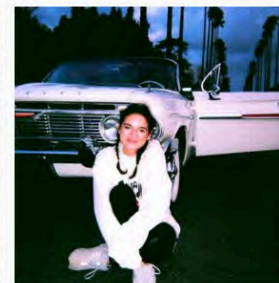
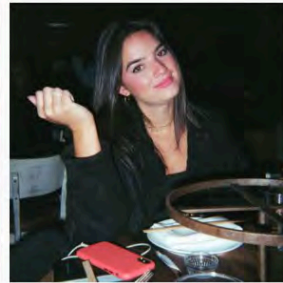
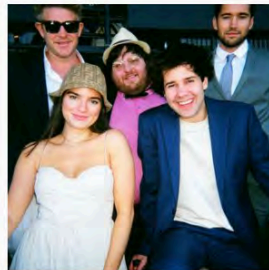
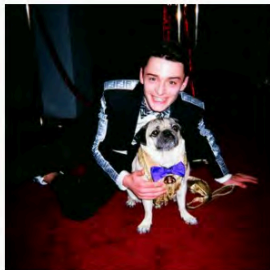
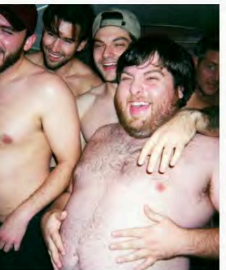


March 2021

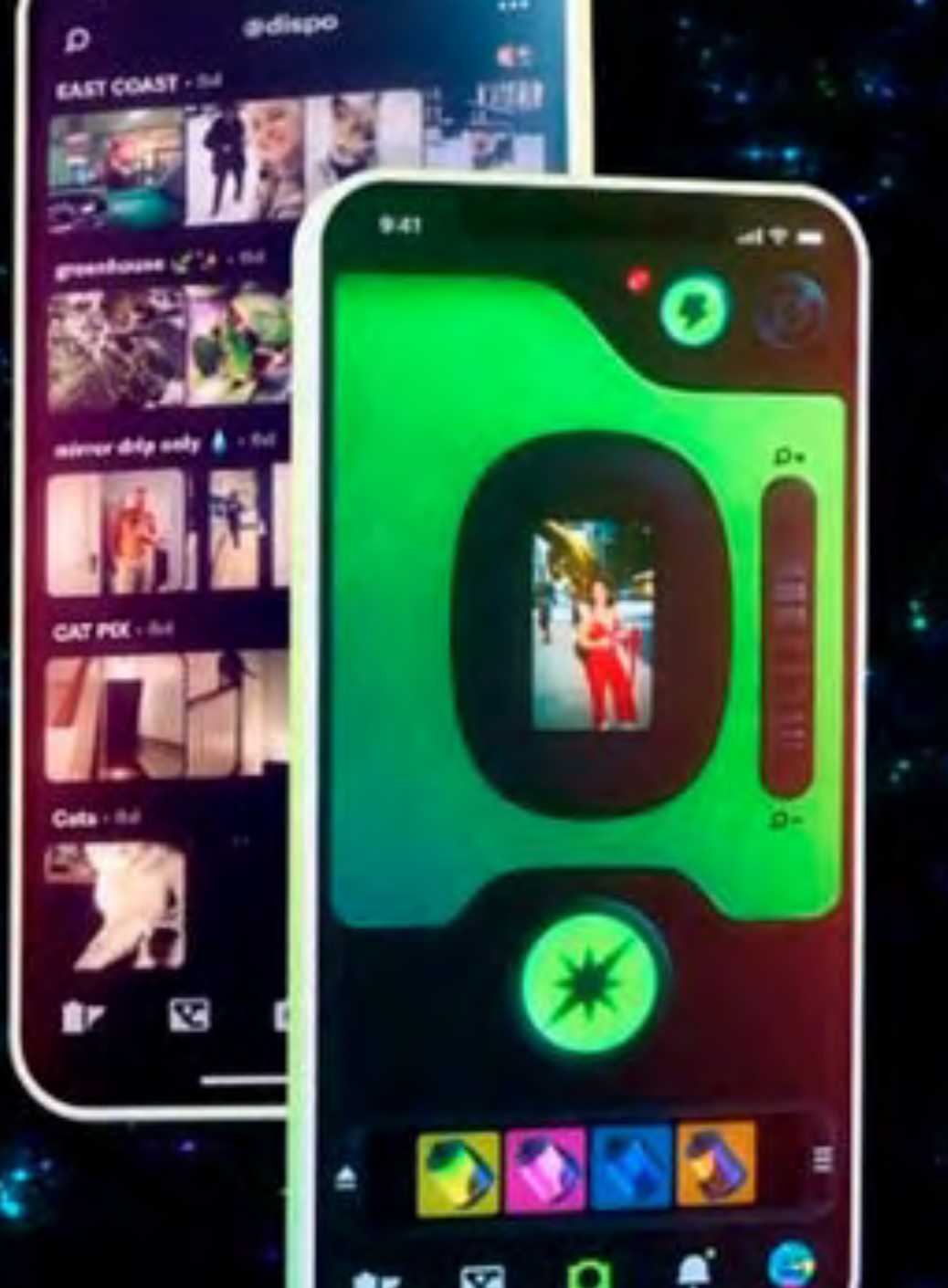
# Emerging Social Platform Snapshot:



# Dispo



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# What is Dispo?

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# Dispo is...

- A hot new photo app: #4 on the App Store over the past month
- Was invite-only until March 9. The floodgates are open... if you have an iPhone
- Gaining headlines for being the "[anti Instagram](#)"
- Already valued at [\\$200 million](#)
- Still in beta/test stage

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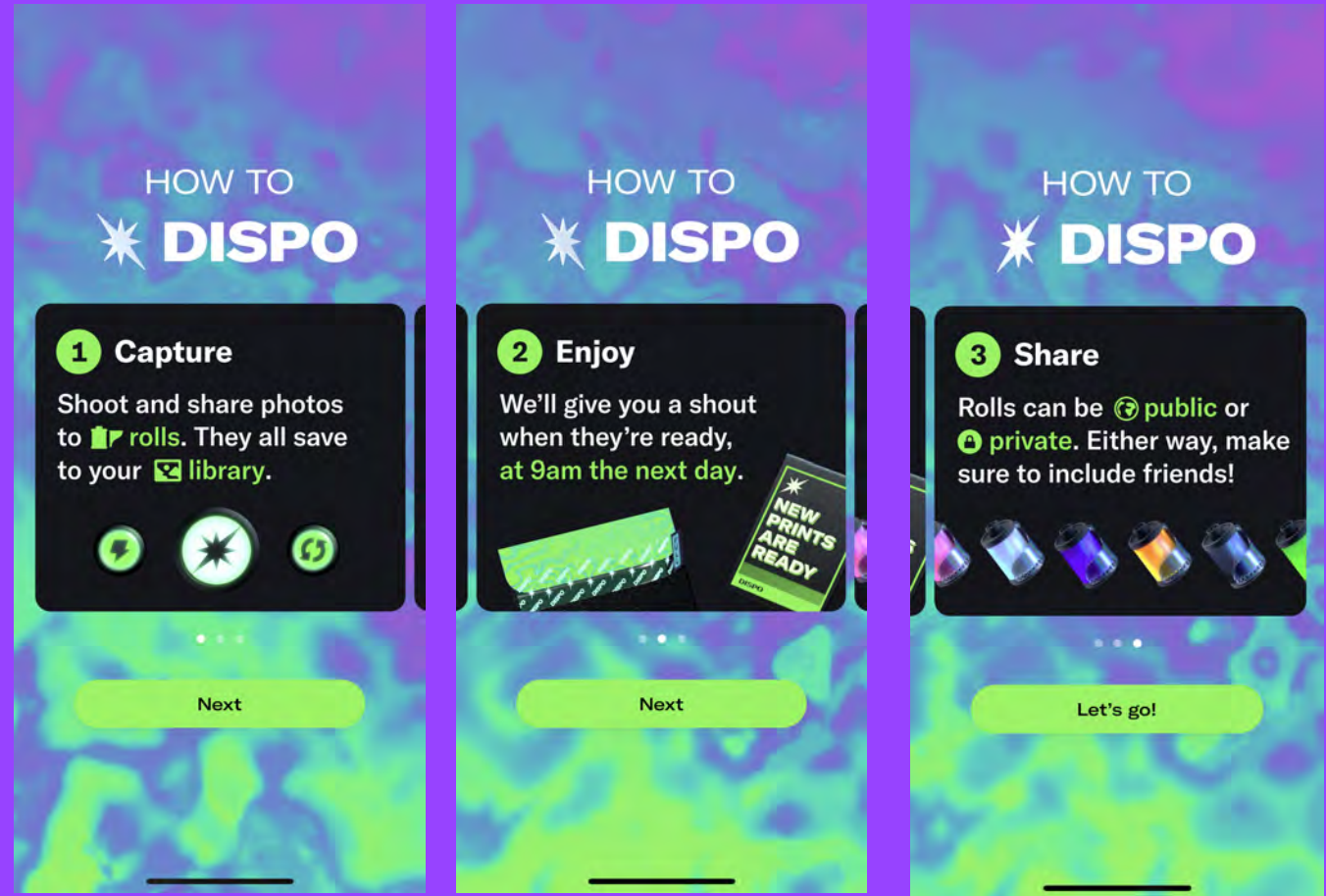


