

Apple Inc.: Computers

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December 8, 2008

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Brand History

In 1975 computer hobbyists Steve Wozniak and Steve Jobs designed and assembled by hand the Apple I computer (Young and Simon 32-34). It was composed of a single circuit board, a MOStek 6502 processor, a keyboard, and featured 8k of RAM as well as video interface (Wozniak 161; “Inventors of the Modern Computer”). Wozniak would years later say of his invention: “I wanted to design a machine that did something, on a TV you turn a knob and it does something. On my computer, you push a few buttons and switches and lights would come on (Young and Simon 15).” In 1976, Wozniak and Jobs displayed their creation for the first time at the Homebrew Computer Club, a computer hobbyist organization local to Palo Alto, California (Wozniak 166-7; “Apple I”). Many there viewed the Apple I as nothing more than a novelty, due to the fact that it used a MOStek 6502 processor, which was cheaper and less complex than the more widely used Intel 8080 processor (“Apple I”). Despite this fact a local computer distributor called “The Byte Shop” viewed the Apple I and decided to order 50 units at \$500 per machine (Young and Simon 35). The computer went on sale in July 1976 at the market price of \$666.66, marking the beginning of apple computers (Wozniak 185). Around 200 Apple I’s were sold by several small retailers before the release of Apple II (“Company: Apple Computer, Inc.”).

Apple computers released the Apple II at San Francisco’s West Coast Computer Fair in 1977, the same year Apple became a corporation (Young and Simon 48; Wozniak 207). The evolution between Apple I and Apple II was from a bare circuit board computer for hobbyists, to one of the earliest commercially successful personal computers. After one year of its release the Apple II doubled Apples’ sales numbers and

separated them from the competition (Young and Simon 59). The Apple II featured a larger ROM than its predecessor, as well as much more RAM (it could be expanded to as much as 48Kb) (Wozniak 207-8). Earlier models also used an audio cassette drive for storage, but in 1978 Apple released an inexpensive 5 ¼ inch floppy disk drive for the model (“Apple II”). The release of the Apple II marked Apple Computers’ entrance into the growth stage of its product life cycles as the item’s success attracted competition by Radio Shack’s TRS-80 and the Commodore PET. What really allowed the Apple II to outsell these competitors was that it was the first personal computer to have color graphics (Wozniak 208-9). The Apple II was also marketed successfully to the business world due to its spreadsheet program VisiCalc (Young and Simon 59).

The next Apple computer release would be the Apple III in 1980, which was marketed specifically to businesses (Wozniak 225). It was capable of running most of Apple II’s programs by emulation but its Synertek 8-bit 6502A processor allowed it to run twice as fast as the previous model. It also featured much more memory (128k of RAM) and was the first computer with a built in 5.25 inch floppy disk drive. The Apple III was a commercial failure due to its flawed design which caused it to over heat and warp its motherboard (“Apple III”). Also, the first models, would crash after booting up a few times. A year later when Apple was able to produce Apple IIIs that functioned properly, they remained on the shelves because the computer had already earned such a terrible reputation (Wozniak 226-8).

Also financially unsuccessful in the market was Apple’s Lisa, released in 1983. The design of the Lisa (named for Steve Job’s daughter) was a major milestone for personal computers, in that it was the first one to feature a Graphic User Interface (“A

History of Apple's Lisa, 1979-1986"). Before GUI you wouldn't see images, windows, icons, menus, or scroll bars on your monitor because the computer was controlled by commands, made by a keyboard corresponding to the simple text on the screen.

Although the Lisa was the first personal computer to feature GUI, it was actually developed by the Xerox Corporation. Apple was allowed access to the concept by Xerox in exchange for one million dollars worth of Apple stock (Young and Simon 59-62).

Despite Lisa's revolutionary features it sold poorly due to its costly \$10,000 price and slow operating speed ("A History of Apple's Lisa, 1979-1986").

After being booted off of the Lisa development team, Steve Jobs took control of the Macintosh project even though he had tried to terminate it earlier on. He had told Jeff Raskins, the original conceptualist of Macintosh, "This is wrong, Apple needs Lisa and this will interfere" (Young and Simon 68). Raskins' concept for the Macintosh was a less expensive, all in one, appliance-like computer. Raskins gave the computer its name which was an accidental misspelling of the type of apple: McIntosh (Young and Simon 68). In 1984 Apple released the Macintosh computer to a \$1.5 million Super Bowl commercial ("Apple's 1984"). Despite the earlier models having a few drawbacks, such as having 1 MB of memory which some saw as insufficient, and its difficult to use 400 Kb 3.5" floppy disk drive, the Macintosh overwhelmingly outsold the Lisa (Young and Simon 101, 103; "Inventors of the Modern Computer"). This was because the Macintosh had Lisa's user friendly GUI at a much more affordable price (\$2,500) and because it featured several advances in hardware and software. It used a Motorola 68000 microprocessor which allowed it to run twice as fast as the Lisa (Young and Simon 69). What really allowed the Macintosh to outsell all of Apple's previous

releases were its capabilities for home desktop publishing. This was made possible by the releases of Aldus PageMaker desktop publishing software, the Laser Writer printer (the first affordable laser printer) combined with the Macintosh's fairly advanced graphic ability (Young and Simon 143; "Inventors of the Modern Computer").

