APPLE JEWELER

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About Apple



- **Founded in 1976,** Apple began as a personal computer company. Over time, it evolved into a global tech giant built around an integrated ecosystem of devices and services. From Mac to iPhone to Apple Watch and AirPods, Apple designs products to work seamlessly with users' everyday routines.
- **Millennials** were among the earliest mass adopters of Apple's mobile ecosystem, helping solidify the brand's cultural and market dominance.
- **However,** Apple has faced criticism over premium pricing and perceived declines in consumer value, including the removal of headphones and charging adapters from product packaging. Despite this, the company remains one of the most influential brands in the global technology industry.

Key Insights

People think they buy Apple for the technology --- faster chips, better cameras, brighter displays.

Research shows Apple users say switching ecosystems would feel *more daunting than changing banks* --- hardware specs have almost nothing to do with it.

What people really buy from Apple isn't a device. Its status, simplicity, and belonging.

By selling identity --- not specs --- Apple commands a $517B brand value and >90% iPhone loyalty. When the product becomes a lifestyle, price becomes irrelevant.

SWOT

Strengths: • Extremely loyal customer base • Tightly integrated Apple ecosystem • U.S Market dominance (50-60%)	**Weaknesses:** • Reliance on the iPhone, which accounts for 52% of revenue • Premium prices limit customer base • Consumer fatigue toward launches
Opportunities: • New opportunities in the healthcare, AR/VR space, and AI • Fast-growing wearable technologies • Lifestyle technology integration into the Apple ecosystem	**Threats:** • Privacy threats and practices • Rapidly rising AI competitors • Competitors like Oura Ring, Samsung, and Google, with similar wearable technology

Unique Selling Proposition

Only smart ring that works natively with your technology, no extra apps or setup is required.

Total health and lifestyle intelligence with purchase – no monthly fees, no subscriptions, no hidden costs.

Premium tech meets premium service with instant jewelry support and custom tailoring at every Apple Store.



Four 's

Consumer

- Desires wearable and inconspicuous lifestyle technology with a luxury minimalist aesthetic
- Subscription-free lifestyle tech that provides seamless device integration

Cost

- Priced at $599, the product aligns with Apple Jelwers ' premium positioning and luxury lifestyle tech

Convenience

- Seamless wearable device integration with all Apple ecosystems
- Apple store becomes customers' new jewelry store, making repairs and updates easy

Communication

- Primary communication through YouTube and social media, introducing the “Live your Tech” campaign
- High-impact out-of-home billboards and signage in urban areas with high tech literacy

Target Audience



Demographic

- Gen-Z and Millennials(17-40)
- Bachelor's and graduate-level education
- Incomes of 100k+



Geographics

- Living in suburban to urban areas
- Mostly likey living in metropolitan areas near major cities like New York and LA.



Psychographics

- Early Adopters
- City dwellers
- Health conscious
- Socially connected users



Behaviors

- Current users of wearable tech (Oura ring, Apple watch, Meta glasses)
- Apple ecosystem user and enthusiast

BIG IDEA:

LESS TECH. MORE LIFE.



Creative Brief

- **Objective:** Create a global campaign to effectively market the launch of Apple Jeweler to current Apple users/wearable tech enthusiasts with the goal of converting from competitors (ie, Oura ring, Meta glasses). Prepare for release in September (pre-order ahead of the holiday season)
- **Deliverables:** Conceptualize art direction while remaining on brand for Apple (research previous accessory launches like AirPods Max). Create a launch video for the September debut. Design in-store display and window Ads, host a tech-fashion show/ jewelry showing.
- **Creative**: Seamlessly blend the new product segment into current Apple imagery with clean backgrounds. Focus on emphasizing how it would look in day-to-day (slice of life). Connect luxury, style, and technology.

key ideas:

- Empower users to adopt new tech by emphasizing how it seamlessly works with the Apple ecosystem
- Keep at the top of mind that the audience will be converters (give them reasons to use our product to balance the exchange)
- First product launches at Apple headquarters
- and leading cities in tech (Cupertino, New York, Beijing)
- Online pre-order emphasized

Campaign Strategy

The Problem

Consumers are overwhelmed by technology - more devices, more apps, more friction.

