



UNITED ARAB EMIRATES

DIVERSITY, EQUITY, & INCLUSION IMAGERY TOOLKIT

Driving authentic representation in marketing and communications, one image at a time.

Presented By:



JUNE 2022

INTRODUCTION

Citi embraces equity and inclusion as a core mission. When we educate our teams to celebrate diversity, we move the culture forward.

Together, Citi and Getty Images created this Diversity, Equity, & Inclusion Imagery Toolkit to set a standard for authentic representation, celebrate identity, and improve our understanding of different cultures.

We've leveraged Getty Images' proprietary data and expertise as the world's leading visual content provider, accessing hundreds of millions of annual downloads and billions of annual searches, and tapping into the consumer perspective of Getty Images Visual GPS research. We've also utilized data and insights from a leading research agency, Kantar, to round out these findings with a deeper understanding of cultural attitudes, behaviors, and stereotypes.

This toolkit will help global marketers and communicators recognize the pressing issues in underrepresented communities, using a lens of equity to accelerate change in local marketing and advertising. It will help move messaging beyond the superficial, such as with tokenism (or including a certain group merely for symbolic purposes). This is often seen in regards to race, but is also applied to the other lenses of identity. The toolkit raises important questions: What do we see, what is the demographic and psychographic landscape of a country, and where are there opportunities for representation? It also brings forward observations on questions to ask when selecting visuals.

We hope these actionable insights help to positively influence global marketing and messaging.



THE TOOLKIT

WHAT?

A road map for incorporating authentic and multifaceted depictions of people in advertising, marketing, communications, and creative assets globally, while also identifying biases and stereotypes through specific lenses of identity

HOW?

A comprehensive study of the country using Getty Images' proprietary visual data and expertise combined with attitudinal, demographic, and quantitative data from Kantar Research

WHY?

To help foster meaningful, authentic, and inclusive representation across creative assets and communications globally

WHO?

For marketers, communicators, and other creative-facing stakeholders

DEFINING THE LENSES OF IDENTITY

RACE & ETHNICITY

Race may be defined as “a category of humankind that shares certain distinctive physical traits,” while the term ethnicity may be more broadly defined as “large groups of people classed according to common racial, national, tribal, religious, linguistic, or cultural origin or background.” There is no scientific basis for race, but it has become a broadly accepted social categorization. It is important to remember that race and ethnicity are not mutually exclusive categorizations and can overlap.

GENDER

Gender has been most widely understood as the characteristics, attitudes, feelings, roles, and behaviors typically associated with the traditional designations of male and female.

AGE

Age is defined as the length of time that a person has lived. A person’s experience socially, culturally, economically, etc. can often be impacted by how young or old they are.

PEOPLE OF DETERMINATION

People who live with a disability are referred to as People of Determination in the UAE—a designation that recognizes their achievements. A disability can be described as any condition of the body or mind that makes it more difficult for the person with the condition to do certain activities and interact with the world around them. There are many types of disabilities, such as those that affect a person’s vision, movement, thinking, remembering, learning, communicating, hearing and/or mental health. It is recommended that, when referring to disability, language remain human-first, e.g., a person with a disability rather than a disabled person.

BODIES

Bodies cover all aspects of a person’s physical appearance. They are especially connected to body image, which refers to a subjective picture of one’s own physical appearance established both by self-observation and by noting the reactions of others.

RELIGION

Religion can be explained as a set of beliefs concerning the cause, nature, and purpose of the universe (especially when the universe is considered to be the creation of a superhuman agency or agencies). It usually involves devotional and ritual observances, and often contains a moral code governing the conduct of human affairs. There are many religions and religious denominations around the world with varying customs that may affect the way people dress, what they eat, the activities in which they engage, how they marry and raise children, and much more.

SOCIOECONOMIC STATUS

Socioeconomic status may be defined as the type of work people currently do (or have done in the past if they are retired). Socioeconomic status has been defined by whether a person’s job is professional, or has managerial responsibilities. Socioeconomic status is conflated with historical descriptions of the working, middle, and upper classes, and class has been linked to how people dress, how they speak and where they live.

THE STATE OF DIVERSITY & INCLUSION IN THE UNITED ARAB EMIRATES

The United Arab Emirates is complex when it comes to understanding its population and the state of inclusion and diversity. Nearly 90% of the people living in the UAE are foreign born. The migrant worker population makes the UAE very diverse in terms of languages spoken, race, and religion. This opens questions as to who is not yet authentically represented.

Race & Ethnicity. The UAE is the most densely expatriate-populated market in the world. The majority of the country's population are the foreign workforce, who are referred to as 'expats'. Mostly comprised of blue-collar workers from South Asia, the expat population makes the UAE the most densely immigrant-populated market in the world. Native Emiratis make up the dominant cultural group, but they are a numerical minority.

Gender. After a national push for more progressive policies and opportunities for women in the United Arab Emirates in the early 2010s, the country has been regarded as the 'model of the Middle East' regarding gender equality. Women in the UAE have seen recent advancements in equitable pay, inclusivity, and representation in the workplace and beyond.

Brands and organizations help bring to light the contributions of women in the UAE and create spaces for increased representation and empowerment. But there is always room for further progress, in particular in the areas of age inclusion and representation of women from non-Arab backgrounds.

Age. The UAE is unique in its age distribution, as over two-thirds of its population are ages 25 to 54. This is because the UAE has a huge migrant workforce. Ageism is less of an issue, as migrant workers tend to leave the country before they reach retirement age. Yet, there are initiatives underway to promote the UAE as a retirement destination for older people and to attract younger people for high-tech, start-up opportunities.

People of Determination. Four years ago, the country coined the term People of Determination—used instead of 'disabled'—to highlight achievements made in different industries. In 2020, the UAE launched a new strategy to make the Emirates more welcoming for People of Determination. Many organizations, companies, and brands are joining forces to better support and represent this cohort, making this an area where the UAE is hailed as a progressive leader. More protections on the rights of People of Determination have also been introduced, similar to the rights designated to the broader population under the Consumer Protection Regulations.

While it is estimated that 11% of people in the UAE are living with some form of disability, this aspect of identity is little represented in advertising.

Bodies. Historically, Arab countries have had different perceptions of beauty than those that dominate Western markets. However, with economic growth and a huge population of foreigners, UAE women and men are increasingly feeling pressure to live up to unrealistic visions of beauty.

The body positivity movement has recently reached the UAE with several influencers and models pushing back against strict beauty standards. In addition, as the UAE faces an obesity epidemic, many companies are trying to better support and education for healthy living.

Religion. Although the official religion is Islam, the UAE celebrates itself as a country that is tolerant of all religions and has enacted laws that protect against religious discrimination. Brands and media celebrate a variety of religious holidays across the UAE, encouraging religious respect and tolerance.