Apple released its first quasi-laptop in 1989 with the 16 lb. Mac Portable. This machine ran on a lead-acid battery that could last up to ten hours and its Motorola 68HC000 CPU allowed it to run as fast as the most powerful Macintosh desktops available at the time of its release. However, its morbid obesity, its unreasonable price (\$6,500), and its lack of a backlight to make its screen possible to read in low light settings, rendered the Mac Portable as a flop in the market ("Mac Portable"; "Apple>Macintosh Portable").

When Apple came out with its PowerBook in 1991 it was widely considered to be Apple's first true laptop ("In the Beginning - The Dawn of the PowerBook"). Jonathan Ive, the Vice President of Apple's Industrial Design Group for the PowerBook, said of the machine, "From early on we wanted a product that would seem so natural and so inevitable and so simple, you almost wouldn't think of it as having been designed (Young and Simon, 280)." It was a few thousand dollars cheaper and one-third the weight of its unsuccessful predecessor ("In the Beginning - The Dawn of the PowerBook"). These computers were so successful that apple continued to release laptops in the PowerBook series until 2006 ("Apple discontinues the PowerBook G4, 15").

The introduction of the Power Mac marked the beginning of an era of fast, highly expandable, work station grade, personal computers that ran on Power PC micro-processing chips ("30 years in Apple products: the good, the bad, and the ugly"). These

microprocessors were originally created in a collaborative effort between Apple, IBM and Motorola, which lead to their group title “The PowerPC Alliance” (“Apple Computer, Inc.: A History”). Power Macs that featured the Mac 68K emulator had the ability to run just about any software created for earlier Macs. The Power Mac was the first Apple personal computer to feature the PCI Local Bus for expandability which is still commonly featured in most modern computers. Most Power Macs also had daughterboard capabilities which made upgrading these computers easy and gave them much more longevity. In order to show the incredibly long lifespan of the Power Mac line of computers, the first Power Macs ran at a speed of 60 MHz which was good for its time but the last computers in the Power Mac line could run a speed of 2.5 GHz (“Power Macintosh”).

There was a lot of buzz surrounding the May 6th, 1998 release of the iMac computer. This was the first Macintosh to break away from the separate monitor and CPU model that went all the way back to the Apple II. The monitor, circuits, plugs, and modems were all housed inside a small, clear colored paneled case. Despite interior opposition Steve Jobs demanded that the iMac be released without a floppy drive. The criticism of this move proved to be unfounded because it turned out that the floppy drive was very near to becoming obsolete and therefore unnecessary (Young and Simon 263-4). The inexpensive price of \$1,300 and the all-in-one convenience that helped make the original Mac so successful made the iMac such a great seller that it actually help lift the company of Apple out of the great financial slump that they had fallen into (Young and Simon 263).

History of Advertising Agencies for Apple Computers

Apple Computer Incorporated, now called Apple Inc. has used three main advertising agencies since the company's conception on April 1st, 1976. Beginning with TBWA Chiat/Day, followed by BBDO West (both owned by the Omnicom Group), and lastly MWW Savitt which is owned and operated under the M.W.W. Group ("Global Advertising Brands.")

TBWA Chiat/Day is the advertising agency that is best known for creating Apple's "1984" advertisement, which has become legendary ("TBWA\Chiat\Day"). Chiat/Day has been recognized for its "cutting-edge" creativity and true understanding of the Apple brand; since it has been Apple's main Advertising Agency from early 1979 until 1997, when BBDO took over for a brief period of time, to create what many professionals and Apple have called "extraordinary advertising ("TBWA\Chiat\Day")"

TBWA Chiat/Day, originally and simply, called Chiat/Day, is currently the 15th largest advertising agency in the United States; was first established with the merger of two competitive agencies in the Los Angeles area. These agencies were Jay Chiat & Associates, founded in 1862, and Guy Day or Faust/Day Advertising. These agencies had previously brought in over \$8 million in profits before the merger and began work as a united agency in October 1968 ("TBWA\Chiat\Day").

A subsidiary of the Omnicom Group, TBWA Chiat/Day has been labeled as a daring, controversial, and visionary agency that has "revitalized" Apple Computer Inc. ("TBWA\Chiat\Day"). They have also brought Nissan cars into the public sphere, introduced the world to the Taco Bell Chihuahua, brought SONY Play Station to the top of the gaming industry, and given Levi Strauss & Company the lead in customer loyalty in the blue-jeans circuit ("TBWA\Chiat\Day").

The infamous TBWA Chiat/Day advertisement and voted the all-time best commercial in history, is their 1984 Super Bowl ad. It introduced the Macintosh computer, which was seen to 'revolutionize the industry'. ("Advertising; BBDO Gets Apple Computer") The commercial, which aired during the third quarter and became the most famous Apple advertisement to this day, was directed by Ridley Scott and housed the slogan "Why 1984 won't be like 1984." It changed the advertising market of the Super Bowl from a national sporting event, into a largely capitalized event each year ("TBWA\Chiat\Day"). The advertisement was awarded the Grand Effie, Cannes Gold, the Belding Sweepstakes, the Clio, and was dubbed *Advertising Age's* Commercial of the Decade.

TBWA Chiat/Day went on to create several other advertisements for Apple Computers including those called "Toasted Bunnies," "Think Different," and many others. They continue to make a mark in the world of advertising for both Apple Computers and many other global mega-corporations ("Great Apple Ads").

BBDO West, owned by BBDO Worldwide Inc. is yet another subsidiary of the Omnicom Group and is currently the second leading advertising agency network in the world ("Global Advertising Brands"). BBDO West started to work with Apple Computers based out of Los Angeles, California in 1986 and is committed to 'building market-defining brands' with 287 offices in 79 countries ("BBDO Worldwide Inc.").

