

Creative Brief – Apple iPhone 11

Why Do We Need to Advertise?

Smartphones are becoming a bigger part of everyone's lives each and everyday. Samsung is a competitor of Apple and each model of their phones is very similar. An important part of smartphones is the camera. Apple and Samsung both released smartphones with additional cameras. It's important for Apple to show that their phone can create an unforgettable experience. Apple needs to express that it's not necessary to own a separate camera when you can have one right in your pocket with amazing quality.

Advertising/Communication Objective – To spread awareness about the iPhone 11's three cameras and how it will enhance creativity in a person's life.

It's necessary to show creative people the impact of the iPhone 11-camera. This iPhone allows people to accurately express themselves in a way never thought possible with the new additional cameras. It's important to spread awareness about the iPhone 11's three cameras and how it will enhance creativity in a person's life.

Brand Destination

Apple is a well-known tech giant that dominates the industry. Apple's current brand positioning is consistent with their goals. They are targeting people that are already Apple consumers. Apple has a loyal following and people who own an iPhone already have multiple Apple products. Apple is continuing to grow each and every year. As they continue to grow they invest more in research and campaigning to create the best brand image and products possible.

Brand Personality

What Apple Stands For	Personality Traits of Apple
Three cameras on iPhone 11	Original
New iPhone colors – purple, green, yellow, black, white, and red	Creative
iPhone 11 is water and dust resistant	Innovative

Conceptual Target—“Successful Creatives”

The ideal target for Apple’s iPhone 11 is 30-year-old Rose. Rose lives in an apartment with her fiancé (35) and dog in New York. She works as a Creative Director and enjoys spending time with her friends and family. In her free time she likes to do photography and watch movies. Rose’s favorite holiday is Christmas because she likes getting people gifts and spending time with the people she cares about. Rose is always taking pictures during family events and holidays. She hates waiting in line, airports, and working late. The iPhone 11 has three cameras and takes incredible photos.

Rose wakes up, takes a shower, and gets in her car to start her day at work. After a long day of work, Rose likes to relax with her fiancé and watch some TV. On the TV, they see an Apple commercial showing photos taken on an iPhone 11. These photos were taken while traveling, during the holidays, and showed everyday people having the best time. Seeing these photos really resonated with Rose and made her think of the holidays coming up. Her camera was outdated and having a phone in which she could take incredible photos whenever she wanted was just what she needed. Rose decided to get the iPhone 11 and was able to keep her life’s best moments right in her pocket.

Insights

The iPhone 11 is targeted towards Rose –middle-aged adults that are successful and creative. This iPhone is expensive and out of the price range for college student and the younger generation. Creative people in the peak of their career can afford the iPhone 11. This phone has an enhanced camera and video editing. These additions make the iPhone 11 the perfect phone for professionals in the creative industry. In many careers it's important to take high quality photos and this phone has three cameras to ensure the best quality. Participants in the in-depth interview with a major involving creativity expressed how they liked the iPhone 11's new cameras and it's their favorite model, but it was too expensive for them. This demonstrates how creative people are drawn to the addition of cameras on the iPhone 11. Targeting a demographic that is older than college students and in the height of their career with a creative interest will be the most appropriate audience.

Rose is already a consumer of Apple products. The iPhone 11 is meant for people that already own Apple products. Rose already has a certain amount of trust in the Brand and will be drawn to the new iPhone. This trust in the brand will make her more likely to buy the phone compared to those that do not buy Apple products. Rose is at the peak of her career and makes enough money to live comfortably and support herself. This demonstrates how the iPhone 11 is targeted towards middle-aged (30-45) demographic that can afford this price. Rose works in a creative industry and participates in photography during her free time. The iPhone 11 will help Rose take pictures and edit for work, but more importantly it will help her capture important moments with her family. Family means everything to Rose and being able to look back at pictures and experience a moment all over again is a gift that the iPhone 11 offers.

Single-Minded Proposition—“Life’s Best Moments Right In Your Pocket.”

The iPhone 11 enables you to capture the most important moments of your life with just the tap of your finger. The three cameras enable you to take pictures like never before with exceptional quality. There’s no need for an expensive chunky camera, when you can have an incredible camera right in your pocket. On the iPhone 11 you can edit pictures and videos, and truly have it all. The iPhone 11 can make your life much easier and convenient during your busy schedule. This is a phone you definitely don’t want to miss out on.

Reason to Believe

Apple iPhone’s were first released in 2007. Ever since then, Apple has continued to dominate the industry and over 728 million people in the world own iPhones. These numbers show that Apple is a reliable product that people are drawn to. An iPhone functions as a mini computer in the palm of a person’s hand. For nine consecutive years Apple was listed as one of the most valuable brands in the world. Apple’s current net worth in 2019 is \$205.5 billion and this is 12% higher than last year. Apple uses their success to further research and develop technologies that continue to amaze the world. This company’s only continuing to grow and so are their products. Apple is consistently releasing new iPhones and each one is better than the last. This ensures that the iPhone 11 is the most current technology and offers the best programs that Apple has to offer.