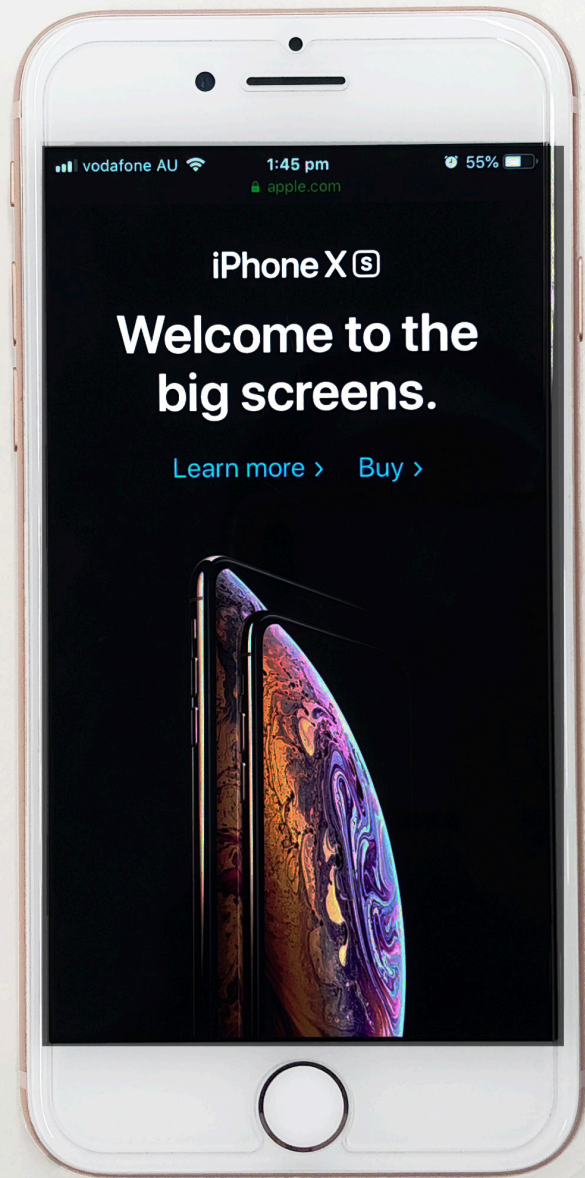


iForever

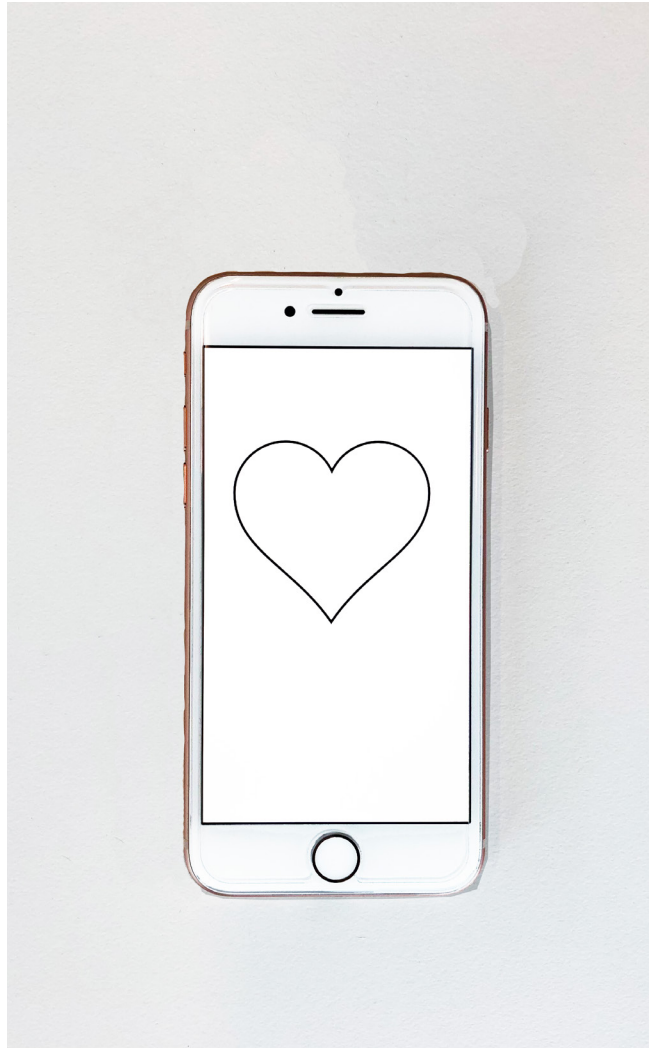
Status: In a relationship with Apple



iForever

Sariah Al-Aweik and Gabriella Abella

Apple's influence upon technology and society as a whole is undeniable. It's long-lasting existence since 1976 has seen a rapid growth in their customer base and with that an unmatched brand loyalty. From new products every year, leading innovations in their products such as dual cameras and Touch ID, to their customer service, Apple has become the first trillion dollar company. The global Silicon Valley-based tech-giant continues to grow as a result of generational loyalty with customers being tied in from the age of a toddler. This large base is like a fandom with people camping out up to a week before the yearly September product releases all around the globe. They've changed the game of how a product should be portrayed by introducing and publicising products through Keynote presentations. On the other side, the company has faced heat due to a number of social issues including human rights, environmental sustainability and its association with certain suppliers.



Technological advancements within the smartphone industry have brought about an upsurge of a wide range of new features. Apple has been a leader of revolutionising and exploring uncharted territories every year with clean user-friendly interfaces, Face ID, Touch ID, the touchscreen etc. The global brand has created a reputation wherein they portray themselves as a diverse, minimalistic and high-quality corporation which values every individual who enters their stores. Technological revelations and brand image have allowed for a cult-like following of 588 million users to grow rapidly within the last decade but not without reason. 588 million people choose Apple over other brands for a number of reasons including the features. This entails iMessage which is the only pre-installed messaging software that allows Apple users to converse with each other without paying a cent. Alongside this, people mostly choose Apple for its user-friendly interface that optimises clarity, deference and depth over everything else.

