

## **Final: Campaign Construction**

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### **I. COMPANY OR ORGANIZATION BACKGROUND**

Apple Computer, Inc. “was founded on April 1<sup>st</sup>, 1976 by college dropouts Steve Jobs and Steve Wozniak” (“Research,” n.d.). The co-founders first began building the first Apple computer, the Apple I, in Steve Jobs’s parent’s garage in Los Altos (“Research,” n.d.). The first Apple I computer was sold for \$666.66 that same year. After the release of the Apple I, the Apple II debuted in 1977 and was a “fully realized consumer product” (“Computer,” n.d.) that “design and marketing emphasized simplicity” (“Computer,” n.d.) with its first-ever built-in keyboard, screen, and updated processor (“The Apple,” n.d.). This new and easier-to-use product allowed many businesses to use VisiCalc, the “first consumer-grade spreadsheet software” (“The Apple,” n.d.). This product became Apple’s largest success at the time, selling roughly six million units over a decade (Levy & Montevirgen, n.d.). On December 12, 1980, Apple Computer Inc. went public at \$22.00 a share (“FAQ,” n.d.), and just a few years after, the Apple Macintosh was introduced to the public during Super Bowl XIII on January 22<sup>nd</sup>, 1984 (“A&E,” n.d.). This ad shocked the world two days prior to its release, which led Apple to sell “72,000 computers in 100 days, 50 percent more than even its most optimistic sales productions” (John, 2012). In 1985, co-founder Steve Jobs decided to leave Apple Computer Inc. and start a new company called NeXT (Weinberger & Hartmans, 2024). Despite this setback, Apple Computer Inc. continued to upgrade and release new Macintosh and Apple II models until 1997, when Steve Jobs returned to the company. In 1998, the first iMac was created and released to the public. Even with the hefty \$1,300 price tag, this transparent and colorful new piece of technology’s “powerful G3 chip, crisp 15-inch display, built-in modem, and software that demystified what was then the frustrating process of getting on the internet” (Levy, 2023) fundamentally shifted our world and the way we looked at computers and software systems. Apple Computer Inc. made a large transition in 2001 when the company released its first version of the iPod, “a portable music player that allowed users to store “1000 songs in your pocket” (Bellis, 2024). As Apple’s

stock began to increase due to the success of the first iPod, the company continued to create and push out new versions of the iPod until January 9<sup>th</sup>, 2007, when Apple Computer Inc. announced the company's renaming to Apple Inc. ("Research," n.d.). and produced their most famous product to this day: the iPhone. The product's unique approach "combining three products—a revolutionary mobile phone, a widescreen iPod® with touch controls, and a breakthrough Internet communications device with desktop-class email, web browsing, searching and maps—into one small and lightweight handheld device" ("Apple reinvents," 2024) took the world by storm as it "introduced us to the world of touchscreens and revolutionary mobile phone apps" (Coulstring, 2024). Every year since 2007, a new version of an iPhone has been released (Romero-Chan, 2024). According to CNBC, "the iPhone is one of the world's most popular phones. Apple has sold over 2.3 billion units of the iPhone and has over 1.5 billion active users" (Boyo, 2024, as cited in Singh, 2024). This, plus Apple's addition of the iPad in 2010, has helped the company make its mark as one of the most well-known technology brands in the world. Ultimately, this has helped to grow the company's stock price to \$224.23 ("Stock," n.d.) and global revenue to \$391.04 billion, which it stands at today (Apple, 2024).

## II. MISSION STATEMENT

According to their own words: "*To bring the best user experience to its customers through its innovative hardware, software, and services* (Apple Annual Report, 2018). "And "*We believe that business, at its best, serves the public good, empowers people around the world, and binds us together as never before* (Our Values – Apple, n.d.). "

Apple has consistently used this mission statement in its public communications, including its official website, corporate reports, and public speeches by leadership, such as Tim Cook. It aligns with Apple's emphasis on seamless integration across its ecosystem, from hardware like the iPhone and MacBook to software like macOS and services like iCloud and Apple Music (Apple, 2024).

## III. BRAND POSITIONING

**For:** Tech enthusiasts, young professionals, and individuals who prioritize convenience and design in their smartphones.

**Brand is the:** revolutionary technology company that integrates an unparalleled interface with Apple's signature sleek design.

**That:** is looking to offer a shatterproof screen, solving the common issue of fragile displays and providing peace of mind to users.

**Among all:** premium smartphone users in the global market

**Because:** it employs groundbreaking material innovation, rigorously tested to withstand impacts while maintaining visual clarity and touch sensitivity, ensuring reliability without sacrificing aesthetics.

