



DECEMBER 2022

# Conversation Analysis

Case Study

Nothing Phone (1) Launch in India



A Techarc-Locobuzz joint study

techarc

 Locobuzz

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Disclaimer – This analysis is based on the social media conversational data of technology evangelists and early enthusiasts about Nothing Phone (1) that was launched in July 2022 in India.

Techarc has followed all research conventions and practices during compilation of this case study. However, it shall not be responsible for any implication of decision(s) made basis the findings of this case study.

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Carl Pei   
@getpeid

## Why Nothing?

There used to be lots of momentum and optimism around consumer tech. People believed that it would make the world better.

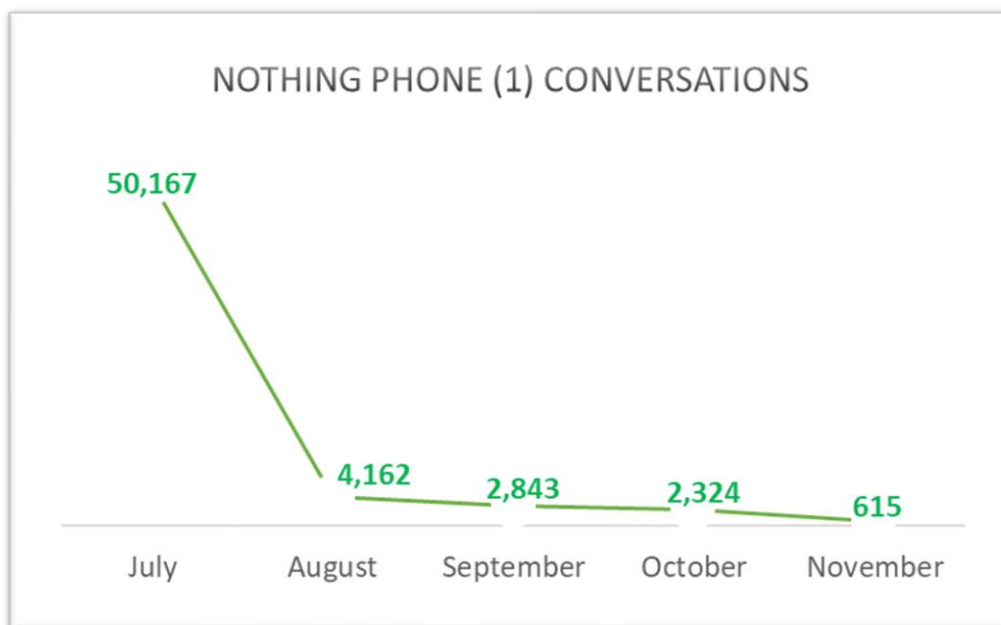
Today, that's gone. I stopped feeling inspired. Nothing's ecosystem is here to shake up the status quo and capture people's imagination again.

