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Dazzle Inspire Attract Lead

Stand-Out

Captivate

Illuminate Mesmerize

Fascinate

MESSAGING

In all marketing campaigns for the Phone 2a CE, the primary objective should be to “**CAPTIVATE**” the audience. This innovative device from Nothing showcases the brand's commitment to pushing boundaries within the industry. With its captivating community-driven narrative and striking phosphorescent design, the Phone 2a CE is guaranteed to capture the attention of all who encounter it. This goes hand-in-hand with the main product tagline “**CATCH. EYES.**”

In tandem to that the messaging can be based on any of the action words mentioned on the first page. They are all verbs that are a call to action to the user as well as an accurate description of what the phone intends to do.

Examples of using them are given below:

Sample Creative Copy

- Step into a world where your voice shapes technology. More than a phone - the 2a CE is a canvas for your imagination. Crafted to CAPTIVATE your senses and ILLUMINATE your interactions. With its stunning phosphorescent back, the phone doesn't just blend in; it DAZZLES. Join us as we LEAD the charge in design and functionality, inspiring a new era of connectivity that STANDS OUT in every crowd. Let your ideas take flight and FASCINATE those around you, as every call, text, and photo MESMERIZES your world. So many fishes in the sea... but this one will CATCH. EYES.

Emphasizing Uniqueness.

- LEAD the charge in redefining what a smartphone can be.
- STAND-OUT from the boring and the monotonous.
- ILLUMINATE a bold new world where tech is fun again.

Highlighting Key Features.

- Phosphorescent perfection that CAPTIVATES imagination
- Industry LEADING, co-created brilliance.
- Powered by a chip that delivers DAZZLING performance.

TAGLINES

In order to truly captivate audiences, it is crucial to emphasize the innovative and unconventional ideas that were instrumental in the creation of this phone. This product was not simply born out of traditional methods, but rather from a collaborative process that pushed boundaries and redefined what a phone could be. This phone represents the ultimate version of its kind, setting a new standard for innovation and functionality.

“CATCH. EYES.” - replacing “Fresh. Eyes.” from the original 2a campaign.

- 1. Connotation and Engagement:** The word "catch" implies action and implies that the phone has a captivating quality that will grab attention. It suggests that the phosphorescent feature is so striking that it draws people in, making them notice the phone immediately.
- 2. Visual Imagery:** "Catch" carries a strong visual connotation, as it evokes imagery of something quickly capturing one's attention. This aligns well with the idea that a phosphorescent back would stand out, making it eye-catching and hard to miss.
- 3. Community Appeal:** Since the phone was co-created with a community, using "Catch" can imply that the features were designed not just for aesthetics but to resonate with users and their experiences. It signifies a shared vision just like the story behind the product itself.

“CO-CREATED BRILLIANCE” - replacing “Powerfully Unique” from the original 2a campaign.

- 1. Emphasis on Collaboration:** The term "Co-Created" highlights the collaborative effort between the company and its community members. This conveys that the product embodies ideas and innovations from a broader group, fostering a sense of pride and ownership among users.
- 2. Value of Innovation:** "Brilliance" suggests not only brightness (which resonates with the phosphorescent feature) but also excellence and outstanding quality. It implies that the product stands out in the market due to its unique attributes.
- 3. Alignment with Original Tagline:** It complements the original tagline "Powerfully Unique" by maintaining the focus on uniqueness and value, but with a twist that reflects the community-driven design process.

FILM CAMPAIGN CONCEPT

The film will showcase the co-created phone 2a CE featuring a phosphorescent back, symbolizing collaboration and innovation. The shortnose greeneye fish (*Chlorophthalmus agassizi*) will serve as a charming mascot, guiding the narrative and embodying the themes of illumination, connectivity, uniqueness and captivation. Vibrant animations and effects will be used, complemented by human interaction to emphasize the idea of technology meeting nature; Which is at the heart of Nothing's philosophy.

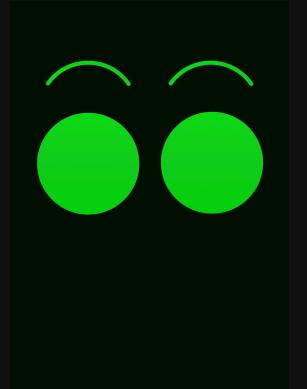


STRUCTURE (Timestamps are approximations)

1. Intro (0:00 - 0:10)

Visual: Start the same way as the phone 2a campaign but this time with the “Catch. Eyes” symbol then transition into a scene with dark underwater visuals and subtle glowing animations. Gradually reveal the serene habitat of the shortnose greeneye fish, glowing amidst the depths of the ocean.

Audio: Soft ambient sounds of water and deep, melodic tones.



