

COMMUNITY EDITION
MARKETING CAMPAIGN

Nothing Community Co-creation
Product: Nothing Phone (2a)
Brand Campaign Name: Shared Glow.
Campaign Timeline: Q4'2024

Phone (2a)

Shared.
Glow.



Rohit Pakalapati



I chose “[Shared Glow](#)” as the key campaign tagline because this product is the result of beautiful co-creation between the community and the Nothing team. It embodies the spirit of sharing—co-creation is, at its core, a process of shared creativity and camaraderie.

While everyone has their unique glow, it's truly realised when shared. As the famous film “[Into the Wild](#)” poignantly states, "happiness is only real when shared." This phone beautifully captures that essence, reflecting the shared glow of the community and the team behind it.

The eagle owl has been a central figure and comforting symbol for Phone (2a), with the circular fresh eyes becoming a standout element in the original Phone (2a) campaign. These eyes perfectly symbolise both the camera capsule and the owl's eyes. It's crucial to maintain this established strategy, as the Phone (2a) is now infused with a stronger community spirit. To enhance this, we're adding the element of glow: fresh eyes with a green glow ([Glow Eyes](#)) and owl eyes that illuminate. This addition not only represents the phone's glowing back but also deepens the connection to our theme.

Given the many variants of Phone (2a) in the market, it's not practical to create a completely new campaign. Instead, we should build on the existing marketing strategy, enriching it with a community-focused narrative. This approach will ensure consistency across the product line while making the community edition uniquely stand out.

RESEARCH APPROACH

Creative copy for the Phone (2a) Community Edition should always lean into the theme of "Shared Glow" where possible; however, messaging can generally be defined by adhering to the following stylistic and tonal pillars:

1. Glow on 'glow'

Inventive uses of the word "glow" can be used to echo the tagline and wider creative theme. For example:

Tagline: "Shared Glow"

Dual-meaning: "Your ideas, illuminated"

Word-interplay: "Glow and behold"

2. Action one-words

Punchy, impactful single words that inspire action and create a sense of energy around the product and campaign.

Standouts could be: Illuminate, Co-created, Unite, Share, Innovate, Collaborate, Radiate, Inspire, Shine, Glow



"Community powered,
team perfected."

3. Less is more



Community-driven design | Unique phosphorescent feature | Innovative technology



The eagle owl serves as a crucial anchor point for the Phone (2a) campaign, grounding the product's identity and messaging. This majestic bird, known for its exceptional night vision and keen awareness, perfectly embodies the phone's standout features, especially its glow-in-the-dark capability. By continuing to use the eagle owl, we maintain a strong, consistent narrative.

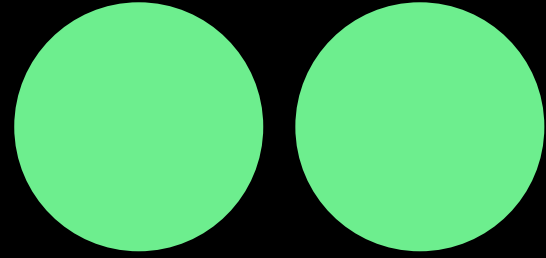
The owl not only symbolises clarity and vision but also acts as a familiar and reliable figure that connects all iterations of the Phone (2a). Introducing a new animal could potentially confuse the brand's messaging and dilute the established identity. The eagle owl's role as an anchor point ensures that our marketing remains cohesive, allowing the unique qualities of the community edition to stand out while reinforcing the core themes.

KEY VISUALS

Utilise high-contrast imagery with pops of green for the glow effect. Incorporate the phone's distinctive glow-in-the-dark feature in all visuals. Use a mix of product shots and lifestyle images showing diverse users. Create a visual language that combines technical elements with human touches. Integrate the eagle owl as a symbolic and thematic element, appearing prominently in various visuals to reinforce themes of wisdom, clarity, and night vision.



