

***ROYAL DOCKS SCHOOL OF BUSINESS AND LAW***

MBA in International Business

**Μάρκετινγκ στην ψηφιακή εποχή και ΕΚΕ:**

Στρατηγική ανάλυση του ψηφιακού μάρκετινγκ και της εταιρικής κοινωνικής ευθύνης της Apple: Εξισορρόπηση καινοτομίας, ηθικής και βιωσιμότητας

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2023/04/20

# Εισαγωγή

Apple Inc., a multinational technology company founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne, has its headquarters in Cupertino, California (Apple Inc., 2021). The company specializes in designing, developing, and selling consumer electronics, computer software, and online services (Lashinsky, 2012). Apple's product lineup includes the iPhone, iPad, Mac computers, iPod, Apple Watch, Apple TV, and various software applications and services such as the App Store, iTunes, iCloud, and Apple Music (Apple Inc., 2021). This essay will primarily focus on the iPhone, Apple's flagship product and one of the most popular smartphones in the world (Statista, 2021).

Apple has grown to become one of the world's most valuable and recognizable brands, largely due to its innovative marketing strategies that have continuously evolved to adapt to the ever-changing market landscape (Keller, 2013). The company's success can be attributed to its ability to develop and maintain strong brand loyalty among consumers, as well as its capacity for crafting effective promotional campaigns that resonate with its target audience (Möller, 2012).

This essay aims to provide an in-depth analysis of the elements that have contributed to Apple's global dominance in the technology market, with a particular emphasis on the marketing strategies associated with the iPhone. The essay will be structured as follows: first, we will explore Apple's segmentation and targeting strategies, examining how the company identifies and targets specific consumer groups based on their needs and preferences (Armstrong et al., 2015). Next, we will discuss Apple's positioning and branding efforts, and how they have contributed to the iPhone's market leadership (Schneiders, 2011). The essay will then delve into the company's communication strategy, evaluating the different channels and tactics employed by Apple to promote the iPhone (Hollensen, 2015). Lastly, we will address the moral issues associated with Apple's marketing strategies and their potential implications on consumers and society as a whole (Eagle et al., 2017).

By utilizing a wide range of sources and adhering to the Harvard referencing style, this essay seeks to offer a comprehensive understanding of the marketing efforts that have played a significant role in Apple's success and the iPhone's position as a market leader (Baker & Saren, 2016).

# Τμηματοποιηση και Στόχευση:

Apple's marketing efforts for the iPhone have been consistently praised for their ability to identify and target specific consumer segments effectively. An in-depth critical evaluation of one of Apple's digital marketing communications, such as the iPhone 12 launch campaign, will help us understand the company's approach to segmentation and targeting.

The iPhone 12 launch campaign was designed primarily for the tech-savvy consumer segment who value innovation, performance, and design. This segment comprises individuals who are interested in owning the latest technology and are willing to pay a premium for it (Armstrong et al., 2015). Apple's targeting strategy for this segment is based on differentiation, as the company aims to position the iPhone 12 as a superior product in terms of features, functionality, and design compared to its competitors (Keller, 2013).

The product's relevance to the chosen target market is evident in the iPhone 12's features and design elements, which cater to the preferences of tech-savvy consumers. For instance, the device boasts an A14 Bionic chip for enhanced performance, 5G capability for faster connectivity, and a sleek design with a ceramic shield for improved durability (Apple Inc., 2020). The advertisement for the iPhone 12 highlights these features, emphasizing the benefits they bring to the target audience, such as faster download speeds and improved gaming experiences.

Apple's segmentation and targeting strategy for the iPhone 12 appears to be strong, as the company has effectively identified and targeted a consumer segment that is likely to appreciate and value the product's unique features. Furthermore, the advertisement effectively communicates these features and their benefits, creating a compelling narrative that appeals to the target audience's preferences and needs (Hollensen, 2015).

However, there may be room for improvement in Apple's segmentation and targeting strategy, particularly when it comes to addressing the needs of more price-sensitive consumers. The premium pricing of the iPhone 12 may exclude a significant portion of the market that seeks more affordable smartphones with comparable features. While Apple has attempted to address this segment through the introduction of lower-priced models such as the iPhone SE and iPhone 12 Mini, these efforts may not be sufficient to capture the entire price-sensitive market (Statista, 2021).

