



Press Information

Leica Brand Campaign „THE WORLD DESERVES WITNESSES”

Leica Camera AG continues to pay tribute to photographers who bear witness to the world.

Wetzlar, July 20, 2021. After the remarkable and unanimously acclaimed launch of the campaign "THE WORLD DESERVES WITNESSES" / "LE MONDE MÉRITE DES TÉMOINS" last January, more than 20 million views of the "Manifesto" clip, 500 million impressions of the operation's various items of content, and a prestigious D&AD award (Graphite Pencil, Documentary Photography category) and Cannes Lions award (Bronze Lion, Print & Publishing category), the legendary German manufacturer of cameras unveils a second chapter.

Remaining true to the initial approach of designing a campaign solely from existing images, TBWA\Paris and Leica continue to give full meaning to photography and highlight the singular look of all those who use their Leica camera to document the beauty, the poetic and the unusual in our world. This new chapter of the campaign includes 6 new visuals published in print and online in more than 15 countries around the world. After the American photographer Joel Meyerowitz, it is now Steve McCurry's turn to be the master photographer honored in this second opus. He is accompanied by five new photographers, from all walks of life, who each bring their own sensitive eye on the world: Lynn Johnson, Christopher Steele-Perkins, Ciril Jazbec, Dotan Saguy and Eolo Perfido. These 6 new visuals are also an opportunity to highlight several cameras made by the German company: The iconic M (M10 MONOCHROM and the M10-R) but also the other "Systems" that uphold the brand's reputation, notably the Leica Q, Leica SL and Leica S.

Please find further information at: www.leica-camera.com

Names of the photographers of the key visuals/press images

- Steve McCurry
- Lynn Johnson
- Christopher Steele-Perkins
- Ciril Jazbec
- Dotan Saguy
- Eolo Perfido