Title: Apple Inc.

Author: Shawn Cotter

Thesis:
A combination of marketing techniques including clever yet simple commercials and a simple yet sophisticated product line enables Apple to attract all types of people. Today, Apple has created one of the hottest brands, creating a feeling that to be “someone”, you must have an Apple product.

Core Concepts/Keywords:
Apple, iPod, Branding Techniques, Apple products, Technology

Primary Source

Citation:
http://onionesquereality.files.wordpress.com/2008/03/apple_think_different.jpg
[http://onionesquereality.files.wordpress.com/2008/03/apple_think_different.jpg]
Annotation:
Above is a collection of 9 pictures of influential people throughout history. Each smaller picture has the Apple slogan “Think Different” in a corner. The “Think Different” campaign was started with the belief that “Apple should be aligned with the creativity of personalities and people making an impact on the twentieth century. The “Think Different” phrase provided an opportunity to celebrate both the creativity of these people but also the distinctiveness of Apple in the computing world, responding to IBM's historic campaign motto, “Think”.

Print Reference Source:

Citation:

Annotation:
Provides a brief history of Apple Inc. since its creation in 1976 by Stephen Wozniak (then 26) and Steve Jobs (then 21). Documents the release of the Apple II, the personal computer created by Apple. Also
provides a brief history of the CEOs of Apple, starting with Steve Jobs, who was fired in 1985 and then returned in 1997 when he “streamlined what had become a confusing product line to focus on the company's traditional markets of education, publishing and consumers and helped to oversee the introduction of a more affordable computer, the iMac. This article is very helpful in providing a brief history of Apple Inc.

Electronic Reference Source:

Citation:
http://www.search.eb.com.gate.lib.buffalo.edu/eb/article-27209

Annotation:
This encyclopedia article discusses different aspects of marketing. One section that is discussed in the article is marketing mix (pages 9–15). There are four aspects of marketing mix – product, price, place and promotion – collectively they “fulfill the strategy for the target set of customer needs.” Two of these strategies are particularly important when looking at the marketing strategy of Apple, pricing and promotion. Price is determined “by gauging the quality or performance level of the offer and selecting a price that reflects how the market values its level of quality.” This is important with Apple products because they are usually priced higher than similar products, yet many consumers still go with the Apple products. Promotion is defined as “the methods of communicating with and influencing customers.” Examples of Apple’s promotion strategy can be seen in the numerous Apple commercials, having Apple products appear in TV shows and movies (product placement) and P.R. moves like the article written by Steve Jobs concerning Apple and the environment.

Web Sites:

Citation:
“100 Million Ipods Sold.” 21 Oct. 2008

Annotation:
This website contains a press release that came out on April 9th 2007, announcing that Apple had sold its 1 millionth iPod; 5 and a half years since it was first sold in November of 2001, making the iPod the fastest selling music player in history. It quotes Mary J. Blige, John Mayer and Lance Armstrong, as they praise Apple and the iPod for changing the digital music age. Blige calls the iPod “an extension of your personality” tying in the idea of individuality, a key marketing point for Apple Inc. The article also discusses Apple’s use of corporate synergy pointing out that 70 percent of 2007–model US automobiles currently offer iPod connectivity.

Citation:

Annotation:
Apple recently made news with environmentalists criticizing Apple “for not being a leader in removing toxic chemicals from its new products, and for not aggressively or properly recycling its old products.” This source was found on Apple’s website and was written by Steve Jobs in response to that criticism. Jobs takes the opportunity to discuss how Apple will remove certain toxic chemicals such as lead, arsenic and mercury as well as comparing Apple’s plan with that of some of its competitors.

