

Secondary Research Report—Apple

Brand Research

1.1 Client: Key Facts

Apple was founded in 1976 by Steve jobs and Steve Wozniak (Apple). They wanted to create a user-friendly computer. In addition to this goal, they also wanted computers to be small enough so people would be able to put them in their home or office. Apple's tagline is, "We bring amazing people together to make amazing things happen." The Apple team is constantly reimagining the products and thinking of new ways to make their customers happy. Their goal is to create the best experience for the customer (Apple). There are hundreds of experts involved in the development of each and every product. In camera developments alone, there are over 800 experts. Apple is known for making their products available to people with disabilities. They try their best to "reduce our impact on climate change, find ways to use greener materials, and conserve the Earth's valuable resources" (Apple). Apple wants to make the world a better place and part of that is achieved by preserving the Earth and its resources. Apple's team consists of a diverse group of people full of different talents (Apple). The teams: Machine Learning/AI, Hardware, Software/Services, Design, Operations/Supply Chain, Marketing, Corporate Functions, Sales/Business Development, Apple Retail, and Support/Service (Apple). This company creates over two million jobs in the United States alone. Apple embraces how it's good to be different and they offer several internships for students to learn at their company.

1.2 Key Features of the Product

1. This product is a phone, specifically the new iPhone 11.
2. The new iPhone 11 has “dual-lens rear camera, ultra wide and wide lenses, 6.1” liquid Retina display, night mode, dolby atmos (lifelike sound), more durable glass, and new colors” (MacRumors Staff). The starting price of the iPhone 11 is \$699, the iPhone 11 Pro is \$999, and the iPhone 11 Max is \$1099. Each iPhone comes with a new charger and a new pair of headphones. The box the phone is in has a picture of the phone/color on the box (MacRumors Staff).
3. When consumers unbox an iPhone, they love peeling off the plastic because it’s very satisfying to hear and see. The newer iPhones have a larger screen that is the length on the entire phone. This is a noticeable difference that consumers see and enjoy.
4. This product was created to make it user-friendly. The co-founders wanted to make computers smaller and an iPhone is similar to having a small computer in your pocket (Apple).
5. There’s no unintended use for the iPhone 11. Some people use their iPhone instead of their laptop to respond to emails and etc. There’s no use outside of the technological benefits it provides.
6. The materials involved in an iPhone: Aluminum, Carbon, Oxygen, Iron, Silicon, Copper, Cobalt, Hydrogen, Chrome, and Nickel (Kessel).
7. These materials do not have their own ingredients.
8. The service would be using your phone everyday.
9. Steve Jobs and Steve Wozniak are the co-founders of Apple and were a part of every aspect of the company. They were creative and open to new ideas. According to Steve

Jobs, in order to create a successful company all you need is passion and people.

Steve Jobs had both of these necessities and this led to his success in technology

(Apple). They created a company with an unforgettable brand image.

10. The major companies associated with Apple's iPhone supply are: Analog Devices (provide touch screen controllers), Glu Mobile (provide games on phone), Jabil Circuit (phone cases), Micron Technology (run applications), Murata Manufacturing Ltd. (electronic parts that control electricity flow), Qualcomm (provides telecom products/services) (Seth). Apple gets supplies from the best companies to ensure they have the best quality in their products.
11. First, a team in California comes up with new ideas and designs they want to incorporate in a new phone (Costello). Then the components of the iPhone are manufactured around the world (Costello). Lastly, in China the parts are put together and become the iPhone we all know (Costello). Countries all around the world are involved in creating an iPhone.
12. Apple has individually manufactured around the world and separately delivered. Each of these manufacturing locations are specialized in the component they are responsible for (Costello). This efficiency puts Apple ahead of other phone companies.
13. Apple has 506 stores in 24 countries. There are 272 stores in the United States and 234 in the remaining 23 countries (MacRumors Staff).