Established in 1891, and formally known as Barton, Durstine & Osborn, the agency is headquartered in New York, New York and has locations in: Austria, Belgium, Brazil, Canada, Finland, France, Germany, Greece, Hong Kong, Italy, Malaysia, Mexico, the Netherlands, Peru, Poland, Portugal, Puerto Rico, Russia, Singapore, Spain, Sweden,

Switzerland, Taiwan, and the United Kingdom ("BBDO Worldwide Inc."). The advertising agency holds the slogan, in song: "The work. The work. The work." ("Global Advertising Brands."). This shows the client-advertiser relationship and prestige that BBDO prides itself on to create what it calls "the world's most compelling commercial content." Using many forms of media exposure; such as television, print and internet, BBDO Worldwide offers an array of services including campaign planning, management services and other brand promotion services ("BBDO - Company Description"). Some of BBDO's most recognizable clients (other than Apple) are Chrysler (soon to be diminished), FedEx and PepsiCo ("BBDO - Company Description").

This year BBDO was named Network of the Year at Cannes, for the second year in a row, and won the 2007 and 2008 *Gunn Report*, making it the world's most awarded agency network for the fifth year in a row ("Global Advertising Brands").

BBDO West created several well-known Apple commercials and others such as: "Crowd Control," "Nightmare After Christmas," "Apple/BMW," "Quadra Revolution," "DOS Sympathizer," "Leave Your Mark," as well as others until its resign from Apple Inc. in late 1997 ("Great Apple Ads"). After eleven years of employment they reverted back to TWBA Chiat/Day, Apple's original advertising agency.

The third and final advertising agency that Apple employed was MWW Savitt, which is owned by the MWW Group ("Ubarter.com Signs With MWW Group, MWW/Savitt"). Today, the M.W.W. Group is in the top twenty public relations firms in the nation. With an annual revenue of \$750,000 and is recognized for its work in consumer marketing, corporate communications, investor relations, public affairs, government relations and in healthcare. The M.W.W. Group prides itself on a "result-

driven approach to public relations,” and has seven offices that represent both national and multinational companies, as well as many Fortune 1000 clients (“MWW Group”).

Founded in 1993, MWW Savitt the west coast division of MWW Group is the third largest Public relations firm in Washington State. Its parent company, the MWW Group is headquartered in East Rutherford, New Jersey (“Brooks Sports Inc. Hires MWW Group to Raise Corporate and Consumer Visibility”).

The MWW Group has achieved many awards such as: PR Agency of the Year in 2008 by the American Business Awards, Midsize PR Firm of the Year by *PR News*, a Gold SABRE in the Executive Leadership category, a Silver SABRE for best Professional Services Campaign of the Year from *The Holmes Report* in 2008, and the Financial Relations Board division of MWW Group was awarded public relations’ highest honor: a Silver Anvil, for Investor Relations. CEO of MWW Group, Michael Kempner, was named the PR Professional of the Year by *PR Week* as well as awarding the MWW Group the Business to Business Campaign of the Year award; for the standout thought leadership of the company and executive branding campaign. (“Awards”)

MWW Savitt created one of the boldest and most controversial advertisements for Apple called “C:\NGRTLNS.W95.” This advertisement was placed in a two page spread in *The Wall Street Journal* to poke fun at the \$200 million release of Windows 95. The ad simply stated “C:\NGRTLNS.W95” and had the Apple logo printed right next to the phrase. The ad caused a lot of consumer and corporate backlash and was ultimately pulled from the newspaper after more newspapers began to showcase it (Linzmayr, 125).

Apple Computers has been known to use creative, innovative techniques in advertising to build their products. All three advertising agencies have proven, in the past and in the present, to fulfill these needs and uphold the image that Apple Computer Inc. is the leader in computing information technology.

Market Research

"Like any company, you don't want to be pigeon-holed into any one demographic... Apple has built a reputation on being innovative and being able to produce products that appeal to both old and young. We're seeing that their products cross barriers." - Michael Gartenberg (Gaudin).

Although there is no such thing as an "everyone" demographic, Apple is doing a great job at trying to appeal to just that. However, the term should be used loosely and only referred to in terms of age. While Apple shoots for a younger, hipper crowd, recent studies have shown that 46% of Mac users are aged 55 and over. This curve breaker can be attributed to a number of reasons, Macs are known for their ease of use, which is very appealing to the everyday (and mostly) technologically illiterate older generation. Another reason is the price range of Macs, while a Mac is hip and trendy enough for the average young adult; it is, in many circumstances, out of their price range. The 55 and older demographic has more disposable income where they can spend a little more on a finer machine such as a Mac and not have to take out a small loan (Gaudin).

Apple Inc. is well known for their consumers' loyalty when it comes to their computers. Ever since their 1984 Super Bowl Commercial, Apple has tapped into what is commonly referred to as a niche market. The 1984 commercial portrayed the company as a revolutionary, freethinking company rebelling against the Goliath of the computer

world, i.e. Microsoft. These are the kind of people that Apple Inc. is targeting; the artistic, liberal minded, yuppie-nostalgic demographic. Examples of this can be seen in their advertising throughout the years and especially in the most recent “Get a Mac (Mac vs. PC)” ads, which feature two people posing as a Mac and a PC. The Mac is young, hip, and casually dressed smooth talker who has a sort of laid-back demeanor. The PC on the other hand is an unattractive, slightly overweight, dull, middle-aged man who stumbles over his words and has an unappealing personality. The two go back and forth highlighting Mac’s attributes which focus on fun artistic aspects of computing versus PC’s boring work related lifestyle, with Mac undoubtedly winning the debate every time. The commercials have been a huge success and they now air in several countries throughout the world (Rhoads).

