

Integrated Marketing Communication

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NOTHING TECHNOLOGY - IMC Plan Phase 2- Creative Strategy and Media Plan

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Section 1: Campaign Strategy

Objectives

The ultimate objective of this campaign is to raise brand awareness by 30% for Nothing Technology in Canada within a year. To reach this ultimate goal, we will pursue intermediate effects, firstly aiming to generate significant growth in online engagement and brand interest within the first six months. Evaluated through KPIs including an increase in website visits directed toward Nothing's owned media, growth in social media followers, a rise in both brand mentions and positive sentiment related to Nothing Technology across relevant online platforms (YouTube, Reddit, Discord) in Canada. Additionally, the campaign will work to enhance consumer comprehension of Nothing's key differentiating benefits, specifically its innovative glyph interface, its commitment to providing essential, distraction-free phone features, and its environmentally conscious design/manufacturing. This increase in comprehension will be measured through post-campaign surveys and focus groups in the target market, assessing how well consumers understand and value Nothing's unique offerings compared to competing brands.

Strategy

The central message of the campaign will be communicated through the theme "Focus on What Matters". This concept will guide all communications by emphasizing Nothing Technology's commitment to delivering a phone prioritizing essential functionalities while reducing distractions. Adopting this message will position Nothing Technology as a brand directly countering the growing trend of overly complex smartphones, resonating with consumers who are seeking to regain control over their screen time and focus on meaningful interactions.

The campaign will be structured around two main pillars derived from Nothing's unique selling propositions. Firstly, a focus on 'Essential Connectivity – A Phone That Prioritizes Core Functions'. The emphasis will be on Nothing's commitment to providing a phone that prioritizes communication and essential tasks. Design choices such as custom widgets, a monochromatic color scheme, and a dot-matrix font, all of which are deliberately implemented to promote simplicity and focus, will be highlighted. It will also communicate the advantages of reduced pre-installed bloatware which results in improved performance and battery life. Subtle, intentional messaging will introduce the idea that minimized social media integration empowers users to be more mindful and intentional with their time. Through this, Nothing Technology will be positioned as a solution for those seeking to balance modern connectivity with a conscious approach to technology use.

The other pillar will highlight 'Conscious Design – Innovation with Environmental Responsibility'. The campaign will inform on Nothing Technology's sustainability efforts by clearly communicating the brand's use of 100% recycled aluminum and 50% bio-based recycled plastic components. Nothing's environmental commitment will be further underscored with their use of eco-friendly soybean ink and recycled fibers in their packaging. This will not only differentiate Nothing from its competitors, but also appeal directly to the growing segment of consumers who prioritize environmentally conscious purchasing decisions.

All communication within these pillars will be tailored to resonate with the identified target segments. The messaging will emphasize unique functionality and innovation for tech enthusiasts, also drawing in early adopters with their pioneering approach to mobile technology. The brand's commitment to sustainability will be used to engage with environmentally conscious

consumers. Aligning the creative content with these audiences will foster stronger relevance, ensuring that Nothing's value proposition is communicated effectively and meaningfully.

Section 2: Creative Strategy

The proposed campaign of Nothing Technology will adopt a primarily informative orientation that will aim to focus on educating the target audience about the brand and their products, as well as communicating the useful and functional benefits that Nothing carries. Given that Nothing is a relatively new brand, their target audience needs to expand to newer places like Canada where they are typically dominated by giants in the market like Apple and Samsung. The initial focus will be on building brand awareness and educating consumers about the distinctive features and benefits of Nothing's products. The initial goal is to provide factual information to build a foundation of understanding and credibility for a new audience in Canada. As we stated in phase one, Nothing aims to target technology enthusiasts with a high disposable income who value eco-friendly companies and products. This audience typically resides in larger geographic areas where the use of new technology is valued by those around them. By expanding to a new market in Canada, Nothing will need to dominate their marketing strategies to ensure their brand and products are being valued and acknowledged by the right people. The existing target audience will remain the same, but they need to capitalize on educating their current target audience to ensure they are a brand consumers are willing to trust. The storyboard we are creating will ensure consumers are well aware of the Nothing Phone Experience.