#### **IV. STATEMENT OF PROBLEM OR OPPORTUNITY**

Screen fragility has long been a major concern for smartphone users. Research shows that over one-third of global smartphone users experience screen damage within the first year of ownership, resulting in substantial repair costs and diminished user satisfaction (Statista, 2024). For Apple, a brand renowned for its innovation and user-centric design, addressing this issue presents both a challenge and a significant market opportunity. In recent years, competitors, such as Samsung, have begun to introduce minor durability improvements, such as water-resistant features and scratch-resistant coatings (Samsung, 2023). However, none have successfully delivered a truly shatterproof screen. Consumer demand for enhanced durability remains unmet, leaving a critical gap in the market. Apple's introduction of the shatterproof screen for the iPhone represents a bold step forward in solving this problem, setting a new industry standard for durability while reinforcing its reputation as a pioneer in technology.

This opportunity extends beyond immediate consumer satisfaction. By launching the shatterproof screen, Apple positions itself as a leader in sustainable innovation. Broken screens contribute to a significant portion of electronic waste globally, exacerbating environmental concerns (Department of Toxic Substance Control, 2024). The shatterproof technology reduces the need for frequent repairs and replacements, aligning with Apple's commitment to achieving carbon neutrality across its supply chain and products by 2030 (Apple, 2020). This innovation thus supports Apple's broader environmental goals while providing tangible benefits to consumers.

Furthermore, the shatterproof screen is an opportunity for Apple to enhance its competitive edge in a saturated premium smartphone market. The iPhone has always stood out for its seamless blend of design, functionality, and reliability ("The Apple," 2024). The addition of a shatterproof screen reaffirms these values, providing a compelling reason for current users to upgrade and attracting new customers seeking a durable, high-performance smartphone.

## V. RESEARCH

### Primary Research

Some of the questions Apple used to guide research:

- How are Apple and the iPhone being talked about within the media?
- What are people looking for in the premium smartphone category, and which factors influence users' decision to invest in a higher-priced mobile device?
- What is the perception of the new iPhone models among users? What are the shortcomings and criticisms people have about the newer iPhone models (iPhone 10 onwards)?

### Qualitative Research

- Focus groups: Focus groups across the globe, especially in primary markets like the Americas, Europe, and China (Statista, 2024).

The goal would be: To determine consumers' perception of the current iPhone and the problems and issues people commonly face. It will study how important or anticipated the feature of a 'durable' or 'shatterproof' screen is for consumers and which competing brands/models are associated with these features. The focus group will gauge which channel of media people depend on and trust for tech-related advice and reviews and which factors motivate them to invest in new devices like phones.

- Netnography: Studying user-generated content on social media platforms like Instagram, TikTok, YouTube, Reddit, etc., to analyze what people are saying about the shortcomings of current iPhones and what they are expecting from the new models. This would involve a special focus on popular and viral reviewers like Marques Brownlee, Austin Evans, iJustine (YouTube), and @hitomidocameraroll (TikTok/Instagram) etc.

### Quantitative Research:

- Surveys: Global surveys to (i) study which phones and brands are currently deemed as the most durable and shatterproof. (ii) study which online platforms are preferred and trusted for technology and phone-related information. (iii) study which features people wish to see in the upcoming iPhone. These would be conducted online and through emails to mobile phone users.

- Content Analysis: Studying how the Apple iPhone, especially its screen, is being written about in the media, with a special focus on Technology websites, blogs, and outlets like TechCrunch, Bloomberg, The New York Times, The Verge, etc.

### **Secondary Research:**

- Studying existing media and marketing campaigns of other phone brands selling phones with a shatterproof and rugged claim — Samsung and Motorola to analyze which tactics have been successful, which have failed, and how these patterns can be applied to create new opportunities.
- Studying technology literature like newspapers, journals, review blogs, and websites to analyze how previous iPhone models and the durability of the screens are being talked about. These would involve top publications like The New York Times, The Financial Times, Bloomberg, WSJ (Technology sections), websites and magazines like TechCrunch, WIRED Magazine, and online discussion forums like Reddit.
- Study upcoming and popular experiential marketing campaigns and in-person events in the technology industry.

## **VI. SITUATION ANALYSIS (SWOT)**

### **Strengths:**

- Strong Brand Identity and Customer Loyalty: Apple's brand is among the most valuable worldwide, fostering a loyal customer base that eagerly anticipates new product releases (Navigate, 2024).
- Technological Innovation and R&D Capabilities: The company consistently pushes technological boundaries, investing significantly in research and development to introduce groundbreaking products and features (Navigate, 2024).
- Reputation of Leadership: The visionary reputation of Apple's leadership, from Steve Jobs' legacy to Tim Cook's strategy, strengthens its brand image.
- Integrated Ecosystem: Apple's seamless integration of hardware, software, and services creates a cohesive user experience, encouraging customers to remain within its ecosystem (Navigate, 2024).

