

Built by **U**. Built to last.

Pitch Deck



Challenge

More than 50 million tonnes of electronic waste.

Smartphones contribute significantly

- short product lifespans
- rapid technological upgrade cycles.

Phones replaced every 2–3 years

Cost of living & products

(Gill 2022; WARC strategy 2025c; World Health Organization 2024; WWF - UK 2025)



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POLITICAL	ECONOMIC	SOCIAL	TECH	LEGAL	ENVIRONMENT
<ul style="list-style-type: none">• Governments are increasing focus on reducing electronic waste• Circular economy policies are being promoted globally• Right-to-repair initiatives are gaining traction• Policy is encouraging longer product lifecycles <p>(Antonia 2026; Gill 2022; World Health Organization 2024; WWF - UK 2025)</p>	<ul style="list-style-type: none">• Rising cost of living is impacting Gen Z spending• Smartphones are becoming increasingly expensive• Devices are typically replaced every 2–3 years• Consumers are seeking better long-term value <p>(Gill 2022; Statista 2024a; Statista 2025e; Statista 2026)</p>	<ul style="list-style-type: none">• Gen Z rely heavily on smartphones for daily life• Social media and influencers strongly shape behaviour• Sustainability is an increasing concern among young consumers• Brand perception and status remain key drivers <p>(Crossley and Houghton 2024; Statista 2025c; Statista 2025d; Statista 2025e)</p>	<ul style="list-style-type: none">• Rapid innovation drives frequent product upgrades• Smartphones are designed with limited repairability• Modular and refurbished technologies are emerging• Consumers still associate “new” with better quality <p>(Gill 2022; Statista 2025e; WARC strategy 2025c)</p>	<ul style="list-style-type: none">• Regulation around e-waste disposal is increasing• Right-to-repair legislation is expanding• Pressure for product lifecycle transparency is growing• Sustainability is becoming a compliance requirement <p>(World Health Organization 2024; WWF - UK 2025)</p>	<ul style="list-style-type: none">• Over 50 million tonnes of e-waste are generated annually• Smartphones significantly contribute due to short lifespans• Only a small proportion of e-waste is recycled• There is increasing urgency to reduce electronic waste <p>(Antonia 2026; Gill 2022; World Health Organization 2024; WWF - UK 2025)</p>

Current Market



Smartphones have become the most common devices used to access online content, especially for entertainment and social media.

Apple iPhones accounted for almost 40 percent of the UK market, with the iPhone 15 Pro Max and iPhone 15 being the favorite models.

In comparison, Samsung had a market share of approximately 30 percent, with 5G-supported models finally reaching consumers.

Apple and Samsung dominate the premium space but still rely on replacement cycles. (MMA Smarties 2024; Statista 2025e)

Fairphone focuses on sustainability but lack brand recognition, cultural relevance and aspirational appeal. (Fairphone 2022)

This is reinforced by brands like Back Market, who promote sustainable technology through refurbished devices. While successful in raising awareness, they still struggle with perceptions of desirability, showing that sustainability alone is not enough. (Cannes Creative Lions 2025)

U occupies a new space, combining both.



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AUDIENCE

BEHAVIOURS

Drawn to premium brands like Apple and Samsung for status and cultural relevance, despite financial pressures and sustainability concerns.

HIGHLY ACTIVE ON



120 Mins/Day



Highest purchase conversions (44%)



80 Mins/Day

(Statista 2025c; Statista 2025e)

INFLUENCERS



- Strong parasocial relationship
- Interact through DMs and direct interactions
- 39% influenced to purchase products

(Statista 2025e)

AD RECALL



46%
Social
Media

44%
Video
Platform

36%
Stream
Services

(Statista 2025c)



DEMOGRAPHIC



17-18 Years

Total: 1.68 million



48.7%



51.3%

(Statista 2025a)

INTERESTS & HOBBIES



72%
Digital
Video



70%
TV



55%
Digital
Music



43%
Video
Gaming



36%
Shopping

(Statista 2025c)

