



Shot on a Phone bought 8 years ago.

by Sam M.



Jane Goodall Institute
Canada

Buying a new phone increases mining in protected forests.
Keeping your old one can reduce its impact by half.

Discover more and take action at janegoodall.ca

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Cultural context

Planned obsolescence. That's literally the cultural context.

Insight

One of many ways to take action with JGIC is by continuing to use your current phone or recycling it responsibly. According to the Institute, the steady rise in cellphone purchases has contributed to increased demand for coltan, a mineral used in smartphones, driving illegal mining in Africa's forests and involving more than 10,000 miners.

Research shows that extending a smartphone's lifespan can reduce its annual environmental impact by up to 50% (European Environmental Bureau, 2019).

But how do you communicate this to a generation conditioned to upgrade constantly? By proving that older technology still performs.

We paid homage to Apple's iconic "Shot on iPhone" campaign and transformed it into an awareness ad. By showcasing the quality of a photo taken on a eight-year-old phone, we demonstrate that keeping your device longer is both realistic and impactful.

The familiarity of this visual language makes the message instantly accessible, positioning JGIC as witty, relevant, and action-driven for a new audience.

Fun fact :)

The landscape photo of the ad was actually taken by the art director's brother in 2018 in Portneuf Canada.



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