



NOTHING (R)



goat



NOTHING (R)

Right now, Nothing is still, well... nothing .

Awareness in the UK is low , the brand hasn't yet become part of everyday culture.





NOTHING (R)

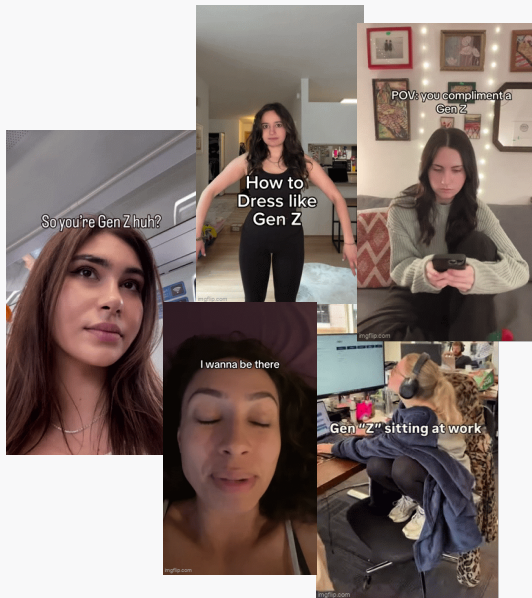




NOTHING (R)

Who are is our audience? Gen Z

Ages 18-34 living in UK



And what are they talking about...

FLEUR SMAILES



NOTHING (R)

85% of Gen Z feel that their generation spends too much time online ([Source](#))

50% of Gen Z say they'd prefer a world without the internet or social media ([Source](#))

Global Average screen-time is 6.5 to 7 hours daily (including phones, computers, and TVs)



Gen Z's relationship with technology is increasingly a love-hate one...



NOTHING (P)



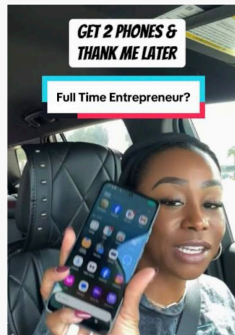
tamay-idk · 2y ago

Yeah. For communication and knowledge, and it's how I run my business, basically. Of course I can do all that on a computer too. But I'm not taking a laptop anywhere I go.



HoboVivant · 2y ago

When traveling, the convenience of have a smartphone is irreplaceable. The time and money saved, plus additional safety if you have a modern device that can access satellite messaging cannot be ignored.



But of course technology is one of their greatest tools, and they're not willing to give it up completely ...

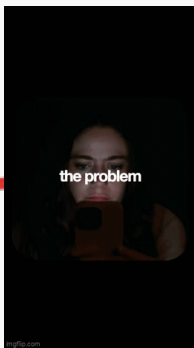
SINGLE MINDED TRUTH

Gen Z want to disconnect, but can't escape the need for the phone tools woven into everyday life.



The Challenge:

How do we **support Gen Z's mission of getting offline** and encourage them to use their phone as a tool to live IRL



Clearly they don't need convincing, just a little encouragement!

Inspire a generation to start using their phones for **the tool it was always meant to be.**

The best thing your phone can do is **get you off your phone.**



**But before deciding what the content will look like,
we need to know **where it will go...****



Reddit – Spark discussion around phone as a toolbox.

TikTok + Instagram – Show it in action through short-form content and challenges.

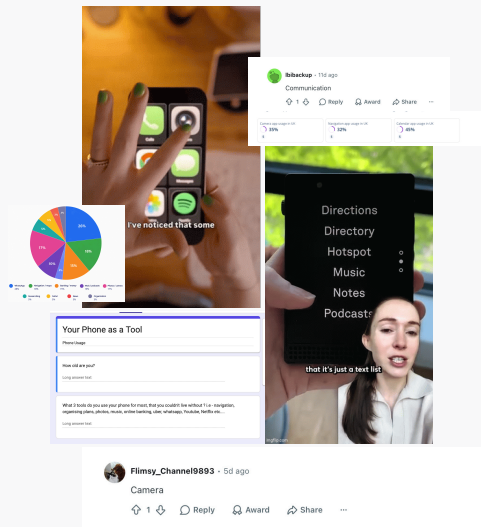
YouTube – Show it in action through vlogging

Podcasts – Deeper, voice-driven discussion on the same concept

INFLUENCE EVERYWHERE



Now we know where it will go, let's see **how we can bring it to life ...**

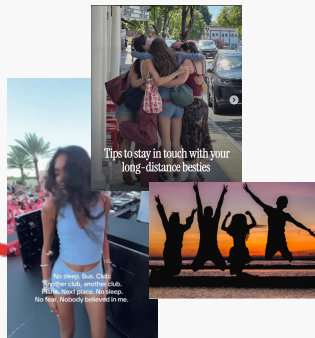


So what phone tools do Gen Z need specifically?

