Research Paper

APPLE

Vytaitas Magnus University
Faculty of Economics and Management
Marketing Management

Students: Mariam Kakhidze
Oliko VArdishvili
Manuel Marco Sala

Lecturer: Lina Pileienė
Apple Considered World's Best Brand

Apple is the brand with the biggest impact on consumers world wide. According to a survey conducted by brandchannel.com, consumers all around the world are keeping their eyes most closely on Apple. The computer and music company gained top reviews in virtually all survey categories, beating out other popular brands such as Microsoft, Coca-Cola, and Nike. Voters ranging from business professionals to students agreed that Apple’s influence on consumer electronics as well as other types of businesses was on that they most respected. Creating such influential services such as iTunes, online high-definition movie rentals and products such as the iPod and iPhone, Apple dominated its competitors and is considered by most voters as the brand they "cannot live without."

"Apple is the only one I can think of that i truly couldn’t replace — in work or in entertainment. With any other brand that I love, there’s some other one I can turn to if it disappeared. But not Apple," said one voter.

Other voters felt that Apple clearly understood its customers, and is right on track with what consumers demand. Some voters even felt that if they were to be called a brand, Apple would be one that they would want to be seen as.

"Because I like to come at things differently. I chose to 'think different.' This is what I offer my clients: a different way to look at and think about their business," mentioned a voter.

In terms of portable music players, Apple has been the number one choice on the minds of most consumers for the last several years. Even though there were plenty of other portable music players out on the market, Apple has remained successful due to its tight integration with the iTunes music player as well as its iTunes online music store — which remains the top choice for online music purchases today. A report by the Wall-Street Journal last year indicated that online music sales increased 50% year over year, and traditional CD sales declined at a rate of 20% a year.

Out of the top five brands that inspires the most from consumers, Apple also ranked as number one, beating out companies like Google, Sony, IKEA, and Starbucks. On the list of brands that consumers would most like to have revamped, Microsoft took the top spot, followed by the United States of America — yes, the country.

Apple’s impact on the computer industry is one that’s gaining momentum ever since its very first desktops were introduced more than three decades ago. In fact, most felt that if Apple existed 100 years ago, the course of history would have been forever altered for the better.
Apple has become the world's most valuable brand. For reasons as various as its philosophy of comprehensive aesthetic design to its distinctive advertising campaigns, Apple has established a unique reputation in the consumer electronics industry. This includes a customer base that is devoted to the company and its brand. Apple has long focused on providing the best user experiences in the world and is a leader who prioritizes new product innovation. Apple has been able to generate over $75 million in revenue in one day on a product that 99.9% of purchasers haven't touched or for that matter, even seen in person, and, we're still three weeks away. That is amazing.

FACTS ABOUT APPLE
APPLE established on April 1, 1976 in Cupertino, California, and incorporated January 3, 1977, the company was previously named Apple Computer, Inc., for its first 30 years, but On January 9th, 2007, Steve Jobs, renowned CEO of Apple, announced that the company which he founded would no longer be known as Apple Computer, Inc. Its new name would just be Apple Inc.

Founders: Steve Jobs
Steve Wozniak
Ronald Wayne

Key people: Timothy D. "Tim" Cook (born November 1, 1960) is the chief executive officer of Apple Inc. He was named the CEO of Apple after Steve Jobs announced his resignation on August 24, 2011.

August 24, 2011

Letter from Steve Jobs
To the Apple Board of Directors and the Apple Community:

I have always said if there ever came a day when I could no longer meet my duties and expectations as Apple’s CEO, I would be the first to let you know. Unfortunately, that day has come.

I hereby resign as CEO of Apple. I would like to serve, if the Board sees fit, as Chairman of the Board, director and Apple employee.

As far as my successor goes, I strongly recommend that we execute our succession plan and name Tim
Cook as CEO of Apple.
I believe Apple’s brightest and most innovative days are ahead of it. And I look forward to watching and contributing to its success in a new role.
I have made some of the best friends of my life at Apple, and I thank you all for the many years of being able to work alongside you.

Steve


**NAME**
According to Steve Jobs, Apple was so named because Jobs was coming back from an apple farm, and he was on a fruitarian diet. He thought the name was "fun, spirited and not intimidating".

1. The original logo with Isaac Newton under an apple tree
2. The rainbow "bitten" logo, used from late 1976 to 1998
3. The monochrome logo, used since 1998

**Apple** Inc. is an American multinational corporation that designs and markets consumer electronics, computer software, and personal computers.