The last specific demographic that Apple appeals to would seem like an unlikely one that many corporations wouldn’t want to discriminate between. When someone thinks of personal preference of computers, their political party affiliation is not something that comes to mind as a factor. This idea can now be tossed out because recent studies are showing a strong correlation between Democrats and Macs and it is most likely not a coincidence (Mac Daily News). The California based Net Applications Company discovered, through surveys, that, “Higher percentage Mac usage States almost perfectly match up with States that typically vote for Democrats.” This should come as no surprise considering the fact that Al Gore, former Vice President of the United States, is on the board of directors. Apple Inc. also made a generous donation of to the John Kerry campaign in 2004 as well as employees donating a sum of \$23,000 of their own and only \$120 of that amount going to the McCain campaign with the rest split between

the 2004 and 2008 Democratic Candidates, John Kerry and Barack Obama (Huffington Post).

Media Buying

When most companies buy into a media market, they spend millions of dollars on trying to sell their latest product which is just fine for some. However, when Apple Inc. buys advertising time, it may seem like they are trying to sell you a new computer but if you look deeper there is more to it. Apple relies on selling their brand and without their distinctive brand, they're nothing. Half of Apple's appeal is their clean cut, modern image. In 2008, Apple Inc. utilized ten percent of their \$3.8 billion selling, general, and administrative budget (Kahney). This value totals out to \$491.8 million compared to \$467 million in 2007 and \$338 million in 2006. This is a major step for Apple Inc. if you consider that in the late 80's their ad spending was around \$15 million (Kahney). But what is apple spending these advertising dollars on?

Apple has always had a strong investment in the television advertising market. The 1984 Superbowl ad set a precedent for future advertisements in that it was very unique and easily recognizable. Apple Inc. has relied heavily on television and print advertising. Their very recognizable "Get a Mac" campaign has been hugely successful for the company. The advertisements feature two actors, posing as a Mac and a PC with the Mac pointing out various flaws of PC's and highlighting positive features of a Mac. This is sort of a political mudslinging technique used by Apple to try and convert PC users to switch over to using Macs. Apple Inc. has also invested these commercial on the global market by buying ad time for these commercials overseas. The commercials feature different actors but use the same recognizable model in Australia, Japan, and the

United Kingdom. The reason behind this international advertising is because according to Apple.com international sales account for almost half of the company's revenue (Rhoads).

Apple also pours much of their advertising budget into the annual Macworld Expo. The expo is held every January in San Francisco to promote their current flagship products, and more importantly, introduce new ones. Apple spends millions of dollars to flood the expo center with everything that is Mac. It is the company's chance to influence the mindset about their product to everyone from top business executives to the newest Mac user (MacWorld).

2007 By the Numbers: According to Advertising Age, Apple, Inc. spent most of their advertising budget on television advertising, \$198.575 million was spent towards network television advertising because it is still the most dominant medium in the market. They spent an additional \$35.477 on cable television. The dying industry of radio only saw \$10.664 million of Apple's ad budget. Magazine advertising peaked at \$13.73 million. \$32.363 was spent on Internet advertising. Dwindling newspaper sales have caused a decrease in advertising spending and Apple, Inc only invested \$558 thousand in the medium. Outdoor advertising media totaled an astounding \$23.26 million, which includes everything from billboards, building ads, and even mobile billboards. Combined with other, marginal, advertisements Apple spent a grand total of \$491.5 million on advertising in 2007. Although that is a big number, it accounts for only 2% of their revenue, which is a whopping \$24+ billion. Computer sales accounted for 43% of that revenue and they currently own and operate 197 retail stores worldwide, with 174 of them located within the United States (AdAge).

Television Advertising

Perhaps the most influential commercial of all time is Apple's '1984'; the debut of the revolutionary Macintosh computer, created in 1983 by the advertising agency TBWA Chiat/Day. It aired January 22nd during the third quarter of Super Bowl XVIII in 1984 (The Mac Bathroom Reader 127). However, the startling commercial was first rejected by Apple's fearful board of directors.

By the early 1980's Apple Computer took off beyond belief and became one of America's fastest growing companies (Friedman). However, by 1983 the company suffered under the threat of competition from computer giants such as IBM who monitored closely their rising success and ground-breaking technology. Apple, refusing to anticipate a loss of market share, knew that they needed to create a next-generation product, along with a 'blockbuster' campaign in order to re-establish the brand and create a supremacy, hence the birth of the Macintosh; Steve Jobs wanted to create a buzz, a sense of excitement for the product. The campaign had to successfully communicate the "liberating power of the personal computer" (Friedman) and demonstrate differentiation to similar products in the market, something Jobs felt that they had been unsuccessful at in the past.

Previous campaigns had consisted of "self-deprecating testimonials to the power of Apple's personal computer," or lifestyle ads suggesting how the computer will make your life much "easier and productive" (Friedman). The latter offered a way of life to aspire to, the kind of person you would become if you used the product, however, none made an attempt to differentiate the product from the competition, nor did it elucidate what the brand stood for.