2. Meet the Mascot & Phone (0:10- 0:20)

Visual: The shortnose greeneye fish swims into focus, showcasing its vibrant colors and phosphorescent glow. The camera follows as it glides gracefully through the water, leaving a trail of light which eventually takes shape to resemble the phosphorescent back of the phone 2a CE

Audio: The narration begins softly, "Captivate your senses with the ultimate version of phone 2a."



3. Co-created (0:20 - 0:40)

Visual: Transition to animated scenes that depict a collaborative process – sketches and designs coming to life. Stylized illustrations of people working together, reflecting the phone's development. The fish interacts with these designs, playfully nudging elements into place, all under water.

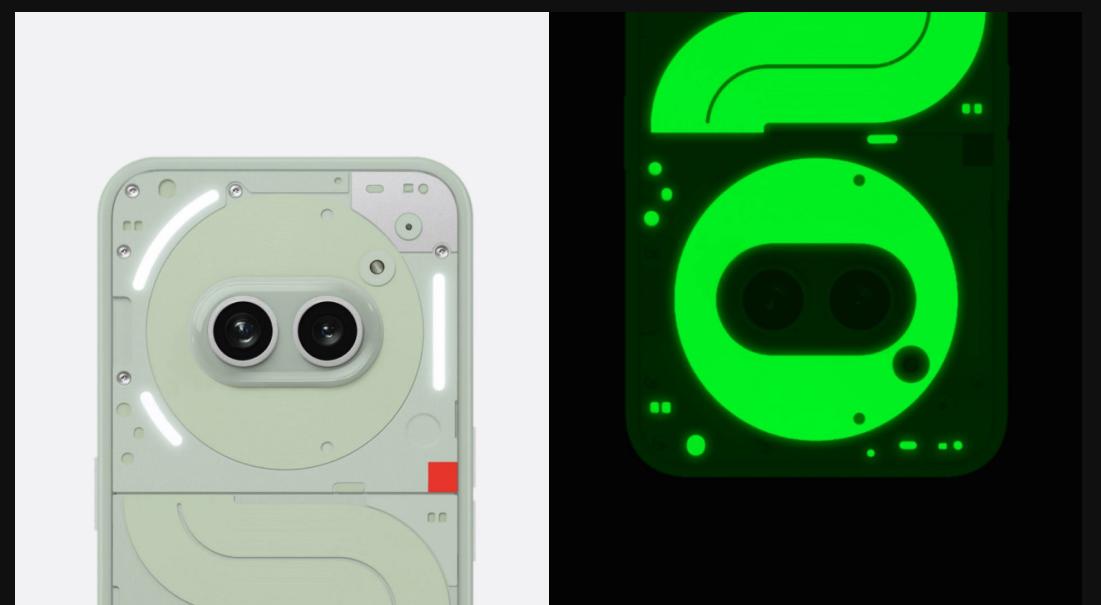
Audio: "Born out of an industry leading co-creation project. Your ideas illuminated the way..."



4. The Glow of Innovation (0:40 - 1:00)

Visual: Showcase the phone's phosphorescent back. Use a sleek animation to highlight how it glows in various settings (at night, in a dark room). The phone back design intro is animated to mimic the fish's movements, illustrating harmony between nature and technology.

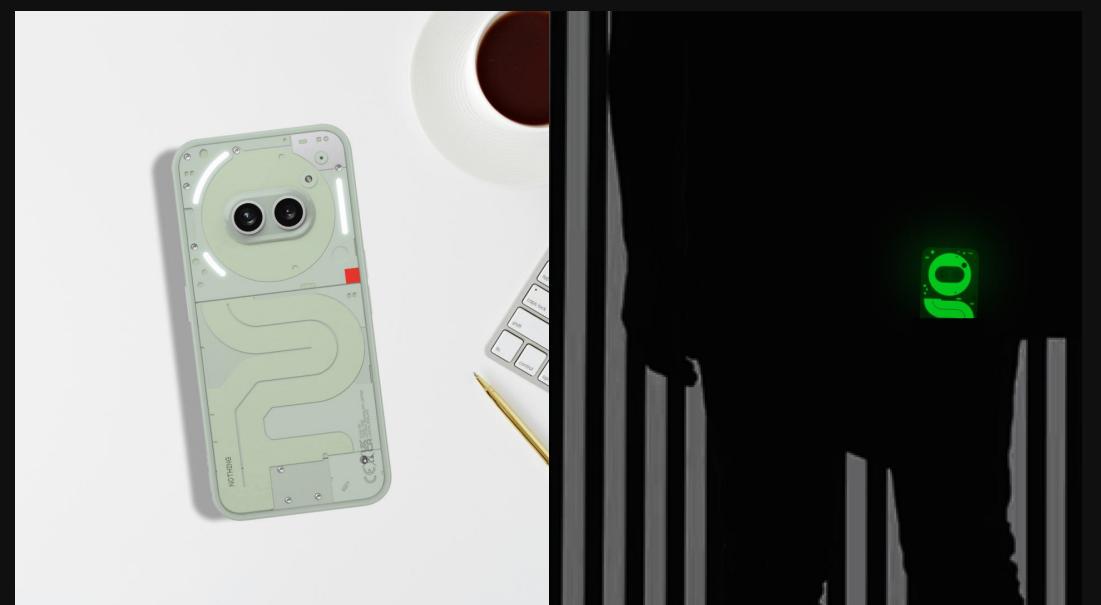
Audio: "...towards phosphorescent perfection. Fascinating in every aspect. Designed to attract and inspire. "



