



Time To Cut The Cord

A Proposal to Invigorate Apple's Leading Edge
in Personal Communication

Presented by:
Apple B. Goode, Communication Specialist
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EXECUTIVE SUMMARY

Apple is a global leader in personal communication technology and design. Market downturn and an 11% drop in iPhone sales last year say it's time to think differently again. Stellar FY 2015 profits and new technology partnership now spell time to move forward.

- “Time to Cut the Cord” is a front-facing social marketing strategy to invigorate Apple leadership in personal communication.
- Audience segments include underserved U.S. women, Millennials, and merchants.
- Campaign tactics utilize a promotional eBlast, mobile messaging, and a brochure.



SITUATION ANALYSIS/OPPORTUNITY

CORDLESSLY MOBILE

“Apple is the juncture between the humanities and tech.” That’s where Apple has grown in the past, and that’s where we will continue to grow, through products that enrich lives now, and in the future.”

—Tim Cook
CEO, Apple Inc.

Apple iPhone is an iconic standard in personal communication technology. Yet its pioneering qualities are increasingly misperceived as only marginally different from its counterparts, despite stellar FY 2015 profits.

- Slowed iPhone sales could destabilize Apple’s market share without developments to invigorate Apple’s leadership in the mobile ecosystem.
- Downward market reflected in frenetic P/E, and a corresponding 11% plunge in iPhone sales, as noted in the October 2015 Earnings Report require urgent response.
- Though Apple is putative leader in mobile design and communication technology, and a preferred lifestyle choice.
- Samsung has assumed 23.80% smartphone market share, up from 21.4% in 2015. Third-party Mobile payment solutions are rapidly becoming the preferred payment method over credit cards for Millennials, and males.
- MarketResearch.com reports that women in the U.S. are generally undeserved mobile consumers responsive to marketing that targets comfort, payment needs, enhanced ease-of-use and social media functionality.
- Apple upgrade cycles translate as access to potential Android merchants converts and entrepreneurs through Apple Store, iPhone and Apple Pay.
- Apple partnership with Energous makes wireless recharge a reality ahead of its competition.



“CUT THE CORD” POSITIONING

*“Cut the Cord” defines all campaign elements to **invigorate Apple leadership** in the **mobile ecosystem** through focus on and around launch of the iPhone 7s/Pro, as a new paradigm in personal communication.*

BUSINESS GOALS

GOALS, OBJECTIVES, TACTICS

“CUT THE CORD”

“While Apple's detractors see a bleak future, the reality is that it will be much easier for Apple to sell iPhones, iPads, Apple Watch and Macs in 2016 given that its competitors are now weaker than they were in 2015.”

—AppleInsider.com

- **To redefine Apple’s leading edge in personal communication ecosystem.**
 - Strategy:** Coordinated e-Blast promotional campaign leading up to and around launch of The Pro (TBD, Sept. 2016).
 - Tactic:** “Cut the Cord” mobile messaging campaign to generate traffic and early preorders
 - Supervisor:** Communications Specialist, Apple B. Goode
 - Evaluation:** Success will be determined by the number of preorders, upgrade inquiries, Apple Pay account activity, and traffic conversions
 - Timeline:** June – August prior to launch
- **To expand market share beyond iPhone with wirelessly rechargeable, emphatically superior devices before closest competitors including, Samsung, Sony and Microsoft.**
 - Strategy:** Promotional Brochure targeted to Apple Pay account holders, Amex merchants and U.S. women entrepreneurs. (Education & Inclusion Initiative)
 - Tactic:** “Cut the Cord, Redefine Your Pro” brochure to be sent to select merchant test groups prior to launch
 - Supervisor:** Communications Specialist, Apple B. Goode
 - Evaluation:** Traffic conversions based on impressions
 - Timeline:** June – August to launch (evergreen)
- **Reach underserved U.S. women mobile device users, professional students and entrepreneurs who respond favorably to enhanced ease of use and social media functionality**
 - Strategy:** Opt-in/Out mobile messaging via e-blast designed to drive interest in wireless recharge
 - Tactic:** “Cut the Cord. See Wonder Woman on us,” “#7sPro. Preorder at apple.com/iPhone7sPro,” “#Upgrade 7sPro, Free Upgrade Forever. Exp. 03/09/2016,” “7sPro.
 - Supervisor:** Communications Specialist, Apple B. Goode
 - Evaluation:** Mobile messaging click to inquire or conversation
 - Timeline:** June – August prior to launch

BUDGET

MARKETING SOCIAL

*To be executed by
AdThing, University of
Utah as part of Apple
Education & Global
Inclusion.*

Social Strategy	
Content-Creation	
Creative Development	\$23,000
Asset Development	\$8,500
	<hr/>
	\$31,500



MOBILE AUDIENCE

94 million U.S. adults have/own some combination of Apple iPhone, iPad, or iTunes service. Roughly 73% have an iPhone, a potential reach of 69 million devices (MarketResearch.com).

