



N O N A M E S

PROPOSED COMMUNICATIONS PLAN

OBJECTIVES

Position No Names as the premium alternative to mainstream dating apps.

Cultivate a culture-first, socially aware community via curated content.

Ignite demand through invite-only, intrigue-driven digital activations.

Protect the brand's exclusivity while expanding organic reach.

Encourage real-life, plan-based connections over digital small talk.

Generate high-impact app growth through exclusive, invite-only hype cycles.

STRATEGY

Cinematically shot vertical videos showing fleeting, emotion-heavy moments silhouettes at cafés, hands brushing past, untold stories unfolding in atmospheric cityscapes. No faces, no voice overs, just evocative sound design and movement

curations shared via carousels
e.g., "3 places to talk, not shout," "Late-night spots where no one asks what you do."
Crafted by community insiders and influencers, positioned as taste-led, not promo-led.

A 3-part story series posted post-11PM, featuring anonymous voice notes, raw dating confessions, and Q&As on modern connection where the community vents, reflects, and relates.

A weekly IG Story feature where select users receive a secret code via DM to unlock a curated experience (digital or IRL). Builds a gamified, layered narrative around exclusivity and trust.

Engage handpicked culture-shaping creators to share their 'No Names moments' through stylized audio diaries, voice memos, or minimal visual snippets fueling word-of-mouth while preserving mystique.

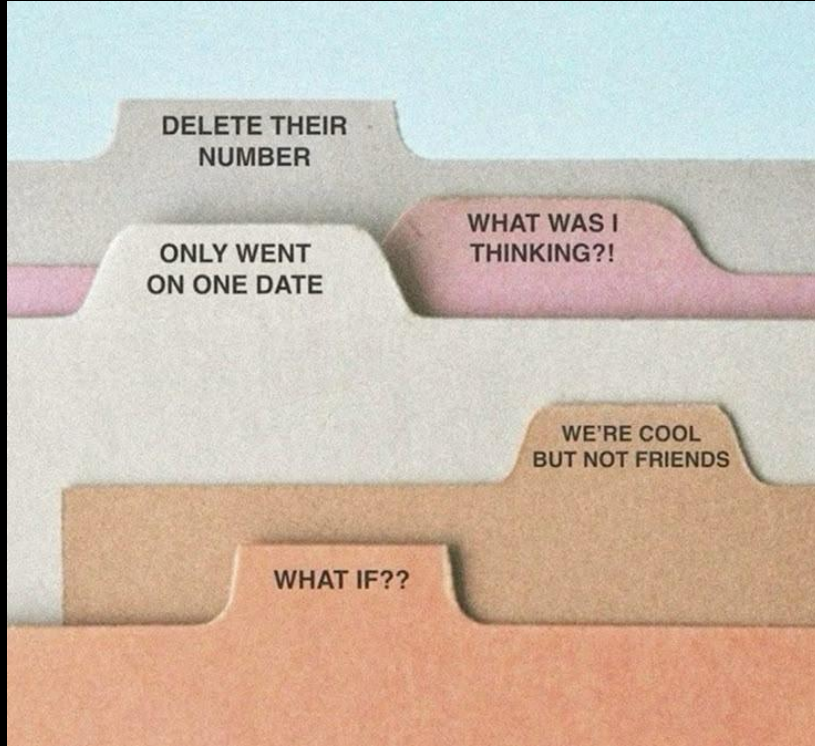
REEL REFERENCES

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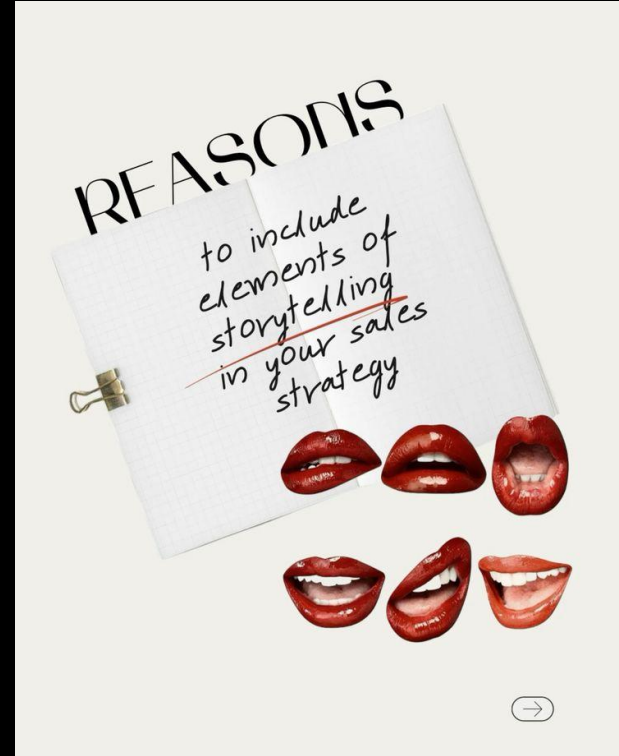
CREATIVE REFERENCES



