

International marketing plan – apple



International Marketing Plan Table of Contents Executive Summary Situation Analysis Description of product and or service Geographic description of the target market Environmental analysis Cultural analysis Economic analysis Legal environment Political factors and risk analysis Evaluate the market potential of a targeted buyer/ consumer segments Identify factors that influence their purchasing decisions Financial conditions (GDP, discretionary income, debt, credit) Competitive analysis (SWOT) Strategy Development Segmentation, targeting, positioning Marketing strategy Product Promotional strategy Pricing strategy Place Channels of Distribution Modes of entry Implementation Action plans Implementation and control Timelines and milestones Monitoring Review and evaluation Executive Summary In 2001, Apple was having a tough time finding an undefined market that had not been well established. They realized that digital music players lacked in quality and did not have a well thought-of market. Apple branched from this idea and assigned their engineering assembly team to design the first iPod within a year's time. After all the hard work the engineering team at Apple underwent, the Apple iPod was made public.

On October 23, 2001, Apple introduced the first series of iPods to the world (Schlender, 2001). The iPod is designed to store media on a built-in hard drive or by the use of flash memory. It also serves as an external data storage device when connected to a computer. It plays media files anywhere a user chooses and is designed in a very convenient size.

In 2003, Apple released another series of iPods that included the iTunes software. iTunes is program that stores a comprehensive library of the users music, video and photos on their computer (Donovan, 2006). This program

can play, download and rip music from a CD onto the library and is exclusive to Apple iPods. The Apple iPod is the world's best selling digital audio player. Over 50 million iPods have been sold throughout the world, since its release (Hesseldahl, 2005).

It dominates the market and has become a generic name when referring to MP3 players. The mental association most people make with digital music players is the Apple iPod. The market share Apple had in the United States in 2004 for all MP3 player types was over 70% of the market (Hesseldahl, 2005). The iPod has also caused a halo effect which encourages users to switch to Apple products.

Apparently, Apple Corporation is correctly implementing numerous advertising and marketing. I will attempt to create an international marketing plan for the Apple iPod in the United Kingdom. It's a challenging task since Apple has been so successful with the iPod. Situation Analysis Description of Product and or Service The Apple iPod and the Apple iTunes brand names, designs and symbols have helped to differentiate them from their competitors.

The iPod encompasses the personality dimension of excitement and competence. The imaginative, tech-savvy image along with being recognized as an intelligent and successful brand has put them in a league of their own. The functional attributes of " 1, 000 songs in your pocket" and the emotional attribute of " which iPod are you? " have been very successful for this brand. The predominate language that's spoken in the United Kingdom is English

the theme would be kept the same. Apple has gained brand recognition with the use of the lowercase “ i”.

It is associated with many Apple products. In fact, name switches have occurred to reflect the lowercase “ i” such as the iMac which was formally known as Macintosh computer. Other products include iTunes, iChat, and iBook among other name switches (wikipedia. com).

Another recognizable aspect of the iPod is the white cord earbud headphones which has become symbolic of the iPod brand. In addition, the use of iTunes has also become part of the brand. iTunes is a program that stores a comprehensive library of the users music, video and photos on their computer. This program can play, download and rip music from a CD onto the library. This is used in conjunction with the iPod.

Users connect their iPod to their computers to transmit songs, video and photos to or from their device using iTunes. The program is exclusive and made only for the iPod. Geographic Description of the Target Market Information directly from [http://www. odci. gov/cia/publications/factbook/geos/uk. html](http://www.odci.gov/cia/publications/factbook/geos/uk.html)

Location: Western Europe, islands including the northern one-sixth of the island of Ireland between the North Atlantic Ocean and the North Sea, northwest of France Geographic coordinates: 54 00 N, 2 00 W Area: total: 244, 820 sq km land: 241, 590 sq km water: 3, 230 sq km note: includes Rockall and Shetland Islands Area – comparative: slightly smaller than Oregon Land boundaries: total: 360 km border countries: Ireland 360 km Coastline: 12, 429 km Climate: temperate; moderated by prevailing

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southwest winds over the North Atlantic Current; more than one-half of the days are overcast Terrain: mostly rugged hills and low mountains; level to rolling plains in east and southeast Environmental Analysis Inform directly from <http://www.odci.gov/cia/publications/factbook/geos/uk.html> Natural resources: coal, petroleum, natural gas, iron ore, lead, zinc, gold, tin, limestone, salt, clay, chalk, gypsum, potash, silica sand, slate, arable land Land use: arable land: 23. 23% permanent crops: 0. 2% other: 76.

