

**Title: The exploration into the marketing strategies
used by Nothing**

**Research Question: To what extent has the product
innovation and marketing strategies led to the success
of Nothing Phone (1)?**

TABLE OF CONTENT:

INTRODUCTION	3
THE COMPANY	3
AIMS AND GOAL	3
METHODOLOGY	4
MARKET SHARE.....	4
PORTER'S GENERIC STRATEGY	6
ANSOFF MATRIX	7
MARKETING MIX.....	8
PRICE.....	8
PROMOTION.....	9
PRODUCT.....	11
UNIQUE SELLING POINT.....	11
CAMERA	12
PERFORMANCE	13
DISPLAY	13
BATTERY.....	13
SOFTWARE	15
ENVIRONMENTAL SUSTAINABILITY.....	15
PLACE	15
DISTRIBUTION CHANNEL	15
FUTURE PLANS.....	16
SWOT ANALYSIS.....	17
STRENGTHS	17
FUNDRAISING.....	17
WEAKNESSES	18
OPPORTUNITIES	19
THREATS.....	20
PERCEPTION MAPPING.....	20
FINANCIAL ANALYSIS.....	21
CONCLUSION	23
BIBLIOGRAPHY.....	26

INTRODUCTION

THE COMPANY

Nothing Technology Limited is an electronics manufacturer company based in London which started on 27th January 2021 founded by Carl Pei. Nothing is considered one of the most hyped brands around the world because of the release of the Phone (1) which was a fan favorite and liked by the whole community due to its design and practicality. **Nothing has been able to achieve the fourth spot in the premium price segment in India with 15%** while competing with tech giants that can take advantage of being a huge multinational corporation. Nothing phone (1) was the second most sold phone in India during July - September of 2022 sold via the e-commerce website Flipkart^[1]. The phone (1) was able to gain such a huge customer base due to the creativity used by the company to design the product in a way that makes it unique from its competitors and also use various market and promotion strategies to boost hype around the product while increasing its sales and market share.

AIMS AND GOAL

The goal of this essay is to analyze the various strategies used by Nothing when launching the Nothing phone (1), comparing the techniques with other manufacturers. This will allow me to discuss which was the most effective strategy that they used that helped them to achieve the success for the phone and its launch.

¹ <https://news.abplive.com/technology/gadgets/wanted-to-create-own-legacy-nothing-phone-1-company-got-its-unusual-name-carl-pei-1576047>

METHODOLOGY

The secondary sources included in this study include a variety of reliable websites, including ABPnews, Gagadget, and Nothing's official website. My goal is to collect precise data on the company, such as investor information, device specs, and the company's environmental sustainability initiatives. In order to give extensive insight, the analysis will make use of the marketing mix, specifically looking at pricing, place, promotion, and product perspectives. The company's success plan will be assessed using the Ansoff matrix and SWOT analysis. The essay will also compare Nothing with other smartphone makers, such as Samsung and Apple, using perception mapping. Finally, the particular technique Nothing uses to succeed will be examined using Porter's generic strategy matrix.

MARKET SHARE

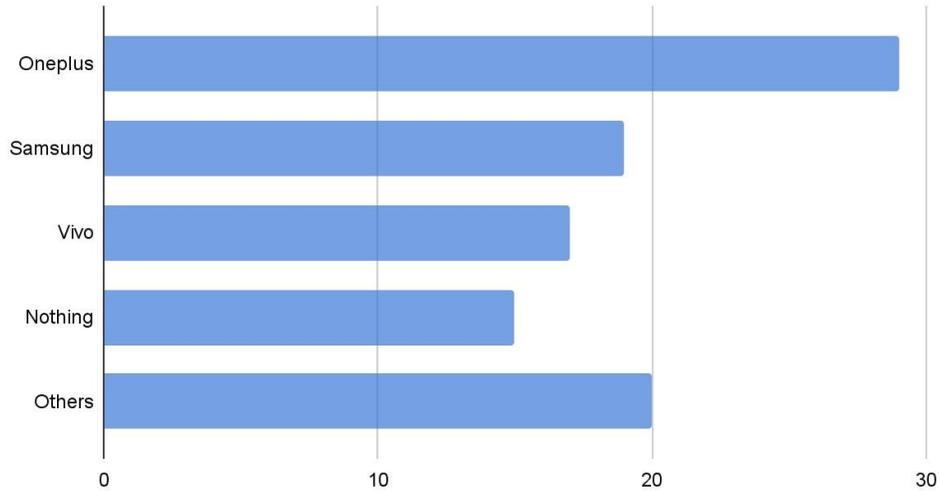
Nothing has been able to achieve the fourth most market share in India in 2022 under the affordable premium smartphone segment. Oneplus has the highest market research with 29% due their high-end products at a reasonable price, with Samsung coming in second at 19% market share while Vivo has achieved 17%.^[2] With the effective use of Market research and analysis,

Nothing has been able to accumulate 15% market share.^[3]

² [Smartphone Market Share In India \(2022\) - Report \(candytech.in\)](https://www.candytech.in/reports/smartphone-market-share-in-india-2022)

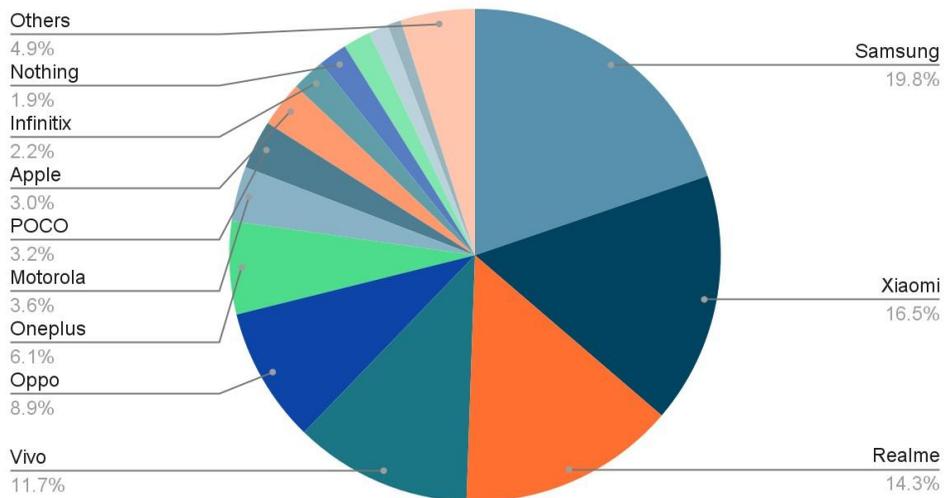
³ <https://news.abplive.com/technology/gadgets/wanted-to-create-own-legacy-nothing-phone-1-company-got-its-unusual-name-carl-pei-1576047>

Affordable premium market segment market share in 2022



Nothing had a 1.9% market share in the smartphone industry in August 2023 as seen through the survey conducted by 91mobiles, **compared to the 0.4% in August 2022 showing a 1.5% increase in the market share ranking 11th.**^[4]

market share in August 2023



⁴ [https://www.91mobiles.com/hub/emerging-brands-nothing-infinix-great-indian-smartphone-survey-2023/#:~:text=With%20the%20launch%20of%20just,the%20Nothing%20Phone%20\(1\).](https://www.91mobiles.com/hub/emerging-brands-nothing-infinix-great-indian-smartphone-survey-2023/#:~:text=With%20the%20launch%20of%20just,the%20Nothing%20Phone%20(1).)

