

Marketing Repositioning Plan

Apple

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Executive Summary

This marketing plan is designed to give a comprehensive look at how Apple could reposition their brand towards that of a lifestyle company. The primary way this is sought to be accomplished is through a more engaging community aspect of the brand in a way to connect their users with each other using their devices. This, in our opinion, has been the biggest weakness other tech companies have that Apple could take advantage of. This repositioning would also allow for the creation of new product lines outside of tech to add to their massive portfolio of current revenue streams. This plan will also cover the background information we compiled to come to the conclusion we have. This plan will begin with looking at the current marketing strategy Apple has and how it can be smoothly transitioned to fit the lifestyle industry. It will then be outlined how Apple can complete this repositioning through the creation of a wider online community that aims to connect the world through Apple technologies. The most promising part of this comes with the release of the Vision Pro that will be one of the key tools to unlocking this potential community as we continue to move to an undeniably digital world.

External Situational Analysis

SWOT Analysis

Strengths:

Brand Reputation: Apple has a strong reputation for innovation, quality, and design in the technology industry, which could fit into the lifestyle brand market.

Design Excellence: Apple products are known for their sleek and minimal design, which would work well with consumers who like modern lifestyle products.

Ecosystem Integration: Apple's ecosystem of products and services, including the iPhone, MacBook, Apple Watch, Vision Pro, and services like Apple Music and iCloud, provides a strong foundation for creating an integrated lifestyle brand experience.

Customer Loyalty: Apple has a dedicated and loyal customer base that trusts the brand and will follow into new product categories.

Weaknesses:

Limited Experience: Apple's expertise lies in technology products, and entering the lifestyle brand market would require a shift in focus and brand culture.

Competition: The lifestyle brand market is highly competitive, with established brands like Nike, Adidas, and Louis Vuitton dominating the space. Apple would face significant strong competition in establishing itself as a lifestyle brand.

Perceived Expensiveness: Apple products are often perceived as premium in quality and expensive, which could challenge attracting customers accustomed to more affordable lifestyle brands.

Dependency on Technology: Apple's brand identity is closely tied to technology, which may not align with the values and aesthetics of the lifestyle market.

Opportunities:

Diversification: Entering the lifestyle brand market would allow Apple to diversify its revenue streams and reduce its dependence on the technology market.

Brand Extensions: Apple could leverage its brand equity to introduce a wide range of lifestyle products, including apparel and accessories.

Innovation Potential: Apple's focus on innovation could lead to the development of unique and cutting-edge lifestyle products that differentiate it from competitors.

Global Reach: Apple has a strong global presence, which will help facilitate its entry into the global lifestyle brand market.

Threats:

Economic Factors: Fluctuations in consumer spending could impact the demand for luxury lifestyle products, potentially affecting Apple's sales.

Counterfeit Products: Apple's brand recognition could make it a target for counterfeiters, undermining its reputation and sales.

Regulatory Challenges: Apple would need to navigate various regulations and standards in the lifestyle brand market, which could pose logistical and compliance challenges.

Consumer Preferences: Changes in consumer preferences and trends could affect the demand for lifestyle products, requiring Apple to adapt its offerings to stay relevant.

Marketing Objectives

Risks Involved and Risk Management

Entering the lifestyle brand market poses significant challenges for Apple, particularly regarding potential brand dilution. Currently, Apple's brand is synonymous with innovation, technology, and premium quality. Any shift towards lifestyle products may lead consumers to perceive the brand as less focused on technological excellence and innovation, potentially impacting its premium status. This could result in brand dilution and undermine Apple's core identity.

Moreover, there's a risk of consumer backlash. Existing Apple consumers may resist the repositioning if they perceive it as a departure from the brand's core values or if it leads to changes they don't appreciate. This could result in negative sentiment, reduced brand loyalty, and even boycotts, particularly if the lifestyle focus is seen as superficial or inauthentic. Maintaining the trust and loyalty of its existing customer base while expanding into a new market segment will be crucial for Apple's success.

Additionally, the lifestyle brand market is highly competitive and saturated, presenting another obstacle for Apple. It faces intense competition from established lifestyle brands and tech companies attempting similar transitions. Market saturation means Apple will need to work harder to differentiate itself and carve out a unique position in the market. Success will depend on Apple's ability to leverage its strengths while addressing the weaknesses and threats posed by this new venture.

To mitigate the risks associated with entering the lifestyle brand market, Apple must employ strategic risk mitigation measures. Firstly, conducting comprehensive market research is imperative to gain a deep understanding of the market landscape, consumer preferences, and competitors. This research will provide valuable insights to inform product development, marketing strategies, and positioning within the lifestyle segment. Additionally, robust brand monitoring analysis will allow Apple to track consumer sentiment, monitor brand perception, and swiftly address emerging issues or concerns. By staying vigilant and responsive, Apple can maintain brand integrity and mitigate potential damage to its reputation.

