

NOTHING

Launching the most hyped smartphone of 2022

MISSION

How to launch the first smartphone from a British firm in six years and cement Nothing as the consumer tech disruptor of 2022 in three short months? With a brand big on building hype, we knew it was time to demonstrate to a demanding UK press that the facts about Phone (1) were no less thrilling, by delivering a comprehensive package of news, reviews, and interviews. We also knew we had to be nimble and mobilise quickly, working closely with Nothing's in-house team within a highly fluid situation around product details and availability. Being able to think on our feet and move swiftly was a major reason the brand chose Little Red Rooster.

BOOM

At the conclusion of our three-month launch project, we had secured over 900 pieces of overwhelmingly positive coverage across print, online, YouTube and social media. This included a continuous news cycle in the national and tech press, standout profile pieces in the likes of **The Times**, **Dezeen**, and the **Evening Standard** - who re-launched its tech coverage with a DPS interview of Carl and Adam. Reviews have continued to land with 4-star or better ratings, lifestyle coverage has inked in the likes of **Monocle**, **Rolling Stone**, **GQ**, and **Wallpaper***, plus broadcast slots on the **BBC** and leading YouTubers including **ASBYT** and **TechSpurt**. Job done!

Evening Standard

Best budget smartphones that don't miss out on functionality



Nothing's phone is a leader in sustainability as it's made with 10 per cent recycled aluminium and industry-leading 50 per cent bio-plastic. The LED interface is a nifty addition that lights up the back of the phone for personalised notifications - the 900 LEDs create unique light up patterns to indicate who's calling, app notifications and charging status.

THE TIMES

How to make much ado about Nothing?

Carl Pei also takes on the might of Apple and Samsung with his new smartphone



With a starting price of £599, the Nothing Phone is a mid-range handset that will directly compete with other Android-powered rivals such as Google's Pixel and Samsung's Galaxy range, rather than more expensive iPhones from Apple.

To the untrained eye, when its screen is facing up, there's little to distinguish the Nothing smartphone from other smartphones by more established players. But its back is decidedly unusual: a network of LEDs laid out under a transparent area is a visual call to be inspired by Harry Beck's famous map of the London Underground.

More importantly, the phone does all the other stuff you would expect it to do without much fuss, the display and camera are impressive, sound and battery life are decent and the build quality is good.

dezeen

Nothing aims to rekindle the "amazing feeling" of early smartphones with Phone (1)



Designed with input from Swedish engineering and design studio Tiverton Engineering to disrupt the smartphone market, Phone (1) features a light-up "glyph interface" on its transparent back intended to help cut screen time. "I was very excited in the 2000s and the start of the 2010s," Bates told Dezeen. "As a designer, that was an incredible period. So many fantastic launches of new products that kind of blew your mind at the time, they really exceeded expectations."

METHOD

With hype for the Phone (1) reaching fever-pitch we sought to keep the news agenda rolling by feeding the UK media details about the product's unique design, keynote event details, launch party particulars, and sending out exclusive 'save the date' invites to encourage extra coverage across the web and social media. While this was taking place, we were busy beaver away in the background securing launch event invitees, arranging product pre-briefs with top-tier media targets, and sending samples for testing. With high-profile spokespeople such as co-founder Carl Pei and design director Adam Bates, we were also tasked with landing impactful business profile and thought leadership pieces around the launch of the Phone (1). Naturally, with expectation surrounding the reveal, Little Red Rooster was expected to run a proactive and reactive press office able to cope with an ever-evolving situation and handle demand for one of the most eagerly anticipated tech products of 2022.

