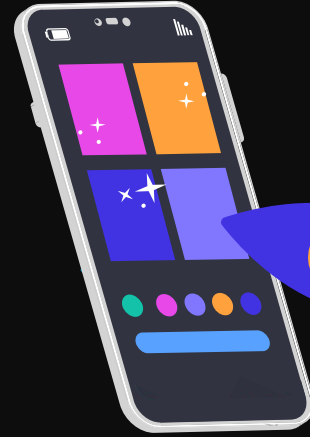


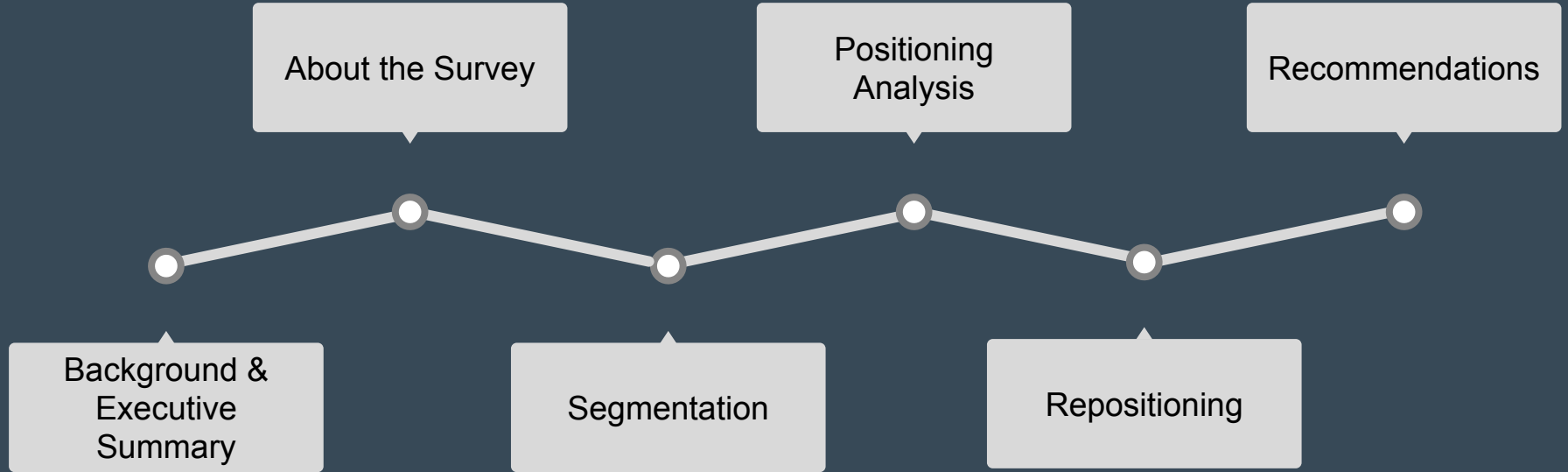


APPLE - BRAND POSITIONING



**Group 5 - Akash Khairmode, Zoya Faiz,
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AGENDA



BACKGROUND

Pricing and innovation have been central themes in the evolution of the iPhone, reflecting Apple's approach to offering cutting-edge technology, premium design, and a comprehensive ecosystem.

Here's an overview of how pricing and innovation have played out in the history of the iPhone:

Pricing evolution

- Initial pricing
- Premium Pricing Model
- Balancing offering

Innovation

- Touchscreen Interface
- App Store (2008)
- Camera Tech
- A-Series Chips
- Environmental Initiatives

However, in the last decade, Apple's focus shifted away from innovation



EXECUTIVE SUMMARY

We embark on a detailed examination of Apple's brand positioning, aiming to understand its resonance with current market expectations and its effectiveness in communicating core values.

Objectives:

- To thoroughly evaluate Apple's brand image and strategic market positioning.
- To identify opportunities for repositioning that aligns with evolving market needs and strengthens the brand's market presence.