Competitive Analysis

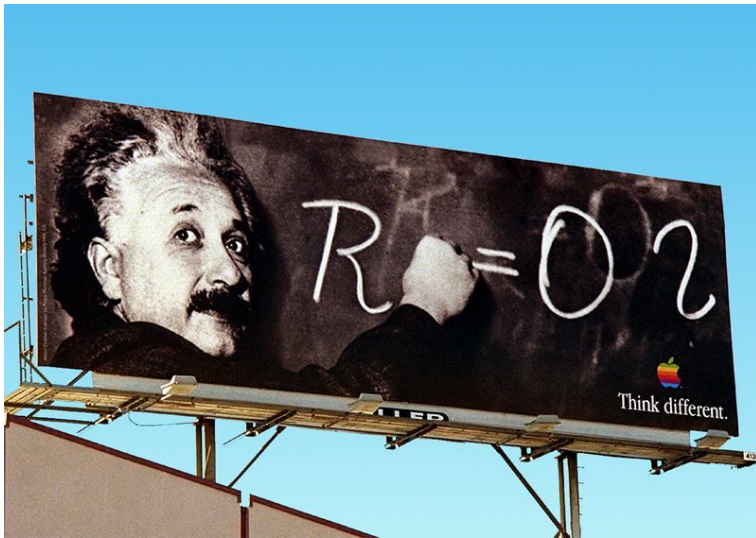
2.1 Communication Review (Competitive Positioning Analysis)

Apple – Brand

Past Campaign: Think Different (1997-2002)

Video Advertisements: <https://www.youtube.com/watch?v=cFEarBzelBs>





The “Think Different” campaign put Apple on the map. This campaign consisted of iconic geniuses that changed the world and showing how apple can make a person see the world differently like these figures did. These figures include Albert Einstein, Amelia Earhart, Pablo Picasso, and many other significant people that changed the world. This campaign was telling people they could make a difference and do amazing achievements.

Steve Jobs was the co-founder of Apple and he was involved in every part of the company, including the advertising (Siltanen). Steve Jobs was very hesitant about the “Think Different” campaign because putting the Apple logo on next to geniuses could lead to the press attacking him as an egoist (Siltanen). The tag line of the commercials were, “To the crazy ones.” The main statement for the campaign: “To the crazy ones. Here’s to the misfits. The rebels. The troublemakers. The people who see the world differently. The people who are crazy enough to believe they can change the world are the ones who actually do” (Siltanen). This powerful statement from such a loved figure really connected with Apple’s target audience. Apple’s effort in advertising enabled them to become the famous and well-known company people know today. Even though Apple released no new products, they had an extreme boost in their stock

(Siltanen). This was all as result of their successful advertising campaign. This campaign was meant to show people that this company offers a new experience and a new look at the world. The “Think Different” campaign was targeting people who want to make a difference in the world. Apple was showing that they are offering an adventure.

Current Campaign: Shot on iPhone (2019)

Video Advertisements: <https://digitalagencynetwork.com/take-a-tour-with-apples-shot-on-iphone-campaign-with-16-stars-including-fka-twigs-and-travis-scott/>