ATTITUDES & MINDSETS



52% Personal success
& future aspirations



55% cost of living is the
most important issue



46% early majority of
innovation adopters



33% are worried about
their financial future

(Statista 2025c; Statista 2025e)



Sustainability &
environmental
issues are key
concerns



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TRIBE: THE STATUS-CONSCIOUS UPGRADERS



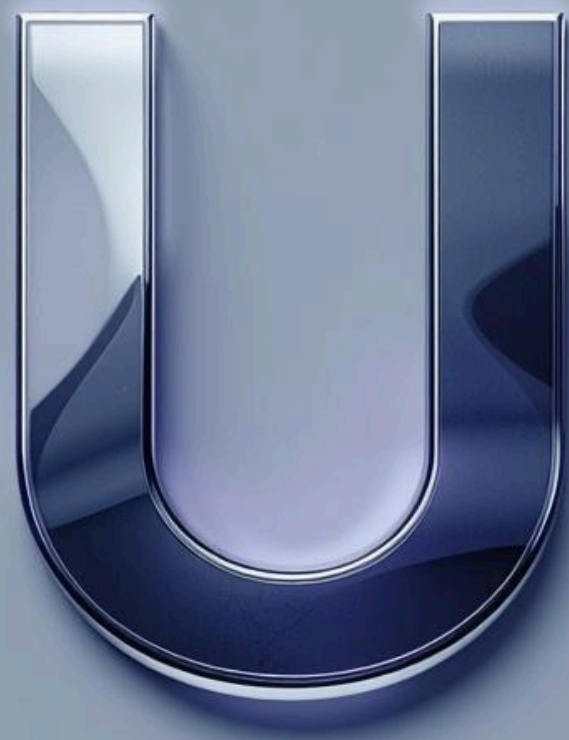
Charlie, 17, represents the Status-Conscious Upgraders; a generation that is constantly online, switching between TikTok, Instagram, and YouTube throughout the day.

His smartphone is central to how he connects, entertains himself, and expresses his identity. Charlie is drawn to brands like Apple not just for their features, but for what they represent socially; owning premium tech signals status, taste, and belonging, and alternative options often lack the cultural relevance to compete.

He follows influencers closely, actively engaging with their content, and is influenced by their recommendations. While he wants the latest technology to stay relevant with friends, money is a constant concern, with rising living costs and limited income, frequently upgrading his phone isn't realistic. Instead, he looks for products that feel like a worthwhile investment: something that will last, adapt, and remain current over time.

Although Charlie cares about sustainability and the environment, it is not enough on its own to drive his decisions - value, functionality, and social relevance come first. He is ultimately drawn to products that feel personal, customisable, and reflective of who he is.





Built by **U**. Built to last.

For Gen Z who want to stay relevant without constantly upgrading, U is the smartphone that evolves with you - reducing waste and cost without compromise.

U is a customisable modular phone that evolves with you.
Uppgrade, not replace,
reducing waste and cost.

built using recycled materials and is 90% recyclable!



SWOT

(Cannes Creative Lions 2025; Crossley and Houghton 2024; Murray 2025; Reynolds 2026; Statista 2025c; Statista 2025d; Statista 2025e; WARC strategy 2025b; World Health Organization 2024; WWF - UK 2025)

- Sustainability-led product with clear ethical differentiation
- Modular design enables longevity and upgradeability
- Offers features competitors do not (repairability, customisation)
- Affordable entry into premium smartphone experience

STRENGTHS

- Low brand awareness and cultural relevance among Gen Z
- Lacks status signalling compared to Apple/Samsung
- Sustainability alone is not a strong enough purchase driver
- Perceived as niche vs mainstream tech brands

WEAKNESSES

- Growing demand for long-term value amid cost-of-living pressures
- Gen Z increasingly values sustainability but remains price-conscious
- Social media enables identity-driven product expression and sharing
- Right-to-repair and circular economy policies supporting longevity

OPPORTUNITIES

- Brand perception and status remain key purchase drivers
- Dominance of Apple and Samsung ecosystems
- Refurbished and second-hand markets offering cheaper alternatives
- Emerging modular competitors increasing category competition.

