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Inclusion

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Making Inclusion More Than A Buzzword

The old saying "two heads are better than one," doesn't always apply when the two heads look and think exactly the same. When it comes to creative decision-making, merely flooding the zone with more bodies isn't enough to ensure that diverse ideas and fresh perspectives rise to the top. If your campaign is to have any hope of connecting with a wide audience, it must embody inclusion in an authentic and effective way. For a successful campaign, you need to bake inclusion into every touchpoint of the creative process.

Seek out new viewpoints

The first step is to have an inclusive team—research has shown that teams with age, gender, and geographic diversity make better decisions 87% of the time. And, just as important as having a diversity of backgrounds, is having a variety of viewpoints. If brainstorming sessions aren't leading to a wide spectrum of ideas, that can be a good indicator that not enough point-of-views are being represented.

It's also critical to look for individuals that don't come through the standard talent pipelines. As Amy Smith of creative design studio Framestore notes, "There are whole swathes of people who just can't afford to go to university anymore. That doesn't necessarily mean they're not incredibly talented, incredibly creative, and should have a place in our industry." In order to recruit those types of individuals, Framestore has set up an apprentice program designed to provide a mix of concrete job skills and formal education to individuals seeking an alternative to a traditional university education.

Reinvent the process

Creating a wholly original campaign that makes an impact can feel like you're trying to reinvent the wheel. Feeling a bit dejected, you might choose to stick to your routine, and you'll create work that's good enough for your client's needs. But you might miss the mark in resonating with your audience.

Sometimes, all it takes to discover an innovative approach is to revisit an existing one with fresh eyes. A new brief often means a new battle with the budget—do you pitch an original photo or video shoot that is expensive and labor intensive? Will you even receive the desired results in the end? Many agencies grapple with that question—and that's where stock comes in; it's versatile, diverse, and can be used to augment any project.

Plus, Getty Images features exclusive collections of groundbreaking imagery, like the content in the Lean In Collection, depicting powerful women forging their own paths and breaking stereotypes. But, if all else fails, and you can't find the perfect image in our existing library, you might want to try Getty Images Custom Content. We can help you tap into a global network of content creators that will provide you with an on-brand, cost-effective way to get fresh creative perspectives.

By following this inclusive approach, your work will be more likely to jump off the page or screen and connect with viewers in a memorable way that will drive creative—and client—satisfaction.

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