVID-19 spread across the globe, we watched countries close their borders, small businesses shutter their doors, worldwide lockdowns confine people to their homes, and thousands march in the streets to advocate for social justice and racial equality. During this time, we have realized that how we act, and our responsibility to our employees, partners, customers, and communities has never carried more significance.

Guided by our principle to Seek Diversity, we believe that diverse perspectives, opinions, and experiences make us stronger. We firmly believe that having different perspectives helps build meaningful connections with our colleagues, and within the communities where we live and operate. This fuels creativity and innovation, leading to better business decisions.

As a global intelligent creative platform, we want to ensure that the content we provide accurately represents the world, driving the best experience for both our customers and our employees. By empowering brands and marketers with tools and insights to build representative campaigns, we know they can influence perspectives to create meaningful change.

I am proud to share the results of a landmark study, *DE&I in Marketing: A Global Report* by Shutterstock. In this annual report, we explore the opinions and actions of over 2,700 marketers in Australia, Brazil, France, Germany, Italy, South Korea, Spain, the UK, and USA.

We are thrilled to report that despite unprecedented challenges, content creation excelled, and the resilience of creativity prevailed. While some of the results indicate there is meaningful positive change, we realize that there is more work to be done. We look forward to collaborating with our partners to further our mission at Shutterstock towards authentic representation that accurately depicts our diverse global community.

At Shutterstock, we approach DE&I holistically. Internally, we are building an inclusive culture that holds everyone accountable, promotes community and belonging, and emphasizes cultural competency. We are also developing a robust acquisition and retention strategy to broaden our talent network and reach, and build and retain a diverse talent pipeline.

Externally, we've revamped and modernized curated collections to consciously feature current, relevant, and diverse visuals and contributors. We launched a DE&I policy that sets guidelines to ensure contributors depict and describe people in ways that honor and accurately represent their identities. And through the Create Fund, we are providing mentorships, cash grants, and other support to historically excluded artists to fill content gaps and further diversity and inclusion in our content library and contributor network. There is more work to be done, but we're committed to continue improving our search capabilities, diversifying our contributor network, and promoting contributor education to achieve inclusion.

October marks Global Diversity Awareness Month, and we are creating meaningful change that reflects the richness of our global diversity. We invite our customers, communities, partners, and employees to stand with us—and we hope that you, too, will join us on this journey.



Meeckel Beecher

Meeckel Beecher

Global Head of Diversity, Equity and Inclusion

To authentically connect with audiences around the world, diversity in marketing is crucial. More and more, studies reveal that people want to feel represented in the media they consume—and it's up to marketers to respect and celebrate their consumers' identities.

At Shutterstock, we want to empower our customers with the content and tools they need to make their ideas become accomplishments, and to ensure that different perspectives help build meaningful, authentic connections. That's why we track diversity trends across media worldwide, in order to help those who want to tell more inclusive stories.