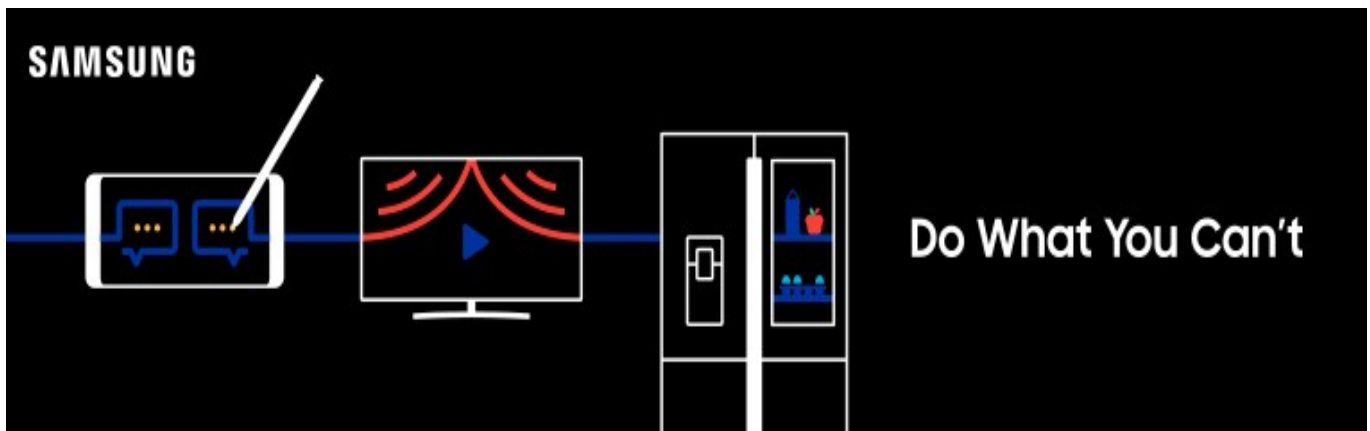
The “Shot on iPhone” campaign consists of 16 musicians being recorded on tour with an iPhone (Arica). The videos show a behind-the-scenes look at people’s favorite musicians, while also leaving the viewer in awe of the iPhones amazing quality.

This campaign shows the quality and amazing features of their newer iPhones. The new iPhones have amazing camera quality and this campaign specifically focuses on just that. People carry their phones with them everywhere they go, even the bathroom. People being able to take beautiful pictures at any given moment is a big selling point for Apple. The iPhone camera enables the user to film any moment and the most incredible quality. People don’t even need to buy cameras because they have it all in their iPhone. Anyone can replay their videos on their iPhone and relive their unforgettable experiences they recorded. Anyone can relive his or her adventure at any time and it’s amazing to think of how much this technology has developed in the last few years. The “Shot on iPhone” campaign focuses on the best part of the phone, the camera.

Samsung—Direct Competitor

Past Campaign: Do What You Can't (2016)

Video Advertisements: <https://www.youtube.com/watch?v=IGCP154Ojy8>
<https://www.youtube.com/watch?v=ZIALI7a6I2w>
<https://www.youtube.com/watch?v=xIfxAAAt1yxQ>