At first glance this may simply seem like Steve Jobs defending his company, however it can also be seen as another marketing technique, one that doesn’t even require a commercial. By coming out and releasing Apple’s plans for the future as well as comparing Apple to other companies Jobs was looking to lure people in by saying “hey we are all for protecting the environment and being ‘green’ so come and support the environment and buy Apple products”. This article is a tricky, but brilliant marketing tool used by Steve Jobs.
Books:

Citation:

Annotation:
No Logo is a book that focuses on the idea of branding. The first three sections of the book focus on the negative aspects of branding as they pertain to some of the larger corporations we know today, such as Apple, Nike, and McDonalds, and the fourth section discusses possible ways to “fight back” against the larger corporations. In chapter 7, “mergers and synergy”, Klein discusses corporate synergy, as she explains, “synergy and branding are both about creating cross-promotional brand-based experiences that combine buying elements of media, entertainment and professional sports to create an integrated branded loop.” This is an interesting topic to explore with Apple and their “partnerships” with companies like Starbucks and Ford as an attempt to market their product to a larger mass of people.

Citation:

Annotation:
In “The Apple Way – 12 Management Lessons from the World’s Most Innovative Company” author Jeffery Cruikshank writes about “the secrets and management principles that keep Apple far ahead of the curve.” Chapter 9 “Keep Your Cool” discusses the launch of the “Think Different” campaign in 1998 that featured icons like Picasso, Einstein, Lennon and the Dalai Lama. It also touches on the “Switch” campaign which followed the Think Different campaign and featured ordinary people telling horror stories about their experiences with Windows and how happy they now are using Apple. Other secrets include “Keep Your Friends (Reasonably) Close to You” and “Keep Your Promises” which emphasizes the importance of being straight-forward with your customer base.
Whether this book is used just for a section or all 12 lessons, it provides excellent insight on what Apple does and how they have become the powerhouse they are today.

Citation:

Annotation:
“Written by a senior marketing and media executive, “Branded for Life” makes sense of a world where Wal-Mart is richer than 85% of the nations on earth; where well-informed, obese consumers continue to drink Coke and eat at McDonalds; where rabbis discuss market segmentation strategies to counteract declining market share; and where naming rights to newborns may be sold to the highest corporate bidder. “Branded for Life” explains who we really are as consumers, and how large corporations and political leaders exploit our trust.”
This “brainwashing” is important when looking at Apple because in the simplest sense all Apple has done is taken a brand and filled it with products for everyone. These “awesome” products that fit one persons’ niche also fit another completely different person.

Peer-Reviewed Journal Articles:

Citation:

Annotation:
It is estimated that the average American is exposed to over 3000 advertisements a day, with that being said the three authors set out to “uncover the ways in which brand exposure can affect behavior. [Previous] research in social psychology has emphasized the important effects that can stem from the “priming” or situational activation of mental constructs, demonstrating that environmental cues, even subtly presented, can have powerful effects on behavior.” Going along with the Apple slogan “Think Different”, the results showed that “participants primed with Apple logos behave more creatively than IBM primed and controls.”
Gráinne M. Fitzsimons is Canada Research Chair in Social Cognition at the University of Waterloo. Tanya L. Chartrand and Gavan J. Fitzsimons are professors of marketing and psychology at Duke University.

Citation:

Annotation:
An interesting journal article written by Victor Fleischer that analyzes the impact of Steve Jobs yearly cash salary of $1 from a branding perspective. Fleischer feels that this salary “reflects his commitment to integrity [and] confirms his desire to do the job for reasons other than money alone.” Fleischer also quotes an Apple blogger who expresses his feelings on Job's salary; “This is why we love Apple. Because inherent in this salary is an ethos of doing things differently and better…he is doing it for the love of creating beautiful pieces of technology.”

This article is useful because it provides another example of a branding technique used by Apple. While it is highly unlikely that Jobs is using his $1 salary purely as a marketing scheme, it definitely strikes a cord with Apple lovers, much like the blogger.

Victor Fleischer is a professor at the University of Illinois College of Law. Professor Fleischer's primary areas of research are federal income tax, venture capital and private equity, and the structuring of corporate transactions.

