NOTHING

CAMPAIGN CASE STUDY

ANSWER THE CALL.

THE PHONE (5) LAUNCH CAMPAIGN

/ STRATEGY

/ CREATIVE

/ EXECUTION

/ RESULTS



INDEPENDENT CONCEPT / EDITORIAL CASE STUDY

THE CHALLENGE

A DIFFERENT KIND OF CONNECTION.

Nothing is a London-based consumer technology company founded by Carl Pei in 2020. Its identity challenges conventional consumer electronics through radical transparency, distinctive industrial design, and a rebellious approach to technology.

In a market of familiar devices and familiar promises, how can a phone campaign transcend another upgrade, reaching beyond its youthful audience to resonate with a generation that remembers a world before smartphones?







THE OPPORTUNITY: MAKE CHOICE FEEL POWERFUL.

STRATEGY

CHOICE. CONTROL. INDIVIDUALITY.

Borrow the emotional language of a familiar science fiction world without letting nostalgia overpower the product.

A spark of familiarity captures attention. A distinctive product earns it. Clear messaging turns the moment into an invitation.

01 / NOSTALGIA

An immediate visual connection to late-1990s cinematic rebellion.

02 / AGENCY

Position Nothing OS as an experience shaped around the individual.

03 / CAPABILITY

Connect battery endurance and creative photography to freedom.

VISUAL IDENTITY AND MESSAGING

MATRIX ATMOSPHERE.
NOTHING EXECUTION.

A controlled monochromatic world makes Phone(5) and its iridescent reflections the visual focal point.



DARK GRADIENTS / DOT-MATRIX TYPE / CINEMATIC LIGHT / PRODUCT-FIRST COMPOSITION

TECH ON YOUR TERMS.

CONTROL / NOTHING OS

RULES BREAK. THIS PHONE DOESN’T.

ENDURANCE / ALL-DAY BATTERY

STEP OUTSIDE THE FRAME.

CREATIVE FREEDOM / PRO-LEVEL CAMERA

ANSWER THE CALL.

THE UNIFYING INVITATION

OUT OF HOME

BUILT FOR THE CITY IN MOTION.

Underground isn't only a place; it's a state of mind.

The New York City subway becomes a fitting backdrop for a campaign rooted in the spirit of the underground, where rebellion challenges routine and individuality defies conformity.

ANSWER THE CALL reframes a product campaign as an invitation to question convention and reclaim agency over everyday technology.



DISTANCE: bold, readable headlines.
CLOSE-UP: product benefits.
RESPONSE: QR code and short URL.