NOTHING (a)



NOTHING (a)

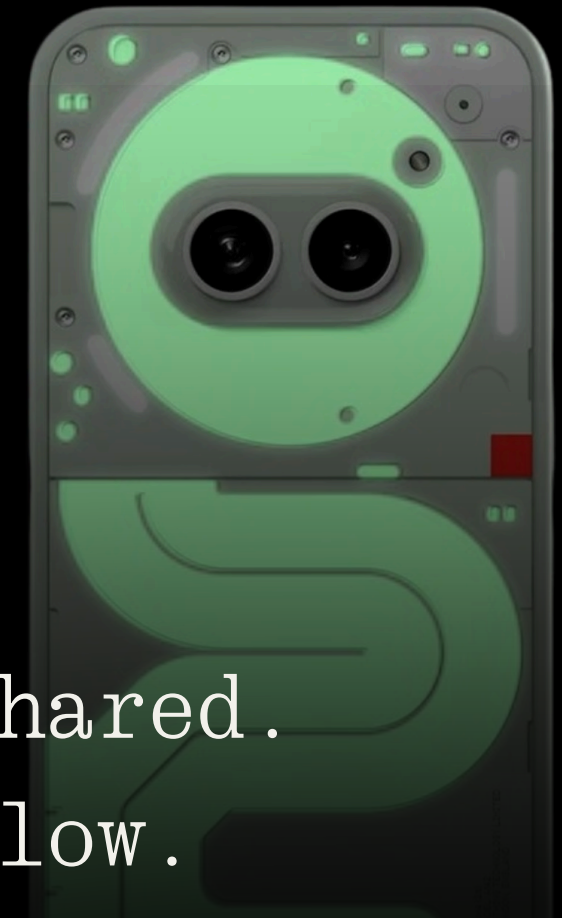


Glow.
Eyes.

NOTHING (a)

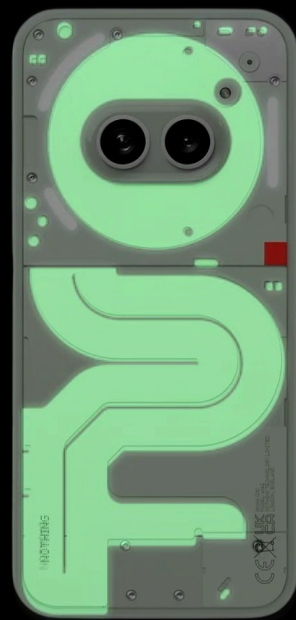


NOTHING phone (2a)



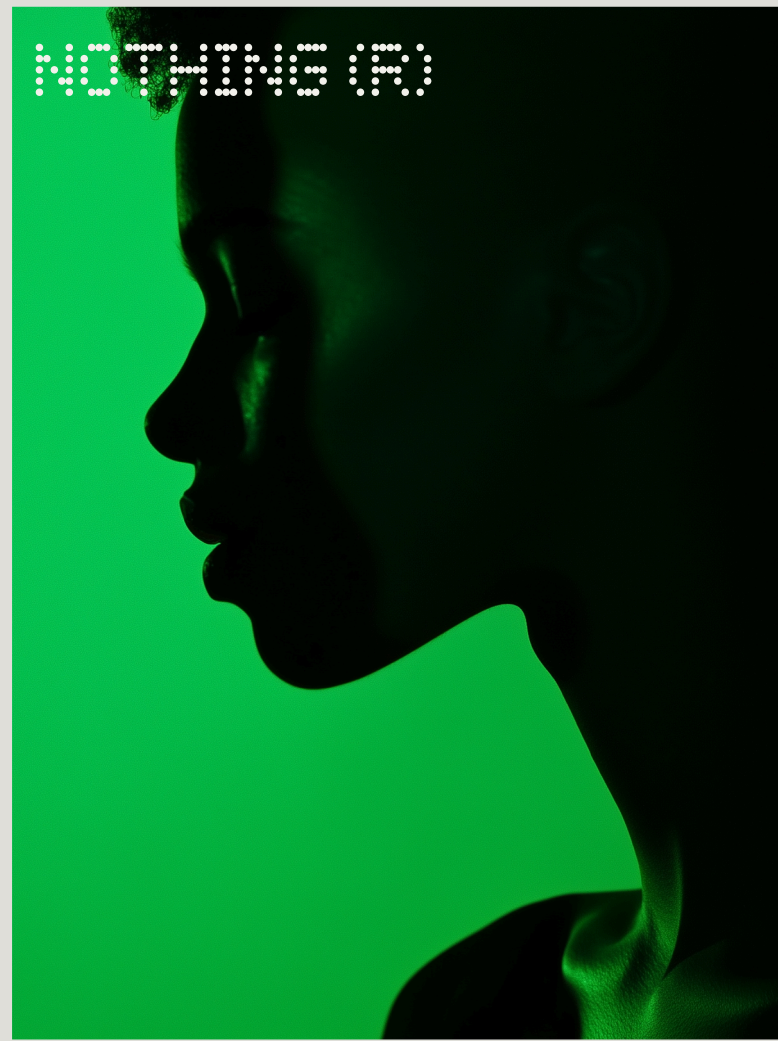
Shared.
Glow.

