



Image: Anthony Bubel

Marketing Apple's New Reign

By: Anthony Bubel

The empire of Steve Jobs has officially dropped the "Computer" from its corporate title, reverting to a simpler, "Apple, Inc." It's no surprise that such an announcement comes off of the January 9th unveiling of the company's newest high-tech gizmo, the iPhone. And so, apparently, the stage is set for the company from Cupertino to set another unsuspecting industry ablaze.

Funny enough, the subtraction from Apple's title actually stands to reveal much more about the company's future marketing strategies. Such a move is a telltale sign that the company is moving on to much greater opportunities beyond the computer industry. While Apple's Macintosh-powered desktops and laptops are posting rather strong sales figures, its battle on the operating system front is essentially futile. With Microsoft possessing over 84% (Apple maintains under 5%) of the market and hot on the release of its next-generation Vista operating system, Apple is making intelligent travels into other territories.

The iPhone represents just one of Apple's strategic maneuvers to take a lucrative industry by storm. The company will release its iTV, a "digital hub" that allows users to play back digital content from its computer or home network on a television. Moreover, rumors continue to swirl about Apple's future plan to attack the Xbox and Playstation brands.

From a marketing standpoint, it's difficult to not like what Apple is doing. Who ever thought Blackberry would need to recognize Apple as a direct competitor? The company has completely removed itself from the one-trick pony scenario to which many companies fall.

This is diversification in its greatest form.

However, the most special thing about this is what most people seem to be missing. There was a time when Apple was not such a pretty picture. In the mid-1990's, its product line became undifferentiated and started failing; Windows 95 captured the world's attention and money; reinvention was required to maintain any viability, a problem arising from harsher hardware and system requirements from users and programs.

Now, as we lie in the wake of the iPhone unveiling, it seems that Apple's position is a world apart. The company's public image is relative to an infallible business giant with aspirations to dominate the world with its innovative technology. It's impossible to knock the iPhone all that much with its sexy aesthetics, sleek UI and promised functionality; the question which must be presented, however, is how much of this newfound worship is actually warranted?

Make no mistake about its accomplishment, however. Apple has managed to successfully transform itself from a Silicon Valley weakling into a little engine that could into a force that could do no wrong.

Thus, all of this begs to uncover an appropriate explanation for Apple's newest crowning of technological visionary. Is Apple really just this marvelous and tech-savvy of a company destined to change the way we live our lives? Or are consumers and investors just becoming more and more fascinated with shiny gadgets, regardless of their implications? If you feel the latter, welcome to the greatest marketing show on Earth.

ABOUT US

The Temple University Chapter of the American Marketing Association is one of the largest Student Professional Organizations within the Fox School of Business & Management. TU-AMA is devoted to promoting the marketing discipline and providing all the resources necessary for its members to succeed in the professional world.

29th Annual International Collegiate Conference

March 29 - 31, 2007
Sheraton New Orleans - New Orleans, LA

The AMA International Collegiate Conference brings together over 1000 students and their faculty advisors for three days of learning, networking, and fun. Students learn about career paths within the marketing field from representatives from top companies, celebrate their AMA chapters and accomplishments through conference traditions such as the Exhibit hall, gain professional experience by presenting sessions on chapter management, and learn from their peers chapter managements techniques that work well. Ample time is provided for networking with company representatives and AMA peers. Expect the following:

"Experience Speaks" Sessions
Leadership Sessions
Exhibit Session
Career Corner
Awards Banquet
Networking Opportunities

Interested? You need 100 member points to attend and must confirm by February 21!