



# Product and Brand Strategies

## iPhone 13 Pro

### Apple Company Report

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## 1. Introduction

Apple is the largest company by market capitalization. It focuses on technology, the **most recognized company in the world** for its minimalism, user-friendliness, innovation, and the quality of its products and for being loyal to its customers. Their main goal is to design,



develop, and sell electronic products such as telephones, computers, tablets, smartwatches, and earbuds, and create Apple applications.

## 1.2 Apple History

Apple was founded on 1 April 1976 by Steve Jobs (21 years), Steve Wozniak (26 years), and Ronald Wayne (41 years). Their initial vision was to create computers small enough for people to have them in their homes or offices. The first logo of Apple was drawn by Ronald Wayne on 1 July 1976, representing Isaac Newton under an apple tree. The real meaning of the logo was to demonstrate the idea of knowledge, and discovery and they also wanted to manifest that the company did not have limits in their way. The company started its business selling computers (1976) and then passed to earbuds and iPods and iTunes (2001), then to iPhones (2007), and then to smartwatches (2018) always with a main goal of increasing their industry of technology over the years. Now we will understand which computers and iPhones were created. The first product of Apple was presented on the market on 11 April 1976, was the Apple I microcomputer, which was sold without a monitor and computer mouse. And after the first computer was released more 12 models were released until the actual days. Lastly, the company Apple releases its products in many ways. They can use social media or can specify a designated date for all their consumers, or Apple has private product announcement events or could be in a pre-order period.

## 1.3 Personal Purpose

Our group decided to choose Apple's company because is the best company in the world of technology, and Apple is everywhere. Our group wanted to explore deeper its technology design, and its mechanisms of working, who were their founders, and how their business works, who are their main competitors, and we are fascinated by technology.

## 2. Analysis of the brand and product

### 2.1 Details of the product, and to which areas it belongs:



Apple is a company with incredible development with a marked history in technology and customer access. Expanding in different areas from software, cell phones, tablets, computers, watches, and others. Without a doubt, the evolution of the brand concerning its products is an example of how to detail the final product.

Since the **first iPhone launched in 2007**, Apple has been characterized by **constantly updating** its brand of cell phones with the peculiarity of exceeding the limits with each launch. And the iPhone 13 Pro cell phone is no exception. With new camera options, a suite of apps, and longer, more stable battery recharges, it sets a new ground on which to build future wonders of the tech world.

## 2.2 Product Levels

Today all cell phones offer amazing basic functions, seeking the idea of turning the cell phone into a "tool for everything." In this case, the essential options of any cell phone, such as the iPhone 13 Pro, deal with a **stable internet connection**, call and **message service**, base applications such as **calculators**, a **notepad**, and finally, the **Apple signature**, the **camera**. In general aspects, these functions are those that cover the function of the cell phone. But it is remarkable to highlight the work that the last-named tool does; the camera. Throughout the years, **Apple has been characterized by building loyal**, but also demanding clients. The company was able to meet the expectations of customers, turning the "camera", a basic tool, into a test of constant evolution. Today, if an iPhone's camera isn't better than the old one, it's not considered a real change. That is why the Camera with all its built-in functions has become the mainstay of the basic functions offered by an iPhone cell phone. And of course, it is a basic, but indispensable function or benefit of the iPhone 13 Pro.

iPhone 13 Pro

### L'infiniment Pro.

Un écran Super Retina XDR avec ProMotion, ultra-réactif et fluide.  
Un système photo amélioré comme jamais, pour des possibilités inédites. Une résistance exceptionnelle. Une puce A15 Bionic à la rapidité fulgurante. Et une autonomie sans précédent. À vos marques. Pro. Partez.



Talking about the generic product, Apple is characterized by having special control over the extra functions. With its **software designed for the brand**, **connections to familiar devices**,



and a wide range of applications available to the public, the iPhone 13 Pro offers a comfortable environment to cover all customer needs. This includes options for entertainment, organization, and simplicity. Beyond the internal options of the cell phone. This product is accompanied by the classic packaging line that can be seen in other cell phones of the same brand. Like the exterior design of the product, which is equivalent to versions already seen in the history of Apple. Even so, it is worth noting the improvements of the cameras, offering 3 different technologies for each one (Telephoto, Wide, and Ultra-Wide), and the improvement of storage of up to 1 Terabyte. Even so, the **most remarkable thing about this new product is the longer battery life**. Reaching more than 1 hour compared to its previous versions.

