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Polaroid drops another provocative reminder that the best of life is analog, this time on Coney Island beach

Rising from the sand, a giant billboard bearing the message “Go jump in some water before the data centers drink it all up” kicks off Polaroid’s latest campaign against over-digitalization.

There are easier places to put a billboard than on a beach at the start of summer. Which is exactly why Polaroid put it there.

By bringing a conversation around data centers and water consumption directly to the beach, Polaroid aimed to create a visual that would capture attention. And while the stunt references one of today’s most talked about technology debates, it uses it as a metaphor for a bigger conversation – our growing over-digitalization and the increasingly human need to step away from it.

The Coney Island installation joins a wider outdoor campaign across London, New York and South Korea. In London, the campaign includes a station overtake at King’s Cross, alongside wider placements across Bethnal Green and Hackney. Lines including “You can’t bask in blue light”, “Dance like nobody is recording” and “What a glorious day to stare into various screens for hours on end”, form part of Polaroid’s latest campaign -

“The best of summer is analog” – supporting the launch of the brand’s newest camera, the Go Generation 3.



Wythe & N 15TH



King's Cross station, London



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Building on last year's provocative campaign, the work continues Polaroid's mission to champion analog experiences in an increasingly digital world. Rather than positioning analog as nostalgia, the campaign makes the case that as more of life moves online, real-world experiences, creativity and human connection only become more valuable.

"When we stopped asking 'How do you make instant cameras appealing to Gen Z?' and started asking 'Why should Polaroid exist at all in an AI era?' we knew we were on to something. For Polaroid, the simple act of existing is already an act of rebellion. While our campaigns are provocative and challenge our relationship with technology, we're not anti-digital. We know we have to live alongside it, but we're deeply pro-human, and know what humanity gives us. And we know what we stand to lose if we don't protect it. That's a fight worth fighting."

Patricia Varella, Creative Director at Polaroid

The campaign extends beyond outdoor media, with Polaroid paying creators to go offline. Through handwritten notes shared with their followers, 12 creators announced they were taking a break from social media thanks to Polaroid. While offline, the creators were encouraged to pursue the interests and activities they are best known for online, in the real world. Among others, chronically online creator @berniemor, known for sharing dating advice online, swapped talking to a screen for a trip to date people in real life.

To support the launch, Polaroid also created a sensory seeding experience for influencers and media. Opening into a miniature summer garden filled with birdsong, scent, moss and wildflowers, the kit was designed to engage all five senses and bring **"The best of summer is analog"** to life, with the new Go Gen 3 hidden at its center.



Notes to Editor

Campaign credits

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About the Polaroid Go Generation 3

Get off your phone and into the moment with the **Polaroid Go Generation 3**: the latest generation of the world's smallest instant analog camera. **Go Gen 3** is still made for pocket-sized photos and real-life adventures, keeping everything people love about the Go series (selfie mirror, self-timer, and double exposure mode). However, we've also upgraded the bits that matter most: new design, a fresh lens, stronger flash, and five bold new colors.



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About Polaroid

Polaroid was founded in 1937 by Edwin Land as an icon of innovation and engineering. The company's launch of the Polaroid Land camera in 1947, which marked the genesis of instant photography, and subsequent introduction of the breakthrough Polaroid SX-70 camera in 1972 and many others, would firmly cement Polaroid's standing as a technological pioneer and cultural phenomenon during its peak. However, at the turn of the century, the company would be faced with new realities surrounding digital technology's swift rise and ceased the production of instant film in 2008. But that was short-lived; a dedicated group of instant photography fans would save the last Polaroid factory in the Netherlands under the name 'The Impossible Project,' paving way for the eventual rebirth of the original 'Polaroid' brand in the years following.

Today, Polaroid is in pursuit of unlocking the beauty in everyday life with instant photography tools that empower creators across the globe to capture meaningful moments. With recent introductions like the world's smallest instant camera, the Polaroid Go camera, and the world's first instant camera with built-in manual controls, the Polaroid I-2 camera, the company that we have come to know and love for over 80 years is rooted back in the spirit of analog innovation for the modern age.

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