- **Robust Financial Performance:** With a market capitalization exceeding \$2 trillion and consistent revenue growth, Apple maintains a strong financial position, enabling substantial investments in innovation and strategic initiatives (Navigate, 2024).

**Weaknesses:**

- **High Pricing Strategy:** Apple's premium pricing may limit its market share, making products less accessible to price-sensitive consumers, particularly in emerging markets (Gupta, 2024).
- **Closed Ecosystem:** While the integrated Apple devices ecosystem enhances user experience, it also limits compatibility with non-Apple devices and software, potentially deterring some consumers (Gupta, 2024).
- **Fragile Design Perception:** Apple products, particularly iPhones, are often criticized on social platforms for being more fragile compared to competitors.
- **Limited Product Differentiation:** Critics argue that newer models show incremental changes rather than groundbreaking innovations (Gupta, 2024).

**Opportunities:**

- **Audience Expansion:** By shedding its reputation for fragility, Apple can appeal to consumers who previously avoided the brand because of its high price point or fragile screen design (Gupta, 2024).
- **Developing innovative technologies and products to stay ahead of competitors:** Apple has always been at the forefront regarding innovation and design capabilities. If Apple wants to stay ahead of competitors like Google and Microsoft, who are constantly pushing boundaries with their offerings, this new shatterproof technology will be a game-changing success (Pereira, 2024).
- **Investment in Augmented Reality (AR) and Virtual Reality (VR):** Developing AR and VR technologies can open new markets and enhance existing product lines, positioning Apple as a leader in emerging tech fields (Navigate, 2024).

**Threats:**

- **Intense Market Competition:** Apple faces strong competition from companies like Samsung, Google, and Huawei. Increasingly sophisticated counterfeit goods and imitators could erode Apple's market share and brand value (Pereira, 2024).

- Supply Chain Vulnerabilities: Dependence on a limited number of suppliers and manufacturing partners exposes Apple to risks from supply chain disruptions, which could affect product availability and costs (Pereira, 2024).
- Credibility Risks: Challenges to product claims, such as "shatterproof" screens, could hurt Apple's reputation if consumers find them untrue.

## **VII. STRATEGIC INSIGHTS**

- The average price of a consumer smartphone amounted to over 820 US dollars in 2023 and is expected to rise in the near future (Daniel Research Group, 2023). As mobile technology becomes an increasingly high-priced investment, a 'shatterproof' and durable design will make Apple's coveted and pervasive iPhone an even longer-term investment, increasing its value and usability for existing and new users.
- In the recent past, Apple has received criticism for low product differentiation and lack of novel innovation in its newer iPhone models. This factor is pronounced when compared to new models from competing brands like Samsung which continue to introduce new design and software features for Android (Petro, 2021). Introducing a shatterproof screen in the new iPhone will bring the quintessential 'Apple innovation' to the fore, combined with advancements in software and accessible A.I., creating an opportunity for the iPhone to reassert its superiority in the premium smartphone category.
- Apple's iPhone has significantly changed how people document their lives through its features and user-friendly design, empowering authentic storytelling. This shatterproof screen that Apple has been conducting research for several years (Overfelt, 2018) would allow Apple to further push its stance on empowering authenticity by creating technology that allows people to tell their own stories, no matter how 'risky' they might be. A shatterproof screen would revolutionize the environment of technology by setting a new precedent and expectation for product quality that would affect future generations of phones within Apple and competitor companies, much like its original iPhone during its launch (Gil Press, 2022).

## **VIII. COMMUNICATIONS GOAL(S)**

- To reaffirm the company's position as the best and most reliable cellphone company

- Apple has continuously positioned themselves as the number one brand when it comes to the metric of “most profitable”. According to Statista, in 2023 Apple made 22.5% more revenue than Google, 21.9% more revenue than Alphabet, and 57.5% more than Microsoft (Statista, 2024). Apple must maintain this position not only to keep its loyal supporters worldwide but also to continue to build the company's reputation as a dependable brand that will continue to push the boundaries of technology while consistently providing reliable products.
- To increase the sales of all Apple iPhones
  - Apple’s ability to recognize how influential and dominant its products are in the market puts the company in a unique position where they have more creative freedom and the ability to take risks when it comes to product development due to their loyal following and reputation. By pushing the boundaries and producing an expensive and potentially “risky” product if it is not received well, Apple knows that this risk is worth taking due to the brand's loyal customer base. Apple can continue to focus on keeping its customers happy by creating new and innovative products while maximizing sales.