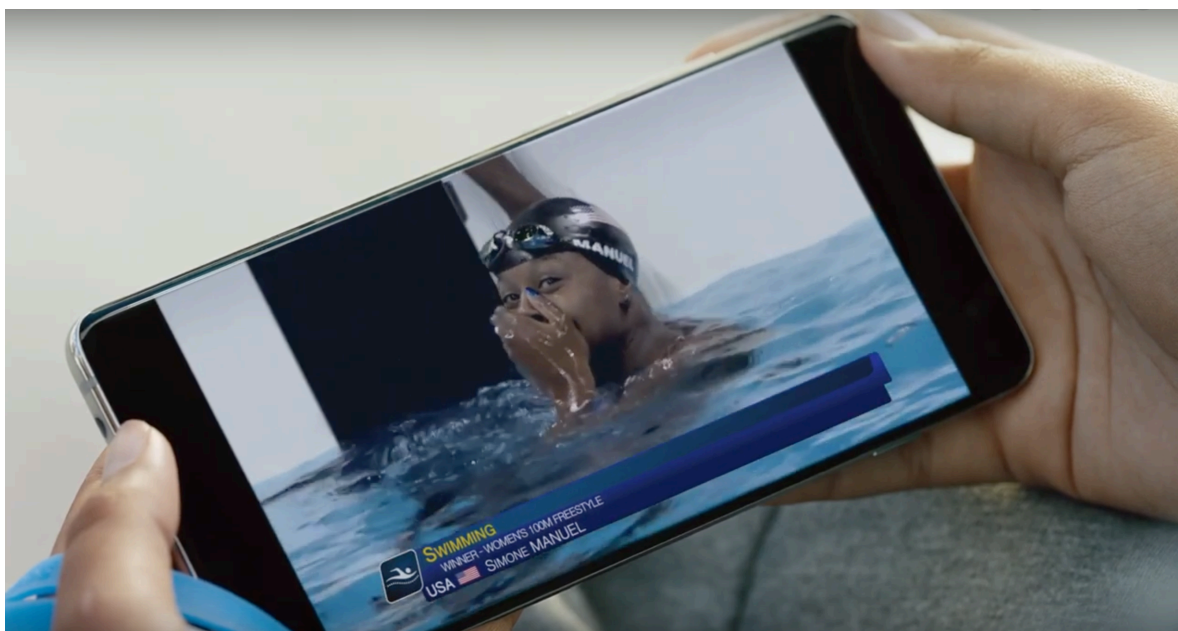


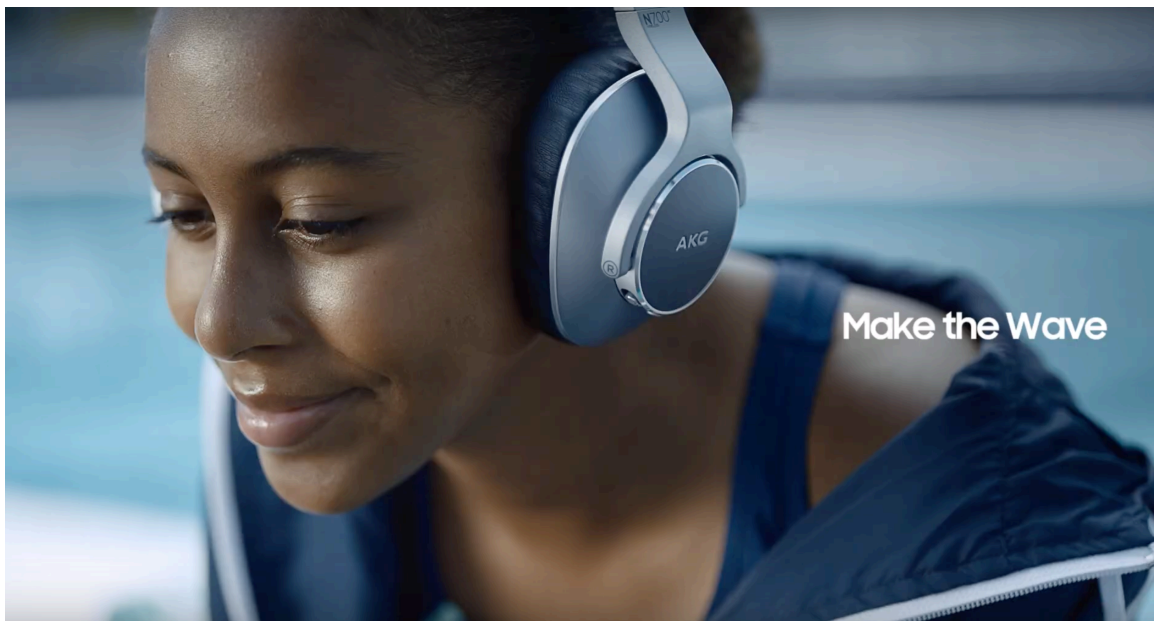
Samsung created the tagline “Do What You Can’t” in 2016 and it’s been successful for them ever since (Kantli). This campaign focuses on people succeeding even when they were told they can’t. Samsung was one of the sponsors for the 2016 Rio Olympic games (B&T Magazine). Samsung Australia worked with Australian Olympians for their “Do What You Can’t” campaign. In the video, the Olympians are shown overcoming their obstacles when they were told they couldn’t do it.