As mentioned above the voracity of customers is always difficult to fill, even for big brands. But this is something that the new iPhone 13 Pro was able to cope with without any effort.



- |                   |                         |
|-------------------|-------------------------|
| 6.7" OLED display | A15 Bionic Chip         |
| 120Hz ProMotion   | Improved 5G             |
| Always-On display | Wi-Fi 6E                |
| Smaller notch     | ProRes for videos       |
| FaceID2.0         | 411.8 Ultra-Wide lens   |
| New colors        | Portrait Mode for Video |
| 128GB/512GB/1TB   | Astrophotography        |

On the other hand, the increase in value of the product is related to the actions after its purchase. In this way, it is worth mentioning that the **iPhone 13 Pro offers a one-year warranty from the date of purchase, which covers software support, hardware repairs or replacement, and alternate defects made in the production of said product**. In addition, the purchase of the cell phone can act on the **Apple website or in the official application**, where the delivery method follows the same and optimal assembly as any other Apple brand product.

Apple products are characterized by pushing the limits and laying new solid foundations for future technological constructions. That is why the potential value of the product is in the short term for the company, but in the long term, for customer consumption. Solving problems,



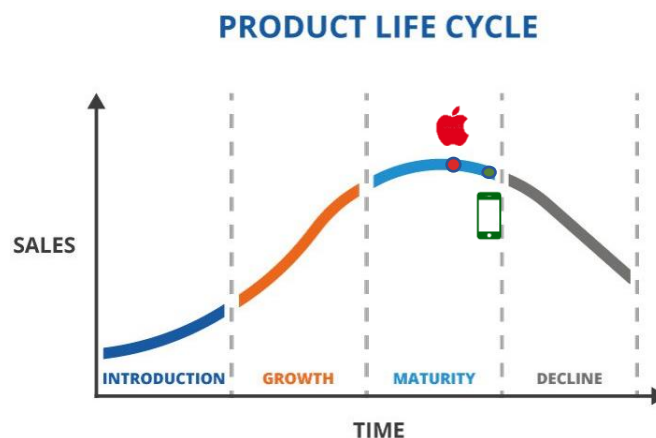
optimizing functions, or adding tools, is something that will represent a new step in the evolution of the product.

## 2.3 Product life cycle

A product, from its birth to its end, is destined to go through four stages considered "the life cycle of a product". These stages are divided into **introduction, growth, maturity, and decline**. In summary form, the "introductory" part is the first approach of the product to the market, where people do not know what it is but there are some buyers who are encouraged to consume the product. From there it goes to the second stage where the product is growing, and sales begin to generate some profit. The highest point is reached in the next stage, "maturity", where the product is sold at its maximum amount of numbers and generates the highest profits. Finally, the product is no longer consumed and goes into decline when people stop consuming.

Normally, service companies usually go through these 4 stages over a few years or even months, but Apple company is not a normal company. It is a company that has remained over time as one of the giants of technological production, never being close to declining but still showing unstoppable growth.

In this case, it can be seen how the Apple company is in the maturity stage, but the **iPhone 13 Pro** is in the 'Maturity – decline' stage (see Graph 1). This is because the company as such will continue to produce, but the cell phone in particular will go to the next level (decline) when new cell phone models are released.





*Figure 1: Position of iPhone 13 in the Product Life Cycle*

The iPhone 13 Pro product is a cell phone that makes **a point of difference, with new functions, tools and again breaking limits**. But within the immense sea of new and continuous innovations, it is more than just a stepping stone. At the moment it is a great product that offers the latest in technology, satisfying the needs of the consumer and showing that it still has more areas to offer.