Jobs thought what was special about Apple was that it was the underdog, a small company battling against existing computer giants, with many triumphs. It was unique in that fact and the co-founder felt that to be an important element to include in the new campaign (Friedman). What was needed was something more than a testimony, more than a slice-of-life, but a prodigious story that would live to become a legend. It would seem to Apple that the most appropriate way to convey this is through science fiction.

As obvious as it might sound, to use the genre of science fiction to promote computer technology, was dismissed all too quickly by the computer industry. The computer industry moguls were afraid of frightening consumers by linking the technology to sci-fi; implying a world of dystopia ruled by a computer giant. This would explain why companies such as IBM produced charming yet humorous commercials featuring Charlie Chaplin, so to appear as unthreatening and straightforward to use their computers (The History of Apple).

The goal of Apple's 1984 commercial therefore, was to directly address these fears, encourage the market to rebel against conformity to prevent a dystopian future such as the one illustrated by George Orwell's novel "1984" by suggesting that the Macintosh is friendly and simple as opposed to competing products. This was a risky approach that could ultimately lead to the make or break of Apple Computers, but nonetheless a very different strategy to its competitors, making it stand out and create the 'buzz' that Steve Jobs longed for.

Together these facts show why the board of directors at Apple hated the spot so much. They too were afraid of inducing the fear of dystopia. They thought the spot would destroy Apple, and so ordered to sell back the 1.5 minutes of media time

purchased to prevent a catastrophic decline in market share. However, still enthusiastic about the commercial, TBWA Chiat/Day pretended to only be able to sell back 30 seconds, leaving a 60 second spot for the 1984 commercial. Reluctantly, the board of directors agreed to go ahead with its broadcast (The History of Apple).



In the third quarter of the 1984 Super Bowl, a strange and disorienting advertisement appeared on the TV screens of the millions of viewers tuned in to the yearly ritual. The ad opens on a gray network of futuristic tubes connecting blank, ominous buildings.

Inside the tubes, we see cowed subjects marching towards a cavernous auditorium, where they bow before a Big Brother figure pontificating from a giant TV screen. But one lone woman remains unbroken. Chased by storm troopers, she runs up to the screen, hurls a hammer with a heroic grunt, and shatters the TV image. As the screen explodes, bathing the stunned audience in the light of freedom, a voice-over announces, “On January 24th, Apple Computer will introduce the Macintosh. And you'll see why 1984 won't be like 1984.”

(Friedman)

On a conscious level, it would appear that the commercial represents the good and the bad technology, with television being the bad (represented by the Big Brother screen) and personal computers being the good (represented by the athlete with a Picasso style image of a Macintosh printed on a shirt and the sledge hammer she throws into the screen.) Therefore it could be argued that the commercial implies that television is

brainwashing and will control your life whereas a computer will be far more beneficial and productive to the user. However, I feel that there is a deeper subconscious message behind the ad. The rebellion is an athlete, someone who is in control of their own body. The athlete is a woman, whereas the brainwashed audience are all male, a possible indicator of Apple being the little guy next to the giant IBM. The woman is fighting a battle, determined to triumph and not conforming to the social disorder created by Orwell's fictional world. She is someone the audience can identify with and root for, which is why the commercial was such a success.

A follow up commercial, 'Lemmings,' aired during the 1985 Super Bowl but did not have the same success. Originally Apple wanted director Ridley Scott who had also directed *Blade Runner* and their '1984' commercial but as he was unavailable, his brother Tony was hired instead. 'Lemmings' created for the launch of the Macintosh Office Computer and followed a similar schema to "1984" but due to the relative failure of this commercial's message, Apple did not air another Super Bowl commercial until 1999.



The Nation Master online encyclopedia sets the scene to this commercial: To the soundtrack of a whistled, discordant and down-tempo version of "Heigh-Ho," a long line of blindfolded businesspeople slowly makes its way through a dusty, windswept landscape to a

cliff, where one by one they fall to their doom. A voiceover notes that the 'Macintosh Office' will soon be released; the last businessman stops just at the brink, uncovers his eyes and takes in the situation, as the announcer suggests

'looking into it'. A second line of people is then seen as the alternative, 'business as usual', is also suggested.

This too was a commercial hated by Apple's board of directors and especially CEO John Sculley, but they were quick to be reminded of the success of "1984" (Apple Confidential 2.0 144).

Lemmings ran on the same principle as "1984." The businessmen walking in a line to their peril at the end of the cliff insinuates that PCs will kill the business world. A Mac breaks free from the conformity and opens the eyes of business to so many new ideas and possibilities. Nevertheless, the commercial "managed to insult the very people it was trying to win over (Apple Confidential 2.0 144)."



The "What's on your PowerBook?"

commercials of the early 1990s took a very different approach. The ads featured celebrities and unlikely pairs describing how their everyday lives have changed for the better because of the PowerBook. This

commercial does not play on the market's fears; unlike the previous two; and instead, shows the advantages and the capabilities that a PowerBook has to offer. It also suggests how the PowerBook can be personalized to meet your own needs as every computer has different applications. The slogan "What's on your PowerBook" was thought provoking, as it poses a question to the audience and makes them think about the product and hopefully allow for easier recall.