Additionally, Apple may benefit from exploring other potential consumer segments that could be interested in the iPhone 12, such as small business owners who require powerful devices for their daily operations, or environmentally conscious consumers who appreciate Apple's efforts to minimize the environmental impact of its products (Apple Inc., 2021). By identifying and targeting these additional segments, Apple could further expand its market share and appeal to a wider audience.

Moreover, it is crucial for Apple to consider the global market and adapt its segmentation and targeting strategies accordingly. While the tech-savvy consumer segment may be the primary focus in developed markets, emerging markets may present different consumer preferences and needs that should be taken into account. For instance, in regions with limited access to high-speed internet or where 5G networks are not yet widespread, the iPhone 12's 5G capability may not be as significant a selling point. In such cases, Apple may need to adjust its marketing communication to emphasize other features that resonate more strongly with the local target audience.

Taking these factors into account, Apple's segmentation and targeting strategy for the iPhone 12 is generally strong, as the company has effectively identified a consumer segment that values the product's features and is willing to pay a premium for them. The advertisement effectively communicates the product's benefits and appeals to the target audience's preferences and needs. Nonetheless, there is room for improvement in addressing the needs of more price-sensitive consumers and considering additional

consumer segments that may be interested in the iPhone 12. By expanding its product offerings to cater to these segments and adapting its marketing communication strategies to different global markets, Apple could potentially increase its market share and appeal to a broader audience.

In summary, Apple's segmentation and targeting strategies have played a significant role in the success of the iPhone 12 launch campaign. By effectively identifying and targeting the tech-savvy consumer segment and communicating the product's unique features and benefits, Apple has managed to maintain its position as a market leader. However, the company should not overlook the potential to further refine its segmentation and targeting approach by addressing the needs of price-sensitive consumers, exploring additional consumer segments, and adapting its marketing strategies to different global markets.

# Τοποθέτηση και Επωνυμία:

Apple's positioning and branding strategy have played a crucial role in the success of the iPhone 12 and the company as a whole. By meticulously crafting a brand image that emphasizes innovation, performance, design, and user experience, Apple has managed to position the iPhone 12 as a premium, high-quality product in the crowded smartphone market (Keller, 2013). In this section, we will evaluate the company's positioning and branding strategy, focusing on the iPhone 12 advertisement and promotion strategy.

The iPhone 12 advertisement clearly communicates a position of superior performance and cutting-edge technology. The ad highlights features such as the A14 Bionic chip, 5G capability, and the ceramic shield, showcasing the product's technical prowess and quality (Apple Inc., 2020). The emphasis on these features suggests that Apple's positioning strategy is based on differentiation, as the company aims to distinguish the iPhone 12 from its competitors by offering a unique combination of advanced features and design elements (Armstrong et al., 2015).

Apple's branding strategy for the iPhone 12 revolves around creating a sense of exclusivity and aspirational appeal. The company's iconic logo and minimalist design aesthetic are instantly recognizable, and the use of high-quality materials and finishes in the advertisement reinforces the perception of the iPhone 12 as a luxury item. Moreover, the ad's focus on the user experience, such as the improved gaming capabilities and faster download speeds enabled by the 5G technology, further strengthens the emotional connection between the brand and its target audience (Hollensen, 2015).

The promotion strategy employed by Apple for the iPhone 12 can be characterized as a mix of push and pull tactics. On the one hand, the company uses traditional push strategies, such as in-store displays, sales promotions, and channel incentives, to encourage retailers and distributors to promote the product to consumers. On the other hand, Apple also employs pull strategies, such as advertising, public relations, and social media marketing, to create consumer demand and encourage them to seek out the iPhone 12 (Kotler & Keller, 2016).

My perception of the iPhone 12 brand, based on the advertisement and the company's overall positioning and branding strategy, is that of a high-quality, innovative product that offers a superior user experience. The emphasis on cutting-edge technology, sleek design, and performance creates a strong impression of a premium, aspirational brand. Furthermore, the focus on user experience and the emotional connection between the brand and its target audience enhances the appeal of the iPhone 12 and differentiates it from its competitors.