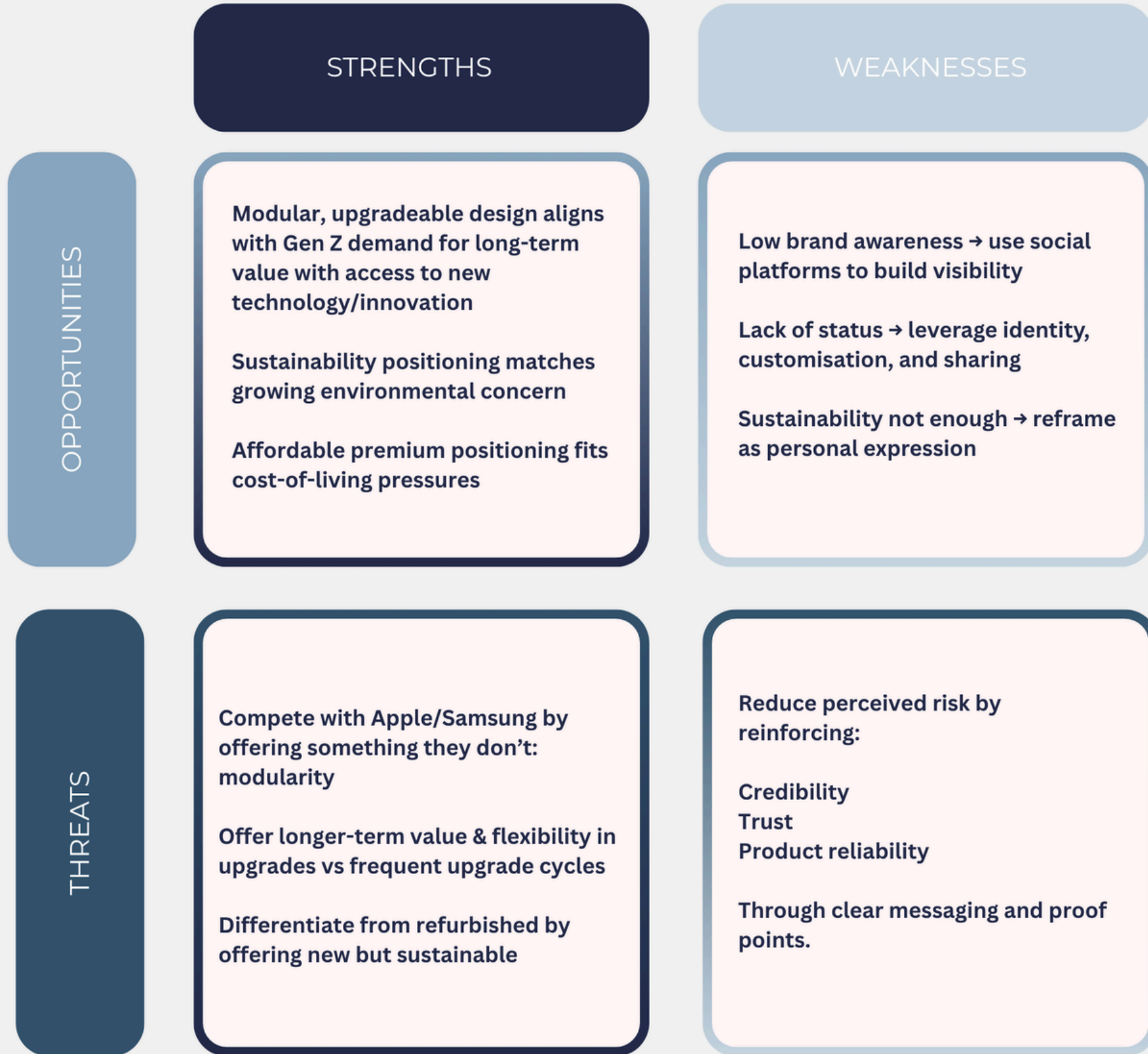
THREATS

Brand positioning

Reposition smartphones as identity-driven, customisable products that evolve with the user.