By highlighting the unique product features of the Nothing phone, this will emphasize the key differentiators of their products over other phone brands. The transparent design and glyph interface are key distinctive features that no other leading brand offers. The informative content

will elaborate on what these features are and how they function for consumers' benefit. By using a demonstration of how the glyph interface provides notifications, charging progress, and a camera light will be beneficial to view rather than just read. Another unique design like custom widgets, monochromatic colour schemes, and dot-matrix font will also be a key visual and informative demonstration for consumers to know more about the product.

Lastly, communicating the function benefits of Nothing will help consumers decide whether this phone is right for them beyond the aesthetics. The informative strategy will allow consumers to know about the intended improved focus, reduced screen time, enhanced security, environmental impact, and increased battery life. Since these aspects are all rising concerns in today's world of technology and cellular phones, Nothing is able to capitalize on their core brand values and features to prove to consumers why this phone is more powerful for usage over the leading brands like Apple and Android.

This informative approach will draw on the demonstration template. This template will justify how the glyph interface works while also explaining the key health benefits the phone leads to. By simplifying the use of the glyph interface, it will allow consumers to understand the core benefits of the phone and showcase the why of the brand's intent. By explaining the functional benefits of reduced screen time and increased battery life, it will adjust the consumer's decision to find their own reason for the product. Since Nothing is a unique phone brand, using the demonstration template with an informative approach will allow consumers access to see these results and components themselves.

This campaign will focus on a couple of different executional elements to help communicate the brand benefits and introduce originality. The main element is to continue

focusing on their strong visuals to showcase the phone's minimalistic aesthetic. But now these visuals will go beyond design to also visually represent the benefits. The imagery will communicate the experience of using a Nothing phone, such as the reduced phone addiction and increased battery life that comes with its interface. The use of imagery and visual storytelling in the prototype will depict different stages of the user experience. Starting from the initial discovery of the product and brand to the actual use and engagement from exposure to the prototype. The storyboard will create a variety of user emotions and achieve creative elements. A new consumer exposed to the product will feel like they are a part of a new tech savvy movement that introduces a new emotional appeal and achieves entertainment with a new form of phone to have access to. The storyboard will achieve positive experiences that act as new endorsements for Nothing to gain new users of their products. This campaign will also use comparisons to show users the difference between your typical overwhelming, time consuming smartphone next to the Nothing phone. Using the elements will help the campaign resonate with consumers, especially those who are tired of being distracted by all of the pointless features.

Originality is achieved by diverging from the norm of existing creatives in the marketplace. This will be done by combining the minimalistic approach with messaging that clearly communicates the brand benefits. Nothing aims to focus on providing its users with improved focus, reduced phone addiction, and environmental benefits. By connecting Nothing's minimalist approach directly to these unique brand benefits, it can maintain relevance. Nothing is able to introduce this new style of benefits to an audience that isn't used to seeing this kind of messaging from smartphone brands. Most competitors focus more on flashy features and they are constantly adding something new whereas Nothing is doing the opposite by focusing on having less as an advantage. These core features set them apart from others and allow them to diverge

from the norms of existing creatives. The executional elements communicate the brand benefits in a way that is relevant to the target market by aligning with their values for technology. The campaign ensures that the minimalist approach and reduced features of this phone are well communicated to the audience, particularly those who are overwhelmed with the excessive features of traditional smartphones. Relevance is achieved using specific executional elements such as comparisons which show the contrast between the simplicity of Nothing and the complexities of other smartphones. By using these elements to emphasize the simplicity of the design, the campaign is directly appealing to those consumers.

Section 3: Media Plan

Our media plan for the “Nothing” phone is to increase awareness by 30% within one year. To reach this goal we will leverage a multi-channel approach across traditional, digital, and retail-support platforms. Our budget is \$10.8 million which is a 150% increase compared to their original budget. With this amount, we should be able to maximize Nothings sales in the 12 month campaign period.

