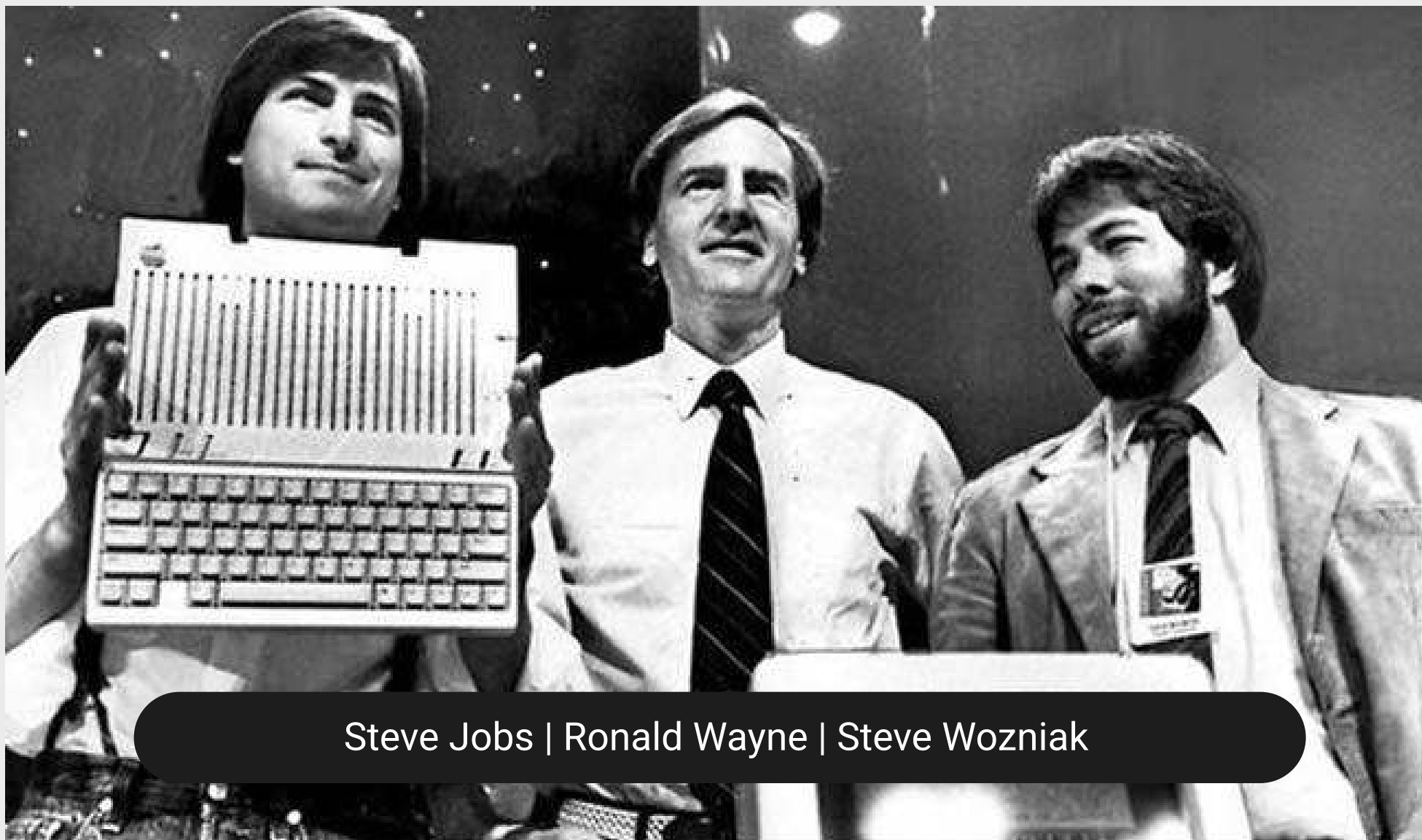


Emotional Branding



Apple



Steve Jobs | Ronald Wayne | Steve Wozniak

Founders

Apple was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne on April 1, 1976. While Jobs and Wozniak continued their journey with Apple, Wayne left shortly after its founding. Today Apple Inc. maintains its position as a global leader in technology.



Swipe →



1980's

The Macintosh (1984) was a major leap in computing with its graphical interface, revolutionizing personal computing.



2000's

2001: Apple Retail Stores, iPod
2003: iTunes Store
2007: iPhone
2008: MacBook Air



2020's

2020: Apple M1 chip, 5G iPhones
2023: Apple Vision Pro (AR/VR)
2024: Focus on AI, AR

HISTORY

In 1976, Apple Computer Company launched the Apple I i.e personal computer with no GUI

1970's



Apple launched the PowerBook (1991) and Newton PDA (1993).

1990's



2011: Siri
2014: Apple Pay
2015: Apple Watch, Apple Music
2019: Apple TV+, Arcade, News+

2010's



Swipe →



Logo Evolution

1970's

Apple's first logo featured Isaac Newton under an apple tree. In 1977, it was replaced by the iconic Rainbow Apple logo.