5. Real Users, Real Moments (1:00 - 1:20)

Visual: Briefly cut to scenes of two diverse human subjects (a user and a photographer), interacting with the phone in daily scenarios (e.g., putting the phone on their desk and seeing how the passage of time changes the phone's look or involving the phosphorescence element into dark or night-time photography scenarios). Their genuine smiles and interactions create a relatable ambiance.

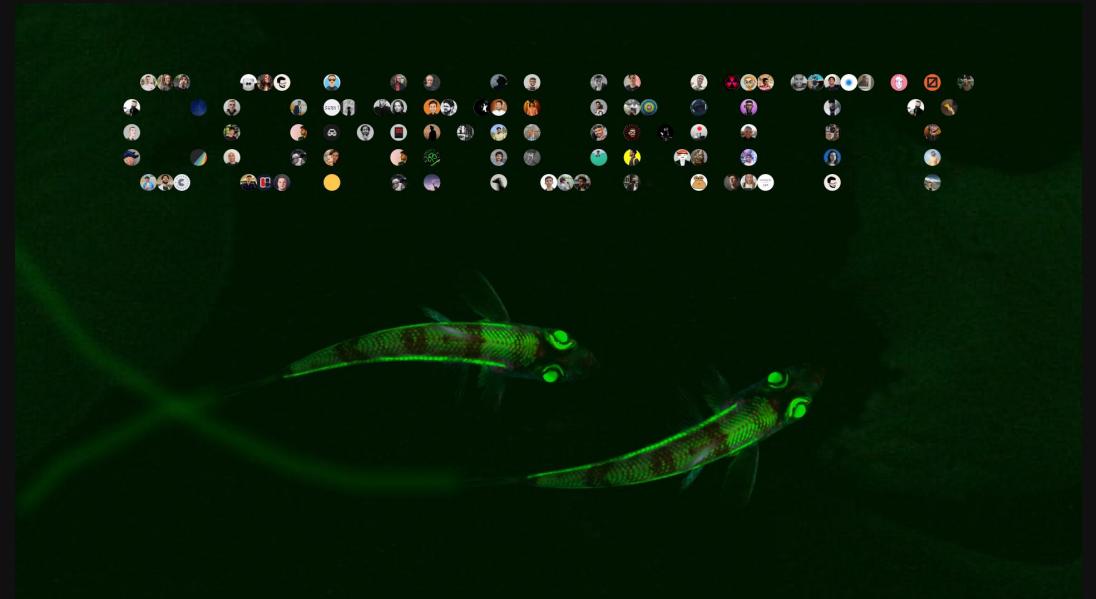
Audio: "One that dazzles in every scenario, creating mesmerizing moments. "



6. The Community (1:20 - 1:40)

Visual: Return to the animated world where multiple shortnose greeneye fish join together, creating waves of color. They form patterns and shapes, symbolizing community and collaboration. Highlight other submissions or display the community logo where every dot is a community member – this is done to put emphasis that this is a partially community derived product and as a thank you to those who took part. (In this scene the fishes are symbolizing the community as they pass them by creating some glowing patterns as their trail)