PORTER'S GENERIC STRATEGY

Nothing focuses on designing a product that is unique from the competitors giving them a unique selling point and position nothing in the differentiation category on the porter's generic

strategy matrix. Competitors such as Samsung and Apple also produce devices that use expensive high quality materials selling their devices such as the Iphone 15 Pro Max and Samsung S24 Ultra as luxury phones priced starting from \$1,300 and

\$1,200 respectively.^{[5][6]} Nothing makes the products using high quality materials and high

end specifications. While having a unique product due to the first phone to LEDs on the back panel or not having any bloatwares in the software increases the costs Nothing has to spend on

the development and research and using high quality materials, they have to focus to keeping

their prices low to attract the customers as their brand is not widely recognised compared to its competitors in the same category who have a brand image and reputation. While providing

unique features and differentiating from other smartphones, Nothing also keeps their prices low

by earning a small profit margin.

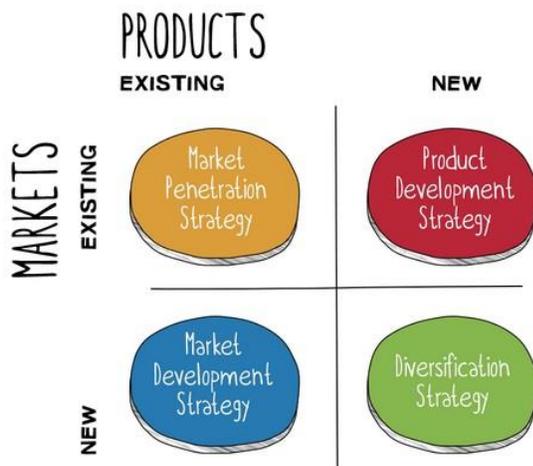
		Competitive Advantage	
		Lower Cost	Differentiation
Competitive Scope	Broad Target	1. Cost Leadership	2. Differentiation
	Narrow Target	3a. Cost Focus	3b. Differentiation Focus

⁵ [iPhone 15 and 15 Pro price info: Official prices for Apple's new smartphones | iMore](#)

⁶ <https://www.businessinsider.com/guides/tech/samsung-galaxy-s24-ultra-review?IR=T>

ANSOFF MATRIX

The initial product released by Nothing, called phone 1, marked the company's entry into the smartphone market, which was both a new product and a new market for them. This decision proved advantageous for Nothing in several ways. Firstly, it enabled the company to reach a wider customer base by offering a popular and essential product category. **The positive reception of the phone's distinctive design, features, and competitive pricing contributed to**



a rapid expansion of Nothing's customer base.

This success propelled Nothing into a competitive position within the premium price segment in India.

However, venturing into the smartphone market also presented challenges for Nothing. **This**

industry is heavily dominated by established players, making it crucial for Nothing to differentiate itself from these brands. This required significant marketing efforts and strategic positioning. Additionally, the fast-paced technological advancements in the smartphone industry demanded continuous innovation and adaptation in order to remain relevant.

MARKETING MIX

PRICE

Price strategy is extremely helpful as it defines if the customers will be able to buy the product and overall affect the profit of the company greatly. **Nothing uses a very rare pricing method where they have priced their product at break even or also known as contribution pricing.** The market for smartphones is extremely price elastic as they are considered a luxury good and not a necessity, keeping a lower price therefore allows for more sales. In this pricing strategy the price is kept extremely low where the company breaks even or makes no profit on each product sold. **Nothing sells the phone (1) at a price of ₹28,499 in India and \$450 in other countries,** which is quite less than their competitors and being one of the cheapest phones to provide such high specifications.^[7] Using this pricing strategy, the price of 28,499 only covers the variable cost of producing the device and a portion of the fixed cost incurred such as the logistics cost. **The founder had recently revealed that from the selling price of \$450, it costs them \$360 to produce the phone and the remaining \$90 are spent on the logistics, development and giving a portion to e-commerce websites like Amazon and FLipkart.^[8] After all these costs are taken into consideration Nothing generates \$0 on every phone they sell.** This is normal for a startup as it helps them generate a customer base and therefore boost sales.

COMPARISON IN PRICE

⁷ <https://www.gadgets360.com/nothing-phone-1-price-in-india-109963>

⁸ [Profit is zero: the head of Nothing says the company earns nothing from Phone smartphone sales \(1\) \(gagadget.com\)](#)

Comparing it to its competitors like Apple, they are able to make a profit of around 50% as their latest model, the 14 pro, has a selling price of \$799 to \$999 and it only costs them around \$500 to produce them.^[9] Apple is able to keep their costs this low in respect to their selling price due to being a huge multinational company (MNC) as they can take advantage of economies of scale. **As Nothing is able to take advantage of their CEO's reputation, they are able to reduce their costs of production but cannot keep their costs as low as Apple or Samsung.** Nothing has priced their products lower than their competitors such as Samsung, Google, OnePlus and Realme.

Brand	Model	Price (₹)	Approximate difference in price with Nothing Phone (1) in ₹
Samsung	S22	40000	11500
OnePlus	11R	35000	6500
Google Pixel	7a	39000	10500
Realme	GT 2 pro	32000	3500

PROMOTION

Nothing uses various marketing methods to make the hype around the product to get the customers excited and curious about the product and also to increase brand awareness. One of the most important methods that **Nothing is known to be using is that they tend to compare their phones before the launch of the phone with other products in the market** and give the audience a look of what the phone would look like and also the performance of it. Carl Pei has recently compare the phones to the flagship phone like the Oneplus 11 pro, Samsung S23 Ultra and also the Iphone 14 pro, where he even concluded that the iphone 14 pro is overall a better phone but

⁹ [The Cost of Making an iPhone \(investopedia.com\)](https://www.investopedia.com/terms/c/cost-of-making-an-iphone/)

the consumers looking for a alternative solution that is more affordable should consider the Nothing phone (1) as an option. This approach promotes the brand while also maintaining its authenticity and suggesting the viewers the right option.