## Τοποθέτηση και Επωνυμία: Βασικά Σημεία

Overall, Apple's positioning and branding strategy for the iPhone 12 is highly effective. By emphasizing innovation, performance, design, and user experience, the company has managed to position the iPhone 12 as a premium, high-quality product in the competitive smartphone market. The advertisement reinforces this position and showcases the unique features and benefits of the iPhone 12, creating a strong emotional connection with the target audience. The combination of push and pull promotion strategies employed by Apple further supports the company's efforts to maintain its market leadership and appeal to its target consumer segments.

# **Επικοινωνιακή Στρατηγική**:

Apple's communication strategy for the iPhone 12 launch campaign encompassed various digital platforms to reach its target audience effectively. In this section, we will analyze the digital platform used, the key message communicated, the purpose of the communication, the type of appeal employed, the communication methods used, and evaluate the overall effectiveness and responsiveness of the marketing communication.

## Digital Platform:

Apple utilized a mix of digital platforms to promote the iPhone 12, including social media channels, video-sharing platforms, and its own website. These platforms allowed Apple to reach a broad audience, engage with customers, and provide detailed information about the product (Kotler & Keller, 2016). For instance, Apple's official YouTube channel featured the iPhone 12 launch event video and various promotional videos, while the company's website provided in-depth information about the device's features, specifications, and pricing.

## Key Message:

The key message communicated in the iPhone 12 launch campaign was the device's superior performance, innovation, and design. The advertisement highlighted the A14 Bionic chip, 5G capability, and ceramic shield, emphasizing the benefits these features bring to users, such as faster connectivity and improved durability (Apple Inc., 2020).

## Purpose of the Communication:

The primary purpose of the iPhone 12 communication was to create awareness and generate interest in the new product, ultimately driving sales. By showcasing the device's innovative features and design, the campaign aimed to persuade potential customers of the iPhone 12's superiority over competitors and position it as a must-have item for tech-savvy consumers (Armstrong et al., 2015).

## Type of Appeal:

The iPhone 12 advertisement incorporated a mix of functional, emotional, and moral appeals. The functional appeal focused on the device's features, such as the A14 Bionic chip and 5G capability, which provide tangible benefits to users. The emotional appeal was evident in the focus on user experience and the aspirational aspect of owning a premium Apple product. Finally, the moral appeal was present in the form of Apple's commitment to sustainability and the environment, as showcased in the iPhone 12's production process and packaging (Apple Inc., 2021).

## Communication Methods:

Apple employed a combination of linear and interactive communication methods in the iPhone 12 launch campaign. Linear methods, such as promotional videos, conveyed information to the audience in a one-way format, while interactive methods, such as social media engagement, allowed for two-way communication between Apple and its customers. This mix of communication methods enabled Apple to both inform potential customers about the iPhone 12 and receive feedback from them (Kotler & Keller, 2016).

## Alternative Methods and Messages:

While Apple's communication strategy for the iPhone 12 was generally effective, there may be room for improvement in terms of message resonance and communication methods. For instance, the company could have placed a greater emphasis on the iPhone 12's affordability compared to previous models, appealing to price-sensitive consumers. Additionally, Apple could have employed more interactive communication methods, such as live Q&A sessions or virtual product demonstrations, to further engage with its audience and address potential concerns or questions.

## Effectiveness and Responsiveness:

Overall, Apple's marketing communication for the iPhone 12 was effective and responsive. The use of various digital platforms allowed the company to reach a wide audience, while the combination of functional, emotional, and moral appeals catered to different consumer preferences and needs. The mix of linear and interactive communication methods ensured that potential customers received comprehensive information about the product while providing a platform for feedback and engagement.

## Enhancing Communication through User-Generated Content and Personalization:

Apple can further enhance its communication strategy by leveraging user-generated content (UGC) and personalized marketing approaches. UGC involves encouraging existing customers to share their experiences with the iPhone 12 through social media, blogs, or video platforms. This can create a sense of authenticity and credibility around the product, as potential customers tend to trust the opinions of other users more than traditional advertisements (Hennig-Thurau et al., 2004). Incorporating UGC into its marketing communication enables Apple to tap into the power of word-of-mouth marketing and reinforce the positive aspects of the iPhone 12, ultimately generating more interest and sales.