## 2.4 Connection with the Client

Apple embodies the **democratic value of simplifying computing** to open it to all, thus finding its place in the esteem of the consumer. Apple has made the **iPhone a luxury product**. Its launches, the **famous Keynotes**, and the whole universe surrounding them are reminiscent of great fashion shows. The iPhone is promoted as a product apart, but accessible. For most consumers, the term "smartphone" is directly linked to "iPhone". However, even if the iPhone 13 is not essential, it is one of the most recent iPhones with much better features that we have detailed above. To have **good positioning with the iPhone 13 Pro, Apple decided to innovate the iPhone** so that **the features, the design, and the quality** are better while keeping an accessible price so that the target can get it without it being "excessive". The iPhone 13 Pro benefits from a more resistant shell, with brighter edges thanks to the steel, which is more refined and brings a more design side. With a 3x telephoto lens and a LiDAR sensor, not to mention the A15 chip that equips all models of the 13 range which integrates 5 cores on the iPhone 13 Pro against only 4 for its iPhone 13. **This gives the Pro model an advantage in terms of graphics and photography**. The iPhone 13 Pro is intended for people who want to **have a powerful device capable of taking very high-quality photos**. Related to Apple Sign they want to show their customers **how they are simple (minimalist lines, simple apple shape)**, and how they are innovative and creative on their products.

Objectively, it is impossible to qualify the product "iPhone 13 Pro" as a need. A need is by definition, a lack of what is perceived as necessary but there are different categories of needs. According to Maslow's analysis, the typology of needs is based on the following hypothesis: An individual experiences many needs that do not have the same importance and can be prioritized. And this is how Apple stands out from its competitors, the brand manages to generate in most consumers, a need that originally is not a need. Indeed, owning an iPhone is



not a primary, physical, or physiological need; it is not a need because it is not necessary for our survival. It is a superfluous purchase. Nevertheless, marketing exists in a context. Today's brands like Apple influence and are influenced in the new 2.0 era. The technological and sociocultural environment in which we live leads us to today's marketing, Apple's is in a way "the intergenerational big bang". This brings us to a subjective point of view, the offer will be perceived as a need according to the individuals corresponding to Apple's target. Indeed, we have seen previously that this product meets a certain need for the targeted population.

**The iPhone 13 Pro or Apple in general, then fills here, two types of needs :**

**1. The need to belong:** is by definition *"the need to feel integrated into a social group, it can be satisfied by a process of membership, an activity or by symbols of belonging"*. Indeed, the fact of owning a product such as the iPhone 13 Pro, creates here, by the act of purchase, a real symbolization of belonging and process of adhesion to the "Apple community".

And it is this feeling of belonging felt by the consumer that brings us to the second type of need according to Maslow, the need for esteem.

**2. The need for esteem:** corresponds to prestige, success, the need for recognition, to be respected, and to have social rank. The need for esteem is therefore often used in advertising strategies, particularly for products presented as being able to indicate success or belonging to a valued group; and Apple has understood this well. The brand has become famous for its advertisements and advertising campaigns designed to reflect a business plan for marketing its products to "creative" people. An example of this is the commercial that aired during Super Bowl XVIII in 1984, "Think Different" in the late 1990s.

**Belonging to the "creative" group is desired by Apple and attracts consumers.**

Moreover, the purchase of an iPhone 13 Pro requires a certain budget. It is, therefore, for a category of consumers, a sign of prestige and success. It sends back the image of a consumer belonging to a valued social rank, and this is valid for all Apple consumers.

Thus, these are secondary needs, particularly social and personal, and not primary physiological needs. However, Apple targets these needs first and foremost, which makes the brand the market leader today. Indeed, primary needs such as food can be found in various competitors without any difficulty; but the needs of belonging and esteem that Apple





consumers must satisfy cannot be fulfilled anywhere else given the marketing dimension and the history of the brand.

Apple has chosen to have a very short product range. Each year, the company offers one or two new frames for its smartphone. No more. This is an undeniable advantage, for several reasons. **These products then become "highly anticipated" by consumers, and they wonder, "What will Apple have in store for us this year?"** This is the big question on everyone's mind, both fans and haters of the brand. The announcement of a new iPhone is an event every time. While brands like Samsung are doing the opposite by multiplying the models in all segments, with all formats, all types of screens, and all materials possible and imaginable.

Apart from the fact that the Apple brand only markets one or two products per year, it has also chosen to position itself at the top end of the market. And in terms of image, no other manufacturer manages to do the same. **Competitors like Samsung or Sony offer very successful high-end products but also entry-level and mid-range products.** And even if they appeal to many users, these products tarnish the brand's image and make the brand more accessible. And of course, by offering only one or two high-end products at very high prices, **Apple makes much more profit than its competitors.** Because even if the latter make good margins on their high-end products, they reinvest a good part of them in mid-range and entry-level models, in R&D for example.