**Industry**
- Computer hardware
- Computer software
- Consumer electronics
- Digital distribution

**PRODUCTS**
Apple Products Now and Then
In front of your eyes, you will see collection of Apple products from time to time. Enjoy Different!
30 years in Apple products:

1976 - Apple I
1977 - Apple ][
1984 – Macintosh
1989 - Macintosh SE/30
1991 - PowerBook 100
1994 – QuickTake
1998 – iMac
2000 - Apple flat panels
2001 - PowerBook G4
2001 – iPod
2006 - MacBook Pro

Core Products:
- Mac
- iPod
- iPhone
- iPad
- Apple TV

Services list:
- Apple Store
- Apple Store online
- App Store
- iTunes Store
- iBooks
The company's best-known hardware products include the Macintosh line of computers, the iPod, the iPhone and the iPad. Apple software includes the Mac OS X operating system; the iTunes media browser; the iLife suite of multimedia and creativity software; the iWork suite of productivity software; Aperture, a professional photography package; Final Cut Studio, a suite of professional audio and film-industry software products; Logic Studio, a suite of music production tools; the Safari web browser; and iOS, a mobile operating system.

Apple's main business segments include the Mac Hardware Products, Music Products and Services, iPhone, Peripheral Products, and iPad.

Apple's current primary strategy is a shift away from computers towards diversified consumer electronics.

### Mac Hardware Products

Mac hardware products include the iMac, MacBook and MacBook Air notebook computers, and a number of peripherals.

Mac and accessories:

- **Mac mini**, consumer sub-desktop computer and server introduced in 2005

  - From $599
  - From $1199
  - From $2499


- **Mac Pro**, workstation-class desktop computer introduced in 2006, replacing the Power Macintosh
• **MacBook**, consumer notebook introduced in 2006, replacing the iBook, now only being sold to educational institutions.

• **MacBook Pro**, professional notebook introduced in 2006, replacing the PowerBook.


![MacBook Pro and MacBook Air](From 1199 From $999)

**Music Products and Services**

Apple's music offerings include the **iPod** and its variations (i.e., Nano, Shuffle, Touch) as well as the **iTunes** media player and distribution system.

**iPhone**- a convergence of an Internet-enabled smartphone and iPod is Apple's fastest growing product currently. It also includes web-based and Dashboard apps such as Google Maps and Weather.

An iPhone can function as a video camera (video recording was not a standard feature until the iPhone 3GS was released), a camera phone, a portable media player, and an Internet client with email and web browsing capabilities, can send texts and receive visual voicemail, and has both Wi-Fi and 3G connectivity.

The first iPhone was unveiled by Steve Jobs. The iPhone first became available on June 29, 2007 for $499 (4 GB) and $599 (8 GB) with an AT&T contract.

iPhones and related products accounted for 39% of revenues, sold in over 90 countries and 166 carriers. The company reported a 88% increase in iPhone and related product sales.

On October 4, 2011, Apple unveiled the **iPhone 4S**, which was released in the United States, Canada, Australia, United Kingdom, France, Germany, and Japan on October 14, 2011, with other countries set to follow later in the year.

The iPhone 4S added a higher resolution camera (8 megapixel) with 1080p video recording, face detection, and video stabilization, a faster, dual core processor, world phone capability.

http://www.youtube.com/watch?v=IeDTJZtFfl0&feature=related
**iTunes** is a free application for your Mac or PC. It lets you organize and play digital music and video on your computer. It can automatically download new music, app, and book purchases across all your devices and computers. From $15, iTunes Music Store is the world-wide leader for music sales. iTunes has been a great success for Apple, controlling 70% of the online music market and boasting more than 160 million accounts tied to credit cards.

### Peripheral Products

In 2007, Apple introduced its **Apple TV** product for the home entertainment center. Apple TV is a digital media receiver. Apple TV allows consumers to use an HDTV set to view photos, play music and watch video that originates from limited Internet services or a local network. From $99

**iPad** (in 2010) is a line of tablet computers designed, developed and marketed by Apple Inc., primarily as a platform for audio-visual media including books, periodicals, movies, music, games, and web content. By the release of the iPad 2 in March 2011, more than 15 million iPads had been sold. From $499

On October 23, 2001, Apple introduced the **iPod** digital music player. It has evolved to include various models targeting the wants of different users. The iPod is the market leader in portable music players by a significant margin, with more than 220 million units shipped as of September 2009. Apple has partnered with Nike to offer the **Nike+iPod** Sports Kit enabling runners to synchronize and monitor their runs with iTunes and the Nike+ website. Apple currently sells four variants of the iPod.