Positioning Methodology:

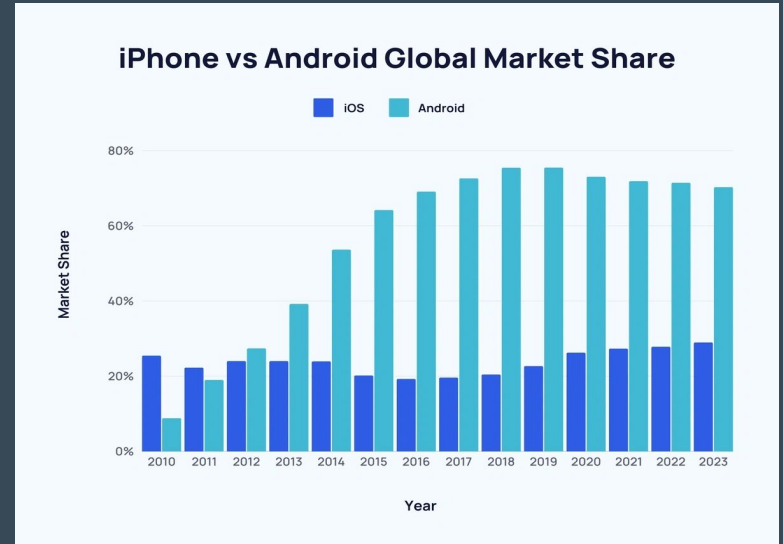
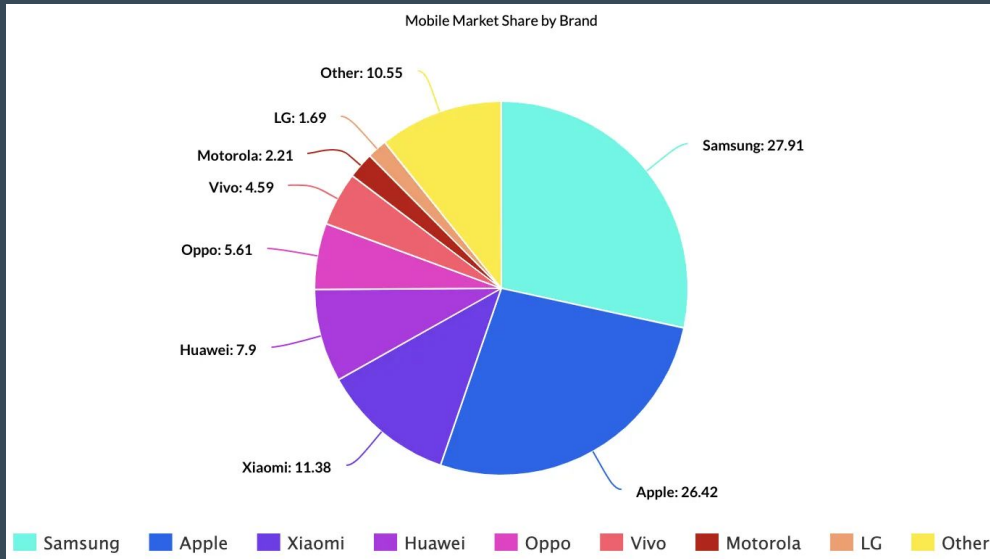
- Implement a market analysis paired with a survey to gauge consumer perceptions.
- Benchmark Apple's positioning against competitors to spotlight areas ripe for refinement and enhancement.

Approach to Repositioning:

- We will propose a strategic repositioning framework that thoughtfully augments Apple's market offering improvement in attributes the brand currently lacks, while meticulously preserving its existing brand relevance in the market.

THE MOBILE PHONE MARKET SCENARIO

Market share and current trends



ABOUT THE SURVEY

Competitors:



We chose the following attributes for our survey (Used 1-5 scale)

