

Subject Line: Dobrik strikes gold with Dispo

Dear Ms. Angela Watercutter:

Taking a photo with no editing, no captions— just living in the moment. This may sound like an idyllic '90s fantasy, but it's exactly what David Dobrik has brought back with his new app Dispo. In an era where everything is instantly available thanks to technology, the idea of taking a picture and waiting until 9 a.m. the next day to see it seems like something that no one would be interested in, but Dispo hit No. 4 on the app store after its launch last week. Ask anyone, the '90s are back and Dispo is the proof.

If there's one thing that Dobrik knows how to do, it's capitalize on a pop culture moment. Nostalgia is sweeping the nation and the internet. On his Instagram account, @davidsdisposable, Dobrik shared the disposable photos that he and his friends took during their L.A. adventures. And being the trendsetter that he is, Instagram was flooded with other accounts featuring photos from disposables. Suddenly disposable cameras were popular again and Dispo was born. The app makes participating in the nostalgia mania accessible by putting a disposable camera into everyone's pocket.

You already know that everything Dobrik touches turns to gold because of your recent profile on him. From gifting Teslas, to celebrity surprises and pranks, Dobrik can create viral moments with the snap of his fingers. And he's done it again with Dispo. Your coverage of other nostalgic trends, including shows like "[Stranger Things](#)" and other [nostalgic tech](#), makes you the perfect person to cover this story. I think that your tech-savvy, trendy readers would be interested in learning more about Dispo's journey from a social media trend to a successful app.

We're willing to offer you an exclusive, behind-the-scenes story about Dispo's launch with never-before-seen Dispo photos of Dobrik and his friends. We can also set up interviews with Dobrik and his leadership team at Dispo and give you a tour of the office. Anything you need, we can make it happen.

I've included links to Dispo and @davidsdisposable so that you can see what all of the hype is about. I'll follow up with you next week to see if there's anything else that you need so that we can make this story happen.

<https://www.instagram.com/davidsdisposable/>

<https://www.instagram.com/dispo/>

<https://apps.apple.com/us/app/dispo-live-in-the-moment/id1491684197>

Sincerely,

Ashley Arenal

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Dispo Inc.

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