- **iPod Shuffle**, ultraportable digital audio player first introduced in 2005, currently available in a 2 GB model.
- **iPod Nano**, portable media player first introduced in 2005, currently available in 8 and 16 GB models. The latest generation has a FM radio, a pedometer, and a new multi-touch interface that replaced the traditional iPod click wheel.

- **iPod Classic** (previously named iPod from 2001 to 2007), portable media player first introduced in 2001, currently available in a 160 GB model.

- **iPod Touch**, portable media player that runs iOS, first introduced in September 2007 after the iPhone went on sale. Currently available in 8, 32, and 64 GB models. The latest generation features the Apple A4 processor, a Retina Display, and dual cameras on the front and back. The back camera allows for HD video recording at 720p.

iPod shuffle  From $49
iPod nano  From $129
iPod classic  From $249
iPod touch  From $199

It is clear today that Apple is marketing different products to different groups of people: the flagship iPod video, which is expensive, the Nano which is midrange and a shuffle which is inexpensive and small.

Apple inc.-Revenue by Category-Q210

Favourite Apple product
**PLACE**

As of September 24, 2011, the company had **357 retail stores** in ten countries, including **245 stores** in the United States and **112 stores** internationally.

As of July 2011, the company operates 357 retail stores in ten countries, and an online store where hardware and software products are sold. As of September 2011, Apple has recently been **the largest publicly traded company in the world** by market capitalization, and the largest technology company in the world by revenue and profit.

**Locations**

The first two Apple Stores opened in **the United States** in 2001. In 2003, Apple expanded its operations into Japan, **Hong Kong**, opening the first store outside of the United States. This was followed by the opening of stores in the United kingdom, Canada, Italy, Australia, China, Switzerland, Germany, France and Spain. In 2010 a major effort to expand sales in China was announced along with opening of a store in Shanghai.

The first Apple Store in Hong Kong, being the 100th overseas store outside the United States opened on September 24, 2011, occupying Podium 1 and 2 of ifc mall.

**PRICE**

**COSTS**

**Income Statement**

<table>
<thead>
<tr>
<th>Period Ending</th>
<th>Sep 24, 2011</th>
<th>Sep 25, 2010</th>
<th>Sep 26, 2009</th>
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<tbody>
<tr>
<td>Total Revenue</td>
<td>108,249,000</td>
<td>65,225,000</td>
<td>42,905,000</td>
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<tr>
<td>Cost of Revenue</td>
<td>64,431,000</td>
<td>39,541,000</td>
<td>25,683,000</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>43,818,000</td>
<td>25,684,000</td>
<td>17,222,000</td>
</tr>
</tbody>
</table>

**Operating Expenses**

<table>
<thead>
<tr>
<th></th>
<th>Sep 24, 2011</th>
<th>Sep 25, 2010</th>
<th>Sep 26, 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Development</td>
<td>2,429,000</td>
<td>1,782,000</td>
<td>1,333,000</td>
</tr>
<tr>
<td>Selling General and Administrative</td>
<td>7,599,000</td>
<td>5,517,000</td>
<td>4,149,000</td>
</tr>
<tr>
<td>Non Recurring</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Others</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total Operating Expenses</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
CONSUMERS

For reasons as various as its philosophy of comprehensive aesthetic design to its distinctive advertising campaigns, Apple has established a unique reputation in the consumer electronics industry. *Fortune* magazine named Apple the most admired company in the United States in 2008, and in the world in 2008, 2009, 2010, 2011. [http://www.youtube.com/watch?v=xRwBpjml2kQE](http://www.youtube.com/watch?v=xRwBpjml2kQE)

**11 Effective Strategies Apple Uses to Create Loyal Customers**

When shoppers sleep outside of stores just to be one of the first to buy an iPhone, it's obvious that Apple Inc. is a company that enjoys fanatical brand loyalty. However, this brand success is not a result of dumb luck or forces beyond Apple's control; it's part of a well-thought-out plan to deliver strong products and to create an Apple culture. **A Store Just for Apple:** By creating a store strictly devoted to Apple products, the company
has made an excellent customer-loyalty move. Apple stores are a friendly place where Mac and PC users alike are encouraged to play with and explore the technology that the company offers. This is a space where Macheads can not only get service but also hang out with others who enjoy Apple products just as much as they do. By creating this space, Apple encourages current and new customers to get excited about what it has to offer.

