**Memories too.**

**by Abszintzöld**

**DESCRIPTION**

We just got our fresh coffee and our delicious sandwiches. What is the first step then?

Of course a picture, because if we don’t upload it to the Instagram, we weren't there either.

Wait I'll make another picture…and another…and another. What is the end?

**ABOUT THE FILM**

We don’t need to stop at one example. Our concept can work as a campaign showing how many ordinary situation there is in our life, when younger people use the social media too much. it is a very simple and real life situation that is understandable to everyone (but especially the genZ).

**BACKGROUND**

Probably everyone has already encountered a situation where an acquaintance or a stranger at the other table takes a thousand pictures of the same food, the landscape with the front or back camera too. it’s great to be able to capture any moment of ours, but sometimes we miss the point: we don't make it for sharing the experience, we make it for likes and reactions. This is what we want to draw attention to: Don’t let social media drive your life, live a life which is worth to share on social media. And your balance is just right there.