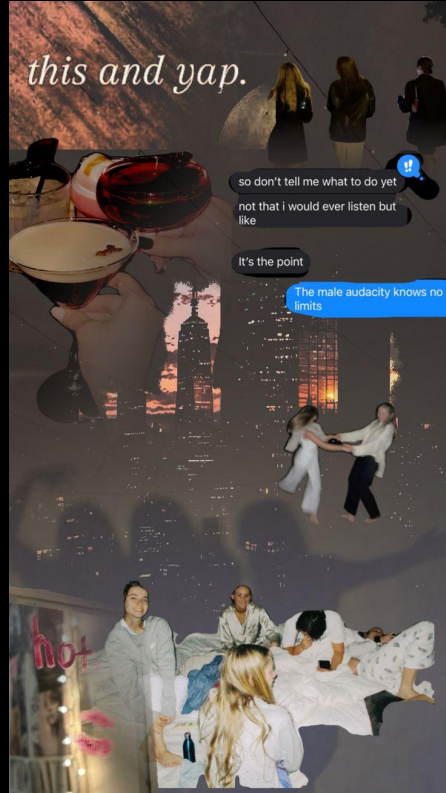
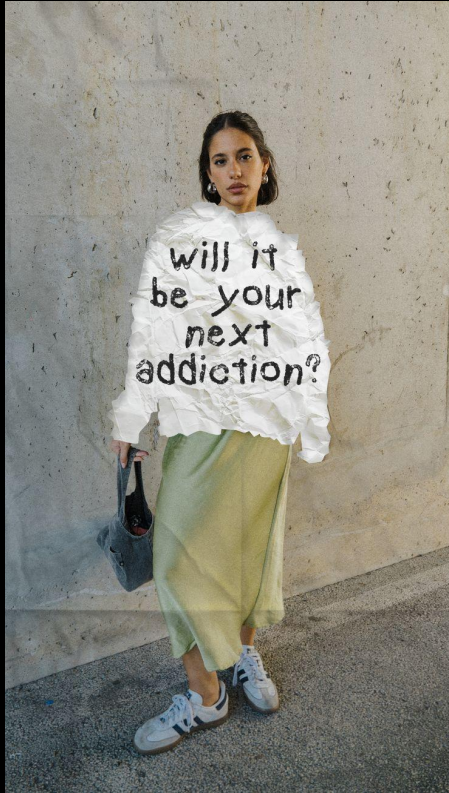
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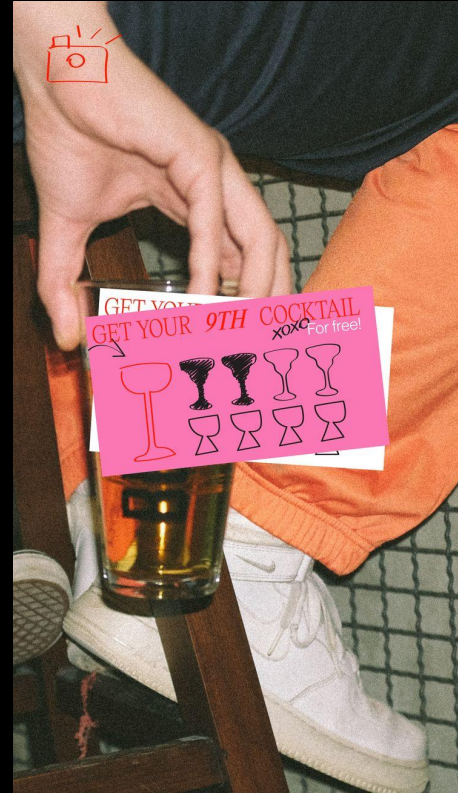
CREATIVE REFERENCES



STORY REFERENCES



STORY REFERENCES



CAMPAIGN 1: Calling Fate

AIM: Build intrigue and emotional resonance through anonymous, cinematic love stories that hint at the kind of intentional connections made on No Names. Position the app as a platform for modern love stories that *could belong to anyone or you*.

IDEA: A vintage phone rings. A story unfolds in fragments. Anonymous voices. Real emotion. Each thread invites you to listen, feel, and connect

EXECUTION: The campaign unfolds through weekly reels that begin with a vintage phone ringing each leading into a real story of two people who met through No Names. Shot cinematically with moody voiceovers and no faces, these stories highlight how spontaneous plans turned into lasting memories. Through a mix of user submissions and curated narratives, the series subtly reinforces the magic of meeting IRL. Each story ends with: *"Their plan started here"*.



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CAMPAIGN 2: The Unseen

Invitation

AIM: To position *No Names* as the fast lane to real-world connection skipping small talk, slow replies, and endless swiping.