How Apple has made its retail presence such a positive success. Walk into an Apple Store and you'll feel less like you are in a retail outlet (where are the cash registers and checkout counters) and more like you are in a museum. Well before the iPad made touch a natural gesture, and even as most retailers hid their best products behind glass, Apple made their stores a touch-worthy experience. Touch anything, stay as long as you want, ask as many questions as necessary and feel free to borrow our WiFi.

**Complete Solutions:** Apple's products complement and complete each other. Buy an iPod, and you can download music via iTunes. For the average user, most Mac programs are produced by Apple. This sort of control over the entire user process, from hardware to software, strengthens customer loyalty. Apple users generally don't have to stray to find products and solutions they want.

**Are You a Mac?:** Let's face it, Apple is a hip brand. It pushes a strong identification with everything young, up-to-the-minute and smart. Consider Apple's I'm a Mac campaign. The Mac guy is smooth and confident, while PC appears uptight and old. Once you've become smooth, would you want to go back to uptight?

**Varied Products:** Many consumers may not be ready to buy an Apple computer, but they're willing to give gadgets like the iPod or iPhone a try. By selling products with lower entry costs, it creates an opportunity for new users to be introduced to Apple. If these users enjoy their gadgets, they're more likely to consider buying an Apple computer in the future.

**Media Fodder:** Media outlets, especially bloggers, love to write about Apple. Why? Because Apple makes it so easy. With leaked rumors about new developments, its very own expo and mysterious shutdowns of its online store, Apple gift wraps news stories that are just begging for speculation and hype. By perpetuating this cycle of media frenzy, Apple keeps its customers excited about buying new Apple products now and in the future.

**Education Sales:** By selling its products to schools and universities, Apple turns classrooms into showrooms. If students go through school using Apple products, they become comfortable with the interface and familiar with the superior performance the brand offers. By creating this early exposure, Apple captures customers before they even know that they are customers.

**Products That Deliver:** Apple carefully considers what consumers are looking for, so its products are a result of both extensive research and strong design. This meticulous planning is a large contributor to Apple's high customer-satisfaction rates. It's plain and simple: Robust and easy-to-use products not only make your customers happy, but also make them want to buy more products from you in the future.

**Outsourcing Unpleasantness:** With Apple products, the average consumer's interaction with the company is likely to be low. Unless something goes wrong, you don't have any reason to speak with an Apple customer-service representative. Of course, the iPhone presented an opportunity that could have made Apple much more involved, similar to administering iTunes for the iPod. With a phone, interaction becomes multifaceted. You have to consider billing errors, quality of wireless service, contracts and a number of other factors that often lead to customer frustration. With the iPhone, Apple was wise to stick with building a good product and letting AT&T handle the service.

**Consistency:** All of Apple's products have the same basic architecture. Because of this consistency, customers who already own Apple products have a good idea of what they'll be getting before they make a purchase. They know that it will be easy to adapt to new hardware, and this makes them more open to making a repeat purchase.

**New Innovations:** Although the architecture of Apple products is consistent, its portfolio is not. The company offers consumers a number of different ways to enjoy its products. By giving
customers an opportunity to employ Apple in their living rooms, pockets and offices, Apple makes it easy to stay loyal to a brand they already like.

**Attractiveness:** From packaging to aesthetic design to user-interface experience, Apple makes its products accessible and attractive. Bright colors, a smiling icon and slick-looking hardware remind customers every time they use Apple products that what Apple offers is appealing.

**COMPETITION**

**iPod:**
Although Apple remains the industry leader in PMPs, the competition is making significant gains. Apple's main competitors in this area include:

- SanDisk's Sansa players, one model of which beat the Nano to market, with more GB and a lower price point.
- Creative's Zen, which has a strong grounding in flash-based players--including the first true widescreen video PMP with the Zen Vision W.

**iTunes/Apple TV:**
iTunes' main competitors include cross platform rivals such as Nokia, Apple TV, on the other hand, faces much stiffer competition, as it competes against established and well-received sources of media, from Video On-Demand to Netflix to recordable cable programming. All three of these distribution channels offer significantly higher image quality than much of what is available on Apple TV.