*Packaged Facts forecasts **mobile payments** made at the retailer point of sale to reach **\$22.7 billion in 2016**, up 54% from 2015, with continued robust growth through 2019. Our forecast is predicated largely on continued movement toward **smartphone usage saturation** and an **increase over time** in the percentage of **smartphone** users making **mobile payments** at the **point of sale**.*

—Packaged Facts
Feb. 2016

- Audience includes underserved married and single U.S. women entrepreneurs, 27 to 35. They are engaged, high-performing professionals.
- They need a rich suite of life-and business optimizing Apps, easy of use, tailored payment options and social media functionality.
- They invest in technology that helps them achieve seamless results, and greater financial returns through online commerce and community.
- Mobile payment solutions are favored by businesses-minded and student professionals, 18 – 37.
- With increased mobile payment expectations, these Millennials are amendable to adoption of related equipment and technologies.
- Wireless recharge, Pricing and Free iPhone Upgrades spell incentive for potential Android converts. They also expand Apple Pay's reach and the scale Apple Store marketplace.

Merchant Incentive | Apple Pay

*1 billion active devices supplies card information to activate **Apple Pay** as a convenient mobile payment option. It also paves the way for **merchant acceptance**, thanks to these Millennials and high income users.*



All of Apple's products include programs that work very well with each other, but not with any of competitors' products, which makes it easy for customers to keep buying Apple and difficult to switch to someone else.

—Investopedia

COMPETITION

Top 5 vendors

2015 Year End Review (phoneArena.com)			
Vendor	3Q14 Market Share	3Q15 Market Share	YoY Change
Samsung	23.90%	23.80%	-0.10%
Apple	11.80%	13.50%	1.70%
Huawei	5.00%	7.50%	2.50%
Lenovo + Moto	5.10%	5.30%	0.20%
Xiaomi	5.20%	5.20%	0.00%
Others	49.00%	44.80%	-4.20%

- According to PhoneArena.com's *2015 Year in Review*, Samsung leads iPhone vendor competition, as the most profitable Android device maker.
- Samsung appeal lies in “vertical integration and a flood of products,” whereas Apple's focus on integration “doesn't race to be first,” and is more profitably chosen as a lifestyle.
- Huawei is the next closest competitor in the vendor line-up, and China's top smartphone maker by shipments. Huawei is defined by its Smartphone products, but is currently expanding into consumer electronics with a 60-inch TV and electric scooter.
- Mobile payments and Peer-to-Peer (P2P) transactions are increasingly preferred Point-of-Sale (POS) options over credit cards.
- As of December 2015, Canada and Australia Apple Pay was to go live in China, Hong Kong, Spain and Singapore (all in partnership with American Express). There are more than 5 million active locations worldwide.



MARKETING STRATEGY STATEMENT

“CUT THE CORD” TACTICS AND ACTIVITY

*“Cut the Cord” is a front-facing newly Social plan to increase iPhone and mobile device sales by 3 – 5 % over the next FY. It will spearhead a larger initiative to **redefine Apple leadership in the mobile ecosystem** with launch of the wirelessly rechargeable iPhone 7s/Pro—a completely new way to connect enterprise and personal outlet.*

COMMUNICATION RATIONALE

“An outgrowth of our rapid progress is the opportunity to expand into high volume, high-visibility verticals like wearables and IoT.”

—Stephen R. Rizzone
CEO, Energous

- **“Cut the Cord” is a Mobile-based communication plan. Its approach is front-facing and entirely social**
- **Its focus is geared to stimulate and encourage Apple users and potential converts using a “Hit them where they live” strategy.**
- **Capitalize on launch event momentum fueled by FY 2015 profits, new technology/relationships, and an urgent sense of inclusivity.**
- **A social messaging strategy will incentivize existing relationships, open dialogue, and stimulate interest in Apple as the world’s leading tech- company.**

METRICS/MEASUREMENT

“CUT THE CORD, GO SOCIAL”

- *Implement, employ and measure content amplification metrics: likes, shares, re-tweets, and favorites.*
- *Measure conversion/engagement metrics, URL clicks and traffic from social media properties.*
- *Monitor site behaviors, time spent on the site, conversion rates, e-commerce for all properties.*
- *Culminates in launch event attendance at apple village in Cupertino, California (Sept., 2016 TBA).*
- *Institute apple ambassador program to further engage influencers and community over time.*

NEXT STEPS

- *Timing, publication, media and release schedule TBD and confirmed*
- *Final media and publication budget approvals, also pending*
- *Pending recommendation from Tor Myhren, Apple Vice President of Marketing Communications.*

IT'S TIME TO CUT THE CORD BROCHURE

iPhone 7s Pro

Cordless Freedom

Special partnership with experts at Energois have allowed Apple to write the next chapter in personal communication.

