

Dilara Gencturk

The iPhone Hook

Do you really need the new iPhone or do you just want it?



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The iPhone is best described as an evolving gem within the sea of smart phones, as it has a unique way of luring in the “fish” of the market as it continues to advance. It’s already known that the mobile phone industry is competitive, however it is Apple that stands out amongst most because of the way they built their reputation as they continue to generate innovative ideas for the future. Apple has developed such marketing strategies that have made an impact towards the success rate of the iPhone generations. Is it impossible for you to imagine your life without the iPhone? Or do you think that way because Apple made you think that way?

Apple is perceived as a high value company because of their reputation, furthermore, this determines how much a consumer will invest in their products. Reputation is what drives the sales of the iPhone consistently. When the iPhone first released, Apple had a clear intention to market the iPhone towards a fast growing market involving consumers who



prefer high quality and advanced technology, generally business users. Having a clear and high target audience from the start formed a strong foundation for the iPhone’s reputation. Apple has one of the world’s most recognisable logos, enabling them to stand out amongst their competitors, because they have curated such a name that makes all their products automatically recognised as high quality. Apple also makes their brand values clear to their consumers, as they include: imagination, innovation and design. It is clear to see that the brand is based on experience and emotions; furthermore, Apple makes it clear to their consumers that they prioritise the way they feel, thus encouraging people to chase their hopes and dreams, so that they can achieve great things with the help of Apple.

Since 2007, Apple has launched a new and refined model of the iPhone every year, meaning that each iPhone released is essentially an upgrade of the previous version. Apple is required to generate innovative and progressive ideas in time for their next releases.

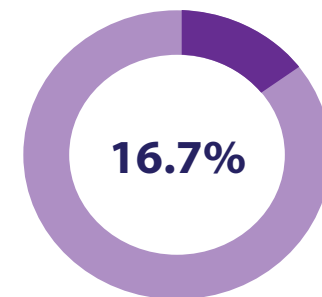
What makes people drawn to buy the new iPhones even though they may not need it, are the features that aren't available in their current iPhones for example: functionality, battery life, camera quality and screen size. However if we really think about it, overtime, the iPhone is losing useful features, such as the headphone jack, as now people need to use an adapter if they were to use certain headphones, and the same concept applies to other Apple products. Apple's intention for the future is to incorporate more features such as the ability to communicate without the use of mobile phone services and more emergency features through the use of satellite networks. Apple has been looking into the implementation of satellite networks since 2017 and have made an investment of 21.91 Billion US dollars till 2021, on research and development, to make it possible.

1.2 Billion people are using the iPhone in 2021, and the rates are increasing every second because of Apple's marketing strategy. Apple studies their consumers' behaviours so that they can understand how to communicate to them in a way that leaves them hooked. What makes Apple so "slick" is the simplicity and sophistication behind the way they advertise and present the iPhone. They communicate their messages in a way that isn't flashy and confusing, but still engaging and impactful. Another reason why people tend to stay hooked is because Apple likes to stay mysterious about what they are working on in order to build up anticipation and curiosity amongst the consumers. In general Apple has an 'ecosystem' system where most of their products, iPhone's MacBooks, Apple watches etc can function collaboratively, which enables consumers to be more curious about how the upcoming iPhones can have a stronger

relationship with their other Apple products, being more efficient for their daily lives.

To summarise, it is clearer to see the results of Apple's marketing strategies on the success of the iPhone, and how Apple's reputation and innovative ideas are in control of the loyalty of its consumers.

