



Apple iPhone 6

'World Gallery'

The Jay Chiat
Awards 2015

Summary

Processor speeds

Screen resolution

Battery life

Expandable storage

Camera pixels

These are the practical and quantifiable features smartphone manufacturers around the world use to sell their devices to consumers. They highlight these features in isolation of the people using them, hoping impressive numbers and very specific functions will convince people to buy.

After the wildly successful iPhone 6 and iPhone 6 Plus launch, we had to break from the category convention to prove the power of these new devices.

When we looked to understand what people loved about iPhone and how they were using it, we found that users weren't talking about the technology that makes up iPhone 6; instead, they were flooding social media and websites with the photos and videos they were capturing. The best testament to the quality of the camera is sharing the output and we discovered an opportunity to focus on the most important component of Apple's technology: the users.

'World Gallery' is a celebration of the world's most popular camera that inspired iPhone owners to take more photos and challenged non-iPhone owners to think about the capabilities of their smartphone camera.

Background

The iPhone 6 and iPhone 6 Plus were by and large Apple's most successful product launch to date. The international sales numbers stunned the media, Wall Street and consumers, alike.

It seemed like the new iPhone 6 was without-a-doubt the device to buy, but some skeptical consumers and the press still felt compelled to compare it to other smartphones on the market. The comparisons they made were for easily quantifiable features: camera pixels, processor power, and battery life. It was a conversation that left out the most impressive feature of the iPhone 6 that you would never find in the review of a tech product: the creative users.

To continue selling the iPhone 6, we knew we had to pivot from the comparative conversation that was happening in the media and find a way to prove the power of iPhone.