Socioeconomic Status. Socioeconomic status in the UAE is linked to professional and educational levels. The UAE provides its citizens with a wealth of social services and benefits. The lower class consists of migrant workers who have moved to the UAE in search of economic opportunities.

In advertising, class is related to a person's country of origin and/or ethnicity. The lower class is the most underrepresented in advertising, but there has been a push by both governmental agencies and companies to provide more representation for groups that make up the lower class in recent campaigns.

While this toolkit is divided into individual lenses, it is important to recognize their intersections as well. The more we understand about different identity factors and how they intersect, the more authentically we can represent the people of the UAE.



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RACE & ETHNICITY



01 RACE & ETHNICITY

// Demographics: A breakdown of the UAE population by racial and/or ethnic identity

The United Arab Emirates Polyculture



The United Arab Emirates (UAE) is a complex market because of the rich diversity of its population.

Nearly 90% of people living in the UAE are foreign born and are in the country because of employment.

Because of this large expatriate population, the UAE is incredibly diverse in terms of languages spoken, race, ethnicities, and religion.

South Asian

(includes Indian 38.2%, Bangladeshi 9.5%, Pakistani 9.4%, other South Asians 2.3%)



Other



Emirati



Egyptian



Filipino



Source: CIA Factbook

01 RACE & ETHNICITY

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

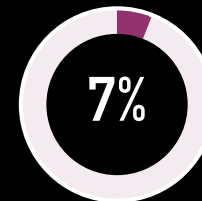
Only 1/3 of visuals include non-white people. Here's how this visual imagery breaks down in descending order:

White: 50.15%	above populational proportions
South Asian: 12.9%	34% below populational proportions
West Asian: 12.03%	
Black: 10%	
Multi-racial: 7.52%	
Latin American: 5.89%	
Turkish: 1.38%	
Pacific Islanders: 0.1%	
Nomadic: 0.04%	

Insights ...



The largest proportion of advertising features white people.



South Asian communities are vastly underrepresented; accounting for nearly 60% of the UAE populations, they appear in only 7% of visuals.

Getty Images Visual GPS 2020; Kantar

West Asian covers the predominate ethnic groups and races that originate from the countries in West Asia, including Emiratis.

West Asia is the westernmost subregion of Asia. West Asia encompasses Arabia, where the country United Arab Emirates is located.

South Asian covers the ethnic groups and races that originate in Indonesia, Thailand, Philippines, Vietnam, and Malaysia.

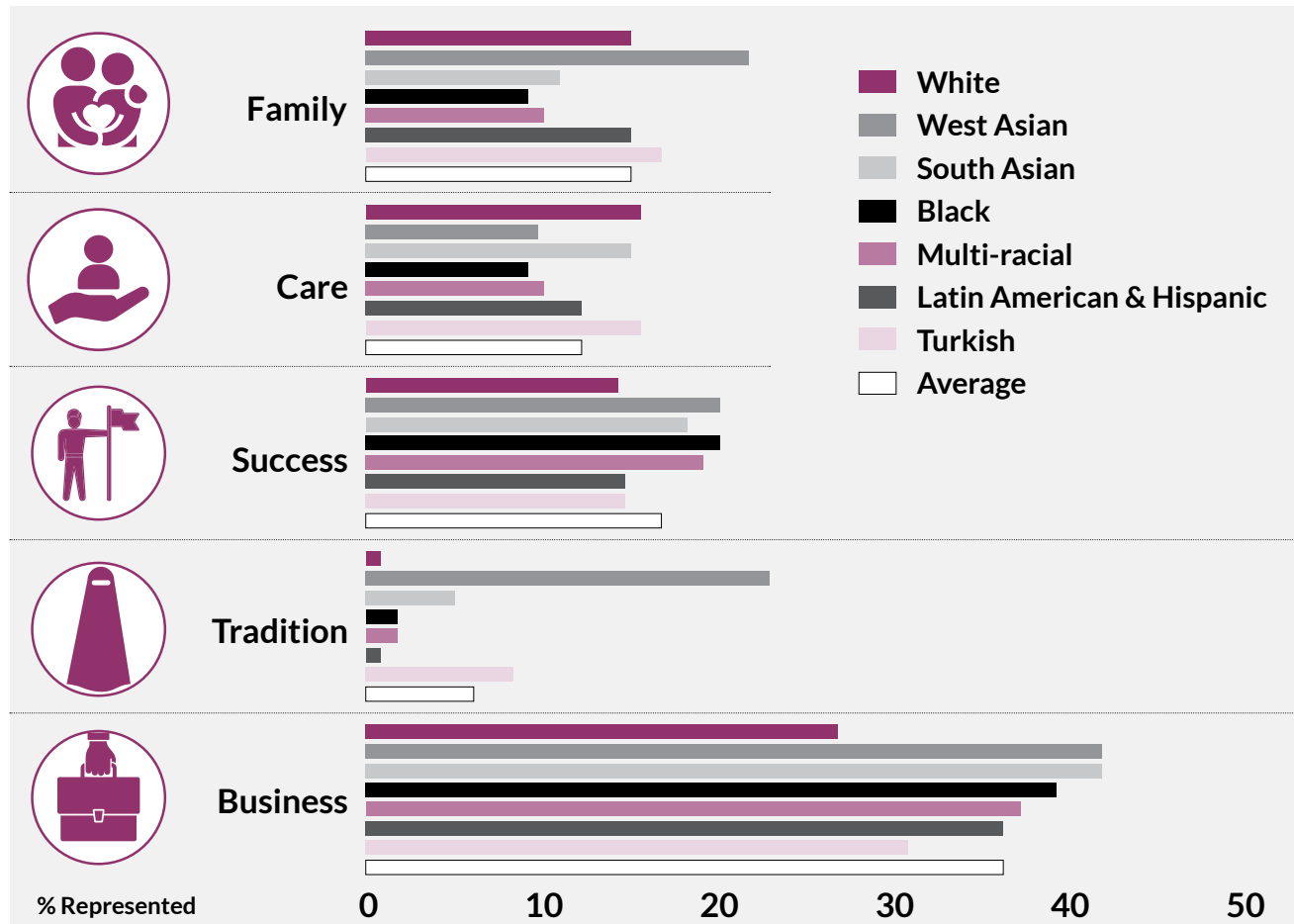
Note: Percentages appearing on this page may total more or less than 100% when combined as multiple options are available for selection

01 RACE & ETHNICITY

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

Images of Middle Eastern people are most often seen in business and family scenarios.

People of West Asian ethnicities are most likely to be shown in visual scenarios that speak to tradition, while People of both West Asian and South Asian ethnicities are more likely to be portrayed in business and success scenarios.



Representation of tradition and religion

People of West Asian ethnicities are **3x more likely** to be portrayed to be portrayed in visuals of tradition that celebrate their religion.

