

Секция «Advertising in the USA and Great Britain: the present state and prospects of development»

Apple's marketing policy as a model for replication

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The aim of any business is making profit. Under conditions of resource availability and fierce competition many companies strive to use different marketing tools for winning in competitive struggle. Advertising is a part of company's marketing communication. It's extremely important to think over all advertising material and to involve it into marketing strategy. Without any doubt, Apple Inc. is the most world-famous company which succeed in it.

The company spends 1,8 billion dollars on advertising each year. Apple is the leader of The World's Most Valuable Brands List of Forbes. The company has been holding the position for 6 years. Apple heads the list of 50 most profitable companies of the world by Fortune Global 500. There are many other prestigious tops where Apple is "Number one". Why?

Because management team of the company carefully thinks over every further step of its marketing strategy. Apple has own set of principles in each direction of public relations.

One of them is "Keep it simple": the easier your communications are to understand, the broader the reach. "Stay focused" is strive to become an expert in your field, define your key messages and stick to them... and etc.

Besides, there are some traditions in Apple. For example, a large presentation of new products. Hundreds of people inside and hundreds of thousands people outside watch a show with a sinking heart. And then millions of people begin to wait a day to buy new gadget.

The company develops a sense of elitism to its customers. High price, self-contained design and good compatibility Apple-devices with each other only are the ways of it.

The advertising of Apple includes TV advertising, advertising on billboards and Internet advertising.

TV advertising is often devoted new Apple-devices. Apple likes to apply unconventional approach for it production. The video about Macintosh, for example, became a legend. The main idea of clip was borrowed from novel "1984" ("Nineteen eighty-four") by George Orwell. It was a genius decision. Apple took plot of the popular utopia and has practically proclaimed itself a nation's liberator. Nowadays Apple-videos are more trivial but aren't less bright. The commercial of new flagman iPhone X is fast, colorful and audacious. As the young.

The advertising on billboards includes several types of marketing appeal. The most part is contain picture of the product and a name one (iPad 2, iPhone7, WATCH and etc.). The second type is advertise functions of iPhones cameras. It's some photo or photos in good quality are supported by phrase "Shot on iPhone 5" (or 6, or 7). Others include calling "Think different" and are complemented the photos of famous people.

Internet advertising mostly is information on the corporation's website. Apple gives full and capacious description of its products and creates attractive pictures. Besides, presentations, interview and other fashion events are placed in Internet in free access.

Minimalism, memorability and seductiveness are main benchmarks of Apple's advertising department. It's always interesting, unique and reaches people's hearts.

We have research Apple's history and its methods of promotion carefully. Now we may claim that Apple values its originality more than an approval of customers. That Apple spends a lots on promotion to get much more. That Apple creates both devices and information explosions.

Apple is an ideal of company with efficient allocation of resources, constant development and extraordinary methods in marketing and advertising.

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