To achieve such margins, **Apple has chosen to offer only one or two iPhones per year.** This strategy **allows it to negotiate large volumes** of components and therefore to get the best prices. Moreover, **customers are loyal**, Apple has its community thanks to its reputation. Beyond the products, Apple has succeeded in **transmitting a state of mind, a way of thinking.** **Steve Jobs was the initiator of this strategy through the image.** By cultivating the idea that Apple has the cool and fun spirit of a start-up born in the garage of a Californian pavilion, the creator of Apple has managed to create a community. **The famous "Think Different".**

Apple has a high-end or even luxury image and through the iPhone 13 Pro, this same image is present. However, the image of the brand's positioning justifying and influencing this price is not the only aspect of Apple's brand image. Indeed, there is the charismatic leader side that the firm has always given off because of its identity, its pioneer side within its market, and this is linked to its history with this market. Logically we find its history with the smartphone market



because Apple was the first brand in 2007 to release a smartphone with a touch interface and therefore this plays strongly to its image of an expert in the field. This has led the brand to have an image of community and has created real addicts to the brand, whether they have the means or not fans want at all costs the products of the brand, and the iPhone 13 Pro is no exception.

So this image of privilege, prestige, luxury, and technology can be seen through all the products of the Apple brand and has always contributed to the notoriety and the image continues to grow with the innovations and the loyalty of its community of fans.

## 2.5 Brand's Position in the Market

Apple has been positioned in the market as a premium and cutting-edge brand. The company has established a reputation for providing **high-quality, user-friendly, and innovative goods and services**. They portray themselves as a luxury brand, aiming at customers prepared to pay higher prices for the goods. The pricing approach mirrors this posture, with Apple goods often costing more than competitors. We can take the example of the iPhone which uses very rare and limited materials and minerals to design it, as well as specific features for its use. This product can be found in their stores which are Apple Stores and also electronics stores but always reserve a specific space for their products. For Apple, it is **important to follow this logic to ensure the stability of its image and to be able to impose its notoriety**. We can link Apple's and Nespresso's merchandising method which consists in reserving specific spaces to highlight their coffee makers and their capsules. The most important point of their policy is scarcity. Apple **makes sure to have a reduced stock to encourage the consumer to wait and desire**. We can notice that at each launch of a new product, one week after the launch, the stocks are empty which creates a feeling of frustration for the people who could not get it directly.

## 2.6 Main Competitors

The brand is one of the leaders in the market of smartphones, with a **share of 24.1%** in the last quarter of the year 2022. Apple first introduced a smartphone back in 2007 and thus entered the smartphone market. **From the year 2009, they have been in the top five vendors in this market**, whilst having Samsung as their main competitor. As of **April 2023, Apple's market was 30.44%, while Samsung had 26.1%** respectively during the same time ("Mobile vendor



market share worldwide,” n.d.). For a considerable period, Samsung has had a major worldwide market presence and has been recognized as a formidable rival to Apple. The company's Galaxy series, which competes directly with Apple's iPhone lineup, provides a wide selection of smartphones. Samsung's devices are powered by the mobile operating system Android and offer a variety of features and characteristics to cater to a wide range of user tastes. Apple and Samsung compete fiercely, with both firms aiming to deliver high-end features, excellent camera technology, elegant aesthetics, and unique functionality. They frequently launch flagship models shortly after the other one and conduct marketing efforts to promote their individual smartphones (Laricchia, 2023).

It should be noted that the market is incredibly dynamic, with various rivals striving for a share. **The two companies have had the biggest market shares over the past few years**, however the two also combat competition from other significant players; listed in the order of descending market share are Xiaomi, Oppo, Vivio, Huawei, etc. (“Mobile vendor market share worldwide,” n.d.).