NOTHING phone (2a)



Community Edition

NOTHING (a)



NOTHING (a)



NOTHING phone (2a)



Community
Edition

Out now
nothing.tech



CAMPUS FILM

[Draft Script] Title: "Shared Glow" | Nothing Phone (2a) Community Edition

Opening Scene: The Guiding Light

[Scene 1]

- Visual: A dark room, with only a pair of subtly glowing green eyes emerging from the darkness, revealing the intense gaze of an eagle owl.
- Narrator (V.O.): "In the darkness, those who see the light guide the way."

• [Scene 2]

- Visual: A peaceful day scene in a park. A close-up shot shows a person reading a book, with the Phone (2a) placed aside on the grass, absorbing sunlight.
- Narrator (V.O.): "In the light of day, stories begin to unfold..."

• [Scene 3]

- Visual: Transition to night. The same person now at an outdoor gathering with friends, placing the Phone (2a) on a picnic table. The phone's gentle glow adds a soft light to the scene, creating an inviting atmosphere as they share stories and laughter.
- Narrator (V.O.): "...and in the embrace of night, connections grow stronger."



[Scene 4]

- Visual: A close-up of a community member's face, softly lit by the phone's gentle glow. The camera pans to show others, each face illuminated by the phone, highlighting moments of joy and connection.
- Intercut with shots of the owl observing from different angles, symbolising wisdom and unity.
- Narrator (V.O.): "Crafted by a vision shared by many, this phone isn't just a device—it's a testament to community creativity."

[Scene 5]

- Visual: The owl spreads its wings and takes flight, transitioning to a shot of a small group of people standing together, each holding their subtly glowing Phone (2a). The gentle glow from the phones creates a green, unified light among the group.
- Narrator (V.O.): "In a world where everyone brings their unique light, true brilliance emerges when we illuminate together."

[Scene 6]

- Visual: The group of people lift their phones together, forming a simple, yet powerful symbol of unity.
- Narrator (V.O.): "Introducing the Phone (2a) Community Edition. A shared glow, a shared future."



Scene 7]

Visual: Fade to black, with the a white Nothing logo appearing slowly glowing into green.

End Montage

[Scene 8]

- Visual: A short montage showcasing the **Phone (2a)**, its **wallpaper**, **packaging box**, and behind-the-scenes footage of the **marketing campaign**.
- Text on screen: "Community Powered, Team Perfected, Shared with the World."