Economical

Design

Display

Storage Options

Data Privacy

Camera Quality

Battery Performance

Processor Performance

Popularity

Innovation

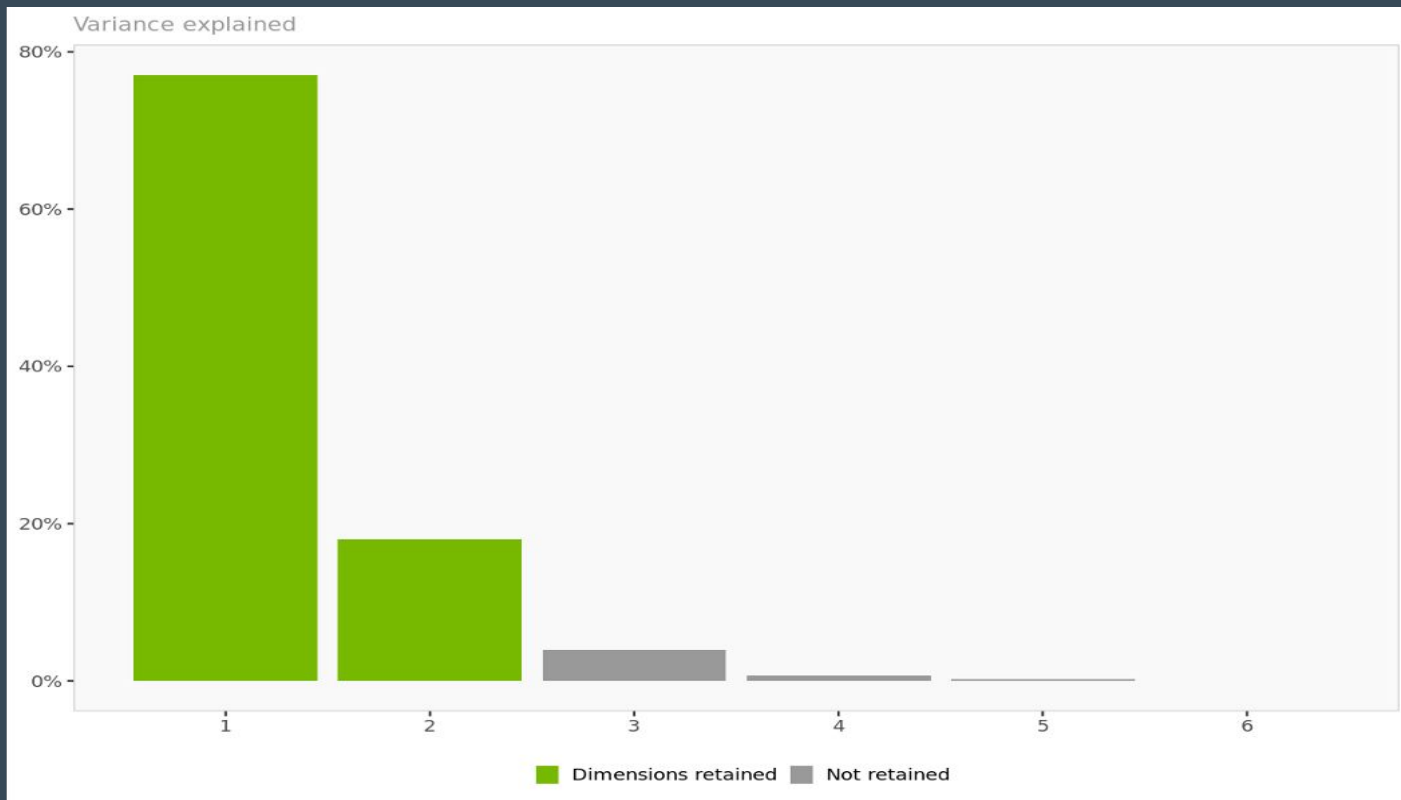
MARKET SEGMENTATION



The segmentation analysis automatically divides the brands into 4 segments but Apple doesn't dominate any of them, due to which we switched to a 3 segment study

	Average preference	Segment 1	Segment 2	Segment 3
Apple	4.15	4.63	4.00	1.00
google pixel	3.65	2.92	4.17	3.00
samsung	3.47	2.75	4.03	2.00
oneplus	3.15	2.25	3.64	5.00
motorola	2.24	1.63	2.64	2.50
xiaomi	2.05	1.29	2.39	5.00