TOWS



Brand positioning

Turning smartphones from something you replace into something that evolves with you.





BUILT BY U. BUILT TO EVOLVE.

The modular smartphone
that evolves with you.



BRAND & BRAND VOICE

U communicates in a confident, minimal and culturally aware tone, combining premium technology language with selective Gen Z expression.


This approach is informed by how leading technology brands prioritise clarity, simplicity and product-focused messaging to communicate innovation (Apple, 2025; Samsung, n.d.). At the same time, research shows that emotionally-driven and culturally relevant value propositions can influence purchase decisions regardless of price (WARC Strategy, 2025a; Crossley and Houghton, 2024).


This means U must move beyond purely functional messaging and instead build cultural and emotional relevance, aligning with how Gen Z express identity and make decisions.


LANGUAGE STYLE

-  Use short, structured sentences to reflect premium brand communication. (Apple, 2025)
-  Prioritise clarity and accessibility. (Samsung, n.d.)
-  Focus on user benefits and outcomes. (Statista, 2025)
-  Avoid unnecessary adjectives or exaggerated claims. (Apple, 2025)
-  Balance product-led messaging with cultural relevance. (WARC Strategy, 2025a)

MESSAGING HIERARCHY

01 PRODUCT INNOVATION & USER BENEFIT 
Modularity. Customisation. Upgradeability.

02 CULTURAL RELEVANCE 
Personalisation. Self-expression. Identity.

03 SUSTAINABILITY 
Reduced waste. 90% recyclable.

Innovation leads. Culture connects. Sustainability supports.



Built by U. Built to last.

BRAND IN ACTION



Built by U. Built to last.

MODULAR BY DESIGN.
UPGRADE. ADAPT. KEEP.



Evolve U. Not replace it.

ONE PHONE.
ENDLESS POSSIBILITIES.



90% recyclable. Built different.

BUILT RESPONSIBLY.
MADE FOR TOMORROW.



Glow Up.

MADE TO EXPRESS.
MADE TO BE YOU.



U Build. U Develop. U Evolve.

YOUR JOURNEY.
YOUR PHONE.
YOUR U.

BRAND VOICE



CLEAR

Simple words.
Short sentences.
Straight to the point.



CONFIDENT

We lead with purpose.
We speak with certainty.
We don't overclaim.



CULTURALLY AWARE

We reflect modern culture.
We speak to Gen Z,
not at them.
Always authentic.

✓ DO

- ✓ Be clear, concise and confident
- ✓ Communicate benefits simply
- ✓ Reflect modern culture subtly
- ★ Maintain a premium, design-led tone
- ✓ Align sustainability with product value

✗ DON'T

- ✗ Overuse slang or informal language
- ✗ Use overly technical or complex language
- ✗ Make exaggerated or unrealistic claims
- ✗ Follow short-lived or niche trends
- ✗ Undermine credibility with immature tone

VOICE EXAMPLES

✓ ON BRAND

Evolve U. Not replace it.

Built to evolve. Designed to last.

90% recyclable. Built different.

Built by U. Built to last.

