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Advertising Creative Strategy

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Apple Inc. – iPhone

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## Creativity

*Critique the client's current advertising campaign. Does it meet the definition of creativity as discussed in this book? What are the strengths of the current campaign? The weaknesses? How do the client's ads compare to the competitions' ads? Why do you think the client wants a new agency?*

Apple is known for its successful products while producing the more popular, edgy tech-gadgets. Its latest advertising campaign for the iPhone 6 is simple, clean, and follows a pattern of what Apple has shown before. The advertisement is focused on the product and its features; by keeping it simple, the company appeals to its consumers. Although keeping its campaigns simple, Apple still remains effortlessly cool. However, this simplicity can sometimes be overlooked.

Drewniany and Jewler define creative advertisements to be advertisements that make a relevant connection between a brand and target audience [17]. It is easy to assume that iPhone advertisements make the necessary connection with its target audience; however, Apple needs more. The success of the iPhone is remarkable, but to make the connection that a creative advertisement provides, it is important to push further. The iPhone is iconic, it is established, but the brand needs to appeal to potential consumers who fit within the target audience. A simple and clean style will still remain relevant in the advertisements; however the brand needs to connect with the millennial audience whom would rather purchase a Samsung smartphone.

Samsung's latest campaign for the Galaxy S6 follows Apple's trend of keeping it simple. Samsung is trying to reach the same elite path as its competitor, Apple. However,

Apple has the advantage of being the favored smartphone brand among the millennial audience because it has been building its identity for years.

Competitors like Android have an operational system that is used not only by Samsung, but also brands such as Sony, Motorola, Aster and HTC [49]. While this can affect iPhone sales, it is important for Apple to take advantage of its worldwide brand preference. A new advertising agency would create a fresh vision into the iPhone's advertisements and could help reach the target audience in a way that has never been done before. The identity of the brand will remain constant, however the way in which consumers are approached will change.

### **Brand Identity**

*Analyze the strengths of your brand's current identity, as well as the competitions.*

*Address the following: Name and logo, color, tagline and architecture.*

Apple Inc. is one of the most valuable brands of our time. The company produces phones, computers, music devices, tablets, software programs and watches. The products are focused around combining technology with design. Stephan Wozniak, Ron Wayne and Steve Jobs founded the company in 1976, known as Apple Computer Company [42]. Months later, in January of 1977, Apple Inc. was founded and is currently one of the most successful companies, obtaining a net worth of over \$124.2 billion and supplying over 627,000 jobs in the U.S. alone [8].

Apple products are easily recognizable from competitors – sleek designs with the Apple logo located on the back of products. Visually, Apple's products are found more appealing – simple. Its products are made from recyclable aluminum and available for purchase in multiple finishes. Recently, Apple released the new MacBook that is

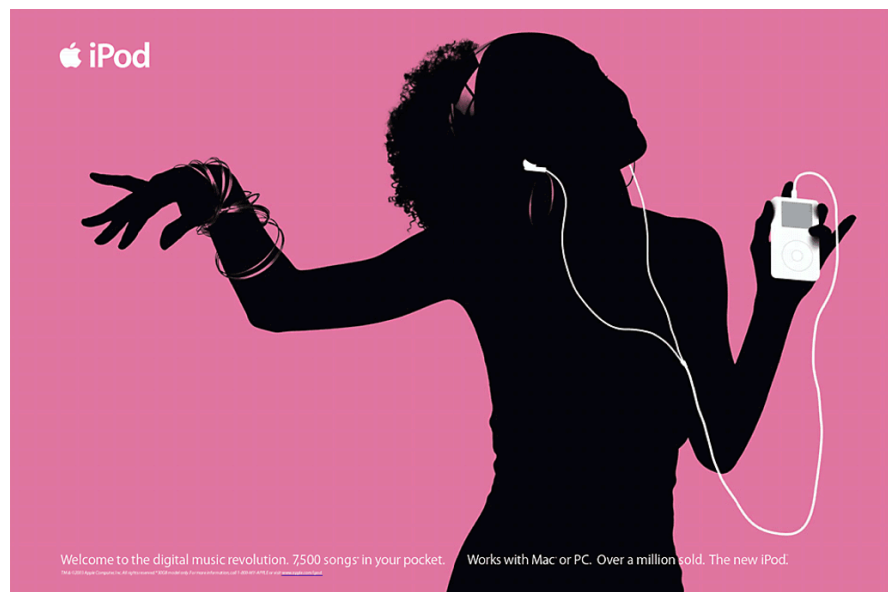


available for purchase in silver, black or gold. The Apple watch is also set to release within the next few weeks and is available in stainless steel, space black stainless steel, aluminum or 18 karat gold with a wide selection of bands to choose from. Apple products are becoming a trend and it is changing the technology of smartphones throughout dozens of companies.



The original tagline of Apple Inc. is “Think Different,” which launched in August of 1997 [54]. Over the years, Apple has created new campaigns and strayed away from

its original branding. When the iPod was released Apple created a campaign focused around music – becoming known worldwide. It showed silhouettes dancing with the only recognizable feature being the iPod and attached taglines: “The best just got better.” and “Welcome to the digital music revolution. 7,500 songs in your pocket.” Since then, Apple has focused its taglines on the products – showcasing its designs and technology while ensuring the logo to always be present.



Apple Inc.'s company store is located in Cupertino, CA this is the original Apple employee store – the only store in the world that sells Apple logo t-shirts, caps and accessories.



Recently, Apple has begun renovation on its new headquarters, which is set for completion sometime in 2016. The building will sit on 176-acre plot in the Bay Area and is approximated to be 2.8 million square feet with room for 13,000 employees. The new



building will consist of both inside and outside office space, a corporate auditorium, a pavilion for the press, underground tunnels with access to parking garages, solar panels, a visitor center, security checkpoints, a workout space for employees, a cafeteria and much more. The floor plan has been designed to promote collaboration among employees and according to the architect, Stefan Behling, this project is pushing the boundaries of technology in almost every aspect.



### *The Competitor: Samsung*

Founding chairman Byung-Chull Lee created Samsung in March 1938 as a small export business in Taegu, Korea. Originally, the business focused primarily on export trade, selling dried Korean fish, vegetables and fruit. After a decade, Samsung had its own flourmills and confectionary machine, its own manufacturing and sales operations, and has transformed into the modern global corporation that it is today [2].



In 1969, Samsung-Sanyo Electronics was established, which later, in 1975, was renamed to Samsung Electro-Mechanics up until 1977 when it merged with Samsung Electronics. Currently, Samsung is known for creating smartphones, tablets, computers, radios, household appliances and gadgets, corporate appliances and televisions.

Samsung is recognizable by its simple logo – a blue circle with a cutout Samsung in the center. Like Apple, Samsung has changed its taglines with the release of new products: HTC’s “Quietly Brilliant” and “The Next Big Thing Is Here” from its release of

the Samsung Galaxy III which included “Designed for Humans” to go along with that campaign. Samsung and Apple are two of the most popular smartphone brands, each seeming to mimic the latest design over the other.



Samsung headquarters are located in Korea while Samsung Electronics corporate office can be found in New Jersey. Currently, Samsung has several large subsidiaries: Samsung Electronics, which is the largest information technology company, Samsung Heavy Industries, which is the world’s second largest shipbuilder, and Samsung Engineering, which is the world’s 13th largest construction company [46].





## **Primary and Secondary Research**

*Conduct primary and secondary research for this client.*

*Address the following:*

1. What are the trends in the client's industry?

Most of the consumers who purchase iPhone's do so because of popularity. Consumers trust the brand name and like the sleek, updated design that Apple continues to deliver.

2. How does the client compare to its competitors?

When compared to other smartphones, the iPhone is known for its updated technology and reliability. Consumers tend to purchase the iPhone because of Apple's other products – it is a trend.

3. What do consumers think of the client and its competitors?

Consumers preferred the iPhone to competitors. Although being at a higher price-point, our survey results showed that most iPhone customers were loyal to the brand.

4. What real or perceived differences make the client special?

What makes the iPhone so special is the brand. Consumers purchase the iPhone based on loyalty to Apple. People tend to classify the iPhone as a “luxury” item, while other smartphones are just seen as phones. The iPhone is also more compatible with iTunes and apps, making it easier if the consumer already owns other Apple products or is familiar with the software.

*Questions on pg. 42*

*Industry*

**1. Who is the brand leader?**

A research from Strategy Analytics stated that the Android operating system holds 84 percent of the smartphones global market.[52] Android operating systems belong to smartphone brands such as Google, Samsung and Sony. Apple’s operating system is the iOS.

**2. How long has it held that position?**

Android operational system’s smartphones have held the market share leader position since 2007, according to IDC Analytics.[49] The price of the devices is what makes it the leader around the world.

**3. What are the trends in the industry?**

The current trends in the industry are the latest app that the iPhone 6 released: Apple Pay. Users can pay for their purchases by synching their phones



to card machines at select stores that are partners with Apple.[7] Another trend that complements the Apple Pay is the Apple Watch, which will be released this year.

#### **4. Does your brand set the trends or follows it?**

Apple set the Apple Pay trend, and is the first company to release products that are going to be copied by competitors. However, Samsung was the first to create the Smart Watches. This was the first time that Apple released a product after Samsung did.