Source: Getty Images Visual GPS, 2020

Note: Average of all visuals regardless of ethnicity, provides a point of reference for those groups under- or over-indexing

01 RACE & ETHNICITY

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

People of South Asian ethnicities are most predominantly seen in business scenarios, but there is a lack of inclusiveness around different skin tones.

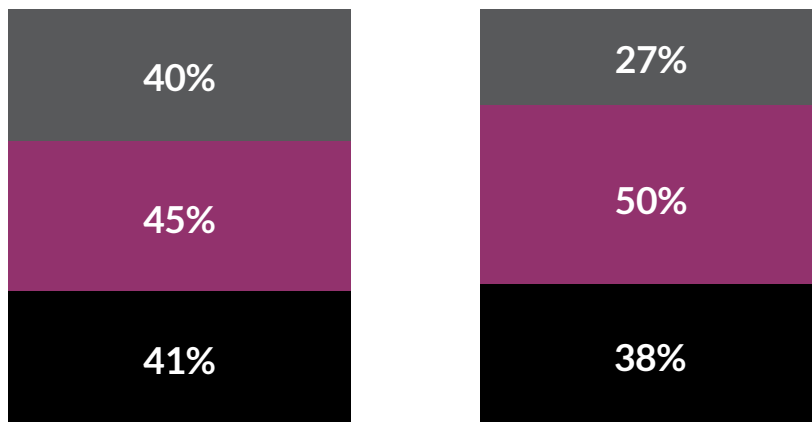
Only one in 20 visuals features darker skin tone for people of South Asian ethnicities.

South Asians

Comparing visibility of South Asians in imagery

Dark-skin tone

Light-skin tone



Children Women Men

Colorism noun

Discrimination based on skin color (also known as racism, colorism, or shadeism) is a form of prejudice in which people who are usually members of the same race are treated differently based on the social implications that come with the cultural meanings attached to skin color.

Note: Because of rounding, percentages may add up to slightly more or slightly less than 100%.

01 RACE & ETHNICITY

// What's missing in visuals: Areas of opportunity within the current visual landscape

Multiethnic groups that do not center white people in business or everyday scenarios

Emirati individuals in learning, teaching, or other educational situations



South Asian individuals in everyday scenarios

South Asian individuals in interracial relationships



Skin tone diversity in people in business and lifestyle scenarios

Emirati individuals outside of business situations, as members of a family, or in wellness, travel, or education scenarios

Dark-skinned South Asian individuals across all settings and situations



Filipino and Black individuals in all settings

Images shown are examples only; they are not exhaustive of everything that needs to be represented.

01 RACE & ETHNICITY

// Inclusivity Questions: Question-based visual guidance to develop inclusive and bias-disrupting creative work

When addressing race and ethnicity representation, here are some questions around inclusivity to consider.



Are you intentionally approaching representation of all individuals of the UAE by showing their diverse origins and backgrounds?



Are you relying on “tokenism” when you depict race and ethnicity? Or are you humanizing the people shown and telling robust, authentic stories of communities of color?



Are you actively representing people in ways that break or diminish stereotypes?



Are people of color featured in a variety of roles and professions (e.g., as an employer or employee, in different industries)? Are they displaying a variety of hobbies, interests or lifestyles?



Are you showing a range of skin tones, facial features, hair textures and authentically reflecting the diversity of race and ethnic representation within the UAE population?



Are you showing a person’s race and ethnicity alongside other intersections of their identity (e.g., disabilities, age, etc.)?



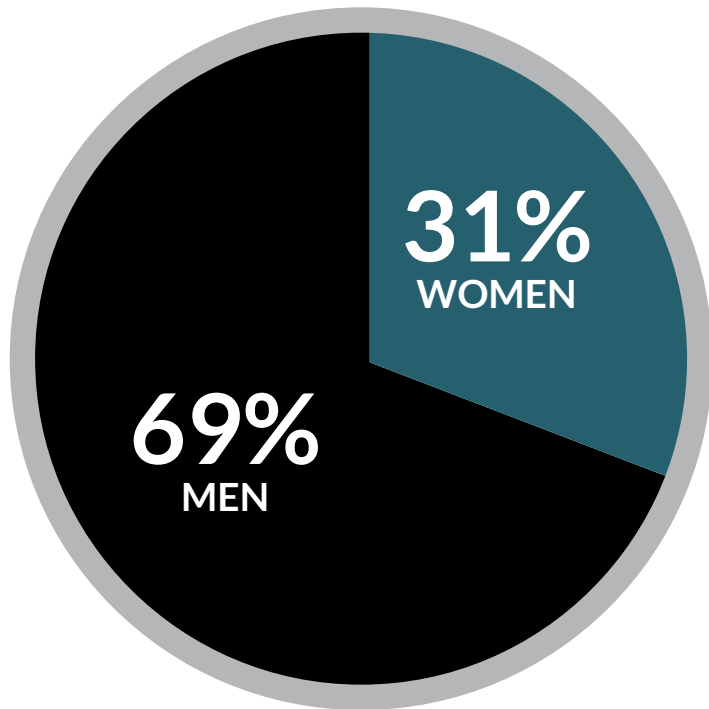
Are you reflecting the cultural nuances and traditions of different local and expat communities (around food, celebrations, activities, etc.)?



GENDER

02 GENDER

// Demographics: A breakdown of the UAE population by gender identity

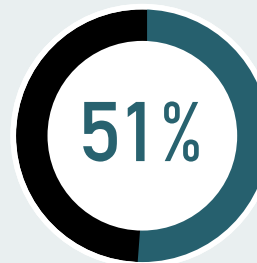


Source: Worldbank 2019



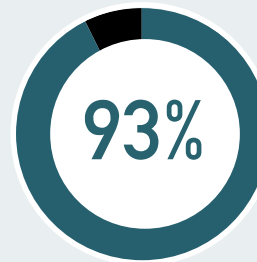
UAE ranks #72 out of 156 countries based on the economic participation and opportunities for women

Source: World Economic Forum, Global Gender Gap Report 2021



of women work

Source: UN Development Programme Gender Inequality Index, 2019



of men work

Source: UN Development Programme Gender Inequality Index, 2019

02 GENDER

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

Gender stereotypes are still pervasive for both men and women

MEN

Visuals present gender equally, with 54% featuring women and 52% men.
However, men are more likely to be shown in leadership positions than women:



+28%
leadership
positions



+20%
success



+16%
business



+12%
expertise

Men face their own stereotypes.
Men are less likely to be seen:



-10%
showing
negative emotion



-11%
showing positive
emotion



-15%
in caring
scenarios

WOMEN



However,
women and
men are
equally shown

parenting their
kids while
working from
home.



+15%
domestic life

Conversely, 15% more visuals
feature women in activities
related to domestic life.