6:33 PM · Mar 9, 2022



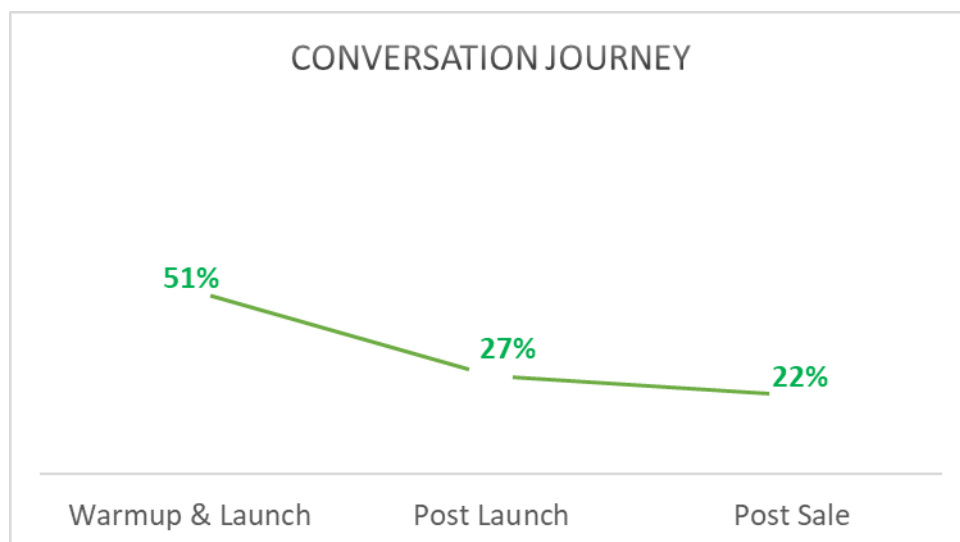


60,111  
conversations  
in 5 months



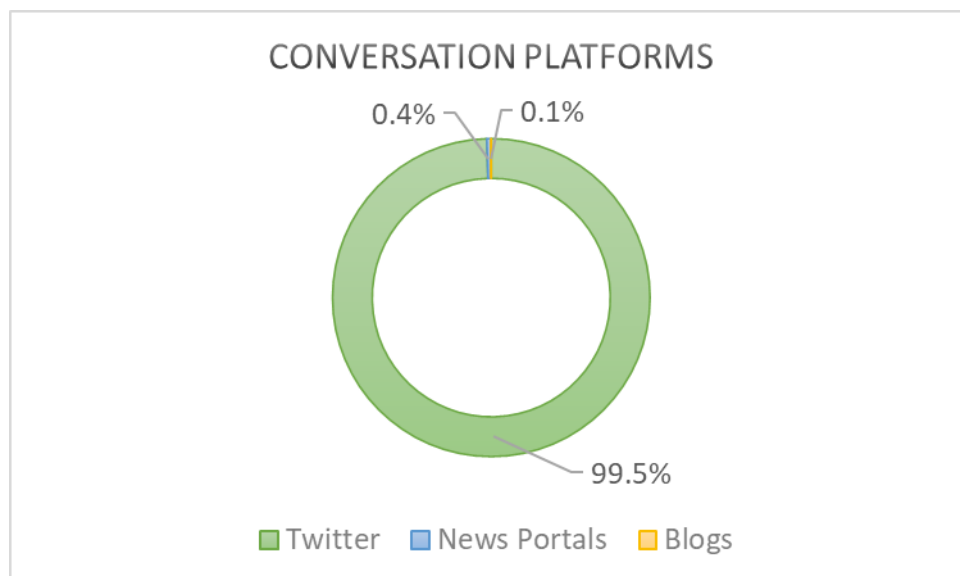
Expected to revive innovation in the smartphone industry along with strong founder (Carl Pei) pedigree, **Nothing** was able to drive strong initial conversations among tech geeks and early enthusiasts. Over these 5 months the new-born smartphone brand resulted in average 393 conversations a day, which was 1,618 in July, first month of its launch.

# Warmup & launch period led with 51% of conversations



The brand saw huge interest among tech influencers, bloggers, and reviewers even before it was launched. In just 12 days of July, 38% of the conversations took place during the warmup period as the community was seen having conversations about what is expected in the phone. On July 13, when it was officially launched, 13% of the total conversations for these 5 months were generated. That is over 7,800 conversations in a single day!

