

Twitter Thread by ██████████████████████████████ ✌️



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We live in "The Instagram Age."

Kasarda's Law of Connectivity: "Every technology that circumvents distance electronically will increase our desire to travel it ourselves."

Interacting with people, places or products ONLINE makes us want to see them OFFLINE.



Drake said it best.



I know a girl whose one goal was to visit Rome
Then she finally got to Rome
And all she did was post pictures for people at home
'Cause all that mattered was impressin' everybody she's known
I know another girl that's cryin' out for help
But her latest caption is "Leave me alone"
I know a girl happily married 'til she puts down her phone
I know a girl that saves pictures from places she's flown
To post later and make it look like she still on the go
Look at the way we live

Instagram turns reality into a STAGE.

Big marketing opportunity for restaurants and retail stores.

Step 1: Find empty wall space

Step 2: Paint a colorful mural

Step 3: Hire security guards to manage the insane foot traffic.

Murals make ordinary places extraordinary.