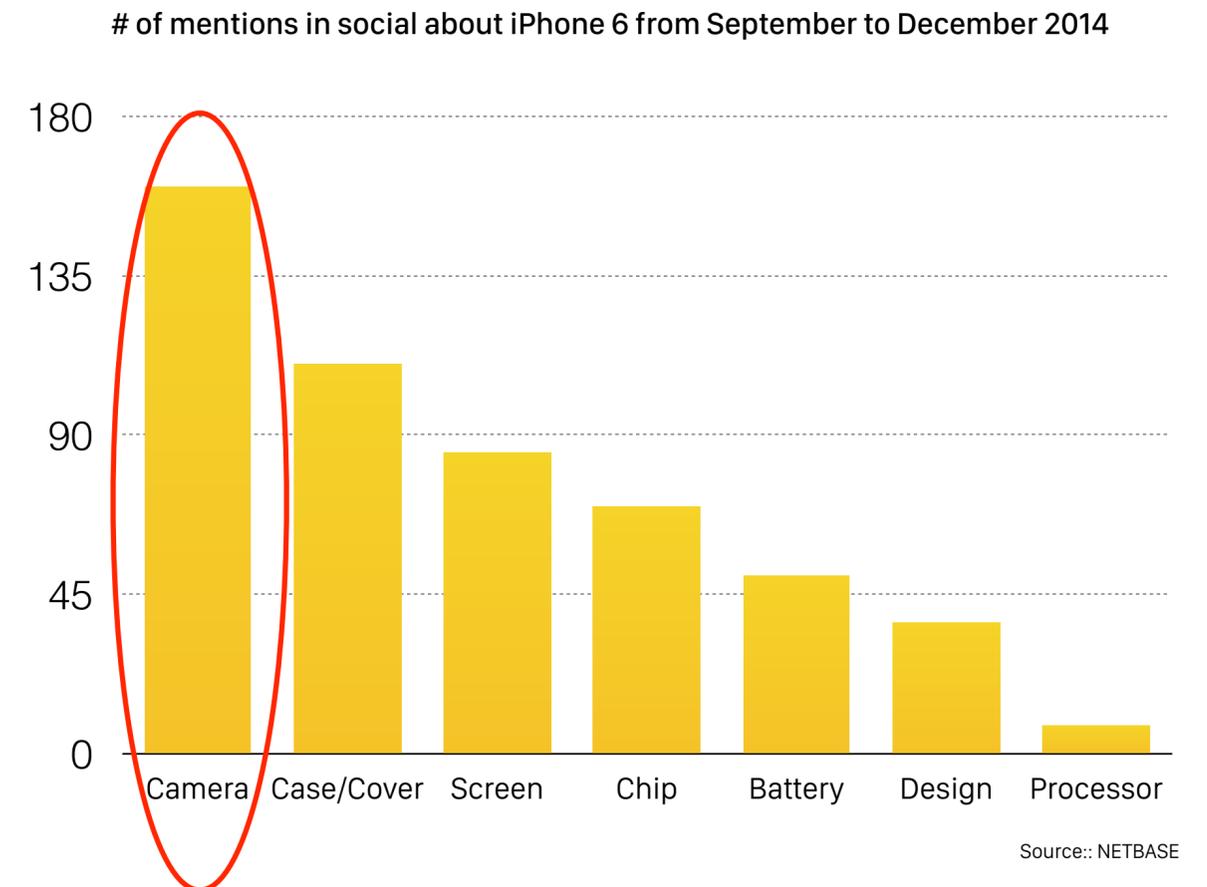
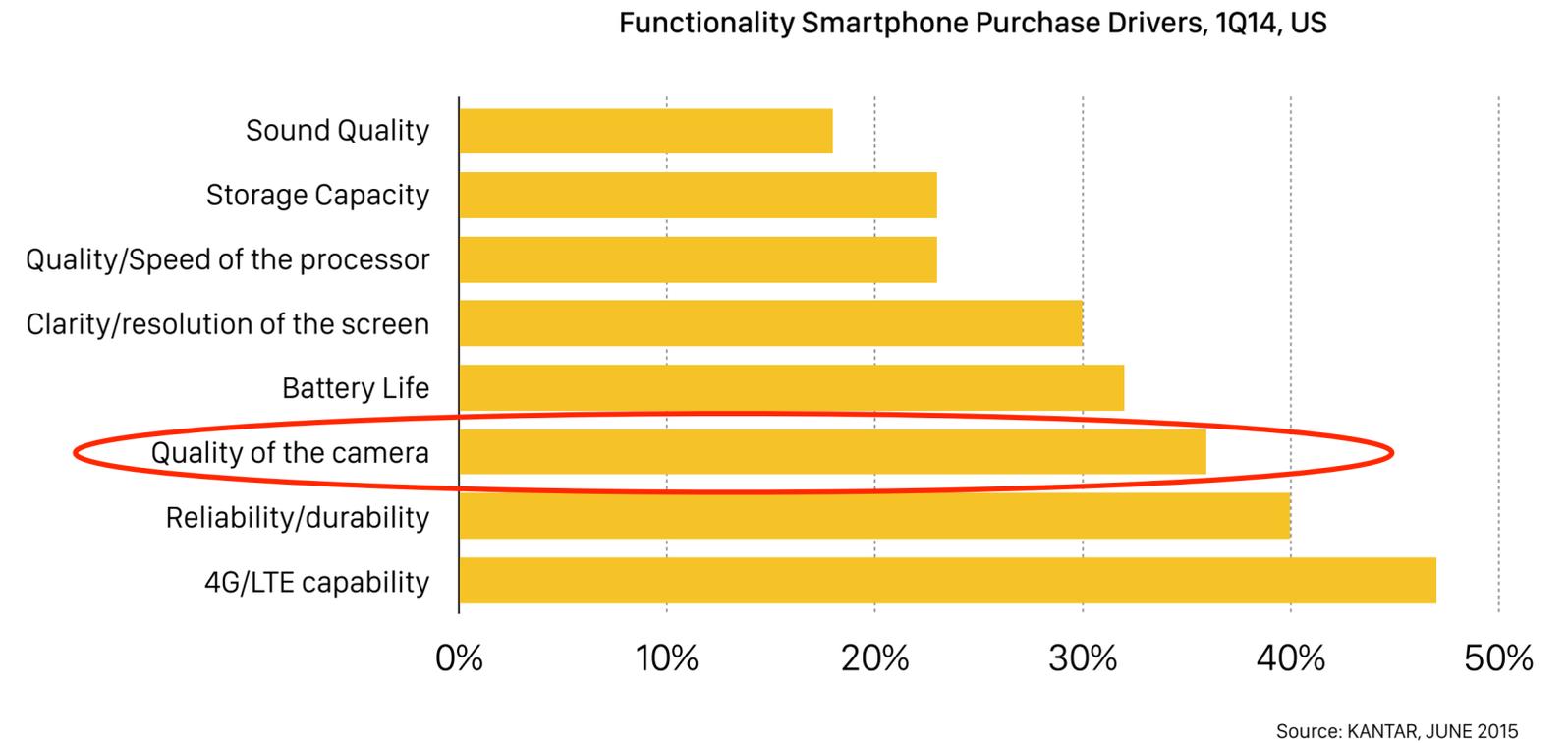
The Smartphone Category: Ripe For Disruption

We began to look for the best opportunity to turn away from the numbers-oriented feature conversation.