Nothing also has multiple different celebrities and well known personalities as their investors which can help increase their reach and have a great influence on the market. Whereas other manufacturers mass produce their devices and are available to be purchased by everyone, on the contrary, **Nothing uses the Fear of missing out (FOMO) strategy** where they only allow all the people to buy the phone through pre-orders which develops a sense of loyalty towards the company. Other manufacturers produce limited edition models such as the Oppo Find X2 Pro 5G Lamborghini edition, Samsung Galaxy S20+ 5G BTS Edition, or the OnePlus 7T Pro McLaren Edition, Nothing only produced one model with different variations of storage and ram sizes. Nothing auctioned off the first 100 Phone (1) through an in person event where the highest bid being \$3000.^[10] **Nothing unveils the information and specifications about their phone over a period of time**, some information at a time to sustain their hype compared to other companies,

¹⁰ <https://www.makeuseof.com/nothing-phone-1-marketing-oneplus/>

which tease all the device specifications at one time. The news repeatedly covers the teasers by the company promoting the company and reminding the consumers about the devices. Nothing provided their phones to well known content creators which helped people be aware about the phone and also give them a review about the phone which they consumers consider to be accurate and precise.

PRODUCT



UNIQUE SELLING POINT

Nothing phone (1) is one of the most unique designed phones over the past few years. **Its unique design is the unique selling point and what motivates the consumers to buy this product** compared to their rivals. The phone is accompanied with a transparent back panel which allows the user to see through the back and into the internals giving it a unique look that is never done before. The device contains 900 LED strips at the back which light up to inform the user about a

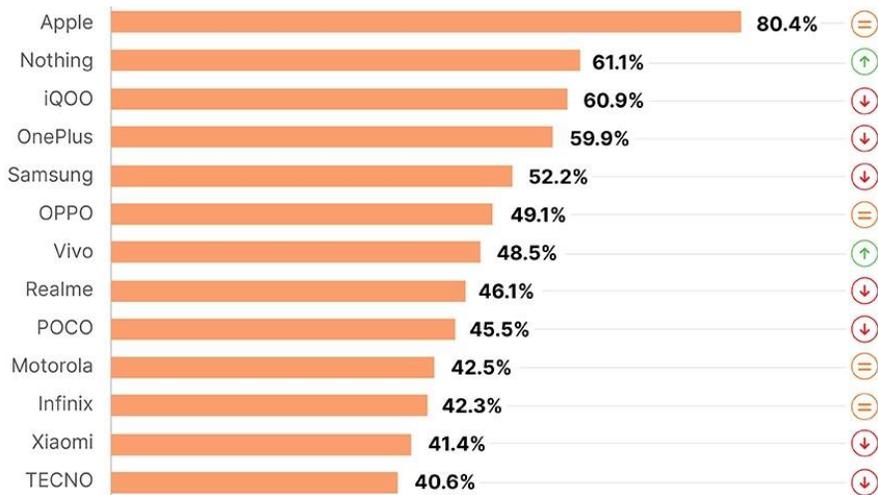
call or a message.^[11] The user can customize the lighting, deciding when the light should glow or how it should react to the ringtone. Nothing has called this feature the Glyph interface.

CAMERA

It contains a double 50 MP camera with optical image stability and electronic image stability considered one of the best cameras in the market.^[12] These high end cameras are not provided by any of the competitors such as the Oneplus 11R or the Poco F4 5G. Nothing is able to satisfy 61.1% of their users with their camera quality and having some of the best quality cameras at such a price range competing with the latest iPhones and being better than Oneplus and IQOO.^[13]



% of people who are satisfied with their phone's rear camera | Change in Rank from 2022



¹¹ [Nothing Phone \(1\): Four unique features that the competition does not offer \(indiatoday.in\)](https://www.indiatoday.in)

¹² <https://www.digitaltrends.com/mobile/nothing-phone-1-review/>

¹³ [https://www.91mobiles.com/hub/emerging-brands-nothing-infinix-great-indian-smartphone-survey-2023/#:~:text=With%20the%20launch%20of%20just,the%20Nothing%20Phone%20\(1\).](https://www.91mobiles.com/hub/emerging-brands-nothing-infinix-great-indian-smartphone-survey-2023/#:~:text=With%20the%20launch%20of%20just,the%20Nothing%20Phone%20(1).)

PERFORMANCE

It uses the Qualcomm Snapdragon 778+ process combined with 8 or 12 GB ram making the experience jitter free while providing all the performance needed. It is able to keep up with other smartphones priced at a price point of upwards of ₹40000 in terms of performance of 620K on the AnTuTu benchmark compared to the approximate of upto 700K of the competitors.^[14]

DISPLAY

To display the performance of the graphics card, the phone has a 120 Hz display being able to display the capabilities of the processor. It has a good display that meets the requirement for an everyday user like a 6.55 Inch OLED display that is able to output 10 bit colors with HDR10+ support. It has even bezels on all sides giving a more modern look and feel and providing a better viewing angle, a feature only on the Iphones starting from an approximate of ₹550000.

BATTERY

The phone has a 4500 maH battery that charges from 0% to 100% in just an hour through its fast charging capabilities, showing a 14% better battery life compared to the Google Pixel 7a.^[15] The phone supports 15 Watts wireless charging which is not provided by any other phone under ₹40,000 and also has the option to reverse charge other devices wirelessly at 5 Watts, which is a feature not supported by any smartphone for such a low price. **Nothing was ranked 5th on the leaderboard for best performance by 91mobiles**, depicting how they provide some of the best

