The Memory Box is an advertising campaign launched by Fujifilm for their Instax camera, initially launched in the late 1990s. The objective for this campaign is to highlight the importance of the tangibility of physical memory due to the preference of digital media including Snapchat and Instagram among both Gen-Zs and millennials (more precisely targeting those between the ages of 20 and 40). It was important for us to highlight the importance of being able to physical memories because although digital platforms such as Dropbox and iCloud allow users to have all their photos and videos in one place, however, there is always the risk of file corruption, forgetting one's password and whole bunch of other contributing factors to our inability to one day access our cherished memories. Physical media and more specifically printed pictures are important because of the sentimental value that they hold. Previous generations have spent thousands of hours sorting through pictures to curate their photo albums, writing the dates, locations on the back of the pictures, remembering the names of the people with whom they share their memories with in preparation for the day where they will have the chance to share those memories with their family members and visitors. In addition to printed photography being important for the purpose of sharing memories of living beings, photographs are important to capture the milestones of children because they cannot. For the social media activation of our Memory Box campaign, we made videos for Instagram, TikTok and YouTube Reels. Our main campaign video was an interview featuring Katja, our main spokesperson for the Memory Box in which she showed her memory box. In the interview, Katja detailed her struggles with moving away from home and what she knew in order to go to university and the importance of her being able to have memories that she could hold onto whilst she was away. The contents of the memory box included childhood pictures, pictures of close friends, objects of sentimental value (such as seashells) and concert tickets. Among the short-form videos included a montage of the Memory Box team's personal archive of memories including videos with friends, family members and the things one could miss about home. Moreover, articles were written for publications such as i-D Magazine, The Guardian, Dazed Magazine and university campus newsletter, The Gazelle in which readers could learn how to curate their own personal memory boxes, gain a bit more insight into how Gen-Zs felt about collecting/investing in physical media as well as it being a lost art and why its

important. Among the articles, there was also a guide on which Instax camera readers could buy in alignment with their personal taste. All in all, the Memory Box campaign's goal is to bridge the gap between the tangibility of memories and the Gen-Z's/millennials through photography.