✗ OFF BRAND

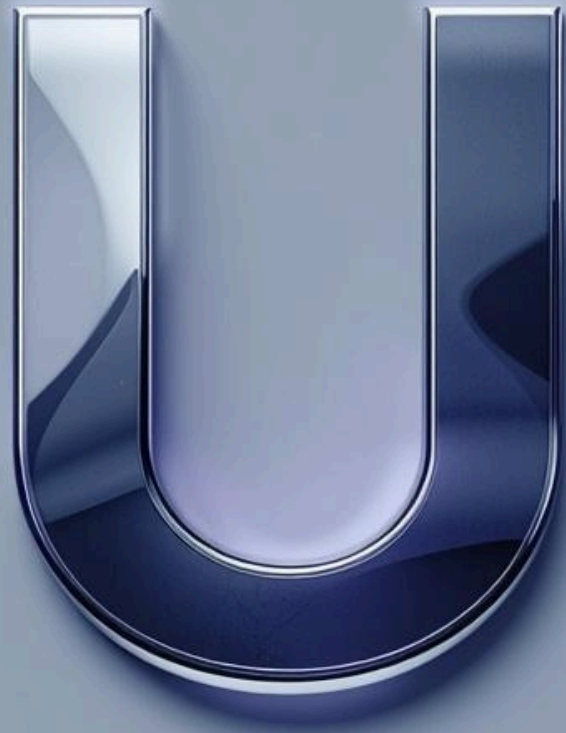
This phone is low-key insane no cap

Skibidi tech vibes

This product enables enhanced modular functionality.



Built by U. Built to last.



Campaign Plan

Built by **U**. Built to last.

U is a customisable modular phone that evolves with you.
Upgrade, not replace,
reducing waste and cost.





Built by U. Built to last.

ACT 1
THE SWITCH BEGINS

Curiosity.
Skepticism.
The challenge begins.
30 days to prove it can compete.



INTRODUCING
THE 30 DAY SWITCH CHALLENGE

CAN U OUTPERFORM PREMIUM SMARTPHONES OVER TIME?



THE CHALLENGE

5 CREATORS
30 DAYS
1 MISSION

Switch from Apple / Samsung to U.



EXECUTION

- 3-5 creators switch from Apple / Samsung to U.
- Document 30 days of real use.
- Build, upgrade, test, compare.
- Final verdict: Would they switch?

ROLE

- Build trust and credibility
- Position U as a real alternative
- Reduce perceived risk

ACT 2
BUILD IT. MAKE IT YOURS.

They build their U phone from scratch.
Designed by you.
Built to evolve.



BUILD DAY

Customise.
Personalise.
Make it yours.



CONTENT

- Daily YouTube vlogs, Snapchat Stories, TikToks, Reels.
- Key moments: Build, upgrade, comparison.
- Honest, unfiltered documentation.

PRODUCT FOCUS

- Premium design + sleekness
- Easy modular upgrades
- Personalisation + performance
- 90% recyclable

ACT 3
LIVE THE SWITCH.

Real moments.
Real tests.
Real life.
Everyday use.
Put to the test.

<p>DAY 3 CAMERA TEST</p> <p>▶ 128K</p>	<p>DAY 7 BATTERY TEST</p> <p>▶ 142K</p>	<p>DAY 14 UPGRADE TIME</p> <p>▶ 156K</p>	<p>DAY 21 PERFORMANCE TEST</p> <p>▶ 183K</p>	<p>DAY 27 COMPARISON</p> <p>▶ 171K</p>	<p>DAY 30 FINAL VERDICT?</p> <p>▶ 250K</p>
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HIGHLIGHTS

- Upgrading based on real needs.
- Showing flexibility of modular system.
- Performance tests and comparisons.
- Real verdict.

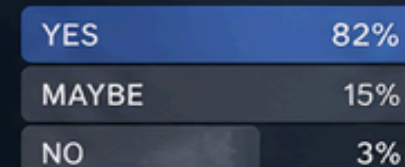
THE 30 DAY SWITCH CHALLENGE

THE FULL SERIES NOW ON YOUTUBE

ACT 4
THE VERDICT.

One month.
Real use.
Real opinions.
Would they switch?

30 DAYS LATER...
WOULD THEY SWITCH?



OUTCOME

- Builds trust through transparency.
- Positions U as a credible, premium alternative.
- Turns skeptics into advocates.



BEHIND THE SCENES

Raw moments.
Real conversations.
Building authenticity and connection.



Built by U. Built to last.

U BUILD.



