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Advertising Case Studies

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Introduction

Founder of Apple, Steve Jobs, says “Creating great advertising, like creating great products, is a team effort. I am lucky to work with the best talent in the industry” (277). This quote from Jobs is describing the importance of a good relationship between the advertising agency and Apple. Apple has had tremendous success with their products due to their risk-taking creativity with promoting their products. The creation of ads such as “1984” or “Crazy Ones” were some of Apple’s first steps to their fame and fortune. Apple understands the importance of diverse advertising because they continue to invest in new innovative ads. Apple wasn’t always taking that extra step in advertising though and actually a board of directors questioned their “1984” ad saying it wouldn’t work for the Super Bowl; it took Jobs and Wozniak to push Apple towards airing the “1984” ad (Art & Copy). After “1984” Apple never looked back on their old way of advertising and are forever known for their revolutionary connection to the consumers.

Advertising for Apple has definitely been one of the biggest reasons for their success. Their advertising consisted of Jobs presenting products, fresh commercials, print ads, online ads, and more. Apple has continued to improve and revolutionize advertising for not only competing PCs but all types of products and their marketing strategies. Apple takes standard or boring ads and focuses on the consumer-product relationship; it does help that their products are usually the hottest tech gadgets on the market. Jobs was a vital player in building Apple’s strong legacy but he couldn’t have done it without the help of TBWA/Chiatt/Day. Apple used advertising in the

past and continuously uses the power of advertising to keep their company one of the most successful in the world.

Compare and Contrast

Apple took similar routes in presenting two different products, Macintosh Computer and the iPad, even though they were introduced over two decades apart. Both of these launches by Apple started by getting the word out of their products before they actually started selling them. The “1984” commercial was presented during the Super Bowl and actually didn’t even show the product it just claimed it was going to change the year 1984. The iPad launch was similar in the “rumors circulated about regarding the coming of iPad prior to Jobs finally providing a sneak preview” (276). In both of these scenarios Apple began “talking up” their products before they were even available to purchase. Apple also used Steve Jobs to sell both of these products through his unforgettable presentations. He presented the “1984” commercial at a Macintosh pre-launch event in 1983 and bragged about Apple’s personal computer and their fight against IBM (Jobs presents the “1984” ad at the Macintosh pre-launch event 1983). Then for the iPad launch Jobs again used his voice to say the iPad was to be “so much more intimate than a laptop and so much more capable than a smart phone” (276). Both of these campaigns chose an important TV event to run their commercials; “1984” used the Super Bowl and iPad used the Oscars (277).

The biggest difference between the launches of these two products was the amount of advertising done. For the Macintosh, Apple had Jobs present the product and they created the “1984” commercial for the Super Bowl. For the iPad they had Jobs present it, a commercial during the Oscars, and a product implementation during a hit TV series. The commercial during the Oscars for the iPad focused on the idea of “What can you do with an iPad?” with someone demonstrating all of the features of their product (276). Then the popular TV series *Modern*

Family had an entire episode dedicated to getting the dad of the show an iPad because that was all he wanted for his birthday (277). These examples show the difference between Apple's "1984" ad and the iPad launch was the iPad had a few more advertising outlets. Also, the "1984" commercial didn't show the product whereas the commercial that ran during the Oscars for the iPad did nothing but show the product. These two commercials have the same theme and messages behind them but yet Apple took two completely different routes to sell them.

Some of these components of Apple's messages are the same because the "1984" advertisement was very effective during its time and Apple knew with a little spin it could work again for the iPad. Jobs did all the talking for the Macintosh so it only makes sense to use him again to show off the iPad. Using some of the same components also helps Apple establish their company and make their consumers feel connected to their long legacy. The elements of these advertisements needed to be different though too. The iPad came out over 20 years after the Macintosh and the culture of consumers had changed a lot so doing the exact same thing as the "1984" commercial wouldn't work well with the audience. Plus, if all of the components for the release of the Macintosh and the iPad launch were the same the consumers would be bored and disappointed because they were looking for something new. Also, the iPad commercial needed to demonstrate the products because the generation Apple was targeting was very hands on but if they would have demonstrated their Macintosh it would have just confused their audience.

Get a Mac

The driving strategy behind the "Get A Mac" campaign was to make Apple's Mac computer look *cool* compared to other PCs. "The ads showed Justin Long as the hip embodiment of Mac users and John Hodgman as the stiff personification of PC folk" (Jaffe). Microsoft was starting to become tough competition for Apple and they decided to use advertising to show

consumers how *cool* their Macs were. In Jaffe's article he quotes psychologist Nevid who claims "some way or another Apple was able to create style, pizzazz, and image that connects at a deep level with consumers." The "Get a Mac" campaign makes consumers question if they are hip like Long or stiff like Hodgman, obviously making consumers want to purchase a Mac over any other boring old PC.

The "Get a Mac" campaign unquestionably worked for Apple. Quinn discussed in her article that "the production costs of such a campaign must be unbelievably low, but the impact of such a marketing strategy is dauntingly high." These advertisements created by Apple were so simple and easy to follow that the audience felt a strong connection to the characters and Apple. Quinn continues to say "simple is good; memorable and even a bit funny is even better." Apple did an excellent job of casting for these commercials too because they used the lovable Justin Long and the awkward John Hodgman to compare their products using humor—appealing to their audience. Another key factor into making this campaign work was the consistency of these advertisements. AdWeeks article said that the "Get a Mac" campaign contained 66 TV spots that aired within three years. This campaign was not only consistent in the amount they ran but also the idea behind the commercials. All of the advertisements contained the same two characters having an entertaining conversation that compared PCs to Macs. Overall the "Get a Mac" campaign was undeniably effective for Apple and their product.

Brand Loyalty

The book states "brand loyalty occurs when a consumer repeatedly purchases the same brand to the exclusion of competitors' brands" (26). Apple's company is mainly built off of their brand loyalty. The "1984" commercial was the very beginning of Apple creating a strong brand loyalty. Consumers wanted to know more about what Macintosh was and how they could

purchase the product. Then, Apple aired the “Crazy Ones” commercial and established an even stronger brand loyalty because consumers wanted to be more like the people Apple showed in their commercial. Apple’s consumers continued to become more and more loyal to their brand when they started releasing the “Get a Mac” ads because they wanted to be *hip* like the new Mac computer.

It doesn’t matter what Apple is selling they have established a strong consumer base that isn’t going anywhere any time soon. Consumers repeatedly purchase Apple products not only because they make innovative products but because they tell everyone how innovative their products are through advertising. Apple uses print, online, commercials, etc. to reach their consumers and connects with them on a personal level to gain their brand loyalty. People actually enjoy watching Apple advertisements because they are well put together and are almost always ahead of their time with technology. Apple wouldn’t be anywhere today without their advertising establishing a solid brand loyalty with their consumers.

Conclusion

I don’t know how Apple does it. They are always creating the latest and greatest technology of the generation. Yes, they do a phenomenal job of advertising but they also build amazing products. At the end of the day it doesn’t matter how great you advertise something or connect with the audience, if your product is crap people aren’t going to buy it. Apple started by thinking outside of the box and creating products that the consumers want to have every day in their lives and then told the world all about it through advertising.

Apple does an amazing job of commercials and print advertisements but I still believe Steve Jobs was the best seller of any of their products. People love Apple commercials but holy

cow did people love to hear Jobs speak about their products. You would get chills just sitting in the audience listening to him describe all of the new features. His presentations were so unforgettable too because you could feel the passion he had for Apple and the pride he had in their products. Jobs was very personable to his customers which made people love him and Apple.

“1984” is one of the best advertisements the world has ever seen; from the Super Bowl placement, to not showing the product, to going head-to-head with the big dogs. Apple didn’t stop there but then produced the “Crazy Ones”, silhouettes campaign, “Get a Mac” campaign, and slowly their brand began to flourish. Apple used advertising to make the audience fall in love with their products and fall in love with their brand. If Jobs and Wozniak didn’t fight their board of directors over 20 years ago to run the “1984” commercial, who knows where Apple would be today?

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