02 GENDER

// What's missing in visuals: Areas of opportunity within the current visual landscape

Women in business and leadership roles

Women as innovators, creative thinkers, inventors

Men at home doing domestic activities (e.g., cleaning, cooking, etc.)

Men taking care of children while working remotely

Women in STEM roles (e.g., as doctors, scientists, engineers, etc.)

Men showing thoughtful, softer emotions, (e.g., playing with children or grandchildren, supporting colleagues at work, or supporting family members at home by taking on at home in domestic chores)

Men as single parents caring for children of all ages

Lifestyle visuals that show Emirati couples spending quality time with each other

Men in 'stereotypical' female roles (e.g., as teachers, nurses, etc.)



Images shown are examples only; they are not exhaustive of everything that needs to be represented.

02 GENDER

// Inclusivity Questions: Question-based visual guidance to develop inclusive and bias-disrupting creative work

When addressing gender representation, here are some questions around inclusivity to consider.



Are you considering images that help counter gender reinforcing stereotypes (e.g., male caregivers, female emergency services workers)?



Are the roles depicted in the imagery you chose equally attributable to women and men (e.g., who is the caregiver, who is featured in a role of power, the activities in which they are engaged)?



Have you considered the ways in which other layers of identity (e.g., race, age, ability, etc.) intersect with gender?



AGE

04 AGE

// Demographics: A breakdown of the UAE population by age/generation

The median age of the
UAE population is

38.4
yrs

Source: Kantar, 2021

Baby + Children (0-12): 25%	Mid-adults (30-39): 8%
Teenagers (13-19): 8%	Mature adults (40-59): 6%
Young adults (20-29): 50%	Senior adults (60+): 2%

Discrimination Across All Ages

Nearly 1/3 of the UAE population feel they experience discrimination due to their age.

The ageism experience is shared equally across younger and older generations.

Source: Getty Images Visual GPS, 2020

> 2/3 of the
population
is 25-54 yrs old

Source: Kantar, 2021

The UAE has launched a new
initiative to encourage retirees
to move to the country

Source: CNN

The government of Dubai has
launched an initiative to attract
foreigners age 55 and above

Source: Travel News

04 AGE

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

Young adults (20-29 years old) are the most represented age group in visuals of popular activities and settings

Young adult representation:



51%

Lifestyle



31%

Business



24%

Beauty



19%

Communication



17%

Healthy lifestyle



14%

Leisure activity



12%

Healthcare



12%

Domestic lifestyle



11%

Fashion



10%

Business, finance, & industry



9%

Travel

Seniors continue to be stereotyped in visuals

Seniors are 2.5X more likely to appear in healthcare scenarios than young adults. 11% of young adults. Seniors are 2.5X more likely to appear in healthcare scenarios than young adults.

...and have the highest proportions in relationship-oriented scenarios like:

21% family
17% grandparents
9% couples

Least likely to appear in scenarios related to:

4% leadership
3% technology
3% business
3% entrepreneurship
2% innovation

Source: Getty Images Visual GPS 2021

04 AGE

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

When age is paired with other identity intersections, interesting patterns emerge.

32% of people of determination shown in imagery are young adults (20-29 years old)

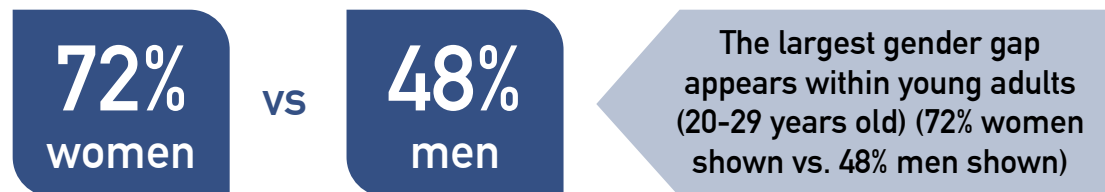
68% of seniors shown in imagery are men

(this point does not reference people of determination)

Young adults (20-29 years old) are more represented as people of determination than other age groups

Men make up the largest percentage of people of determination who are shown as seniors (68%)

Women are most seen in images of young adults.



Age discrimination is felt by both women and men, with women slightly more likely to encounter age discrimination than men.

Source: Getty Images Visual GPS, 2020

Ethnic diversity is more likely to be seen in images of young adults than in images of older adults.

04 AGE

// What's missing in visuals: Areas of opportunity within the current visual landscape

**Mid adults (30-40)
in everyday living
scenarios**

**Adults (30-55) in family
scenarios**



**Women over 40
in everyday
living scenarios**

**Senior men in all
everyday living scenarios**



**Seniors in business
and leadership**

**People of determination
of all ages in working
scenarios**

**Seniors as
entrepreneurs and
small-business owners**



Images shown are examples only; they are not exhaustive of everything that needs to be represented.

04 AGE

// Inclusivity Questions: Question-based visual guidance to develop inclusive and bias-disrupting creative work

When addressing age representation, here are some questions around inclusivity to consider.



Are you representing a multi-dimensional experience of aging for everyone? Are you focusing on what older people can't do, rather than what they can do?



Are you defaulting to certain scenarios for certain age groups (e.g., mostly young and mid-adults as business leaders or entrepreneurs vs mostly senior adults in medical exams or being cared for, etc.)?



Have you considered that rather than being cared for, older people (seniors in particular) might be caring for their children and/or parents?



Are you showing women over 40 as content, active, and fulfilled?



Are you taking an expansive view of the sorts of relationships people of all ages may have (e.g., partners, friend groups, intergenerational relationships, etc.)?



Are you representing older people alongside other intersections of their identities (e.g., race/ethnicity, body type, religion, etc.)?



PEOPLE OF DETERMINATION

05 PEOPLE OF DETERMINATION

// Demographics: A breakdown of the UAE population with disabilities

11%

of the UAE population
lives with some sort
of disability

People of Determination

The United Arab Emirates coined the term 'people of determination' and promoted the new term through widespread signage as a part of national strategy for empowering people with disabilities. The UAE government has placed top priority for the welfare and empowerment of the people of determination.