## **IX. COMMUNICATIONS OBJECTIVES**

- Increase the sale of iPhones by 15% by the end of 2026
  - Apple can continue to keep its status as “the most popular mobile phone brand worldwide” (“Smartphone,” 2024) by continuing to create innovative additions to its iPhones. According to Oberlo, “The latest statistics on the smartphone market share worldwide show that as of October 2024, US phone maker Apple leads the pack, with a market share of 28.38%” (“Smartphone,” 2024). By continuing to create and promote new and innovative pieces of technology, the brand has the potential to continue to see growth yearly, not only in revenue but also in the number of supporters the brand has worldwide.
- Gain media coverage about the new “shatterproof” screens within at least ten tech-related publications, such as TechCrunch, WIRED Magazine, New York Times, and The Wall Street Journals.
  - As Apple releases a new and much-awaited feature, coverage in trusted and highly ranked sources tech publications will increase visibility and credibility for



the brand, reaffirming its position as a leader and innovator in the technology industry. According to Forbes, Value proposition, Affordability, Scalability, User Feedback, and Support Options are the five things customers consider before purchasing a product (Griffin, 2024). These features and attributes must be considered when highlighting this new iPhone. Because of the public's overall trust in these publications, the visibility of this new product has the potential to help Apple boost its overall revenue and sales for the year.

- Increase positive social media engagement (ex: YouTube, X, Instagram, TikTok, etc.) by 15% by the end of 2026
  - Social media has become the driving force as well as a measuring stick to examine if a brand or product will become a success. Apple, which currently has 33.9 million followers on Instagram (@apple, 2017), has continued to build a positive image for the brand and its products. But as Apple has continued to grow, there have been many different social media accounts, forums, reviews, etc., that are all centered around their hatred for Apple. According to the article, I Can't Stop Hating You: an anti-brand-community perspective on Apple Brand Hate, "anti-brand communities are particularly vocal on Apple's lack of originality, hardware problems, and expensive products and the brand is struggling to preserve its core mission of remaining minimalist and aligning its products, business and marketing with this idea" (Rodrigues et al., 2021, as cited in Smith, 2016). It is important that Apple continuously highlights this new product's ingenuity and correction of past flaws in the hopes of silencing those who are in opposition to the brand. They can do so by continuing to increase positive social media engagement and by building respect, trust, and loyalty from those who have always supported the brand.

## **X. TARGET AUDIENCES**

### **Tech Enthusiasts:**

- This segment comprises individuals aged 18–35 who are passionate about the latest technological advancements and prioritize owning cutting-edge devices. They actively seek out products that offer innovative features and superior performance. According to a 2024 report by Statista, 97% of adults between the ages of 18 and 49 own a smartphone,

indicating a high penetration rate among this demographic (Bergeron & Blinder, 2024). Apple's introduction of a shatterproof screen appeals directly to this group's desire for groundbreaking technology and enhanced user experience.

#### **Professionals Seeking Reliability:**

- This audience includes professionals aged 25–45 who rely heavily on their smartphones for work-related tasks, communication, and productivity. Durability and reliability are paramount, as device malfunctions can disrupt their workflow. A survey by Consumer Affairs in 2024 highlighted that 61% of respondents consider durability the most important feature when purchasing a new phone (Bergeron & Blinder, 2024). Apple's shatterproof screen addresses this need, offering a solution that ensures continuous performance without the concern of screen damage.

#### **Environmentally Conscious Consumers:**

- Aged 20–40, this demographic prioritizes sustainability and eco-friendly practices in their purchasing decisions. They are inclined towards products that contribute to environmental conservation ("The Apple," 2024). Apple's commitment to achieving carbon neutrality by 2030 and the introduction of a more durable, shatterproof screen align with these consumers' values by potentially reducing electronic waste (Laricchia, 2024).

#### **Competitor Smartphone Users:**

- This group consists of individuals currently using smartphones from competing brands who have experienced issues with screen fragility and are seeking more durable alternatives. A study found that 10% of Britons are walking around with a broken phone screen, indicating a widespread issue with screen durability (Ellson, 2024). Apple's new shatterproof screen presents a compelling reason for these users to consider switching, offering enhanced durability without compromising on design or functionality.

### **XI. CURRENT AUDIENCE BRAND PERCEPTION**

**Current:** Apple is recognized as a premium and innovative technology brand. However, some users perceive its devices as fragile and requiring costly repairs, particularly in terms of screen durability.