Personalized marketing involves using data-driven insights to tailor promotional messages based on consumers' past purchase behaviors, interests, or demographic characteristics, ensuring that the content is highly relevant to each individual (Peppers & Rogers, 2016). By leveraging user data available through digital platforms, Apple can create targeted marketing messages that cater to the specific needs and preferences of individual consumers. Delivering personalized content enhances the relevance of Apple's marketing communication and fosters stronger connections with its audience.

## Στρατηγική Επικοινωνίας: Βασικά Στοιχεία

However, there is potential for improvement in terms of message resonance and communication methods. By focusing more on affordability and utilizing additional interactive communication techniques, Apple could potentially enhance the effectiveness of its marketing communication and appeal to a broader audience.

# Ηθικά Ζητήματα:

In this section, we will critically evaluate Apple's overall efforts in terms of sustainability and ethical practices, identify any problems with existing practices, and suggest how the corporate social responsibility (CSR) practices of the company can be further improved.

## Sustainability Efforts:

Apple has made significant strides in the area of sustainability, with a strong focus on reducing its environmental impact throughout the entire product lifecycle. The company's commitment to sustainability is evident in its environmental responsibility report, which outlines its progress in areas such as energy efficiency, renewable energy, and recycling (Apple Inc., 2021).

Apple's efforts to minimize its environmental footprint include the use of recycled materials in its products, such as 100% recycled aluminum for the iPhone 12's casing, and a focus on reducing waste during the production process. The company has also eliminated the use of harmful substances, such as mercury, brominated flame retardants, and PVC, in its products (Apple Inc., 2021).

In addition to its focus on sustainable materials and production processes, Apple has made significant investments in renewable energy. The company aims to achieve 100% renewable energy across its entire supply chain and has already reached this goal for its own operations (Apple Inc., 2021). This commitment to renewable energy not only reduces Apple's carbon footprint but also supports the development of renewable energy infrastructure globally.

## Ethical Practices:

Beyond sustainability, Apple is committed to maintaining high ethical standards throughout its operations. This commitment is reflected in its Supplier Responsibility Program, which aims to ensure that suppliers adhere to strict labor, environmental, and health and safety standards (Apple Inc., 2020). Through regular audits and assessments, Apple works to identify and address any violations of its supplier code of conduct.

Moreover, Apple has taken steps to address issues related to conflict minerals in its supply chain. The company has implemented due diligence measures, in accordance with the OECD Guidelines for Multinational Enterprises, to ensure that the minerals used in its products are sourced responsibly and do not contribute to human rights abuses or armed conflicts (Apple Inc., 2020).

## Problems with Existing Practices:

Despite Apple's significant efforts in sustainability and ethical practices, some problems persist. One issue is the prevalence of planned obsolescence in the technology industry, which can be seen in the frequent release of new iPhone models. This practice contributes to the rapid turnover of electronic devices, leading to increased electronic waste and negative environmental impacts (Park & Kim, 2018).

Furthermore, while Apple has made progress in ensuring ethical labor practices in its supply chain, incidents of labor rights violations continue to surface. Reports of excessive overtime, inadequate compensation, and poor working conditions have raised concerns about the effectiveness of Apple's Supplier Responsibility Program (Chan et al., 2020).

## Improving CSR Practices:

To address the issue of planned obsolescence, Apple could consider extending the lifespan of its products by offering more accessible and affordable repair options, encouraging software updates for older devices, and promoting trade-in programs that incentivize consumers to recycle their old devices when upgrading to new ones. By doing so, Apple can reduce electronic waste and the environmental impact associated with the production of new devices (Park & Kim, 2018).

In terms of labor rights, Apple should continue to strengthen its Supplier Responsibility Program by enhancing the transparency and frequency of audits, engaging with stakeholders to identify and address issues more effectively, and implementing stricter penalties for suppliers who fail to comply with the company's code of conduct. Additionally, Apple could work towards sourcing more components and materials from suppliers with a proven track record of ethical labor practices, further minimizing the risk of labor rights violations in its supply chain (Chan et al., 2020).

Lastly, Apple can further improve its CSR practices by actively engaging with stakeholders, such as customers, employees, suppliers, investors, and local communities, to gather feedback and identify areas for improvement. By fostering open communication and dialogue with its stakeholders, Apple can ensure that its CSR initiatives address the most pressing concerns and remain relevant and effective (Freeman & McVea, 2001).

