

Q1) List out the marketing strategies of Blackberry.

"Blackberry Thumb" campaign to highlight the durability and reliability of the QWERTY keyboard.

- Guerilla marketing by giving devices to business people at conferences to create word-of-mouth marketing.
- Integration of more features for everyday users with the introduction of the 'Blackberry Pearl'.
- Targeting non-business users by featuring multimedia elements and introducing 'Blackberry Messenger (BBM)'.

Q2) What direct challenges did Apple pose to Blackberry?

1. Innovative Features: Apple introduced a bigger screen, interactive capacitive touch, and a better multimedia player, which differentiated the iPhone from Blackberry's offerings.

2. Network Issues: Initially, the iPhone faced network problems, but once these were resolved, it gained popularity and posed a challenge to Blackberry.

3. Strong Competition: The introduction of the iPhone and later Android devices increased competition for Blackberry, which had previously been a premium mobile phone brand with fewer strong competitors.

4. Customer-Centric Approach: The iPhone's focus on the end-user experience and continuous innovation posed a challenge to Blackberry's approach, which was perceived as pushing products to consumers rather than listening to them.

5. Lack of Adaptation: Blackberry's failure to adapt to the changing market dynamics and consumer preferences, such as touch-based devices, posed a direct challenge as it led to a decline in its market position.