Built by U. Built to last.

U DEVELOP.

ACT 1
THE SPARK

Every artist starts somewhere.
Growth is a journey.
U evolves with you.



INTRODUCING
U
A MUSIC-LED COLLABORATION
WITH A NEW GEN Z ARTIST

CORE IDEA

PERSONAL GROWTH REFLECTED THROUGH PRODUCT AND PERSON.
Phone evolution mirrors self-development.



EXECUTION

- Original song centred on growth, change, rebuilding.
- Music video aligned with U launch.
- Visual link between artist's journey and modular upgrades.

ROLE

- Build cultural relevance through music
- Create emotional connection
- Drive engagement and shareability

ACT 2
THE TRANSFORMATION

Creating. Rebuilding. Evolving.
The song. The video. The vision.



OFFICIAL MUSIC VIDEO
FOLLOW THE JOURNEY. FEEL THE EVOLUTION.



CONTENT

- TikTok cutdowns + trending sound.
- Influencer-led content using the track.
- Behind-the-scenes mini documentary.

PRODUCT INTEGRATION

- Artist uses U phone as a storytelling tool within music video.
- Artist does an explanation video of U phone.
- Mentions 90% recyclable and modular system.
- Modules reflect lifestyle, identity, creativity.

ACT 3
SHARING THE MESSAGE

The track drops. The movement grows.
From fans to communities.



OFFICIAL TRACK OUT NOW **#UDEVELOP CHALLENGE** **THIS SONG HITS DIFFERENT** **BEHIND THE SCENES EP. 1**

▶ 1.2M ▶ 890K ▶ 532K ▶ 310K



HIGHLIGHTS

- TikTok sound goes viral.
- Fans create, duet and share their stories.
- Behind-the-scenes content deepens connection.
- Artist Q&A on U modularity and design.

WHY I CHOOSE U

- ✓ 90% RECYCLABLE
- ✓ MODULAR BY DESIGN
- ✓ BUILT TO EVOLVE

ACT 4
THE EVOLUTION CONTINUES

From a song to a movement.
From today to every tomorrow.

BUILT TO EVOLVE. MADE TO EXPRESS. YOURS TO CREATE.

U BUILT BY U. BUILT TO LAST.

OUTCOME

- Creates deep emotional connection through music.
- Positions U as a brand that grows with you.
- Drives high engagement, shareability and cultural impact.

THE SONG. THE STORY. THE EVOLUTION.

U
LISTEN. WATCH. EVOLVE.

BEHIND THE SCENES

Raw moments. Real conversations. Building the song. Building the future.



U Built by U. Built to last.



Built by U. Built to last.

ACT 1
THE JOURNEY BEGINS

Different lives.
Different dreams.
One constant —
their potential.

THE CREATOR

MAYA, 18
Photography student.
Sees the world differently.

THE EXPLORER

JAY, 20
Travels light.
Lives fully.

THE PERFORMER

ZOE, 19
Music is her voice.
Stage is her future.

NARRATIVE

We follow 3 Gen Z users across life stages.
Their U phone evolves with them — not replaced.
Upgrades reflect identity. Modules are reused, upgraded or recycled over time.

- SYMBOLISM**
- Camera Module → Creativity
 - Solar Battery → Freedom
 - Cosmetic Mods → Identity
 - Modularity → Personal Growth
 - Reused Modules → Circular Future (90% Recyclable)

THREE LIVES. ONE CHOICE. **U** BUILT TO EVOLVE.

ACT 2
THE EVOLUTION

Life changes.
They adapt.
Their U evolves instantly.

MAYA
YEAR 1
Discovering

YEAR 2
Creating

YEAR 3
Professional

Camera Module Upgrade

JAY
YEAR 1
Exploring

YEAR 2
Further

YEAR 3
Living Free

Solar Battery Module Upgrade

ZOE
YEAR 1
Finding Her Voice

YEAR 2
Expressing

YEAR 3
Inspiring

Style Module Upgrade

NEW CHAPTERS. SAME PHONE. DIFFERENT YOU. **U**

CONTRAST

THE UPGRADE CYCLE

New phone.
Same story.