DIMENSION AND DATA POPULATION



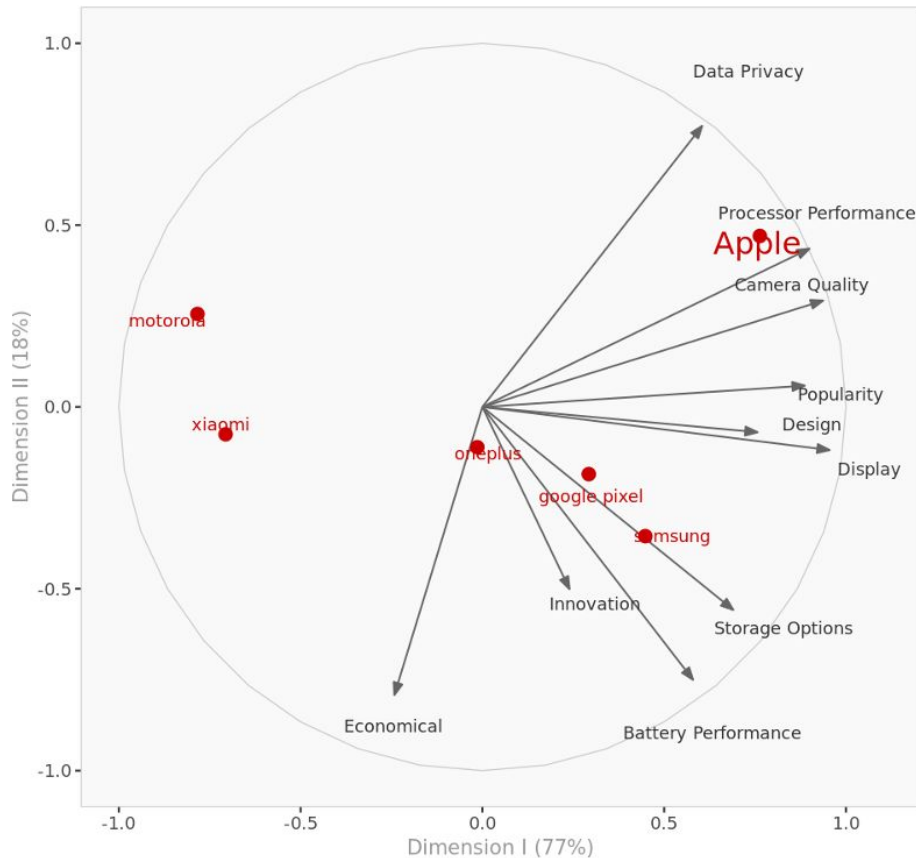
The two dimensions cover 95.1% of variance in the data

DIMENSION AND DATA POPULATION

	Dimension I	Dimension II
1 Most positive	Display	Data Privacy
2	Camera Quality	
3	Processor Performance	
4	Popularity	
5	Design	
6 ...		
7		Battery Performance
8 Most negative		Economical

- **Dimension 1** refers to those with those brand which are preferred for their Display, Camera Quality, Processor Performance, Popularity and Design.
- Where as, **Dimension 2** is for those who prefer brands for Data Privacy, low Battery Performance and those which are not Economical.