- People don't want more technology.
- They want technology that seamlessly integrates into their lives.

Strategic Direction/Goal

- Reframe wearable tech as lifestyle jewelry
- Reduce friction in everyday interactions
- Extend the Apple ecosystem seamlessly

Campaign Objective

Primary Goal

Convert existing wearable users (Oura, Apple Watch).

Shift Perception

From: Active tech device
To: Passive lifestyle companion

Behavioral Outcome

Adopt Apple Ring as part of daily life — not as another device.

Media Strategy

Objective

Drive awareness, desire, and conversion through experience - not just exposure.

Media Plan & Channel Mix

Prioritize owned and experiential media.

Owned Media

- Apple Apps
- Apple.com
- Apple Keynote

Paid Media

- YouTube
- OOH

Earned Media

- Influencers
- PR coverage

Media Roles

Apple Store → Try & Feel

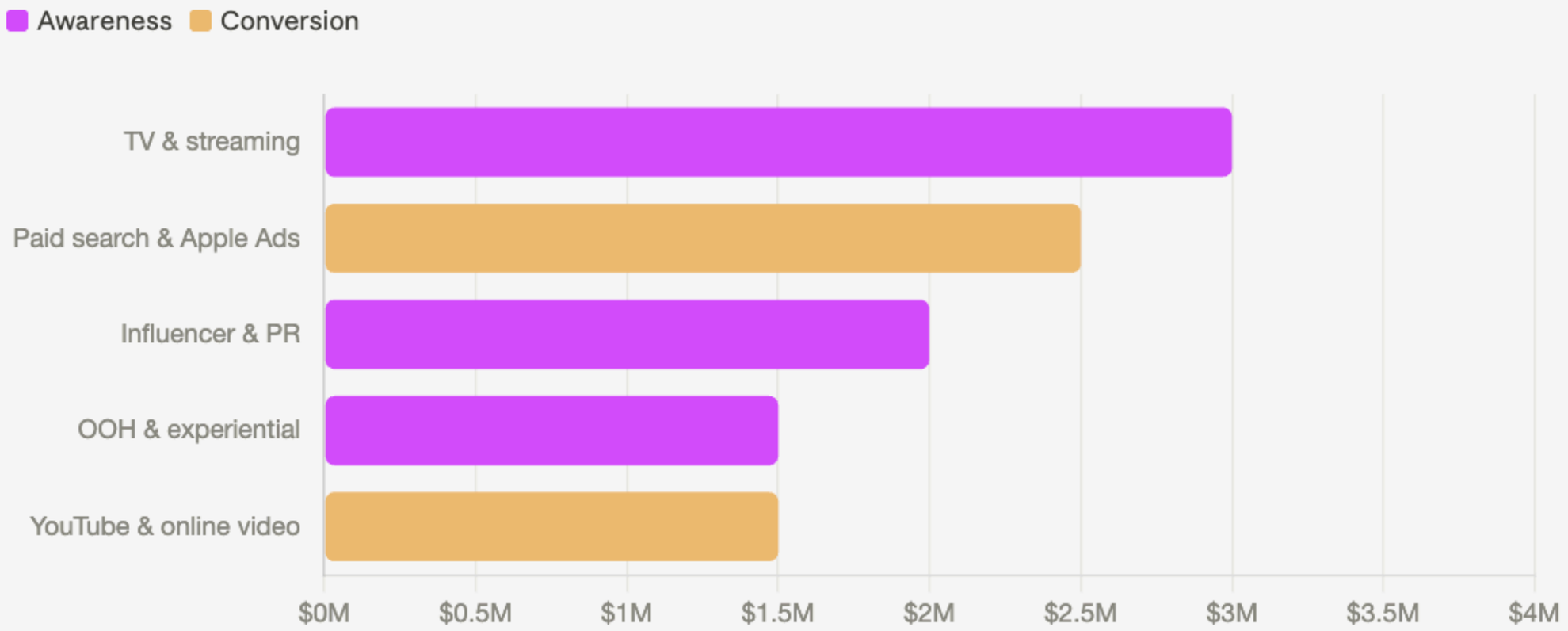
YouTube → Understand & Imagine

OOH → See & Desire

Influencers → Trust & Relate

Budget

Total budget	Channels	Awareness spend	Conversion spend
$10M	5	$6M	$4M



TOTAL Budget: $10 MILLION

Tv & Streaming — $3M - 30%

Prime spot on streaming (Netflix, Hulu, Apple TV+). Builds Awareness fast for a new product within the existing wearable tech category.

Paid Search & Apple Ads — $2.5M - 25%

Google search for health wearable intent keywords & Apple Ads in the App Store for Health & fitness apps. Captures high-intent buyers at the decision moment.

Influencer & PR — $2M - 20%

Health, fitness & tech creators on YouTube and podcasts. Seed units pre-launch for earned media. Apple's biggest driver of organic buzz.

OOH & Experiential — $1.5M - 15%

Premium billboards in NYC, LA. Pop-up try-on experiences in Apple Store locations to drive hands-on discovery.

YouTube & Online Video — $1.5M - 15%

Pre-roll and mid-roll on YouTube targeting Apple ecosystem users, health enthusiasts, and tech early adopters. Demo-heavy creative works well here.

TVC (30s) Script

Live With Your Tech Script

Intro montage
