

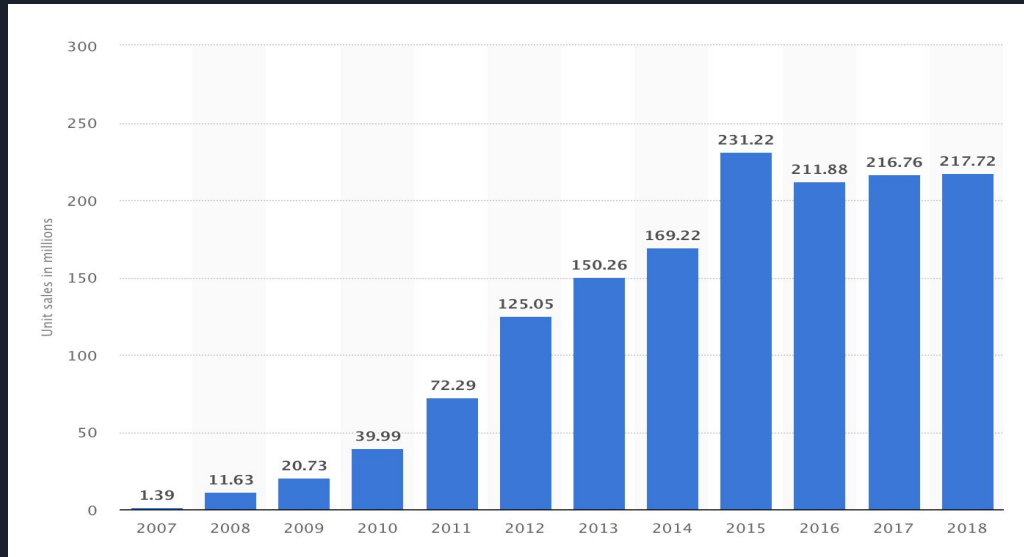


# Marketing in the News: iPhone 11 & iPhone 11 Pro

By: Madison & Paul

# Business Mission & Objectives

- Apple has been facing difficulty growing its iPhone sales YoY as the market become more saturated
- The business thus needs to differentiate its products with distinctive features



# SWOT Analysis

**Strength** - Strong ecosystem of services and complementary products

**Weakness** - Few differentiated factors to other high-spec phones; high price

**Opportunity** - Differentiate in the marketplace

**Threat** - iPhone ranks lowly among other phone cameras (10th on DXOMARK)

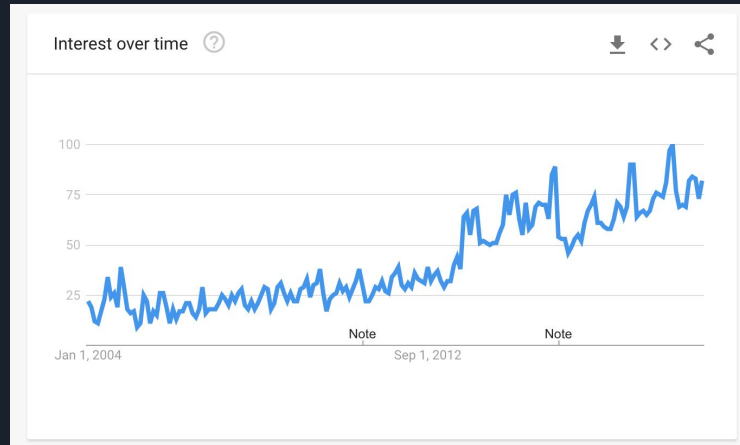
	MOBILE DXOMARK
113	Samsung Galaxy Note 10+ 5G
112	Huawei P30 Pro
112	Samsung Galaxy S10 5G
111	Honor 20 Pro
111	OnePlus 7 Pro
109	Huawei Mate 20 Pro
109	Huawei P20 Pro
109	Samsung Galaxy S10+
107	Xiaomi Mi 9
105	Apple iPhone XS Max
103	HTC U12+

# Identify Opportunities

Customers are increasingly looking for better phone cameras as mobile phones continue to replace DSLRs.

Phones are starting to mention their camera rankings more often and are starting to provide increased functionality

*Searches for “best phone camera” over time*



12.86% CAGR 2011-2019

# Implement Marketing Mix

Product → iPhone 11 Pro

Promotion → **Pro cameras. Pro display. Pro performance.**

Price → From \$24.95/mo. or \$599 with trade-in.\*

Place → [Pre-order](#)

Available 9.20.

[Learn more >](#)





# Evaluate Performance

- Pre-orders have been better than expected for the iPhone 11, iPhone 11 Pro, and iPhone 11 Pro Max
- Demand is strongest for iPhone 11 Pro Max in the United States
  - Trade-in and financing options
- iPhone 11 Pro and iPhone 11 Pro Max models account for 55% of preorders to date