#SharedGlow #NothingCommunity #CommunityEdition



0:00 / 1:09

Let's Shape a Better Tomorrow

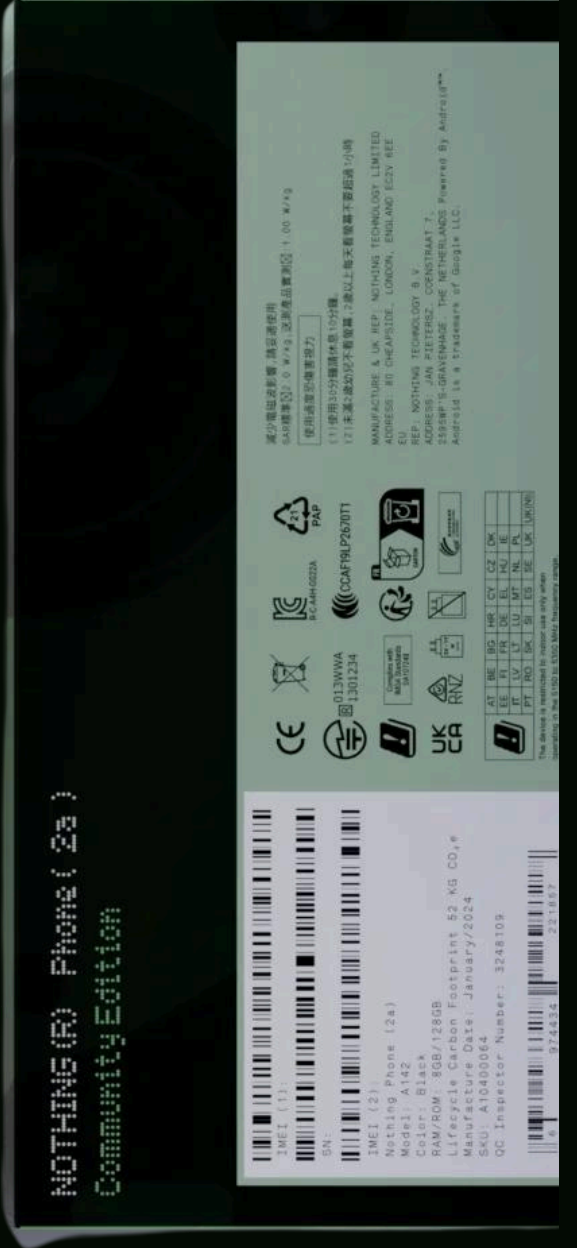
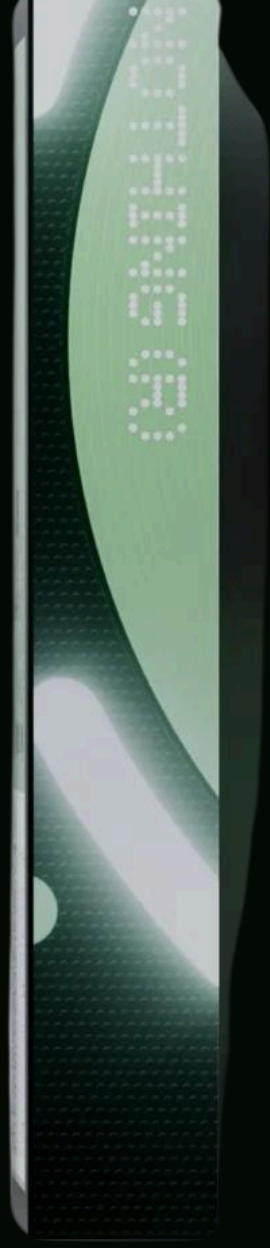
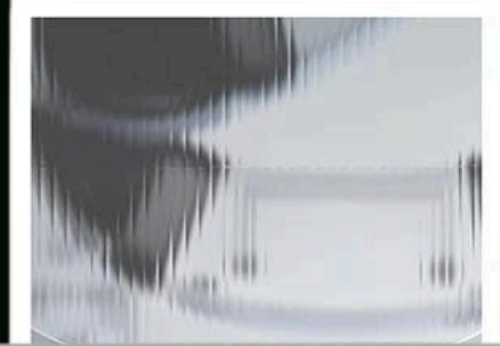
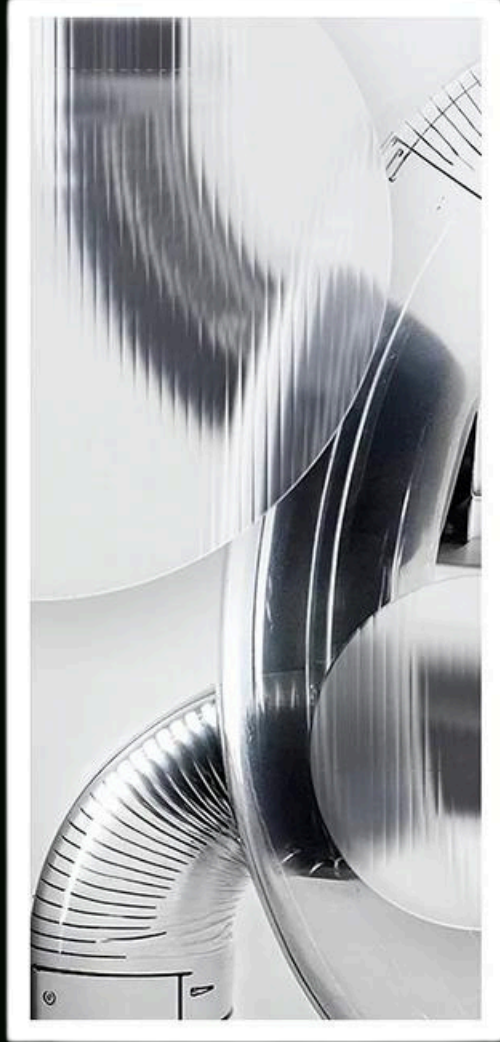
Nothing 708K subscribers

1.4K Share Download

Inspired from Nothng Vision Video on Youtube.