In the category, camera is one of the top considerations when it comes to purchasing a new smartphone. When we looked at some of the social conversation around iPhone 6 and iPhone 6 Plus, we learned that the camera was the most talked about feature by the media and consumers.

And for a good reason.

iPhone 6 and iPhone Plus featured a professional-grade camera with crisp still images, true-to-life color accuracy and dramatically improved low-light capabilities. These features were great, but we had to disrupt the category convention of the “more *stuff* packed into a camera the better.” To keep iPhone top-of-mind for consumers, we had to change the way people viewed and talked about the value of a smartphone beyond its features.



A Crash Course on Selfies, Landscapes, and Food Porn

In order to elevate the conversation beyond specs, we had to understand how people interacted with their camera.

We talked with friends, scoured social platforms and observed how people interacted with their iPhone cameras everyday.

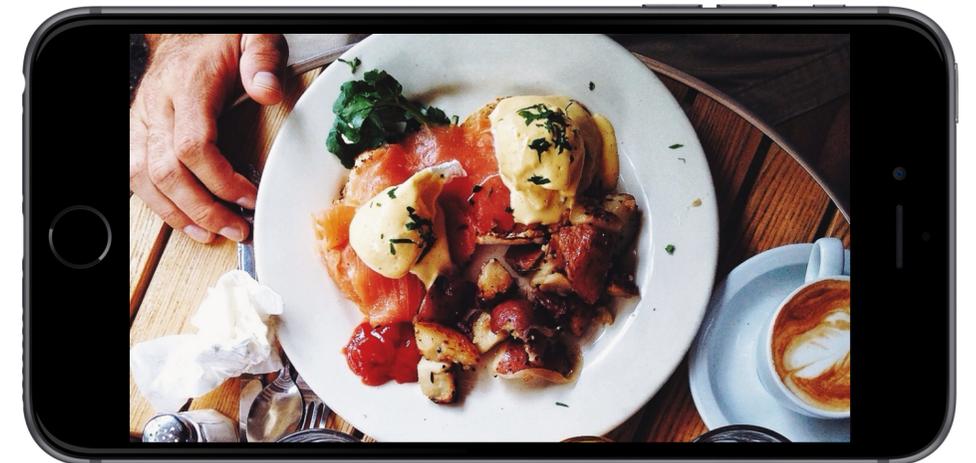
We learned a lot about selfies, golden hour, and cropping. We noticed iPhone 6 and iPhone 6's extreme portability and discreetness encouraged users to flip open the camera at any time to capture a moment with friends, a passing landscape or even stage a slow-motion video.

More importantly, we noticed an interesting behavior...something the users weren't saying. iPhone owners preferred showing the output of their device instead of talking about the technology of iPhone's camera. They were proud to share a time-lapse video they captured of a sunset or a still shot of their friend skateboarding, but didn't ever feel the need to talk about

aperture, megapixels or frame rates. And frankly, they didn't care.

We took to the web to understand digital behaviors and found users also weren't talking about the camera technology, they were communicating through the photos and videos captured with iPhone. When we dove deeper into photo-sharing platforms, it became apparent that consumers were pushing the limits of iPhone's camera in the world around them. iPhone 6 was the camera of choice for everything from quiet, intimate moments to huge music festivals and a trip to the coffee shop or a trip to Italy.