### **XII. DESIRED AUDIENCE BRAND PERCEPTION**

**Desired:** Apple is viewed as the leading smartphone brand offering unparalleled durability through its shatterproof screen, combining cutting-edge innovation, reliability, and sustainability.

### **XIII. KEY MESSAGE MAPPING**

**Overall:** The new iPhone’s shatterproof screen addresses a significant consumer concern—screen fragility.

- This innovation redefines durability standards in the industry, offering a product that withstands daily wear and tear while aligning with Apple’s environmental goals. By combining groundbreaking material technology with Apple’s commitment to sleek design, the shatterproof screen ensures user satisfaction and sustainability.

#### **Tech Enthusiasts:**

“Apple’s shatterproof screen is a breakthrough in smartphone durability, offering unmatched resilience for tech lovers who crave the latest innovations.”

- This message targets tech enthusiasts who are early adopters of new technology. According to Statista, 61% of respondents state that durability is the most important feature when purchasing a new phone (Laricchia, 2024). The shatterproof screen positions Apple as a leader in addressing this consumer priority. Marketing efforts will highlight the advanced engineering behind the screen, including its use of multi-layered glass technology and strict drop-test standards. By emphasizing these features, Apple reinforces its reputation as a pioneer in cutting-edge smartphone technology.

#### **Professionals Seeking Reliability:**

“Say goodbye to broken screens interrupting your workflow. Apple’s shatterproof technology ensures reliability for busy professionals.”

- Professionals aged 25–45 often use smartphones as essential tools for managing work and personal life. Surveys indicate that 71% of respondents state that battery life is the most important feature when purchasing a new phone, followed by durability at 61% (Laricchia, 2024). The iPhone’s shatterproof screen mitigates the risk of damage, allowing users to focus on their priorities without fear of costly repairs or productivity loss. Through targeted digital campaigns, Apple will demonstrate how the new iPhone supports the demands of a fast-paced lifestyle, using testimonials and case studies from professionals in various industries.

### **Environmentally Conscious Consumers:**

“Shatterproof screen reduces the need for repairs and replacements, helping minimize electronic waste.”

- Electronic waste is a growing global concern, with smartphones contributing significantly due to frequent repairs and replacements. Apple has committed to becoming carbon neutral across its entire business, manufacturing supply chain, and product life cycle by 2030 (Apple, 2020). The shatterproof screen not only reduces the likelihood of damage but also aligns with Apple’s sustainability goals. Campaigns will emphasize how fewer repairs translate to lower environmental impact, appealing to consumers who prioritize eco-friendly products. This messaging will be reinforced by data showing the reduction in e-waste achieved through durable technology.

### **Competitor Smartphone Users:**

“Switch to the iPhone with shatterproof technology for the ultimate combination of durability, design, and performance.”

- Many users of competing smartphone brands report dissatisfaction with screen durability. By offering a shatterproof screen, Apple provides a compelling reason for these users to switch. Comparative advertising will highlight the superior durability of the iPhone against its competitors, reinforced by third-party reviews and drop-test demonstrations. This approach aims to convert competitor users by emphasizing Apple’s unique ability to combine reliability with premium design.

## **XIV. CREATIVE PLATFORM**

Apple will launch a multi-channel multimedia campaign across print, OOH, and broadcast channels to promote its new “Shatterproof” screen. The messaging will remain simplistic, minimalistic, and brief, using the classic bitten apple logo at the end of each advertisement to emphasize brand recall. Aligning with the quintessential Apple format, no long texts, pricing information, or lengthy slogans will be used.

### **Broadcast advertisements:**

- A 30-second TV advertisement: A mother is filming her son's Holiday Recital. She clicks ‘record’ on her iPhone and is smiling while watching. A few seconds later, another parent bumps into her, and both their phones fall. The phone falling and the mother’s reaction is shown in slow motion, with the music fading to silence in the background. As the iPhone

hits the floor, we hear a ringing sound (like the one in your ears). On the floor we see both the phones, one shattered and one intact. As the mother picks up the phone, the music continues, and we see her start to refilm the recital as her screen is intact. The camera pans to the mom smiling with pride as she continues to film. The bottom right of the screen says, “Life happens.” We fade to black as the text — “Live Indestructibly.” appears. The advertisement ends with the Apple logo shining.

**OOH:**

- Billboard: The background is a cracked and shattered pavement. There is an intact iPhone placed on top of the cemented pavement. On the right, bold text, “Live Indestructibly.” on the bottom, “iPhone 18”.

