

Visualising Healthcare in Australia and New Zealand

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Health & Wellness

In the Asia-Pacific region (APAC), Wellness is the most important value that people take a stand for and want in life. They are not merely focused on the absence of disease; they place almost equal importance on their emotional health as they do on their physical health. In ANZ, too, people value their emotional health more than their physical health, and this value increases with age. Further, ANZ consumers are willing to pay more if a healthcare company demonstrates that it cares not only about customers' safety and security, but about their wellness, too.

We know that achieving wellness is not a passive change, but a proactive one, with genuine intention and action required. The routes we take to improve our wellness are as varied as life itself. ANZ is now charting the highest in APAC and the rest of the world, with 90% of consumers saying they look for ways to celebrate the good things in life. Top activities include exercise, healthy eating, getting together with family and friends (in person or virtually), and being mindful and intentional in their choices.

Using visuals that shows the proactive and intentional wellness choices we are making for ourselves and others will resonate well with ANZ consumer. Remember that mindfulness increases with age: show visuals of the 50+ age group proactively helping others and carrying out activities that improve not only their physical wellness, but emotional, spiritual and intellectual wellness, too.

Digitisation of Health

Covid-19 has accelerated many technological advances within the healthcare and pharmaceutical industry. According to the [Kantar healthcare report](#), "the ability to leverage healthcare data generated from digital technologies is set to alter the healthcare landscape forever." Equally, these varied technological advancements have allowed us to monitor and look after our health, with 70% of consumers in ANZ (irrespective of age) are using tech to keep track of their goals.

Regardless, fears over privacy and data remain high. Building trust with the consumer is therefore key for healthcare companies when it comes to technology. Visual GPS showed that trust is evolving for the ANZ consumer, with 8 in 10 now wanting to know what goes on behind the scenes when a product is being produced. Trust can be achieved through transparency.

Visually, look to humanise technology by bringing people to the fore, and show how they are using

technology to benefit or monitor their health and wellbeing. Equally, showing what goes on behind the scenes when a product or service is being produced will build trust.

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Rise of Authenticity

Healthcare brands in ANZ are increasingly wanting to show real people in their imagery. At Getty Images, over the past five years, we saw a 15% increase in the amount of lifestyle and people-centric visuals in the content they choose.

There is now a significant expectation that companies, and brands must capture people's true lifestyles and cultures. Our ANZ Visual GPS results revealed that Healthcare advertising showing "people that are like me" will influence almost 50% of consumers. However, there is still a ways to go, with only 11% saying they were accurately represented in advertising imagery.

For the healthcare industry, this means showing relatable visuals of real people like us—of all abilities, lifestyles and cultures—that evoke care and empathy. Show genuine emotion and the ways that we are caring and connecting with each other during this time.

Sustainability in Health

Historically, when the economy has declined, so too have our concerns around sustainability. During the pandemic, however, we found that the opposite has happened. Concerns around sustainability remain strong, due to seeing significant improvements to the climate as well as the importance of the environment for our wellness.

We found that 85% of ANZ consumers expect companies and brands to be environmentally aware in all of their advertising and communications. Globally, consumers who were most concerned about sustainability also have the strongest impact on Healthcare brands—they are four times more likely to pay more for a healthcare company that uses sustainable practises.

We now know that concerns for the climate are fundamental to all ages and genders, and across regions. Australians and New Zealanders believe in the power of the individual to make a difference, with 93% agreeing that "people can't expect the world to get better if they aren't personally doing something."

There is a big opportunity for the Healthcare industry to rethink sustainable imagery to include new visuals that demonstrate the sustainable and healthy choices we can make around our health in everyday life. Additionally, showing the impact we are having on sustainability through those choices both negative and positive will relate well.

For ANZ consumers, it is important to think about these key drivers—overall wellness, the digitisation of health, the rise in authenticity, and sustainable health—and how they influence consumer behaviours and purchasing decisions. Choosing visuals that are in line with these proven consumer values will connect more deeply with your customer.