Samsung wants to emphasize that this motto applies to everyday life and everyday people. The company released a YouTube video focusing on highlighting key features: “vertical integration, deep product portfolio spanning mobile devices, refrigerators, washing machines, smart home products, and TVs” (Kantli). This video showed how the products worked and flowed perfectly together (Kantli). The “Do What You Can’t” Campaign was incredibly important after Samsung’s PR crisis in 2016. In 2016, Samsung’s Galaxy Note 7 phones were exploding and catching fire (Kantli). Samsung had to reinvent their brand image after this incident. Samsung has now gone to the extreme to satisfy their customers and gain their trust back (Kantli). Samsung displayed a light show on a skyscraper and they are the first technology company to ever do this (Kantli). This campaign inspires people to conquer their fears and to never give up.

Current Campaign: Make the Wave (2019)

Video Advertisement: <https://www.youtube.com/watch?v=sSc22CfSPmg>





Samsung announced their new music campaign, “Make the Wave” at the FINA World Championships. This world championship is a water sport’s competition. Olympic gold medalist, Simone Manuel, is the ambassador for the campaign. Simone Manuel won a gold medal “in the women’s 100-meter freestyle at the 2016 Summer Olympics in Rio de Janeiro” (Samsung Newsletter). The “Make the Wave” campaign was based off of Samsung’s “Do What You Can’t” philosophy (Samsung Newsletter).

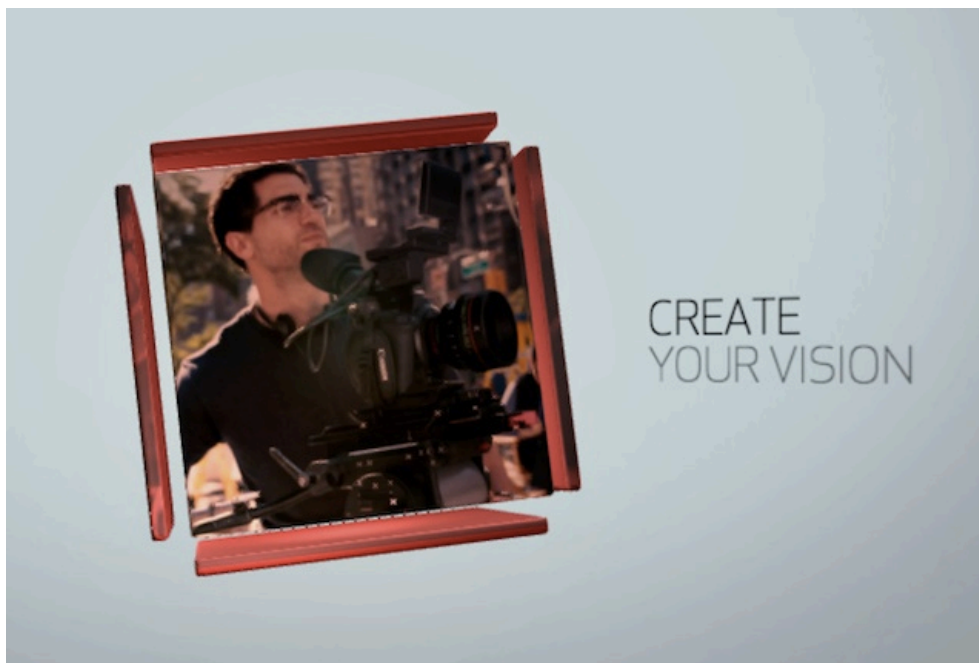
This campaign was meant to encourage athletes, as well as their followers, to be inspired through music (Samsung Newsletter). At the FINA World Championships, Simone Manuel talked about how music helped with her performance along with other messages of encouragement. She also talked about not losing hope when facing obstacles. Simone Manuel goes to certain events involving water sports as an ambassador for Samsung. She spreads words of encouragement and inspiration. The Samsung Global CMO, Younghee Lee said, “This

campaign is designed to spread the hear of the competition with variety of marketing activities, to share the stories of swimmer who are challenging themselves in working toward their dreams, and to cheer on one another through music, powered by out brand philosophy of ‘Do What You Can’t’” (Samsung Newsletter). Sharing the stories of really people establishes a real connection with Samsung’s target audience and makes them more authentic. This campaign is meant to inspire people through music and create an unforgettable experience when listening to music.