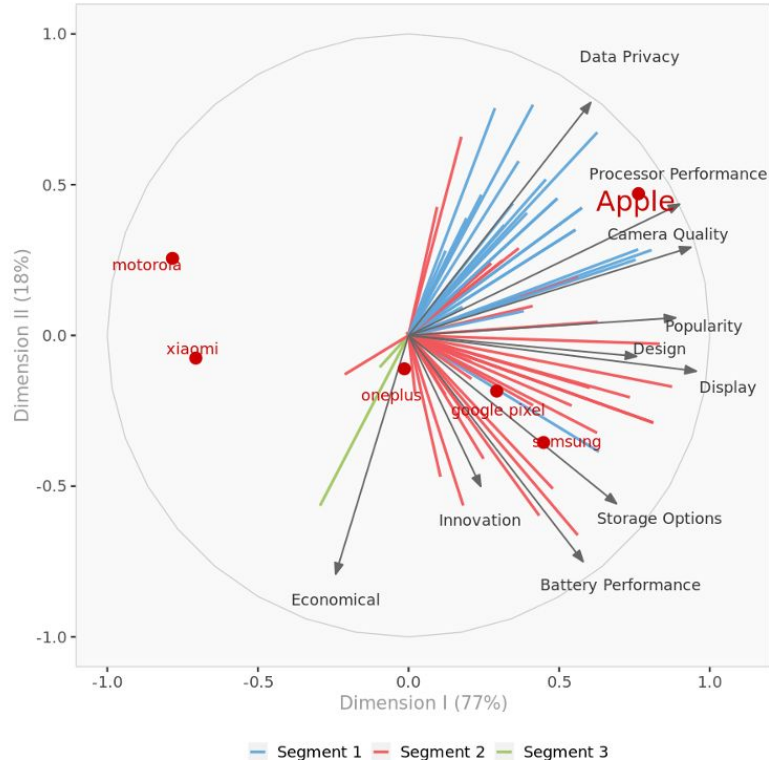
POSITION MAPPING



As seen in the plot consumers prefer Apple for **Data Privacy**, **Processor Performance** and **Camera Quality**.

Where as, it is not considered to be an Economical purchase.

