



BRAND AWARENESS AND MARKET RESEARCH

GCC Digital Marketing

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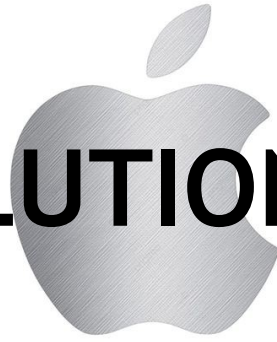
INTRODUCTION



Apple Inc, is a highly influential American multinational technology corporation headquartered in Cupertino, California, is globally celebrated for its relentless innovation, elegant product design, and tightly integrated ecosystem of hardware, software, and services that consistently commands premium market positioning and fierce customer loyalty. Founded as a partnership in a garage on April 1, 1976, by Steve Jobs, Steve Wozniak, and Ronald Wayne.



LOGO EVOLUTION OF APPLE





What makes this brand attractive to you?

It is innovative in its technology and develops products that are a balance of style and function, making them both coveted status symbols and simple to use. Apple has developed a highly dedicated following, and it is easy to understand why when considering the amount of attention Apple pays to quality. Consumers want to own Apple products because of their sleek design and advertising, and it is difficult to argue with the aspirational value, new and innovative features, and intuitive interface that Apple products offer.





How does the brand understand what customers want?

There are a number of simple methods that brands use to try to figure out what consumers want: surveys and simple polls, talking to people, reading your reviews, tracking website clicks, analyzing purchases, using smart computers and social listening. Through all of this brands get an idea about customer's desire



What are some strategies the brand uses to attract people?

Brands attract people using a comprehensive strategy that blends various digital content approaches, such as:

Social Media: Engaging content and targeted campaigns.





Influencers, Actors : Collaborations to reach wider audiences through authentic recommendations.





Email Marketing: Personalized offers, discounts, and valuable updates.





Hoardings : Hoarding ads are large outdoor billboards in high-traffic areas for massive brand visibility





Advertising : Focuses on print magazines, newspapers, broadcast outdoor and digital and video ads campaigns like "Think Different" and modern formats





Referrals: Encouraging existing customers to bring in new ones with incentives.

Loyalty Programs: Rewarding repeat business to foster long-term relationships.

Brand Building: Cultivating a relatable personality, addressing customer pain points, forming strategic partnerships, and engaging with the community.

These elements work in concert to create value, build trust, enhance visibility, and ultimately make the brand memorable and desirable to its target audience.



Digital and Online Advertising: Use a laptop/phone icon.

Note targeted ads on premium platforms. Strategic

Product Placement: Use a film reel icon. Note that products appear naturally in movies and TV shows

User-Generated Content (UGC): Use a social media icon.

Mention how it creates authentic brand advocates and community.



Summary

Apple's strategy is a masterclass in brand storytelling, turning functional technology into a desirable lifestyle brand built on simplicity, premium design, and unwavering customer loyalty