Source: Kantar, Streetscaper, What'sOn, National News



05 PEOPLE OF DETERMINATION

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

Though representation of people with disabilities is very low overall, people with physical disabilities are the most represented in visuals



1% of visuals contain a person of determination, and most of those visuals tend to center on people in wheelchairs (28%) or with prosthetics (3%)

Physical Disability: 31%



Hearing Loss: 9%



Invisible Disability: 3%



Developmental Disability: 3%



For people of determination, the visual emphasis is on their disability rather than everyday situations



Only 38% of visuals featuring people of determination are lifestyle scenarios



2 in 3 visuals feature a person with a disability as a patient



31% of those visuals are focused on medical assistance with daily activities



19% of representations of people of determination are in the workplace



7% of visuals of people of determination show them engaged in a leisure activity

Top 5 Themes In Visuals

PEOPLE WITH DISABILITIES

1. Being cared for
2. Support
3. Medical assistance
4. Togetherness
5. Recovery

PEOPLE WITHOUT DISABILITIES

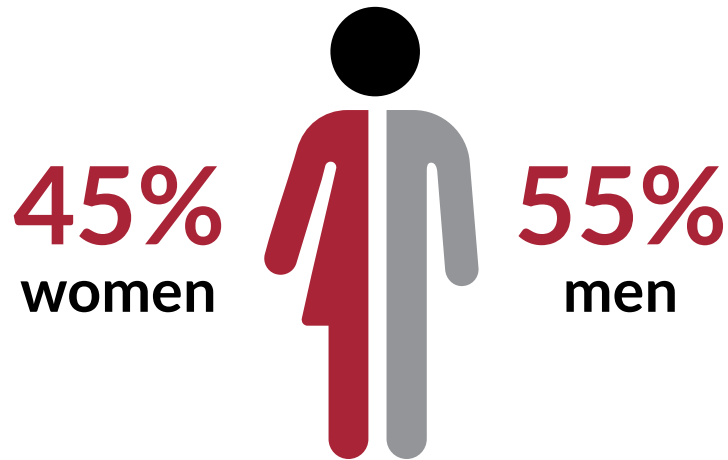
1. Togetherness
2. Success
3. Relaxation
4. Being cared for
5. Human connection

05 PEOPLE OF DETERMINATION

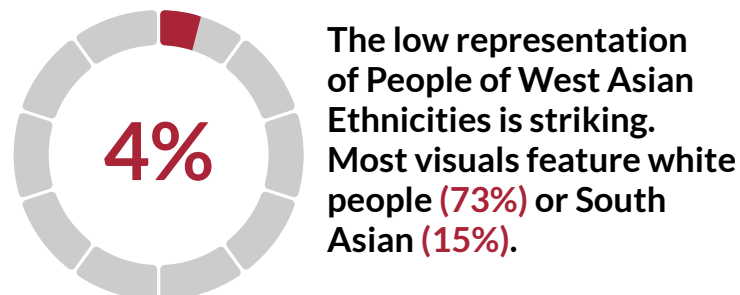
// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

When disability is paired with other identity intersections, interesting patterns emerge.

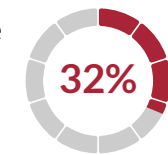
Men are more likely to be shown with a disability than women. Women are more often depicted as caregivers and men as care receivers.



55% of visuals featuring people of determination feature men and 45% women.

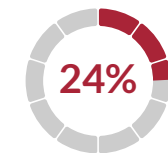


Young adults are shown in the largest percentage (32%) of visuals featuring people of determination.

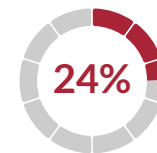


Young Adults (20-29)

Seniors and children are shown in 24% of visuals featuring people of determination.

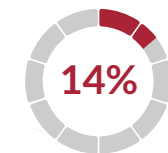


Seniors (60+)

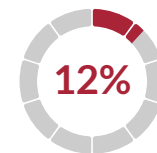


Children (0-12)

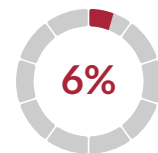
Mature adults, teenagers and mid-adults are shown in a small percentage of visuals featuring people of determination.



Mature Adults (40-59)



Teenagers (13-19)



Mid-Adults (30-39)

05 PEOPLE OF DETERMINATION

// What's missing in visuals: Areas of opportunity within the current visual landscape

Less visible physical disabilities (e.g., deaf or hard of hearing, vision impairment, etc.)

Adults of all ages with developmental disabilities

Adults of all ages with intellectual disabilities

People of determination in travel and wellness scenarios

People of determination in family interactions or romantic relationships

People of determination outside healthcare scenarios, portrayed in authentic everyday lifestyle scenarios

Successful people of determination in leadership positions

People of determination of all ages with any disability enjoying leisure activities—alone and within a community

Mid-adults (30-39) and mature adults (40-59) with any disabilities



Images shown are examples only; they are not exhaustive of everything that needs to be represented.

05 PEOPLE OF DETERMINATION

// Inclusivity Questions: Question-based visual guidance to develop inclusive and bias-disrupting creative work

When addressing people of determination representation, here are some questions around inclusivity to consider.



Are you focusing on a person's disability rather than on their whole identity? Are you showing people of determination as active members of society?



Are you showing people of determination only being helped, cared for, or trying to overcome their challenges?



Are you conveying positive messages, such as love, friendship, or achievement?



Are you only featuring people in wheelchairs or with other easily identifiable disabilities? What about people with cognitive challenges or invisible disabilities? What about the deaf community or people with visual impairments?



Have you considered the camera angle? Is the viewer looking down at the person with a disability?



Are you showing the whole range of life experiences that people of determination may have? Are you showing them at work? At play? Different ranges of emotions? Different lived experiences?



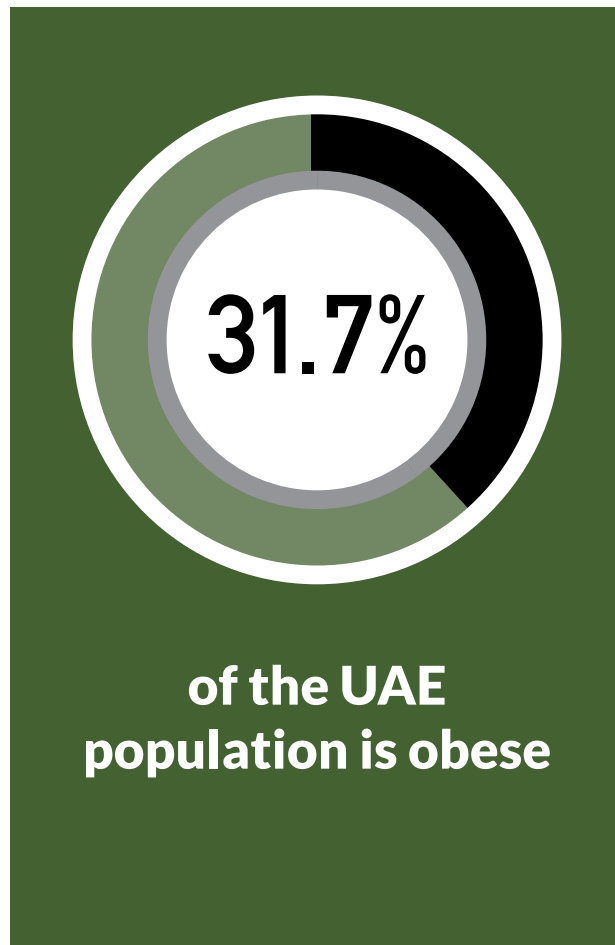
Are you showing people of determination alongside other intersections of their identities (e.g., race/ethnicity, age, etc.)?