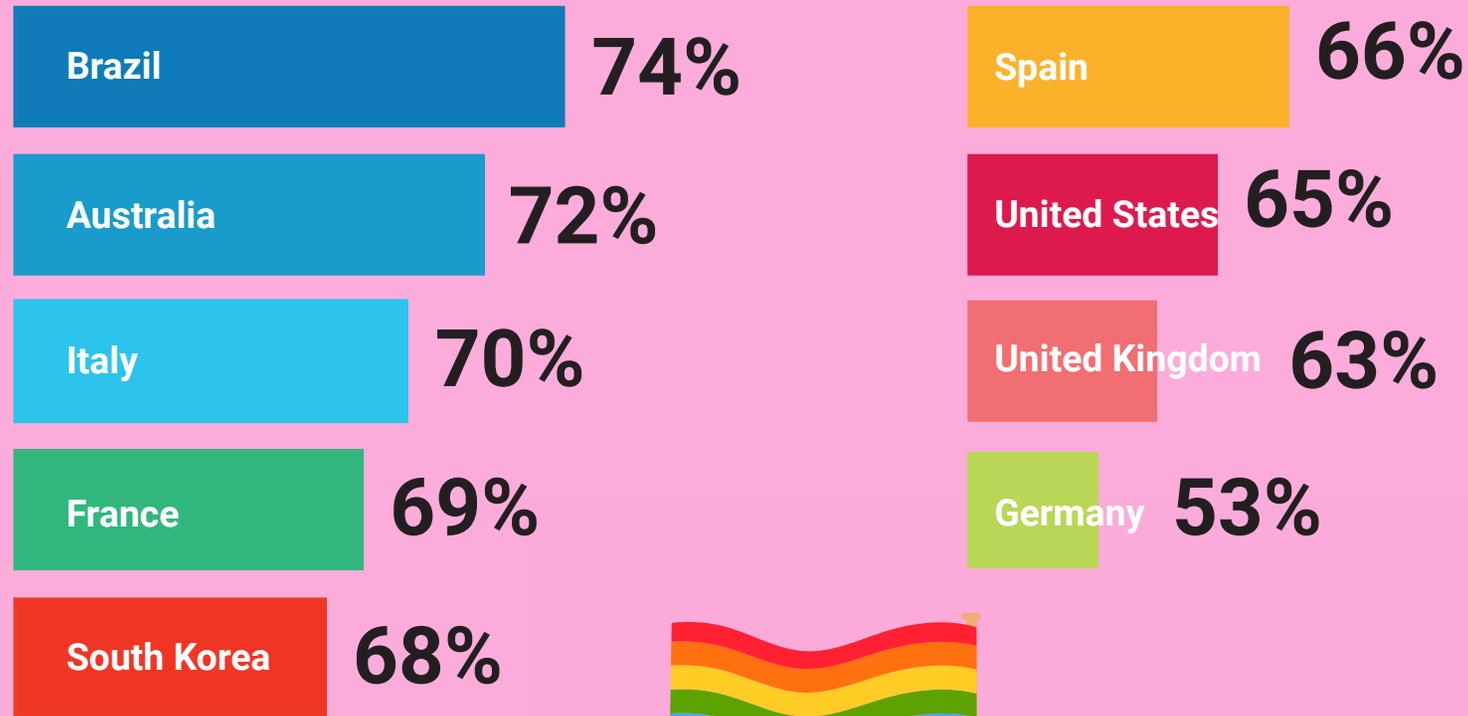


Representation of Gender Identity



Transgender, gender-fluid, and non-binary representation matters. As we break barriers and challenge old norms, the media should reflect a gender landscape that includes his, hers, theirs, and beyond. Most marketers surveyed agree that gender equality is an important factor when it comes to marketing, with Brazil leading the pack at 74%, and Germany trailing at 53%. Still, more work needs to be done to translate that sentiment into wider action. Of all the markets we surveyed, only two—Australia and the UK—reported that over 20% of marketers have used more content featuring transgender, non-binary, gender-fluid, or androgynous models, with South Korea reporting just 4%.