Media Mix and Budget Allocation

Channel	Allocation %	Budget	Rationale
Traditional	40%	\$4.32 million	Oldest form of advertising, most reach and credibility (TV, Billboards, Radio)
Digital	30%	\$3.24 million	Target the correct demographic (Tech Savvy)
Experiential	20%	\$2.16 million	Pop up events, customers can actually feel the phone and put it to use

Retail Partnership	10%	\$1.08 million	In-store displays and collabs
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Traditional Media Strategy:

This will be our main focus as we can hit the largest amount of people to create the most awareness. We will have TV ads that air during popular network times. This will hit all ages and can transform someone who we were not trying to target in the first place because traditional marketing has such a wide demographic. Our billboards will be put up in major cities including Vancouver, Toronto, Quebec, etc.

Digital Media Strategy:

This will focus on targeted ads to our tech-savvy and eco-conscious audience who are most likely to purchase our products. The content will have to be tested multiple times and resonate with this audience. Strategies will include simplicity, sustainability, and all the technology behind the products. The split will look like 20% YouTube ads, 20% Instagram, TikTok, and Facebook, 20% for Google ads. The last 20% will be focused on retargeting all consumers who have already seen an ad from our campaign.

Experiential Marketing Strategy:

Using pop-up stores will be a huge deal in this media plan as letting customers have the chance to test out the phone and actually feel it, could make all the difference if they purchase it or not. Our staff will put on demos of key features including glyph interface, and minimalist style. Can build a ton of trust with pop up shops.

Retail Partnership Support:

Although it isn't our main focus to have partnerships with large Canadian providers like Rogers, Telus, and Bell, the 10% used for this will be for in-store displays so future customers can touch and feel the device. This media plan grid will allow us to measure how successful the campaigns are month to month. Each month we plan to bump up spending as more and more people are purchasing Nothings products. If after month 1 we are below what we aimed for we can scale back month 2-3.

Section 4: Pre-Testing

In order to determine the effectiveness of the proposed campaign, a pre-testing strategy will be implemented before the official campaign rollout. This testing phase is designed to ensure that the communication objectives are clearly understood by the target audience and that the intended brand benefits are perceived accurately and memorably. Participants were assessed on ad recall, perceived brand benefits, and finding the core message. The key benefits included sustainability, minimalist design, reduced screen time and ethical, progressive, and innovative. A qualitative and quantitative mixed-method approach will be used for pre-testing. The campaign's primary ad concepts, including a storyboard mock-up and influencer content samples, will be tested through a focus group that targets a representative sample of tech-savvy Canadian adults aged 18–45. The results from testing showed that advertisement B was more effective in both benefit recognition and ad-recall. Most participants were able to accurately identify and articulate the core message of ad B - demonstrating a level of clarity not seen in ad "A". More importantly, respondents successfully connected the ad's core message to the brand benefits that we intended to communicate. Feedback indicated a strong appeal for the visual minimalism and environmental messaging with responses that were closely aligned to our intended perception of benefits. Overall, the campaign's informative orientation was validated by high comprehension

and recall scores. With slight messaging refinements, the creative strategy is expected to resonate strongly with the target market and drive the desired lift in awareness.

Prototype

The proposed ad prototypes for Nothing Technology will adopt a demonstrative and informative orientation to continue emphasizing the key benefits and unique features of the Nothing Phone. These ads aim to further educate the brand's core target audience by showing, not just telling, how the phone functions in everyday life. Since Nothing is still a relatively new brand entering a competitive Canadian market, these visual stories are crucial to capturing attention and building credibility. They will help establish the phone not only as a beautifully designed product but also as a functional and environmentally conscious alternative to mainstream devices.

The first prototype will focus on the campaign pillar of Essential Connectivity. This ad will demonstrate how the Nothing Phone offers simplicity and functionality by eliminating unnecessary distractions. The opening of the ad showcases a visually overwhelming phone experience, filled with pop-ups, notifications, and constant interruptions. This visual chaos reflects what many consumers face daily. It quickly transitions into a peaceful and clean shot of the Nothing Phone resting on a minimalist surface. The calm ambient music and black-and-white color palette reinforce the product's commitment to reducing screen time and digital clutter.

