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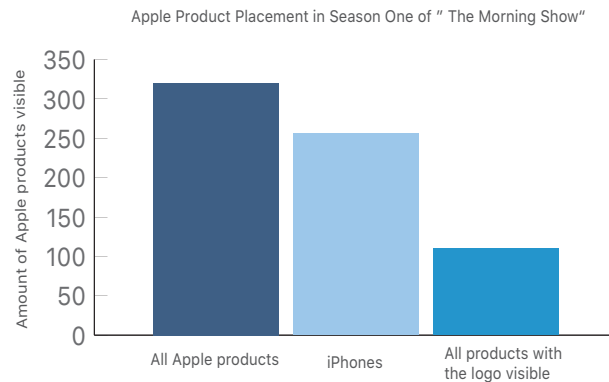
The Art of Marketing

How Apple successfully use marketing strategies to stand out against its competitors



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With the increasing competitive market of the smartphone industry characterised by sudden technological developments, extensive product range and consumer demand for price reductions, commitment and creativity in regard to marketing strategies is a necessity for companies to compete effectively. A brand who revolutionised the marketing of their products is Apple, with their growing success a direct result of their marketing strategy.

Apple's minimalistic approach to advertising is a core component of their marketing strategy, with product placement and third party promotion key strategies implemented by the company. Their stripped down advertising is generally void of pricing, feature lists and special effects, instead advertising their products in a way that centers the importance of aesthetics and lifestyle, displaying a sense of care towards the improvement of a consumers way of life. Network operators including Telstra, Optus and Vodafone majorly contribute

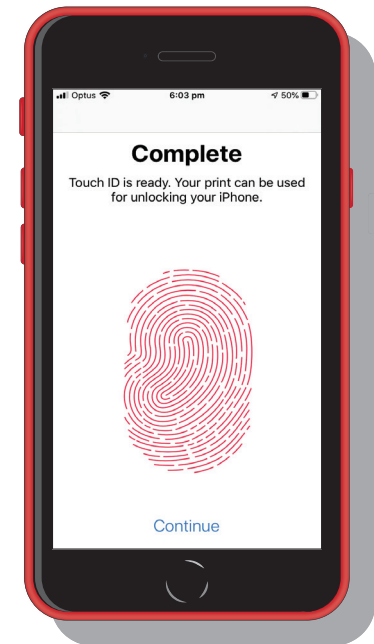
to the promotion of iPhones in a pursuit to remain competitive within the carrier industry. The use of product placement is a fundamental factor of their advertising and marketing strategy with the company said to have connections within Hollywood circles. The guidelines regarding the usage of apple products dictate that iPhones and other devices bearing the trademark should only be publicised in a favourable manner, thus characters that have negative portrayals or undesirable attributes should not be linked to the brand in any form. This allows the audience to exclusively associate the brand in a positive light, maintaining its established brand image while exposing the company to a wider target market. Apple TV+'s new drama series "The Morning Show" is an impressive display of product placement with apple products visible an average of 32 times per episode according to "The Wall Street Journal". The total tally of the series equals to 320, with the iPhone having 80% of the screen time in comparison to other Apple products.

When it comes to price, due to a carefully curated brand image, Apple are able to successfully charge premium rates for their iPhones while still managing to outperform competitors. The higher price range enables a perception of superiority in technology and quality to be established, compelling consumers to willingly spend beyond their accepted price range. Avoiding price wars is a tactic Apple have successfully accomplished, allowing the value of their products to be at the forefront of their marketing strategy.

Apples target market can be divided into three overarching categories; teenagers and university students, middle class workers or business owners and technology driven innovators. The company's awareness of their demographic has enabled them to directly design all product promotion targeting their distinct audience. The new iPhone SE, released in April of this year, is the perfect example of Apple understanding its core audience. Marketed as the "Most affordable iPhone" the company deemed

the release of a cost-effective iPhone to be necessary during the negative impact COVID-19 has had on the economy. Along with the decrease in cost, features including a Touch ID sensor will be practical as more people continue wearing masks. Apple has found continued success through customer loyalty, with a study showing that over 90% of iPhone users remain with the brand after upgrading their devices. Although Apple users are devoted to the brand, this likely would've been threatened during the economic downturn if Apple hadn't provided a cost-effective solution. Meeting consumer needs ensures loyal customers remain satisfied while enticing a new demographic to switch to the brand.

Overall Apple's marketing strategy for its iPhones is a crucial factor towards ensuring the continued revenue and growth for the company and is viewed as one of their strongest competitive advantages.



The return of the home button on the iPhone SE allows the Touch ID feature to be used as opposed to Face ID.