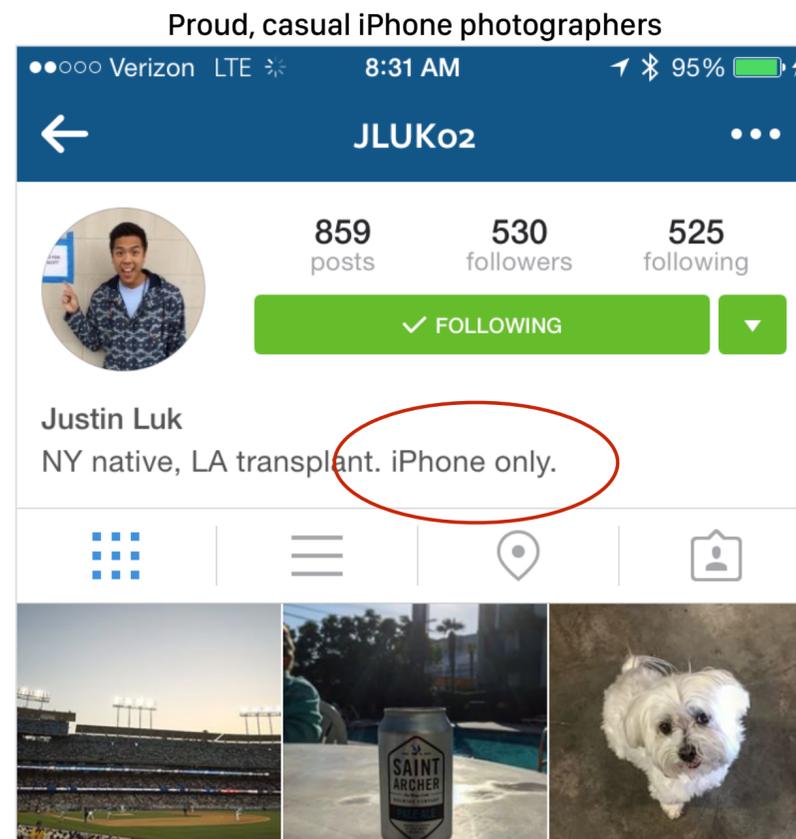
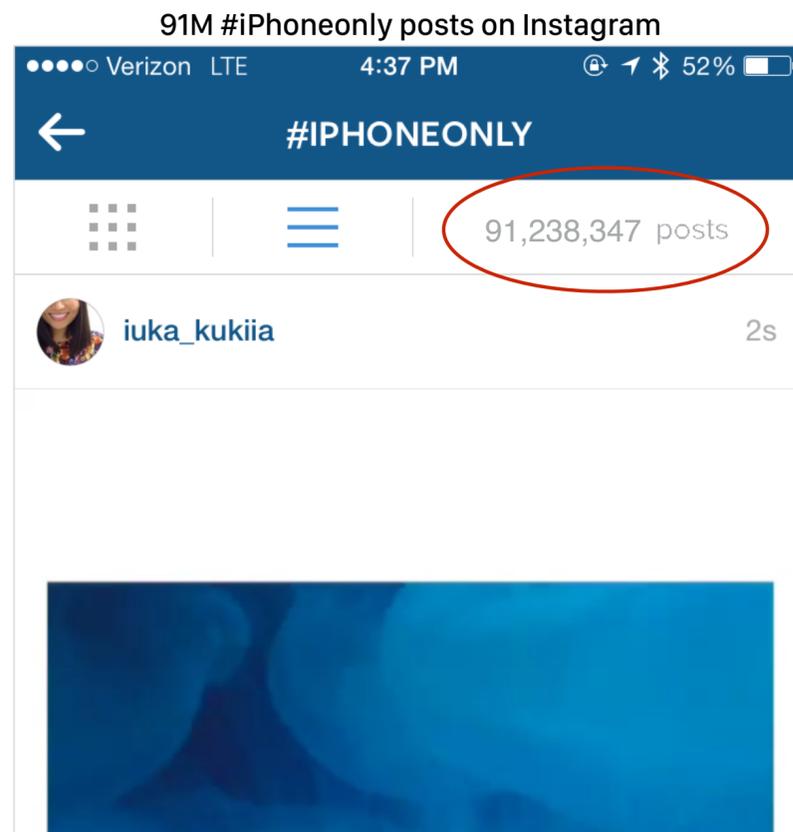
We weren't talking to people that wanted to buy a phone based on the features sheet - the people that loved iPhone's camera loved it because they could effortlessly capture the world around them with a beloved and powerful device in their pocket.



