

*Zhiqiang Xue & Xiyin Pang*

# The First Impression

What's behind the magical box?  
Is it a beauty with no cost?



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Apple is the representation of innovation in business. Their goal is aiming to create all kind of simple and productive products that can easily bring powers into the customer's hand.

However, a good book needs a good cover, Apple really understand such marketing strategy and applied on almost every product that they produced. The main reason why Apple is doing this is because they really care about the first impression of their product towards the market. Since the packaging is what the customers will see at first. The packaging might seem simple and insignificant for most of the people around the world, but according to the **Perception Research Services (PRS)**, most of the new retail product failure were by its packaging design. So, the reason why Apple is so success in marketing is mainly on their designs strategy and they cares about the minutiae.

To be recognizable on top of the global technology marketing chin. Apple are very intelligent on understanding who their consumer is, and what experience that they

want their customers to feel when they receive their goods.

According to the research of a European journal "**Impact of Product Packaging in Consumers' Buying Behavior**". The study highlighted that the package is also recognized as the product by consumers. So, the through the simple packaging design we can clearly see the craftsmanship from apple. From every edge of the box that clearly communicates the brand and product without any need of logos or words. Every part of the design is designed to be direct and clear. Also, the iconic white and minimalist packaging brings a strong sensory of elegant and stimulates the buyer feel the excitement of opening and buy Apple's products.

However, Apple are also very strict on their use of materials in every part of their products. According to "Apple's Paper and packaging strategy", it clearly shows apple's awareness on the global environmental protection through a three-part strategy: using paper for efficiently and, where possible, use recycled paper, source virgin

materials more responsibly and protecting working forests.

In the year 2017, Apple made a very significant plastic reduction on their packaging of the iPhone 7, it was innovative and very different to the previous packaging. The recyclable fiber and plastic mass in the new iPhone Packaging were increased by 30 percent and Apple starts strictly follow the requirements of the **Forest Stewardship Council (FSC)** that all wood and non-wood fibers must be certified by the **FSC**.

The EarPod Packaging is a great example of Apple's Plastic and Fiber reduction movement. From the original packaging of EarPod, it was covered by a thick hard plastic case in the iPhone packaging. But now, In the present iPhone boxes Apple changed the hard case into a very environmentally friendly paper-thin pack. A special fiber that can easily be dissolved by water.

However, the whole package box of iPhone is also made with the similar material type.

So, all the material that used in packaging is biodegradable and oceanic friendly. This is very revolutionary and attentive by Apple.

Therefore, Apple is not just a brand that's innovating in technology and emphasize its product appearance, it's also a company that truly cares about the environment and nature.

## Old



## New



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Fiber & Plastic Mass (g)