#### **5. Are there any pending issues that may affect your brand's future?**

Apple brand has always been very popular amongst many people all over the world. However, there are still some pending issues that Apple has to face and may even affect the company's future. According to an article titled, *Apple Inc.'s Ethical Success and Challenges*, Apple has consistently won first place as the World's Most Admired Company, but it has experienced several ethical issues within recent years; these issues could have a profound effect on the company's future success. Apple's sterling reputation could easily be damaged by serious misconduct or a failure to address risks appropriately. Concerning this, the issue Apple is facing includes product quality, privacy, sustainability, intellectual property and patents. Additionally, Apple also faces its share of threats. It faces lawsuits from various competitors claiming the company stole intellectual property; although Apple's aggressive stance has helped it to protect its intellectual property, its tight hold over its products and secrets could be disadvantageous as well.[27] Apple may also face more problems with sales if the

economy becomes worse. Another issue that Apple faces is that it is subject to laws and regulations affecting its domestic and international operations in a number of areas. These U.S. and foreign laws and regulations affect the Company's activities including, but not limited to, areas of labor, advertising, digital content, consumer protection, real estate, billing, e-commerce, promotions, quality of services, telecommunications, mobile communications and media, television and many more.[20]

#### **6. How does the nation's economic and diplomatic climate affect sales?**

There are many economic affects on the sales of Apple products. The United States faces increasing competition from foreign producers of Apple, including Chile, Brazil, South Africa, New Zealand, the European Union and eastern European countries; foreign competition affects the market price and sale of Apple products in the United States. The article also states that the development of apple cultivars for new and traditional markets has contributed to much of the industry's growth and economic viability; that is why it is important for the U.S. Apple industry to continue the rapid deployment of new, viable Apple cultivars.[24] Apple may also face more problems with sales if the economy becomes worse. Unemployment rate is very high in many counties which cause to decrease the sale of Apple products; as a result of these economic factors, purchasing power of people reduced which negatively affected the sale of Apple products due to its higher price.[34]

#### **7. Are there any emerging industries that may affect sales in the future?**

There are threats of new entrants for the Apple products that may affect sales in the future. Powerful companies like Samsung have a lot to say these days with new products in the Smartphone market, like Android, has a partially free operating system that could be an influential competitor.[20] Since Apple is so popular, it recognizes the importance of expanding into different regions, so another product does not become more popular in other countries. Almost everyone who wants a smartphone in places such as the U.S. and Western Europe now has one. That means Apple and Samsung, the kings of the mobile industry, have to look to developing countries such as China, India and Brazil for growth. According to ARM Holdings – the company whose chip technology powers the vast majority of the world's mobile devices, including those from Apple and Samsung, there will be 1 billion low-end smartphones shipped in 2018, compared with 550 million mid-range and 250 million premium smartphones.[55] This means that Apple needs to expand so they can sell more products and do not have to worry about any emerging industries in the future.

#### *Company*

### **8. How long has your company been in business?**

Apple has been in business many years and will continue to stay in business because of the increasing sales. Apple has been developing products for emerging markets since it first started in 1976. A lot has changed in the last 35 years, but Apple continues to focus its efforts on markets that are new, and therefore less competitive.[47] Steve Jobs took reins in 1998, unveiled the iMac and proceeded to guide Apple through an unprecedented period of growth and

profitability. Apple sounds like it has many more goals to achieve and is not quite finished yet. Over the years, Apple has developed an entire ecosystem of suppliers who support our business operations. Our goal, in a nutshell, is to obtain stellar products and services within tight timeframes, at a cost that represents the best possible value to our customers and shareholders.[4]

### **9. What are the high and low points in your company's history?**

The high points in Apple's history are the company's founding in 1976 and the garage-built Apple-I kit, the introduction of the Macintosh in 1984 and its famous Superbowl ad, the return of Steve Jobs in 1997, the iMac in 1998, the iPod, the release of the Mac OS X operating system in 2001, iTunes in 2003, the iPhone in 2007 and the iPad in 2010.[56]

Apple's low points are Steve Job's resignation in 1985, the company's lawsuit against Microsoft in 1988 for copyright infringement, the subsequent loss of the lawsuit in 1989, the failure of the Newton MessagePad in 1993, the failure of Apple maps, and the death of Steve Jobs in 2011.[38]

### **10. What is the corporate philosophy?**

Apple's mission statement is: Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and is defining the future of mobile media and computing devices with iPad.[30]

However, Steve Jobs stated that Apple has a three-point marketing philosophy that stresses empathy, focus and impute.[21] Jobs believes Apple should have an intimate connection with customers' feelings, center its efforts on accomplishing its main goals and eliminate all the unimportant opportunities, and that Apple should be constantly aware that companies and their products will be judged by the signals they convey.... If we present them (products) in a creative, professional manner, we will *impute* the desired qualities.

#### **11. How has the media covered your company?**

Overall, the media has covered Apple favorably. Mark Gurman believes Apple's public relations department is probably the best in the world. Before customers get their first chance to see or touch a new Apple product, the company has carefully orchestrated almost every one of its public appearances.[26] Gurman goes on to mention Apple's controlled product leaks, advanced benefits for favored writers, invite-only media debuts and so on.

ValleyWag reports with its own article entitled: *How Apple Owns the Media*. [11] The article states that the release of new Apple products instantly becomes national news, even when the product does not technically "exist yet." Most news audiences have seen Apple coverage at one point or another, and with the exception of Apple Maps, the company rarely receives negative media attention.

#### **12. How is your company involved in the community?**

Apple Inc. prides itself on bettering the community – from using its products to making charitable donations. Apple has created an innovative

approach to learning.[30] It allows the consumer to take control in the store – creating an open environment for people to come in and learn about its products and test them as well. People enjoy the social and community aspects that are associated with Apple. Being close to a particular technology, like computers, puts you in contact with others that share your interests. This type of community fosters learning and intellectual discussion and slowly develops into a unique culture itself.[22] Not only has Apple fostered a new way of learning, but it is changing the way people learn – schools are beginning to adopt these methods and facilitate them throughout the classrooms.[30]

### **13. Is your company known for its product innovations?**

The Apple Computer Company is arguably one of the most innovative technology companies to emerge in the last three decades. Apple Inc. is responsible for bringing to market such products as the Macintosh computer laptop, iPod and iTunes, and most recently, the iPhone.”[11] Apple has created more than just a business; it has created a lifestyle for consumers. “Apple's gadgets are far more than a collection of great products. They are an ecosystem of related devices that are ushering in a new era of computing.”[13]

### **14. Who are the key personnel/managers?**

Steve Jobs, Steve Wozniak and Ronald Wayne founded Apple on April 1, 1976.[22] Below, is a timeline of the present and past CEO's:

- 1) 1977-1981: Michael “Scotty” Scott
- 2) 1981-1983: A.C. “Mike” Markkula
- 3) 1983-1993: John Sculley

- 4) 1993-1996: Michael Spindler
- 5) 1996-1997: Gil Amelio
- 6) 1997-present: Steve Jobs (interim CEO 1997-2000)

**15. Which company employees have direct contact with customers?**

The employees that have direct contact with customers are the employees who work in the Apple Store. There are 265 Apple stores and 30,000 employees in the United States. On a day-to-day basis, each one of these employees comes in contact with Apple's customers.

**16. How many brands does your company offer?**

Apple offers many brands. The most notable are the iPhone, the iPad, Mac, Apple Watch, iTunes and IOS.

**17. How important is your brand to your company?**

The iPhone is Apple's most important brand. It has become the face Apple and Apple's biggest product. According to Statista, in Apple's 2011 fiscal year, Apple sold 72 million iPhones. Also in 2011, 40 percent of Apple's total revenue came from iPhone sales.

*Brand*

**18. What do current customers feel about your brand?**

Current Apple customers are defined as iSheeps.[36] This is a joking term that fits perfectly to explain the way customers feel about Apple. The customers will follow the brand and its new releases blindly, and according to a survey made by *Forbes* magazine it was found that the majority of Apple's current consumers

would not even consider looking into other options before buying the newest iPhone. Current customers are very satisfied with their products.[36]

When the iPad was released in the UK, 93 percent of the buyers already had another Apple product.[53] The brand loyalty that customers have for Apple Inc. is something the other companies dream about.

**19. To what extent does your brand match up with consumers' needs, wants, problems, and interests?**

Apple Inc. matches up with consumers' needs, wants, problems and interests. If consumers did not think that Apple fits all of their needs, they would not keep buying it. According to an article from Daily Mail UK Apple customers have already spent over half a billion dollars in 2015.[44]

Apple Inc. is constantly updating its products to satisfy its customers. The last iPhone version presented the Apple Pay and in the last iOs update there was the Health app. Both applications were designed thinking about the daily needs of users and how to improve the day-to-day life by making things simpler.[3]

**20. In what ways does your brand exceed consumer expectations?**

Apple Inc. exceeds consumers' expectations in each release of a new product; the most recent was the iPhone 6 and iPhone 6 Plus. The company always uses its design characteristics to impress the consumers.[10] Apart from the improvements that are made into the system, what really catches the buyers' attention is the look of the phones. The competitors such as Samsung tried to make its devices more like Apple Inc.'s style. [19]



**21. What are the demographic characteristics of the current customers?**

According to an article by *Forbes*, data retrieved from Civic Science shows that 27 percent of iPhone users have either a graduate or PhD education, meaning that most iPhone users are more educated compared to the overall population. Also, iPhone users are more affluent; 48 percent have a household income greater than \$125,000, meaning that iPhone users are 48 percent more likely to have a annual household income greater than \$125,000 when compared to the overall population.[28]

Another research conducted by *Business Insider*, with data retrieved from MapBox, shows that iPhone usage is more common in wealthier areas of New York City and other big cities when compared with Android usage.[18]

Therefore it can be concluded that iPhone users are more wealthy, more educated and live in big urban areas when compared to the rest of the US population.