Key features are then showcased in a visual demonstration format. The glyph interface lights up to signal an incoming call from a saved contact, showing how users can stay connected without constantly checking their screens. The charging progress is visually displayed through the glyph lights, while another scene shows the glyph acting as a camera fill light. Additional

visuals include custom widgets and the monochromatic home screen layout, all reinforcing the simplicity and clarity of the user experience. The voiceover reminds viewers that the Nothing Phone was “designed to help you focus on what matters,” with the final screen directing them to learn more at nothing.tech.

The second ad prototype highlights Conscious Design as a unique value that differentiates Nothing from leading competitors. This ad focuses on the environmental responsibility behind the brand’s design choices. The story begins with a quick montage of electronic waste and unsustainable smartphone packaging to set the tone for the issue at hand. The narrator introduces the concept by stating, “Technology shouldn’t cost the Earth,” immediately creating a message of purpose and urgency.

This then transitions into a clean and educational unboxing of the Nothing Phone (2), showcasing the use of recycled fibers, soybean ink, and minimalistic packaging. The video highlights important environmental features like the 100% recycled aluminum frame and 50% bio-based plastic in the phone’s components. A visual comparison is used to contrast Nothing’s eco-friendly packaging against that of traditional smartphone brands, visually reinforcing its sustainable approach. A short testimonial clip from a user emphasizes how the phone allows consumers to enjoy new technology without compromising their values. The closing tagline, “Nothing Phone. Conscious by design,” wraps the message in a clear and memorable way.

Both ads use executional elements that remain true to the Nothing brand. The informative tone, minimal visuals, and dot-matrix font are consistently used to educate while also keeping the aesthetic clean and professional. Each storyboard is supported by a set of 15-second influencer videos that serve as real-life demonstrations. These influencer shorts will show how the phone

works in everyday situations, from receiving discreet call alerts with the glyph interface to unpacking and highlighting the environmentally responsible materials. Influencers will help explain the practical benefits of reduced screen time, improved focus, and sustainable design in a casual, relatable format that the target audience will trust.

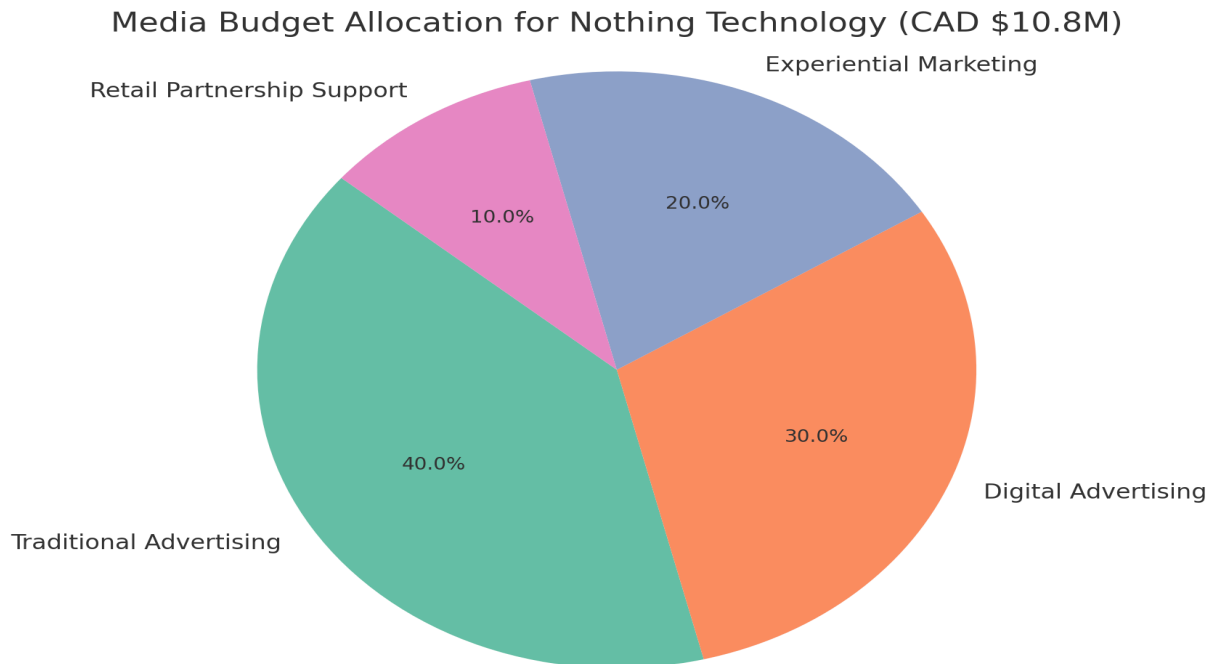
The use of the demonstration template in both ads allows the Nothing brand to communicate not only what the phone looks like, but how it operates and why it matters. This strategy is particularly important for a product that is different from the norm. Rather than relying on flashy or gimmicky features, these ads aim to build a deep understanding of what makes the Nothing Phone special. By visually walking consumers through key functions and values, they are more likely to see the phone as a practical and meaningful choice.

