

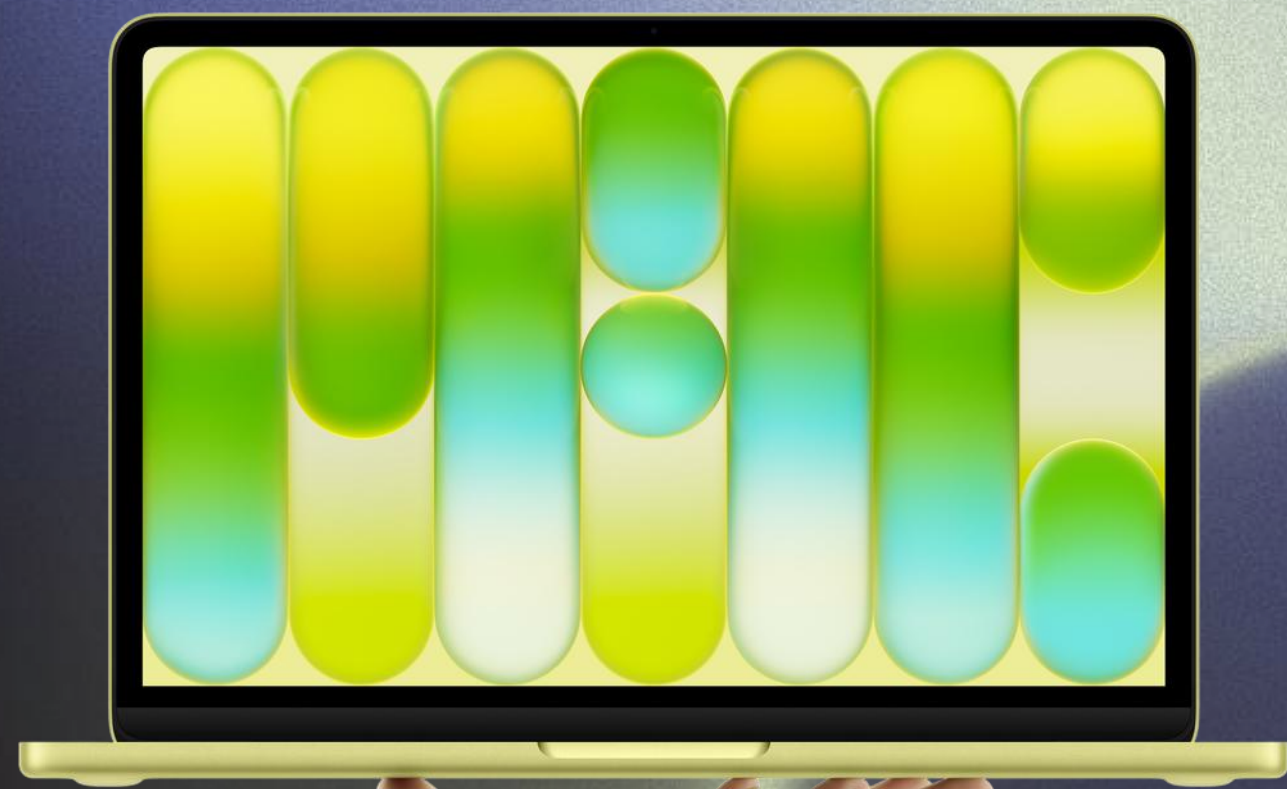
Apple: Promotion and Place Strategy

MKTG 2201 Quiz 2 Presentation

Lokesh Addagiri

March 13





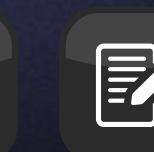
Apple's Value Proposition

Value Proposition

- Premium technology products
- Seamless ecosystem integration
- High design quality and user experience
- Status and brand prestige

Target Market

- Middle and upper-income consumers
- Tech-savvy professionals and students
- Customers who value design and performance



Promotion Strategy

Advertisin

- Minimalist product-focused ads
- Emotional storytelling
- Iconic product launches

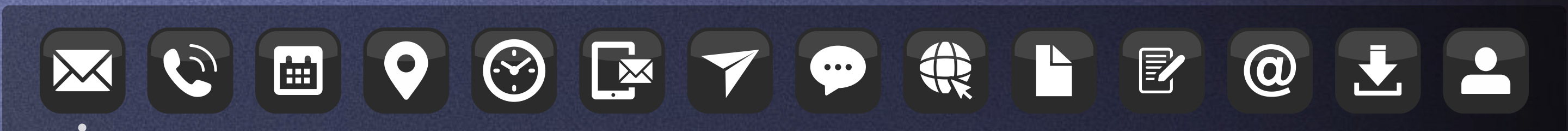
Direct & Digital Marketing

- Apple website and online store
- Social media product launches
- Email marketing

