

CREATIVE PORTFOLIO

INSTAGRAM PRISM

Don't just share the moment.
Step inside it.

A speculative future-brand campaign exploring how Instagram could evolve from a screen-based platform into an immersive storytelling experience.

FUTURE PRODUCT

BRAND STORY

CAMPAIGN SYSTEM



Creative concept and direction - Sebastien Soudais

From sharing a moment to entering it

The concept moves Instagram from a flat feed into a spatial, human-centered experience.

THE CREATIVE OPPORTUNITY

Instagram's real product has never been the feed.

It is the feeling of seeing, creating and connecting through another person's world. Prism turns that emotional truth into a future product: wearable, immersive and immediate.

THE STRATEGIC SHIFT

View content → Experience presence



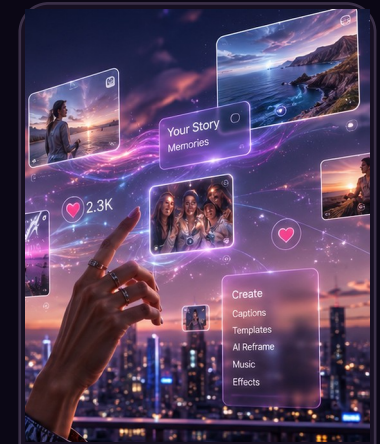
CAPTURE

A desirable object, not an abstract feature.



CONNECT

A human gesture keeps the technology personal.



EXPERIENCE

Floating memories visualize the new promise.

One frame. One product. One future.

The campaign image communicates the innovation before the viewer reads a single line.



The product is tangible, the interaction is instantly understood, and the city-scale world makes the idea feel culturally significant.

Instagram Prism

A future-facing product idea that still feels like a natural evolution of Instagram.



WHY THE PRODUCT FEELS CREDIBLE

- 1 A familiar form factor**
The glasses make a radical future feel immediately understandable.
- 2 A visible hero object**
The product is clearly shown in the foreground, giving the campaign something concrete to sell.
- 3 Instagram-native behavior**
Capture, stories, reactions and creator tools are translated into spatial interaction.
- 4 Technology serves emotion**
The promise is not "better hardware." It is deeper presence inside meaningful moments.

The line sells the transformation, not the technology

It takes something Instagram already owns - sharing moments - and turns it into a new emotional promise.



“

**Don't just share the moment.
Step inside it.**

CONTRAST

“Share” describes today. “Step inside” defines tomorrow.

ACTIVE LANGUAGE

The viewer is invited to move, explore and participate.

HUMAN BENEFIT FIRST

The line communicates presence and emotion before features.

CAMPAIGN FLEXIBILITY

It can live in film, OOH, launch events, social and product demos.

Technology made cinematic, social and human

Every visual choice supports the same idea: this is not a device demo - it is a new way to feel connected.



THE HUMAN ANCHOR

The creator remains the emotional center. Her expression sells wonder, not complexity.



MEMORIES IN MOTION

Floating media transforms the familiar Instagram language into a spatial world.



CULTURAL SCALE

The skyline and rooftop setting make the launch feel iconic, urban and globally relevant.

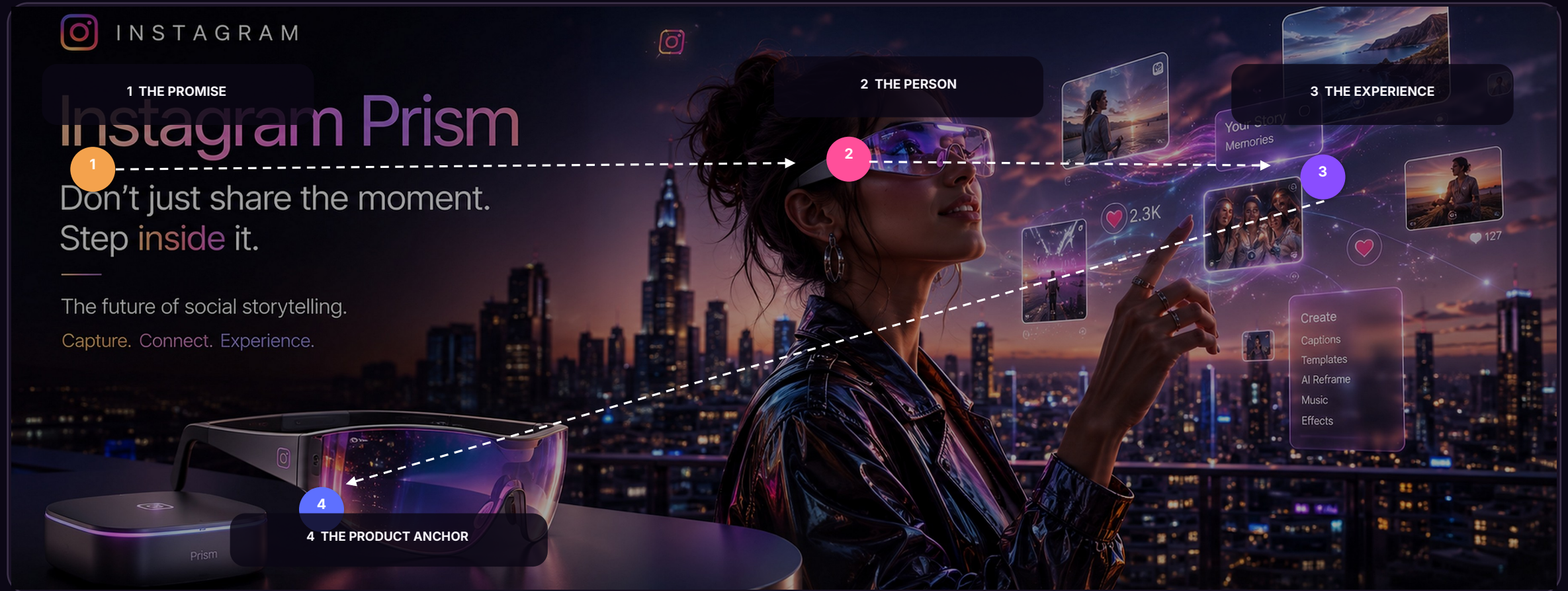


DESIRABLE OBJECT

Glossy reflections and premium materials elevate Prism from concept to aspiration.

A deliberate path through the idea

The layout guides the eye from promise, to person, to experience, and finally back to product.



Familiar enough to believe. New enough to desire.

The concept balances brand recognition, product clarity and emotional ambition.

01

BRAND CONTINUITY

Instagram's gradient palette, stories, reactions and creator language remain recognizable.

02

CLEAR INNOVATION

The glasses and spatial interface create an immediate "future" signal.

03

EMOTIONAL ASPIRATION

The image promises wonder, presence and creative freedom - not merely utility.

04

ONE-SENTENCE IDEA

The headline explains the entire transformation without technical jargon.

05

SCALABLE WORLD

The visual system can expand into launch film, outdoor, social, retail and experiential.



The ad does not ask the audience to understand a technology. It asks them to imagine a feeling.

A launch idea built to travel across every format

The same creative promise can become a complete ecosystem instead of a single advertisement.



LAUNCH FILM

A creator moves from recording a memory to physically entering its world.



OUT OF HOME

Ultra-wide city placements turn holographic stories into portals.



REELS + CREATOR DEMOS

First-person experiences make the product behavior instantly shareable.



EXPERIENTIAL LAUNCH

Visitors step inside immersive memory rooms powered by Prism.

FROM A PLATFORM YOU OPEN → TO A WORLD YOU ENTER