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**THE PRINCIPLES OF MARKETING :
APPLE'S BRANDING STRATEGY**

Annotation. The main principles of branding strategy of Apple Corporation was revealed and described.

Анотація. Виявлено і описано основні принципи брендової стратегії корпорації Apple.

Аннотация. Выявлено и описано основные принципы брендовой стратегии корпорации Apple.

Key words: branding strategy, brand, Apple Corporation, brand personality, marketing, advertising, customer, product.

An effective brand strategy creates a unique identity that differentiates your company from competitors. It creates a solid brand identity from your company and then has your consumer associated with your company's name [1].

The title of this paper is "The principles of Marketing: Apple's Branding strategy".

The topicality of this paper is stipulated by the rapid economic growth of Apple Corporation. Apple has developed a unique reputation in the consumer electronics field. The phenomenal success of the iPod set the stage for future products, including the best selling mobile device in history, the Apple iPhone, the MacBook line of portable computers, and the Apple iPad announced on January 27, 2010 [2].

If you are responsible for managing a successful brand, of course you would want to seek as much opportunity to grow revenue as you can. Brand extension may not only provide the perfect tactics to add to your revenues, but they can also strengthen the brand's original meaning in the bargain. This is precisely what makes the art of sacrifice such a hard pill for many marketers to swallow [3].

The aim of this paper is to describe and summarize the principles of marketing and branding strategy of apple Corporation. The following objects of this paper are:

to analyze the economic development of Apple Corporation;

to describe the branding strategy of Apple Corporation;

to examine the main principles of branding strategy.

This paper outlines the history of the creation development of Apple Corporation, its main principles of branding strategies. The new marketing approach is to develop a brand, not a product, to sell a lifestyle or a personality, to appeal to emotions. Brands of the future will need to be not only a stamp of product quality and a promise of more desirable lifestyle but they will also have project an image of social responsibility [4].

We can conclude that Apple Corporation has well-known brand, which made the Apple a true global iconic brand.

If there is any brand that personifies the advance of the digital age, the seamless integration of technology and the ability to constantly innovate to excite customers, it has got to be Apple [1]. Although Apple started out as a computer company rebelling against the market leader Microsoft, it has successfully reinvented its brand identity over time to suite the changing trends and times. Unlike most iconic brands that get complacent and rest of their past laurels, Apple has been an exception in continuously innovating and creating pioneering products that have changed the rules of the game. Thus Apple brand is so powerful that literally every product launched by the brand in recent memory has become a blockbuster product in its portfolio [5].

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