Cut scenes of past products and nostalgic flashcut (evolution of wearable apple products i pod shuffle, i pod arm band, watch) generations flash before the screen different styles of the decades; worn on people like recorded scenes from their everyday. Cut scenes accelerate until it's hard to tell what the image on screen is. Suddenly the screen cuts to the Apple ring on a desk in a home.
Audio: Layered sound building in tempo.

Scene 2: Hard Cut comes together to present a product on display in home (door in background) static frame.

- a hand picks up the ring, puts it on, and walks out the door that's been unfocused behind the frame. The camera focuses as the main character exits the scene (camera remains still).

Audio: Sound drops to signal tone shift and impact of the new device.

Scene 3: Cinematography and vibe switch. Match cut to tracking shot following character. The main character, now with the ring on their hand, walks on a busy city sidewalk in the daytime.

- Scene shifts to show main character hold phone (hand with the ring on it) and open the Apple Health app where real time data from seconds before is updating on the wearer's health metrics (heartbeat, blood oxygen, temperature, calories burned)

- **Scene 4:** Main character showcases the rings functionality in the mundane such as receiving data notifications at gym. Emphasis on ring fitting in naturally, as scenes cut to different scenarios (gym, brunch with friends, taking photos).
  Audio: City ambience vibes (maybe some light jazzy notes)

- **Scene 5:** Main character sits in front of glass office doors where high level executives wait for them to enter the room
- Watch notification prompts MC to check her phone where it says her ring is reporting her as stressed and works with the watch to time out breaths in a quick meditation.
- The scene fades as MC prepares to enter the meeting room. The main character reaches to open the door with the hand the ring is on. Screen fade cuts to how product looks on the website w like release and the copy “feel your tech”
- **Audio:** Office ambiance, more serious tone as the MC is in a critical moment. MC is audibly breathing for the meditation, resolves on a high note with calm sound leading into the final scene.