They formed their own personal typeface known as San Francisco that has been utilised across all Apple devices. The seamless and minimalistic approach has allowed Apple users to be able to easily adapt to varying products including the MacBook, Ipad, and iMac. iMessage combined with the iOS interface, the excellence of camera quality with the introduction of the dual camera has resulted in a brand image of high quality being attached to Apple. And it is because of this that there has been a social incline towards Apple as the preferred brand from its phones to its laptops and computer desktops.

It's no doubt that Apple has a global influence and growing customer base reaching past social, language and geographical boundaries. With 506 stores spread over 24 countries, Apple is able to maintain and expand their global customer base by building personal relationships with their customers. The atmosphere created through their stores is unmatched. From

References:

<http://fortune.com>. (2018). Retrieved from <http://fortune.com/2017/03/06/apple-iphone-use-worldwide/>

Fonts - Apple Developer. (2018). Retrieved from <https://developer.apple.com/fonts/>

Grabham, D.(2016 September 7). *History of the iPhone 2007-2017*. Retrieved from <http://www.t3.com/features/a-brief-history-of-the-iphone>.



customers being able to freely interact with products, to spacious and bright stores, Apple successfully demonstrates customer service that is yet to be reached by competitors. Apple's mission statement states, "Humanity is plural, not singular. The best way the world works is everybody in. Nobody out." As a global corporation spread over a wide range of cultures and countries, Apple creates socially conscious designs through a minimalistic and clean approach to avoid tarnishing their brand values. Aligning with their values, Apple emphasises usability across the globe despite existing language barriers by allowing customers to customise the default language with 41 languages available (on ios 9). Their minimalistic approach is not limited to their devices, the iconic style spreading over to their advertisements. Apple's advertisements are limited in their wording, letting visuals take over. Breaking the language barrier by using a universal language, the brand is socially aware, drawing people across the world onto common-ground and building a relationship with them.