- EXECUTION**
- 30s Cinematic Hero Film
 - Streaming platforms: Netflix, Amazon, Disney+
 - Apple-level cinematic visuals
 - Focus on transformation and assembly
 - Soundtrack builds emotion and momentum
- NETFLIX prime video Disney+

THE EVOLVE CYCLE

One phone.
Endless possibilities.

ACT 3
BUILT TO LAST

Not just built to perform today.
Built to evolve tomorrow.
Built for a better future.

BUILT WITH PURPOSE

Made with recycled materials.
90% recyclable.
Built to minimize waste and maximize impact.

90% RECYCLABLE

CIRCULAR BY DESIGN

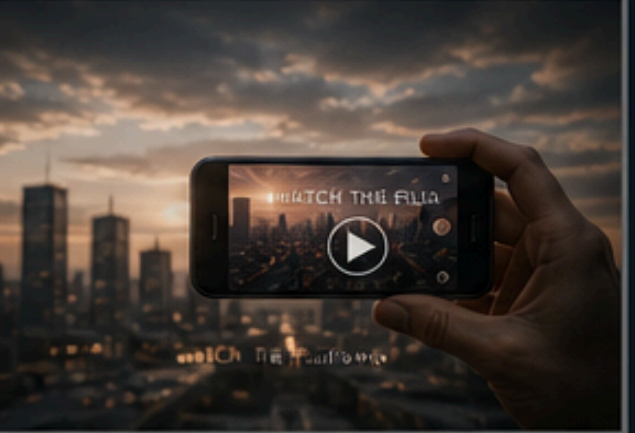
Modules are reused, refreshed or recycled.
Less waste.
More value.
Infinite potential.

MESSAGE

BUILT TO EVOLVE.
DESIGNED TO LAST.

U

EVOLVE TODAY.
FOR TOMORROW.



ACT 4
THE FUTURE WE BUILD

It's more than a phone.
It's a movement.
It's U.

BUILT BY **U**. BUILT TO LAST.

BEHAVIOUR CHANGE

Challenge the upgrade cycle. Choose to evolve. Keep what matters. Change what doesn't.

- BUY LESS
- UPGRADE SMART
- KEEP LONGER
- REDUCE WASTE
- CREATE IMPACT

U Built by U. Built to last.

U EVOLVE.

U BUILD – CREDIBILITY FIRST



Built by U.
Built to last.

Prove it first. Then scale emotion and behaviour.



WHY THIS CAMPAIGN



Trust is the key barrier to adoption



Gen Z rely on creators for purchase decisions (Statista, 2025e)



New brands must reduce perceived risk (WARC Strategy, 2025a)