Untethered

Without a traditional battery, iPhone 7s/Pro enriches experience at a whole new level. Its incomparable ease-of-use and a heroic suite of native Apps redefines "Pro" for any mobile enterprise.



iPhone 7s/Pro

Free Lifetime Upgrades Apply

Preorder Now for Special Incentives

Details at www.Apple.com/iPhone7spro or your local Apple Store

#iPhonePro

Seamless Function *Heroic Features*

A 3.3 mm Energois WATT UP transmitter developed fines you to connect your enterprise or mobile outlet in whole new ways.

7000 Series anodized Aluminum frame, the same type used in the aerospace industry. Integrated 4.7" Retina 3D-Touch display composed of sapphire crystal glass.

iPhone 7s/Pro is a retooled compact design with a heroic suite of supremely usable Apps.

It's Time to Cut The Cord



Redefine Your Pro

A New Chapter in Personal Communication

Years of patent applications into wireless recharge technology that began in 2010 started a new page in Apple history.



Apple Makes Wireless Recharge A Reality Before the Competition

Battery life has long been a pesky challenge for mobile consumers, whose operating systems and app usage continues to mushroom.

Partnership between Apple and Energois, has resolved that little problem for the mobile ecosystem.

Next Level Business

Energois (NASDAQ: WATT), is headed with vision fueled by California-grown Chairman, President and CEO, Stephen Rizzone, whose focus lies in Board governance, scalable businesses, M&A advisory services and accelerating talent and business to the next level.

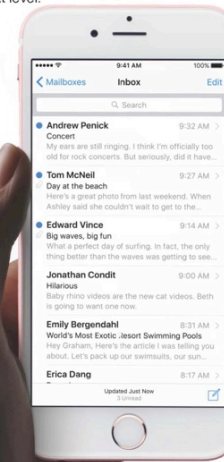
Mobile Dynamic

Under Rizzone leadership, and a dynamically innovative executive crew, **Energois** finds itself an Apple partner in collaborative enterprise to bring universally deliverable, "untethered" charging solutions to Apple mobile devices with **WattUp™** technology—a shiny restart for wire-free communication.



Redefine Your PRO

iPhone 7s/Pro is the next chapter in personal communication. Cordless freedom from vexing cords, charging stations and cables.



Time To Cut The Cord



MOBILE MESSAGING

OPT-IN/OUT TEXT

Efforts to be coordinated with all aspects of social campaign to stimulate traffic to Web properties, response to inquires, and purchase or upgrade conversions via mobile touch points.

“#7sPro. Preorder at apple.com/iphone7spro. Opt-Out 271”

“#Upgrade 7sPro, Free Upgrade Forever. Exp. 03/09/2016. Opt-Out 271”

“#7sPro. Free Upgrade Forever. Opt-Out 2271”

“#7sPro. Preorder now. See Wonder Woman on us. Code XB71. Opt-Out 271”

PROMOTION E-BLAST

CORDLESS FREEDOM

eBlast initiative to run for the campaign duration, targeting early feedback to widen launch impact and interest.



Apple Relations
1 Infinite Loop
Cupertino, CA

June 7, 2016

Dear Sam,

This is that friendly reminder you asked us to send. Apple has written the next chapter in personal communication. Your new iPhone 7s/Pro is here, and your Free Lifetime Upgrade applies.

Cordless freedom has arrived for your mobile enterprise. Recharge as you play, or make peace in your galaxy. No wires, it's all hands-free with a robust suite of supremely accessible features to accelerate your success.

We wanted to reward your steadfast and valued loyalty, which tells us you'd appreciate opportunity to preorder before everyone else without a fuss.

Please share your feedback in the attached 2-minute survey.

Warmly Yours,

Apple B. Goode
(wet signature)

Apple B. Goode
Apple Relations Specialist

PS Happy to hear about your promotion during your recent Apple Store visit—Congrats!

[Click to Unsubscribe from iPhone Updates](#)