Another avenue for improvement is to increase the company's focus on social initiatives, such as promoting digital inclusion and access to technology for marginalized communities. By investing in programs that bridge the digital divide and support underprivileged groups, Apple can demonstrate its commitment to social responsibility and create lasting positive impacts on society (Servaes & Tamayo, 2013).

Furthermore, Apple should continue to innovate and invest in research and development aimed at creating more sustainable and environmentally friendly technologies. This includes not only improvements in energy efficiency and recyclability but also the exploration of alternative materials and production methods that can further reduce the environmental impact of its products (Kiron et al., 2012).

## Data Privacy and Transparency:

In the era of digitalization and increased data collection, data privacy and transparency have become major concerns for consumers and regulators alike. Apple has positioned itself as a leader in privacy protection, emphasizing its commitment to user privacy and security in its marketing campaigns and product design. The company has introduced features such as end-to-end encryption, differential privacy, and on-device processing to ensure that user data is protected and anonymized (Apple Inc., 2020).

However, Apple has faced criticism for its cooperation with certain government requests for user data, raising concerns about the balance between privacy protection and compliance with legal obligations (Chen, 2016). To address these concerns and enhance transparency, Apple could consider publishing more detailed reports on government data requests, outlining the specific circumstances under which user data is shared and the measures taken to protect user privacy during these processes.

## Philanthropic Efforts:

Corporate philanthropy is another area in which Apple can improve its CSR practices. Although the company has supported various charitable causes and initiatives, such as Product Red and its annual donation to the Global Fund to fight AIDS, Tuberculosis, and Malaria, its overall philanthropic efforts have been criticized as lacking in comparison to other major technology companies (Mickle & MacMillan, 2013).

To strengthen its commitment to corporate philanthropy, Apple could establish a dedicated foundation or increase its annual giving budget to support a wider range of charitable causes and initiatives. By doing so, the company can demonstrate its commitment to addressing pressing social issues and create a positive impact on communities worldwide. Moreover, Apple could also encourage employee volunteerism and engagement in philanthropic activities, thereby fostering a culture of giving and social responsibility within the organization (Porter & Kramer, 2002).

## Collaboration with NGOs and Local Communities:

Another approach to improving CSR practices is to establish partnerships with non-governmental organizations (NGOs) and local communities in the regions where Apple operates. By working collaboratively with these stakeholders, Apple can gain valuable insights into local issues and develop targeted CSR initiatives that address specific community needs (Austin, 2000).

For instance, Apple could partner with NGOs focused on education and digital literacy to develop programs that provide access to technology and training in underserved communities. This would not only help bridge the digital divide but also contribute to the long-term social and economic development of these communities.

## Ηθικά Ζητήματα: Βασικές Πληροφορίες

In conclusion, Apple has demonstrated a strong commitment to sustainability and ethical practices, with significant efforts in areas such as environmental responsibility, renewable energy, and supply chain management. However, there is still room for improvement, particularly in addressing the issues of planned obsolescence and labor rights violations. By focusing on extending product lifespans, strengthening its Supplier Responsibility Program, engaging with stakeholders, and investing in social initiatives and sustainable innovation, Apple can further enhance its CSR practices and solidify its reputation as a responsible corporate citizen.

# Συνολικά Συμπεράσματα

In this essay, we have examined Apple's marketing strategy for the iPhone 12, focusing on the key areas of segmentation and targeting, positioning and branding, communication strategy, and moral issues. Through a critical evaluation of these components, we have gained a comprehensive understanding of how Apple effectively markets its products to maintain its position as a market leader in the smartphone industry.

We began by exploring Apple's segmentation and targeting strategy, identifying the primary target market for the iPhone 12 and discussing the relevance of the product to this audience. Apple's ability to segment the market and tailor its products to the specific needs and preferences of its target consumers has been a critical factor in its success, enabling the company to deliver innovative, high-quality products that resonate with its audience.