**iPhone's Global Shipments
2021**



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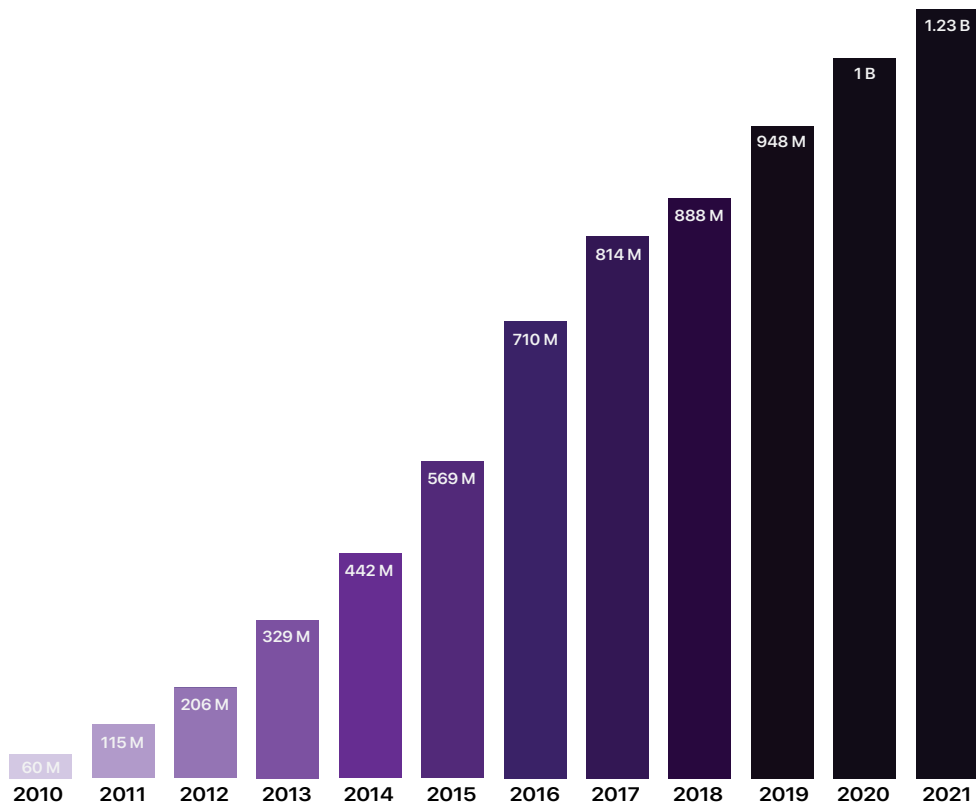
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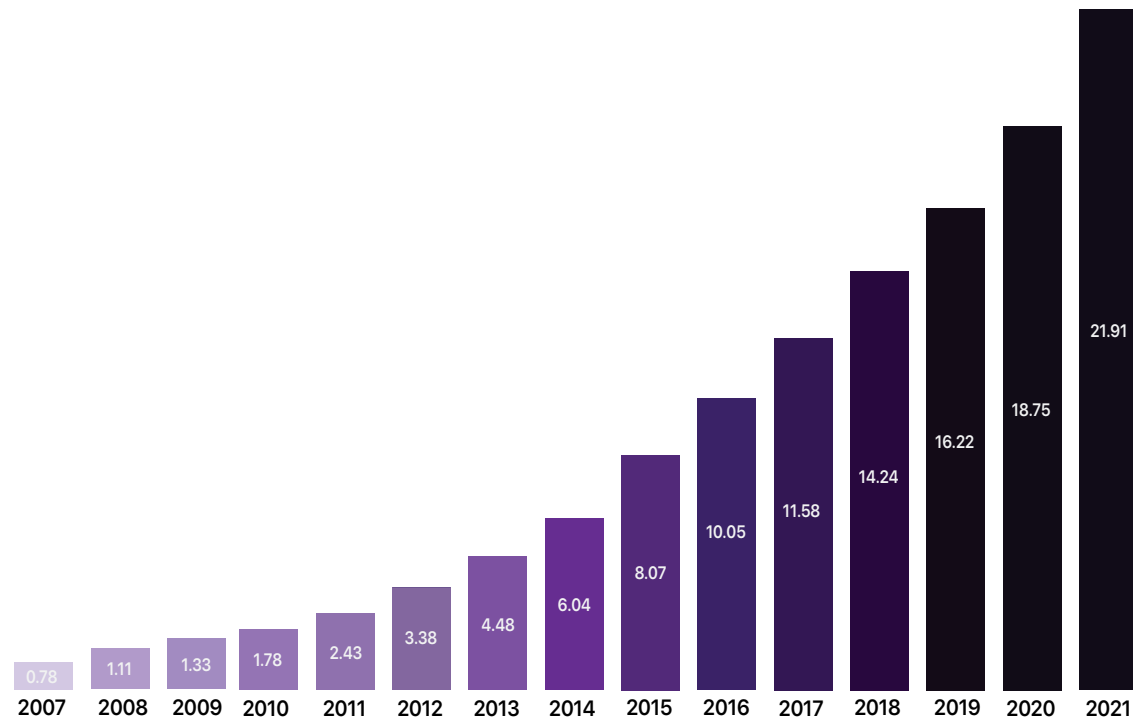
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The Number of iPhone users Worldwide



Apple Inc. Investment on research and development (Billion U.S. Dollars)



Evolution of the iPhone