# How it works

Originally called *Disposable*, the app is an alternative to Instagram that lets you create and share very simple, non-filtered or altered photos that elicit the nostalgic feelings associated with using a disposable camera – urging users to take a beat, perhaps off their phones altogether, to wait for photos to “develop” overnight before posting and sharing.

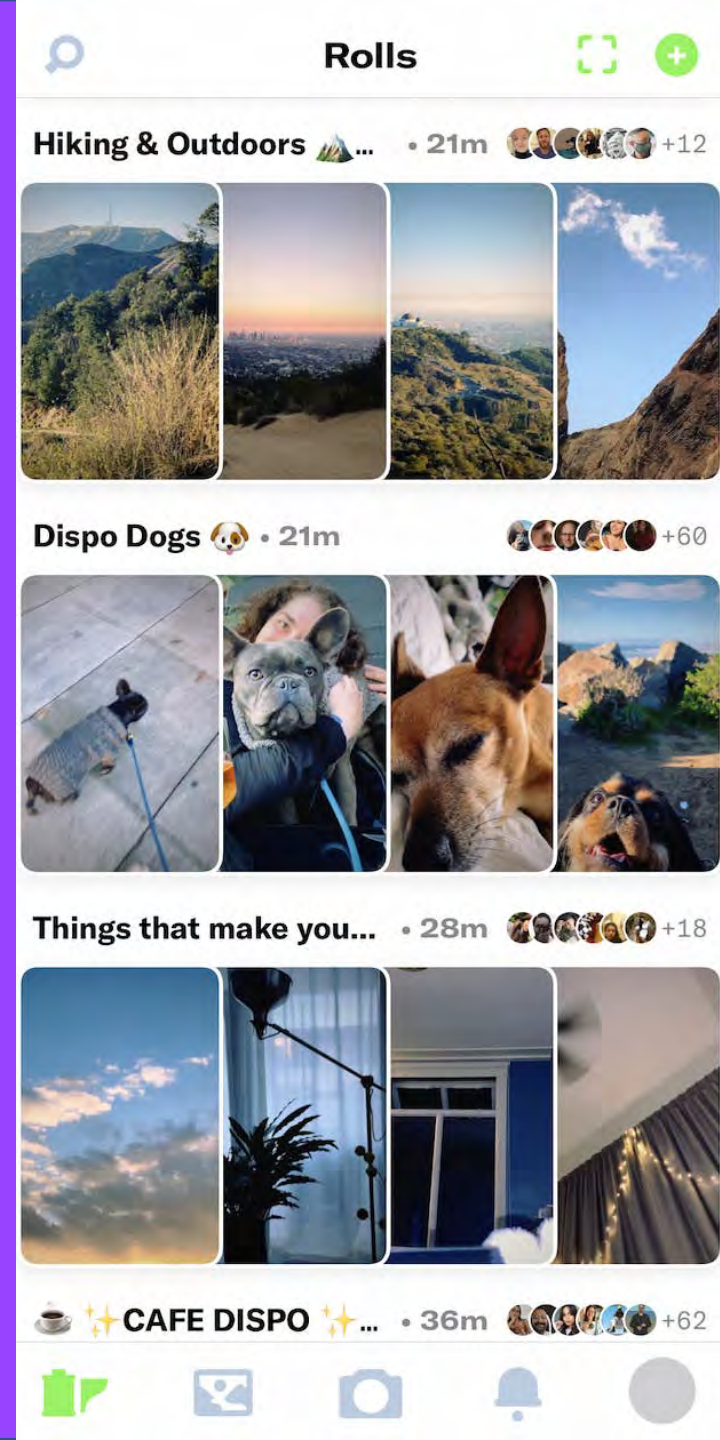
Dispo is all about “naturally” captured moments: It does not allow you to crop or edit photos – much less add filters or stickers... or even text, including hashtags.

Their tagline: Live In The Moment.