**22. Competitive customers?**

The most well known competitor of Apple Inc. is Microsoft. Both companies equally create similar products and cater to a similar audience. Users under 45 are more likely to visit the Apple web-page while users over 35 are more likely to view the Microsoft web-page.[14] Overall, Microsoft's target market is a collection of emerging enterprises, small and midsize enterprises and middle market organizations. It caters to organizations that have a desire to subscribe, instead of procure, sophisticated CRM business applications. Its target market can be most broadly identified as organizations between \$5 million and \$50 million

annual revenues, 50 to 100 employees and 5 to 250 Customer Relationship Management users.[31]

### **23. Prospects (emerging users)?**

Apple users are generally older, 74 percent of iPhone users are over 25. Apple users tend to have a higher income, since its product stands at a higher price-point. Users are typically married and if they have children, their children are likely to use Apple Inc. products.[40] Future users continue this demographic. As the consumer gets older, prospects will likely use Apple Inc. products in high school, college or even graduate school.[60]

### **24. What are the geographic characteristics?**

Apple users tend to come from all walks of life. Its primary consumer is the middle-upper income professional, while its secondary consumer is the high school, college and graduate student.[60] While based in California, all Apple Inc. products are manufactured in countries like Mongolia, China, Korea and Taiwan and then distributed all around the world. Overall, it supplies 700,000 jobs in foreign countries, 43,000 jobs domestically and 20,000 jobs abroad.[35] Currently, households with at least one apple device comprise 50 percent of all households across the United States and Europe, while 36 percent claim to be regular Apple Inc. users.[57]

### **25. What are the psychographics?**

Apple Inc. is known to create products based around its lifestyle. Its products tend to be of higher quality and focus around looks – sleek designs. Apple customers are more likely to purchase clothing, focus more on

entertainment and tend to travel more.[40] Apple is about imagination liberty, innovation, passion, hopes, dreams and aspirations – all which its consumer aspires to be.[1]

## **26. When and how often do consumers use the product?**

Consumers use the product constantly. Selling products with finite life spans can be good for consumers, depending on their tastes and how informed they are (Frequently asked questions). Apple products are popular all around the world and the popularity of Apple's products are due to its simplicity and intuitiveness; making it accessible not only to tech-savvy consumers, but also to kids and seniors.[16]

## **27. When and how often do consumers buy the product?**

Consumers buy the product constantly. People wonder how Apple Inc. keeps getting consumers to buy the product and here is the answer: Apple Inc's Software. It's software is a key part of the company's strategy to keep millions of people buying new iPhones.[51] Another reason is that Apple releases a new mobile operating system every year, and that keeps a powerful cycle in motion. Each fall for the last few years, people have rushed to download the latest and greatest version of iOS. It is designed for and, as a result, works best on the newest hardware that is also released around the same time. In the months leading up to the release, many app developers frantically update their apps for the latest operating system. While those competing with Apple are just getting products to market, Apple is already working on its products at least two years out. For example, the new iPhone that will most likely go to market in October was

designed and signed off on two years ago.[45]

## **28. How do they use the end product/service?**

There are many services that Apple provides incase something goes wrong with the product. According to an article discussing Apple Care, Apple may provide service through one or more of the following options: carry-in service (to Apple Retail Stores or Apple Authorized Service Providers), customer drop-off (to UPS stores in the U.S., for iPod and iPhone only), direct mail-in service and onsite service (for desktop computers).[4]

## **29. How do they make the buying decisions?**

The customers make the decision to buy an apple product because they see how great the quality of the products is and Apple's advertisements have a huge effect as well. The development of such a powerful core belief system is what attracts the cult following. Once Apple was able to establish this powerful central message, it was able to sell more than just computers.[29] What catches the customers attention with the advertisements is that Apple's billboard ads are similar and they keep it simple which makes the decision making process simple for its customers.[16]

## **30. What information is most important?**

When purchasing smartphones consumers are focused on the technology and price point. Consumers are interested in technology they currently do not have and are looking for the best product. According to our survey, most iPhone users chose that product based on popularity, technology and product awareness

while consumers who chose a different smartphone chose the product based on price.

### **31. Where do they get their information?**

Consumers get their information from websites or word of mouth. The growing popularity of smartphones has allowed consumers to find out information from their peers – allowing them to visually see and decide which product best suits them.

### **32. Who are your best customers?**

Based on research by Slice, wealthy white males are more likely to purchase iPhones, especially when the phones first go on sale. When Apple released the iPhone 6 and 6 Plus, 80 percent of iPhone purchases were made by males. 60 percent of those male made more than \$75,000 a year.

### *Competition*

### **33. What are competitors doing for the same service/product?**

iPhone's biggest competitor is the Galaxy S5 and the Galaxy Note 4 made by Samsung. The HTC One and the Nokia Lumia are iPhone's other competitors. Competitors base their smartphone's design off of iPhone's design. Competitor phones are touch screen with a home button at the bottom of the phone, but that's as far as the design comparisons go. Each of these phones has a Siri-like virtual assistant. All of iPhone's competitors are Android phones and Android has created an app store for Android phones like Apple had the App Store for iPhone. iPhone has a universal look and does not give its users the option of customizing their phones beyond changing the background or layout of the app icons on the

home screen, whereas Android phones allow users to customize their phones settings and appearance.

**34. What are competitors doing for the same service/product?**

The iPhone's biggest competitor is the Samsung Galaxy. The Galaxy was the first to release a smartphone with a bigger screen. Other competitors like Motorola, LG and Windows have made its smartphones based upon what Apple and Samsung have done with its phones. iPhone created Siri, the consumer's personal assistant, but Microsoft has introduced its own personal assistant in Windows Phone 8.1.[12]

**35. How can you do it better?**

Apple needs to be smarter and faster with its innovations and upgrades to the iPhone. Its competitors are constantly finding ways to make its own product better than the "top dog's" product. iPhone is "top dog," but in order to keep that lead over its competitors, coming up with new ideas for its product is ideal to keep the company ahead.

**36. What do competitors' previous advertising campaigns look like?**

Samsung and Windows' previous campaigns have been about pointing the consumer away from the iPhone – saying its product is better than the iPhone. When Apple released the iPhone 6 and 6 Plus, Samsung's campaign was to make sure consumers knew that it was the first to release a phone with a large screen. One of Samsung's commercials that aired shortly after the newest iPhone's release claimed that the new 5.5 iPhone 6 Plus tablet was made to imitate the Galaxy Note tablet series.[59]

**37. What worked, what didn't?**

Although Samsung and Microsoft tried to turn consumers away from the iPhone, it did not work very well. Apple finally gave consumers a better phone with a bigger screen instead of a thinner and longer phone with a small screen. Apple gave consumers who are loyal to the brand a bit of a wait to get what was in demand. Apple consumers stuck with the company and Apple gained from the wait. Everyone had something to say about the new iPhone, whether good or bad. The new iPhone was the talk of the globe when it was revealed.

**38. How do consumers perceive the current campaigns?**

Apple finally gave consumers what they wanted, an iPhone with a big screen. Apple's sales exploded after the iPhone 6 and 6 Plus were released. In the fourth quarter of 2014, Apple Inc. earned \$8.5 billion in revenue out of the \$42.1 billion – thanks in no small part to its latest iPhones, which broke early sales records.[39] Apple's campaigns were simple for the iPhone. The ads let consumers know that their wait was over for the newest, latest and greatest iPhone created.

*Survey Summary and Analysis*

The Madvertisers Advertising Agency conducted another survey to complement prior research regarding consumer's smartphone preferences. Our past research consisted of open-ended questions that provided general insight as to what smartphone owners deem important, so the agency used the new information to develop a survey that asks respondents to rank the most important traits in a smartphone.

The new survey had 100 respondents and 100 percent owned smartphones. Of the 100, 66.33 percent were female, 90.72 percent were between the ages of 18 and 24, 3.09 percent were 25 to 34-years-old, 2.06 percent were 35 to 44, 3.09 were 45 to 54 and 1.03 percent were older than 55.

Of the 100 respondents, 43.75 percent said they paid for their own phone. When asked to rate their satisfaction with their smartphone brand on a scale of one to five, with five being very satisfied and one being not satisfied at all, 50.51 percent of respondents said they were very satisfied. 41.41 percent said they were satisfied, 3.03 percent said they were somewhat satisfied, 3.03 percent said they were not satisfied, and 2.02 percent said they were very dissatisfied.