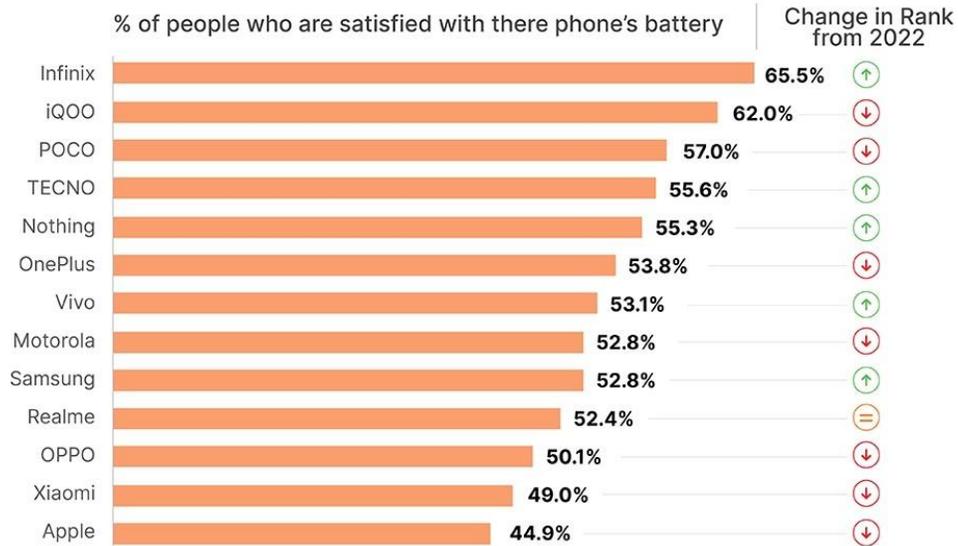
¹⁴ phonesdata.com/en/smartphones/nothing/phone-1-5462491/antutu/

¹⁵ [Compare Nothing Phone \(1\) vs Google Pixel 7a: which is better? | NR \(nanoreview.net\)](#)

battery experience at such a price range, being even better than leading brands such as Samsung and Apple.^[16]



Infinix is the best brand in terms of battery reliability



Source: The Great Indian Smartphone Survey 2023 by 91 mobiles

¹⁶ [https://www.91mobiles.com/hub/emerging-brands-nothing-infinix-great-indian-smartphone-survey-2023/#:~:text=With%20the%20launch%20of%20just,the%20Nothing%20Phone%20\(1\).](https://www.91mobiles.com/hub/emerging-brands-nothing-infinix-great-indian-smartphone-survey-2023/#:~:text=With%20the%20launch%20of%20just,the%20Nothing%20Phone%20(1).)

SOFTWARE

The device contains its own custom software based on the Android 13 which is the latest software provided by Google. The Nothing OS is extremely smooth and free from bloatwares which gives a smooth experience with little to zero issues compared to other manufacturers that install multiple unwanted apps and bloatwares that are never used and hamper the user experience by making the device laggier and slower. The Nothing OS is simple to use and effortless making it more ideal for new users and also for people who are trying to reduce their dependence on their devices and focus on other things.

ENVIRONMENTAL SUSTAINABILITY

The phone contains an aluminium frame which is not provided by any competitors in this price segment.^[17] **The phone and the packaging uses recycled material which reduces the carbon footprint of the device and also incentivises the consumer to prefer their product.**

PLACE

DISTRIBUTION CHANNEL

Nothing makes effective use of **online 1 level distribution channels, selling through the e-commerce website, Flipkart.** By deciding to sell through online websites, Nothing is able to price

¹⁷ <https://in.nothing.tech/pages/phone-1>

the device to the customer at a cheaper price as there are no wholesalers in the process of delivering the product. This method has also further been proved successful by the **sale of 100,000 units of Nothing phone (1) in just 20 days.**^[18] To make the experience of ordering and receiving the device more convenient for the customer, **Nothing is deciding to partner with Reliance digital, one of the largest retailers all over India.**^[19] It will allow the customer to see the device in person and have hands-on experience with the device and therefore make a thorough decision. These methods of distribution also have various advantages. The customer can decide and buy the product instantly instead of waiting for it to be shipped and delivered to them. This can also save them customer shipping costs making them cheaper. This method increases the brand visibility for the brand and more people see and recognise the brand.

FUTURE PLANS

Carl Pei in an interview stated that the Indian market is one of the most crucial markets for the company due to the effect of recession in other countries that is not much prevalent in India. He is focusing on securing significant market share in the Indian smartphone market before Apple becomes one the most dominant manufacturers. **Nothing might even decide to make India the hub for their smartphone from where they may be exported to other countries due to the success in the Indian markets.**

¹⁸ Report: Nothing hits 100,000 Phone (1) sales in India - 9to5Google

¹⁹ Nothing phone (1) Offline Sales Could Be Through Reliance Digital | CellularNews)

SWOT ANALYSIS

STRENGTHS

One of the benefits that Nothing took advantage of was the **limited devices in the luxury market segment that produced smartphones that were differentiated from one another.**

Nothing seized the opportunity and unveiled a phone that had never been offered to customers.

They created an extremely transparent smartphone rear glass with user-configurable LEDs that was also functional. Carl Pei has had a strong reputation in the tech industry due to his previous successful company, OnePlus.

FUNDRAISING

Nothing was able to capitalize on the founders' fame since they had a loyal following of buyers who were eager to purchase the goods and could readily raise money through crowdsourcing and investments while negotiating lower prices and discounts with manufacturers. This was



demonstrated by their \$96 million crowdfunding campaign in July 2023, which increased their total capital raised to \$250 million.^[20] Nothing was able to **secure funding from some of the most well-known figures**, including Twitch co-founder Kevin Lin, iPod inventor Tony Fadell, Reddit CEO Steve Huffman, and YouTuber Casey Neistat.^[21] Nothing has been successful in an extremely

²⁰ <https://news.crunchbase.com/retail/venture-capital-fundraising-phone-nothing/>

²¹ [About – Nothing India](#)

competitive market with comparatively less funding compared to the competitors. Huge companies such as Apple and Xiaomi have raised \$1.2 billion and \$7.4 billion respectively, helping them to be more effective with production by setting up production facilities and marketing their products.^{[22][23]} This allowed them to market their products to a variety of audiences using a variety of media.

WEAKNESSES

Nothing restricted the **number of phones that customers could pick from** by only introducing one device with one model whereas all other companies have multiple devices at different price points with different purposes of each device marketing to a diverse audience. Due to the company having only one source of income, in the event that the product failed, they would be at great risk of going bankrupt. Nothing's **restricted the number of approved service centers** in India, which might be a big problem for clients as after-sale services are just as crucial as the items themselves. Nothing has only 206 service centers all over India which may not be enough to compete as manufacturers such as Samsung have over 3000, Xiaomi has over 2000 and Vivo has over 600 service centers making them more repairable and leading to customers buying their devices due to more trust in the repairability of the devices.^{[24][25][26][27]} Nothing **depends on outside manufacturers to build the smartphone**, which could cause supply chain problems that affect

²² [Xiaomi - Funding, Financials, Valuation & Investors \(crunchbase.com\)](https://www.crunchbase.com/organization/xiaomi)

²³ [Apple - Funding, Financials, Valuation & Investors \(crunchbase.com\)](https://www.crunchbase.com/organization/apple)

²⁴ <https://servicebee.in/company/nothing/>

²⁵ <https://www.samsung.com/in/support/service-center/>

²⁶ <https://www.mi.com/in/service/repair/>

²⁷ <https://www.vivo.com/in/about-vivo/news/service>

the company's capacity to satisfy demand, whereas other manufacturers have their own factories and equipment to create the products.