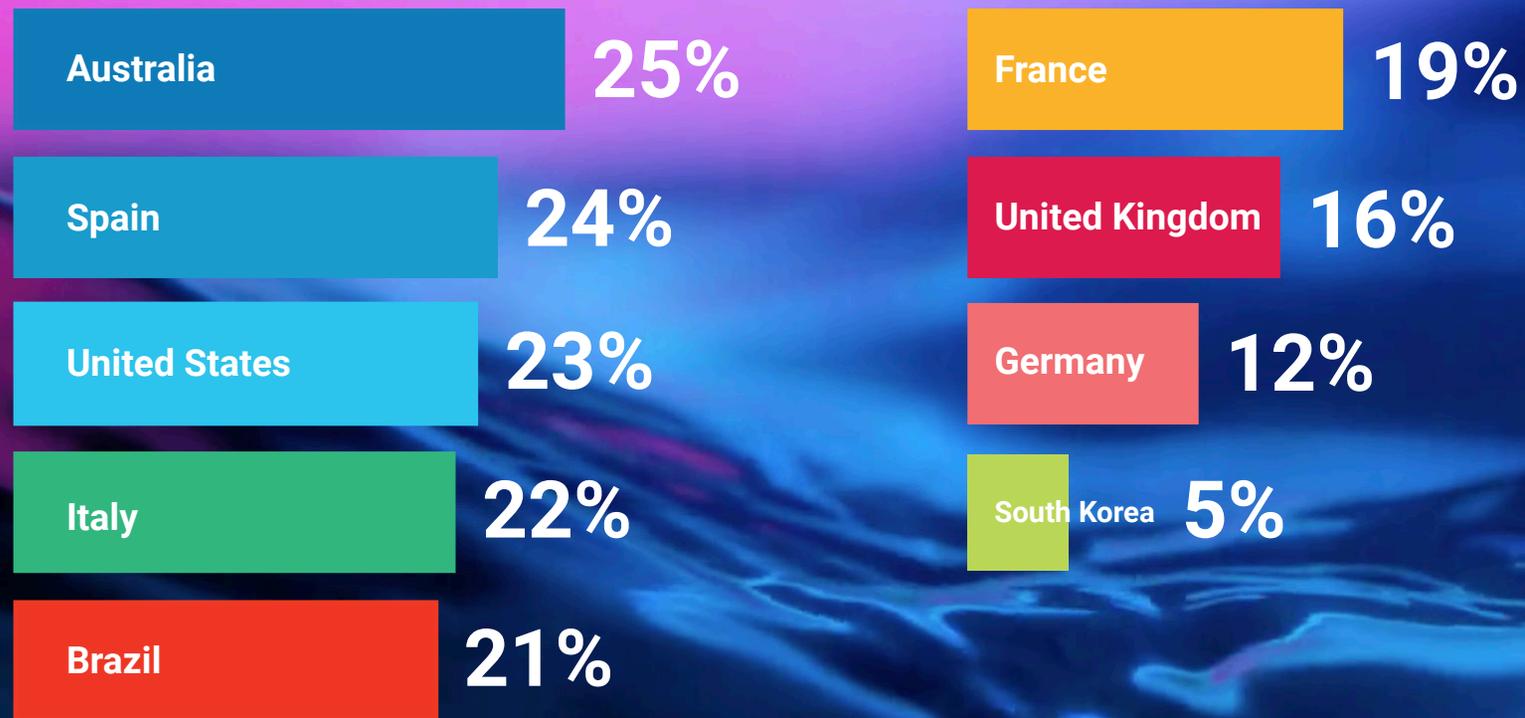
Agree that gender equality is an important factor when it comes to marketing campaigns:



Representation of Sexuality

We're past the point of adding a rainbow icon onto ads during Pride month—members of the LGBTQ+ community are ready to be loud and proud all year long, and they want marketers to show their true colors. Worldwide, most marketers agree that LGBTQ+ representation matters when targeting their campaigns, according to 60% of marketers surveyed in the US, UK, Spain, France, and Italy. Going above and beyond were Brazil and Australia, where 73% of marketers agreed that LGBTQ+ representation mattered to them when considering ad campaign targeting. The biggest motivating factor across the board was a desire to adequately represent the world we live in.

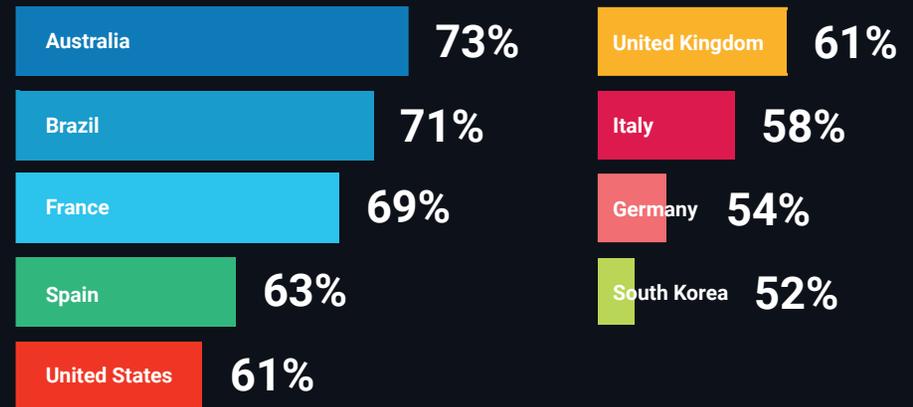
Uptake in campaigns featuring same-sex couples and non-traditional families:





Representation of Race

Agree that the Black Lives Matter and Stop Asian Hate movements significantly impacted content decisions in the past year:

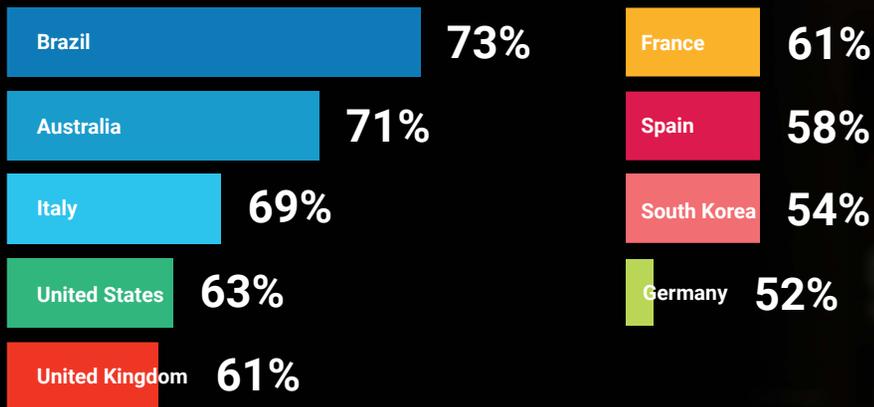


Black Lives Matter. Stop Asian Hate. Racial issues have been making headlines around the world, and marketers should make their content more inclusive to support diversity and take a stand against injustice.

Brazil leads the pack in terms of highlighting race as a major component of their marketing campaigns, with 76% of marketers surveyed agreeing that racial and ethnic diversity is an important factor (a very similar percentage to the 75% that agreed in 2019). In terms of action, nearly a quarter of all respondents reported using more ethnically diverse models in their campaigns, ranging from Spain at 30% to Germany at 22%.

Representation of Disabilities

Agree that more representation of disabilities is needed in visual media:



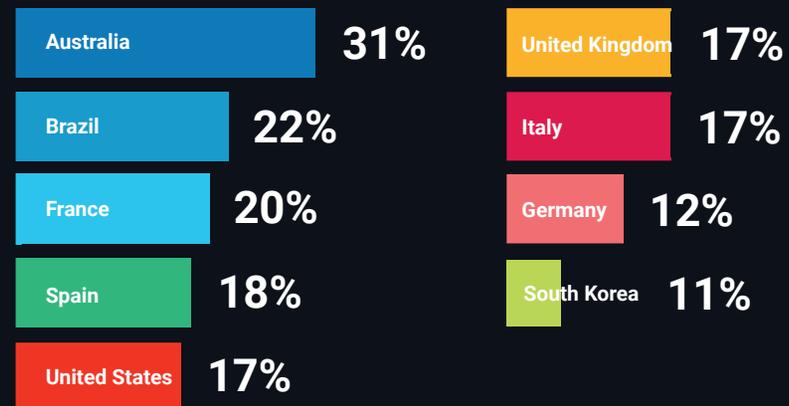
There's a wide range of people with disabilities who want to have their stories told, in ways that both empower them and normalize their identities. The addition of visuals showing people with disabilities has faced some of the steeper paths to achieve. Australia, representing the highest response rate of all survey groups, has said that up to 27% of its marketers report using more visuals depicting this group over the past 12 months. Their peers in Italy reported a similar high mark, with 21% stating they've included people with disabilities in their marketing campaigns. Marketers' primary reasoning for representing disabilities is to accurately represent the world we live in—according to 85% of respondents in Brazil, 68% in the UK, and 60% in the U.S. Interestingly, the only country with a different primary reasoning is Australia, where 44% said they want to avoid criticism for not representing diversity.





Representation of Age

Marketers using more content featuring models over 50 in the last 12 months:



From Boomers to Zoomers, people of all ages want to see their faces reflected in the media. It's especially important to showcase older generations, who often get overlooked. In every country we surveyed, over half of the respondents agreed that representing older generations mattered to them in their marketing materials, with Brazil leading the way at 69%. However, for the most part, less than a fifth of their campaigns have featured models over the age of 50, on average. In Brazil, 29% of marketers admitted to using less content featuring 50+ models in the past year, along with 26% of marketers in France and 15% in Italy.

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Overall, the future is looking bright for diverse representation in marketing. We're seeing—and marketers are reporting—increases nearly across the board in every category we track. And while there's certainly much more work to be done, we're confident that there is a general, growing awareness that diversity truly matters. And it's not just the right thing to do ethically, but it also makes businesses stronger.

