Svadrut Kukunooru

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**‘Think Different’: Apple’s Magnum Opus and How It Can Help Marketers**

The Apple 'Think Different' advertisement is one of the most iconic advertisements of all time. This ad was not just a promotion for Apple’s new Macintosh computer but was also a part of a larger campaign that aimed to brand Apple as a catalyst for creativity and innovation. Apple portrayed themselves as a symbol of innovation by connecting themselves to influential figures throughout history who were known for thinking outside the box and challenging the status quo, such as Albert Einstein, Jim Henson, and Thomas Edison. The 'Think Different' ad campaign addressed some of the challenges that marketers face today by demonstrating the power of emotional branding and the importance of appealing to the values and aspirations of one's target audience. It also showcased the effectiveness of utilizing influential figures and aspirational messaging to connect with consumers.

The intended purpose of the 'Think Different' advertisement was not solely to sell a product. Instead, it was a part of a campaign aimed to create an image of Apple as a brand that was synonymous with innovation, creativity, and excellence. The ad's focus on visionaries conveyed the message that Apple valued and rewarded imagination. The advertisement was placed in various media products, including print magazines, television, and the internet. One example of the print media the ad appeared in was TIME Magazine, which has a mostly middle-class, educated readership. The placement of the ad in such a magazine is significant because it suggests that Apple was targeting an audience that valued creativity; if the ad was placed in a tabloid like The Sun or The Daily Mail, it wouldn’t really have the same effect. Moreover, the use of television and the internet as other mediums for the ad ensured that it reached a wider audience, which helped to cement the Apple brand as one that stood for creativity and innovation.

The content of the ad was also different from traditional advertising campaigns, which often focused on the features and benefits of a product. Instead, the 'Think Different' ad tried to evoke emotion and inspire its viewers. The use of iconic figures such as Albert Einstein and John Lennon, who are widely recognized as creative and innovative individuals, helps to create an emotional connection with the viewer. This, according to Ernest M. Fowles in his book, "Advertising and Popular Culture," helps maintain cultural values and norms by providing models of behavior and attitudes that are deemed desirable; in Apple’s case, the use of black and white photography and the simple tagline 'Think Different' evokes a sense of nostalgia and a desire to be a part of a movement that values creativity and innovation.

The principles of persuasion and basic appeals utilized in the ad are primarily emotional and psychological. One of the key principles of persuasion that is evident in the ad is social proof, which is the idea that people are more likely to act if they see others doing it (Cialdini). By associating the Apple brand with iconic figures, the ad creates a sense of social proof that makes viewers want to be associated with the brand. The ad also appeals to viewers' emotions by creating a sense of nostalgia and a desire to be part of something greater than themselves.

In conclusion, the Apple 'Think Different' advertisement is a prime example of successful marketing that transcends its primary purpose of promoting a product. Through its use of imagery, music, and carefully crafted messaging, the ad not only sells a product but also creates an emotional connection with the audience and establishes Apple as a brand that values innovation. The ad's ability to resonate with viewers on a deeper level and inspire them to embrace their individuality and strive for greatness has contributed to its enduring popularity and cultural significance. Additionally, the advertisement's use of principles of persuasion, such as social proof and authority, makes it an effective tool for strategic communicators and marketing professionals who are looking to promote their brand and influence consumer behavior. Overall, the Apple 'Think Different' advertisement is a testament to the power of effective marketing and the enduring impact that well-crafted advertisements can have on society.

**Works Cited**

Fowles, J. (1996). *Advertising and popular culture*. Sage Publications.

Cialdini, R. B. (2009). *Influence: Science and practice* (5th ed). Pearson Education.