

## **Case Study: Apple Inc. - "Shot on iPhone" Campaign**

Apple's "Shot on iPhone" campaign is a widely recognized initiative designed to showcase the camera quality of the iPhone and build a deeper connection with its audience. Below are some of the strategies Apple used in this campaign. Read through each strategy carefully, then identify which area (Sales, Branding, Pricing, Storage, or Distribution) each one falls into and explain how it benefits Apple's overall campaign goals.

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### **Campaign Strategies**

1. **Strategy 1:** Apple encouraged iPhone users to share their own photos and videos captured on iPhones. This approach built a large community of engaged users and created a vast collection of diverse and authentic content that featured real people's experiences with iPhone cameras.
  2. **Strategy 2:** Apple displayed user-created photos and videos in high-traffic outdoor areas, like billboards in major cities, as well as digital displays in public spaces. This allowed Apple to showcase real-life results from the iPhone's camera in a high-visibility way that reached both online and offline audiences.
  3. **Strategy 3:** Apple collaborated with professional photographers, filmmakers, and influencers who used iPhones for their work. These partnerships helped demonstrate that the iPhone could be used for professional-quality work, which supported Apple's reputation for high-quality products.
  4. **Strategy 4:** Apple maintained a dedicated online gallery on its website to feature user-generated content, allowing users to explore iPhone photography. This digital gallery provided users with inspiration and ideas while reinforcing the camera quality as a unique selling point.
  5. **Strategy 5:** The campaign promoted the iPhone's advanced camera capabilities, such as high-resolution photo and video quality, which indirectly encouraged customers to consider iPhone models with higher storage capacities. Additionally, it promoted iCloud services as an ideal option for managing and storing high-quality files.
  6. **Strategy 6:** Through emotionally compelling stories captured by users, Apple conveyed themes like nostalgia, family connections, and adventure. These narratives resonated with users, creating an emotional connection with the iPhone brand and reinforcing it as a device that enhances life's special moments.
  7. **Strategy 7:** Apple promoted the campaign across various social media platforms using unique hashtags. This made it easy for users to participate and for Apple to organize and feature the content. The use of hashtags helped to create a virtual community around the campaign, increasing engagement and visibility.
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## **Student Task**

For each strategy listed, identify which category it best represents (**Sales, Branding, Pricing, Storage, or Distribution**) and describe:

1. **The area of strategy (e.g., Sales, Branding).**
  2. **How it helps Apple achieve the goals of the "Shot on iPhone" campaign.**
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