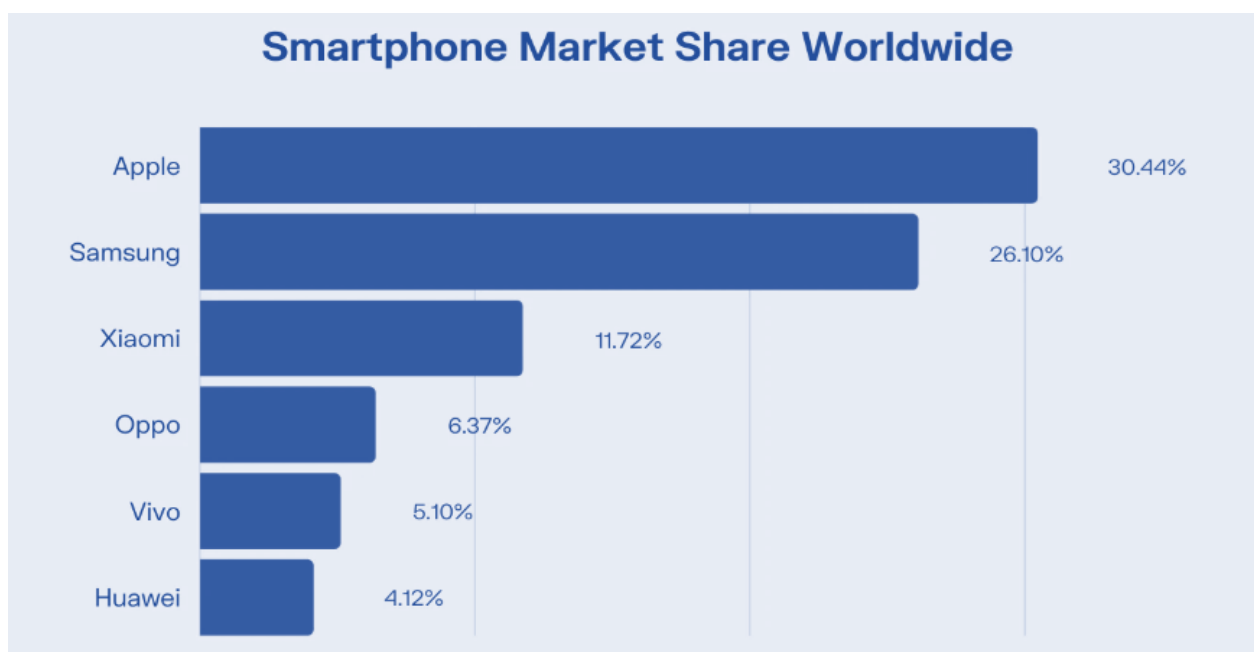


Figure 2 The biggest shares of the companies in the smartphone market, as of April 2023

Xiaomi is a Chinese smartphone producer that has grown increasingly popular locally as well as globally. The manufacturer offers a diverse range of mobile phones across various price ranges, aimed at distinct market niches. Smartphones this company produces typically offer a combination of high-end specifications, competitive features, as well as affordable pricing.



This approach has assisted Xiaomi in gaining market share, particularly in emerging regions. Their gadgets are recognized for providing outstanding value for money, making them appealing to cost-conscious users who nonetheless demand cutting-edge features and an adequate user experience. As can be seen in *Figure 2* above, it has the third-largest share of the phone market. It has been growing in popularity, due to the price-to-quality ratio, thus serving as a good substitute for an Apple phone, especially for people looking for a smartphone in a lower price range.

Oppo and Apple are both famous smartphone brands, with each having its own set of advantages and fields of concentration. **Apple has a strong history of innovation, design brilliance, and providing outstanding user experience.** It is widely regarded as one of the world's most valuable and important technology brands. Oppo, on the other hand, has grown in popularity in recent years due to its emphasis on camera technology and selling feature-rich smartphones at affordable costs.

## 2.7 Marketing Strategies

Apple's iPhone marketing approach is diverse, and it has played a significant aspect in helping to establish the gadget as a global leader in the market of smartphones. **The company promotes the iPhone's distinct capabilities and features, which set it apart from its competitors. Design, as well as user interface, performance, camera quality, and connection with other Apple devices and services, are all highlighted.** Furthermore, Apple focuses on providing a smooth and intuitive user experience. They emphasize the simplicity of use, dependability, and general enjoyment that consumers may gain from their products. **The advertising campaigns are extremely inventive, visually appealing, and psychologically engaging.** They frequently relate tales and elicit emotions that consumers identify alongside highlighting **how the iPhone may improve their lives** and help them achieve their goals. Additionally, Apple creates a lot of buzz and excitement about new iPhone releases by carefully orchestrating events. These events are intended to generate hype, media coverage, and customer anticipation. The iPhone is positioned by **Apple as a lifestyle brand, associated with innovative thinking, creativity, and cultural significance.** They work with celebrities, influencers, and artists to demonstrate how the iPhone fits into different aspects of people's daily lives, involving entertainment, music, photography, and fashion. After having been given a glimpse of the announced iPhone and its new characteristics, a customer will probably wind



up on the product page. It's here that one discovers the precise information aimed to influence the purchasing choice. The product website itself is an experience. Each aspect, starting with the images, has a function. A thoroughly optimized web page is essential. By the time a customer has gotten to the end of the site, they will observe that the new phone has distinct characteristics from previous lines. (“iPhone 13: How Apple builds growth loops into its products,” 2023).