Next, we examined the positioning and branding strategy adopted by Apple for the iPhone 12. The company's focus on innovation, performance, design, and user experience, along with its aspirational brand image, has allowed it to maintain a strong, distinctive brand in the competitive smartphone market. The iPhone 12 advertisement effectively communicated this positioning, showcasing the device's unique features and benefits while strengthening the emotional connection between the brand and its target audience.

We then analyzed Apple's communication strategy for the iPhone 12 launch campaign, evaluating the digital platform used, the key message communicated, the purpose of the communication, the type of appeal employed, and the communication methods used. Apple's ability to utilize various digital platforms, appeals, and communication methods effectively enabled it to create awareness and generate interest in the iPhone 12, ultimately driving sales and reinforcing its position as a market leader.

Moreover, we discussed the moral issues surrounding Apple's marketing strategy, particularly its efforts to address environmental concerns and social responsibility. Apple's commitment to sustainability and its transparency in communicating these initiatives have helped the company maintain a positive brand image and foster trust among its stakeholders.

In conclusion, Apple's marketing strategy for the iPhone 12 effectively combines segmentation and targeting, positioning and branding, communication strategy, and moral considerations to create a comprehensive and successful marketing approach. By continuously refining its marketing efforts and exploring innovative communication techniques, such as user-generated content and personalized marketing, Apple can ensure that its products remain desirable and relevant in the ever-evolving smartphone market. As a market leader, Apple's marketing strategies provide valuable insights for businesses looking to successfully market their products in today's competitive landscape.

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# ΠΑΡΑΡΤΗΜΑ 2: Εικόνες και Καμπάνιες της Apple

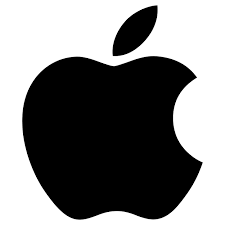


Figure 1 [Apple’s Logo](https://el.m.wikipedia.org/wiki/%CE%91%CF%81%CF%87%CE%B5%CE%AF%CE%BF:Apple_logo_black.svg)

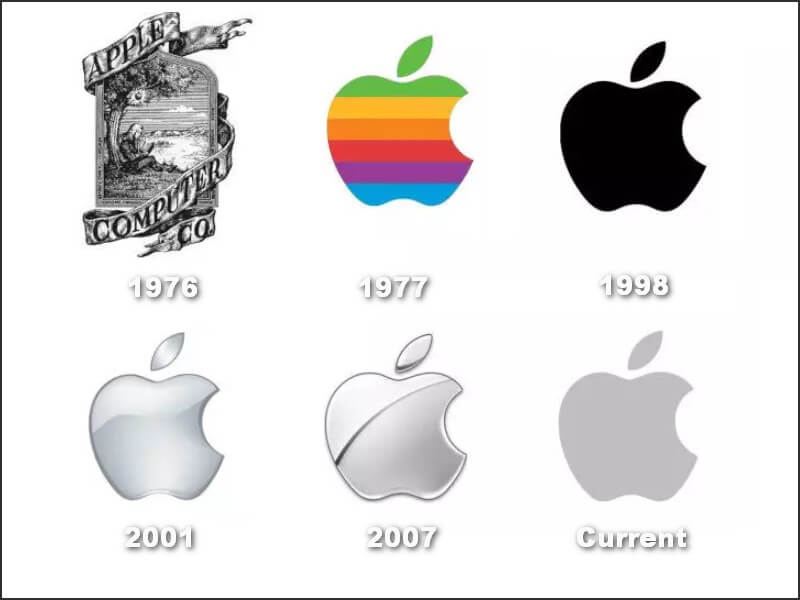


Figure 2 [Apple's Logo Diversity](https://www.crowdspring.com/blog/apple-logo/) <https://www.youtube.com/watch?v=9LWWH5LiMJc>



Figure 3 [Apple Marketing Campaign Diversity](https://www.patentlyapple.com/2020/01/apples-new-jobs-ad-campaign-borrows-from-the-spirit-of-the-iconic-think-different-campaign.html)



Figure 4 [Apple Store Sydney](https://upload.wikimedia.org/wikipedia/commons/d/d9/Apple_Store,_Sydney.jpg)



Figure 5 [iPhone 14 Marketing Promotion](https://www.apple.com/gr/iphone-14/)



Figure 6 [iPad Marketing Promotion](https://www.apple.com/gr/ipad/)