OPPORTUNITIES

As the reliance on technology continues to increase, the **demand for innovative technology will grow**. By releasing the product at a time when other manufacturers were manufacturing devices that were similar to the previous models like the Samsung S22 Ultra and iPhone 13, Nothing could attract a customer base that was looking to buy a smartphone that would be unique from its competitors. To protect the environment, the **government was trying to increase awareness and ban products that are harmful to the environment**. Nothing took advantage of the situation and created the Nothing phone 1 using recyclable resources that is not being done by many other manufacturers. It uses 100% recyclable aluminum frame paired with 50% of the phone made from bio-based or post-consumer recycled materials making it environmentally friendly and also helping to attract environmentalists to support the purchase of the phone instead of the competitors.^[28] By deciding to manufacture the smartphones in India, they could take advantage of low cost production and transportation costs, which would help them earn more profits and invest back into the business and meet the demand more effectively. Nothing decided to partner with Qualcomm, which is the largest smartphone processor manufacturer used by most Android smartphones and tablets, helping Nothing to get the best processors for their devices and keep the

²⁸ <https://www.euronews.com/next/2022/07/13/nothing-is-set-to-release-its-new-environmentally-friendly-smartphone-e-is-it-worth-the-hype>

costs minimized. It gave Nothing the access to the latest and advanced technology to enhance the performance and features in the phone.

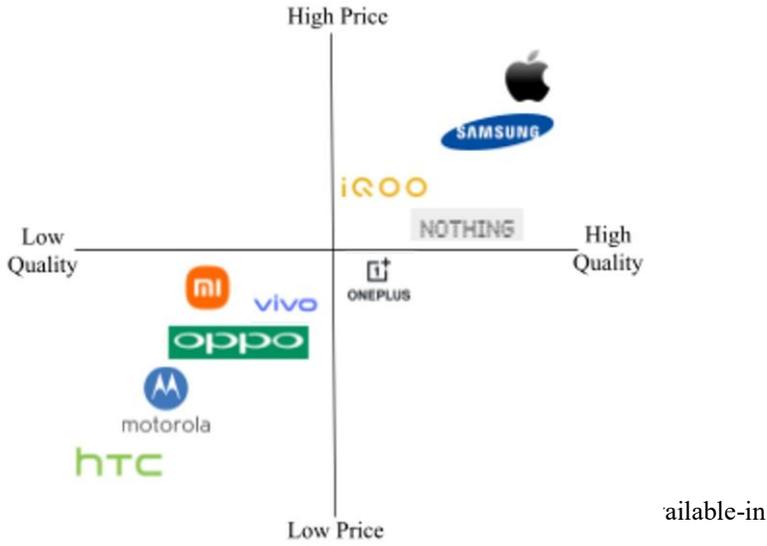
THREATS

The smartphone **market is extremely competitive with various manufacturers competing with each other**. Nothing faces competition from huge companies like Google, Samsung, and other chinese manufacturers that try to provide the customers with the top tier devices while keeping their costs as low as possible. The company relies heavily on the hype created around the product and the reputation of the founder, to drive interest into the business. If the hype tends to fade away due to the company not meeting the expectations by the consumers, the product may not be a success and will instantly fail. Nothing **released the phone 1 in a limited number of markets** of 41 countries such as India, UK, Japan, and countries in Europe, restricting the customer base due to which many customers willing to buy may not be able to purchase it.^[29] Due to the current economic situation where people are less willing to invest in the economy and tend to save money would postpone their purchase on luxury goods and only spend when necessary leading to people only buying necessities.

PERCEPTION MAPPING

Nothing is considered a brand that provides their phones at an affordable price range starting from ₹28499, while being extremely premium. It is able to **provide all the features that other**

manufacturers provide but at a lower price. Other companies such as Apple and Samsung price their product in a more luxury segment where they try to earn more revenue per smartphone and generate higher revenues while giving the user a similar or worse experience. Whereas there are companies that are comparatively more affordable like Oppo and Vivo, have worse build qualities and do not meet the expectations of the customer.



²⁹ <https://www.androidcent>

FINANCIAL ANALYSIS

Nothing India revealed their financial information for the period between April 1, 2022, and March 31, 2023, providing insights into their total earnings from various products, taxes, EBITDA, and PAT margin. Within this fiscal year, **Nothing achieved a substantial revenue of 1231 crores.** Out of this amount, 1055 crores were generated solely through the sales of the Phone (1) with the cost of goods sold amounting to 1184 crores, including employee salaries and marketing

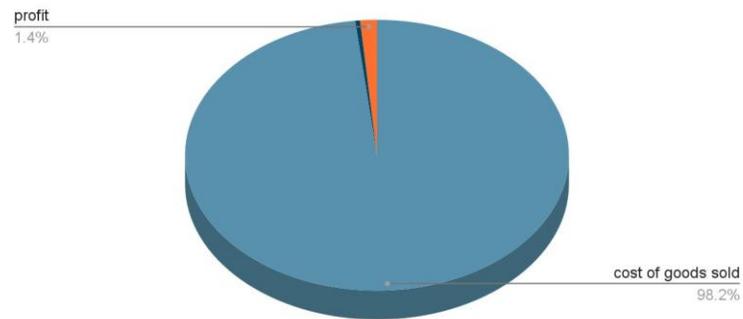
In order to promote their products and stimulate sales, Nothing had to offer several discounts and promotions, leading to a loss of 104 crores. Nothing had a total sales revenue of 1335 crores before subtracting the discounts. Delving further into the revenue breakdown, **it becomes evident that an impressive 95.74% of the total revenue from sales of products was derived specifically from the Nothing Phone 1** and 79% when factoring in all inflows.