Furthermore, continual evaluation of key metrics is essential to assess the effectiveness of Apple's strategies and initiatives in the lifestyle market. By closely monitoring performance indicators such as sales figures, customer feedback, and market trends, Apple can identify areas of strength and weakness, enabling timely adjustments and refinements to its approach. This iterative process of evaluation and adaptation will ensure that Apple remains agile and responsive to the evolving demands of the lifestyle market.

On the other hand, to capitalize on the opportunities presented by the lifestyle brand market, Apple must leverage its strengths and resources effectively. By creating seamless and integrated lifestyle experiences that build upon its existing ecosystem of products and services, Apple can offer unique value propositions to consumers. Investing in targeted marketing campaigns will be crucial to inform consumers about Apple's brand repositioning and communicate the benefits of its lifestyle products effectively. Additionally, expanding distribution channels will enhance the accessibility of Apple's new lifestyle offerings, reaching a broader audience and driving growth opportunities.

By adopting a proactive approach to risk mitigation and capitalizing on the opportunities presented by the lifestyle brand market, Apple can position itself for success in this new venture while safeguarding its brand reputation and fostering sustainable growth.

Measures of Success

In Apple's transition into the lifestyle brand market, the community image, brand image, and responsiveness to the community are crucial components. The identity cultivated within the community is a cornerstone of Apple's strategy, with a keen focus on customer retention. This emphasis underscores the importance of fostering a strong sense of community among users. Monitoring metrics such as social media engagement, particularly shares, serves as a barometer of community engagement and brand advocacy. By closely tracking these indicators, Apple can gauge its success in building a loyal and active community around its lifestyle offerings.

Moreover, a personalized public relations outreach is crucial in strengthening customer ties and fostering a sense of involvement. By tailoring communications to individual preferences and interests, Apple can make customers feel valued and more receptive to providing feedback on its products. This approach not only enhances customer satisfaction but also facilitates valuable insights for product development and refinement.

In today's digital landscape, social media serves as a vital conduit for connecting with customers and gathering real-time feedback on products. Platforms such as YouTube, TikTok, Snapchat, Facebook, and Twitter provide avenues for direct engagement with consumers, allowing Apple to respond swiftly to inquiries, address concerns, and amplify positive experiences. Leveraging these channels effectively enables Apple to maintain a proactive and

responsive presence within the community, further solidifying its brand image and fostering long-term relationships with customers.

Looking ahead, Apple's long-term goals and strategic visions are guided by continuously evaluating its progress and evolution. By comparing its current standing with past performance, Apple can identify areas of growth, innovation, and improvement. This reflective approach informs strategic decision-making and ensures alignment with overarching objectives, ultimately driving sustainable success in the lifestyle brand market.

Target Market

This section will likely be the simplest piece of this repositioning plan for Apple. With the broadness in what can be defined as the lifestyle industry, this essentially gives Apple the freedom to continue marketing to their current target demographic while reaching out to newer audiences through their current consumer base. This is a big advantage for Apple, considering, according to Statista, Apple currently holds 57% of the market in the mobile OS industry. This gives them a lot of potential to expand upon the minority share that Google currently holds, that being at 42% of the market. As described by Business Research Methodology, the target market for specifically Apple devices includes those aged 18-45 (both male and female) within the middle and upper classes that tend to lean more towards the higher income range. These consumers also tend to look for the simplicity that Apple products bring to the table to fit into their more exploratory lifestyle. This lifestyle comes directly from the higher amounts of disposable income they tend to have. Due to this, Apple's products and marketing need to focus on the simplicity their products offer while still showcasing they are technologically advanced when compared to competitors.

To complete this reposistion, Apple will need to focus on targeting the togetherness these products can bring to the table. As described before, the current demographic of Apple users tend to live a more adventurous lifestyle, so they would likely be willing to attend events held by the company that are centered around building a community of people that use their products while bringing in those on the Android side that want to have that sense of community in their life. The diversity in Apples' portfolio offers a major upside in putting events of this style together that have the potential of serving a dual purpose to showcase their current and upcoming products. Overall, the target market for this reposistion of Apple will generally stay the same with a minor expansion to the inclusion of more widespread events aimed at showing non-Apple users how their products can bring people of all types together and attempt to convince those users to joining the Apple family. The next section with aim to conslidate this information into a few short descriptions to build a persona of the "average" user within this target market.

Persona

PERSONA

APPLE REPOSITIONING



TOMMY JOHNSON

**Stock Analyst, Avid
Hiker/Rock Climber**

Education/Occupation

- Bachelors in Finance
- Works in a major city as a stock analyst

Goals

- Wants to know more about his hikes and climbs more than what the GPS tells him
- Wants to increase knowledge and skill in chosen hobbies

Family/Personal

- Single with no kids
- Uses all Apple products daily for work and personal communication
- Wishes they could integrate into his hobbies rock climbing and hiking

Objections/Challenges

- Does not want to wear anything cumbersome
- Wants to be able to seamlessly use tech on hikes/climbs
- Does not want to deal with short battery life or unreliability in service
- Fragility of tech is a huge concern of this customer