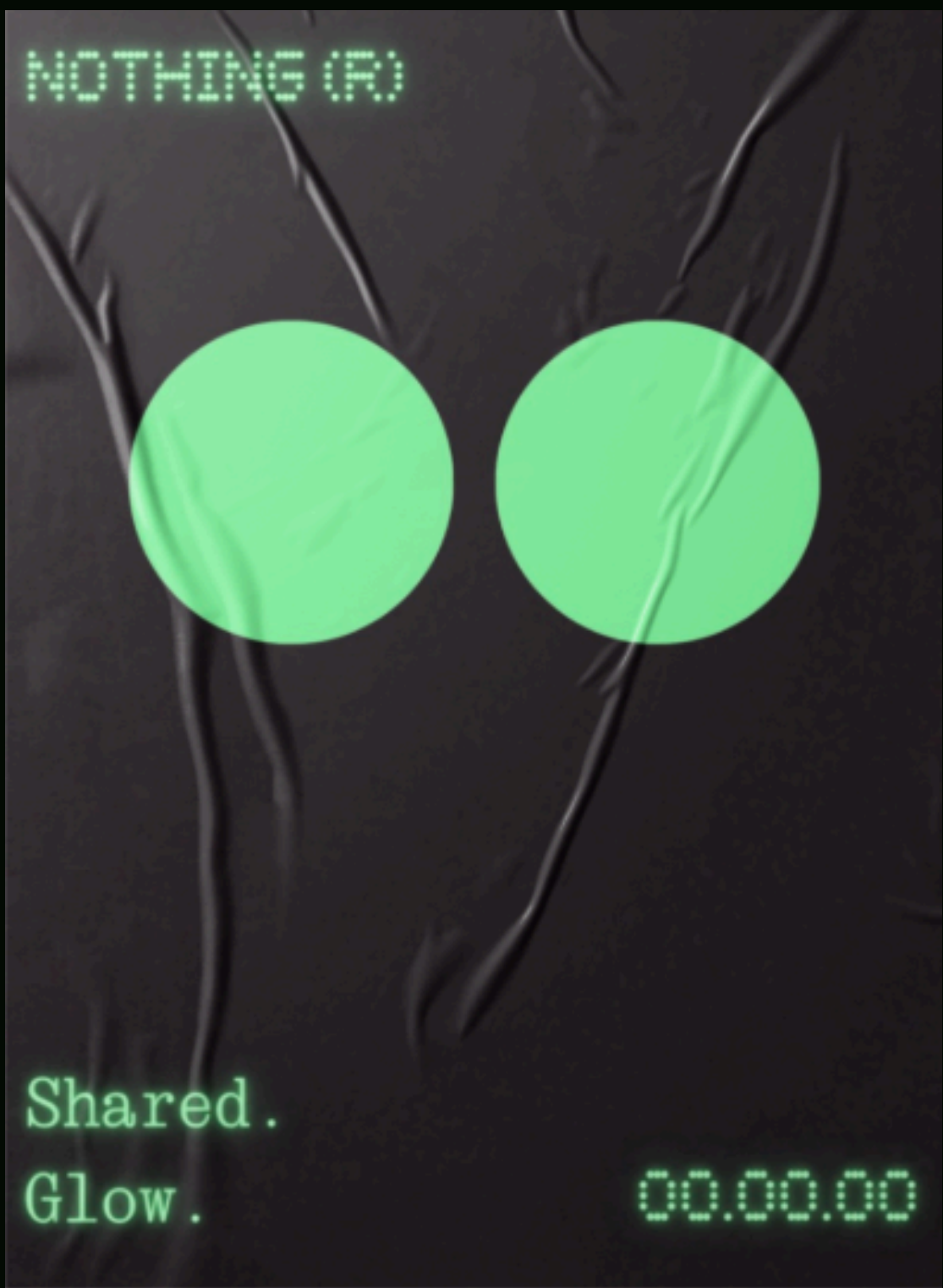
Comes in the final scene

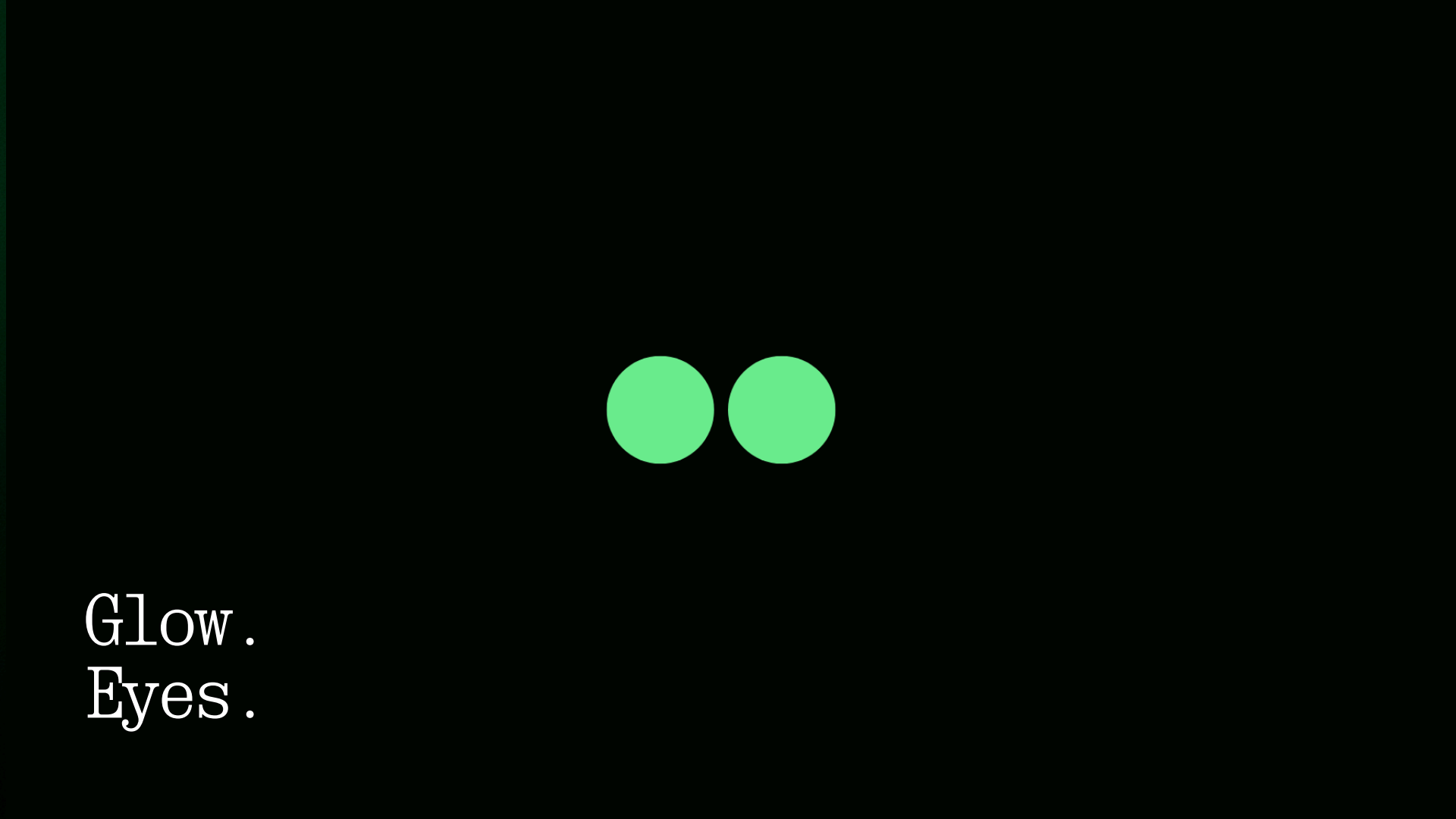
NOTHING (R)



Once the Phone (2a) Community Edition is launched, the Nothing Store in Soho should embrace a green glow light during the night, with the showcased Community Edition phones also glowing, adding to the overall aesthetic. A community launch party will be organised, featuring hands-on demonstrations of the device, along with music and drinks. The community team, other team members, and Nothing leadership will be present. This event will be ideal for community engagement as well as offline marketing. Additionally, flyers will be posted everywhere both before and after the launch to maximize awareness and excitement.

Flyers will be used for both offline and online promotion. They will be distributed and displayed widely before and after the launch, ensuring maximum visibility and engagement. These flyers will be posted in various locations, creating buzz and anticipation around the launch of the Phone (2a) Community Edition.





