

A photograph of a person's hands writing in a notebook on a wooden table. The scene is overlaid with a semi-transparent magenta filter. In the background, there is a glass of water, a white coffee cup on a saucer, and a tablet. The title 'Apple: iPhone 11' is written in large white letters across the center.

Apple: iPhone 11



By Nina Squicciarini

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Content

- Why Do We Need to Advertise?
- Advertising/Communication Objective
- Brand Destination
- Brand Personality
- Conceptual Target
- Insight
- Single-Minded Proposition
- Reason to Believe





Why Do We Need to Advertise?

- Smartphones are becoming a bigger part of everyday life
- Apple and Samsung competition
- Smartphones replacing cameras





Advertising/Communication Objective

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





Brand Destination

- Apple's current brand positioning is consistent with their goals
- Well-Known tech giant that dominates the industry
- Continuously investing 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”

- 30-year-old Rose
- Creative Director
- Lives in apartment with fiancé
- Enjoys photography & watching movies
- Dislikes: waiting in line and working late



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Insights

- iPhone 11 is targeted towards Rose and middle-aged adults (30-45) that are successful creatives
- 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.”

- Capture the most important moments of your life with just a tap of your finger
- iPhone 11 can make your life much easier and convenient during your busy schedule

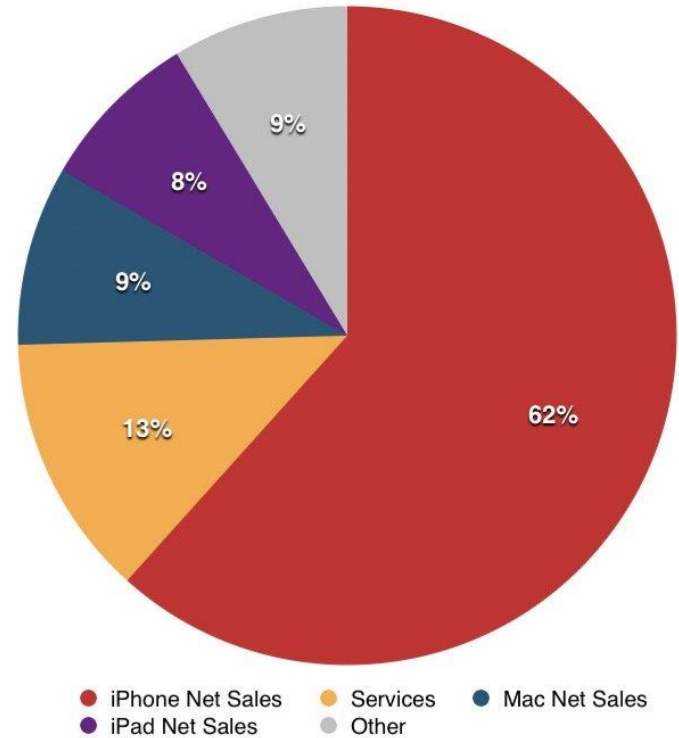




Reasons to Believe

- Over 728 million people in the world own iPhones
- Apple was listed as one of the most valuable brands in the world for nine consecutive years
- Net worth increased 12% to \$205.5 billion
- Apple uses their success to further research and develop technologies.

Apple Inc. Revenue by Category - Fiscal Q1 2019
by MacRumors.com



Thank you!