

Marketing in the News

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Product

Consumer electronics

- Iphone, Ipad, Mac, Apple Watch, Mac

Digital services

- Software
- iCloud services
- AppleTV
- Digital Content

Unique Selling Point - the Apple “ecosystem”.

Pricing

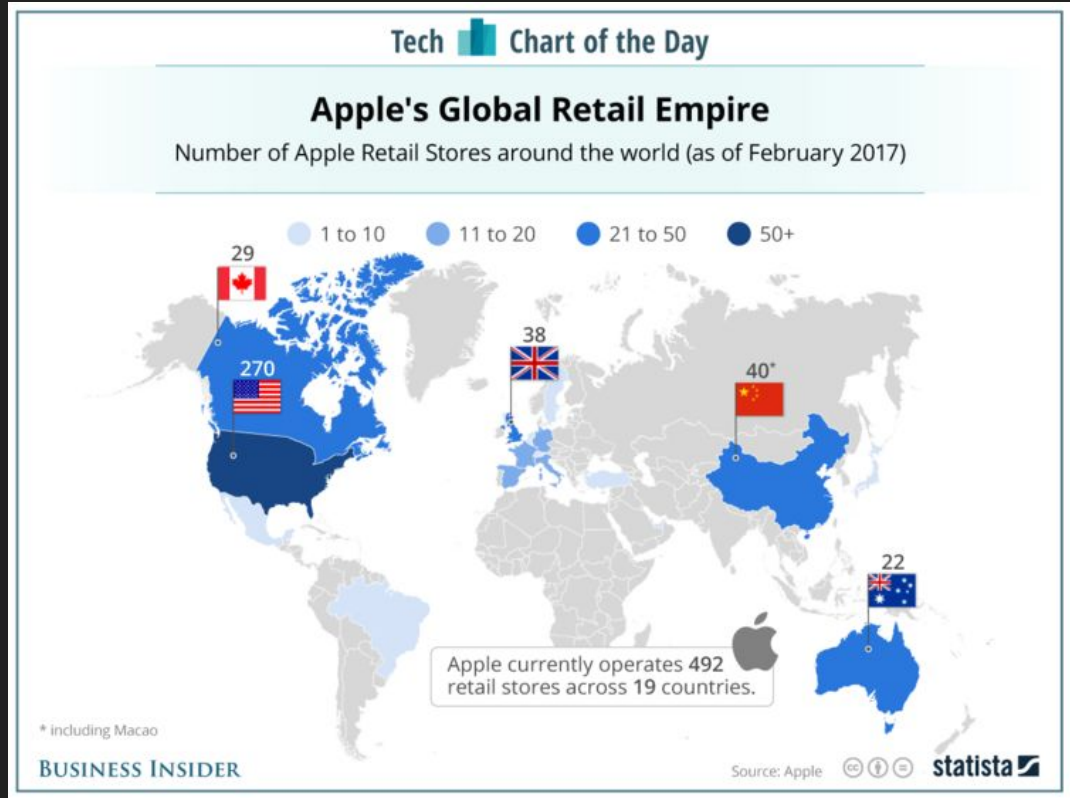
- Cost-plus pricing
 - Average cost of producing an iPhone is \$300-450
- Psychological pricing
- Premium pricing
 - Apple smartphones more expensive than competitors'



Place

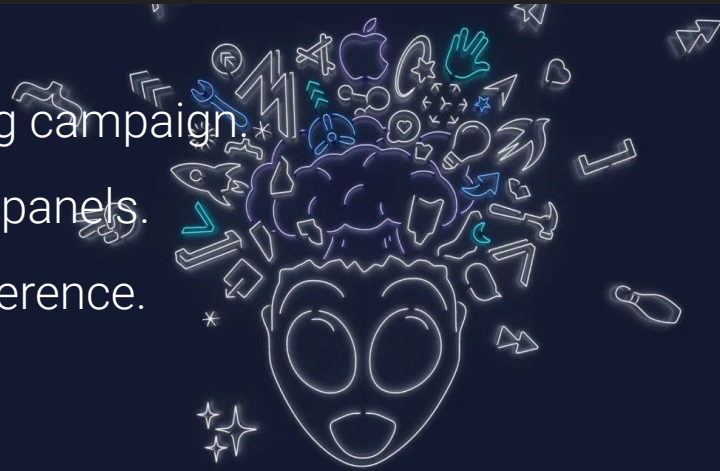
In 2017, Apple had close to **500 stores** spread across **19 countries**

That's enough to make Apple a **top-40** retailer in the world, and one of the 15 fastest-growing retailers beyond that.



Promotion

- Digital photo/video & billboards: Sleek, minimalist, set palette of muted colours → air of sophistication, superiority.
- Sense of innovation, novelty.
- Events at the core of the marketing campaign.
- Consistency with product release/panels.
- Apple Worldwide Developers Conference.



Write code. Blow minds.

New Apple Launch

10th September - Apple event introducing its newest products.

Consistent - every year at the same time.

- Conference: Special Events, Keynote Speakers, Get-Togethers. Attracts developers, but mostly journalists. Random selection for tickets.

Products introduced:

- iPhone 11
- iPhone 11 Pro
- iPhone 11 Pro Max
- Apple Watch 5
- New iPad Pro



iPhone 11 Pro

New features include:

- More waterproof - can survive submerged in up to 2m of water - (6.56167979 feet)
- A13 bionic chip - fastest CPU and GPU in a smartphone
- Enhanced Face iD
- 3 different cameras

Product development

**iPhone 11 Pro and
iPhone 11 Pro Max: the
most powerful and
advanced smartphones**



Sources

1. <https://developer.apple.com/wwdc19/>
2. <http://panmore.com/apple-inc-marketing-mix-4ps>
3. <https://www.statista.com/chart/5952/iphone-manufacturing-costs/>
4. <https://www.techradar.com/news/iphone-11-release-date-price-news-and-features>