Respondents were given six criteria and were asked to rank why they believe people choose the iPhone over other smartphone brands. The categories were: design, reliability, status, efficiency, technology and price. Of the 100 respondents 31.03 percent of respondents said reliability is the primary reason people choose iPhones, 24.14 percent said status is the second most important reason, 30 percent said efficiency is the third most important and 26.67 percent said technology is the third most important reason people choose the iPhone. Tied for the fifth most important reason people choose the iPhone, is price and design, and the 43.33 percent believe that price is the least important factor in choosing an iPhone.

When given the categories of design, reliability, status, efficiency, technology and price, 46.67 percent of respondents believe that price is the primary reason consumers buy the Samsung Galaxy over the iPhone. An percentage of 33.33 believe technology is



why people prefer the Samsung Galaxy, reliability and efficiency are tied at 6.67 percent, and design and status are tied for the least important reason with 3.33 percent.

In the survey, the agency provided ten characteristics and asked which characteristic respondents most associate with the iPhone. A majority of 80 percent of the respondents said that the iPhone is easy to use, 53.33 percent said it is slim and innovative, 50 percent said it is expensive, 36.67 percent said it has low battery life while 23.33 percent believe associate the iPhone with great battery life, 10 percent believe the iPhone to be complicated and 3.33 percent believe the iPhone is cheap, big and copycat. When asked if the iPhone is worth paying more 57 percent of them said yes.

Conversely, the agency asked the same question regarding the Samsung Galaxy. Of the 100 respondents 66.67 percent said the phone is big, 50 percent said it is complicated, 40 percent believe it to be cheap, 33.33 percent believe it is a copycat phone and 20 percent of respondents think that the Galaxy has great battery life and is innovative. A total of 16.67 percent believe the Galaxy has low battery life, 13.33 percent believe the phone is expensive and easy to use, in last place, only 10 percent of respondents believe the phone to be slim.

Analyzing the survey data, it appears that consumers are looking for a phone that is reliable, efficient and reflective of their status. Respondents prefer the iPhone because it is easy to use, is slim and innovative. When questioned about the Samsung Galaxy, respondents stated they believe people buy the Galaxy rather than the iPhone because of price and technology. When asked what terms they associate with the Galaxy, respondents stated the phone is big, complicated, cheap and a copycat of the iPhone.

## **Diversity**

*Does the client's current campaign reflect diversity? If so, does it do in a positive way or does it perpetuate stereotypes?*

iPhone's 2015 campaign features photographs taken by actual iPhone 6 users. The campaign reflects diversity through the images picked. These are positive images that showcase anything from landscapes to people. Below are some examples of iPhone's current campaign.



Incredible photos can be taken using an iPhone: from frozen bubbles in a lake to a solitary tree against a cobalt sky, Apple's latest campaign celebrates the beauty of images taken on mobiles.



## **Creative Brief**

### *BBDO's Approach*

1. Get: Target Audience

iPhone's primary target audience is middle-upper income professionals and high school, college and graduate school students, 18 to 24-years-old.

2. To: What you want the target to do as a result of your advertising.

After viewing the advertisements by Apple Inc., the audience should feel motivated and compelled to purchase the products. The ultimate goal is for competitive users to switch over to the iPhone after viewing the advertisements.

3. By: What your advertising will communicate; your big idea.

The target audience should feel intrigued and inspired once viewing the advertisements. Placing high-demand products on pre-order makes desired users feel selective and a part of the company. By creating an exclusive image focused

around the iPhone, users will want to feel and experience the lifestyle portrayed by iPhone users – be a part of the iNation.

4. Support: How you can back up what you're saying.

Apple Inc. allows shoppers to come in and use its products at the Genius Bar, which leaves potential consumers more intrigued to come back than not – especially first time users. The iPhone is known for its design and creating sleek products. By allowing potential users to come in and experiment with products, it will make them yearn for more. It allows customers to see what they can be a part of.

5. Tone: The attitude of your ads.

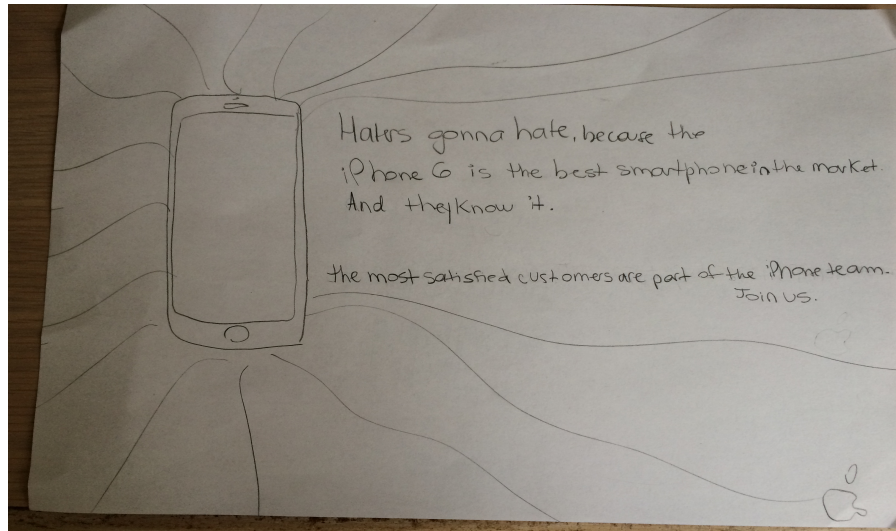
Apple Inc. advertisements display the company as user friendly and showcase the importance of quality. Releasing new products every couple of months allows the company to keep consumers on their toes – waiting for the big release. By creating a high demand and popularity for products, the iPhone is more likely to grab attention from competing brand users. The iPhone is innovative, creative and high-tech. The product revolves around simplicity and ease, yet creates an exclusive image leaving consumers yearning for more.

### **Ideas & Feedback**

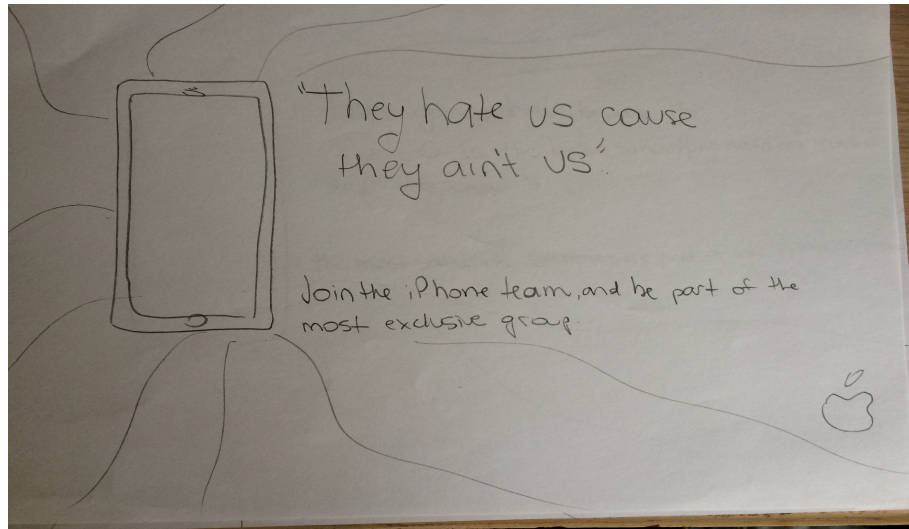
*Develop 20 ideas for ads for the client. Present your ideas to an industry professional and include feedback.*

1. The headline of the first ad targets a younger millennial audience. This campaign is all about the “haters” and how much they envy the iPhone team (iPhone owners). By using trendy language the brand connects with potential consumers

and current iPhone consumers to create a “feel good theme” about being a member of the team, leaving consumers that do not own the product to admit that the iPhone team is better than theirs. It also appeals to the fact that iPhone consumers are more satisfied with their phone. The campaign is an invite to join the iPhone team.



2. The headline of the second ad follows the same idea of the first one. It is all about being apart of the exclusive team that iPhone and any Apple product owners are in. The headline resembles the slang used by the popular and famous groups that are envied by others. Again, by using the trendy language it aims to bring potential consumers to the iPhone team.



3. The headline of this ad is "Join iNation." By using this tagline the target audience is going to feel welcomed and intrigued to find out about the community that is popular amongst the millennial audience. Also, by adding "Never look back," the tagline is stating that once consumers join the iPhone nation, iNation, they will not go back to their previous smartphone brand.



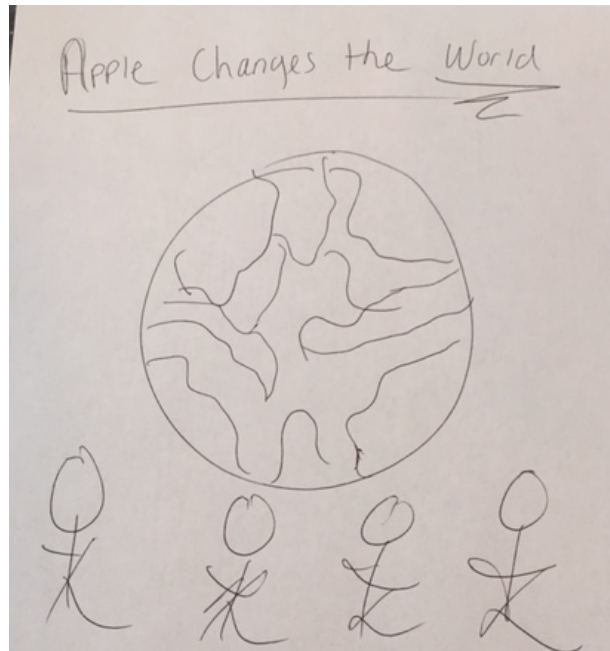
4. This ad explores the simplicity that Apple Inc. has been developing into its ads. It invites consumers to experience the iPhone, and they will understand why every owner is proud and satisfied with their smartphone. The tagline is "Experience

iPhone” and it can be implemented in several different ads. It truly represents the brand, and will definitely attract the target audience, since the millennial audience is always looking for new experiences and adventures.