Apple Retail Store - Store List. (2018). Retrieved from <https://www.apple.com/au/retail/storelist/>

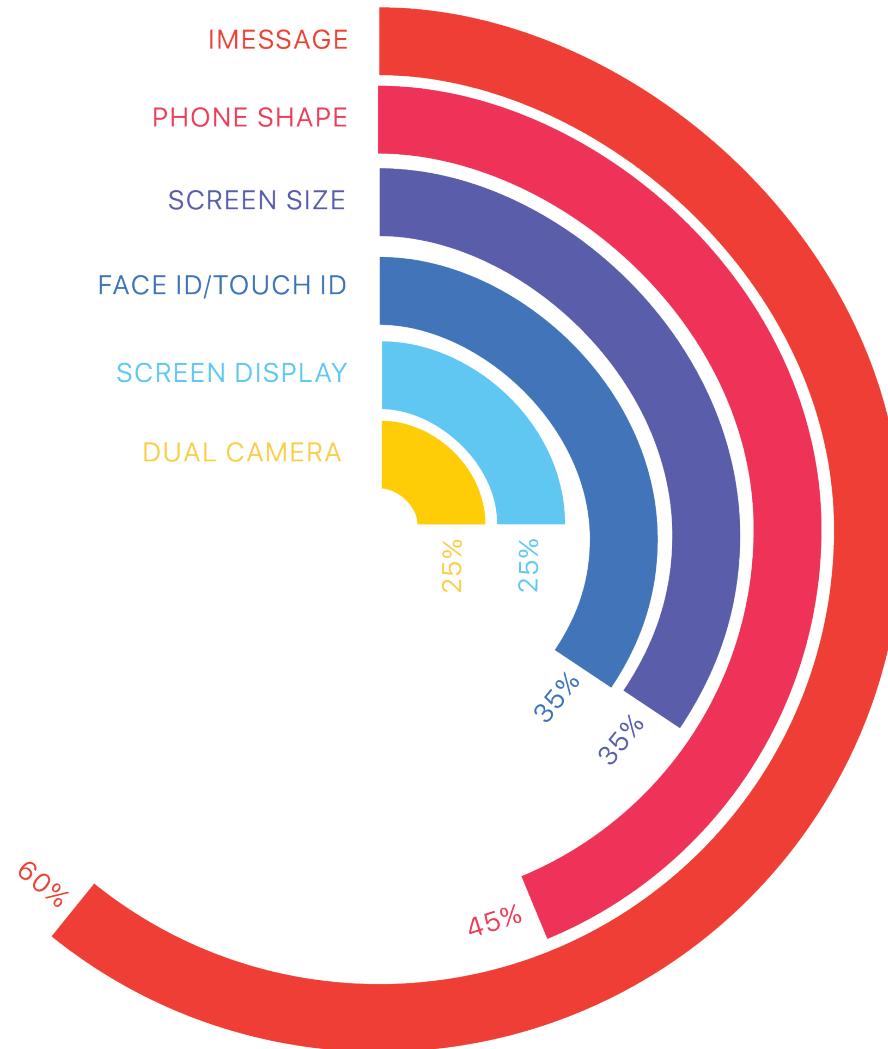
Kanapi, H. (2018). 7 Things Retailers Can Learn from The Apple Store. Retrieved from <https://fitsmallbusiness.com/things-retailers-can-learn-from-apple-store/>

While the loyalty of Apple's users may be iron-clad now, this loyalty could be shaken due to the further developments which are being made by other companies including their main rival: Samsung. It could also crumble from the continuous battle for environmental sustainability and labour and human right despite Apple's efforts to contribute to the issues within recent years. Despite all this, Apple will continue to be a force of change, it will continue to set trends and benchmarks as to what the optimum product, as well as brand, should be within the modern era.

Apple has built an empire with loyal customers across the globe, spreading over the multiple devices that Apple has to offer. Its impact on society and the smartphone industry has been revolutionary; it is the reason why people until this day camp out prior to the release of the new iPhone every year. It is the reason why news stations publicly report the summary of the main annual September Keynote event.



What feature attracts Apple users to the iPhone?



MOBILE REVENUE 2012-2016

Statistics from Business Insider, 2017

In billions

