

Akshay Sree Kumar

Think Different.

More Than Just a Brand, It's a Lifestyle.



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Apple created a 'larger than life' brand by promoting their "Think Different" philosophy. They reinforce the act of going against the norm and revolutionised the mobile world many times. When other mobile companies introduced similar phones, Apple released the unique and elegant iPhone. Apple continued to reinvent and change the technological game forever. In doing so, the brand that Apple has produced has gone from just business, to now a lifestyle for millions.

Apple focuses on maintaining its elegance and position in the delivery of exceptional features and user experience throughout their products, thus extended and immortalising their brand in the minds of consumers. Almost religiously devoting themselves to apple, consumers make sure to tune in whenever iPhones are released or in question in the media. Consumers are emotionally invested in the Apple brand and differentiate themselves from Android or Windows users.

Apple's branding paid off in every way, as they are ranked 1st on "The World's Most



Valuable Brands" on the 2018 Forbes list, with a brand value of \$182.8 billion, and a brand revenue of \$228.6 billion.

Capitalising on the lifestyles, imagination, passion, innovation, and aspirations of Apple consumers, the brand forged intimate connections with the world and has become the most adored brand to date. Even something simple like the packaging of Apple products are well thought out and executed with beautifully designed packaging and layouts to emphasise the perceived elegance in their products by consumers.

A key area that the Apple branding focuses on, is the commitment to brand loyalty. Positioning themselves as high end producers of technology, Apple don't fear facing their mistakes and flaws through working with consumers to elevate their branding success even further. When faced with faulty products or problems in software, Apple was able to combat dispute through incredible online and face-to-face service with consumers to help solve the problem, and their own OS system

that was connected via Apple Cloud to automatically update and remove any faulty software within their iPhones. With this, Apple effectively put a large gap between them and any other brand in terms of brand positioning and consumer perspective.



Positioning the brand as prestigious, Apple successfully captured the attention and hearts of their target market and revolutionised commerce in the technology market forever. The iPhones that Apple releases will always be viewed as elegant and sophisticated products because of their brand position and will be constantly talked about by critics, reviewers, and the everyday consumer. Keeping their promise to customers by maintaining satisfaction and performance, Apple gained the trust of millions worldwide

when setting their foot down in the race to be no.1 in the tech brand world and in doing so achieved the highest market share.

Individualising themselves from other brands, Apple implements their own messaging application, "iMessage", which allows iPhone users to communicate with each other via data controlled messaging for free. Many consumers prefer iPhones because of this and for good reason too.

Simplicity and reliability, the two factors Apple conquered in order to boost their brand position and make iPhones the flagship mobile phones with every release.

Apple has a following like no other company in the world. The users and even the employees who believe in the brand and all it stands for have devoted themselves to Apple's mission. The position of the most well known brand in the world is almost untouchable at this point and is constantly evolving year by year to change the mobile world.