POSITION MAPPING WITH SEGMENTS



Display

Camera Quality

Processor Performance

Popularity

Design

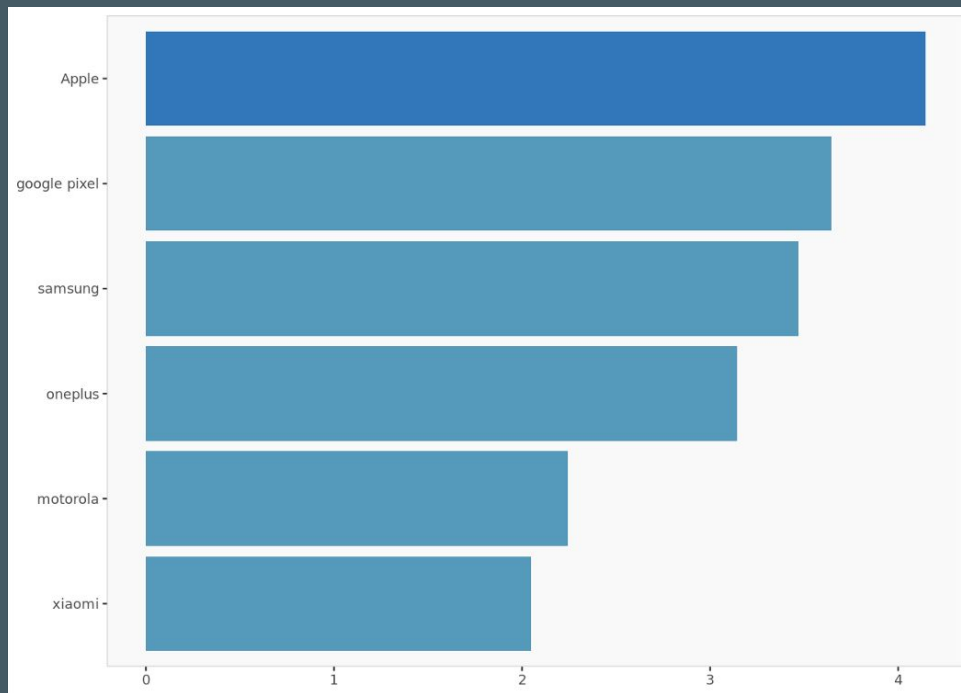
Data Privacy

Poor Battery Performance

Not Economical

CONSUMER BRAND PREFERENCE

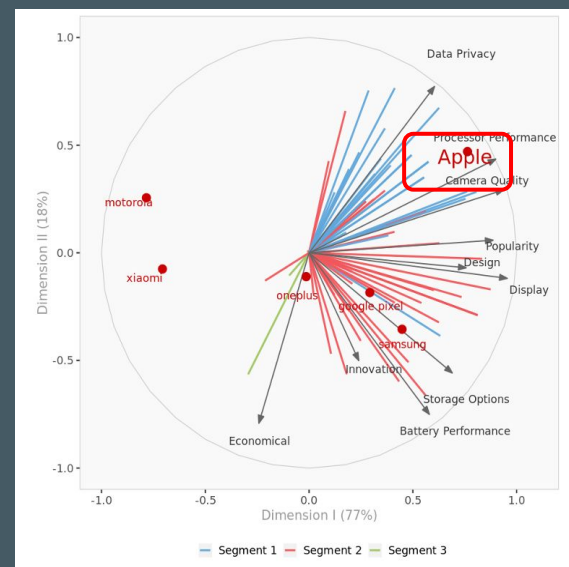
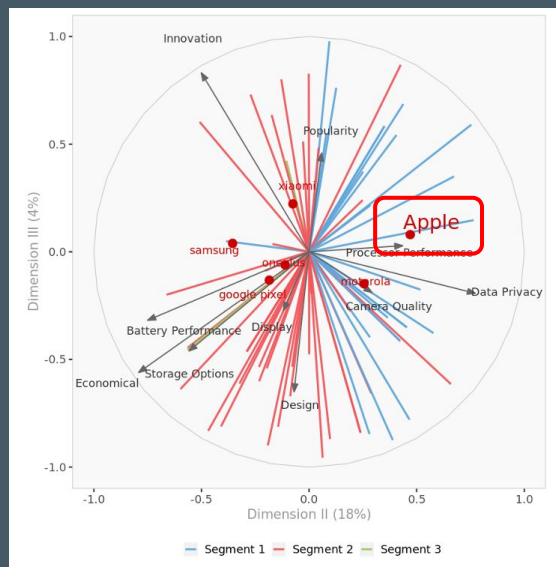
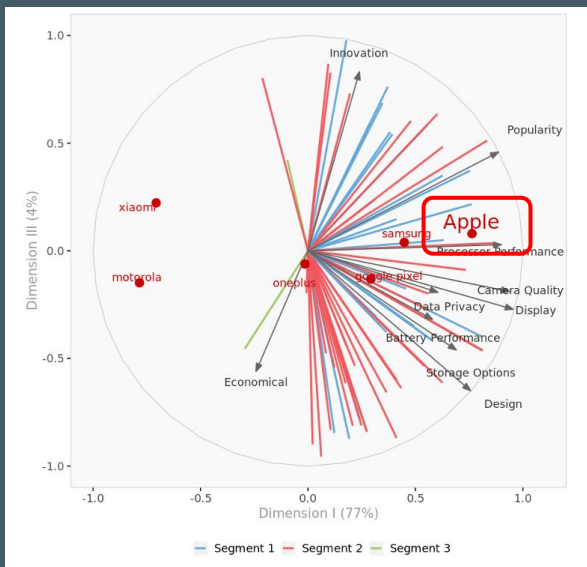
Brand
Preference
Histogram



	Average preference	Segment 1	Segment 2	Segment 3
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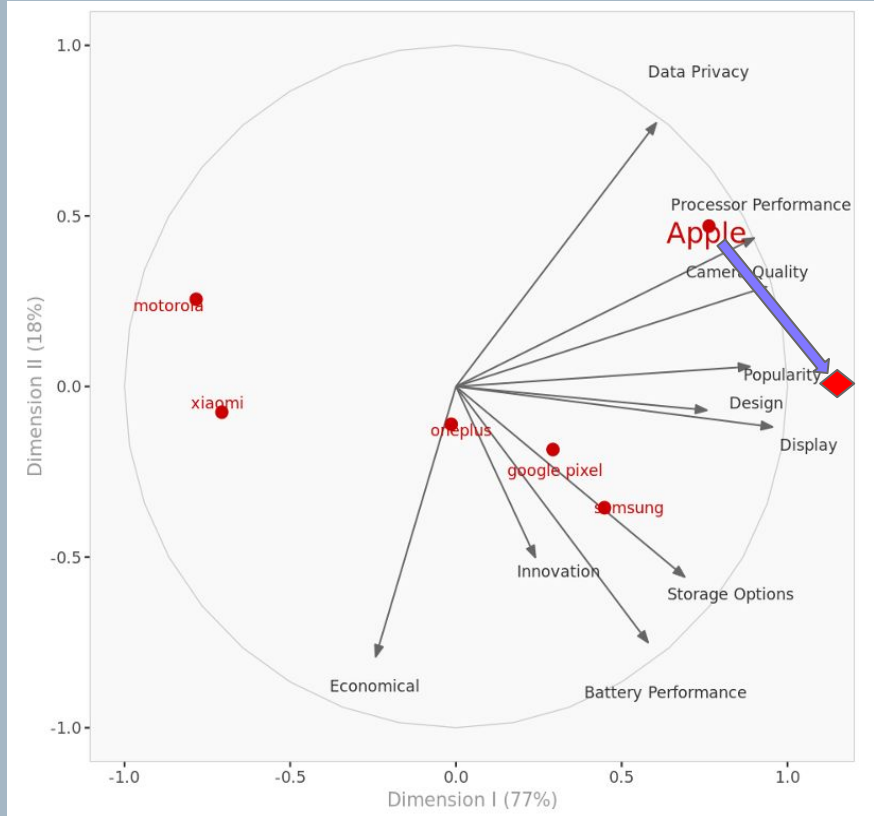
RE-EVALUATING WITH 3 DIMENSIONS

