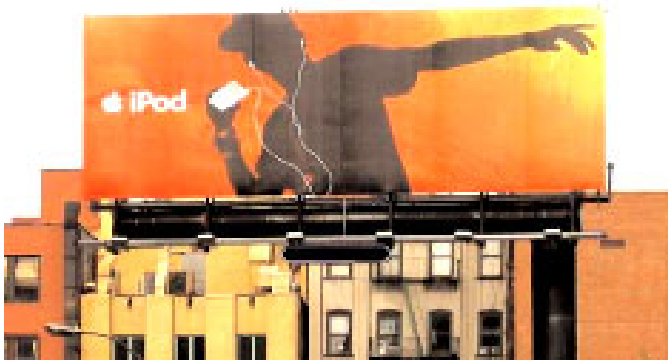


Apple iPod

PROBLEM: How does apple ensure that its music products are seen as 'the solution' for all music lovers, not just a niche group?

SOLUTION: Use a full scale Out-Of-Home media campaign to create relevance by showing iPod can be used everywhere.



Background:

By mid 2003, 'Digital music' was a national conversation. Music sales were down. Legal sites were failing to gain consumer interest. A heated moral debate over stealing vs. not stealing music plagued every water cooler. MP3 players were covered as the year's hottest technology, but were slow to be adopted into mainstream culture. Apple was revolutionizing music, one chapter at a time. By spring, 2003 Apple had launched iTunes, iPod, and iTunes music store. However the challenge remained: How did Apple ensure that its music products were seen as the solution for all music lovers and not just for a niche group? Apple's user base had remained small, and its market share wasn't gaining strength.

Objective:

Apple and its agency, OMG, needed to unite music lovers instead of dividing them. Apple had to go from a brand seen as niche and exclusive to a brand that included everyone. Apple needed a platform that would grow its relevance and market share.



Strategy:

Through agency/client research, OMG spoke with consumers to understand their barriers and triggers, and how the campaign should be best adapted to reach the targeted market. The creative idea needed to celebrate the universal freedom iPod brought to music lovers, and the media would need to be ubiquitous. The strategy: iPod is everywhere. Instead of spreading thin across a market, key areas were selected for maximum impact. Hence, these key areas were treated as markets in themselves. This concentration allowed youth-prevalent cities or "centers" to receive the heaviest media and served as influencers for the iPod message across the country.



Plan details:

Outdoor really drove the impact of the campaign. Pervasive and intrusive, outdoor boards were iconic reminders of the universal love of music. OOH was placed both at eye level and on boards soaring above street level. The campaign started in October and ran through December. The markets included were New York, Boston, Chicago, San Francisco, Los Angeles, Dallas, Miami, and Las Vegas. The outdoor formats used included bulletins, phone kiosks, scaffold, station domination, urban panels, walls, wild postings, street kiosks, bus shelters, 2-sheets, news racks, and coliseum kiosks.



Results:

Apple's goals were to make iPod a universal icon of digital music, and to increase iPod's sales by 50%. All were aggressive goals. Apple not only reached these goals, but surpassed them in a way no one could have predicted! Apple reported a 207% year over year growth on iPods, which made up 59% of their total revenue. Beyond sales and profit increases, this campaign fundamentally repositioned the brand for future success. Apple now has a new audience and a brand image that feels youthful and urban.