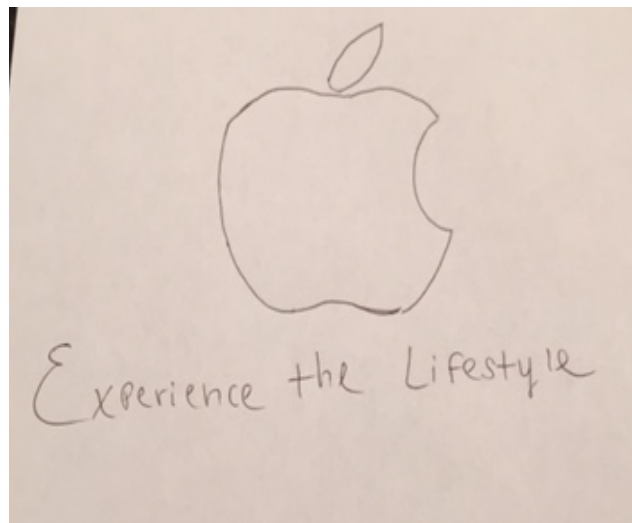


5. The advertisement would be focused on the Apple Inc. product and the slogan would be “Apple Changes the World.” It would have a picture of the world and people underneath it holding apple products.





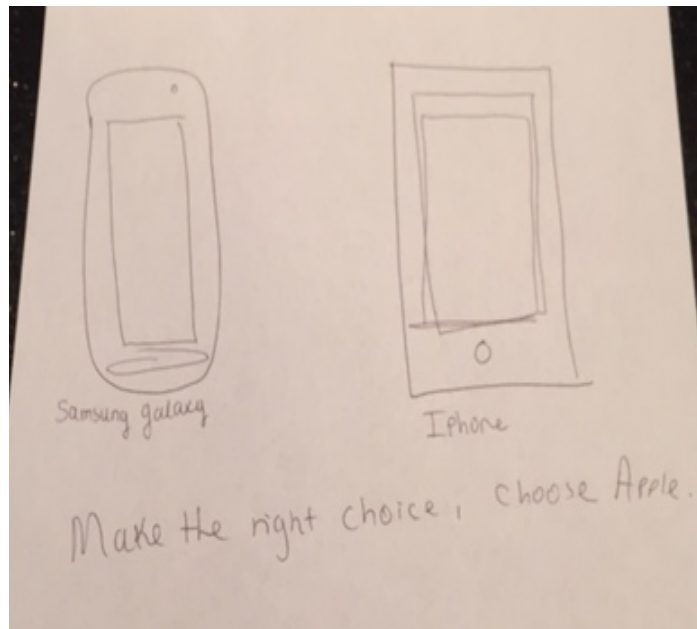
6. The other idea for an ad would show a few of the Apple Inc. logos and the slogan would be, "Experience the lifestyle." We want people to be intrigued and want to know what the lifestyle is all about.



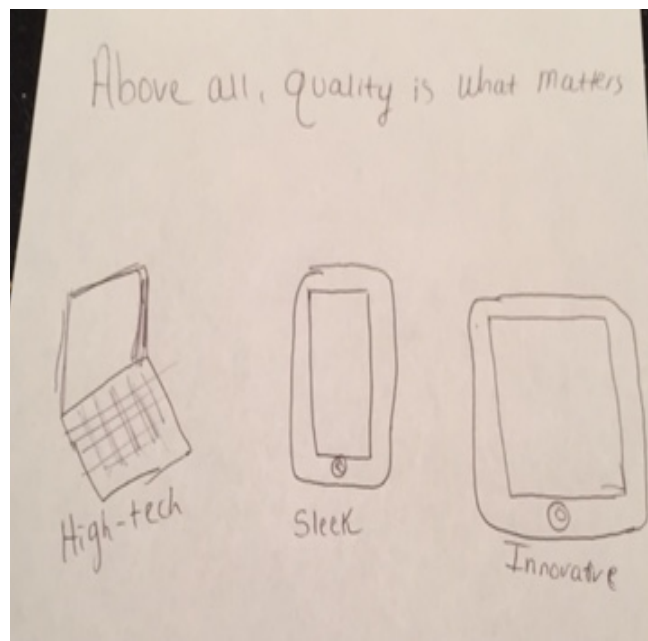
7. This ad would be showing one of iPhone's biggest competitors, Samsung Galaxy, next to the iPhone and the slogan would be "Make the right choice, choose Apple." It would then show the Apple icon at the bottom of the ad. This ad will



show people that no matter what anyone says Apple products are the best because it is sleek, innovative and high-tech.



8. This advertisement would show the top Apple Inc. products, including the iPhone, MacBook and iPad, and the slogan would be "Above all, quality is what matters." This ad will show potential buyers that all Apple Products are quality and when buying a new product, superiority is what matters.



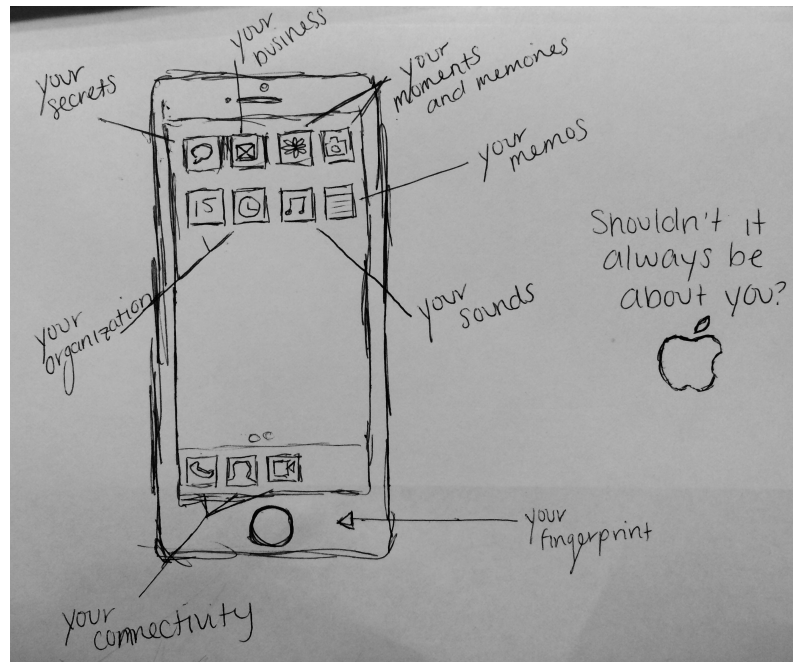
### 9. Idea: Join the Elite

The advertisement would be focused around Apple Inc.'s products. It would showcase citizens using its products – people walking on the street in a city and the frame would focus around the Apple logo. Showcasing the brand is most important. It should make consumers feel that purchasing Apple products is a movement and puts them into an elite category.



### 10. Idea: Why switch to Apple?

Apple Inc. was developed in 1976 to create the personal computer. Since then, the company has produced hundreds of products and is one of the most popular brands in the country. From its sleek designs to inability to conform – Apple has it all. Consumers are not just purchasing a product; they are purchasing quality – a lifestyle. This advertisement should show consumers that they can keep everything all in one place – their life can be stored in a product.



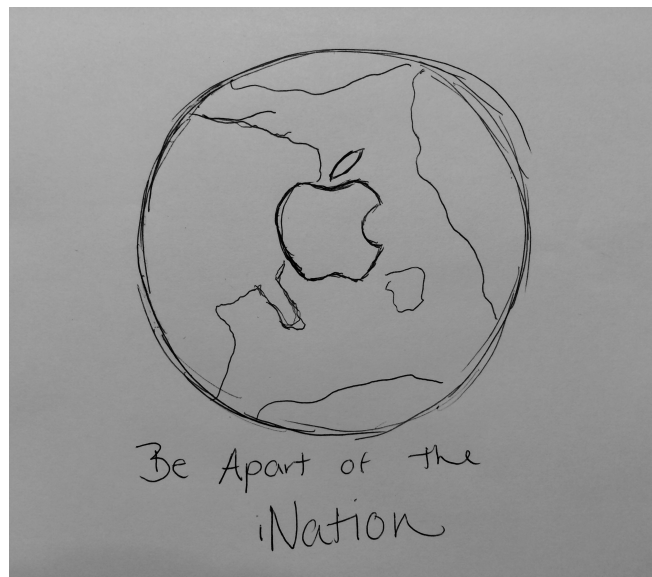
## 11. Idea: Apple Inc.

People type on a computer, listen to music, text or make phone calls – everyone uses technology in some form. Apple has created a way for people to do this in style. A company that is focused on creativity, innovation and design – when you join Apple you join a lifestyle. From iPhones to Macs and iPads to iPods – Apple Inc. has created a product that can cater to everyone and every lifestyle. Apple is becoming a household name; one consumers can call home.