The "Think Different" campaign of the late 1990s, was brought together almost entirely

in-house by the New York advertising agency TBWA Chiat/Day. The ads consisted of both print and TV advertisements (The History of Apple). The TV commercials featured footage of inspirational figures such as “Albert Einstein, Bob Dylan, Martin Luther King Jr., Richard Branson, John Lennon, R. Buckminster, Fuller, Thomas Edison, Muhammad Ali, Ted Turner, Maria Callas, Amelia Earhart, Alfred Hitchcock, Martha Graham, Jim Hensen with Kermit, Frank Lloyd Wright, and Picasso (The History of Apple).” This signifies a new way of thinking and suggests that by using an Apple computer you too could be an inspirational figure. At the end of the commercial there is a young girl opening her eyes to the caption ‘Think Different’ as though she has seen all the opportunities in her life inspired by Apple.



On June 10th, 2002 Apple launched ‘Switch’ a new campaign featuring ‘real people’ from diverse backgrounds (including a Windows network administrator) explaining why they switched from a PC to a Macintosh (Apple Launches “Real People” Ad Campaign). Steve Jobs commented that, “These are not actors—they’re real people who have switched from PCs to Macs, telling their story in their own words. More people are interested in switching from PCs to Macs than ever before, and we hope that hearing these successful switchers tell their story will help others make the jump (Apple Launches “Real People” Ad Campaign).”

In order to emphasize the fact that “real people” were used in the campaign Apple had hired director and producer Errol Morris for the commercials. Morris, most critically acclaimed as a documentary producer, infused the ads with the same clear-cut and

convincing style that had previously won him many awards (Apple Launches “Real People” Ad Campaign).



The most recent commercials by Apple are from the “Get a Mac” campaign compiled by TBWA Media Arts Lab in 2006. The commercials are easily recognizable due to the minimalist setting of a white background with just two characters played by John Hodgeman and Justin Long (Mac Attack). The ad stands out as it gives a sense of ‘fresh air’ amongst the otherwise overly cluttered commercials out at that time.

The commercials use humor as means of attracting the market and it would appear that the goal of these commercials is to ridicule the PC, encouraging first-time computer buyers to choose a Mac instead. Hodgeman, representative of a PC user, is middle-aged, uptight, overly concerned with his work and dressed in business suit. Long, on the other hand, is a representation of a Mac and is young, laid-back, and casually dressed. The idea is to pose the thought of whether you would want to be the up-tight businessman or the cool, laid-back guy.

Print Ads

Apple Computer’s print ads have used a few different techniques over the years. Some highlight their computers’ versatility while others bring attention to the computers’ technical sophistication. Yet other, higher concept, ads were created just to establish or reinforce Apple’s brand recognition. In 2007 Apple spent \$13.73 million on magazine ads; \$519,000 on national newspaper ads and \$107,000 on free standing inserts. These

numbers are down from the previous year by 64.7% and as much as 87.8% in the case of free-standing inserts. This represents a current industry trend, in which advertisers are taking money out of print ads and putting it into internet advertising. Apple's spending in internet advertising has risen by 121% from 2006 to 2007 ("Marketer Trees 2008"). However, throughout Apple Computer's advertising history, print ads have worked as a means of reinforcing Apple's numerous advertising campaigns in other media.

One of the more interesting print ads released by Apple did not even advertise any of Apple's products. The ad was taken out in many national newspapers during 1981, in response to the release of IBM's first personal computer. The ad welcomed IBM to the world of personal computing in somewhat of a backhanded fashion. The ad read as:

Welcome IBM. Seriously. Welcome to the most exciting and important marketplace since the computer revolution began 35 years ago. And congratulations on your first computer. Putting real computer power in the hands of the individual is already improving the way that people work, think, learn, communicate, and spend their leisure hours. Computer literacy is fast becoming as fundamental a skill as reading or writing. When we invented the first personal computer system, we estimated that over 140,000,000 people could justify the purchase of one, if only they understood the benefits. Next year alone we project that well over 1,000,000 will come to that understanding. Over the next decade, the growth of the personal computer will continue in logarithmic leaps. We look forward to responsible competition in the massive effort to distribute this American technology to the world. And we appreciate the magnitude of your commitment. Because what we are doing is increasing social

capital by enhancing individual productivity. Welcome to the task (Young and Simon 81-2).

It was difficult to take the welcoming as sincere because Apple had painted itself as a crusader against the bland, un-innovative, non-user friendly computing philosophy that Apple felt IBM represented. This sentiment would later be expressed in Apple's famous 1984 Super Bowl commercial. Also, many felt that this print ad exuded undeserved arrogance, in that Apple was welcoming IBM even though IBM had dominated the computing market for fifteen years already at the time (Young and Simon 81-2).

The majority of Apple's print advertisements served as traditional type-print ads by advertising their products, mainly in computing magazines. Apple's ads were placed in computing magazines such as, *Personal Computing* in April of 1982. They focused, mainly, on the technical specifications of their computers. The ad lists the Apple II and Apple III's maximum Random Access Memory, their disk drive, and expansion capabilities; as well as the programming languages that the two computers run. The designers of the ads realized that their audience for this magazine is made up of mainly computer literate people who are most interested in a computer's technology when making a selection for purchase. The ads also exemplifies the computers' affordability and versatility or as put in the ad's text "ruggedness" with a quick story of how researchers used Apple computers to study dolphin vocalizations. According to that particular ad, there was a study of dolphin vocalizations with the intention of creating an interspecies language between humans and dolphins that had to be halted in 1968 because there wasn't an affordable computer available with the technology to accomplish the project. However the researches were able to continue their study with the aid of the

affordable Apple II computer, which was able to run a program called JANUS, and generate Dolphin comprehensible waveforms (“Attached”).