BODIES



06 BODIES

// Demographics: A breakdown of the UAE population by body type



Economic progress and Western influences are changing perceptions of beauty in the UAE. As a result, women and men in the UAE face appearance discrimination and pressures.

Insights ...



36.7%

of Emirati federal university students are dissatisfied with their body image, a sentiment shared equally by women and men.



47

cosmetic surgeons per 1 million people. Thanks to a medical tourism industry, Dubai boasts the highest concentration of cosmetic surgeons in the world.

06 BODIES

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

Generally, there are minimal visual representations of body variety, and when present, they are usually featured in limited scenarios.

2%

of visuals feature people with larger body types, and most focus on pregnancy.

2X

Women are twice as likely as men to be shown with larger body types. However, men are more likely to be shown in scenarios related to dieting and weight loss.

Nearly half of visuals featuring people with larger body types focus on efforts to lose weight. Individuals who have larger body types are less likely to appear outside of healthcare or healthy lifestyle scenarios.

PREGNANCY

<1%

Less than 1% of visuals feature people who are pregnant. Most visuals featuring pregnancy focus on young adults (20-29 years old). The visual representation declines for people aged over 30.

42%

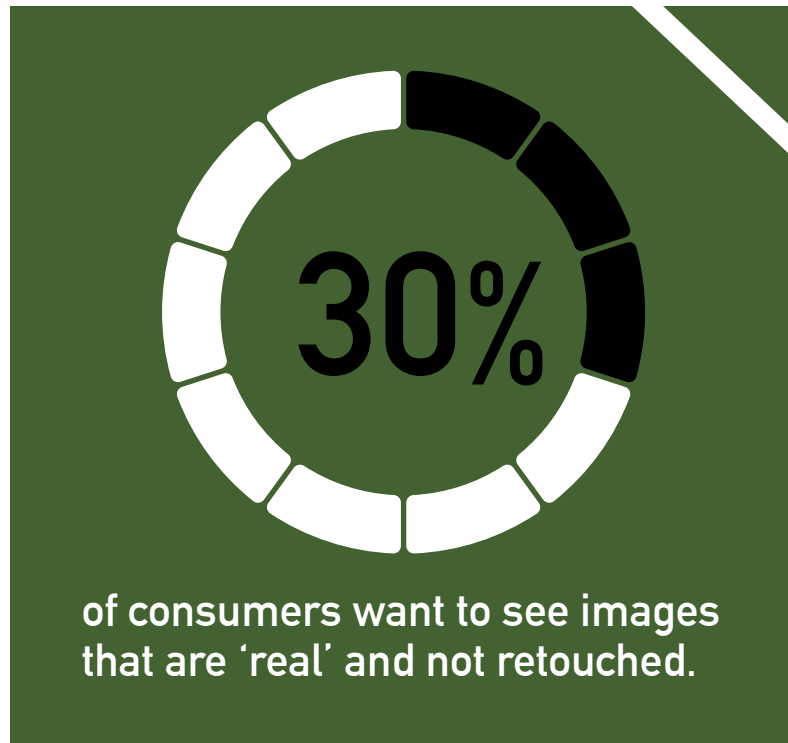
of pregnancy depictions focus on Emiratis, with significantly smaller representations of other ethnicities.



People who are pregnant are less likely to be included in full storytelling outside of their pregnancy: low visibility in the workplace, travelling or engaged in other leisure activities. For all ethnicities, only 4% of pregnancy visuals show pregnancy at work.

06 BODIES

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research



Insights ...

- Only 3% of visuals show people with visible skin conditions, such as vitiligo, blemishes, or dermatitis.
- Balding is included in less than 1% of visuals.

Source: Getty Images Visual GPS, 2020

5%
of visuals focused on skincare show different skin conditions.

A horizontal bar chart with a dark grey bar representing 5% of the total. A small green segment is visible at the beginning of the bar. A vertical line at the end of the bar is labeled '100%'.

There's a strong tendency to represent skin as white, and feminine, highly retouched to remove any imperfections.

Women are 6X more likely to be featured in visuals related to skin care or skin conditions.

White individuals are at least 6X more likely to be represented in skin related visuals than other race or ethnicity. Emiratis are featured in only 0.3% of skin-related content.

- At the same time, skin imperfections, birthmarks, and stretch marks are cited by UAE consumers as one of the most important reasons for experiencing body bias.

Source: Getty Images Visual GPS, 2020

06 BODIES

// What's missing in visuals: Areas of opportunity within the current visual landscape

Individuals with larger
body types at work
and in leadership
positions

Pregnant people in
everyday living situations

Individuals with
larger body types
in everyday
living scenarios

Pregnant people over age 40

People of all race and ethnicity
backgrounds showing different
body shapes

Visible skin
conditions

Bald men age 30-50



Images shown are examples only; they are not exhaustive of everything that needs to be represented.

06 BODIES

// Inclusivity Questions: Question-based visual guidance to develop inclusive and bias-disrupting creative work

When addressing body representation, here are some questions around inclusivity to consider.



Are you representing people with larger bodies?
Are you selecting imagery that features them living full lives?



Have you considered the intersection of gender and different body types? A range of different body types?
Are you including positive representations of men with larger and/or shorter bodies?



Are you being conscious of the positioning of people with larger or shorter bodies?
Do they look comfortable and proud?



Have you considered representing people with different skin conditions?
Are you avoiding showing birthmarks, scars, or stretch marks?



Are you showing women of all ages, ethnicities, and body types who are pregnant?
Are you showing pregnant women only alone at home?
Are you portraying pregnant women as active, dynamic individuals with family and friends, supported by life partners?



RELIGION

07 RELIGION

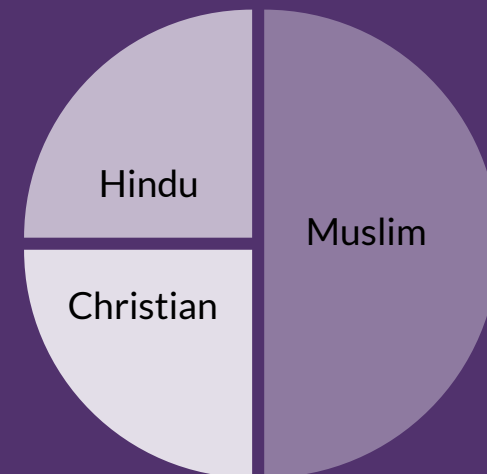
// Demographics: A breakdown of The UAE population by religious identity

The official religion of the UAE is Islam.

The Abraham agreement signals greater religious tolerance.

Muslims, Christians, Hindus, and people of all faiths, committed to coexistence, mutual understanding and mutual respect.