Rainbow Apple remained until 1998. Monochrome Apple logo was introduced in 1998

1990's



2000's

The monochrome Apple logo remained unchanged from 1998 throughout the 2000's



Swipe →



Tagline

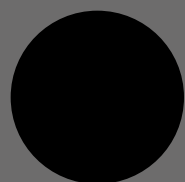
- Think Different
- Designed by Apple in California
- The most powerful devices are the ones people love to use



Swipe →

Color Code

- The primary color of Apple's brand is black. It represents simplicity, elegance, and sophistication
- White is also essential to Apple's identity, symbolizing innovation, clarity, and high-end design.



#000000



#FFFFFF

Swipe



Competitors

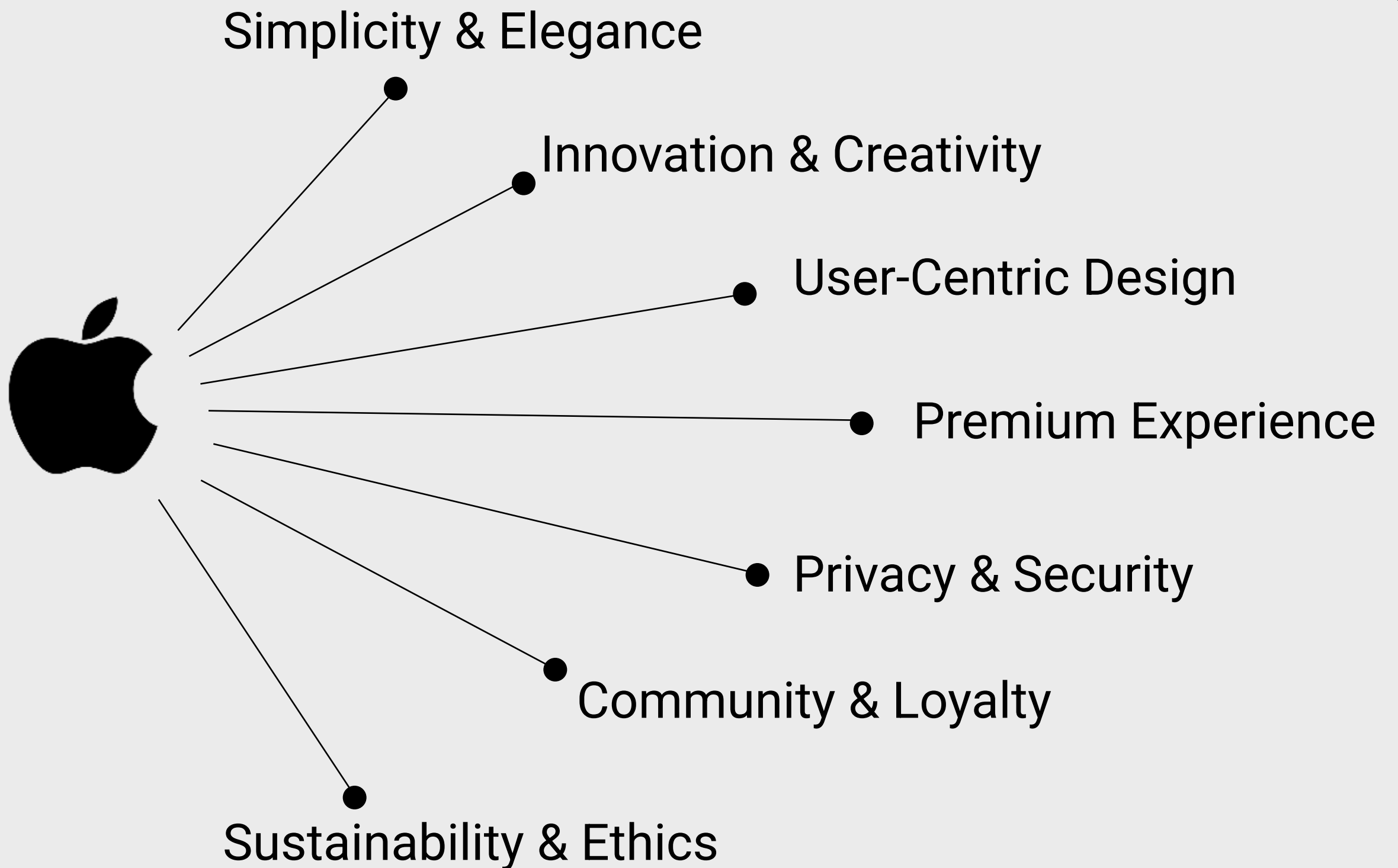


SAMSUNG



Swipe →

Emotional branding Aspects



Swipe →

STRENGTHS

- Strong brand loyalty
- Seamless ecosystem
- High service revenue
- Premium product quality

WEAKNESS

- Expensive pricing
- Supply chain dependency
- Limited customization
- High repair costs



OPPORTUNITIES

- AI & AR/VR growth
- Expansion in India
- Wearable tech & health
- Subscription services boom

THREATS

- Strong competition
- Regulatory scrutiny
- Supply chain risks
- Market saturation

Swipe →

THANK YOU!



By fostering brand
loyalty, premium
experience, and
emotional storytelling,
Apple creates a
lifestyle, not just
products.

