

Canon EOS Photochains

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Client: Canon

Strategy

To promote Canon's range of DSLR cameras, the concept of Canon EOS Photochains was created: an online photography community where photographers can provide inspiration to each other. To create a Photochain, a photographer simply takes a photo and selects a detail in it. Another photographer then takes that detail and uses it as the inspiration for a new photo.

Results

This campaign tapped into a known behaviour to establish a community and at the heart of that is their own product and Photochains effectively became its own social media platform, with people making connections by joining chains. Throughout the campaign 18,709 images were uploaded, while photochain images have been viewed 1,995,896 times and 19,271 people signed up as members of the Canon EOS website.