Of the 2 million Indians working in the UAE, approximately 50% are Muslim, 25% are Christian, and 25% are Hindu.



For all ethnicities, only 4% of pregnancy visuals show pregnancy at work.

Source: Kantar; U.S. Department of State

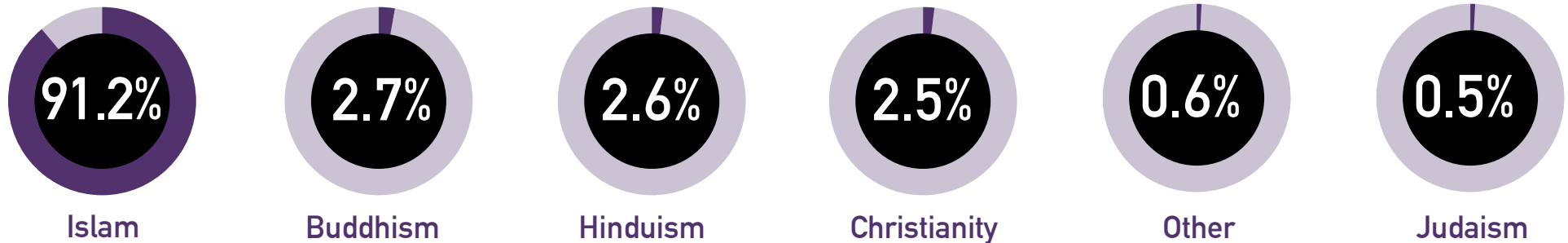
Note: Citi does not align our brand with activities that are religious or political in nature. Therefore, the religion section in this toolkit serves as knowledge building rather than for Citi practice.

07 RELIGION

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

8% of visuals represent any religious faith

The most represented religions are:



Other: Sikhism (0.2%), Pagan (0.1%), Shinto (0.1%), Tao (0.1%), Voodoo (0.1%)

Note: Percentages appearing on this page may total more than 100% when combined as multiple options are available for selection.

Islamic Religious Clothing Visuals

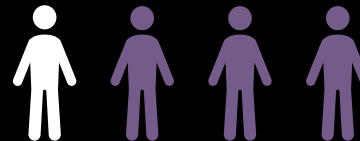
48% show traditional clothing
(eg., thobe, abaya, hair covering, etc.)

44% show Muslim women wearing hijab

Visuals Representing Islam as a Religion Focus on Tradition and Togetherness

28% of visuals show (e.g., shared meals together/breaking fast, prayer and multigenerational families spending time together)

1 in 4



Over 1 in 4 consumers
who experience
discrimination attribute
that discrimination to
their religion

Source: Getty Images Visual GPS, 2020

Note: Citi does not align our brand with activities that are religious or political in nature. Therefore, the religion section in this toolkit serves as knowledge building rather than for Citi practice.

07 RELIGION

// What's missing in visuals: Areas of opportunity within the current visual landscape

Interactions between
people of mixed faiths

Jewish faith practices/
religious holiday
observances

Ramadan/Eid/other
Muslim religious
holiday observances

Celebrating religious
ceremonies of
mixed faiths

Hindu celebrations/
holiday observances

Buddhist faith
practises

Different styles of
modest wear, hijab,
and modest sportswear



Images shown are examples
only; they are not exhaustive
of everything that needs to be
represented.

*Note: Citi does not align our brand with activities that are religious or political in nature.
Therefore, the religion section in this toolkit serves as knowledge building rather than for Citi practice.*

07 RELIGION

// Inclusivity Questions: Question-based visual guidance to develop inclusive and bias-disrupting creative work

When addressing religious representation, here are some questions around inclusivity to consider.



When choosing to depict communities that practice religious faiths, are you representing a range of different religious backgrounds?



Are you focusing on the individual/community or only the faith? Are you showing people both within and outside of their religious practices?



When focusing on representing faith communities, have you fully researched the norms, common practices, etc. related to the practice of the faith?



Are you representing people of different faiths in grouped representations?



Are you representing people of different faiths alongside other intersections of their identities (e.g., race/ethnicity, gender, body type, age, etc.)?



Are you representing different religious celebrations throughout the year? Are you including religious and cultural celebrations of expatriates living in the UAE?



SOCIOECONOMIC STATUS

08 SOCIOECONOMIC STATUS

// Demographics: A breakdown of the UAE population by socioeconomic status

Deep disparities across social classes



85%

of the workforce in the UAE is made of expatriates

51%

of the total country's wealth is owned by the top 1% of the UAE population

45.3%

of the labor market consists of limited-skill workers

19.5%

of the population is below the poverty line

Top Concern: Discrimination by Class

Many feel unequal in society because of their social class.

More than 1 in 3 individuals living in the UAE experience bias based on employment status (the highest perceived bias in the country).

Other frequent reasons for bias are:

- Income or socioeconomic level
- Educational level

Source: Getty Images Visual GPS, 2020; Kantar; Streetscaper; MOHRE Gov; New World Wealth; CIA Factbook

08 SOCIOECONOMIC STATUS

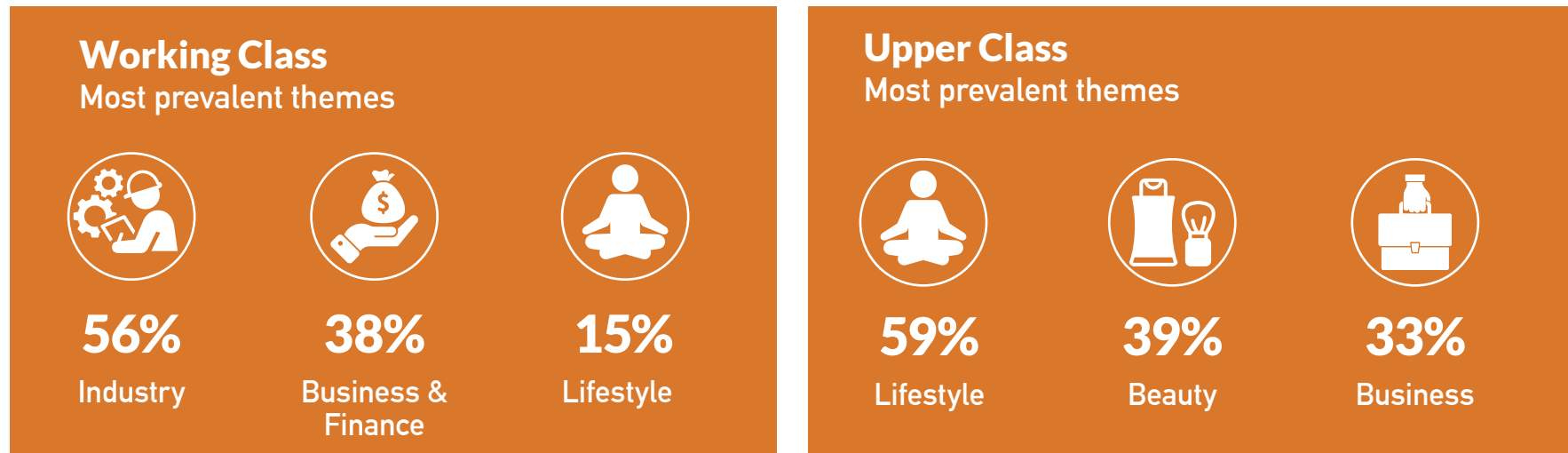
// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

Higher social classes are often portrayed in ways that focus on their lifestyle, while lower social classes are represented in relation to their occupations.

