

Design expert rawpixel supports businesses with COVID-19 communication

Online design resource rawpixel has partnered with the Behavioural Sciences team at Hill+Knowlton Strategies (H+K) to reveal which COVID-19 messages resonate best with the public, and today rawpixel has launched a library of best in class free assets to help individuals and businesses effectively convey these messages.

Temps de lecture : minute

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Charities, bloggers and businesses need to illustrate their coronavirus-related content and appeals with relevant images which can be a challenge with minimal chance to get out and take photos.

With this in mind, [rawpixel](#) conducted research with Hill + Knowlton Strategies' Behavioural Science team to see which COVID-19 messages resonate best with the public and worked with its pool of expert designers to create a bank of assets to bring these messages to life which are available for small businesses, charities and creators around the world to use for free.

Key insights included:

- Washing your hands for 20 seconds is an effective stand-alone message, but the likelihood of people washing their hands increased by 8% when messaging explained how washing your hands helps others (up from 54% to 62%)

- Over a third (35%) are less likely to touch their face if the message and imagery evoke emotions such as fear or disgust
- 70% of respondents are very likely to follow advice for self-isolation if the messaging makes it clear that doing so will protect them and their families
- The vividness of imagery is key to changing intentions and behaviour especially for social distancing when a graphic, photo or illustration can clearly demonstrate a message

Using the most effective messaging and the data from the study, rawpixel has worked with its pool of expert designers to create a bank of assets to bring these messages to life which are available for small businesses, charities and creators around the world to use for free.

We've used a new behavioural science study by @HKStrategies & our creativity to develop a series of #COVID19 resources to help everyone effectively convey key messages & #SlowtheSpread. Download them at <https://t.co/np3iUxkKEU> along with more than 10,000+ free #coronavirus images pic.twitter.com/bbdQZg5S4p

— rawpixel (@byrawpixel) [April 24, 2020](#)

"Our mission is to use creativity for good, and in the current climate, the need to access authentic

content is integral for delivering important life-saving information. Using the findings from the behavioural science study, our team of creators have developed original content to engage and effectively communicate key COVID-19 messages to everyone. The assets are free for everyone to use, as we recognise the need for everyone to have access to trusted resources and use creativity as a way to help save lives.” - Robert Churchill, CEO of rawpixel

In addition to these new assets, rawpixel has provided creators with access to over 10,000 free design resources worldwide to support COVID-19 communications. From stock imagery to design templates, in-house designers at rawpixel have created a wealth of original and engaging assets that can be accessed by anyone in the world to continue to spread messages and help save lives.

Rawpixel delivers the best design resources in the world empowering everyone to use creativity for good and to accurately represent the world around us. Run by designers for designers, the team of 60+ creators deliver original, authentic and high-quality content accessible to all. Along with a premium service delivering royalty-free imagery and vectors, rawpixel offers a range of free design resources for creatives around the world to access. With a mission to use creativity for good, 10% of rawpixel’s revenue goes towards its charity partner, [Hope For Children](#), making a difference to the lives of children in extreme poverty.



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