(It covers 99.1% of variance in the data)



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REPOSITIONING THE BRAND



We are trying to move **in the direction of Innovation**, which also improves attributes which Apple lack as per customer perception, such as Battery Performance and Storage Options, and also few other attributes which Apple is already well known for.

Although it is still on the negative side of Economical, its position would improve a bit than what it was before.

STRATEGIC APPROACH TO REPOSITIONING

1. **Incremental Innovation:** Focus on incremental innovations that enhance user experience without drastically changing the core functionality of the products. This will ensure that customers are not alienated by changes and the brand essence is maintained.
2. **Economical Product Line:** Introduce a new line of products that are more economical but still carry the core qualities of Apple's design and quality. This could be similar to the approach taken with the iPhone SE, which provides the Apple experience at a lower price point.
3. **Battery Health Features:** Enhance battery health monitoring features in iOS to help users better maintain and manage their battery life. Offer tips and settings to optimize battery usage based on individual usage patterns.

Example : Solar Charging Integration - Explore the option of integrating solar charging technology into the design of Apple devices, allowing them to charge with natural light. This could be positioned as both an innovative and environmentally friendly feature, which could solve the battery performance issues as well.

Investing in innovation carries **inherent risks and may impact short-term financial performance**. However, strategic advancements are poised to strengthen the market leadership and deliver long-term value. We are committed to balancing bold innovation with prudent financial management to ensure sustainable growth and profitability

ADDITIONAL RECOMMENDATIONS

1. **Marketing Focus on Value:** Shift some marketing focus to highlight the long-term value of Apple products, such as their durability, quality etc. which justify the initial higher investment.
2. **Crowdsourced Feedback for Innovation:** Engage with the Apple community for innovative ideas, ensuring that the changes align with consumer desires and does not alienate the base.
3. **Sustainability Initiatives:** Focus on sustainability in the production of devices. This can be positioned as an innovation in manufacturing and corporate responsibility, which may also have economic benefits.
4. **Customization Options:** Allow more customization of Apple products, which can be seen as innovative, without altering the overall design and quality.

LIMITATIONS

1. **Financial Risk:** Any major shift towards new innovations requires substantial investment in research and development, and there is no guarantee of a return on investment. If the innovations do not meet market expectations or are not adopted by consumers, the company could face significant financial losses.
2. **Brand Perception:** Apple has a strong brand identity associated with quality, premium design, and a specific user experience. Any major change risks alienating existing customers who have strong loyalty to the current brand image and product suite.
3. **Technology Adoption:** The rate at which consumers adopt new technology can be unpredictable. If Apple misjudges the market readiness for new innovations, it could result in slow sales and excess inventory.

CONCLUSION

It's clear that Apple, despite its global stature, faces the imperative need to recalibrate its market position to sustain growth amidst fierce competition, notably from Samsung. While preserving its renowned reputation, Apple must strategically realign its brand narrative to invigorate market share and maintain relevance in the dynamic tech landscape. Through astute repositioning efforts, Apple can reaffirm its leadership and propel towards continued success in the ever-evolving market.