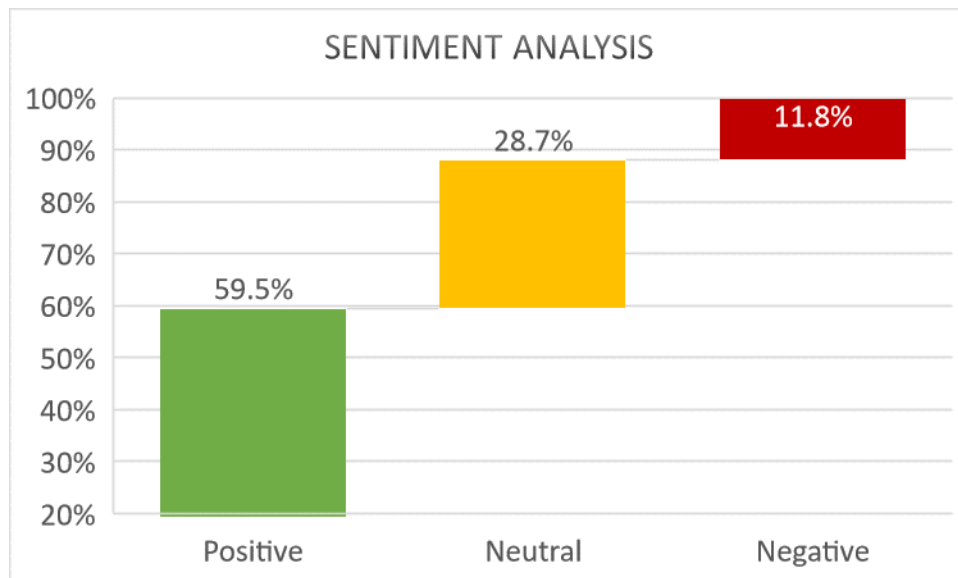
# Twitter led with 99.5% of these conversations



Nothing unusual for **Nothing** here. Predominant conversations were on Twitter, which is the platform for several tech influencers, bloggers, and reviewers for conversations. Also, Carl Pei has close to half a million followers on his Twitter where tech influencers and geeks around the world are following him. So, this makes Twitter the default conversation platform.



59.5% of the conversations resulted in a positive sentiment



It's a thumbs up from the tech enthusiast for **Nothing** Phone (1)! More than half, 59.5% of the conversations resulted in a positive sentiment with participants commenting favourably about the brand and its first smartphone.



# Nothing has become something of the industry

Analysing the conversations since July, over these 5 months Techarc has observed the brand garnering a strong interest among the tech community and enthusiast. Coming with a burden of huge expectations with strong founder pedigree, the brand has been able to make a distinct and differentiating statement in the industry.

There were conversations around **Nothing** Phone (1) UI, Glyph interface and other elements with people highlighting their pros and cons. However, in the end, the sentiment generated is positive and the product has been appreciated.

The positive conversations were driven by appreciation of camera quality, UI and the Glyph interface while pricing and display quality led the negative sentiment conversations.

In an innovation stagnated industry, **Nothing** has attempted to showcase glimpses of newness. While the early enthusiast and tech geeks have welcomed these changes, the broader consumer view is yet to be ascertained. The brand is going to be one of the key interest smartphone maker in 2023 as we get to see its more innovations.







### Conversation Analysis

Conversation analysis is a jointly developed insights programme by Techarc and Locobuzz about the conversations a brand results in over key social media platforms. The analysis helps a brand to bolster its social media strategy and execution to maximise the impact. Also, it throws up very useful consumer insights helping a brand in its product, marketing, and other functions.

### About Locobuzz

Locobuzz is a powerful consumer experience platform committed to connecting brands with their consumers. Its SaaS products, powered by state of the art technology can be leveraged for deeper understanding of the customers and serve them better. The scalable technology stack processes millions of data points augmented with microservices to ensure efficient workflows. Based in India, the operations have expanded across the globe, including in Sri Lanka, Thailand, Philippines, United States, and Emirates. For more please visit, [www.locobuzz.com](http://www.locobuzz.com).

### About Techarc

Techarc – Technology Analytics, Research & Consulting is a new age technology market research firm offering insights and information services to decision makers offering them a neutral and unbiased perspective about the market, product or service. The focus areas of Techarc include Consumer Tech, Deep Tech, Digi Tech, Edu Tech, Auto Tech and Assistive Tech. For more please visit, [www.techarc.net](http://www.techarc.net).

Write to [research@techarc.net](mailto:research@techarc.net) to know more about Conversation Analysis.