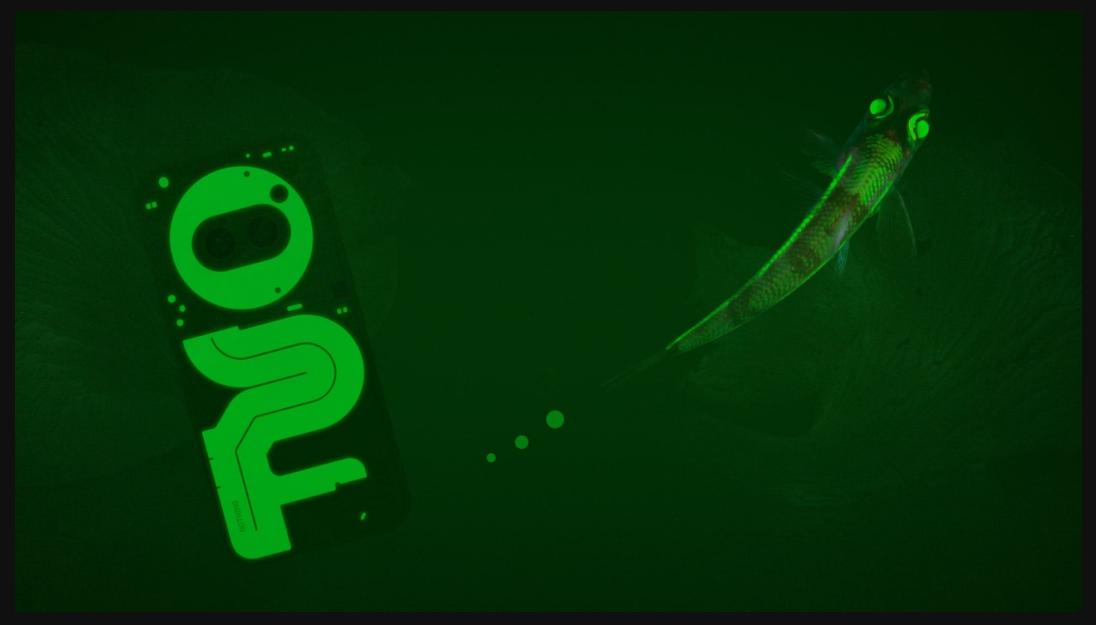
Audio: "Empowering a community that thrives on creativity and innovation. Join us as we lead the charge in redefining what a smartphone can be."



7. Call to Action (1:40 - 1:50)

Visual: the patterns and shape transform into the product shot of the phosphorescent phone. The light from the phone gradually fills the entire frame.

Audio: "Stand out from the crowd and embrace co-created brilliance."



8. Closing (1:50 - 2:05)

Visual: End with the animated shortnose greeneye fish swimming away, leaving a glowing trail that fades into the final visual shot + product tagline. Show the company logo and website name (NOTHING (R) & nothing.tech) to end the film.

Audio: Uplifting music swells, leading to silence as the tagline appears. "Many fishes in the sea... but this one will Catch. Eyes."



Style and Tone:

Visuals: A mix of vibrant colors, fluid animations, and smooth transitions that mimic the movement of both the fish and the glowing effects of the phone.

Tone: Inspirational, creative, and warm, inviting individuals to be part of a community dedicated to innovation. Focus is maintaining the thematic tone represented by the key words on the first page.

Full Film Campaign Narration:

“Captivate your senses with the ultimate version of phone 2a.

Born out of an industry leading co-creation project. Your ideas illuminated the way...

...towards phosphorescent perfection. Fascinating in every aspect. Designed to attract and inspire.

One that dazzles in every scenario, creating mesmerizing moments.

Empowering a community that thrives on creativity and innovation. Join us as we lead the charge in redefining what a smartphone can be.

Stand out from the crowd and embrace co-created brilliance.

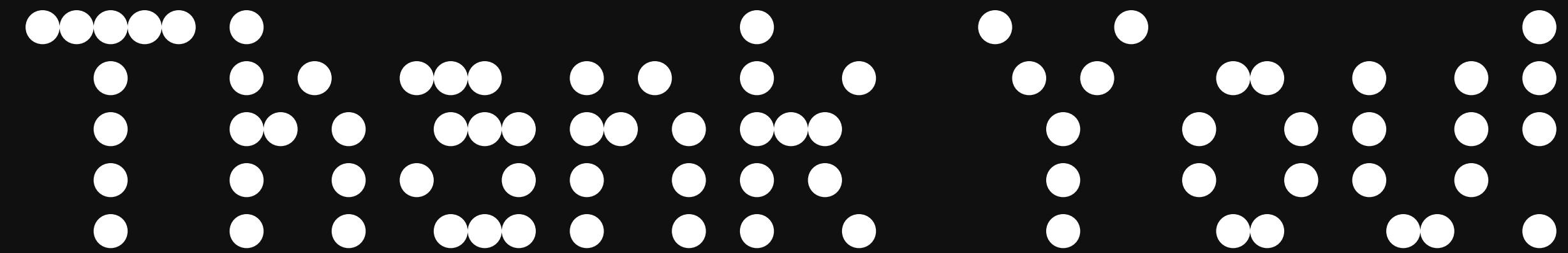
Many fishes in the sea... but this one will Catch. Eyes.”

-Final Note

The ideas in the film are just like the main theme of the campaign itself, that is – they are meant to captivate the imagination. If selected, I would love to bounce ideas back and forth with the Nothing team.







For taking the time out to read everything I had to say...
I have submitted entries for all prior stages, so this has been an incredible journey.
Thank you, to all the people behind the scenes who made this project possible and...
...thank you, to all the community members who have voted for my entries along the way.

- Rahil H.