**iPhone:**
Apple's iPhone must compete with established mobile phone and PDA companies, including the likes of Samsung, Motorola, Nokia, and Sony, many of which have significantly larger R&D budgets than Apple. The company also experiences challenges from BlackBerry.

**iPad:**
In response to the early success of the iPad, Dell's Streak, HP's Slate, Cisco's Cius, and Samsung's Galaxy Tab have also been released, and tablets by Sony, Toshiba, Acer and LG have been announced.

Relative to its competitors, the iPad benefits from well-established distribution channels and first mover advantage. However, competitors could offer attractive products in the form of smaller tablets with added features and at a lower price (like the pocket-sized Galaxy Tab, which has two cameras, while the iPad currently doesn’t have a camera.

The iPad also competes in the e-reader market, which includes the black-and-white screened Amazon's Kindle and the Barnes & Noble Nook.
<table>
<thead>
<tr>
<th>Company</th>
<th>Symbol</th>
</tr>
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<tbody>
<tr>
<td>Apple Inc.</td>
<td>AAPL</td>
</tr>
<tr>
<td>International Business Machines Corp.</td>
<td>IBM</td>
</tr>
<tr>
<td>Hewlett-Packard Company</td>
<td>HPO</td>
</tr>
<tr>
<td>Dell Inc.</td>
<td>DELL</td>
</tr>
<tr>
<td>Cisco Systems, Inc.</td>
<td>CSCO</td>
</tr>
<tr>
<td>Xerox Corp.</td>
<td>XRX</td>
</tr>
<tr>
<td>Seagate Technology PLC</td>
<td>STX</td>
</tr>
<tr>
<td>NCR Corp.</td>
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<tr>
<td>EMC Corporation</td>
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<tr>
<td>Toshiba Corp.</td>
<td>TOSBF.PK</td>
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Direct Competitor Comparison
<table>
<thead>
<tr>
<th></th>
<th>AAPL</th>
<th>GOOG</th>
<th>HPQ</th>
<th>RIMM</th>
<th>Industry</th>
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</thead>
<tbody>
<tr>
<td>Market Cap:</td>
<td>352.49B</td>
<td>198.54B</td>
<td>54.28B</td>
<td>9.52B</td>
<td>357.47B</td>
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<tr>
<td>Employees:</td>
<td>60,400</td>
<td>31,353</td>
<td>324,600</td>
<td>17,500</td>
<td>100.30K</td>
</tr>
<tr>
<td>Qtrly Rev Growth (yoy):</td>
<td>39.00%</td>
<td>33.40%</td>
<td>1.50%</td>
<td>-9.80%</td>
<td>24.30%</td>
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<tr>
<td>Gross Margin (ttm):</td>
<td>40.48%</td>
<td>65.24%</td>
<td>24.23%</td>
<td>42.87%</td>
<td>40.48%</td>
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<tr>
<td>EBITDA (ttm):</td>
<td>35.57B</td>
<td>13.45B</td>
<td>18.02B</td>
<td>5.16B</td>
<td>35.57B</td>
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<tr>
<td>Operating Margin (ttm):</td>
<td>31.22%</td>
<td>32.76%</td>
<td>10.15%</td>
<td>19.48%</td>
<td>30.81%</td>
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<tr>
<td>Net Income (ttm):</td>
<td>25.92B</td>
<td>9.58B</td>
<td>9.37B</td>
<td>2.87B</td>
<td>N/A</td>
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<tr>
<td>EPS (ttm):</td>
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<td>29.34</td>
<td>4.26</td>
<td>5.48</td>
<td>27.68</td>
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<tr>
<td>P/E (ttm):</td>
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<td>20.90</td>
<td>6.41</td>
<td>3.34</td>
<td>13.90</td>
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<td>PEG (5 yr expected):</td>
<td>0.58</td>
<td>0.85</td>
<td>0.72</td>
<td>0.69</td>
<td>1.09</td>
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<tr>
<td>P/S (ttm):</td>
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<td>5.51</td>
<td>0.43</td>
<td>0.48</td>
<td>3.30</td>
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**GOOG** = Google Inc.