**CGI advertisement:**

- As hyper-realistic CGI-augmented advertisements have been gaining popularity and virality on social media, the new shatterproof screen will be advertised through CGI-enhanced visuals, which will emphasize the strength and durability of this new screen. These will showcase a giant iPhone falling face down from high-rise buildings onto the street, only to showcase the road shattering and the iPhone emerging unscathed and intact. Ideal placements will be iconic and busy places like Times Square, the Shibuya Crossing, Piccadilly Square, etc. These locations as the setting will garner public attention as they are popular tourist spots. Apple will benefit from the dramatic, bold, and technologically advanced messaging through CGI. As a new form of digital advertising that has taken over social media timelines, it will boost visibility and engagement from internet users (Stewart, 2023).

**Print:**

- The advertisement showcases the Eiffel Tower from a worm's eye view and a woman who is reaching after the phone in the distance. The iPhone is creating contact with the ground, but the screen is completely intact. The bold print on the bottom of the ad states, “Live Indestructibly.”



OpenAI. (2024). *Advertisement concept for a shatter-proof iPhone*. Generated using DALL-E.

## XV. STRATEGIES

### **Acknowledge and Address Past Consumer Concerns:**

- Apple must address historical consumer dissatisfaction with the durability of iPhone screens. This strategy involves openly acknowledging past shortcomings and demonstrating how the company leveraged user feedback to design the shatterproof screen (DeLoe, 2023).
- A dedicated campaign will feature testimonials from engineers and product designers, walking consumers through the journey of how Apple responded to their concerns, highlighting the engineering breakthroughs and how user complaints drove this major update (DeLoe, 2023).

### **Emphasize Technological Effort and Innovation:**

- Treat the shatterproof screen as Apple's biggest innovation since Face ID or Ceramic Shield. The product launch will emphasize that this is an entirely new feature that redefines industry expectations (Hussain, 2024).
- Reinforce Apple's position as an innovator by highlighting the meticulous research & development process behind the shatterproof screen. This strategy will use visual storytelling and data-driven narratives to show consumers why the technology is revolutionary (Hussain, 2024).
- Offer exclusive behind-the-scenes access to media outlets again, like *WIRED* or *TechCrunch*, allowing journalists to visit labs or interview engineers about the technology while also getting hands-on experience with the product. These features will validate Apple's claims and generate buzz among tech enthusiasts, as well as potentially

partnering with university researchers or materials science experts to provide third-party endorsements of the screen's durability and environmental impact.

### **Sponsoring Major Sports Event to Increase Engagement:**

- To take the whole campaign to the next level, Apple will sponsor the Super Bowl, one of the most watched events globally, as a platform to debut its campaign. Apple has the potential to tap into a newer and global audience, which could lead to not only the increase of sales but also reaffirm the company's position as a top technology manufacturer worldwide. This was exemplified with Apple's first Superbowl ad (1984) which helped to drive the companies over all sales and positive company sentiment (Isidore, 2024). A Super Bowl sponsorship would not only generate massive visibility for the campaign but also solidify the shatterproof screen as an iconic feature of the new iPhone (DeGaris, 2024).

### **Engage Investors to Build Confidence:**

- With any major product change, investors may have concerns about its financial impact. Apple will proactively address these concerns by emphasizing how the shatterproof screen aligns with its long-term strategy to increase customer loyalty and sustainability (Sheynin, 2023).
- Apple will host investor webinars featuring Apple executives and engineers who can walk through the screen's potential to boost retention rates and attract new buyers who have addressed concerns about the fragility of previous designs and share data projections about how extended product longevity builds brand trust and drives future upgrades, offsetting potential losses from repair-related revenues (Gelb et al., 2023).

## **XVI. TACTICS**

### **PAID:**

- **Digital, Print & OOH Advertising campaign:** Integrated digital ads campaign across platforms like YouTube, Instagram, TikTok, and Twitter (X). For example, Pre-game teasers and interactive posts leading up to the Super Bowl event to generate anticipation and buzz (Superadmin, 2024). Platforms like Google Ads and Snapchat Ads will be used to further amplify the message, targeting tech-savvy users, sports fans, and young professionals. Visually striking OOH ads in high-traffic areas, such as Times Square

(New York), Shibuya Crossing (Tokyo), and Piccadilly Circus (London). For example, A billboard showing an iPhone shattering upon impact but remaining intact with the text: “*Live Indestructibly.*” Print ads and press release materials will appear in premium outlets such as The New York Times, The Wall Street Journal, and Wired, emphasizing the innovation and sustainability of the shatterproof screen. In addition, CGI advertisements will be posted online to generate buzz about the new features.



OpenAI. (2024). *Advertisement concept for a shatter-proof iPhone with #LiveIndestructibly tagline.* Generated using DALL-E.

