

Stock images that finally reflect real women in Africa

By Leigh Andrews

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Professional African women have been underrepresented on the internet until now. This international women's month, Dove, Getty Images and Girlgaze launched the project #ShowUs stock image library, aimed at shattering beauty stereotypes, while Ellipsis and Picha collaborated to create their #MelaninModern stock images of professional African women. Here's why media and advertising alike need to get in on the action.



An idea of what you'll find in the #ShowUs image library.

Let's talk numbers.

On Getty Images, the search term "real people" has increased +192% over the past year, "diverse women" by +168%, and "strong women" by +187% providing more evidence of the demand for a more realistic portrayal of women and beauty.

In addition, there's clearly a need for stock imagery of women in more progressive and empowering roles and scenarios, with the search term "women leaders" up by +202%.



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Drilling down a little deeper, Dove's 'Impact of Beauty Stereotypes Quant Study 2019' research – conducted by Edelman Intelligence between December 2018 – February 2019 with 9,027 women aged 18-64 in 11 countries: UK, USA, Canada, France, South Africa, Brazil, Argentina, China, Japan, India, Russia – shows that 8 in 10 South African women wish media and advertisers did a better job of portraying women of diverse appearance, including age, race, shape and size.

Cue Project #ShowUs, described as follows:

“ ...the world's largest stock photo library with over 5,000 images, created by women and non-binary individuals to shatter beauty stereotypes and is available now for the media and advertising industries to view, license and use in their next project or campaign. ”

There's even more to choose from if you're working for an African audience, as the International Women's Day launch of Ellipsis and Picha's Melanin Modern campaign offers a variety of royalty-free images representing professional African women in positions of power.



Dove partners with Getty Images and Girlgaze and launches Project #ShowUs

28 Mar 2019



Stock photo image bank of professional African women created

12 Mar 2019



This comes after last month's celebration for the most diverse emoji set yet.

The Unicode Consortium has confirmed we'll have at least 230 new emojis to choose from in 2019 when different skin tones and genders and disabilities are included.

#FairnessFirst: Welcome the most diverse emoji set yet





Media and advertisers are welcome to view, license and use the photos in Project #ShowUs for their next project or campaign at [GettyImages.com/ShowUs](https://www.gettyimages.com/ShowUs), and you can visit www.pichastock.com to view their current collection of African-themed photos.

“ Project #ShowUs went into every country and commissioned photographers in that country to break stereotypes through their lens. 116 @girlgaze photographers, 39 countries, over 5 000 images. Meet Masego Morulane, the photographer from SA! 🎉🎉🎉🎉🎉🎉 @Dove @GettyImages pic.twitter.com/MHPJPG8evW— Hulisani Ravele (@HulisaniRavele) [March 27, 2019](#) ”

“ @GettyImages has the colossal platform; @girlgaze has the talent; @Dove has the pedigree” 🎉🎉🎉🎉 Thank you @standardnews for the kind words about Project #ShowUs Cheers to shattering beauty stereotypes & prioritizing diversity in front of AND behind the lens <https://t.co/c6vZojnVz6> pic.twitter.com/Hw4X6jICkE— girlgaze (@girlgaze) [March 27, 2019](#) ”

“ #MelaninModern is now available as a FREE Download in celebration of #IWD2019! We've partnered with @EllipsisConseil to bring you a collection of #stockphotos showcasing the independent spirit of the modern African professional woman. #Balanceforbetter 🎉🎉 <https://t.co/VvxAWOLMw2> pic.twitter.com/aKnalH2AM3— PichaStock (@PICHA_stock) [March 12, 2019](#) ”

Let's shatter those stereotypes!

ABOUT LEIGH ANDREWS

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