Tease Post

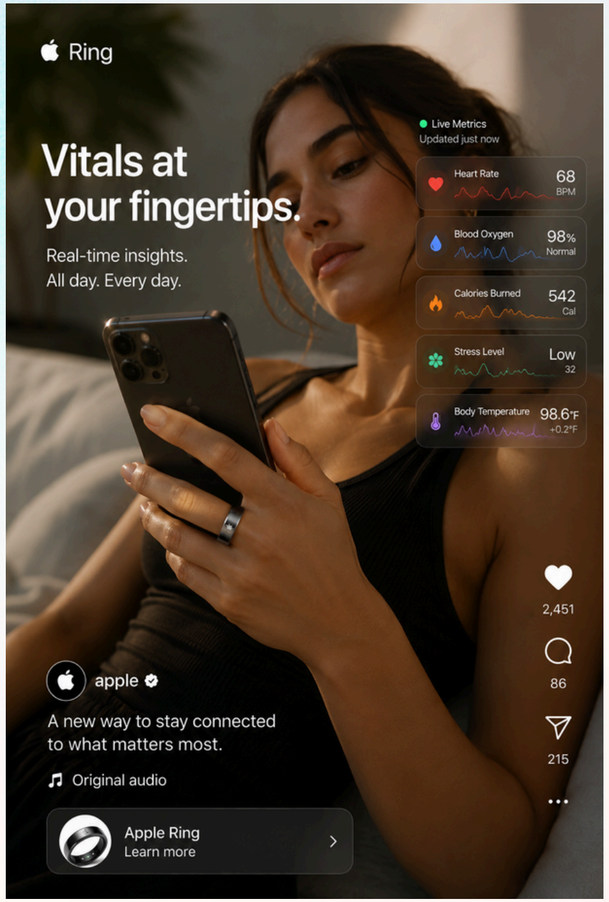


Website & Search Ads



Apple Keynote

Reveal Post

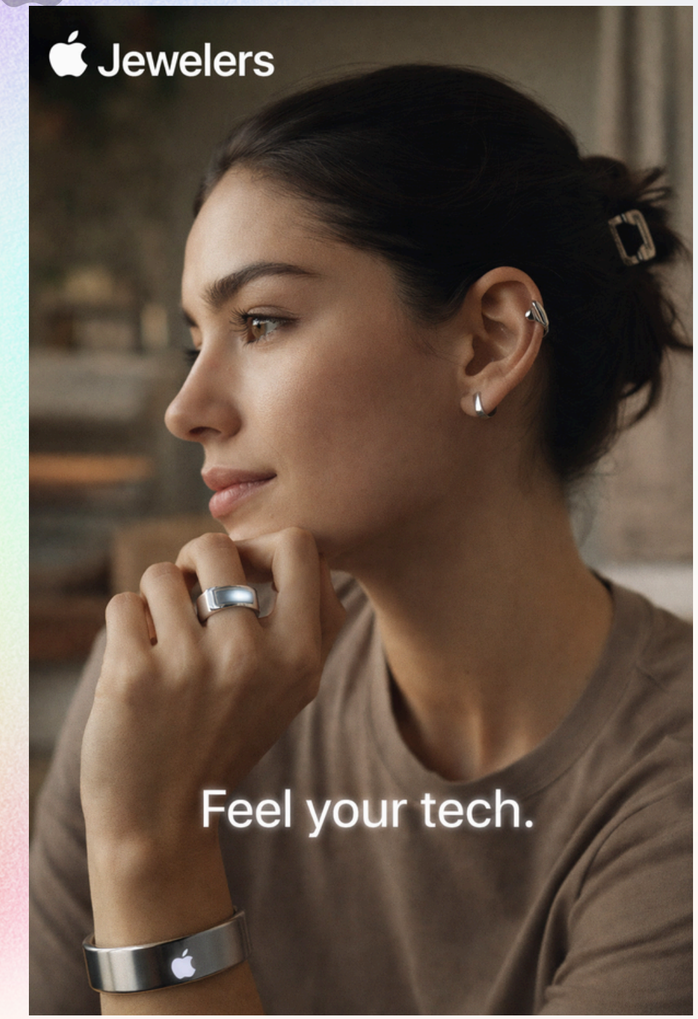