Discovering a Dedicated Community

On our journey through the web and photo-sharing platforms, we discovered an organic community around 'iPhone-only' photographers existed on Instagram and Twitter. Users proudly tagged their photos #iPhoneonly or wrote in their profile that all images were captured with an iPhone. This wasn't just a niche community, either. Over 91 million #iPhoneonly posts existed on Instagram before 'World Gallery' was even a creative idea.

Even professional photographers were a part of this photography community, favoring their iPhone over professional DSLRs at times. We saw the impact of iPhone 6 and iPhone 6 Plus' camera in the world with our users and we discovered users have a true passion for iPhone photography. The rest of the category could talk about the specs of their smartphone cameras, but our opportunity was celebrate the most important component of Apple's technology: the users.



Campaign Goal: Re-Think What Your Smartphone Camera Can Do

The goal of the iPhone 6 and iPhone 6 Plus campaign was to reframe what users think is possible with the camera in their pocket. We wanted iPhone owners to push the limits of the world's most popular camera and download more camera, photo sharing or editing apps. We wanted non-iPhone owners to reconsider the output of whatever device they had in their pocket and be inspired by the photos and videos they encountered around the world.

Most of the amazing photos and videos we saw were viewed in small screens on laptops, tablets or smartphones; however, based on the power of iPhone, and the quality and creativity of the iPhone users, we knew these deserved to be broken free from the constraints of passive swiping on small screens and shared with the world at large.

We wanted to prove that iPhone 6 and iPhone 6 Plus cameras are so powerful that photos and videos taken with the device can be placed around the world to create a larger-than-life gallery for people to enjoy.

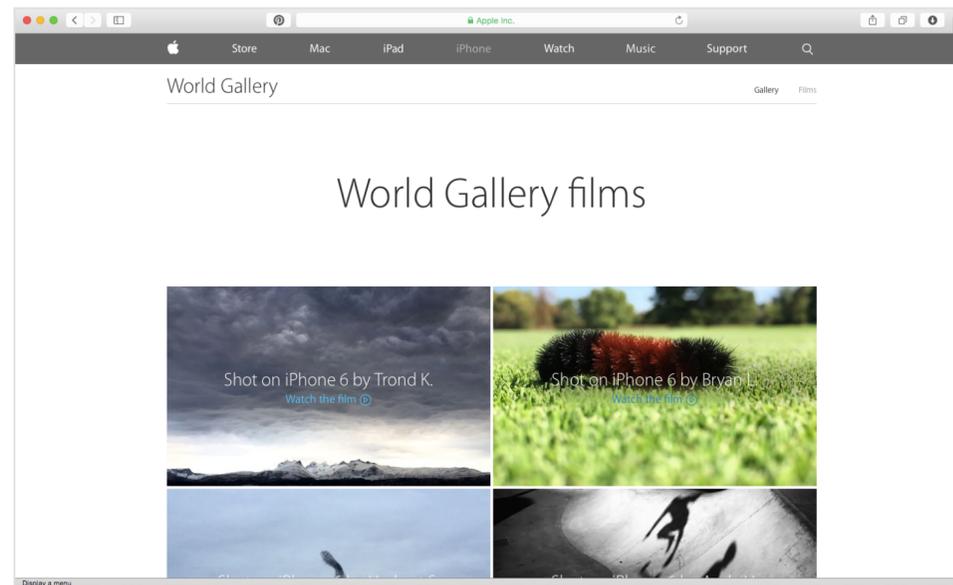
The World's Largest Mobile Photo & Video Gallery

To make this a truly global campaign, we found iPhone photographers from around the world that captured a variety of subject matters. The photos featured in 'World Gallery' are non-commissioned, user-generated images. Out-of-home elements were selected to enhance their environments and print photos were selected to compliment magazine content. The videos selected for the campaign highlight slow-motion, autofocus and time-lapse features of iPhone 6 and iPhone 6 Plus.

Ultimately, 162 photographers were selected for the world's largest outdoor mobile photography gallery in history. Out of home, print and television ads are featured in 75 cities in 25 countries and on apple.com/worldgallery.



The World's Largest Mobile Photo & Video Gallery



Reception: A Huge Lift for the Mobile Photography Community

255M

online impressions from 73 countries (and counting)

60

spots photo-editing app VSCO Cam gained on the US App Store

332

spots photo-editing app Snapseed went up on the US App Store in only four days

+2151%

Hashtag engagement for #ShotoniPhone on Instagram

+9797%

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