Make waves with an Apple.
 If you'd like to spend more of your research budget on research and less on computer costs, consider the discoveries of Dr. John Lilly and the Human/Dolphin Foundation.
 Dolphins vocalize at 2,000-40,000 Hz (compared with 300-3,000 Hz for humans) and "converse" 10-15 times faster than their bipedal brethren.
 In 1968, Dr. Lilly's interspecies communication experiments stalled for lack of affordable computer power to bridge this gap. But today, with the help of Apple Personal Computers and a DEC PDP/11, things are going swimmingly.
 A new program called JANUS (Joint Analog Numeric Understanding System) uses a 48K Apple II Plus to generate dolphin-comprehensible wave forms matched to dolphin-



viewable symbols on an underwater screen. Dolphin responses are analyzed through a PDP/11. A second Apple monitors and analyzes data from all phases of the experiment.
 The objective is to create an artificial language that is mutually intelligible to both species, with a beginning vocabulary of 48 sound/symbol morphemes associated with objects, locations and actions.
 But, with all the micros available, why pick Apples? Because they're inexpensive enough to allow the use of a stand-alone computing system for dedicated functions. Because they're portable and rugged enough for field use in a wide range of environments. And because they can be configured for many scientific applications with no special I/O devices. (Apple's IEEE-488 interface card will program and operate virtually any test, measurement or control instrument.)
 There's more software available for Apples than for any other microcomputer on the market. And more full service dealers worldwide. Communicate with one and find out how an Apple can make waves for you, whatever your, ah... porpoise.

	APPLE II	APPLE II
Maximum RAM	64K	256K
I/O	8 expansion slots	4 expansion slots + built-in connectors for disks and printer
Disk Drives	Up to 8 140K floppy drives	Built-in 140K - up to 7 additional floppies. Available with Profile™ 5MB hard disk
Languages	BASIC, Pascal™, PLOT, COBOL, Assembly	Enhanced BASIC, UCSD Pascal™, Assembly
Keyboard	Fixed 96-character ASCII	Fully programmable 128-character, includes numeric keypad

The personal computer.  **apple**

The Human/Dolphin Foundation is a nonprofit research organization. For more information, write Dr. John Lilly, P.O. Box 8172, Malibu, CA 90265. For the authorized Apple dealer nearest you, call (800) 538-9696. In California, call (800) 963-9238. Or write: Apple Computer Inc., 1200/Rowley Dr., Cupertino, CA 95014.

©1984 Apple

Here we have a print ad from 1994 that also attributes versatility to one of Apple's computers; in this case it is Apple's first successful laptop, the PowerBook. However this ad is not aimed for just the technologically savvy as was the case with the ad from the Personal Computing magazine. This ad takes a more artful approach than listing the amount of RAM and expansion slots of the computer. It depicts two people from nearly opposite ends of the career spectrum, a priest and an interactive artist and lists many of the ways these two very different people use their PowerBooks. Between the two of these people their uses for the computer include composing faxes to Jesuit missionaries in Nairobi, Bangkok and Rome; controlling an onstage synthesizer, designing wedding programs, and retouching scanned photos for an album cover. The ad stresses the point that anyone in any field of work could get good use out of a PowerBook

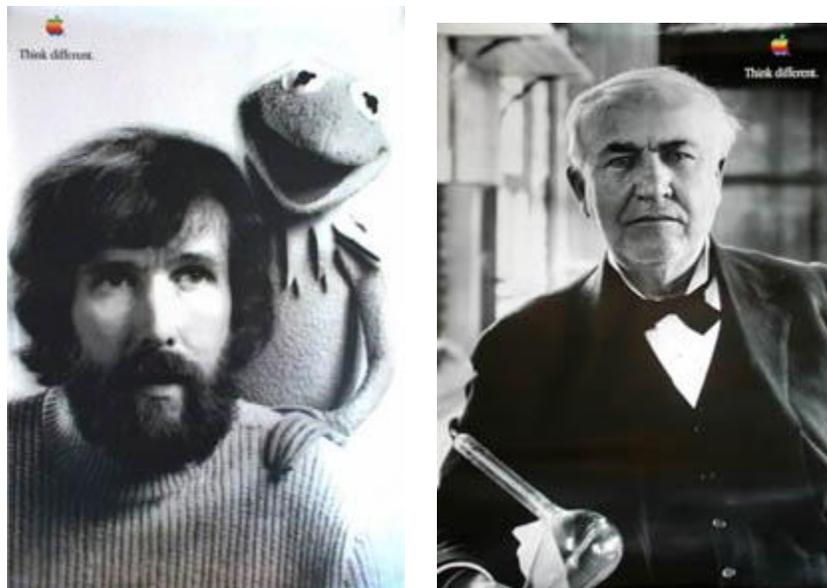
and therefore should go out and buy one. The ad's colorful imagery stresses the contrast between the two professionals and uses art in a way to strengthen Apple's brand recognition, which has become a trademark of Apple's advertising strategy ("Attached").