Canon—Indirect Competitor

Past Campaign: See Impossible (2014)

Video Advertisements: <https://www.youtube.com/watch?v=BtamHFJGqTg>





The Canon “See Impossible” campaign focuses more on the people who use the products, rather than the camera itself (Marine). The motto of this campaign is “there’s more to the image than just the gear.” This campaign highlights the person’s experience and the joy that is captured in this moment with the Canon products. Later in the campaign, Canon features videos submitted by their clients (Marine).

Canon using real people in their campaign creates a real connection with their consumers and target audience. Canon is known for having exceptional cameras and their campaign focusing on the people behind the camera was very appealing to the public. Canon is creating an experience for their consumers with their products. When people watch these videos, they can picture themselves with their own family having amazing adventures and creating timeless memories.

Video Advertisement: <https://www.youtube.com/watch?v=OOZ66E6feVc>

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*EOS 3000D comes with 18 megapixel CMOS and does not support NFC. **EMI option is available at select outlets. Scheme availability is subject to service providers' coverage and presence of EMI option at a store. Free Lido offers EMI benefit on select credit cards only.
*On purchase of EOS DSLR, consumer can avail one year warranty extension - "EOS" charges up to the SLRMS. *Assured gifts vary by stock level. All images shown are simulated, actual image may vary.





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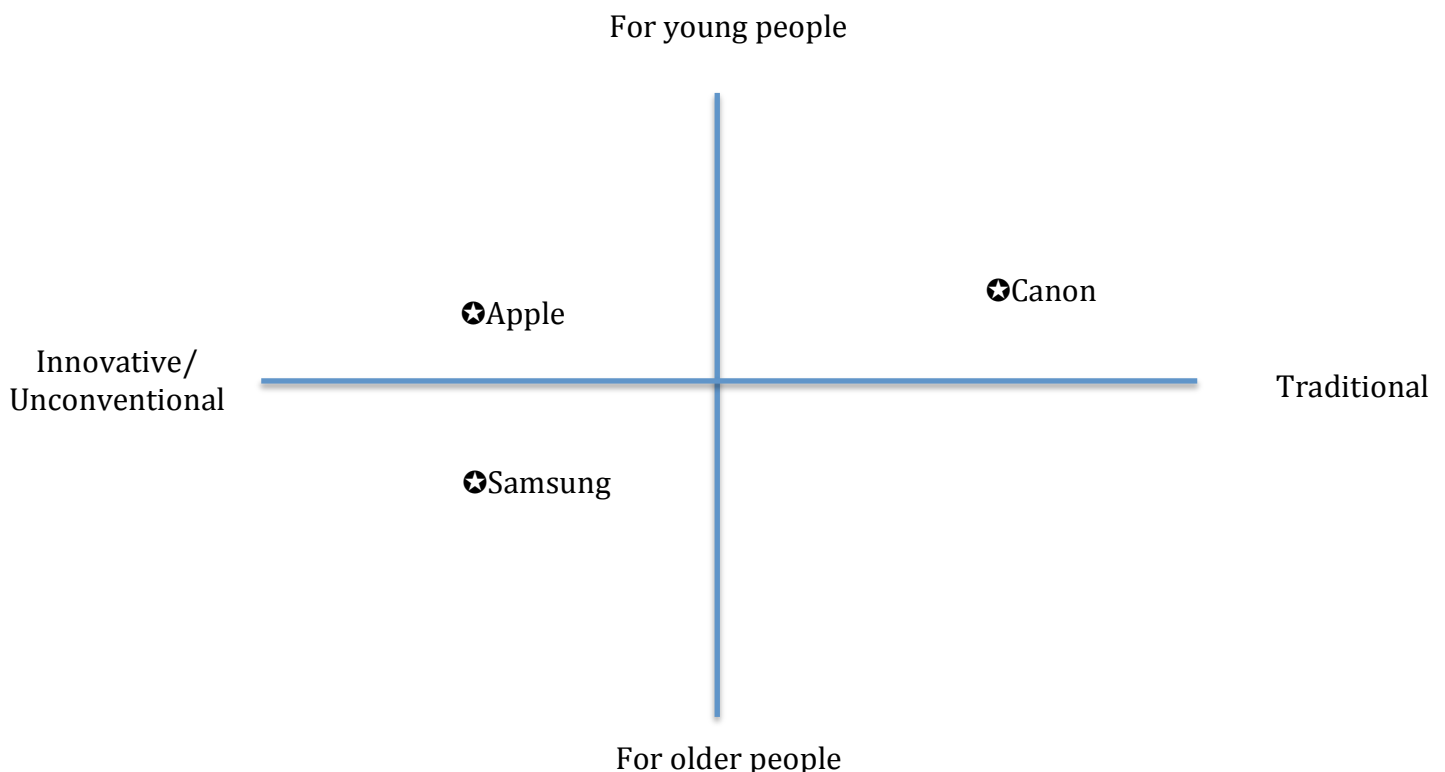
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The current campaign for Canon India “Make Every Trip an EOS Trip” incorporated millennials in their video. This campaign had the goal of reaching consumers across the country (DT New Network). This is targeted towards people who enjoy travelling around the world (DT New Network). Canon’s campaign inspires people to create memorable moments and capture these amazing experiences with Canon’s products.