Year ended 31March23	INR Crores
Revenue	1,231
- Mobile phone (Phone1)	1,055
- Mobile Accessories (Ear1, EarStick & others)	47
- Rebate & discount	(104)
- Subvention income from Nothing Tech	233
COGS	1,184
Employee Cost	8
Other expenses	17
- Sales & marketing expense	9
EBITDA	22
<i>EBITDA Margin</i>	<i>1.8%</i>
Depreciation	0
EBIT	22
<i>EBIT Margin</i>	<i>1.8%</i>
Other income	1
Finance cost	1
PBT	22
<i>PBT Margin</i>	<i>1.8%</i>
Tax	5
Tax rate	22%
PAT	17
<i>PAT Margin</i>	<i>1.4%</i>

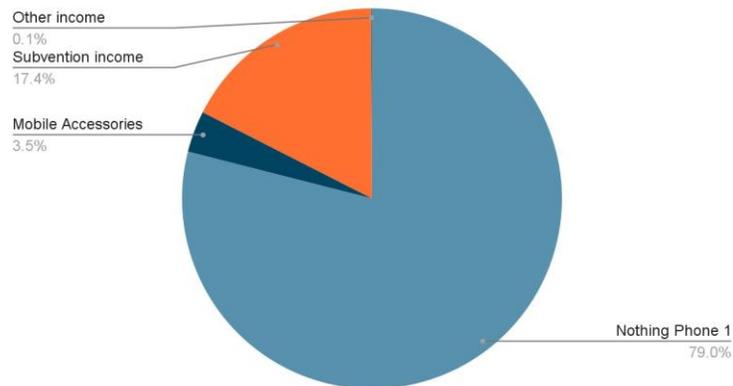
On the expenditure side, Nothing incurred costs expenses. **As a result, they recorded a profit of 22 crores before factoring in interest, taxes, and depreciation, equating to an EBITDA of 1.8%.**

Regarding cash flow, Nothing experienced neutrality from another source of income and a modest interest of 1 crore, culminating in a profit before tax of 1.8%. However, due to their placement within the 22% tax bracket, Nothing was obligated to pay 5 crores in taxes, resulting in a post-tax profit of 17 crores or 1.4%. It can be concluded that Nothing makes the most revenue from the **sale of the Phone 1 and has been making a profit of 1.4%.**

Profit breakdown for Y 2022 - 23



Nothing India Cash inflows in FY 2022 - 23



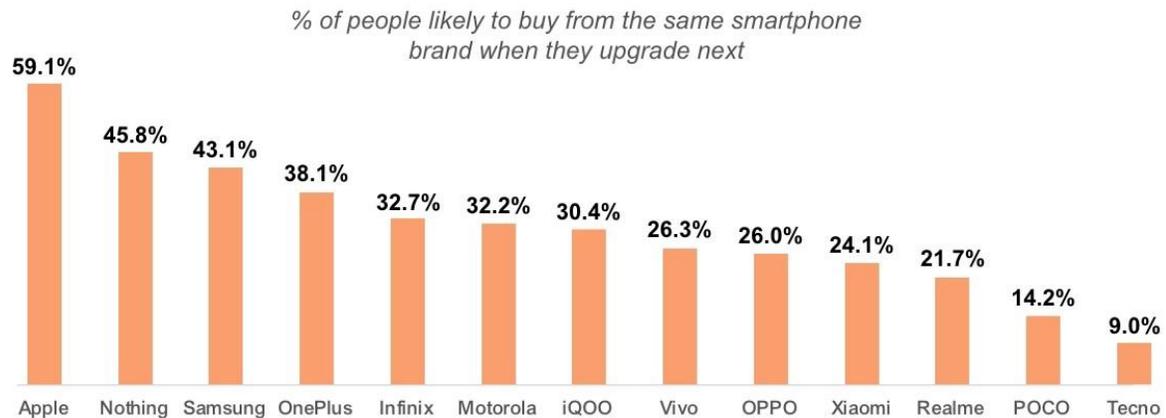
CONCLUSION

The combination of strategic decisions and the unique features set apart the Nothing phone

(1) from its competitors and the reason behind the success of the smartphone and the company.

The success of the Nothing Phone (1) can be seen through the 45.8% of repeat customers that the business is likely to get based on their positive experience of their current device.^[29]

²⁹ [https://www.91mobiles.com/hub/emerging-brands-nothing-infinix-great-indian-smartphone-survey-2023/#:~:text=With%20the%20launch%20of%20just,the%20Nothing%20Phone%20\(1\).](https://www.91mobiles.com/hub/emerging-brands-nothing-infinix-great-indian-smartphone-survey-2023/#:~:text=With%20the%20launch%20of%20just,the%20Nothing%20Phone%20(1).)



Source: The Great Indian Smartphone Survey 2023 by 91mobiles

One key factor for its success was the unique design: the transparent back panel containing 900 led strips and the glyph interface showcasing their innovation. The high quality materials, powerful chipset, good cameras, impressive display and sustainability played an important role in differentiating it from its competitors.

Nothing used the **contribution pricing strategy** which positioned their phone at a lower price point than the competitors with similar specifications. This approach helps Nothing to attract a wider customer base in the market where smartphones are looked at as a luxury good. providing the customers with regular discounts helped to keep the market competitive. **Further decisions such as selling through online channels allowed Nothing to keep the costs low and maintain a direct-to-customer approach.**

Effective marketing and promotion strategies were crucial for the success. **Comparing the phone (1) with other flagships, partnering with celebrities and exclusive pre-orders created**

hype, a sense of exclusivity and fueled the fear of missing out. Commitment to environment sustainability, seen through the use of recycled materials, **appealed to the environment conscious consumers and created a positive image for Nothing.**

Despite challenges such as limited production and extremely competitive market, **Nothing capitalized on its strengths such as its strategic decision-making and innovation,** Nothing is able to capture 15% of the affordable premium market segment in India and make sales of 1055 crores solely from the Nothing phone (1), selling 100,000 units in just 20 days.

BIBLIOGRAPHY

- Persaud, Christine. “What Countries Will the Nothing Phone (1) Be Available In?” *Android Central*, Android Central, 19 July 2022, www.androidcentral.com/phones/what-countries-will-the-nothing-phone-1-be-available-in.
- “Nothing Service Centers in India.” *ServiceBee*, 2024, servicebee.in/company/nothing/.
- Metinko, Chris. “Nothing Raises Something — \$96M.” *Crunchbase News*, Crunchbase News, 28 June 2023, news.crunchbase.com/retail/venture-capital-fundraising-phone-nothing/.
- “Compare Nothing Phone (1) vs Google Pixel 7a: Which Is Better? | NR.” *NanoReview.net*, 2022, nanoreview.net/en/phone-compare/nothing-phone-1-vs-google-pixel-7a.
- “Nothing Phone (1) Antutu Score: Benchmark and Ranking - PhonesData.” *PhonesData*, 2024, phonesdata.com/en/smartphones/nothing/phone-1-5462491/antutu/.
- Boxall, Andy. “Nothing Phone 1 Review: Get Past the Hype and the Phone 1 Shines.” *Digital Trends*, Digital Trends, 10 Jan. 2023, www.digitaltrends.com/mobile/nothing-phone-1-review/.
- Villas-Boas, Antonio. “Samsung Galaxy S24 Ultra Review: A Stunning Phone with a Justifiably Steep Price Tag.” *Business Insider*, Insider, 15 Feb. 2024, www.businessinsider.com/guides/tech/samsung-galaxy-s24-ultra-review?IR=T.
- <https://www.facebook.com/TelecomTalk>. “Nothing Phone (1) Has Its Challenges Cut out in Western Europe.” *TelecomTalk*, 2020, telecomtalk.info/nothing-phone-1-has-its-challenges-cut/535214/.