Apple's print ads for their "Think Different" advertising campaign which lasted from 1997 to 2002, were unique in that they were mainly featured in popular magazines and fashion magazines instead of primarily in Mac and computing magazines as had previously been the case (Hombry). Apple would have to try something different if it was going to regain its market share, which by 1996 had dropped to 7.1% of the world computer market (Rubellow 34). When Steve Jobs returned to the company around this time he decided that the answer to Apple's financial problems was to go back to the company's roots. The Chiat/Day agency was reinstated and in collaboration with Jobs they came up with the "Think Different Campaign." The print ads would feature black and white photos of famous Artists human rights activists as well as government and business figures that had used their creative and unconventional thinking to impact

society in one way or another, featuring diverse celebrities like: Jerry Seinfeld, Bob Dylan, Thomas Edison, Jim Henson, Martin Luther King Jr., Alfred Hitchcock, Ted Turner, Pablo Picasso and Rosa Parks.

The goal of this campaign was to restore Apple's brand image as the alternative computer for the creative mind (Elliot; Hormbry). Lee Clow, the creative director at Chiat/Day, later said of the campaign, "Our thought was that Apple was not the computer on every desk, but the computer loved by most creative communities like graphic designers, web site designers, film makers, advertising agencies, because it doesn't get in the way of the creativity. The analogy we made was to Harley-Davidson motorcycles, which have been successful by being a unique product for a unique audience (Elliott)." The campaign and the ads were met with both critical success and an overall revival of the Apple brand (Elliot; Hormbry).



Promotions

When it comes to computers Apple is very strict on their promotional efforts. Usually there are not any holiday or closeout discounts. The main promotional efforts

and discounts are for products that have a much shorter shelf life, like their iPod and iPhone lines and the iTunes store.

Apple has recently taken upon itself to make physical store locations more widespread to compliment their online retail shop. Through either, you can purchase any product, including a new computer and apply for what they call the Juniper Visa Credit Card. The credit card promotes rewards for purchasing anything from their store, with free financing for 180 days upon an Apple store purchase over \$1,000 and 90 days if your checkout price is less. The real goal of the card is not the financing options but rewards program, “when you reach 2,500 points, we’ll send you a \$25 iTunes card good for music, videos, and more from the iTunes store (www.apple.com/store).” What they don’t mention, is if the reward program is replenishing for every 2,500 points or if it’s a one time deal.

Another promotion is for a free printer, with the purchase of any computer system, but since the turn of the 21st century bundling a printer to a computer sale is standard operating procedure. Education and business are the only real, every day promotions you can count on if you don’t want to apply for their Juniper Card credit card.

Educational promotions apply to any college student, as long as your college shows up on their zip code selection screen. The promotion also runs for any teacher, administrator or staff member in K-12 schools, as well as higher education institutions. The promotion does not apply to purchasing actual machines for institutional use, but for personal use of said students/employees. The discounted price is relational to the prior purchases that your school has made from Apple. A student/employee of a school that has completely switched from PC to Mac computers will have a greater discount to their

purchase than will a student/employee whose school does not have any Mac products.

There is a limit to one computer purchase at the discounted price, per academic year, and if the price of the product you purchase drops within 14 calendar days, contacting Apple Sales Support will result in a refund or a credit of the difference in price on the current and day of purchase price.

As for making a business purchase, you won't see too much the way of discounts, unless you buy in bulk, but they do hold classes at your local Apple store. If you need to learn how to use a Mac and learn either their software, they hold group workshops and they also hold one-on-one training sessions. Volume discounts are available, but by the time you're looking at any sort of substantial savings you're already in the \$10,000+ price range and the savings is a moot point.

Apple has started to loosen up though, allowing major retailers, like Best Buy and online wholesalers like Newegg.com and Amazon.com to sell new Mac computers instead of just refurbished products.

Technologically, Apple has led breakthroughs such as the GUI system and in 2003 started what is just starting to catch on in the PC market, the 64-bit architecture. It also introduced what is called serial ATA connectors which are now industry standard and allowed for up to 8GB of RAM to be installed. The Apple Power Mac G5 was one of the first major releases to be hyped on the internet as well as the traditional media outlets. The G5 beat out the best Intel processors by 41% in floating point arithmetic tests. The G5 debuted with a price range of \$2,000-\$3,000 with upgraded features for the extra money ("G5").

One of the most recent media ventures for Apple, Inc. occurred September 5th, 2008 when they teamed up with Starbucks to allow anyone toting a PC or an apple device such as iPhone, iPod, or Mac, free WiFi access to the iTunes store. This was a smart move for Apple because they promote to almost the exact same demographic as Starbucks: hip, creative and trendy consumers. Since Apple's idea is to create enough products to fulfill your every electronics need (they even have software called iLife) the idea of internet access for your Apple devices was a very good public relations move. What is lost in all of the excitement of the idea was the fact that there were no discounts and nothing special about what was nothing more than a sponsorship of the T-Mobile run WiFi hotspot ("Apple and Starbucks").

What can easily be called the flagship of Apple's online advertising campaign was their 'hijacking' of almost all of the New York Times website's ad space. The advertisements played in top and side boxes and would interact with each other to an almost unbelievable degree. The Times have been criticized for allowing Apple to run their "Get a Mac" campaign on their website for such a long duration which as made other competing online news sources frustrated over their corporate policy. The New York Observer has run many stories to try to bring the ugly capitalistic side of the news to the public eye, "Earlier this year, a spokeswoman told us that the (NYTimes) home page would run the ad only once a month. After we saw it run on consecutive Fridays, that statement was revised: 'While that remains the rule, there is some flexibility regarding timing as this is a test and learn situation.' ("Sulzburger Says")." The ads were enormously successful and are just another notch in what has become Apple's cornerstone, an impressive list of advertisements that are widely considered the best ever.

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