**HPQ** = Hewlett-Packard Company

**RIMM** = Research In Motion Limited

**Industry** = Personal Computers

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**COMPANY**

**Business Summary**

**Apple** Inc. together with subsidiaries, designs, manufactures, and markets mobile communication and media devices, personal computers, and portable digital music players; and sells related software, services, peripherals, networking solutions, and third-party digital content and applications worldwide. Its products and services include iPhone, iPad, Mac, iPod, Apple TV, the iOS and Mac OS X operating systems, iCloud, and various accessory and support offerings, as well as a range of consumer and professional software applications. The company sells its products and services to consumers, small and mid-sized business, education, enterprise, and government customers through its retail stores, online stores, and direct sales force, as well as through third-party cellular network carriers, wholesalers, retailers, and value-added resellers. In addition, it
offers various third-party iPhone, iPad, Mac, and iPod compatible products, including application software, printers, storage devices, speakers, headphones, and other accessories and peripherals, through its online and retail stores; and digital content and applications through the iTunes Store, App Store, iBookstore, and Mac App Store.

As of September 2010, Apple had 46,600 full time employees and 2,800 temporary full time employees worldwide and had worldwide annual sales of $65.23 billion.

As of September 2011, Apple has recently been the largest technology company in the world by revenue and profit.

P R O M O T I O N

THE POWER OF APPLE MARKETING

For reasons as various as its philosophy of comprehensive aesthetic design to its distinctive advertising campaigns, Apple has established a unique reputation in the consumer electronics industry. This includes a customer base that is devoted to the company and its brand, particularly in the United States. Fortune magazine named Apple the most admired company in the United States in 2008, and in the world in 2008, 2009, 2010, 2011.

Advertising

In the past two decades, Apple Inc. has become well known for its advertisements, which are designed to reflect a plan of marketing their products to creative individuals. Their most significant ad campaigns include the "1984" Super Bowl commercial, the 1990s Think Different campaign, and the "iPod people" of the 2000s. Apple's portable music player, the iPod, has been showcased as a piece of contemporary art in New York's Museum of Modern Art.

"1984" is an American television commercial which introduced the Apple Macintosh personal computer for the first time.

Since the introduction of the Macintosh in 1984 with the 1984 Super Bowl commercial to the more modern 'Get a Mac' adverts, Apple has been recognized in the past for its efforts towards effective advertising and marketing for its products.

1990–1995

In the 1990s Apple started the “What's on your PowerBook?” campaign, with print ads and television commercials featuring celebrities describing how the PowerBook helps them in their businesses and everyday lives.

During 1995, Apple introduced the worlds first infomercial style sitcom named 'The Martinetti's Bring Home a Computer'.
In 1995, Apple responded to the introduction of Windows 95 with both print ads and a television commercial.

**Think Different**

Think Different" was an advertising slogan created by the New York branch office of advertising agency TBWA\Chiat\Day for Apple Computer during the late 1990s. It was used in a famous television commercial and several print advertisements. The slogan was used at the end of several product commercials, until the advent of Apple's Switch ad campaign. 

Switch was an advertising campaign launched by Apple Computer (now Apple Inc.) on June 10, 2002. It featured what the company referred to as "real people" who had "switched" from the Microsoft Windows platform to the Mac.

http://www.youtube.com/watch?v=4oAB83Z1ydE

Other interesting TV advertisements of iPad 2:

http://www.youtube.com/watch?v=tyEpaPEbjzI
http://www.youtube.com/watch?v=TFFkK2SmPg4
http://www.youtube.com/watch?v=xRwBpjnm2kQE
http://www.youtube.com/watch?v=v_gQHtXsLtU

**Print advertisements**

Print advertisements from the campaign were published in many mainstream magazines such as Newsweek and Time.

There was also another series of print ads which were more focused on brand image than specific products. Those featured a portrait of one historic figure, with a small Apple logo and the words "Think Different" in one corner, with no reference to the company's products. The familiar faces on display included Jim Henson, Richard Feynman, Maria Callas, Miles Davis, Martha Graham, Ansel Adams, Cesar Chavez, Joan Baez, and others.

**Promotional Posters**

Promotional Posters from the campaign were produced in small numbers in 24 x 36 inch sizes. They featured the portrait of one historic figure, with a small Apple logo and the words "Think Different" in one corner. The posters were produced between 1997 and 1998.