## 12. Idea: iNation

Consumers are focused around becoming apart of something – when purchasing a product they become apart of the brand. The iPhone is apart of an elite brand, as known by consumers. When purchasing the iPhone consumers are investing in the company and the product, and ultimately investing in quality. This advertisement should present to consumers that by purchasing the iPhone they are purchasing the brand and becoming apart of the iNation.



13. The target audience for the Apple iPhone is trendy young men and women who are seeking a community of likeminded individuals. The target audience uses the phone as a key to the world, primarily through social media, photography and music. This advertisement should make the target audience feel connected to a larger community while also creating a new way for consumers to express themselves through the iPhone. The big idea is: “The iPhone is the key to expressing yourself.”

For both pieces of copy, the only visual needed is the iPhone.

Copy one:

**HEADLINE:** Be different. Be loud.

**BODY:** You deserve a phone that is as unique as you are. With millions of apps, thousands of ways to reach out and hundreds of ways to customize your iPhone; being you has never been easier.

**TAGLINE:** The iPhone – Make yourself known

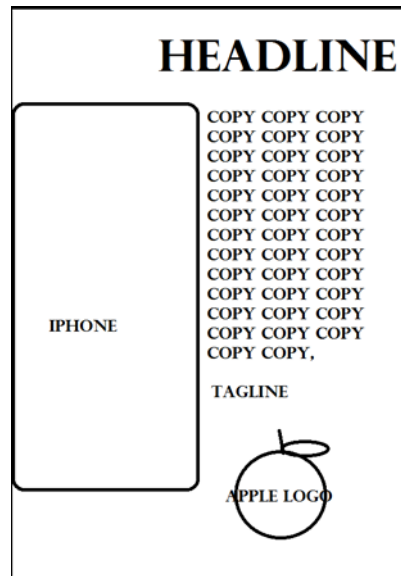
14. Copy two:

**HEADLINE:** You know who you are.

**COPY:** You are on the cutting edge. You know the latest music and the hottest trends. Someone like you is not afraid of taking risks. You know who you are, and you deserve a phone that is as bold as you are.

Having an iPhone will make sure that your voice is heard. With millions of apps and unrivaled connectivity, you are not just buying a phone... You are buying a new way to make yourself known.

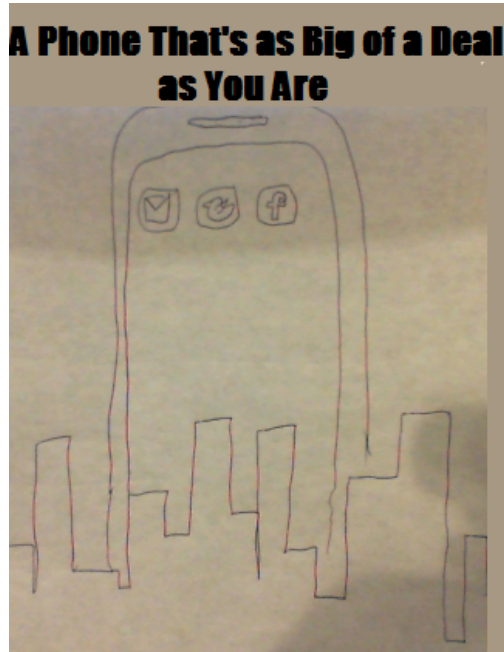
**TAGLINE:** The iPhone - The key to expressing yourself.



15. The advertisement shows a woman in her early twenties in a dress walking down a city street with an iPhone in hand. Waves of color are bursting from her iPhone, which paint the building behind her in vibrant colors with strange designs. The advertisement suggests that the iPhone allows the girl to express herself and show the world whom she is.



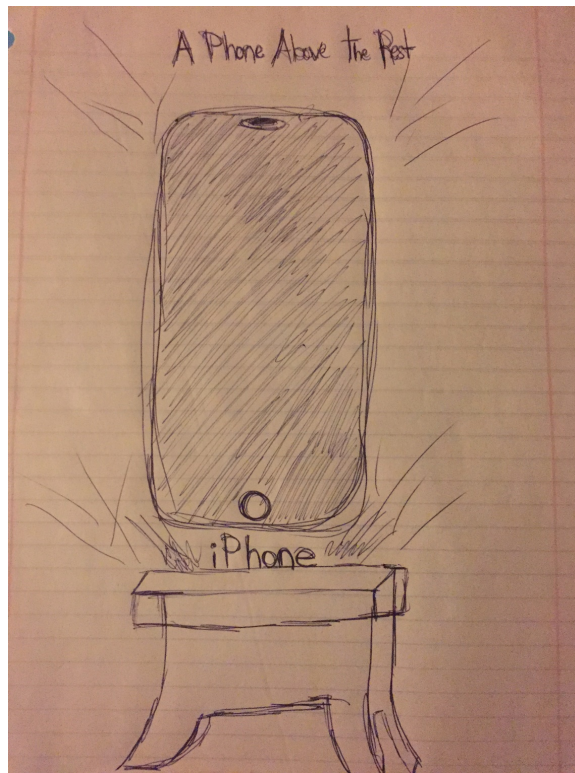
16. The advertisement features a large iPhone towering over a city with the copy, “It is as big of a deal as you are.” The ad seeks to play on the ego of the consumer and state that the iPhone is for the elite and will make its user well known.



17. For this advertisement, a person is standing on the side of the road watching a crowd of people heading to an unknown destination. The road signs say “Apple Store” and “New iPhone” so everyone is heading towards the Apple Store.

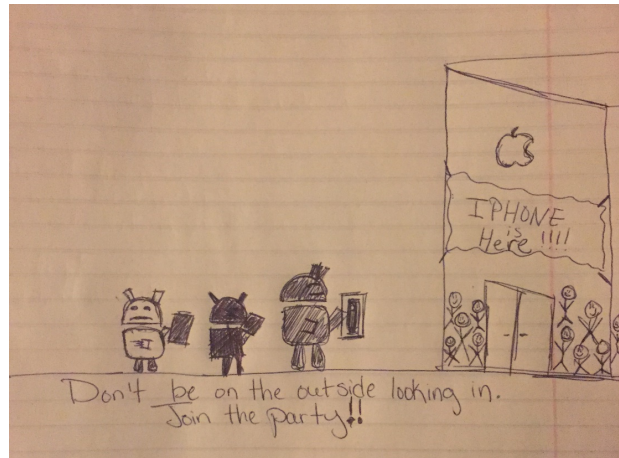


18. For this ad, the iPhone is floating above a pedestal. Objects on pedestals signify importance; something worth more than the average objects. Saying “A Phone Above the Rest” shows consumers, in a subtle way, that the iPhone is better than and set apart from its competitor’s smartphones.

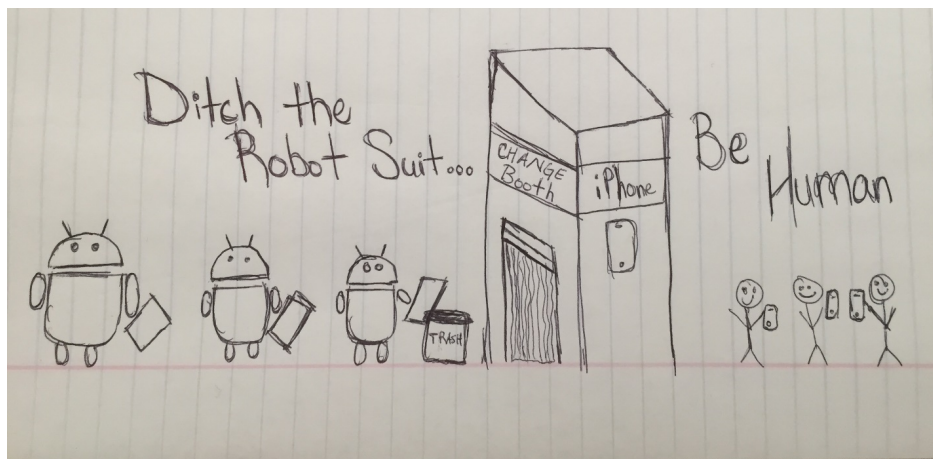


19. In this advertisement, the Apple Store is hosting a party for iPhone consumers. Standing outside on the sidewalk, holding their non-iPhone smartphones, are three Android robots. One is looking at its phone, the next one is looking at the party and the last robot is frowning. The robots see the fun everyone inside the store is having. “Don’t be on the outside looking in” – also symbolized by the robots outside. The robots should get rid of their Android phones, get an iPhone and join the party in the Apple Store.





20. Keeping in theme with the previous ad, the Android robots are standing on the sidewalk with their smartphones. There is a change booth with a trashcan next to it. The idea for this advertisement is for the Android robots to ditch their robot suit, throw away their non-iPhone smartphone, go through the booth and come out of the other side as a human with an iPhone.



### *Professional Feedback*

After receiving professional feedback from Stephanie Parks at Dalton Agency, our group was able to successfully make critiques and find a campaign that would be most successful for iPhone. Parks reviewed all 20 ideas, attaching a document with corrected errors and notes about which ones she deemed most successful. Out of the 20,

Parks was most excited about 11, 13, 14, 15, 19 and 20. Parks said she noticed how the campaign advertisements flowed into a theme while others were sporadic. Because of this, our group made the decision to focus around “iNation” – combining some the ideas to create a campaign that focuses around a community, with hopes to make potential consumers yearn to be a part of it.

