

Look up, life is not on your screen

Take a break, step away and reconnect with what matters

#Disconnect2Reconnect

About the Campaign

In today’s hyperconnected world, endless notifications, algorithm driven feeds and curated content are constantly pulling us away from the present. This campaign aims to address the problem of digital dependency which has led to us losing hours upon hours to doom scrolling which eventually leads to our real world interactions being replaced by virtual interactions. The goal of this campaign is to act as a reminder to focus on intentional living to create meaningful experiences.

Our Mission

Escape the feed

End the doomscrolling
Take control of your digital consumption

Reclaim your time

Every minute you spend scrolling, you lose a minute of your time
Spend time on what really matters

Rebuild in person connections

Remember what it means to be truly present
Reconnect with those around you