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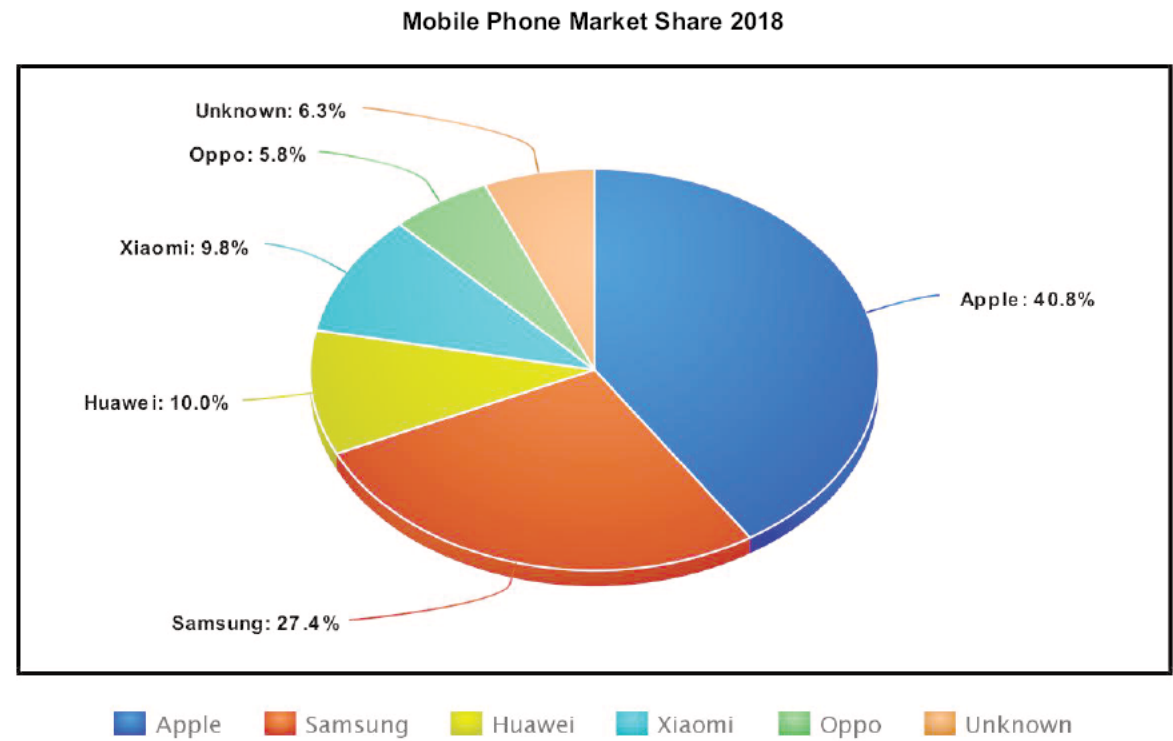
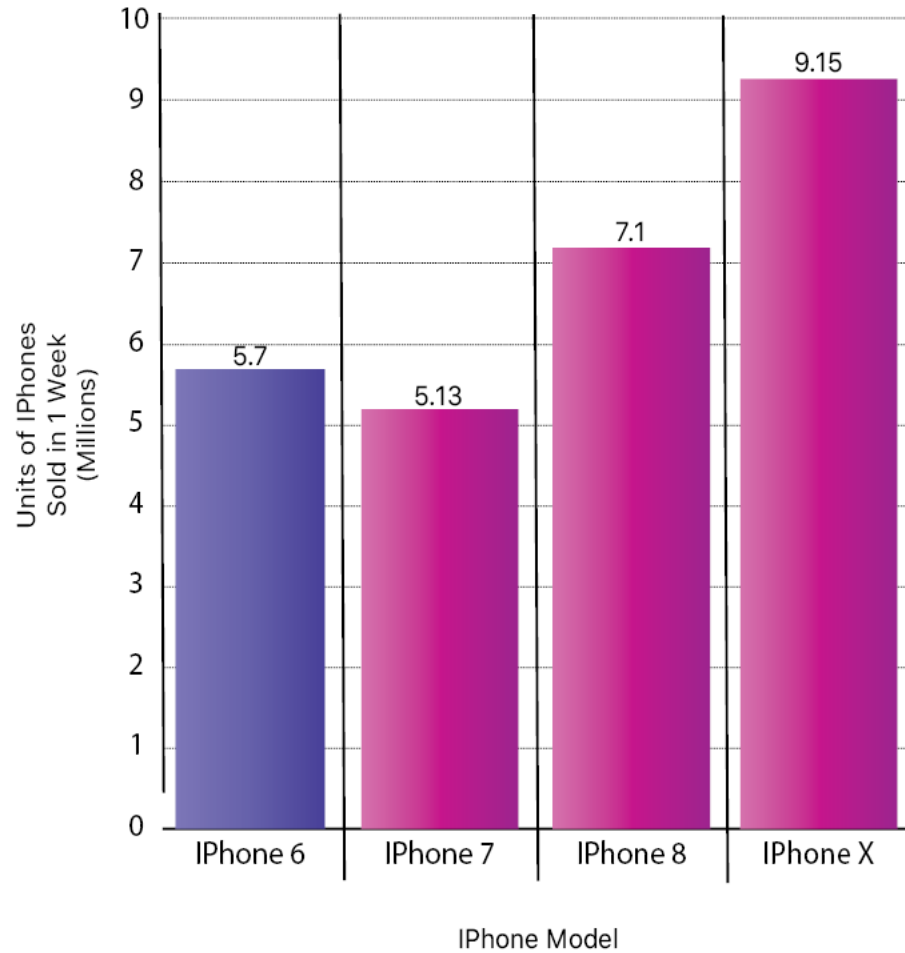
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iPhone Sales.



6 Reasons Why People Choose The Apple iPhone

1. IOS vs Android

Customers find iOS much easier and satisfying than the inconsistent android OS and UI that doesnt seem to have a fixed look and interface.

2. Better Security

Protection from viruses is a need in all devices. Thankfully the iPhone IOS is immune to malware.

3. Third-Party Apps that mix with other Apple products.

Having an iPhone and other Apple products such as Mac's or Apple TV's can prove useful as they have integrated third-party apps that make productivity and task much easier and efficient.



4. The Presentation

The simple yet elegant look of the iPhone is widely recognised and immensely popular with minimalism pouring out to help convey the ease of use in the product.

5. No Annoying Bloatware

A bit problem that customers have with other devices, is the task of deleting unnecessary preinstalled apps and features that manufacturers put in the phone. This isn't a problem with iPhones as you can delete and add as many apps as you want as soon as you turn it on for the first time.

6. The IOS Updates are key

Apple never falls short on keeping their software up to date with consistent OS updates on all their devices to further improve performance and stability. All is needed is 5-10 minutes and a stable internet connection.