Newspaper Article:

Citation:

Annotation:
This article discusses Apple's recipe for success. Mainly Apple is successful because they design cool, innovative products, create memorable ads and makes customers feel special. Graham also touches on the shrinking of their product line and how in today's world with all the different products out there, sometimes less is truly more. In terms of the memorable ads, Graham uses the Mac vs. PC and the iPod commercials for examples. He writes that the commercials are successful because they are also simple and do not convey too much information, they tell you just enough so you remember the ad and want the product.

This article is useful because commercials and product lines are important marketing tools to look at when examining the success / failure of a companies branding techniques. Graham is a USA TODAY technology reporter and co-host of USA TODAY's TALKING TECH video podcast with Ed Baig.

Additional Sources:

Citation:

Annotation:
This youtube video contains 20 comical commercials advertising the new Mac computers. Featuring actors John Hodgman and Justin Long the commercials point out flaws in the PC system. The two characters are contrasting in every way. Hodgman, who represents the PC, is noticeably older than Justin Long, the Mac character. Hodgman is also dressed in a suit and portrayed as an uptight individual as compared to Long who is dressed in jeans and sweatshirt. Putting the pros and cons of the computers aside, the differences
between Hodgman and Long alone illustrates who Apple is reaching out to in these commercials. Hodgman can be looked at as “your parent’s computer”, and Long, who is 29, with his casual dress and laid-back personality, can be looked at as the “new and hip computer”.

_Citation:_
http://www.youtube.com/watch?v=4CPab8U5zTU.

_Annotation:_
In this iPod commercial a dark figure is shown dancing in front of very bright colors to very hip, upbeat music. With dancing being one of the best ways to express your “individuality” and the iPod being visible at all time, the viewer gets the sense that there is a correlation between the iPod, having a good time and being an “individual.” Another clever technique is that there are no true “characters” talking; in fact, the word iPod is never even mentioned.

_Citation:_
http://www.businessweek.com/technology/content/aug2007/tc20070815_636359_page_2.htm.

_Annotation:_
Appropriately titled “Teen Marketing: Apple's the Master”, Goodstein’s article touches on the success of Apple’s marketing strategy to teens, mainly focusing on the iPod and its recent success since it came out in 2001. The article includes statistics about the percentage of high school students owning an mp3 player (78%) and more importantly how many teens own an iPod (82%). Goodstein also identifies four “lessons” describing branding techniques that help make Apple successful.
This article really supports the thesis that Apples’ marketing techniques of clever yet simple commercials and simple yet sophisticated products has created one of the hottest brands out there today. Overall, this article from businessweek.com, comes from a reputable source and has plenty of useful information.

Goodstein earned a master’s degree in journalism with a concentration in new media at Northwestern University. Goodstein has a background in journalism and producing-packaging online and print content for both teens and a broader consumer audience and has recently published her first book, Totally Wired: What Teens and Tweens Are Really Doing Online.

_Citation:_

_Annotation:_
This article written by Beth Bulik discusses a new concept of branding being used by Apple. This new concept, “Branding 2.0” appears in the Disney movie “Wall-E” and may be a new form of product placement. Bulik points out the “female heroine [Eve] is a shiny all-white robot with no seams or overt buttons showing, [resembling] most of the Apple product line. As Abram Sauer explains this technique differs from regular product placement because “it doesn’t just reinforce a single Apple product, it reinforces Apple’s entire design approach, from MacBook to iPod to iPhone.” Roger Kay explains Apple’s approach as a subliminal approach “that says this is the coolest and latest stuff. It reinforces the look and feel of Apple.” The article also give statistics on how many movies Apple computers have appeared in (38% of the No. 1 films in 2007 and 50% so far in 2008).
Overall this article is a great launching point for discussing product placement in general and also this new more subliminal product placement idea. This article appears in a reliable magazine “Advertising Age”, the leading global source of news, intelligence and conversation for marketing and media communities.