

Authenticity Crisis in Visual Content

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





Designers

Consumers on Authenticity



If banner ads include authenticity signals:

Consumer trust increases to





Would recommend the brand

Designers on Authenticity

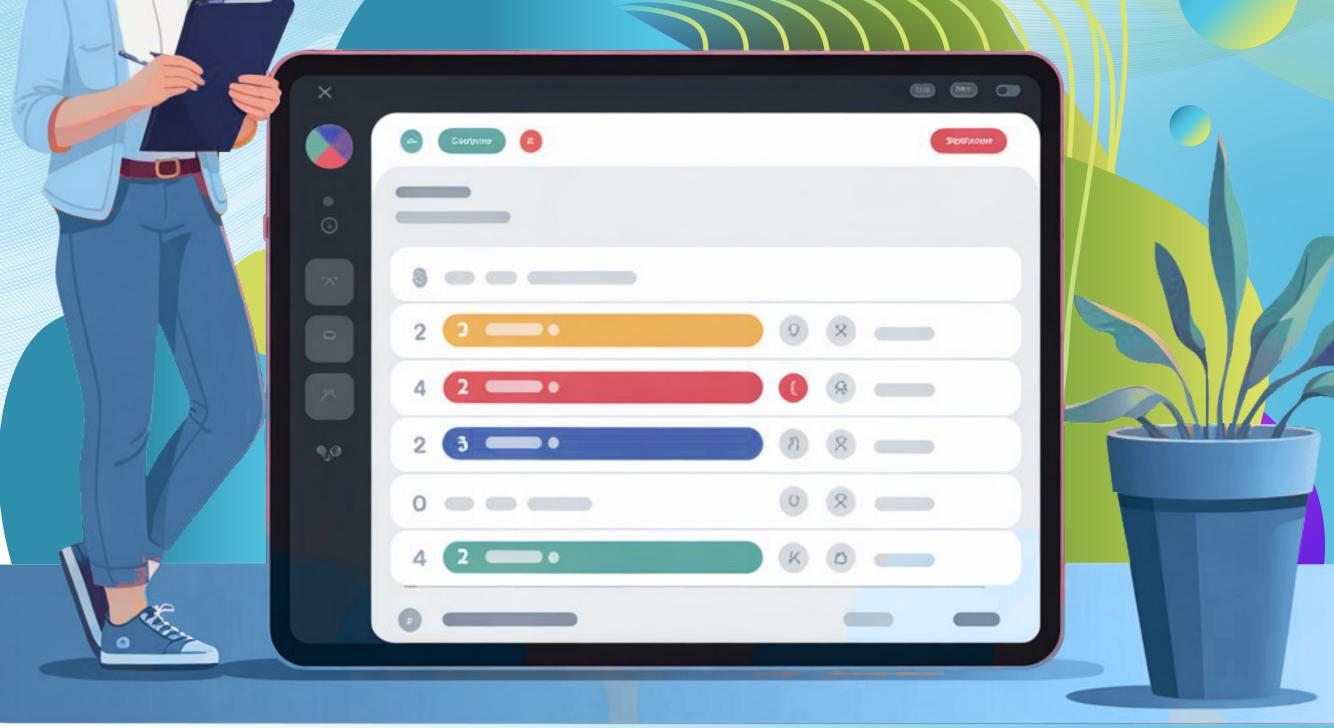
95%



Say authenticity is very important

Believe AI makes authenticity more difficult to maintain 93%

Would adopt an authenticity standard



Survey of 500 consumers and 500 designers





About Santa Cruz Software

Santa Cruz Software offers a suite of tools that connect Adobe and Microsoft applications to cloud services, enabling seamless collaboration across creative and marketing teams. Its platform supports simplified version control, brand compliance, and creative automation with solutions such as BannersUI (AI-powered banner ad generator), PrintUI (dynamic templates for Adobe InDesign), LinkrUI (DAM connectors for Adobe and Microsoft), and BrandingUI (turnkey collateral portals). For more information, visit the *Santa Cruz Software website*.