Glow.
Eyes.



From Fresh Eyes to Glow Eyes.
The Final Evolution.



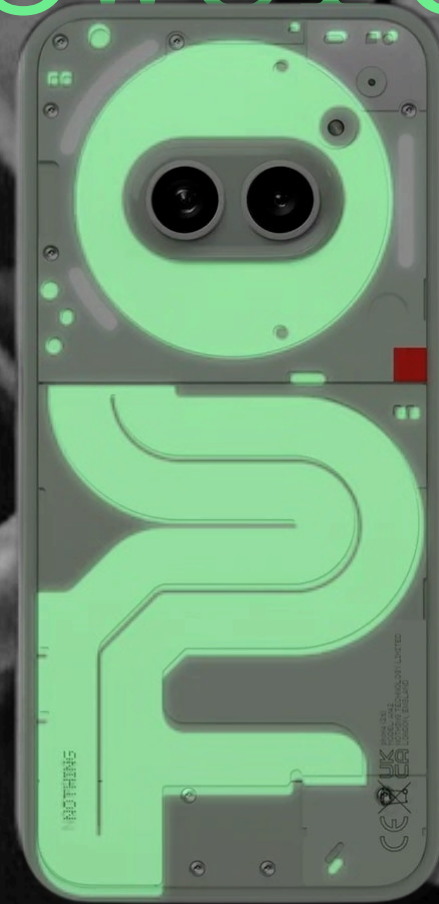
Shared. Glow.



EVOLUTION REASONING

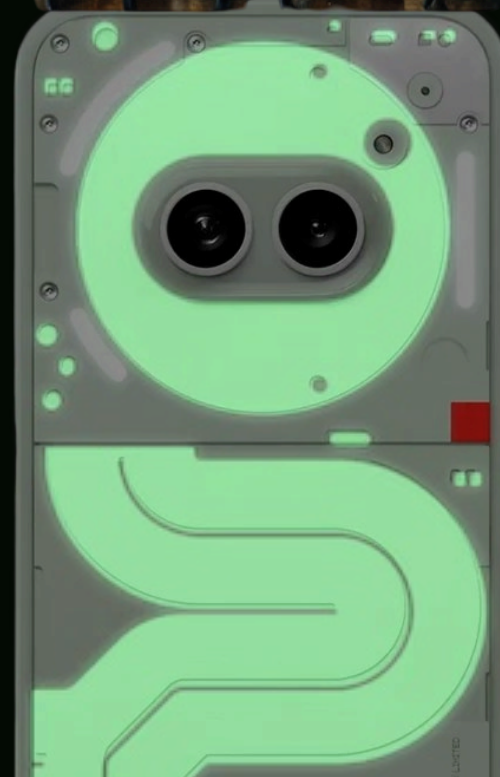
A firefly transfers its glow to the fresh eyes, symbolising the community member, while the owl represents the team. The resulting transformed eagle owl with glowing eyes signifies the Community Edition Phone (2a). This creative reasoning explains the glowing eyes, even though, in reality, eagle owl eyes don't glow. It's a playful and imaginative way to highlight the collaboration between the community and the team.

Community Powered Innovation.



NOTHING (C)

Community Powered,
Team Perfected, Shared
with the World.



phone (C)

Community Edition.



NOVEMBER

Nothing Store
Before Halloween
nothing.tech

FINAL NOTE

Thank you so much for this opportunity. As we reach the final stage of the Community Edition project, I am eagerly anticipating the final reveal and launch. This stage has been a creatively satisfying journey for me. After participating in stage 1, I jumped directly to stage 4, as I believe creative marketing is my forte. Transitioning from a community member to representing our community has been an emotional journey, and the Community Edition project marks a significant milestone in community co-creation during my tenure. It's truly the first of its kind, and no other company could have achieved this except Nothing. I am confident this will be monumental, and I am excited to see its impact. I am incredibly proud to be a member of the Nothing community.

Credits:

- Images used from previous stages of The Community Edition Project: Kenta Akasaki & Astrid Vanhuyse, Andrés Mateos, Ian Henry Simmonds.
- Images used from Phone (2a) official promotional material: Nothing.tech
- Remaining images and content were either created by me or made using generative AI tools like MidJourney, DALL-E, Runway ML, LUMA, Eleven Labs, etc.

Rohit Patlapati

(Community Board Observer)