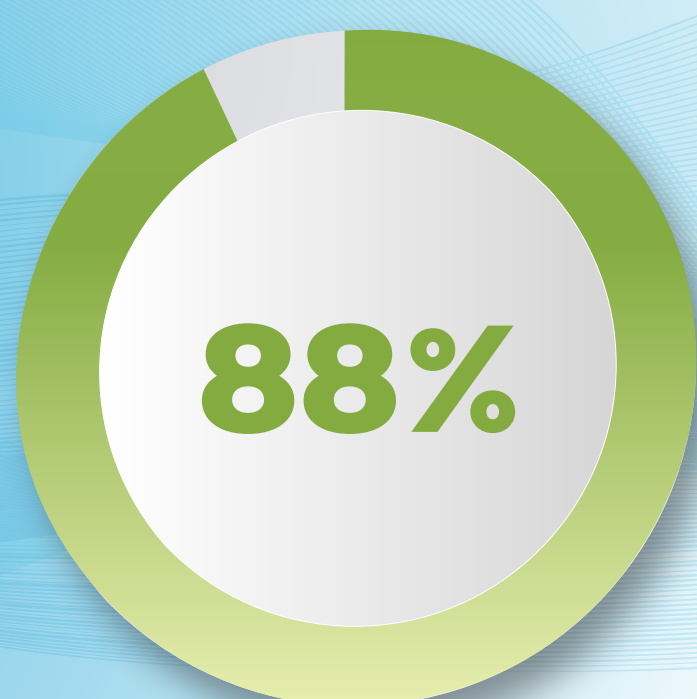


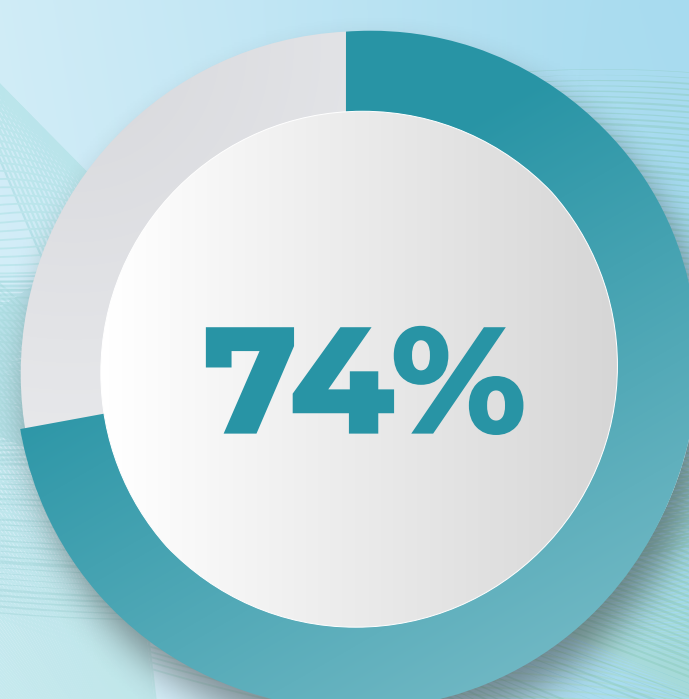
Authenticity Crisis in Visual Content



Majority of consumers (88%) and graphic designers (74%) see inauthentic designs weekly



Consumers



Designers

Consumers on Authenticity



67% say authenticity is important

59% would not purchase a product if its design appears fake

If banner ads include authenticity signals:

Consumer trust increases to



Would recommend the brand

Designers on Authenticity

76%

Say authenticity is very important

95%

Believe AI makes authenticity more difficult to maintain

93%

Would adopt an authenticity standard



Survey of 500 consumers and 500 designers