Public

Relations

- Global keynote events
- Media coverage and tech reviews





Place Strategy: Controlled Distribution

Direct Distribution

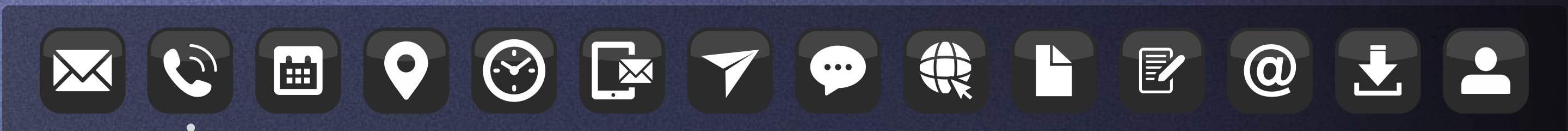
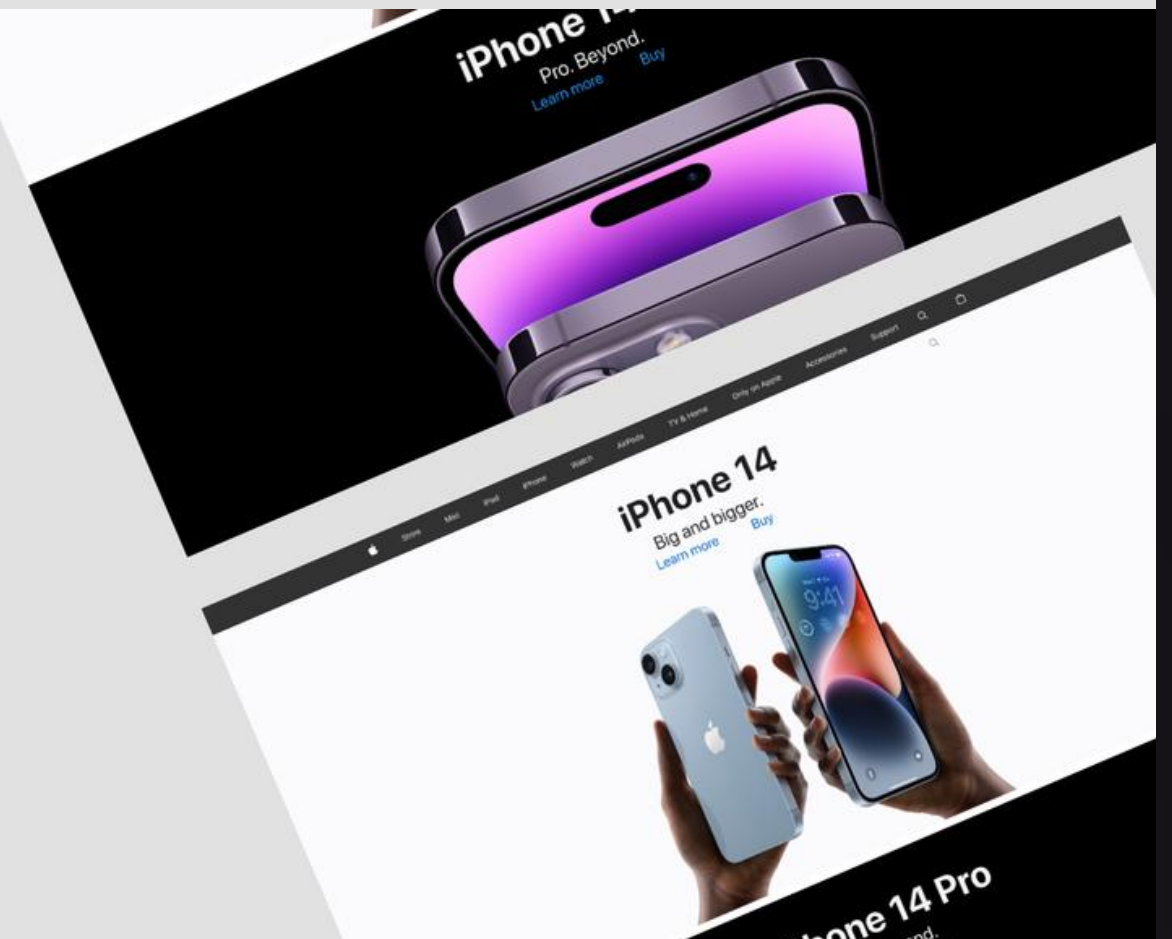
- Apple Stores
- Apple.com online store

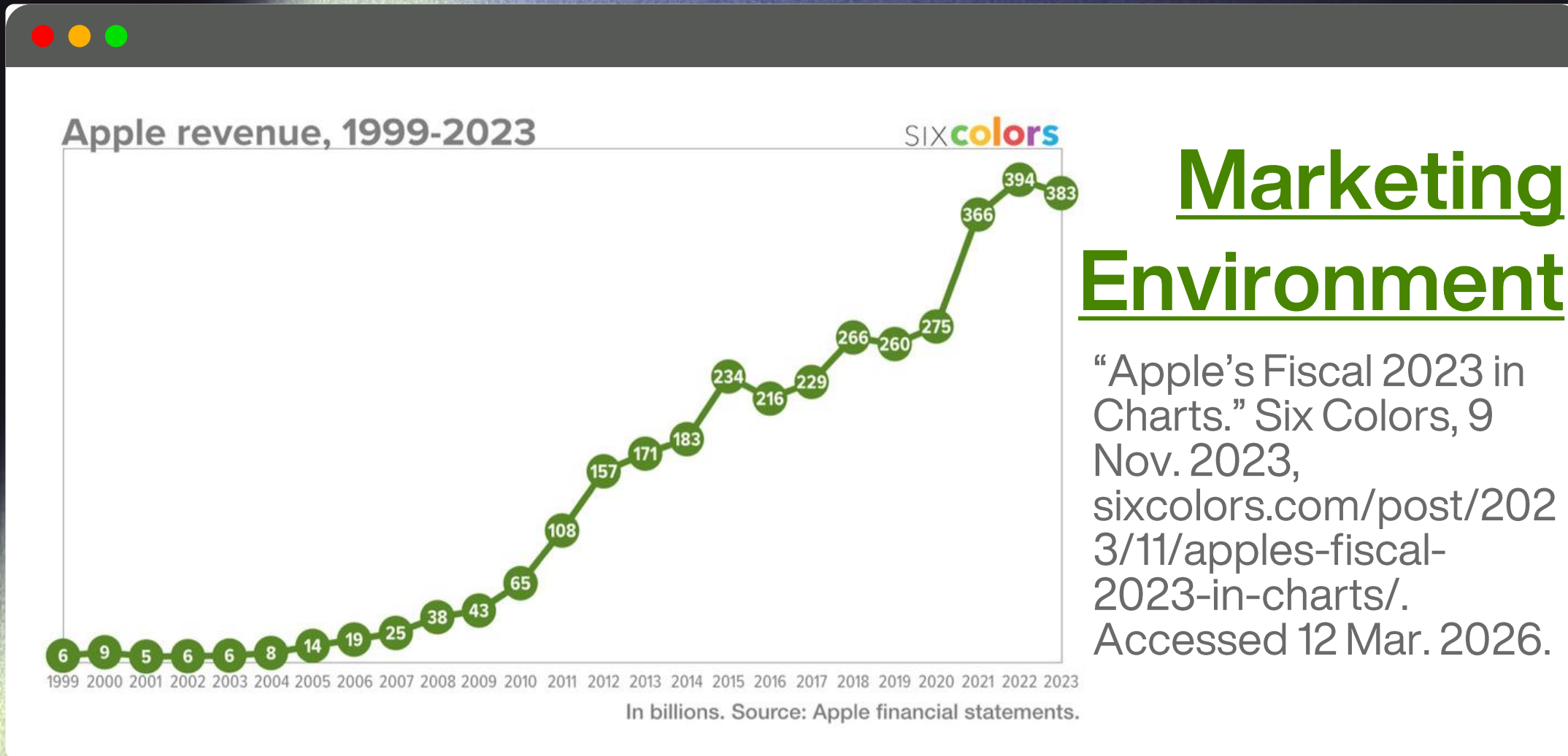
Retail Partnerships

- Best Buy
- Mobile carriers

Omnichannel Strategy

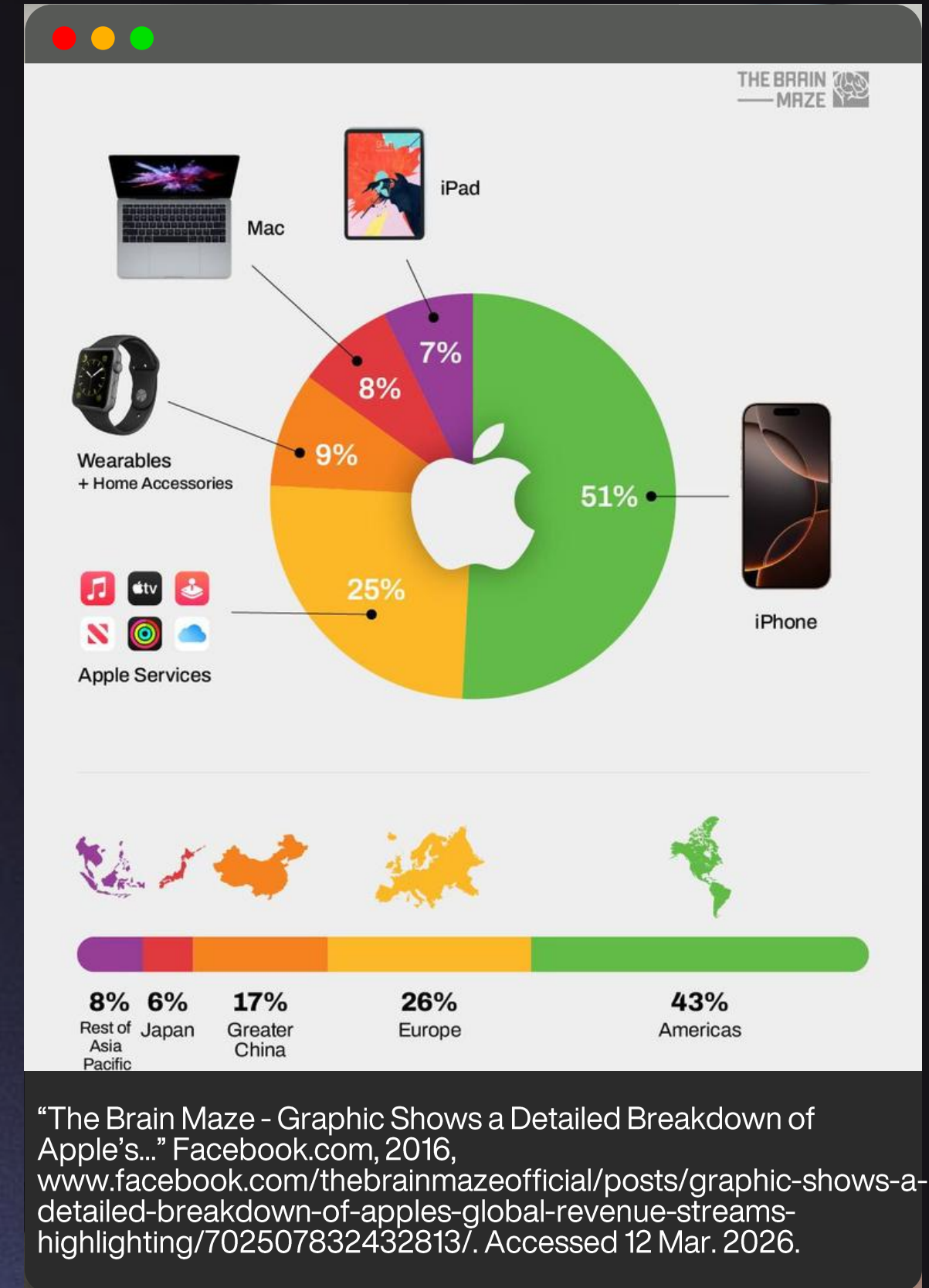
- Online purchasing
- In-store pickup
- Integrated support services





Marketing Environment

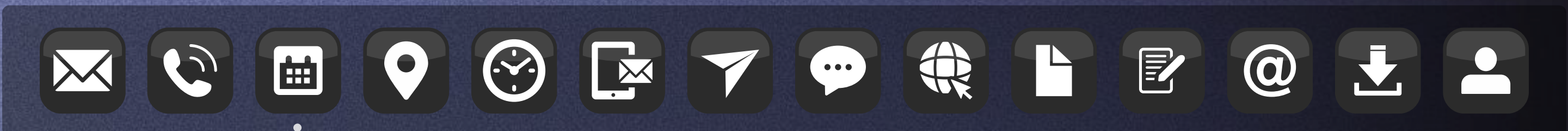
“Apple’s Fiscal 2023 in Charts.” Six Colors, 9 Nov. 2023, sixcolors.com/post/2023/11/apples-fiscal-2023-in-charts/. Accessed 12 Mar. 2026.



“The Brain Maze - Graphic Shows a Detailed Breakdown of Apple’s...” Facebook.com, 2016, www.facebook.com/thebrainmazeofficial/posts/graphic-shows-a-detailed-breakdown-of-apples-global-revenue-streams-highlighting/702507832432813/. Accessed 12 Mar. 2026.

- ### Microenvironment
- Retail partners
 - App developers
 - Component suppliers

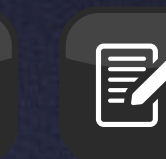
- ### Macroenvironment
- Technology innovation
 - Global competition
 - Consumer trends





End of **“Main”** Slides

Start of **“Exhibit”** Slides



<u>Promotion Tool</u>	<u>Apple Example</u>	<u>Purpose</u>
Advertising	"Shot on iPhone" campaign	Builds brand image and product quality perception
Public Relations	Apple keynote events	Generates massive global media coverage
Direct & Digital Marketing	Apple.com product launches, email announcements	Drives immediate product awareness and purchases
Sales Promotion	Trade-in programs, student discounts	Encourages upgrades and repeat purchases
Personal Selling	Apple Store employees	Educate customers and build relationships

Exhibit: Apple Promotion Mix

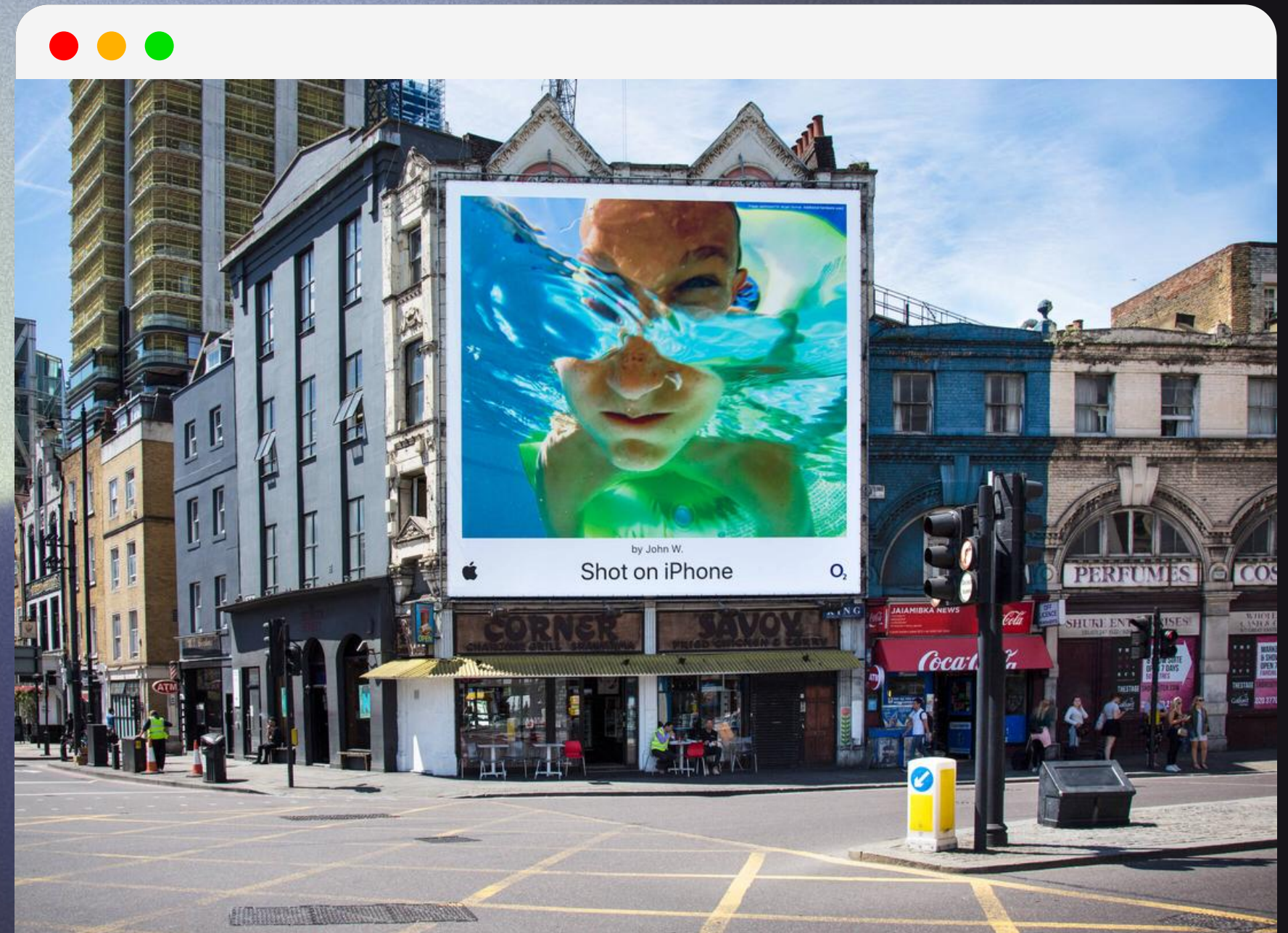




Exhibit: Apple Distribution Channels

Direct Distribution

- Apple operates 520+ retail stores worldwide
- Apple.com online store available globally

Retail Partnerships

- Best Buy
- Mobile carriers (AT&T, Verizon, etc.)
- Authorized resellers

Omnichannel Strategy

- Buy online, pick up in store
- Apple Store support services (Genius Bar)
- Seamless experience across online and physical channels

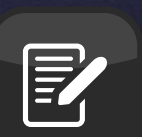
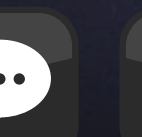
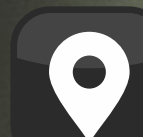


Exhibit: Apple Pull Promotion Strategy

Apple primarily uses a **pull** strategy.

This means marketing efforts create consumer demand first.

Key evidence:

- Major product launch events
- Global advertising campaigns
- Strong brand loyalty

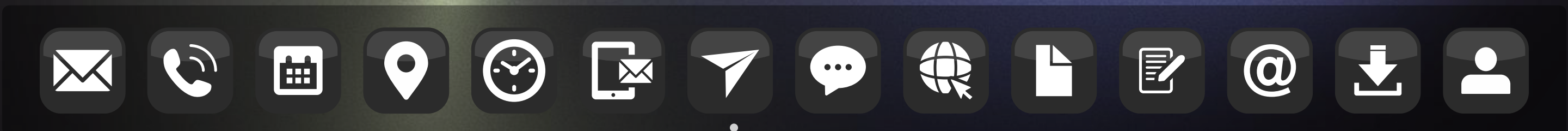
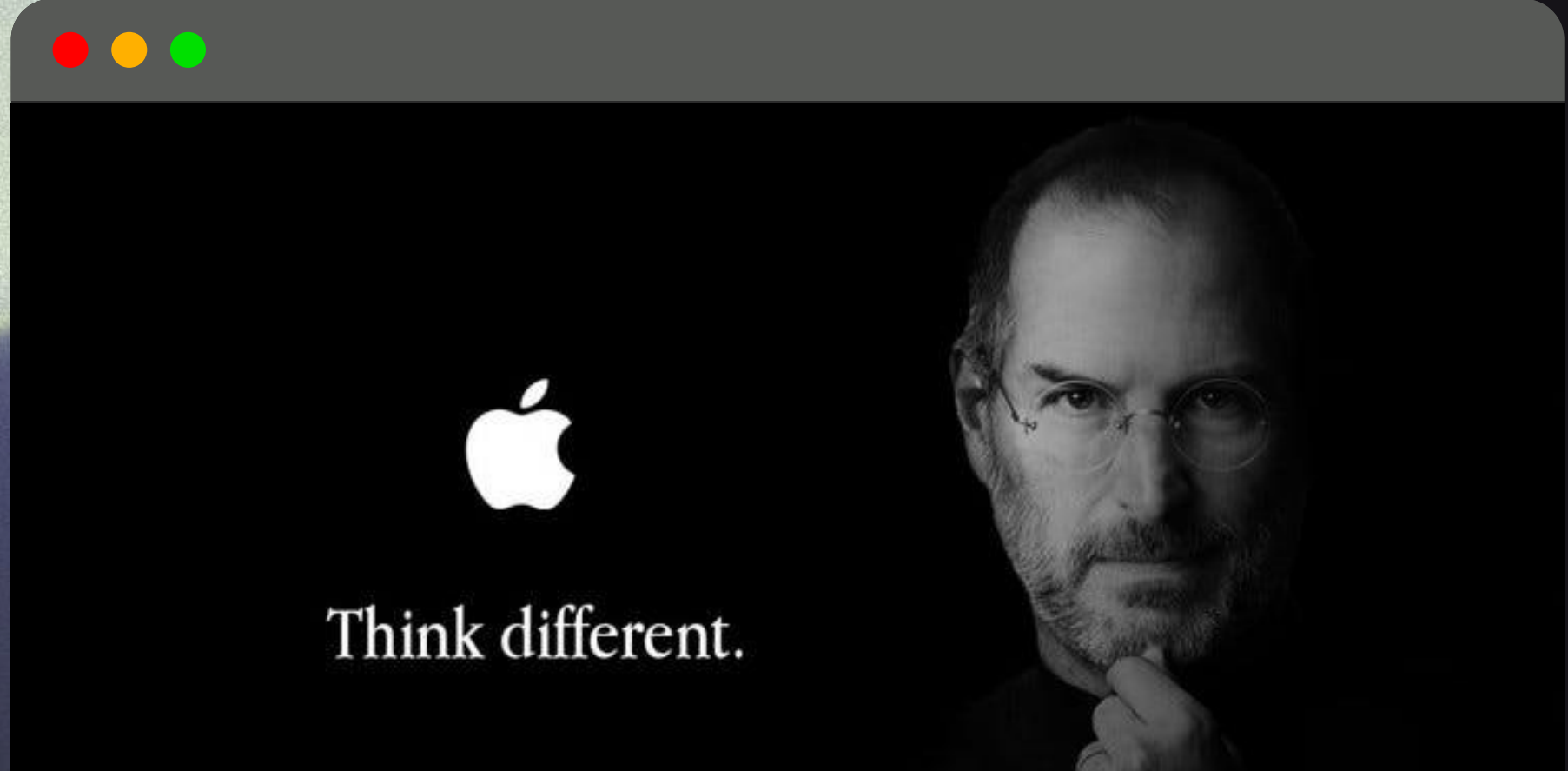
Apple Advertising



Consumer Demand



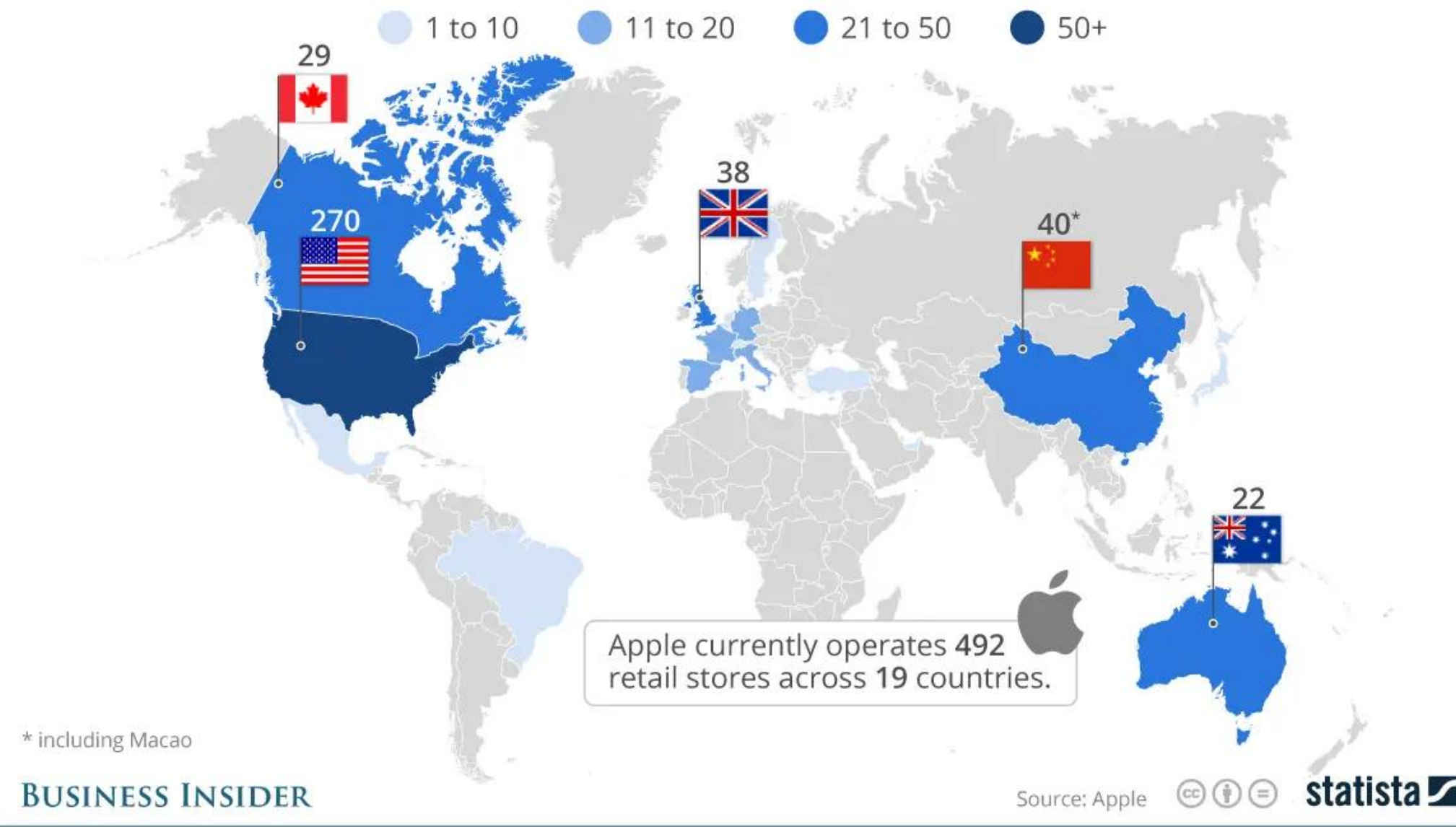
Retailers carry Apple products



Tech Chart of the Day

Apple's Global Retail Empire

Number of Apple Retail Stores around the world (as of February 2017)



Apple uses a largely standardized global marketing strategy.

Standardized elements:

- Same product design worldwide
- Same advertising campaigns globally
- Same Apple Store layout and branding

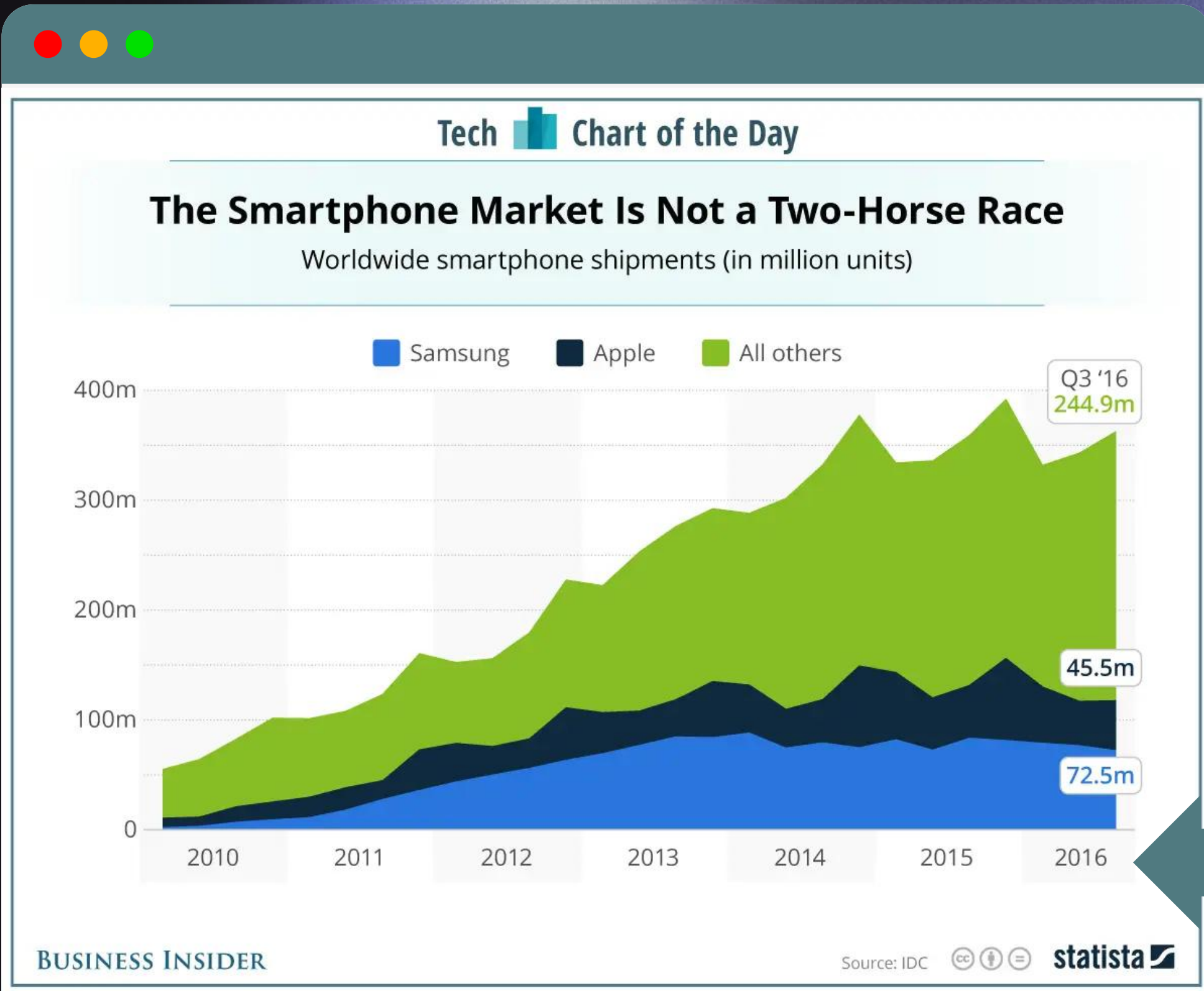
Adapted elements:

- Regional pricing
- Carrier partnerships
- Regulatory compliance

Example markets:

- United States
- Europe
- China

Dunn, Jeff. "Apple Stores across the World: CHART." Business Insider, 7 Feb. 2017, www.businessinsider.com/apple-stores-how-many-around-world-chart-2017-2. Accessed 13 Mar. 2026.



Key statistics:

- Apple market capitalization: over \$3 trillion
- Over 2 billion active Apple devices worldwide
- iPhone generates ~50% of Apple revenue
- Apple is consistently one of the top smartphone brands globally

Dunn, Jeff. "Apple, Samsung Combined Smartphone Market Share: CHART." Business Insider, 7 Nov. 2016, www.businessinsider.com/apple-samsung-smartphone-market-share-chart-2016-11. Accessed 13 Mar. 2026.

