

NOTHING (3)

Brief set by
Nothing Technology

Get 1 million people experiencing, personalising and creating with Nothing Phone 3

Additional Prizes:

All entrants will be included in a prize draw to win one of five pairs of Ear (3) headphones and Nothing Technology merchandise.

Pencil winners will receive product prizes ranging from Phone (3) to Headphone (1).

Additional Languages

This brief is also available in the following languages:

[Arabic](#), [French](#), [Japanese](#),
[Portuguese](#), [Standard Chinese](#)

Deadline

17 March 2026, 5pm GMT

The backstory

Founded in London in 2020, Nothing is a consumer technology company that makes smartphones and audio products. In five years, the brand has grown into a global challenger, selling over 15 million products across 40+ markets worldwide.

The company was built in response to a clear problem: most consumer technology looks, sounds, and behaves the same. Products are increasingly powerful, but emotionally flat. Nothing aims to challenge this by putting design, expression, and creativity at the centre of its products and brand.

Nothing Phone (3) is the brand's flagship device, built for creators. With features including AI-enabled tools, intuitive software and the Glyph Interface, it's designed for people who shoot, edit, remix, and share culture directly from their phone.

With so many tech giants taking the headlines and crowding your FYP and explore page, how can Nothing get more users engaged with, excited by, and using Phone (3) to turn their everyday moments into creative output?

What's the challenge?

As a challenger brand, Nothing has differentiated itself from the competition with its Phone (3) through innovative features. The best way for the tech-curious target audience to explore these? Getting hands-on.

Your challenge is to create an integrated campaign that doesn't just showcase the product as an exciting space to push the boundaries of mobile creativity, but encourages them to get hands-on and try out the product.

You could include a social campaign, IRL experiences, out-of-home activations or something else entirely, but the key is invoking action. How can we get 1 million people to try Phone (3)?

Who are we talking to?

Primary Audience:

- Gen Z & young Millennials (18–30)
- Creators, design-lovers, culture explorers
- People bored of "same same" tech brands

Secondary Audience:

- Early adopters
- Tech-curious audiences who value aesthetics, individuality, and ideas

Mindset:

- Values originality over polish
- Participates in culture rather than consuming it passively
- Sceptical of traditional advertising

Things to think about

Response Considerations:

- Originality of thinking
- Cultural relevance
- Strategic clarity
- Alignment with Nothing's brand
- Ability to scale across channels
- Craft and storytelling

Constraints:

- Assume realistic budgets, but think boldly
- The idea should work globally
- No need to show technical specs unless creatively relevant

Final Thought

Nothing doesn't want to shout louder. It wants to say something worth listening to. Your job is to decide what that is - and how the world hears it.

The important stuff

Create an integrated campaign that promotes Nothing Phone (3). It's up to you what form your campaign takes, but you must include at least 3 touch points, and your response should cover how you will reach your chosen audience and an explanation of how your creative idea will go beyond just raising brand awareness and driving your audience to play and engage themselves.

What and how to submit

Read *Preparing your entries* before you get started for full format guidelines.

Main (essential):

Either a presentation video (max. 2 min) OR JPEG slides (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is JPEGs, you can also submit (max. 1 min total); if your main piece is video you can also submit JPEGs (max. 4).

Further information:

You can find everything you need to know about entering the New Blood Awards, including the *Preparing your entries* guide, plus any supporting documents for this brief in [this supporting folder](#).

- <https://nothing.tech>
- <https://nothing.tech/products/phone-3>
- [Nothing brand book](#)
- [Nothing brand guidelines](#)
- [Phone \(3\) Reviewers guide](#)
- [Carl Pei's recent interview with Gstaad Guy here](#)