How Apple Can Help

- If the Vision Pro could be configured for these use cases, this would be the exact thing users like Tommy Johnson want
- Apple products are already used by Mr. Johnson so he will have familiarity with the platform
- Apple Vision already has many of these capabilities

Competitor Targets

Unfortunately for Apple, their competitor's target markets align directly with theirs. To elaborate companies like Garmin already have a steady foothold in the active lifestyle technology industry. However, Garmin does not have anything like the Apple Vision. The Apple Vision will be a crucial aspect of this repositioning, as it allows them to find ways to make Apple Vision more compatible, and useful for more active lifestyles. While Garmin's market also consists of Hikers, Divers, Climbers, etc; they are missing a key component that Apple has in both the Apple Vision and their reputation as a brand of quality and elegance, unlike Garmin in recent years.

Competitive Advantage

The competitive advantage that Apple holds over the rest of the industry consists of two different things. One of which is Apple has gained a reputation over the years for creating high-quality, useful, and elegant technology that can be used in everyday life. This reputation has allowed them to sell products with ease, unlike any other tech company. Second, their newest innovation the Apple Vision Pro has launched them into an already new market for them with virtual reality. The high price point and impressive functionality prove they are more than ready to take the step into making the system usable in more active lifestyles. For example, Apple Vision could help a diver identify a species of fish, or notify a rock climber of potential impediments in their path or loose rocks that could be a safety concern. Or even give hikers an in-depth HUD that tells them how long their hike is, what their elevation levels are, and vital signs for the person wearing them. These potential new uses for Apple Vision in active lifestyle situations would give them a distinct competitive advantage over companies like Garmin. Overall, without the versatility of the Apple Vision Pro, the company would have a significantly

smaller competitive advantage. These new use cases for the Apple Vision Pro, as a part of Apple's Repositioning, give the company a new offering that customers may not have even known they needed.

Apple's Repositioned Marketing Plan

Product:

For the product section, this will focus primarily on events and showcases held by Apple as our plan considers that Apple will continue to develop their current lines of tech products under their already planned schedule. The events that we recommend Apple start through this reposition are designed to be culturally surrounded events that use Apples' current and future products as a centerpiece to engage users with each other along with ambassadors under their repositioning program. These events are intended to have a similar feeling to events like Coachella, Lollapalooza, and Bonaroo. These style of events feature a wide range of artists while also serving as a large cultural gathering that features all walks of life. These events will also provide major benefits for Apple users like priority passes, insights to future Apple developments, and experiences that the Apple community can enjoy while encouraging those outside of Apple to experience a grand event that can be even further enhanced by joining the Apple family.

Price:

Price is where things get a bit hard to fully flesh out. Events of this nature can be very costly to put on considering the scale we intend to have. This is why Apple makes a perfect company for this style of event. As one of the most profitable companies in the world, an event on a mass scale like this is where Apple can gain a massive advantage over competitors, especially with their target market. These events would likely be measured through ticket sales

with prices set based on the costs of the event. Here, it could be established to have a discounted price for those using Apple devices if that would be the route Apple decides to take to encourage the purchase and use of their products.

Place:

Ideally, these events take place on a global scale, bringing those from all different cultures together to experience what the Apple family is capable of putting together, while nudging those on the outside to become part of this family. Alongside this, we plan to bring this events to light through the traditional channels like TV ads, press releases and social media. This also opens the door for the potential of livestreaming the events through platforms like Twitch, YouTube, X, etc.

Promotion:

This is where the goal of building a wider community for Apple starts. The promotion of these events will be required to be widespread in order to reach the proper audiences we are suggesting Apple to reach. In the same vein, this will be relatively simple considering the outreach a company like Apple already has. The promotion side of things will require the creation of short form content in order to advertise the events, where they take place, cost of entry, and what talent will be there. These promotions will not only be featured on the official Apple channels, but also through those of the talent we intend to invite to these events. This will primarily use social media as a marketing tool, as this is where the large majority of the target audience will be. As mentioned in the previous section, this will be covered through channels like X, YouTube and Twitch. This will also require the use of other social media like Threads and Instagram to execute fully.

Digital Marketing Matrix

Activity	1. Website	2. Content Development	3. Search	4. Mobile	5. Email Marketing	6. Social Media	7. Public Relations	8. Online Advertising	9. Online Communities
Internal Resources	✓	✓	✓	✓	✓	✓	✓	✓	✓
External Resources	x	x	x	x	x	x	x	x	✓
Budget Percentage	5%	25%	10%	5%	10%	10%	5%	30%	0%
KPIs	Traffic	Pacing	Traffic/ CPC	Traffic	Openings	Impressions		Traffic	Traffic
Priority	Low	High	High	Low	High	High	As Needed	High	Medium
Schedule	Early Stage	Early - Middle - Late Stage	Early - Middle - Late Stage	Middle Stage	Early - Middle - Late Stage	Early - Middle - Late Stage	As Needed	Early - Middle - Late Stage	Early - Middle - Late Stage

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