### **Print Advertisement**

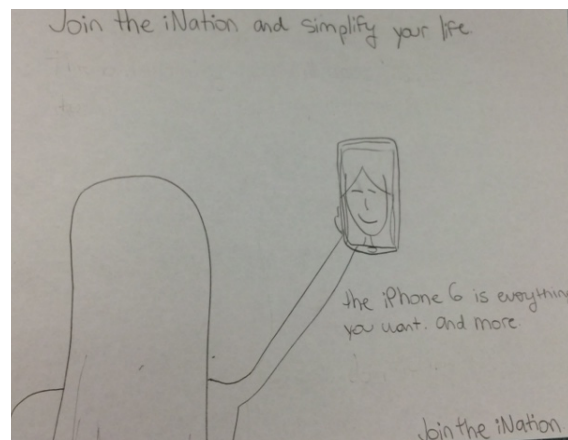
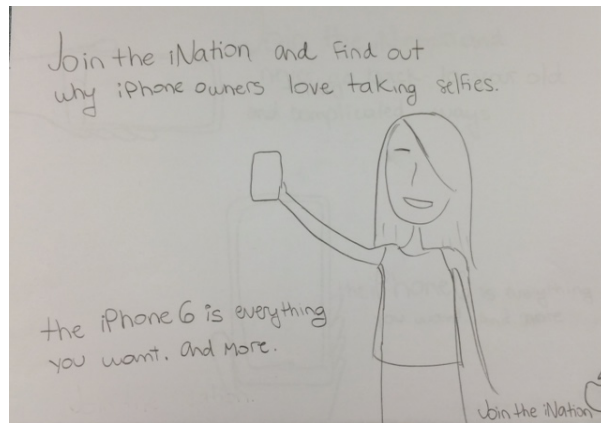
*Taking the best idea developed in the previous assignment, write copy for a print ad and describe what the visual will look like.*

Apple is inviting potential consumers to become part of the iNation through purchasing the iPhone 6 by highlighting the advantages of having an iPhone. The simplicity of the Apple advertisements that are known worldwide will be kept intact. However, the advertisement is going to display the millennial audience in hopes that the target audience will be able to relate to, and connect with, the product.

The print copy will consist of a white background with a picture of a woman around her 20’s taking a selfie with corresponding text: “Join the iNation and simplify your life.” Other text that will be used in the advertisement: “The iPhone 6 is everything you want. And more.” Apple’s logo will be located at the bottom left along with a tagline for the campaign “Join the iNation”, which will be below it.

### **Layout**

*Draw thumbnail sketches using the copy you just completed. Choose the most promising thumbnail and develop a detailed layout.*



*Detailed Print Copy*



### Radio Spot

*Develop a new concept for radio, still following the creative brief you completed in the Chapter 5 assignment. Then write a 30- or 60-second spot.*

Radio: 30

“Be Innovative. Be Apple. Join iNation”

This spot shows that by using Apple products, users never have to feel alone and are always in control – they are apart of a community. Apple’s features allow users to text through voice activation, Siri is always there to answer questions and FaceTiming allows users to connect from all over the world. By using Apple products, users never have to wonder what it would be like – they can switch to Apple and experience it themselves.

SFX: IPHONE MESSAGE NOISES/IPHONE NOISES

VOICE 1: What would you do if you could control how people talked to you?

SFX: FADES OUT

SFX: SIRI iPHONE NOISE

VOICE 1: How would you feel if you knew there was always someone there for you?

SFX: FADES OUT

SFX: FACETIME RINGING

VOICE 1: What if I told you that you would never have to celebrate an event or holiday alone?

SFX: FADES OUT

VOICE 1: All these things are possible.

SFX: MACBOOK TURNING ON

VOICE 2 – SIRI VOICE: Join the community. Join iNation.

### **Television Spot**

*Develop a new concept for television, still following the creative brief you completed in the Chapter 5 assignment. Then, develop a storyboard for a 30-second spot.*

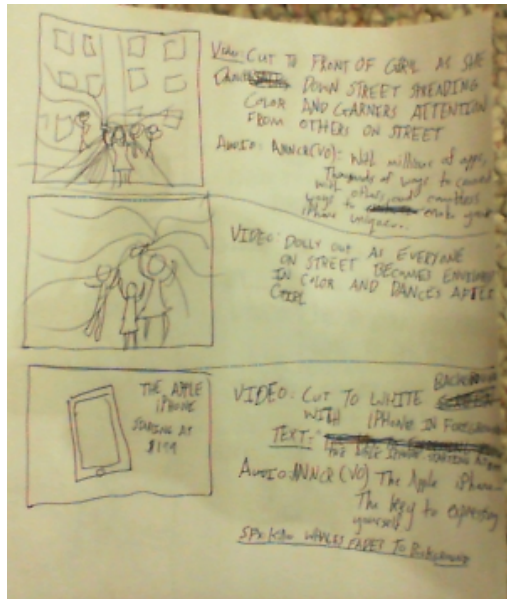
Scenario: “This spot features a frustrated young woman in her early to mid-20’s who is trying on various outfits. She tries on sundresses, jeans, jackets and various shirts but has no luck. Frustrated, she unhappily settles on an outfit and walks out of the door and down the street. Throughout this opening sequence, a single note is repeatedly being struck on the piano. On her way out, she reaches for her iPhone, and when she unlocks the screen, a burst of color erupts from the screen and Killer Whales by Smallpools begins to play. As she walks down the street, she starts to dance with her iPhone in hand and people

on the street follow her lead, dancing after her. As she dances through the streets, the narrator talks about the iPhones connectivity, customization, the multitude of applications available and the massive network of iPhone users who are citizens of the “iNation.” The scene cuts and gives way to a white screen with the latest iPhone prominently displayed with text showcasing the price of the phone, all while a narrator encourages the viewer to join the iNation and experience the best Apple has to offer.

Script/Storyboard:



3.



\*\*\* Change to the voiceover on the final cut \*\*\*\*

Announcer (VO) – Join the iNation today and experience the best that Apple has to offer.

### Direct Marketing

*Develop a direct marketing piece for your client. Look at your clients current website.*

*Does it reflect the brand image of your client? Is it easy to navigate? Develop a site map and look for the home page that reflects the new image you've created for the client.*

### Direct Marketing Piece





### Description:

This piece of direct mail for Apple's iPhone is designed to accompany the "iNation" campaign theme. The direct mail plays off of the concept of the iNation and utilizes a passport layout to symbolize that the consumer has an open invitation to visit or join the iNation. The passport will be mailed to the consumer in a manila envelope with stamps, the consumer's name and return address of: "iNation Embassy."

On the cover of the faux-passport will be the Apple logo. Upon opening the book, there are several destination stamps inked onto the page. The stamps will be from destinations like: connectivity, reliability, self-expression, music, adventure and other buzz words. On the opposite page will be a photo of the most recent iPhone, accompanied by copy that boasts the features of the phone. Beneath the body of the copy, the text will read: The Apple iPhone is your passport to the iNation.

### Rationale:

The playful design seeks to grab the consumer's attention. Unlike most pieces of direct mail, the manila envelope will lead the piece to look more official and entice the



consumer to open the package. When the consumer removes the passport from the envelope, their curiosity will be piqued and they will thumb through the pages of the passport. After reading about the phone's excellent qualities, the consumer should be motivated to either purchase, or consider purchasing, the Apple iPhone.

### *Current Website Analysis*

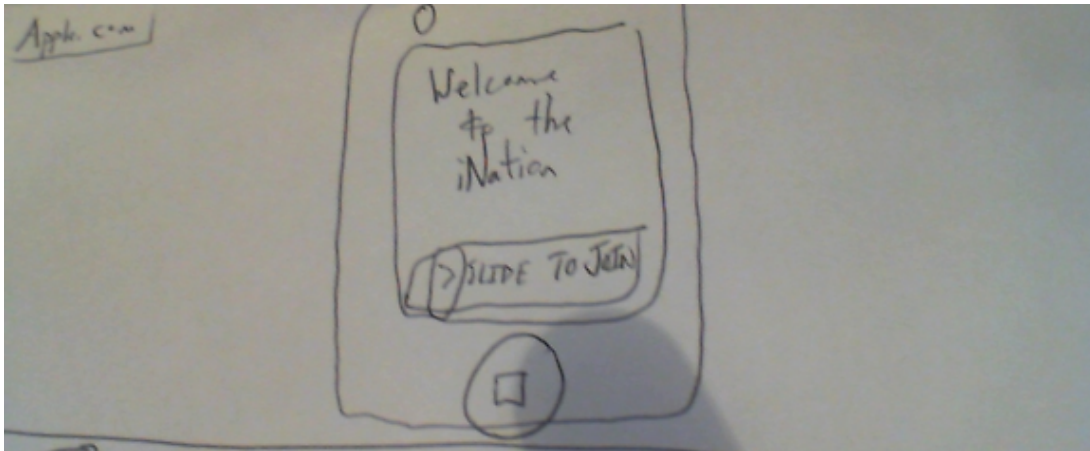
The current Apple website has a minimalist design and is somewhat easy to navigate. The navigation bar features a link to the store, the mac, the iPhone, the new iWatch, the iPad, the iPod, iTunes, Support and a search bar.