The “Make Every Trip an EOS Trip” campaign involved three influencers that are known for their iconic traveling photos (DT New Network). These influencers were a part of the main video commercial for this campaign. Using popular influencers appeals to more people because they have a connection with their followers. Their followers trust their opinions, especially the younger generation of millennials. This is the first time in the country that social media influencers were involved as ambassadors for a campaign. Canon India wanted to create an experience in this commercial that encourages people to capture the most beautiful moments in life. The story telling in this campaign received positive feedback from their target audience.

Positioning Chart:



2.2 Competitive Feature/Benefit Analysis

	Apple	Samsung—Direct	Canon—Indirect
Camera Quality	-The new iPhone 11 has three cameras and live pictures. -Benefit: The high camera quality on the iPhone is beneficial because then the consumer doesn't have to buy a separate camera to take good pictures. The iPhone takes "live pictures" so you can relive the moment in your picture.	-Samsung phone has three cameras (Eadicicco). -Benefit: These cameras provide an ultra wide angle and more can be captured in a single picture.	- There are a large variety of cameras with varying quality. -Benefit: Consumers have the option to choose what specific camera they want and for what purpose. It could be for action, distance, and etc.
Battery Length	-The newer Apple phones have a longer battery life (Hardy). -Benefit: The benefits of the long battery life is that you can go the entire day without charging your phone or worrying about bringing a charger.	- The newer Samsung phones have a long battery life, but not as long as Apple (Hardy). -Benefit: The longer battery life enables the consumer to do more on their phone throughout the day.	-The camera battery is replaced around five years and that's longer than the smart phone's (Canon). -Benefit: Since the Canon camera is only being using for the sole purpose of taking pictures, the battery lasts longer
Price	-Price depends on the size and the amount of storage the consumer buys. -Benefit: The different options give the consumers the choice to decide exactly what they want in their phone.	-The new phones are expensive, but cheaper price than Apple -Benefit: The consumer saves money and can buy more items.	- The price depends on the size and quality camera the consumer buys. It can range from \$200 to thousands. -Benefit: The better camera the consumer wants, the more expensive it will be. You get what you pay for.

Apple, Samsung, and Canon all have cameras that are continuously advancing. Canon is solely focused on cameras, and this results in Canon having the best camera quality. The battery length of Apple, Samsung, and Canon has also been improving. Apple and Samsung were always compared on the length of their battery life, and recently Apple has surpassed Samsung's battery life in an experiment (Hardy). The average life span of a battery in a phone is two and a half years and the Canon battery's average life span is five years. This is because a smart phone is usually being used constantly throughout the day, while a Canon camera is used sporadically. For each of the products, the price depends the model, size, and quality item the consumer chooses. The better quality product from each company is going to cost more than the average baseline product. Overall, Apple is a efficient smartphone that is constantly used everyday and throughout the day. An Apple iPhone provides a long battery life and a high quality camera. This is why this product's price increases as it continues to offer more than the competitors.