- **Early Access & Influencer Reviews:** Apple will offer early access to its Shatterproof Phone for tech influencers and reviewers as it has in similar phone launches such as the iPhone X (Frommer, 2017). This pre-launch strategy would involve providing a select group of influential tech reviewers with the device to generate buzz through their reviews published on platforms like YouTube and Instagram before the official launch (Roettgers, 2017). This would involve a special focus on reviewers like Marques Brownlee, Austin Evans, iJustine (YouTube), and @hitomidocameraroll (TikTok/Instagram), etc.
- **Super Bowl Sponsorship and Commercials:** Apple will sponsor the Super Bowl to debut its campaign for the shatterproof screen, leveraging one of the largest global audiences to generate maximum impact and visibility (Superadmin, 2024). A high-production-value, 30-second commercial will demonstrate the durability of the new screen through compelling storytelling. The ad will feature both professional Super Bowl athletes and athletes in other fields like Naomi Osaka, Simone Biles, LeBron James, and Serena Williams in intense, physically challenging scenarios where their iPhones accidentally drop during high-pressure moments. Each segment will highlight the screen’s resilience with dramatic slow-motion shots of the phone emerging unscathed.



The ad will close with the tagline: “Live Indestructibly.” As the Super Bowl consistently reaches over 100 million viewers, the sponsorship will allow Apple to convey the innovation behind the shatterproof screen to a broad and diverse audience, including sports fans, families, and tech enthusiasts (Plonski, 2024).

#### EARNED:

- **User-Generated Content Campaign:** Leveraging user-generated content on social media encourages customers to share their experiences with the shatterproof phone. A campaign will be initiated, inviting users to post their own unboxing experiences or durability tests, creating authentic reviews that can amplify brand trust.
- **Coverage from Tech Publications:** Apple's new launch with a revolutionary new feature should garner media coverage as a newsworthy event. Specific outlets will include The Verge and TechCrunch for in-depth reviews of the screen's technological innovation. Forbes and Bloomberg Technology to focus on the product's financial and market impact. WIRED for a behind-the-scenes look at the development process and materials science involved. Exclusive previews and interviews with Apple engineers, such as the VP of Hardware Technologies, will generate excitement and build credibility among tech enthusiasts and investors.
- **News Release:** Apple will release an official press release announcing the launch of the new iPhone with a shatterproof screen. As a revolutionary addition to the iPhone, the release will be covered by leading wire services like PR Newswire, Business Wire, and newspapers like the New York Times, The Wall Street Journal, USA Today, etc.

#### SHARED:

- **Hashtag: #LiveIndestructibly:** This hashtag will be used by viewers to post their innovative and creative personal content. This would be created and shared in the hopes that other social media users would start to engage with the hashtag and bring more attention to this new product through user generated content. This can also be used to track public opinion about the new screen and expose to the company how individuals view, use, and discuss the product. This has the possibility to not only bring attention to the brand and product, but it gives Apple a way to stay aware of what and how the product is being discussed about.

## OWNED:

- **Shatterproof Experience Event:** Host interactive events at stores in major cities, allowing customers to test the durability of the new shatterproof screen through live demonstrations and controlled drop tests. Industry experts predict that experiential marketing will grow in relevance and effectiveness through 2025, helping brands capture audience attention and foster loyalty-driven communities (Moody, 2024). These events will feature Apple engineers showcasing the materials and technology behind the screen.
- **Apple's Official Website:** Create a dedicated section on Apple's website for the shatterproof screen, featuring high-quality videos of drop tests, technical breakdowns of the innovation, and sustainability metrics. Interactive tools like a "Build Your Own iPhone" feature will engage users, giving them deeper experience with Apple.
- **YouTube Content:** Launch a video series highlighting the shatterproof screen in action, including drop tests, real-world challenges, and behind-the-scenes insights from Apple's engineering team. Content will also include some interviews with Apple's design and materials teams, providing insights into the development journey. The channel has 19.8 million subscribers with several million views on its promotional videos ( Apple, 2024).
- **Iconic Unveiling Event:** Stream a high-profile launch event globally, featuring live product demonstrations and in-depth presentations by Apple executives and engineers. Influencers and media will participate in hands-on testing, with a Q&A session to provide deeper insights into the technology and its benefits. The annual 'Apple Launch Events' streamed on YouTube are highly anticipated and have garnered over 30 million views in the past (Apple, 2024).

## XVII. KPIs – MEASUREMENT &amp; EVALUATION

- **Calculate the number of earned social media engagements before and after the new iPhone and ads are published in September of 2026:** It is important for Apple to track and calculate the number of earned social media engagements (positive and negative) to get a better understanding about how the new product is being received and give an insight into popular opinion during this time. This analysis will provide Apple with information about how to adjust their products, marketing tactics, etc., for future product launches, promotional events, etc., which could help make the company more money in the long run.