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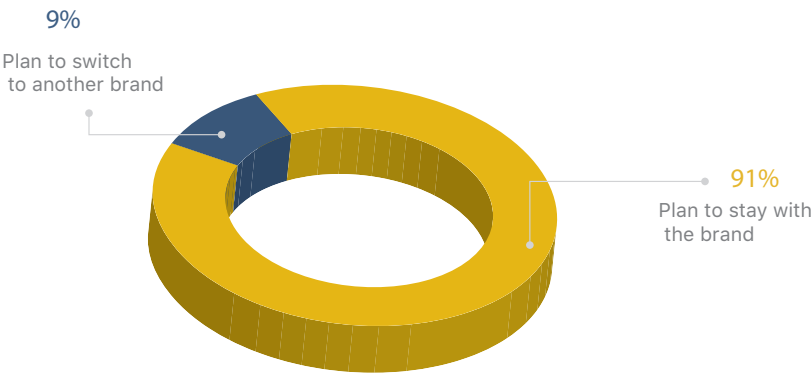
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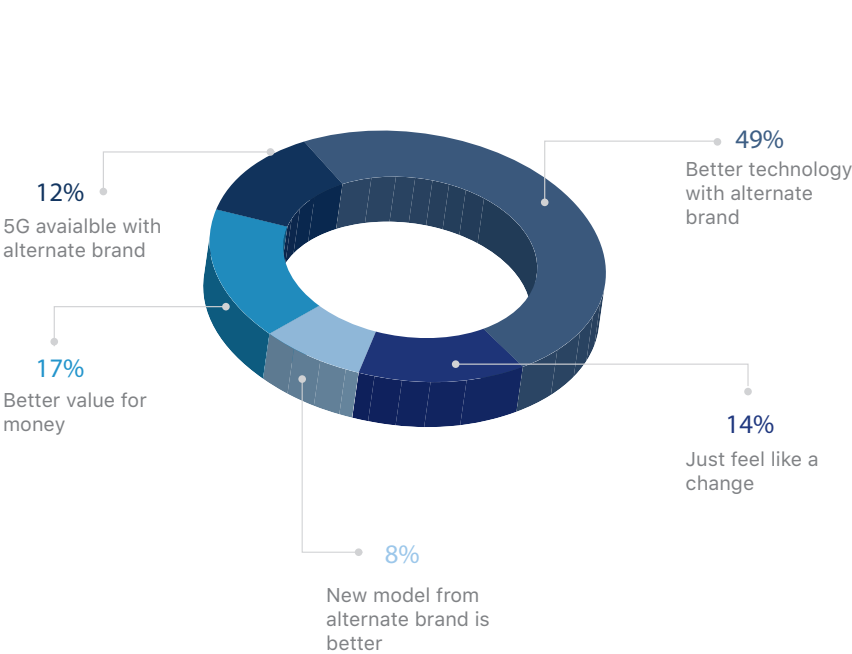
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Brand Loyalty

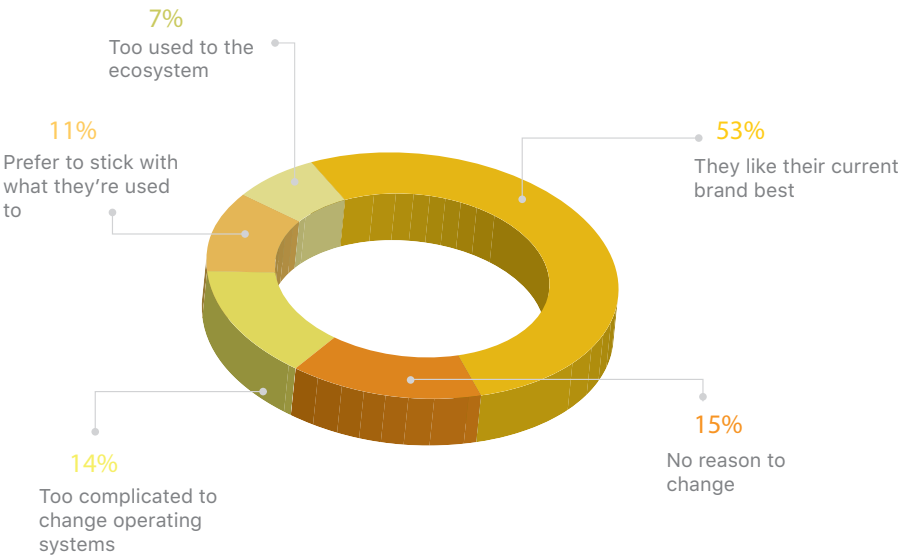
Would iPhone Users Stay with the Brand for Their Next Phone Purchase?



Why iPhone Users Would Switch Brands



Why iPhone Users Would Stay With the Same Brand



Features of Poster Advertisements for the iPhone