# Why is this “social”?

- Multiple users can digitally take/add photos on the same roll – a la passing a camera around at a party.
- The rolls can be private (for one or an invited group) or shared publicly to other users
- Users can find and follow one another on the platform, get notified when new photos are ready to view, like, and comment on their pictures



# Other fast facts.

## Founded by David Dobrik.

This influencer/YouTuber created it after experimenting with a dedicated Instagram feed of developed camera and Polaroid photos.

In the New York Times, he said having real disposable cameras at his house: "... would be like the ending of 'The Hangover' every morning," Dobrik, 24, said. He started posting his developed photographs on a dedicated Instagram account in June 2019, and quickly racked up millions of followers. Other influencers and celebrities, including Tana Mongeau and Gigi Hadid, soon started their own "disposable" accounts; their fans followed suit.

## Anti-social social?

Dispo users cannot apply filters to their photos or alter them before posting. You also cannot add any captions to explain what is happening. The only settings are a zoom dial and a flash setting: A great way to create a less stressful option for many consumers joining the backlash against Instagram's uber-polished and produced, influencer fueled arena.

Dispo also teaches rare moments in *patience* in this quick-draw, real-time world: The overnight "develop" time also creates the sense of intrigue and excitement each day at 9am when photos are available.

The app does not include built-in sharing features to other platforms.

## iPhone only.

Initially, you could only in by getting a seemingly elusive invitation – or asking them for entrance via their TikTok channel. It opened widely to all iOS users March 10.

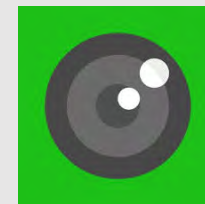
The huge initial surge of traffic has been slowing app performance – and already valued at \$200 million, don't expect the floodgates of invites to open to Android soon.

## Opportunities for brands?

There are reported ads being tested on Dispo – so many that users have mentioned further poor performance in their reviews.

So far it appears Dispo is testing with ad networks – no direct buys or branded promotions (so far).

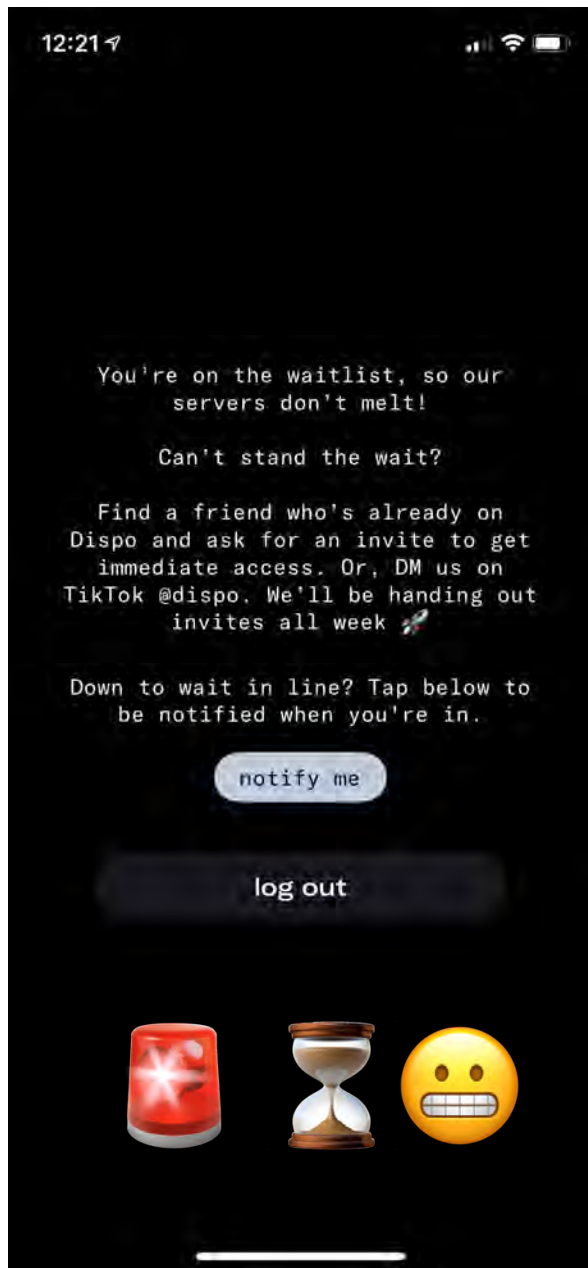
With venture capital already infused, monetization is on the horizon.



Original logo



March 2021 logo



# Now What?

Download the app, get on the waitlist and stay tuned for updates from your Razorfish Social and Content Strategy team! Hit us for an invite.

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