YouTube

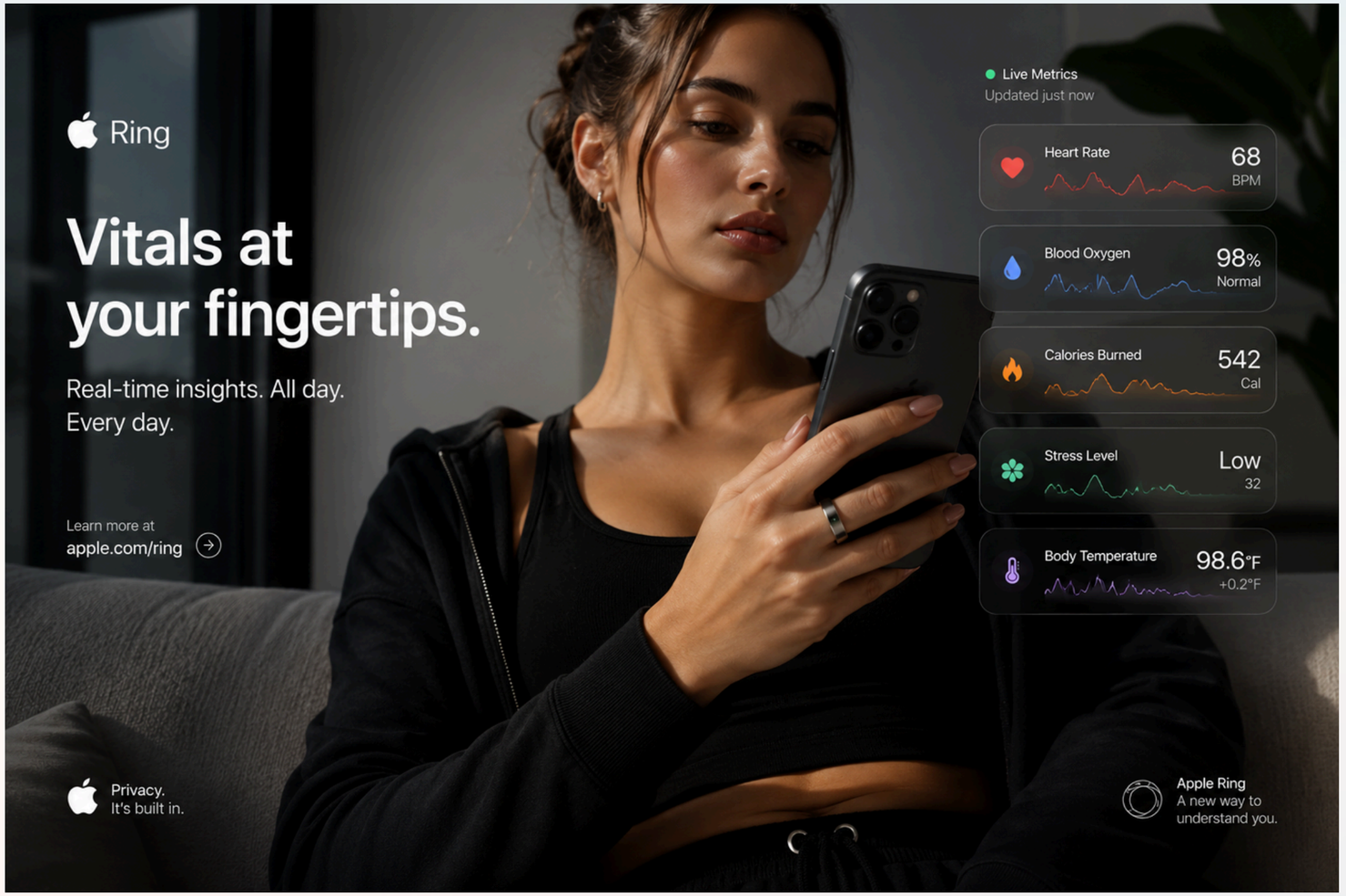


Website & Search Ads

Out Of Home



Store Front



Experiential Pop Up Events



THANK YOU

QUESTIONS?