- Krishna Sinha Chaudhury. ““Wanted to Create Own Legacy”: Nothing Shares How the Company Got Its Unusual Name.” *Abplive.com*, ABP Live, 16 Jan. 2023, news.abplive.com/technology/gadgets/wanted-to-create-own-legacy-nothing-phone-1-company-got-its-unusual-name-carl-pei-1576047.
- “Apple Sees Highest Ever Smartphone Shipments in India in Q3 2023; Market Records Flat YoY Growth.” *Counterpointresearch.com*, Nov. 2023, www.counterpointresearch.com/insights/apple-sees-highest-ever-smartphone-shipments-in-india-in-q3-2023-market-records-flat-yoy-growth/#:~:text=OnePlus%20took%20the%20top%20spot%20in%20the,affordable%20premium%20segment%20with%20a%2029%25%20share.
- IANS. “5G Smartphone Shipments in India Grow 30% in Q3 2022, Shows Report.” *@Bhindia*, Business Standard, 9 Nov. 2022, www.business-standard.com/article/technology/5g-smartphone-shipments-in-india-grow-30-in-q3-2022-shows-report-122110901488_1.html.
- Team CT. “Smartphone Market Share in India (2022) - Report.” *Candytech*, 18 Sept. 2022, candytech.in/smartphone-market-share-india/.
- Shcherban, Elena. “Profit Is Zero: The Head of Nothing Says the Company Earns Nothing from Phone Smartphone Sales (1).” *Gagadget.com*, Gagadget.com, 5 Dec. 2022, gagadget.com/en/nothing-phone-1/194664-profit-is-zero-the-head-of-nothing-says-the-company-earns-nothing-from-phone-smartphone-sales-1/.

-
- “The Cost of Making an iPhone.” *Investopedia*, 2024, www.investopedia.com/financial-edge/0912/the-cost-of-making-an-iphone.aspx.

Ayush Jalan. “How Nothing Followed the OnePlus Playbook to Hype the Nothing Phone (1).” *MUO, MakeUseOf*, 3 July 2022, www.makeuseof.com/nothing-phone-1-marketing-oneplus/.

- Kumari, Ruchi. “Nothing CEO Carl Pei Adopts an Innovative Approach to Promote Phones Find out What.” *TechGig*, TechGig, 2 Aug. 2023, content.techgig.com/gadgets/nothing-ceo-carl-pei-adopts-an-innovative-approach-to-promote-phones-find-out-what/articleshow/102359173.cms.
- “Nothing Marketing Case Study.docx.” *SlideShare*, Slideshare, 2022, www.slideshare.net/AbhishekMishra297705/nothing-marketing-case-studydocx.
- “Is Nothing India Already Profitable ?? Details Inside.” *Nothing Community*, Nothing Community, 7 Nov. 2023, nothing.community/d/2838-is-nothing-india-already-profitable-details-inside.
- “Is Nothing India Already Profitable ?? Details Inside.” *Nothing Community*, Nothing Community, 7 Nov. 2023, nothing.community/d/2838-is-nothing-india-already-profitable-details-inside.
- Krishna Sinha Chaudhury. ““Wanted to Create Own Legacy”: Nothing Shares How the Company Got Its Unusual Name.” *Abplive.com*, ABP Live, 16 Jan. 2023, news.abplive.com/technology/gadgets/wanted-to-create-own-legacy-nothing-phone-1-company-got-its-unusual-name-carl-pei-1576047.

-
- Hegde, Pranav. “Nothing Phone (1): Four Unique Features That the Competition Does Not Offer.” *India Today*, India Today, 13 July 2022, www.indiatoday.in/technology/features/story/nothing-phone-1-four-unique-features-that-t-he-competition-does-not-offer-1975138-2022-07-13.
- Boxall, Andy. “Nothing Phone 1 Review: Get Past the Hype and the Phone 1 Shines.” *Digital Trends*, Digital Trends, 10 Jan. 2023, www.digitaltrends.com/mobile/nothing-phone-1-review/.
- “Rent Nothing Phone 1 Smartphone - 256GB - Dual Sim from €24.90 per Month.” *Grover.com*, 2024, www.grover.com/de-en/products/nothing-smartphone-nothing-phone-1-8gb-256gb.
- Hanlon, Annmarie. “The Ansoff Model [Marketing Strategy Matrix] | Smart Insights.” *Smart Insights*, 12 Aug. 2021, www.smartinsights.com/marketing-planning/create-a-marketing-plan/ansoff-model/.
- Wilde, Damien. “Nothing Has Reportedly Sold 100,000 Phone (1) Devices in India.” *9to5Google*, 14 Sept. 2022, 9to5google.com/2022/09/14/nothing-phone-1-sales-india/.
- “Nothing Phone (1) Offline Sales Could Be through Reliance Digital | CellularNews.” *CellularNews*, CellularNews, 3 Nov. 2023, cellularnews.com/mobile-phone/nothing-phone-1-offline-sales-could-be-through-reliance-digital/.
- D’Cruze, Danny. ““One of the Most Important Markets”: Nothing CEO Carl Pei Says India Will Be the World’s Export Hub.” *Business Today*, Business Today, 6 July 2023,

- www.businessstoday.in/technology/news/story/one-of-the-most-important-markets-nothing-ceo-carl-pei-says-india-will-be-the-worlds-export-hub-388507-2023-07-06.
- Abinaya Arangarajan. “Nothing Business Model | How Does Nothing Makes Money?” *StartupTalky*, StartupTalky, 11 Sept. 2021, startuptalky.com/nothing-business-model/.
- Mishraabhishek. “Nothing Marketing Case Study - Mishraabhishek - Medium.” *Medium*, Medium, 23 Nov. 2022, medium.com/@002mishraabhishek/nothing-marketing-case-study-e1b9c6813776.

