

THE KEY TO APPLE'S SUCCESS: SIMPLICITY

CASE STUDY ON BRAND IDENTITY RELEVANCE



APPLE'S BRAND IDENTITY IS CENTERED AROUND SIMPLICITY

In 1996, the Apple brand bordered on bankruptcy. It was just another computer company without any differentiating factor. Years of overlooked opportunities, flip-flop strategies, and a mind-boggling disregard for market realities caught up with the company. Apple looked like it would not survive; executives made terrible decisions with inconsistent strategies and, most importantly, there was no brand idea for what they should be.

In 1997 Steve Jobs came back after 11 years in exile to rebuild the brand around the idea of "Apple makes technology so simple that everyone can be part of the future." This was the new **brand's heart**. Steve Jobs set a vision of what he wanted the brand to be.



Apple is now the most beloved consumer-driven brand



They have had a remarkable 40x revenue growth over 10 years



This growth has given them a healthy operating margins up over 35%



Apple's market capitalization approaches \$1 trillion

"APPLE MAKES TECHNOLOGY SO SIMPLE; EVERYONE CAN BE PART OF THE FUTURE"

To make this vision a reality, Jobs insisted that the essence of the brand was to take a consumer-first mentality, transforming leading technology advancements into "consumer-accessible" technology. This **brand essence** was communicated by creating the perception among the audience that Apple is an innovative leader. Apple has done a great job in taking that simplicity **brand message** and stretching it across their brand story, creating advertising, innovation plans, and happy experiences for consumer purchasing based on it. Apple's branding strategy however, stretches far beyond. The way the company introduces their products with carefully chosen words such as "the thinnest ever", or "the most advanced yet" makes users feel like they have the best product, regardless of whether this is actually true.

Apple has perfect **brand identity**. There's no hidden meaning that intrigues it's audience but something that is just so simple that was tweaked to perfection over time. Simplicity scares companies, but not Steve Jobs. The Apple **brand visuals** go as far back as Apple's original logo, back then, even Jobs knew that the logo was too complex for where Apple wanted to go.

Apple's advertising has delivered "simplicity" consistently for over 40 years. This effective **brand messaging** has connected with its loyal consumers.

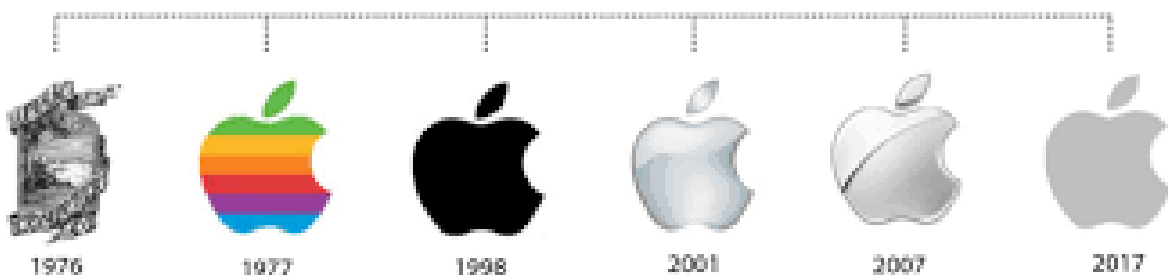
Apple uses simplicity to manage the purchase moment through its retail stores, making sure the experience is simple and straightforward.

Life is easier on iPhone.

And that starts as soon as you turn it on.



Steve's love of simplicity became more visible in hardware, software, design, packaging and even the design of Apple's retail stores. Simplicity has been since been their most powerful competitive advantage



Apple Logo History

The main idea behind the Apple logo is to bring simplicity to the public in the most sophisticated way possible. The Apple logo is simple but strong. The mark works upside down, flipped, and even in different colors. The iconic Apple logo is so cleverly placed on each of their products, it lets others in the room know exactly what brand you are using.

Every part of the Apple brand works seamlessly together- their products, packaging, and even their retail stores. It is this successful combination of Apple's **branding message** with the product, that instills a feeling that simply being seen with that device or product, allows you to possess those traits

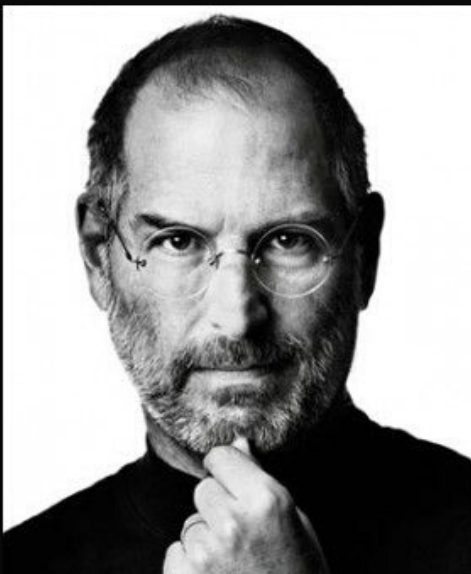
Apple has become the most valuable company in the world by building products people can fall in love with. It is evident that for Apple, simplicity is one place where there can be no compromise. There is no doubt this company has got their **brand identity** right.

The first image to represent the computer company was Isaac Newton, the man who revolutionized science with his discoveries on gravity. How did he figure it out? An apple fell on his head! Apple's first logo was a depiction of this event.

However, this logo's use did not last very long. Steve Jobs wanted the Apple name and logo to be fused as one. He hired Rob Janoff who was only give four words on his design brief "Don't make it cute." And thus, Janoff Settled on the apple

If Janoff had gone with the Isaac Newton as the icon, Apple would not have been able to get as much brand recognition as the do today.

The fact that the apple is clearly universal is how the are able to be an international symbol.



That's been one of my mantras - focus and simplicity. Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains.

(Steve Jobs)