Like the Apple homepage, the iPhone website has a minimalist design and appears to utilize a WordPress layout. The site promotes iPhone Accessories, the iPhone 6, a comparison of iPhone models, the iOS 8 and access to iCloud. The site also features a gallery of photos taken with the iPhone 6, a promotion for Apple Pay, information on iOS 8 and news on how the iPhone is now used as a research tool.

The Madvertisers Advertising Agency seeks to develop a homepage that is more whimsical and fun, while communicating the "iNation message." The Madvertisers hope to achieve this by creating an interactive homepage that is easy to navigate, aesthetically pleasing and memorable.

### *New Website Layout*

[Apple.com/iPhone/](http://Apple.com/iPhone/) initial page:



The website address leads to a page that shows only a locked iPhone. The lock screen on the iPhone says, “Welcome to the iNation” and the slide bar reads, “Slide to Join.” The visitor will use their mouse to slide the bar, then colors and designs radiate from the on-screen phone and create the layout of the page using Apple app icons as navigational cues.

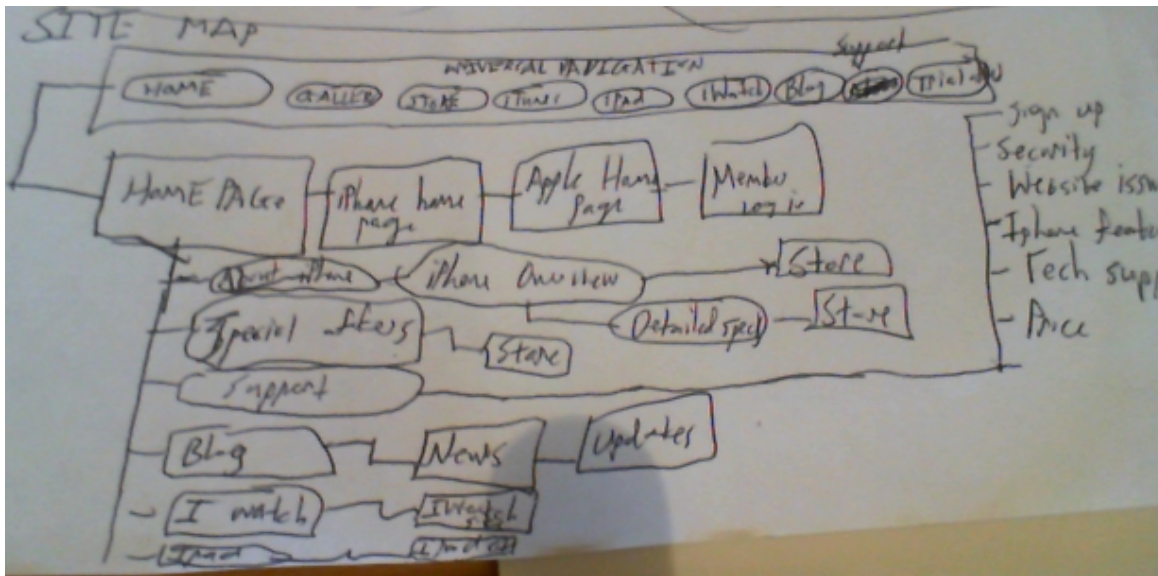
Apple.com homepage layout:



After all of the Apple app icons jump from the phone to the home screen, the navigation bar is revealed. The different navigation points are the gallery, where visitors can see photos taken by the iPhone; the store, where they can purchase the iPhone and accessories; a tab to download iTunes; a tab leading to the iPad and iWatch websites; a

link to the iPhone blog; a support tab and a “request for passport” tab, which asks for the visitor’s address to send them a piece of direct mail that promotes the iPhone and features special coupons.

Site map:



Pictured above is a rudimentary site map of the redesigned Apple iPhone website.

## Social Media Plan

*Develop a plan to get consumers texting, tweeting and liking your brand. Create a few sample tweets for your brand.*

The purpose of social media is not to connect with strangers, but to connect with friends. Social media users want to connect with products and brands they already know, not necessarily new ones, which is why it is so important to get customers to promote the iPhone to their friends through social media. Social media allows companies to directly converse with consumers of a product. This one-on-one style of conversation lets companies inform current consumers about updated information while also letting users ask questions about the products. Further, the social media presence can serve as a forum

that allows iPhone users to share stories and tips about the product. Social media will not only advertise the product, but also will help current and future consumers with questions they have about the product; this is why advertising a product through social media is so important.

The social media plan is to get consumers texting, tweeting and liking the brand – this will get supporters of iPhone products to promote the advertisement through their social media. In turn, their friends will see and start sharing with their friends, creating a rippling effect that will allow consumers to gain insight about current and upcoming product knowledge, giving reason to why they should purchase the product.

The posts on the social media site will be in the context of social media – the trendy language of the millennial audience. This will humanize the brand. The social media page will connect with the audience - ask questions, post photos, share thoughts, ideas and plans for upcoming products.

*Sample tweets*

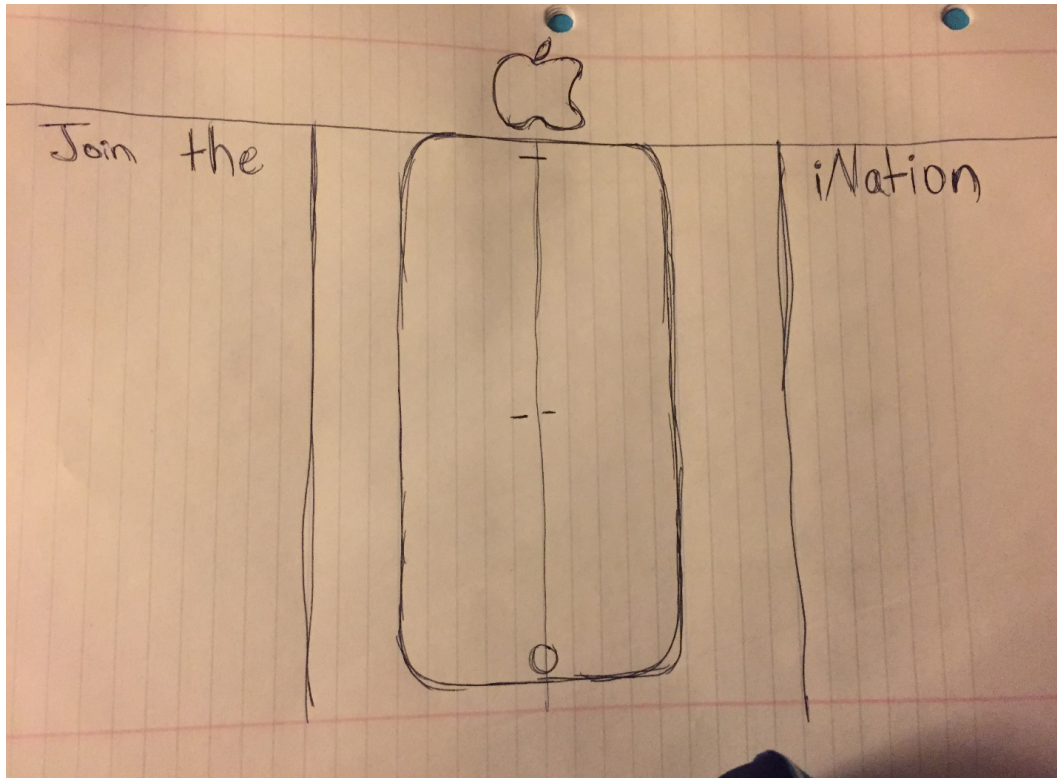
1. “Are you ready to make your life easier? #JOINiNation”
2. “Simplify your life. #JOINiNation”
3. “#JOINiNation and be the best version of yourself!”
4. “RT if you are #TEAMiPhone”
5. “Experience the lifestyle #JOINiNation”
6. “Above all, quality is what matters #JOINiNation”
7. “Make the right choice! #JOINiNation”
8. “RT if you love your iPhone and will never go back to your old and complicated life!”

## **Integrated Marketing Communications**

*Determine which alternatives to traditional advertising work best for your client. Then develop at least one of these ideas. Illustrate an image of what they will look like on an 8-1/2 by 11-inch sheet of paper.*

Alternatives to traditional advertising that would fit into Apple's profile would be to integrate the campaign with the day-to-day life in a way that invites people to "Join the iNation". By placing ads in metro stations with connectivity displays where people can charge their iPhone, people will feel part of the iNation. Another idea is to have those connectivity displays inside coffee shops and malls, so again those who own an iPhone will feel part of the iNation, and those who do not own one will be even more willing to buy one. A simpler idea and that would make an impact would be to design the stores' doors as giant iPhones so people entering would literally join the iNation as they walked in.

On the doors to the Apple Store would be an enlarged picture of the iPhone 6. Since the campaign slogan is "Join the iNation," it would be written on the windows. When a potential consumer walks up to, or past, the Apple Store, they will see the iPhone 6 and it will catch their attention. The goal is for consumers to see the phone, read the slogan, and for them to feel like they are joining something bigger than themselves when walking into the Apple store. The store employees will greet them by saying, "Welcome to the iNation."



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