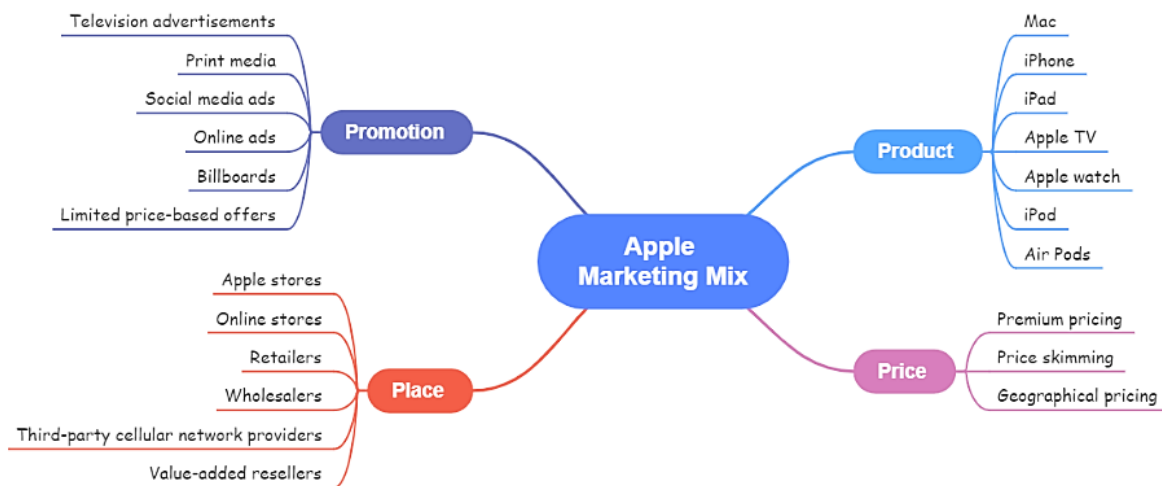


Figure 3 Mind map of Apple's marketing mix

### 3. Conclusion

The iPhone 13 Pro, one of Apple's latest offerings, exemplifies the brand's dedication to continuous improvement. With advanced camera options, a suite of apps, and extended battery life, the iPhone 13 Pro sets new standards in the tech world. Apple strives to meet and exceed customer expectations, particularly in the realm of photography, where the iPhone's camera has become a symbol of constant evolution and innovation. Apple's products, including the iPhone 13 Pro, go beyond basic functions and provide a comprehensive user experience. With proprietary software, seamless device connectivity, and a wide range of available applications, Apple creates a comfortable environment to meet customer needs in areas such as entertainment and organization. The company's attention to detail extends to packaging and design, with notable improvements in camera technology and storage capacity. Although the iPhone 13 Pro is not a necessity in the strictest sense, Apple has successfully cultivated a sense of belonging and esteem among its consumers. By associating the iPhone with prestige, success, and belonging to a valued social group, Apple taps into its target audience's



psychological and social needs. The brand's focus on exclusivity and limited product range further fuels consumer anticipation and loyalty. In terms of the product life cycle, Apple remains in a state of continuous growth and innovation, defying the traditional stages of introduction, growth, maturity, and decline. While the company itself continues to thrive, individual products like the iPhone 13 Pro transition from maturity to decline with the release of newer models. Apple's success lies in its products and ability to create a community and convey a distinct brand identity. By positioning itself as a pioneer in the technology market, emphasizing its history and expertise, and fostering a sense of belonging, Apple has cultivated a loyal customer base willing to invest in its high-end and luxury offerings. Overall, the iPhone 13 Pro represents Apple's commitment to pushing the boundaries of technology, meeting customer needs, and maintaining its position as a market leader. It embodies the brand's values of simplicity, innovation, and creativity while satisfying consumers' desire for a powerful and prestigious device.

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