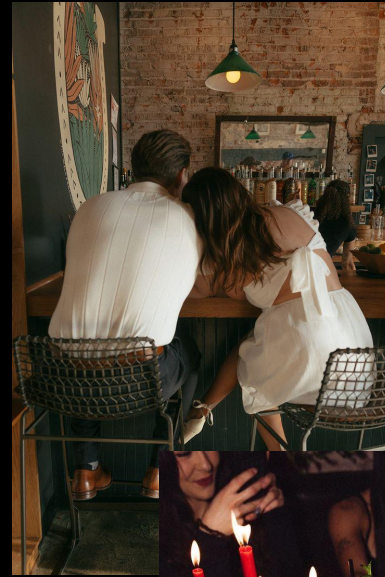
IDEA: Host secret pop-up events in unique city locations, teased via cryptic digital invites and social content, positioning the app as the key to unlocking elite, real-life connections.

EXECUTION: We roll out “The Unseen Invitation” campaign featuring exclusive, invite-only pop-up events at hidden city spots think secret rooftop dinners or speakeasy-style lounges. Each event is teased through mysterious digital invites, reflecting the app’s elite, spontaneous vibe. Social content shares glimpses of these moments, encouraging viewers to download the app to receive their own chance at a secret invite. Interactive stories and real-time countdowns build urgency, making the app the gateway to these unique, curated social experiences.



EVENT & ACTIVATIONS

- **Echoes of Connection — Private Curated Meetups-**
Guests receive an elegantly designed “Experience Menu” like a gourmet restaurant menu, but featuring unique curated plans: “Sunset Walk at the Park,” “Vinyl Night at the Lounge,” “Secret Art Gallery Tour,” and more. Each attendee selects one or two experiences that intrigue them. Based on their choices, they’re paired with someone who picked the same or a complementary plan, sparking instant connection. The event is classy, interactive, and offline-focused, inspiring guests to truly live the moment.



EVENT & ACTIVATIONS

- **Tokyo Twilight-** A modern, chic Japanese-inspired evening with sushi bites, sake tastings, and ambient neon lights. Guests get a "Twilight Ticket" offering sushi-making demos, quick origami exchanges, or mood music stations, pairing them with others who pick similar vibes. Each month, the brand curates immersive nights inspired by different cities or cultures this one's a Tokyo-style twilight escape
- **Play & Parley-** Under the stars, guests enjoy a cozy rooftop game night featuring giant Jenga, speed Pictionary, and the signature Red-Green Flag game perfect for sparking fun, natural conversations. Each player gets a "Game Pass" with QR codes unlocking surprise mini-challenges and rewards. Influencers will further amplify the rooftop game night, share the fun vibes live, and show their followers how easy and real meeting new people can be with the app.



BRAND TONALITY

MINIMAL & IMPACTFUL:

Short, sharp lines that
evoke curiosity and
sophistication.

MYSTERIOUS & EVOCATIVE:

Leave some things unsaid
Let intrigue do the work.

EXCLUSIVE & SELECTIVE:

Speak as if you're part of an
insider circle — invite-only,
not for everyone.

WARM & GENUINE:

Despite the mystery, the
tone feels human and real,
encouraging connection.

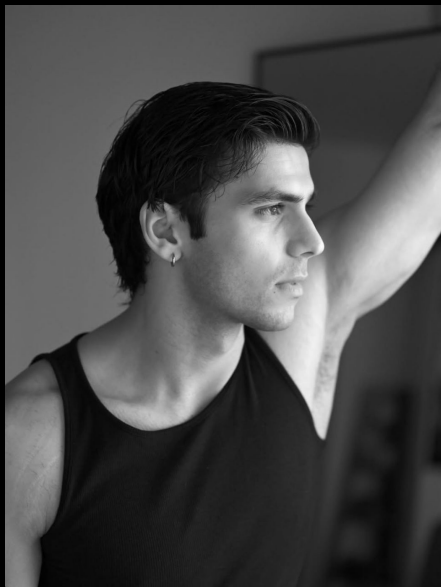
CAPTIONS

- Some nights don't need an RSVP. Just a whisper.
- We don't swipe. We show up.
- Plans, not profiles
- Get in when you're ready to step out.
- Match vibes, not profiles. Download and see what's real.
- Plans don't wait. Neither should you. Download. Decide. Show up.
- Not for everyone. Exactly why it's for you.
- Where the city's best-kept secrets come out.
- Only when you're ready to be seen.
- Connections that linger, not just flicker.
- Where invitations mean everything.
- Where your best stories start offline.

NO NAMES CIRCLE



SAKSHI SHIVDASANII



CHIRAG KHANNA



VRINDA SURII

NO NAMES CIRCLE



ASHMITA TEWARI



YASHASWINEE SINGH



NAINA BHAN

THANK YOU!