87% of visuals showcase an aspirational middle or upper class.

Visuals of lifestyle and business make up the majority of scenarios depicted.

Businesses show corporate offices with workers in traditional Emirati or Western formal wear. Lifestyle visuals mostly feature families spending time with each other.



Source: Getty Images Visual GPS, 2020

Note: Because of rounding, percentages may add up to slightly more or slightly less than 100%.

08 SOCIOECONOMIC STATUS

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

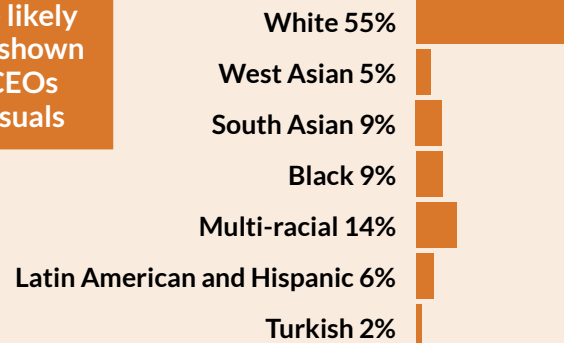
Lack of Ethnic Inclusion

The lack of representation across all ethnicities is clear. White individuals dominate imagery across all social classes and occupations.

In addition, stereotypical depictions of gender are notable, with women more likely to be associated with luxury shopping scenarios and men working in a factory or as a CEO.

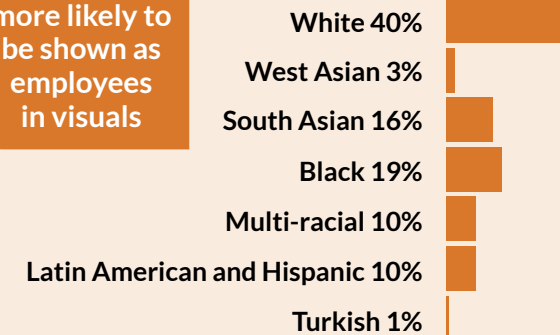
Ethnic Representation of CEOs

Men are 2x more likely to be shown as CEOs in visuals



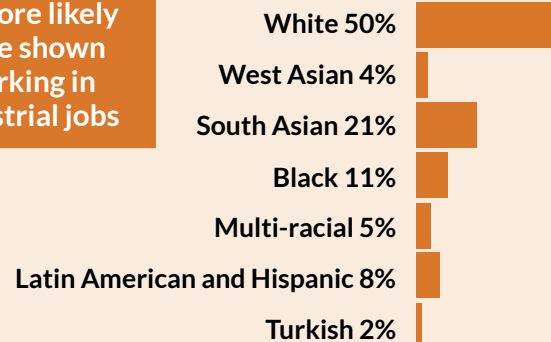
Ethnic Representation of Employees

Men are 31% more likely to be shown as employees in visuals



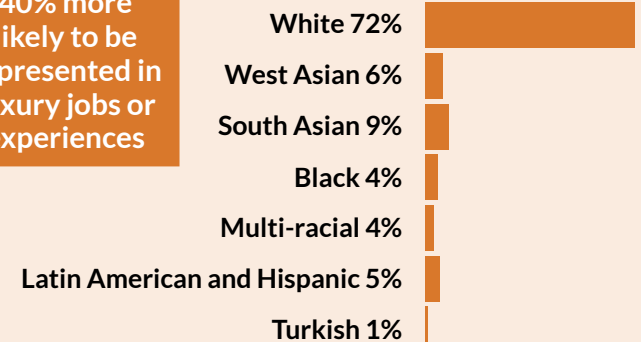
Ethnic Representation of Industrial Jobs

Men are nearly 2x more likely to be shown working in industrial jobs



Ethnic Representation in relation to Luxury

Women are 40% more likely to be represented in luxury jobs or experiences



08 SOCIOECONOMIC STATUS

// What's missing in visuals: Areas of opportunity within the current visual landscape

Individuals who are not Emiratis or white individuals in upper, middle, and lower socioeconomic groups

Ethnic diversity among industrial workers

Industrial workers in educational and healthcare settings

Gender diversity for traditionally gendered industrial workers

Ethnic diversity in corporate leadership roles

Lifestyles of individuals from lower-class backgrounds



Images shown are examples only; they are not exhaustive of everything that needs to be represented.

08 SOCIOECONOMIC STATUS

// Inclusivity Questions: Question-based visual guidance to develop inclusive and bias-disrupting creative work

When addressing social class, here are some questions around inclusivity to consider.



Are you showing interactions between different socioeconomic groups?



Are you considering aspirations that are not typically middle class (e.g., traveling abroad, as an executive in the workplace, etc.)?



Are you relying on stereotypes of social classes when it comes to home environments or jobs? Are you linking lower or upper social classes to a certain ethnicities, genders or ages?



When depicting lower- or higher-income people, are you considering the ethnic mix of the UAE population?



Are you showing accessibility to education, healthcare, and different types of jobs by representing all ethnicities, genders, ages and social backgrounds?

CITI PHOTOGRAPHY PRINCIPLES

Our photography always embraces humanity and helps elevate our love of progress through the moments of progress we capture. Always optimistic, there is a warmth to the images, with a voyeuristic realism that makes you feel as if you're getting a real glimpse into people's real lives. There's truth and reality. Subjects are candid, not posed or contrived. And while we always focus on people, there are opportunities to tell broader stories through wider landscapes as long as we see humanity.

- Situations shown should be true to life.
- People are shown through candid portraiture.
- Citi imagery always showcases people and communicates humanity.
- Landscape photography always incorporates humanity.

SUMMARY & RESOURCES

We hope this imagery toolkit provides valuable insights to help foster greater visual diversity across all spectrums of identity. As culture shifts, imagery and communications must also evolve to better represent the population. When consumers see themselves represented in brand and marketing visuals, they feel seen, understood, and valued—which in turn leads to deeper brand affinity.

This toolkit specifically focuses on imagery, but language and context play a big role in DEI as well. As you work on your projects going forward, please connect with your communications teams if you have any questions.

For more information on this work, please visit our [Digital Hub](#).



Presented By:

