

iPhone

iPhone

iPhone



iPhone

iPhone

iPhone

iPhone



Executive Summary

2008, a year Apple fans and gadget lovers in Singapore would rejoice at the launch of iPhone in Singapore. With its unique functions and design, the iPhone is one of the most sought after and popular smart phone in the United States. Because of its popularity and the established brand recognition, Apple iPhone will be well received in Singapore.

Our target market consists of the Career Innovators. They are the PMIEBs (Professional, Management, Executive, Business) segment, age 24 to 34 years old, who are IT-savvy and generally lead a busy lifestyle. We have conducted qualitative (in depth interview) and quantitative research (survey) to find out about the key insights about them.

Our campaign period would be a 3 month period starting its run on October 1, 2008 to December 31, 2008. In order to successfully launch Apple iPhone in Singapore, we have analysed the various factors to understand the telecommunication industry, company analysis, consumer analysis, competitive review and the trends and development in the industry. With the SWOT Analysis in hand, we have come up with a Communication Strategy which consists of a combination of teaser, resonance and emotional style for the execution of the advertisements for the campaign. With that, practical objectives are set such as gaining 70% awareness, 50% acceptance, 10% market share and generating 50% sales for iPhone in Singapore.

With the effective use conversational advertising, we enable the talking point, "What Will Happen" before the product launch. We will reach out to our target audience with the full utilization of online, outdoor and broadcast media. This would create attention and curiosity intended for our target audience during this teaser execution period. When the campaign officially launched in October 2008, we will reveal Apple iPhone using the consistent tagline, "A World Without iPhone" and followed by a sentence that is different in every advertisement e.g. "Creating images like never before..." depending on the theme of the advertisement.

Three stages of evaluation will be done to gauge the effectiveness and efficiency of the advertising campaign. Development evaluation will be done through pre-testing the ads, tracking studies are to be used during concurrent evaluation and post campaign evaluation would measure recognition and the overall success of the campaign.

Team Members



iPhone

Qui Yizheng 13589864

Father - Account Director



As the Father of the agency, he leads the team to success everytime. Graduated from the University of Hawaii in Master in Advertising. He has successfully achieve multiple projects - Coca-Cola, SIA, Tiger Beer, BMW and many more.
With his 24 years of experiences, none of his account has gone unnoticed!

Phyllis Tan Shu Fen 13761044



Mother - Promotion Director

Mother of the agency, leading the family in term of promotion, she has ten years of experience in this business. Successful campaigns, driven by her in the past such as Coca-cola, BMW, Emirates and the list never ends...

Goh Min Ching, Andrew 13708148

Son - Researcher

Our little son is the most observant player in this field. With his 12 years of experience, he can find out anything the Father wants to know. Without him, no one will know how to start.



Angela Lim Charng Ching 13219093

Daughter - Media Planner

The most experienced planner goes to this pretty daughter of ours. All the channels and media that you want to know, you say it and she can tell you to the bolts and nuts of it.

Lim Pei Voon 13712644

Youngest Daughter - Writer and Creative Director



The youngest member in the family. But she really knows how to use her pen. All the grammars and spelling can never escape her eyes. This precious daughter of us never fail to add the magical touch to our Ad Book. Creativity is also her areas of expertise. Her original idea will never run low as long as her father gives her enough pocket money!

Company Analysis



iPhone

History

Established in 3rd January 1977

Manufactures and designs electronic devices and equipments such as computers, notebooks, portable music players, communication devices, networking solutions and a wide range of software and hardware products.

Sold in every form of marketing channels; such as online and retail stores, third-party wholesalers and resellers.



Widely known for its products such as Macintosh (Mac) notebook, iPod players and iPhone. Sell their compatible products such as speakers, storage devices and headphones.

Sell to all types of people: ranging from the Government, businesses to education and families.

**Please refer to Appendix 9 for Apple Inc Products*

Mission

Continue leading the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications.

Spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and has entered the mobile phone market with its revolutionary iPhone. (Apple Inc, 2008).

Corporate Culture

Most innovative and creative company in the world today.

Steve Jobs, with his inspirational and goal oriented leadership, revolutionized Apple Inc. today.

“Untraditional marketing strategies” (Kenney, 2007) and come up with unique taglines which help gain competitive advantage.

“Represented more than a company that sold computers” and that it “was anti-establishment company where talents were nurtured and great things could be accomplished”.

Brand Analysis

iPhone



Latest revolutionary technological product by Apple Inc.

Launched in the **United States at the end of 2007** and it combines the elements of an iPod, a mobile phone and the Internet into one product.

In the recent survey done by Change Wave (2008), iPhone received a 79% Very Satisfied rating among its users. It also revealed that iPhone is gaining momentum in the smartphone market and more respondents are likely to purchase an iPhone in the near future.



iPhone

Brand Personality

Creative, Friendly, Passionate (Kahney 2002).

Brand Image

Stylish, Distinctive Design, High Performance, Unique, Experiential

Brand Identity

- Always linked to computer.
- Logo: Apple symbol with a bite is simple and memorable
- Slogan: "Think Different"; Enables Apple users to be associated with famous thinkers used in Apple Inc. ad campaigns; Smart (Campbell 1999).

Positioning

"Imagination, design and innovation"

Focusing on people and the brand "project a human touch" (Kahney, 2002).

People perceive the Apple brand as being having a friendship or a relationship.

Product Life Cycle

 **Growth stage** in the Product Life Cycle in the overseas market, namely the United States. (Heratori, 2007)

 **Attracted the early adopters and buyers.** Since then, Apple has lowered the selling price of iPhone to attract more people to purchase it.

The iPhone has not been launched in the Singapore market yet.

 Therefore, the iPhone is in the **introduction stage** in the local market.

Consumer Analysis

iPhone



In-depth Interview


It's like a mini Macintosh operating system on the go. I would rather find out more about the phone from other media, such as **internet websites and forums.**

Conclusion: brand-loyalty customer. She is tech-savvy and brand conscious person. She is also more conscious when making purchase. She would still consider the design, specification, size as well as price even though function is the top priority to her. She would likely to see the ads to be straightforward.

Apple User



Non-Apple User

 My expectation of a mobile phone is simple: as long as it is simple, stylish, functional, uncomplicated to use, light, slim.

I like simplicity ads: I like ads that go direct to the point and not exaggerated. At the same time, the ad must have a cool/stylish approach and also be in modern times.

Conclusion: The interviewee is flexible and is not a brand loyal consumer. He looks for product information on the Internet and he would go for products that suit his lifestyle. He stated that iPhone also looks very similar to the iPod touch which may prompt users to

iPhone User



WOW~. It is a **touch-screen phone.** It is easy to use as the browser interface is similar to computer. I feel that I'm using the computer rather than a phone.

I felt **"connected"** as I can chat in MSN Messenger, send email and most importantly I can call anytime and anywhere.

Conclusion: The interviewee is a typical quality-oriented person. She is willing to pay for quality, technology as well as the functionality rather than the brand. However, she is brand-switcher, tend to switch brand anytime.

**Please refer to Appendix 3 for In-depth interview*

Consumer Analysis

Primary Research - Survey

"Carrying a mobile phone is a major part of my lifestyle/work position" is a strongly agreed statement among the respondents.

"I enjoy giving advice to my friends about mobile" can help conclude that the respondents can engage in viral marketing; which they can use word of mouth to spread a product.

"I will only buy mobile that is value of money" which prove that the respondents are looking for mobile phones that are both cost effective and efficient.

Top 5 factors for buying a mobile phone
Reliability, Durability, Function, Design and Size

The internet is a highly utilised medium for the respondents to rely on for source of information.

Word of mouth comes in second, which show that opinion leaders and friends are important source of information as well; companies can make use viral marketing to promote its products.

Most of the respondents also perceived that the Apple brand is stylish, innovative and a form of self expression. These perceptions are essential in establishing the Apple brand for the advertising campaign.

i Phone is cool and stylish. iPhone is having a distinctive design, suits the lifestyle of the respondents and i Phone is made of good materials.

Most of our respondents like to surf the Internet almost all the time. They also like shopping and going to the movies as well as spending time on sports and going to the beach.

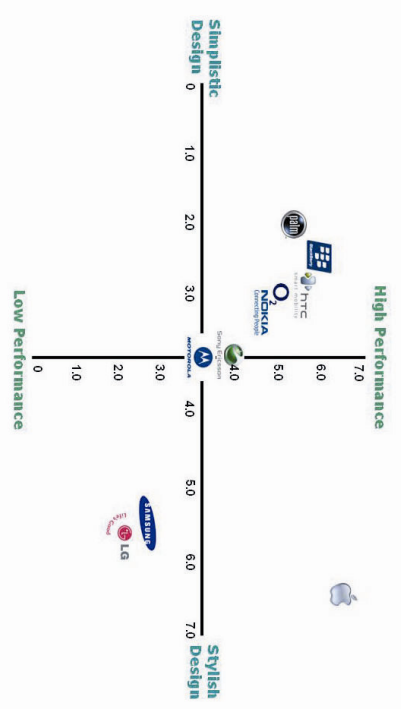
**Please refer to Appendix 4 for details for the Survey Results and Analysis*



iPhone

Competitor Analysis

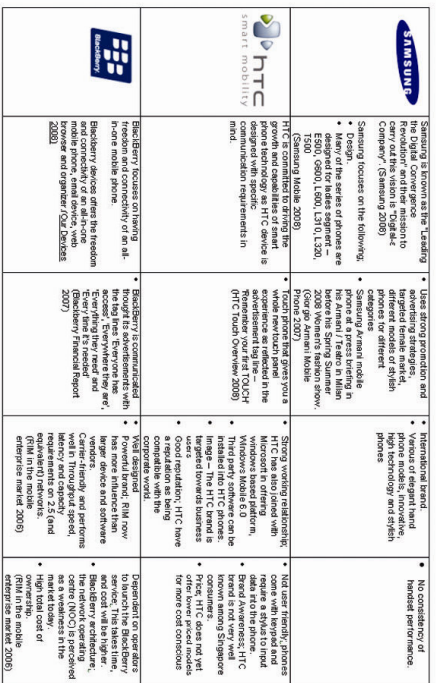
Positioning Matrix for different Mobile Brands in Singapore



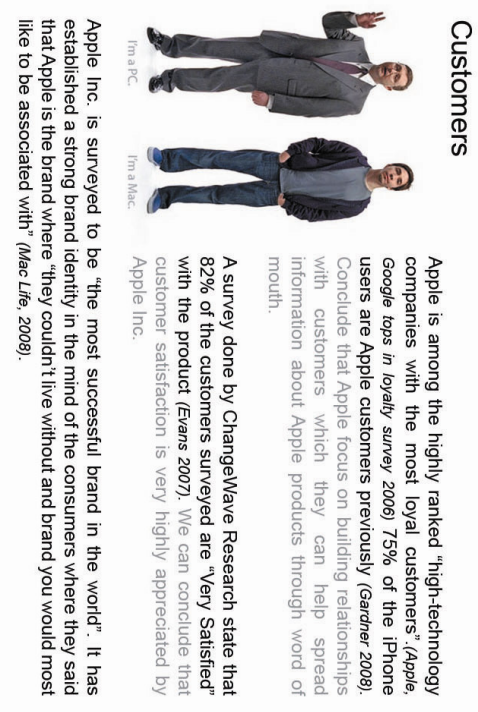
iPhone

Competitors	Core Focus	How they Communicate	Strength	Weakness
NOKIA Connecting People	Nokia focuses on being a reliable, functional product and is always ahead of the competition. The brand is famous for multi-branding and is always ahead of the competition.	• Connecting people • Nokia's products are designed to be used in all situations • Nokia's products are designed to be used in all situations	• Strong brand equity • Nokia's products are designed to be used in all situations	• Too diversified • Too diversified
Sony Ericsson	Sony Ericsson is famous for a wide range of products. The brand is famous for multi-branding and is always ahead of the competition.	• Connecting people • Sony's products are designed to be used in all situations • Sony's products are designed to be used in all situations	• Strong brand equity • Sony's products are designed to be used in all situations	• Too diversified • Too diversified
Palm	Palm is a global leader and innovator of easy-to-use mobile devices. The brand is famous for multi-branding and is always ahead of the competition.	• Connecting people • Palm's products are designed to be used in all situations • Palm's products are designed to be used in all situations	• Strong brand equity • Palm's products are designed to be used in all situations	• Too diversified • Too diversified

iPhone



iPhone



I'm a Mac.

Apple is among the highly ranked "high-technology companies with the most loyal customers." (*Apple, Google taps in loyalty survey* 2006). 75% of the iPhone users are Apple customers previously (*Gardner* 2008). Conclude that Apple focus on building relationships with customers which they can help spread information about Apple products through word of mouth.

A survey done by ChangeWave Research state that 82% of the customers surveyed are "Very Satisfied" with the product (*Evans* 2007). We can conclude that customer satisfaction is very highly appreciated by Apple Inc.

A survey done by ChangeWave Research state that 82% of the customers surveyed are "Very Satisfied" with the product (Evans 2007). We can conclude that customer satisfaction is very highly appreciated by Apple Inc.

The smartphone industry in Singapore is highly competitive. Apple iPhone may have some difficulty to penetrate into the market as there are already so many competitors in this market. However, based on the positioning map, Apple iPhone is being perceived as a highly stylish and performed smartphone as compared to the other smartphones. This can be the unique selling proposition (USP) which Apple iPhone can focused upon.

Apple Inc. has a Supplier Code of Conduct which is to "ensure safe working conditions, to treat their employees with respect and dignity, and to establish and maintain environmentally responsible manufacturing processes".

Suppliers

Apple Inc. has a Supplier Code of Conduct which is to "ensure safe working conditions, to treat their employees with respect and dignity, and to establish and maintain environmentally responsible manufacturing processes".

Suppliers

Apple Inc. has a Supplier Code of Conduct which is to "ensure safe working conditions, to treat their employees with respect and dignity, and to establish and maintain environmentally responsible manufacturing processes".

PEST

iPhone



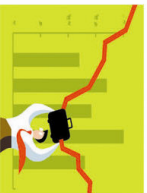
Political

The Infocomm Development Authority of Singapore (IDA) encourages the use of smart phones.

- 3G network which covers the whole of Singapore in December 2004 (*IDA Singapore 2005*).
- Wireless@SG was introduced by IDA to allow people in Singapore to enjoy free Internet access (*IDA Singapore 2006*).
- Implemented the "Full Mobile Number Portability" which allows mobile subscribers to change mobile operators without needing to change their mobile phones (*Singapore to Enjoy Full Mobile Number Portability 2008*).

With Singapore being an information hub, the government would be open to promote Apple iPhone to help attract busy professionals to buy it.

Economic



With inflation rate rising above 6.5% in early 2008, the standard of living becomes higher (*Singapore sees inflation above 6.5% in H1 2008*). This may be a threat to Apple Inc. as the entrant barrier will be higher.

Social

Singapore has a high literacy rate where Singaporeans are also taught about computer and technology. This will be an opportunity for Apple iPhone as this new product needs a high level of technology knowledge in order to enjoy the product attributes.

The total number of mobile subscribers in Singapore is more than 5.8 million (*Singapore to Enjoy Full Mobile Number Portability 2008*) and working Singaporeans would normally subscribe and purchase two handphones.

Hence, the iPhone can be worked and purchased as a smart phone for working professionals.

Technology

Singapore also has highest internet penetration rates in the world, in which 66% of households enjoy internet access. 52% of households with internet access are on broadband.

Three out of four companies use the Internet for business mostly via broadband (*Singapore, Totally Connected, Wired and Wireless, 2006*).



Hence, with the establishment of technology platform, this is arguably the best time to launch Apple iPhone in Singapore.

SWOT Analysis

iPhone



Strength

- Well Recognised and established brand
- Highly favoured by customers
- Highly innovative and stylish- Brand is a form of self expression
- Good working relationships with suppliers which result in cost effective and efficient
- Good usage of communication channels to spread its marketing campaign.
- Good rankings and ratings in terms of customer satisfaction, technology and invention.

Weakness

- Loss of credibility: the sudden price reduction prompt early adopters of iPhone to criticise the iPhone which result a loss of credibility.
- Expensive: all Apple Inc. products are deemed to be expensive as compared to other brands.
- Perceived as not value for money.
- Design is relatively similar to iPod Touch

Opportunities

- Implementation of the "Full Mobile Number Portability" may influence the purchase of mobile phones.
- One of the countries with the highest Internet penetration in the world.
- With Singapore being an information and digital hub, the government is encouraging the use of Internet and technology.
- Increase growth rate for Mobile subscription in Singapore

Threats

- Strong competition with well established brands for market share
- Inflation may hinder Singaporeans to purchase luxury products.

Target Audience



iPhone

Career Innovators - successful working adults, leading goal-oriented lifestyles with established careers and incomes.

IT-savvy with the knowledge in keeping up with advancing technology and enjoy premium lifestyle products.

Individualistic and independent people that likes to do things in their own way.

Show success through their purchases and they look at the brand that suits their personality.

Brand loyalty - where sometimes they are too busy and pre-occupied to compact and keep track of alternatives, especially if time and effort are required to make a brand switch.

Seek entertainment on the go and they also seek convenience such as ease of use and features.

Rely on mass media for information.

According to the Strait Times, about 60% of the PMEBs read the Strait Times everyday and they are the most avid newspaper readers in Singapore. In the 2002 Channel News Asia survey, 64% of the PMEBs watched channel News Asia and 52% of them watched Channel 5 (De Souza, 2004)



Respect is an important component for PMEBs.

Personal values such as warm relationships with others, self-fulfilment, self-respected and being well-respected are deemed as important by them. (Kau et al (2004, 36)

Hectic and busy lifestyle and they would involve in multi-tasking; doing different things at the same time. Hence, they are more willing to spend on time-saving devices that would benefit them. (Ad Asia, 2004)

Views money as one of their key elements that motivate them to pursue a high standard and quality lifestyle. (Kau, et al., 2004, p. 186)

PMEBs (Professionals, Managers, Executives & Businessmen)

Career Innovators
Generation X and Y
Gender: Male and female
Age: 24-34 years old
Total in population: 473,000 (Singstat 2008) 13.2% of population



iPhone

Communication Strategy

Communication Goal

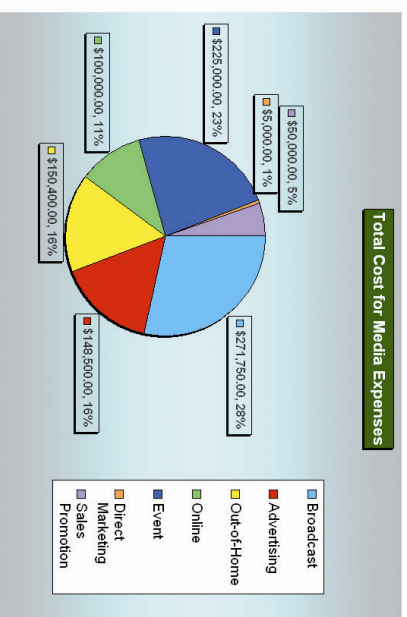
- To launch Apple iPhone as the newest smart phone in Singapore.

Communication Objectives

- To increase awareness of Apple iPhone by at least 70% among the target market during the three months period of the campaign.
- To generate sales of at least 50% for Apple iPhone during the three months period of the campaign.
- To enhance the perception of Apple iPhone by at least 50% during the three months period of the campaign.
- To achieve a market share of at least 10% during the three months period of the campaign.

Communication Budget

Medium	Total Cost
Broadcast	\$271,750.00
Advertising	\$148,500.00
Out-of-Home	\$150,400.00
Online	\$100,000.00
Event	\$225,000.00
Direct Marketing	\$5,000.00
Sales Promotion	\$50,000.00
Total	\$850,650.00



*Please refer to Appendix 1 for Costing Details
*Please refer to Appendix 10 for Costing References

iPhone

Communication Strategy



Big Idea

"What Will Happen" and "A World Without iPhone" are the recurring theme and headlines utilized throughout the campaign. These positioning statements are specifically chosen as no one knows what will happen in the future.



"What Will Happen" will be used in the teaser, our target market likes to question things about life and the world today.

"A World Without iPhone" will be used in our advertising campaign. This is to exaggerate the idea of what will happen if you are not using iPhone.



This is by bringing them the idea of you will lose your colour sense, you will lose your hearing, and you will lose your communication if you decided not to use iPhone.

These two taglines will be able to capture their attention as people will always be worried for their future. The first teaser with "What Will Happen" will set them thinking what will really happen to the world without sound, colour, connectivity whereas the second tagline "A World Without iPhone" will answer what will happen if they do not use iPhone.



Advertising Appeals

We will engage in conversational advertising where we will get people to discuss about a topic. Hence, this to give rationale and emotional appeal to give them a sense of sentiment about what will happen if the world has no sight, pictures, connectivity and sound.



By revealing the website address – www.whatwillhappen.com.sg and not providing any other information about iPhone, this will also create attention, curiosity and word of mouth. The teaser ad will be accompany by a popular "Jaws" jingle to better capture the attention.



The ear plug create isolation to sound, the eye mask which block off all images, the man in the desert which do not allow any communication and a beautiful Singapore city which does not show any colours. With the impacts of these ads such as fear and uncertainty, the retention of these ads will be longer and more valuable.



iPhone

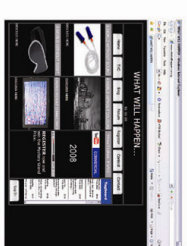
Communication Strategy

For the main campaign, we use the big idea and the tagline "A World Without iPhone", it is a unique way to use the emotional appeal to give the target market a sense of sentiment and that Apple iPhone is the most innovative product in the world today. The tagline is able to create impact on the target audiences on what will happen in a world without iPhone; a world where there is no colours, no communication, no sound, and no images. As Apple is recognized as a creative and innovative brand, a unique jingle from "Pink Panther" will be added into all the TVC ads to further capture attention.

Advertising Execution

A combination of teaser, resonance and emotional style are being implemented for the execution of the advertisements in the advertising campaign.

Using images such as a black and white skyline, ear plugs and eye mask will depict the various situations and help to generate curiosity among the target market.



We will have a website where people can register and voice their opinions and use their imagined experiences about the various situations if there is no sound, sight, connectivity and pictures in the world today. We will not reveal as the main product in the teaser ads.



Using the same images as the teaser, we will have the tagline, "A World Without iPhone" and also showcasing the Apple iPhone itself. A smaller tagline, different for each TVC ads e.g., "Creating images like never before....." will also be included below the main tagline to further enhance the message.

This will help draw attention and increase awareness that Apple iPhone is indeed a highly innovative product. The colours, layout and font size will be consistent throughout the teaser and the main campaign. The usage of black is to give a sense of prestige, mystery and secrecy. The Apple logo and an image of the Apple iPhone will be prominently placed in all the print advertisements and television commercials to serve as a form of identification for Apple.

**Please refer to Appendix 2 for Sample Execution*

Communication Strategy



iPhone

TVC Scripts

TVC #1: At a concert

- Scene 1: The setting takes place in a musical concert.
- Scene 2: The audiences are being captivated by the music and the orchestra team.
- Scene 3: A black background: with words stating, "What Will Happen..."
- Scene 4: The loudspeaker goes quiet.
- Scene 5: The orchestra team plays in a "silent mode".
- Scene 6: The audiences continue to listen in pure quietness.
- Scene 7: A black background with the tagline, "A World Without iPhone",
- "Creating music like never before....." with an image of the Apple iPhone.

TVC #2: In a city

- Scene 1: The setting shows the overview of a city with colours
- Scene 2: The second scene shows a shot of the traffic lights.
- Scene 3: People are crossing a busy street.
- Scene 4: A black background: with words stating, "What Will Happen..."
- Scene 5: The setting shows the overview of a city in black and white
- Scene 6: The second scene shows a shot of the traffic lights in black and white.
- Scene 7: People are uncertain whether to cross the road.
- Scene 8: A black background with the tagline, "A World Without iPhone",
- "Creating colours like never before....." with an image of the Apple iPhone.

TVC #3: In a computer laboratory

- Scene 1: The setting shows the computers in a laboratory
- Scene 2: A black background: with words stating, "What Will Happen..."
- Scene 3: The setting shows the computers crashed with no connectivity.
- Scene 4: A black background with the tagline, "A World Without iPhone",
- "Connecting to the world like never before....", with an image of the Apple iPhone.

TVC #4: By the sea

- Scene 1: The scene shows a girl holding a picture frame taking picture
- Scene 2: A black background: with words stating, "What Will Happen..."
- Scene 3: The setting shows the girl with the picture but there is no visual in it.
- Scene 4: A black background with the tagline, "A World Without iPhone",
- "Creating image like never before....", with an image of the Apple iPhone.

MECCAS Model



iPhone

Universal Values

Applying the ten universal values to the MECCAS model, the achievement and power values would describe the advertising campaign. Achievement is "enjoying personal success through demonstrating competence according to social standards" and power is defined as "the attainment of social status and prestige along with control or dominance over people and resources" (*Chittly, Barker and Shimp 2005, 162*).

1) Brand Consequences

The brand consequence or benefits of using the brand is to be able to own the Apple iPhone which is an innovative smartphone. As mentioned in the tagline, "A World Without iPhone", consumers who own the Apple iPhone will have the perception that they own a product which is revolutionary and innovative. Hence, it gives a sense of achievement to the consumers. As black is the dominant colour throughout the advertising campaign, it gives a sense of prestige, mystery and secrecy. Hence, it also communicates that it is a powerful brand.

2) Brand Attributes

The tagline, "A World Without iPhone" is the main feature of supporting the benefits of Apple iPhone. The tagline depicts that the world will be dull with no sound, images, colours, sound and connectivity. Hence, it gives a feel that Apple iPhone is a revolutionary smart phone and that it is a highly innovative product.

3) Leverage Point

The images and the tagline "A World Without iPhone" serves as a driving force of achievement and power. The image which portrays the world in a dull state would give the target market the perception that they do not want to leave in such a monotonous world. This is the driving force as the last frame which shows the Apple logo with the tagline which will prompt the target market to buy a product that is prestige and that would change the world to be a better place.

iPhone Communication Strategy



Rationale

The series of teaser advertisements is to give a sense of mystery and secrecy. We believe that the topics which we asked in the teaser will generate curiosity and get people to talk about them. Blogs and forums are among the favourite communication tools for them to voice their opinions regarding various topics. Hence, we create a website (www.whatwillhappen.com.sg) for the target market to register and voice their opinions regarding various topics such as

- What will happen if the world has no sight?
- What will happen if the world has no sound?
- What will happen if the world has no connectivity?
- What will happen if the world has no pictures?
- What will happen if the world has no colours?

The website will be shown in all the teaser ads as well as the last frame in the teaser television commercial for the target market to remember and log in to the website.

After a month of teaser ads, we will officially launch the Apple iPhone campaign. We will use the same tactics and strategy used in the teaser ads so that there is consistency.

Print Advertisements and Television Commercials

The first print advertisement will focus on the ear plug in the black background. The tagline, "A World Without iPhone" will be at the bottom of the print ad with the Apple logo. An image of the Apple iPhone and the word "2008" will also be included in the print ad to tell the target market that Apple iPhone is being launched in Singapore. e.g. The next few ads will focus also on sight, connectivity and pictures.

The justification for using these adjectives is because that they describe the functions of Apple iPhone in an indirect way. With Apple iPhone, one can use it as a phone (to hear and to chat), music (hear sound), connectivity (Internet and emails) and as a camera (taking pictures with colour as well).

Jingles from "Jaws" and "Pink Panther" were added as our target audiences will be very familiar with these popular movies and cartoons. By bringing back the jingles, not only does it capture more attention and limelight, it further adds on to Apple's creativity which has been always on its brand attribute.

This can also differentiate itself from its competitors in this manner as well, because whereas competitors would directly focus on the functions and features of their product in their advertising campaign. Hence, the rationale for the advertising campaign is to build and leave a stronger impression among the target market with the tagline, "A World Without iPhone".



iPhone

Media Plan

Conversation marketing will be indicated into our media plan as our biggest attraction to engage our target audiences.



Firstly, it is introduced in the teaser campaign as it will be an effective way of conversing with the customers. The teaser will be using the tagline of "What Will Happen" to allow the target audiences to create talk point among the society. By starting the biggest talk in Singapore for the first 3 weeks, the media plan then will follow up with all media activities to produce the massive impacts to draw the curiosity of the target audiences' attentions.

Subsequently, the iPhone will be launched after 3 weeks of the teaser campaign on 22 Oct 2008. The media plan will then include both traditional and non-traditional media to highlight the impact of "A world Without iPhone" and it will be the best answer for the teaser to allow the target audiences to relate their lifestyles.

Media Objectives

- To concentrate reaching 60% PMEBs aged between 24-34 years old during the 3 months campaign period
- To generate 80% awareness by using the media mix of out-of-home, online, event, direct mailing and PR over the 3 months campaign period
- To use broadcast to bring the message to reach out 45% of the target audiences during the first 5 weeks campaign period
- To use advertising to reach out 40% of the target audiences after the launch of the iPhone during November and December campaign period
- To full use of the different function of media vehicles to send out the message to the target audiences during the 3 month campaign period

Media Mix

iPhone



Medium	Channel	Vehicle	Impacts	Campaign
TVC	MediaCorp	<ul style="list-style-type: none"> Channel 5 - English mass entertainment and information (Overview 2008) (Continuous Schedule) 	<ul style="list-style-type: none"> More targeted to PNEBs as the audiences are mostly English-literate 	<input checked="" type="checkbox"/> Teaser
	MediaCorp	<ul style="list-style-type: none"> Channel NewsAsia - an Asian TV News channel (Fighting Schedule) 	<ul style="list-style-type: none"> Attract attention as visuals and sounds are bringing more impacts to the audiences 	<input checked="" type="checkbox"/> Launch
Radio	MediaCorp	<ul style="list-style-type: none"> Class 95 - Singapore English radio station covering music entertainment (Fighting Schedule) 	<ul style="list-style-type: none"> High Frequency, High Reach Cost efficient for PNEBs target audiences Reaching CarMART/Bus listeners while the PNEBs are on road to work during morning work time and going home during evening time 	<input checked="" type="checkbox"/> Teaser <input checked="" type="checkbox"/> Launch
Cinema	The Canby, Golden Village	<ul style="list-style-type: none"> Commercial Break Advertisement (Fighting Schedule) 	<ul style="list-style-type: none"> High Frequency Location targeting Cost efficient Easily reaching the target audience as watching movie is one of the lifestyle activities 	<input checked="" type="checkbox"/> Teaser <input checked="" type="checkbox"/> Launch
News Paper	Singapore Press Holdings Group	<ul style="list-style-type: none"> The Straits Times - the region's oldest English language daily newspapers (Home - About Us 2008) (Fighting Schedule) 	<ul style="list-style-type: none"> High Reach Reaching out to busy professionals constantly Most of daily reading is around 584,000, with more than half its readers being PNEBs (Overview - MediaCorp Press Ltd 2008) Reaching out to busy professionals constantly 	<input checked="" type="checkbox"/> Launch
	MediaCorp	<ul style="list-style-type: none"> Today - compact newspaper with quality content that is distributed free in Singapore, Mondays to Saturdays (Overview - MediaCorp Press Ltd 2008) (Continuous Schedule) 		
Magazines	MediaCorp	<ul style="list-style-type: none"> 8 Days - Singapore's best-selling English entertainment and lifestyle title (Overview 2008) (Fighting Schedule) 	<ul style="list-style-type: none"> High Reach 	<input checked="" type="checkbox"/> Launch
	Singapore Press Holdings Group	<ul style="list-style-type: none"> HVM - A Hardware Zone Publication (Fighting Schedule) 	<ul style="list-style-type: none"> Low Frequency Cost efficient high exposure - circulation 24,000 (HVM) 62,000 (8days) Get to pass the message to the targeted audiences effectively 	

Media Mix

iPhone



Clean Channels	PNEBs working and outing places - Orchard Road, Raffles Place, Orchard Road	MRT Trains (Fighting Schedule) Bus Stop (Continuous Schedule) Buses (Fighting Schedule)	<ul style="list-style-type: none"> High Frequency Geographic flexibility Location targeting Environmental influence Cost efficient Add value to attract attention for visual effect Available 24x7 	<input checked="" type="checkbox"/> Teaser <input checked="" type="checkbox"/> Launch
In Store Display	Suntec City	Apple Store (Continuous Schedule)	<ul style="list-style-type: none"> High Reach High Frequency Location targeting Cost efficient Attract immediate attention to target audiences while considering buying a phone at the store Can leverage on the word of mouth 	<input checked="" type="checkbox"/> Launch
Website	Island wide shop locations World Wide Web	Singtel Shops (Continuous Schedule) Yahoo SG Facebook Apple microsite iphone teaser website iphone launch website (Continuous Schedule)	<ul style="list-style-type: none"> Cost efficient Active target audience as online is the most frequent access medium for PNEBs No limitation of geographic and location Can be accessed 24x7 User friendly Convenience to get information 	<input checked="" type="checkbox"/> Teaser <input checked="" type="checkbox"/> Launch
Roadshow	Orchard Road, Raffles Place, St. James Power Station, Zoink, Marina Bay	Teaser Campaign Launch of iPhone in Singapore (Fighting Schedule)	<ul style="list-style-type: none"> High Reach Reaching target audience effectively through the outdoor activities Interactive with the target audiences 	<input checked="" type="checkbox"/> Teaser <input checked="" type="checkbox"/> Launch
Emailing	Existing Apple users	Contest (Fighting Schedule)	<ul style="list-style-type: none"> High Reach Potential customers for iPhone as Apple users are highly brand loyal Convenience and Low cost Cost efficient 	<input checked="" type="checkbox"/> Teaser <input checked="" type="checkbox"/> Launch
Press Release	Press Media	Launch of iPhone in Singapore (Continuous Schedule)	<ul style="list-style-type: none"> High Reach News can be easily pass on widely with Word of mouth effect 	<input checked="" type="checkbox"/> Teaser <input checked="" type="checkbox"/> Launch
Sales Promotion	SingTel Stores	Festive Bundles (Fighting Schedule)	<ul style="list-style-type: none"> Special interest targeting Attract buying intention 	<input checked="" type="checkbox"/> Launch

Media Schedule

iPhone



Media Schedule for iPhone (1 Oct - 31 Dec 2008)													
	Month/Week	Teaser				Launch of iPhone							
		Sep-08				Oct-08				Nov-08			
		1	2	3	4	1	2	3	4	1	2	3	4
Broadcast	Medium												
	TV												
	Channel 5 (MediaCorp)												
	Channel New Asia (MediaCorp)												
Radio													
	Class 55 (MediaCorp)												
Advertising	Commercial Advertisement												
	News Paper												
	The Straits Times (S'P'N)												
	Today (MediaCorp)												
Out-of-Home	Magazines												
	8 days (MediaCorp)												
	HMM (S'P'N)												
	Cable Channel												
	Transit Advertisement (MRT Train)												
	Transit Advertisement (Panels at Bus stops)												
	Transit Advertisement (Busstop)												
	In-Store Display												
	Apple Store (Promo Street Wall View)												
	Singtel Store (Phone Show Wall View)												
Online	Website												
	www.iphone.com.sg (Phone SG)												
	www.facebook.com (Facebook)												
	www.apple.com (Microsoft)												
	www.whataillappan.com.sg (iPhone Teaser website)												
	www.worldwithiphone.com.sg (iPhone launch website)												
Event	Roadshow												
	Teaser Campaign												
Direct Marketing	Launch of iPhone in Singapore												
	Emailing												
PR	Content												
	Press Release												
Sales Promotion	Launch of iPhone in Singapore												
	Festive Bundles												
	Island wide promotion for festive bundle												

IMC Tools

iPhone



Teaser Event Concept	<ul style="list-style-type: none"> Distribute the samplings, eye mask, LAN cable (with apple logo) etc along the street Proposed locations: Raffles Place, Orchard Road, St James Power Station, Zouk, Marina Bay Proposed Time: 3 weeks Create awareness and generate hype for 'www.whataillappan.com.sg' website, event and contest. Draw traffic to website Call for participation in the 'Whataillappan.com contest' - get participants to guess what will happen, 3 winners with correct answers will be rewarded with a free iPhone hamper Want to capture people's attention by giving out free gifts on the street. Trigger interest and curiosity of target audience using our free gifts create buzz online and offline
	<p>Press release</p> <p>Press release of our campaign "a world without iPhone" and iPhone launch in Singapore would be delivered to the mainstream media of Singapore. (Newspapers, magazines, radio and television stations). A copy of the press release would also be published on Apple Singapore website and our campaign micro site.</p> <p>Our press release is designed to be sent to editors and journalists to encourage them to develop articles on the launch of iPhone in Singapore and our campaign one week prior to the launch. We aim to attract favourable media attention for iPhone launch in Singapore.</p> <p>Advertisements and announcement of iPhone launch in Singapore will be emailed to our target audience. The mailing list would be generated from our contest during the teaser campaign and also from Apple Singapore's existing database.</p> <p>Direct emails would also be used for future marketing plans (e.g. Announcements of new iPhone promotions and accessories and software).</p>
Direct Emailing	<p>Launch of iPhone in Singapore</p> <p>The roadshow would focus on the launch of iPhone in Singapore. The details of the roadshow are as follow:</p> <p>Date 22 October 2008 Time 10 a.m. to 10 p.m. Venue: Suntec City Tropics Atrium</p> <p>Apple iPhone would be sold during the roadshow starting at 10am giving customers first in line to get their hands on this revolutionary new product in Singapore. We will work with Singapore leading telecommunications provider – SingTel to sell iPhone during the roadshow.</p> <p>We would also have 10 display standees with iPhone on display, giving them a chance to play around and test the functions of iPhone before they buy. Apple staff would be giving live demo on the use of iPhone.</p> <p>We would have a free workshop in the afternoon for new iPhone owners so they can learn how to get their most out of their new iPhone.</p> <p>There would also be a prize giving ceremony to contest winners during our teaser campaign. 3 winners would be presented with a free iPhone hamper worth \$1,688.00.</p> <p>The new launch website www.worldwithiphone.com.sg will be activated for more detail information and references.</p>

IMC Tools

iPhone



Sales Promotions – Festive bundles	<p>As the launch of iPhone campaign is very near Christmas festive period, SingTel, our authorised reseller and official iPhone telecommunication provider would sell iPhone as a bundle.</p> <p>It would be an island wide promotion on our festive bundle from 1st December 2008 to 31st December 2008. We will bundle two sets of iPhone and sell them at a lower price, \$1089.00 (Usual \$1,376.00) with every 2 new 24 months mobile contract signed up with SingTel.</p> <p>As such, customers can save at a sum of \$308.00 for each of the bundle, this provide extra value for the customers and they can be persuaded to buy the product as if they feel it represents a deal that produces the greatest value for their money.</p> <p>With colourful Christmas gift wrapping and advertising of the special festive bundle, it makes the promotion more noticeable and obvious to the customers which can have an immediate impact at the point of purchase.</p>
Contest – Colour your iPhone contest	<p>During our campaign period, there would be a Colour your iPhone contest. This contest is opened to iPhone owners in Singapore. Those who purchase a set of iPhone during the participating period, there would be a 3D paper model of a iPhone for them to add colours and design to it. They must also do a write up of less than 150 words about what they think will happen to the world without colours? They would have to bring their art work and drop it into the contest box located in Apple Store. The best 3 entries will be awarded \$1688 worth of Apple vouchers.</p> <p>The objective of this contest is to let the creative juices of iPhone users flow freely and get them to think 'What will happen to the world without colours?' which is one of the theme for our teaser.</p>

Campaign Evaluation

Development Evaluation

Message research (also known as copy testing) is to evaluate the effectiveness of advertising messages (Chitly, Barker and Shimp 2005, 192).

- Evaluate the perception of the PMEIBs towards the advertisements and the television commercials.
- Eliminate the ineffective ads before they are being run in the respective mediums. This way, it can help to save costs and focus on effective ads.
- E.g. conducting focus groups and surveys, at central business district (CBD) areas such as Raffles Place, Tanjong Pagar and Harbour Front.

Concurrent Evaluation

Tracking studies are used during the concurrent evaluation.

- Website hit counts for the teaser website, "What Will Happen"
- The total number of people registered as a member in the website.
- Total number of people participating in the online contest during the one month teaser period.
- "Contact Us" section where people can provide feedback to us.
- A fixed amount of ear plugs and eye masks and see if they are completely given away to the target market in the CBD area.
- Website hits for the Apple iPhone website and the traffic flow in Apple authorised resellers and Singtel stores during the campaign period.

Observation methods to see people perception of Apple iPhone.

- A survey can be conducted during the concurrent period to ask the target market regarding their attitude towards the Apple iPhone campaign, questions such as the type of images/visuals, tagline and colours used and the different types of mediums which they have seen the ads. This way, we can gauge the recognition level of the target market in this campaign.

- The Burke day-after recall test can also be used, where the people selected are those who have watched the commercial or those who are "physically present the time the commercial is being aired" (Chitly, Barker and Shimp 2005, 199).

Post Campaign Evaluation

- Total sales of Apple iPhone at authorised resellers, Singtel stores and Apple online store during the 3 months campaign period
- The total number of hit counts on the website.
- Total number of people participating in the contest as well as looking through forums for their perceptions and attitudes towards Apple iPhone.
- Conducting focus groups and surveys will be used again to see if the target market remembers the ads in the advertising campaign.

iPhone