This approach also ensures that originality is maintained throughout the campaign. By focusing on simplicity, clarity, and real-world benefits, the ads communicate the brand's relevance to consumers who are overwhelmed with the excess features found in most smartphones today. These creative executions contrast Nothing's focused and intentional design with the clutter of modern technology, making a compelling case for a new kind of phone experience. The ads will also act as emotional endorsements, encouraging new consumers to feel like they are part of a fresh and intentional tech movement that prioritizes quality, focus, and sustainability over noise and distraction.

Appendix:

Proposed Budget Allocation

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Traditional	40%	\$4.32 million	Oldest form of advertising, most reach and credibility (TV, Billboards, Radio)
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Media Planning Grid

Month	Traditional	Digital	Experiential	Retail Support
1	-2 TV campaigns (1 mil) -4 Billboards(60,000) -200 Transit ads(100,000)	-3 social media campaigns (300,000) -1 Google ad campaign(150,000) -2 display ad runs(100,000)	-1 pop-up event(250,000)	-Displays in 100 stores across Canada(20,000)
2	-3 TV campaigns(1.5mil) -8 Billboards(120,000) -400 Transit ads(200,000)	-4 social media campaigns(400,000) -2 Google ad campaigns(300,000) -2 display ad runs(100,000)	-2 pop-up Events (500,000)	-Displays in 150 stores across Canada(30,000)
3	-4 TV campaigns(2 mil) -12 Billboards(180,000) -600 Transit ads(300,000)	-3 social media campaigns(300,000) -1 Google ad campaign(150,000) -2 display ad runs(100,000)	-3 pop-up events (750,000)	-Displays in 200 stores across Canada (40,000)

Focus Group Questions

Section	Question	Response Options
Ad Concept A	What do you think this ad is trying to communicate?	Short answer
Ad Concept A	Which benefits did you notice in this ad?	Short Answer
Ad Concept A	How likely are you to remember this ad?	Scale 1–5

Ad Concept B	What do you think this ad is trying to communicate?	Short answer
Ad Concept B	Which benefits did you notice in this ad?	Short answer
Ad Concept B	How likely are you to remember this ad?	Scale 1–5
Comparison	Which ad do you remember more clearly?	Ad A / Ad B / Not sure

Participant	Ad A - Message	Ad A - Benefits	Ad A - Recall (1–5)	Ad B - Message	Ad B - Benefits	Ad B - Recall (1–5)	Comparison - Better Recall
Person 1	Clean design	Design, Innovation	5	They care about the environment.	Sustainability	5	Ad A
Person 2	Simple tech	Simple, Calm	4	Reduce Waste	Environmentally conscious	4	Ad A
Person 3	Minimalist look		4	Innovation without waste	Progressive, ethical	4	Ad A
Person 4	New experience	Design	4	Used Recyclables	Environmentally friendly	4	Ad A
Person 5	Unique interface	Innovation	3	Green Focused	Green Mindset, sustainable	5	Ad A
Person 6	Design focus	User Control	4	Sustainable	Transparency	3	Ad A
Person 7	Less clutter	Design	4	Modern look and sustainable	Decrease environmental footprint	4	Ad A
Person 8	Modern phone	Transparency	4	Uses Recycled Material	Ethical	4	Ad B

Person 9	Innovation focus	Simplicity	3	Less waste than other phones	Innovative	4	Ad B
Person 10	Transparent design	Design	4	Helps save the earth	Forward-Thin king	5	Not sure

Sources

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