Product requires real-world demonstration



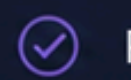
WHAT IT DELIVERS



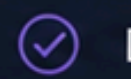
Builds trust through transparency



Positions U as a credible premium alternative



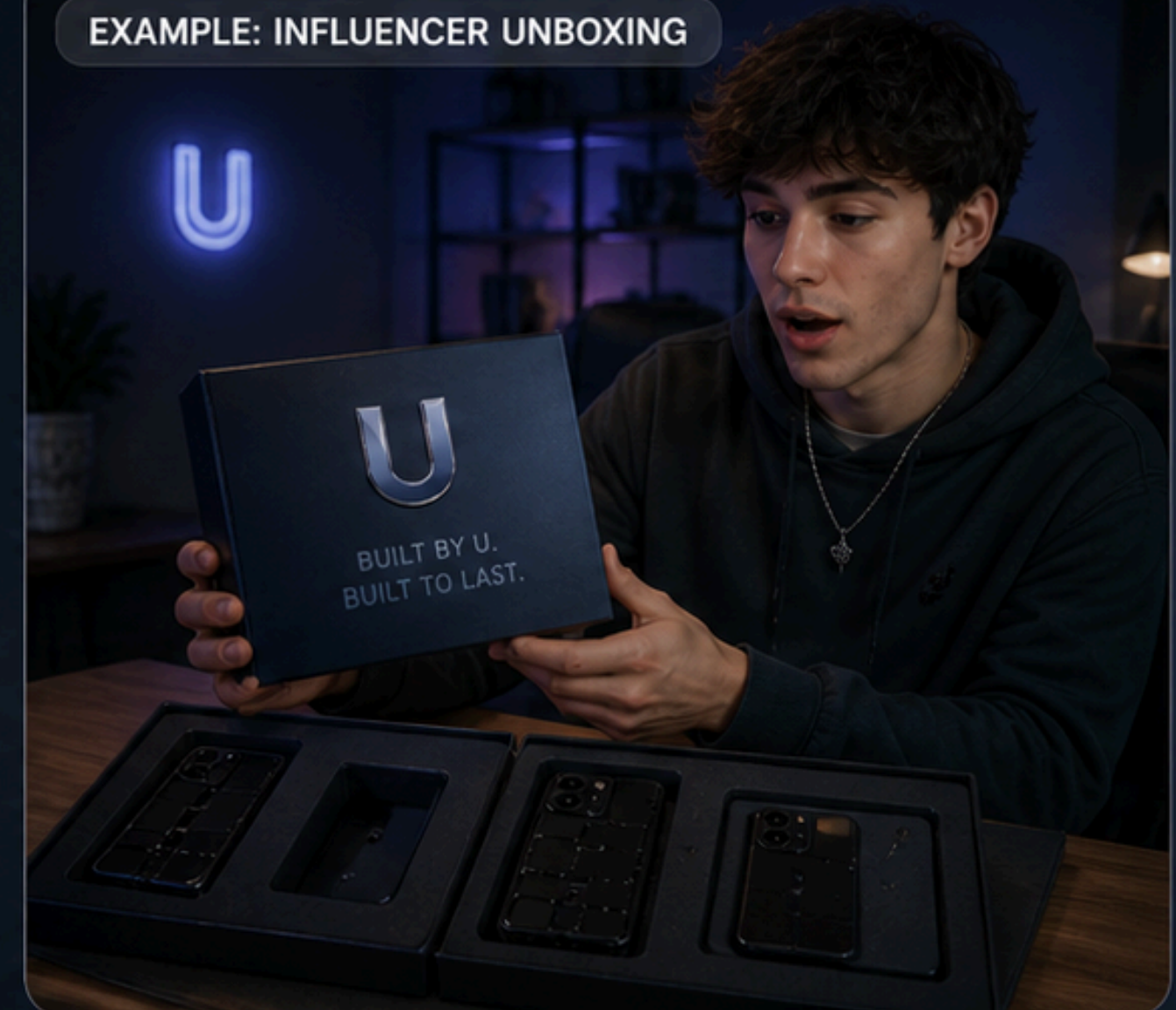
Reduces perceived risk



Drives consideration and trial

– CAMPAIGN IN ACTION

EXAMPLE: INFLUENCER UNBOXING



“ First impressions matter, but real use is what builds real trust. ”

– U BUILD – STORYBOARD EXAMPLE

1 HOOK



Creator introduces the 30 Day Switch Challenge. "I'm switching from iPhone to U."

2 UNBOX



Unboxing the U phone package. First look at the modular system.

3 BUILD



Building and customising the phone to fit their needs.

4 USE & TEST



Using U in real life. Testing camera, battery, performance and more.

5 RESULTS



Sharing honest results after 30 days. Would they switch?



U BUILD IS SELECTED BECAUSE IT REMOVES THE BIGGEST BARRIER TO ENTRY: **TRUST.**

Once trust is built, U can scale into emotional connection and behaviour change through U Develop and U Evolve.



U DEVELOP
Culture & Emotion



EVOLVE
Behaviour Change

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