**Introduction**



Think Different

Apple's overall marketing strategy consists of its segmentation, targeting, and positioning methods. The business is aware of these strategies' importance. The split of the market's population based on relative characteristics is known as segmentation. Targeting is the practice of locating the particular market sector that provides the company with the best chances for financial success. Serving that market segment's needs is referred to as positioning.

Apple products are renowned all over the world. Their common characteristics include quality, superior design, trademark apple logo, and superior performance. The prices are also premium.

## ****Market Segmentation of Apple****

Customers have different needs and want. Therefore, market segmentation identifies the most attractive market and caters to its needs. Segmentation is important as it enables a company to reach out to its customer base.

Apple's marketing segmentation has been based largely on the behavioral and psychographic and behavioral elements. According to demographics, Apple focuses on the age, jobs, and lifestyles of its target population Apple then makes products based on these elements. For instance, there is an Apple PC that has more games. This one has been made to suit kids. On the other hand, there are the Apple PCs with the latest software and features. This one has been made by Apple to suit the professionals.

In terms of geographic variables, Apple has set up outlets in different areas of the world. There were more than 500 Apple retail outlets across 25 countries around the world. This ensures that Apple has a physical presence in many areas of the world. Besides this, Apple has set up online retail stores. Through these online retail stores, people directly purchase Apple products and services. Through this online and physical representation, Apple has expanded its market reach and brought in more loyal customers. The customer-based has expanded, making the company.

Apple focuses on targeting the market segment made of high-income people. These are the affluent people who are willing to pay more to get Apple's products. In return, they get to use the high-end Apple products that have advanced designs, capabilities, and multifunctional features.

Based on the behaviors of the market segment, Apple has built products and services to suit these needs. Apple acknowledges the responses given by reviewers and loyal customers. It updates this information and aligns its products with suiting them.

## ****Targeting of Apple****

The targeting strategies used by Apple are quite exemplary. The company has chosen the market segment that is most attractive to it. The entire process involved choosing the best segment that was identified during the segmentation process. This is the segment that Apple has focused on selling to.

Over time, Apple Company has marketed itself as a company offering premium products and services. The additional capabilities of these products command a high price in the market. This high price means that Apple targets affluent and middle-income customers. Apple has analyzed this market segment and done market research on their characters. Apple notes that the segment values performance, quality, and designs. This is why Apple designs its products and services as high quality and superior designs.

The targeting strategy has helped in promoting the company's brand to the market segment. This is why most affluent people love to purchase Apple products. The feeling is that the Apple products are made for their needs. Highly proactive targeting enables a company to be very successful. Apple keeps its market segment appeased by continuously updating its features and technical designs. This effective targeting has made Apple a premium brand offering expensive products to high-end customers.

## ****Positioning of Apple****

Through positioning itself, Apple has been able to align its services and premium products with the preferences and needs of a given market segment. The multinational company has tailored its products and marketing approach to solving the needs of those in that market segment. Generally, this means that Apple products appeal to that segment to a maximum extent.

This type of positioning used by Apple under Steve Jobs was primarily the mono-segment type. This is where Apple only focused on appealing to one market segment. However, this type of positioning changed when Tim Cook took over. Tim Cook applies the multi-segment type of positioning. In this, Apple has produced a wide variety of products and services to suit different needs. There are now high-end Apple models and lower-end older Apple models that the company still produces to cater to other market segments.

Apple has positioned itself as a company that offers exceptional experiences. This technique is meant to form an emotional connection with customers, given that the technology industry is very competitive. Competitors have to form an emotional connection. It increases customer loyalty and keeps them appeased.

ANALYTICAL STUDY – 2



John Cadbury founded Cadbury in 1824 in Birmingham, England. Later in 2010, Kraft Foods purchased Cadbury, and Mondelez International is now in charge of its management.

In 1948, Cadbury India was founded in India, and its current administrative centre is in Mumbai, Maharashtra. Its corporate headquarters in Mumbai are also known as "Cadbury House" informally.

In 1824, John Cadbury established the business in Birmingham, England. Later in 2010, Cadbury was acquired by Kraft Foods; it is now managed by Mondelez International.

MARKETING STRATEGIES OF CADBURY:

DIGITAL MARKETING STRATEGY OF CADBURY

One of the top businesses in the world, Cadbury has succeeded in coming up with novel ways to market its goods to consumers. Like the advertising campaigns and other business tactics that have helped Dairy Milk remain relevant in consumers' perceptions. All bases will be covered, from its social media marketing view to its marketing initiatives to areas where they may grow.

SOCIAL MEDIA MARKETING STRATEGY

For each of its numerous brands, Cadbury has a different social media profile in India. Additionally, social media marketing enables them to successfully sell their companies. We must first comprehend Cadbury India's social media presence by counting the number of fans each of its brands has on Facebook and Instagram.

According to data on followers, dairy milk silk has 174k followers on Twitter and 5.9M on Facebook. Oreo has 29k Instagram followers and 41M Facebook fans. Bounvita has 8381 Instagram followers, 196k Facebook followers, and jewels has 5463 Instagram followers, 141k Facebook followers.

We might therefore conclude that Cadbury has a substantially larger viewership on Facebook than on Instagram. The majority of the posts published on Facebook and Instagram are identical, though.

MARKETING AND ADVERTISING CAMPAIGN OF CADBURY

With the aid of advertising, we can influence consumers' purchasing patterns and draw in new clients. We will look at a few of Cadbury's marketing and advertising campaigns that have had a significant impact on their branding, sales, and consumer perception.

* **Stay Home Stay Safe: At Home With Oreo –A Cadbury Oreo campaign**

The Oreo brand of biscuits from Cadbury created a very clever marketing that is in line with the circumstance we are in right now: staying in. Specifically aimed at children, it is referred to as #AtHomewithOreo. In these uncertain times, the commercial encourages children to be more playful. 'Make Way For Play' is the campaign's tagline.

* **A Lovely Campaign: How Far Will You Go For Love? – A Dairy Milk Campaign**

The primary demographic for Cadbury Dairy Milk Silk is millennials. In general, Dairy Milk Silk has been well-liked by teenagers, thus timing the launch of this promotion for Valentine's Day was wise!

With the hashtag #PopYourHeartOut, the campaign's message was as straightforward as possible: "This Valentine's Day, how far will you go for love?" Karthik Aryan, a well-known actor and youth hero, is acting in this ad to promote it, which is why the brand was also involved.

* A Heart Touch Dairy Milk Campaign

In India, there are many religious beliefs, rituals, and traditions, especially when something new is about to begin on a special occasion.

In the "Kuch Meetha Ho Jaaye" campaign, which was started by Cadbury Dairy Milk, India positioned dairy milk as a treat that could be enjoyed during joyful occasions in our busy lives.

In India, Cadbury displays individuals of all ages celebrating both significant and insignificant events in their life and elevating exceptional occasions with Cadbury dairy milk. The campaign is still well-known, and renowned Indian actor Amitabh Bachchan previously supported it.

* Cadbury valentine’s day campaign 2023 helps couples make the day memorable

To help couples plan a wonderful Valentine's Day, dairy milk silk started a campaign. It provides advice on how to declare their love. The campaign's film shows a sympathetic scene of a couple celebrating Valentine's Day and demonstrates a pleasant and inventive way for them to surprise their loved ones with a present. As a result, a large audience is reached.