

## Polaroid

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Polaroid was once synonymous with instant photography, revolutionizing the way people captured and shared moments. Founded in 1937, the company enjoyed immense success with its iconic instant cameras and film. Polaroid's technology allowed users to develop photos within minutes, creating a unique and cherished experience. However, the 1) \_\_\_\_\_ of digital photography in the late 1990s marked the beginning of a 2) \_\_\_\_\_ decline for the brand.

As digital cameras and smartphones with built-in cameras gained popularity, Polaroid struggled to 3) \_\_\_\_\_. The company's attempts to transition to digital products were too little, too late. In 2001, Polaroid 4) \_\_\_\_\_ for bankruptcy, and although it emerged from bankruptcy and attempted several rebranding efforts, the magic of instant film could not be recaptured in the digital age. The brand's image became more about nostalgia than innovation.

Despite a few successful product launches that 5) \_\_\_\_\_ its retro appeal, Polaroid's overall market presence remains diminished. The company has 6) \_\_\_\_\_ toward licensing its brand for various products, but it no longer holds the pioneering spirit it once did. Polaroid's name now evokes a 7) \_\_\_\_\_ era of instant photography, overshadowed by its failure to adapt to the digital revolution.



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