Trend Spotting

Industry Trends

Consumer trends are essential when creating a successful campaign. Smartphones are constantly changing and developing year after year. There were six major trends in smartphones that were the highlight of 2019. Samsung launched a foldable smartphone (Vijay). A lot of their competitors are developing foldable phones as well. This includes, "Huawei, LG, Motorola, Apple, Royole, and ZTE" (Vijay). There was a Consumer Electronic Show this year and foldable devices were more expensive than their typical smartphone (Vijay). The foldable smart phone is meant to make the devices more portable.

Right now, 4G is the fastest and most effective network so far (Vijay). This year that is all changing. Networks are now moving towards 5G, and this will make smartphones better and faster. The 5G smartphones will be launched in the next two to three years. (Vijay) The 5G network combined with Apple's 7nm chip will dramatically change the smartphone for the better (Vijay). The combination of these technologies is something to definitely look out for.

The notch on smart phones is evolving (Vijay). Samsung is developing different notches on their Infinity smartphones. There is the Infinity-U, Infinity-V, Infinity-O, and the New Infinity (Vijay). Another popular trend in smartphones happening in 2019 is the increase in the amount of cameras. The cameras on these smartphones can range from two to nine cameras on a single phone (Vijay). Apple and Samsung have chosen to develop the "triple camera setup" (Vijay). The third camera that is being developed by these smartphones is a 3D sensor camera (Vijay). This sensing camera will allow "a user to scan virtual object without holding them" (Vijay). Sliding camera modules is another smartphones trend in 2019 (Vijay). These pop-up cameras will slide up when the camera app is in use (Vijay). These smartphone trends demonstrate how technology is continuing to advance and better consumer's lives.

Consumer Trends

Both Apple and Samsung companies have realized that their consumers are buying older models of their smartphones (Haselton). This is because the price of the smartphones is continuing to increase. The main issue is, "most people don't want to spend \$1,000 on a new phone, no matter how good it is" (Haselton). Every new technological feature added to the iPhone makes it more expensive. People don't want to spend a significant amount of money on a new phone when they already have a good quality phone from Apple.

Another factor effecting sales is that people are using the same phone for a longer period of time (Haselton). This trend is not slowing down or stopping anytime soon (Haselton). The only think that could change this trend is if the foldable phone is perfected or a “must-have addition is created (Haselton). It’s difficult to sell the camera on the new iPhone because their consumers already have amazing quality cameras on their current iPhones. Apple releases a new phone every year, but consumers don’t need a new phone every year. Now, people are holding onto their current smartphones for several years. This results in Apple losing their expected income. The phone quality and life span of Apple is so amazing that people don’t need to buy a new phones as often as Apple would like. Apple’s current campaign is “Shot on iPhone” and this is to promote the new triple camera feature. The goal of this campaign is to get their consumers to buy the iPhone 11 for the impeccable camera quality. This is the first time Apple has released a triple camera on their iPhone. This exciting new feature may break this consumer trend or it may not. This depends on whether consumers see the triple camera as a “must-have” feauture.

SWOT Analysis Chart

Strengths	Weaknesses
-Technology -Research -Globally known and connected with countries around the world	-Extreme success has led to lack of marketing (Ghiyath) -High Price -Incompatibility with other software (Ghiyath)
Opportunities	Threats
-Number of consumers constantly growing (Ghiyath) -Research team provides opportunities -Green Technology (Ghiyath) -Artificial Intelligence	-Lawsuits (Ghiyath) -Direct Competition → Samsung, Google Pixel -Indirect Competition→ Canon

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