-
- “Nothing Marketing Case Study.docx.” *SlideShare*, Slideshare, 2022,
www.slideshare.net/AbhishekMishra297705/nothing-marketing-case-studydocx.

Vonau, Manuel. “Nothing’s Obnoxious Phone 1 Marketing Is Vital for Its Success, the Xiaomi 12 Lite Proves.” *Android Police*, Android Police, 13 July 2022,
www.androidpolice.com/xiaomi-12-lite-important-nothings-marketing-phone-1/.
- “Case Study – a Deeper Understanding of the Nothing Phone (1) India Launch Techarc.” *Techarc - We Follow the Arc of Technology!*, Dec. 2022, techarc.net/case-study-a-deeper-understanding-of-the-nothing-phone-1-india-launch/.
- “What You Need to Know about Nothing’s New “Sustainable” Smartphone.” *Euronews*, Euronews.com, 13 July 2022, www.euronews.com/next/2022/07/13/nothing-is-set-to-release-its-new-environmentally-friendly-smartphone-is-it-worth-the-hype.
- TIMESOFINDIA.COM. “Nothing Phone (1) to Be Manufactured in India.” *The Times of India*, Times Of India, 14 June 2022, timesofindia.indiatimes.com/gadgets-news/nothing-phone-1-to-be-manufactured-in-india/articleshow/92202884.cms.
- ET Telecom. “Google-Backed Firm Nothing to Manufacture Smartphone in India to Meet Domestic Demand.” *ETTelecom.com*, PTI, 13 June 2022,
telecom.economictimes.indiatimes.com/news/google-backed-firm-nothing-to-manufacture-smartphone-in-india-to-meet-domestic-demand/92183193.
- Wikipedia Contributors. “Nothing (Company).” *Wikipedia*, Wikimedia Foundation, 7 Feb. 2024, en.wikipedia.org/wiki/Nothing_%28company%29.

-
- Sen, Jhinuk. “Nothing Phone (1) Is Finally Official: Here Are All the Details.” *Business Today*, Business Today, 12 July 2022, www.businessstoday.in/technology/launch/story/the-nothing-phone-1-is-finally-official-here-are-all-the-details-341291-2022-07-12.
- Walker-Todd, Alex, and Gareth Beavis. “Nothing Phone 1: Why People Are Willing to Pay Thousands for an Unknown Smartphone.” *TechRadar*, TechRadar, 26 June 2022, www.techradar.com/opinion/nothing-phone-1-why-people-are-willing-to-pay-thousands-for-an-unknown-smartphone.
- Wikipedia Contributors. “Nothing Phone 1.” *Wikipedia*, Wikimedia Foundation, 15 Jan. 2024, en.wikipedia.org/wiki/Nothing_Phone_1.
- Mariyan Slavov. “5 Special Edition Phones You Can Buy Right Now.” *PhoneArena*, PhoneArena, 15 Sept. 2020, www.phonearena.com/news/5-Special-Edition-phones-you-can-buy_id127181.
- “Find a Samsung Service Center | Samsung Support India.” *Samsung India*, 8 June 2023, www.samsung.com/in/support/service-center/.
- “Mi Service Centres in India - Mi India.” *Mi.com*, 2024, www.mi.com/in/service/repair/.
- “Vivo Announces “Vivo India Service Day” - to Offer Exclusive After-Sale Services to Customers | Vivo India.” *Vivo.com*, 2022, www.vivo.com/in/about-vivo/news/service.
- “Crunchbase.” *Crunchbase*, 2021, www.crunchbase.com/organization/apple/company_financials.
- “Crunchbase.” *Crunchbase*, 2020, www.crunchbase.com/organization/xiaomi/company_financials.

-
- Himanshi Lohchab. “Oppo FY20 Net Loss Widened over 2 Times to Rs 2,203 Crore, Largest since It Entered India.” *The Economic Times*, Economic Times, 3 Mar. 2021, economictimes.indiatimes.com/industry/cons-products/electronics/oppo-fy20-net-loss-widened-over-2-times-to-rs-2203-cr-largest-since-it-entered-india/articleshow/81315701.cms?from=mdr.
- “Compare OnePlus Nord 2T vs Nothing Phone (1): Which Is Better? | NR.” *NanoReview.net*, 2022, nanoreview.net/en/phone-compare/oneplus-nord-2t-vs-nothing-phone-1.
- *Wikimedia.org*, 2022, upload.wikimedia.org/wikipedia/commons/thumb/8/8a/Apple_Logo.svg/1200px-Apple_Logo.svg.png.
- *Logodix.com*, 2024, logodix.com/logo/5017.png.
- “Vivo Logo and Symbol, Meaning, History, PNG, Brand.” *1000logos.net*, 2024, 1000logos.net/vivo-logo/.
- Washington, Vineet. “OnePlus to Unveil Something New on March 18, Logo Revamp Tipped.” *Gadgets 360*, Gadgets 360, 17 Mar. 2020, www.gadgets360.com/mobiles/news/oneplus-march-18-new-logo-something-new-brandimage-2195775.
- Wikipedia Contributors. “File:OPPO Logo Wiki.png.” *Wikipedia*, Wikimedia Foundation, 2024, en.wikipedia.org/wiki/File:OPPO_Logo_wiki.png.
- “Xiaomi.” *Facebook.com*, 2023, www.facebook.com/XiaomiGlobal/.
- “HTC Logo and Symbol, Meaning, History, PNG, Brand.” *1000logos.net*, 2024,

- 1000logos.net/htc-logo/.
- “File:Motorola Logo.svg - Wikimedia Commons.” *Wikimedia.org*, 2022, commons.wikimedia.org/wiki/File:Motorola_logo.svg.
- “Porter’s Generic Competitive Strategies (Ways of Competing).” *Cam.ac.uk*, 2016, www.ifm.eng.cam.ac.uk/research/dstools/porters-generic-competitive-strategies/.

- Singh, Ramneek. “Emerging Brands like Nothing and Infinix Rank High in User Satisfaction, Software, and More: Great Indian ...” *91mobiles.com* |, 91mobiles.com, 15 Sept. 2023, [www.91mobiles.com/hub/emerging-brands-nothing-infinix-great-indian-smartphone-survey-2023/#:~:text=With%20the%20launch%20of%20just,the%20Nothing%20Phone%20\(1\).](http://www.91mobiles.com/hub/emerging-brands-nothing-infinix-great-indian-smartphone-survey-2023/#:~:text=With%20the%20launch%20of%20just,the%20Nothing%20Phone%20(1).)
- “Nothing Phone 1.” *Gadgets 360*, 2024, www.gadgets360.com/nothing-phone-1-price-in-india-109963.