- **Calculate Apple's revenue before and after the new iPhone is released:** By calculating Apple's total revenue before and after the new iPhone is released, Apple can investigate what demographics and groups may not have purchased the new iPhone and tailor their marketing and strategies to better target them in the future. As Apple continues to succeed, its market for new groups to target will continue to grow smaller. Because of this, they must calculate their revenue in different areas in order to fix these potential gaps in the hopes of continuing to increase revenue for years to come.
- **Calculate the amount of media coverage the new product received:** By looking at what specific publications say about the product, this can give Apple a unique look into the brand's perceived integrity, dependability, reputation, etc. This outlook can help Apple not only fix the flaws or inconsistencies within its product or marketing, but it can also re-establish the brand's integrity, dependability, and reputation with the publication and those who choose to read its work.
- **Calculate ROI (Apple's return on media investment):** To measure the effectiveness of the launch campaign, a positive return on media investment is expected. The success of Apple's new iPhone launch campaign can be analyzed with a positive return on media investment, usually over 500% (5:1).

## XVIII. TIMELINE

TASK	DURATION
Research: - Qualitative and quantitative consumer research and communication market research to gain insights and determine the campaign's channels and specific audiences.	- December 2025- January 2026
Objectives: - Establishing communication goals and objectives based on research findings, market, and communication environment opportunities in the tech industry.	- By 29 <sup>th</sup> February 2026

<p>Strategy and creation:</p> <ul style="list-style-type: none"> <li>- Superbowl collaboration</li> <li>- Collaborations with influencers and athletes.</li> <li>- Securing locations and logistics for experiential events.</li> <li>- Content creation for digital, OOH, print and broadcast advertisements</li> </ul>	<ul style="list-style-type: none"> <li>- By 31<sup>st</sup> January 2026</li> <li>- By 30<sup>th</sup> June 2026</li> <li>- By 30<sup>th</sup> June 2026</li> <li>- By August 15<sup>th</sup>, 2026</li> </ul>
<p>Implementation</p> <ul style="list-style-type: none"> <li>- Superbowl collaboration</li> <li>- Launch video and event</li> <li>- Launch influencer collaborations</li> <li>- Launch digital and broadcast advertisements</li> <li>- Launch OOH and experiential activations</li> <li>- Launch social media collaborations</li> <li>- Launch iPhone 18</li> </ul>	<ul style="list-style-type: none"> <li>- 8<sup>th</sup> February 2026</li> <li>- 10<sup>th</sup> September 2026</li> <li>- 15<sup>th</sup> September 2026</li> <li>- 15<sup>th</sup>-20<sup>th</sup> September 2026</li> <li>- 20<sup>th</sup> September 2026</li> <li>- 20<sup>th</sup> September 2026</li> <li>- 30<sup>th</sup> September 2026</li> </ul>
<p>Evaluation:</p> <ul style="list-style-type: none"> <li>- Track sales</li> <li>- Track engagement metrics and on social media</li> <li>- Track earned coverage (digital and print)</li> <li>- Track media ROI</li> </ul>	<ul style="list-style-type: none"> <li>- October 2026- January 2027</li> </ul>

## **XIX. BUDGET**

### **Super Bowl Sponsorship: \$7,000,000**

- Includes a 30-second ad during the Super Bowl broadcast, targeting over 100 million viewers.

**Super Bowl Ad Production: \$2,500,000**

- High-end production featuring athletes like Simone Biles, LeBron James, and Serena Williams.

**Influencer Partnerships: \$3,000,000**

- Collaborations with influencers such as: Marques Brownlee (MKBHD) and iJustine for tech-focused audiences.

**Digital Advertising: \$5,000,000**

- Ads on platforms including Instagram, TikTok, YouTube, and Twitter (X).
- Includes paid boosts for TikTok challenges and the #UnbreakableiPhone campaign.

**Out-of-Home Advertising: \$3,500,000**

- Billboards in high-profile locations: Times Square (New York), Shibuya Crossing (Tokyo), and Piccadilly Circus (London).

**Experiential Marketing: \$1,500,000**

- In-store demonstrations at Apple Stores worldwide.
- Pop-up events in cities like New York, Los Angeles, and Paris.

**Contingency Fund: \$1,500,000**

- Reserved for unexpected costs or additional campaign needs.

**Measurement & Analytics: \$500,000**

- Tools and services to track campaign performance, social media engagement, and ROI.

**Total Estimated Budget: \$24,500,000**

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