Using a mix of primary and secondary research I found out what three phone tools Gen Z couldn't live without...

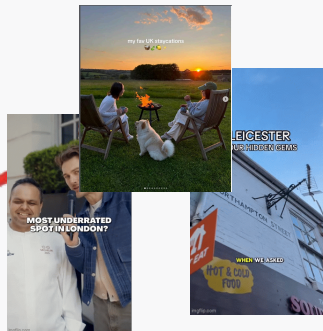
Results = Photos, Maps, Whatsapp

Our 3 pillars



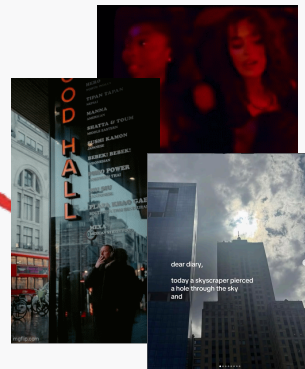
Whatsapp: **Connect**

Creators who turn the city into their playground and bring people together along the way.



Maps: **Explore**

Creators who are always moving, always discovering and use technology as a tool to experience more of the world.



Camera: **Capture**

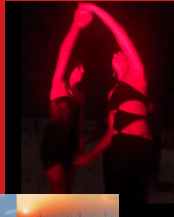
Creators who see the world differently capturing beauty, stories and moments in the everyday.

Connect

The Creator (Rina Lipa)



Rina Lipa is the perfect fit because she makes going out, socialising and connecting with people feel effortlessly cool and nonchalant.



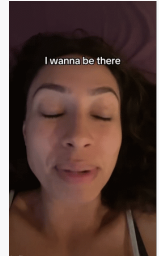
The Creative Concepts



BTS of my whatsapp



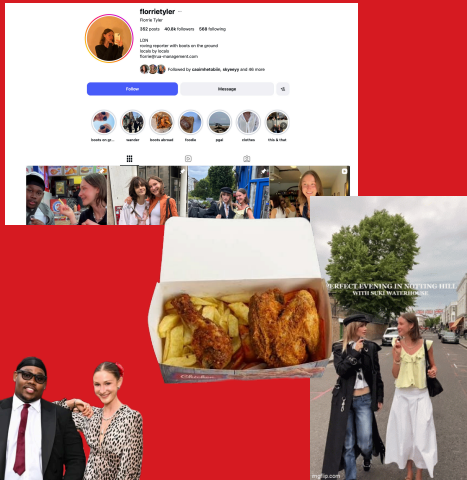
DITL using nothing phon



General content

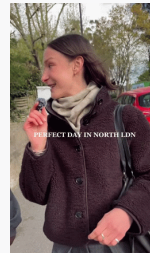
In order to live life to the fullest you have to make plans. Creators will show bts of their plans being made and lived out.

The Creator (Florrie Tyler)

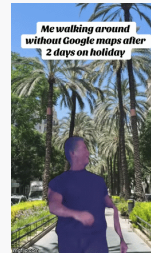


Florrie Tyler is the perfect fit as she makes discovering new places, experiences and people feel effortless and exciting. Her content inspires you to step outside your routine, put your phone down and see where the day takes you.

The Creative Concepts



Exploring new places



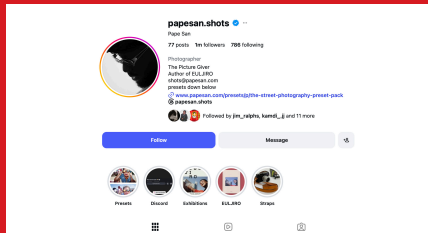
DITL Exploring



Challenge

We want to see people using their Nothing phones to get curious, explore new places and go on as many adventures as possible.

The Creator (Pape San)



<https://www.instagram.com/papesan.shots/reels/>

Pape San is the perfect fit for this. Through the lens of his phone camera, he captures the fleeting, beautiful moments of people simply living, moments we often miss while lost in our phones.

The Creative Concepts



Everyday snippets



The Story Behind



Imagination maxxng

We hope to inspire people to slow down and notice the everyday moments we so often rush past, and discover the stories behind why they're worth capturing



Thank you for listening.

**I hope you feel inspired to start using your
phone to get you off your phone.**