**Apple advertising and brochure gallery**

http://www.macmothership.com/gallery/gallery2.html

**Personal Selling**

During special consumer promotions, Apple has its certain auditions in which they target directly. For example during the month of July to September 1st, Apples promotes their Mac book laptops for college students. When students show their school I.D, they pay for a Mac book book and get any free Ipod they desire and a free printer. Another great promotion sales is the teamwork between
Apple and Ticketmaster. They have teamed upon once again to give fan a great deal they cannot resist. When you purchase a concert ticket through Ticketmaster, you can simultaneously purchase the corresponding artist's album for $1 off the iTunes Store price. This is an excellent promotional deal that benefits the music fans.

**Apple's Advertising and Public Relations**

Apple believes "It's All About The Brand." During the late 1980's and early 1990's, it was Pepsi's marketing executive, John Sculley who turned Apple into the biggest single computer company with $11 billion in annual sales. Sculley marketed Apple like never before boosting the advertising budget from $15 million to $100 million. Pepsi is the number one soda brand that most people prefer. Just like Pepsi, this ad demonstrates that Apple is the number one computer company that everyone prefers over all other brands. This ad portrays both of these two major companies combines as one. Its like getting the best of both worlds.

This diagram portrays Apple's public relations effort. The Mac shown, demonstrates a picture of Star Trek. Star Trek is a very popular show which has thousands of fans. With this ad, Apple tries to attract not only Mac fans for its beautiful screen image but to Star Trek fans also showing them the exceptional quality in which they can see their favorite show. I believe that this an great public relation efforts. This ad attracts many people for many different personal reasons and that's what advertising is all about.

**Sales Promotion**

When it comes to Sales Promotion, Apple knows best. Apple uses promotional methods using special short-term techniques to persuade members of a target market to respond or undertake their products. Examples of certain methods Apple uses for sales promotions are money back guarantees, lower purchase price and rebates etc. The Apples stores are very distinct and captivating from many other electronic stores because they display all of their products for consumers to experience hands-on. Consumer's are allowed to surf the web on any of their computers, listen to the latest ipods, and experience the iPhone and its features. This lets consumers get comfortable with the products and familiarize themselves with it. This is a major consumer sales promotion that Apple has developed.

**Green Apple Marketing**

Apple engineers have worked hard to eliminate many other toxins from MacBook Pro, And they’ve eliminated many other toxins that are a common part of notebook computer manufacturing. Pods and iPhones that it says are free of certain chemicals that are toxic to the environment.
Efficient power supply
MacBook Pro includes a highly efficient power supply that reduces the amount of power wasted when bringing electricity from the wall to your computer.

Eliminating Toxic Substances
It’s what MacBook Pro doesn’t have that makes it more environmentally friendly. It’s free of many harmful toxins like mercury, arsenic, BFRs, and PVC.

Reduced Packaging
MacBook Pro packaging is designed to be as small as possible, so more products fit on fewer planes.

Recyclability
Because MacBook Pro is made from aluminum, it’s more likely to be recycled and reused at the end of its long, productive life.

Life cycle impact
Apple’s life cycle analysis accounts for all emissions associated with our products. That includes raw material extraction, manufacturing, packaging, transportation, a three- or four-year period of use, and recycling Apple takes a complete product life cycle approach to determining our environmental impact.

Recyclable materials
Apple has minimized the waste when MacBook Pro reaches end of life through its ultraefficient design and the use of aluminum, which recyclers can reuse for other products.

Free recycling for your old computer
If you live in the U.S., Apple offers a free recycling program for old computers and displays with the purchase of any new Mac.

October 5, 2011

Statement by Apple’s Board of Directors

“We are deeply saddened to announce that Steve Jobs passed away today.
Steve’s brilliance, passion and energy were the source of countless innovations that enrich and improve all of our lives. The world is immeasurably better because of Steve.
His greatest love was for his wife, Laurene, and his family. Our hearts go out to them and to all who were touched by his extraordinary gifts.”
Apple Media Advisory

Apple CEO Tim Cook today sent the following email to all Apple employees:

Team,

I have some very sad news to share with all of you. Steve passed away earlier today. Apple has lost a visionary and creative genius, and the world has lost an amazing human being. Those of us who have been fortunate enough to know and work with Steve have lost a dear friend and an inspiring mentor. Steve leaves behind a company that only he could have built, and his spirit will forever be the foundation of Apple.

No words can adequately express our sadness at Steve’s death or our gratitude for the opportunity to work with him. We will honor his memory by dedicating ourselves to continuing the work he loved so much.

Tim