57% (2005) Irrigated land: 1, 080 sq km (1998 est. Natural hazards: winter windstorms; floods Environment – current issues: continues to reduce greenhouse gas emissions (has met Kyoto Protocol target of a 12. 5% reduction from 1990 levels and intends to meet the legally binding target and move toward a domestic goal of a 20% cut in emissions by 2010); by 2005 the government aims to reduce the amount of industrial and commercial waste disposed of in landfill sites to 85% of 1998 levels and to recycle or compost at least 25% of household waste, increasing to 33% by 2015; between 1998-99 and 1999-2000, household recycling increased from 8. % to 10. 3% Environment – international agreements: party to: Air Pollution, Air Pollution-Nitrogen Oxides, Air Pollution-Sulfur 94, Air Pollution-Volatile Organic Compounds, Antarctic-Environmental Protocol, Antarctic-Marine Living Resources, Antarctic Seals, Antarctic Treaty, Biodiversity, Climate Change, Climate Change-Kyoto Protocol, Desertification, Endangered Species, EnvironmentalModification, Hazardous Wastes, Law of the Sea, Marine Dumping, Marine Life Conservation, Ozone Layer Protection, Ship Pollution, Tropical Timber 83, Tropical Timber 94, Wetlands, Whaling signed,

but not ratified: Air Pollution-Persistent Organic Pollutants Cultural Analysis
Information directly from [http://www.odci.](http://www.odci.gov/cia/publications/factbook/geos/uk.html)

[gov/cia/publications/factbook/geos/uk.html](http://www.odci.gov/cia/publications/factbook/geos/uk.html) Population: 60, 609, 153 (July 2006 est.) Age structure: 0-14 years: 17. 5% (male 5, 417, 663/female 5, 161, 714) 15-64 years: 66.

8% (male 20, 476, 571/female 19, 988, 959) 65 years and over: 15. 8% (male 4, 087, 020/female 5, 477, 226) (2006 est.) Median age: Total: 39. years male: 38. 2 years female: 40. 4 years (2006 est.

) Population growth rate: 0. 28% (2006 est.) Birth rate: 10. 71 births/1, 000 population (2006 est.

) Death rate: 10. 13 deaths/1, 000 population (2006 est.) Net migration rate: 2. 18 migrant(s)/1, 000 population (2006 est.) Sex ratio: At birth: 1. 05 male(s)/female under 15 years: 1.

05 male(s)/female 15-64 years: 1. 02 male(s)/female 65 years and over: 0. 75 male(s)/female total population: 0. 98 male(s)/female (2006 est.)

Nationality: noun: Briton(s), British (collective plural) adjective: British Ethnic groups: white (of which English 83. 6%, Scottish 8.

%, Welsh 4. 9%, Northern Irish 2. 9%) 92. 1%, black 2%, Indian 1.

8%, Pakistani 1. 3%, mixed 1. 2%, other 1. 6% (2001 census) Religions: Christian (Anglican, Roman Catholic, Presbyterian, Methodist) 71.

6%, Muslim 2. 7%, Hindu 1%, other 1. 6%, unspecified or none 23. 1% (2001 census) Languages: English, Welsh (about 26% of the population of Wales),

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Scottish form of Gaelic (about 60, 000 in Scotland) Literacy: Definition: age 15 and over has completed five or more years of schooling total population: 99% male: 99% female: 99% (2003 est.) Economic Analysis Information directly from [http://www.](http://www.odci. ov/cia/publications/factbook/geos/uk. html)

[odci. ov/cia/publications/factbook/geos/uk. html](http://www.odci. ov/cia/publications/factbook/geos/uk. html) The UK, a leading trading power and financial center, is one of the quintets of trillion dollar economies of Western Europe. Over the past two decades, the government has greatly reduced public ownership and contained the growth of social welfare programs.

Agriculture is intensive, highly mechanized, and efficient by European standards, producing about 60% of food needs with less than 2% of the labor force. The UK has large coal, natural gas, and oil reserves; primary energy production accounts for 10% of GDP, one of the highest shares of any industrial nation. Services, particularly banking, insurance, and business services, account by far for the largest proportion of GDP while industry continues to decline in importance. GDP growth slipped in 2001-03 as the global downturn, the high value of the pound, and the bursting of the “ new economy” bubble hurt manufacturing and exports. Output recovered in 2004, to 3.

2% growth, but fell in 2005, to 1. 7%. Despite slower growth, the economy is one of the strongest in Europe; inflation, interest rates, and unemployment remain low. The relatively good economic performance has complicated the BLAIR government’s efforts to make a case for Britain to join the European Economic and Monetary Union (EMU).

Critics point out that the economy is doing well outside of EMU, and public opinion polls show a majority of Britons are opposed to the euro. Meantime, the government has been speeding up the improvement of education, transport, and health services, at a cost in higher taxes and a widening public deficit. Legal Environment Information directly from <http://www.odci.gov/cia/publications/factbook/geos/uk.html>

Government type: constitutional monarchy
Dependent areas: Anguilla, Bermuda, British Indian Ocean Territory, British Virgin Islands, Cayman Islands, Falkland Islands, Gibraltar, Montserrat, Pitcairn Islands, Saint Helena and Ascension, South Georgia and the South Sandwich Islands, Turks and Caicos Islands
Independence: England has existed as a unified entity since the 10th century; the union between England and Wales, begun in 1284 with the Statute of Rhuddlan, was not formalized until 1536 with an Act of Union; in another Act of Union in 1707, England and Scotland agreed to permanently join as Great Britain; the legislative union of Great Britain and Ireland was implemented in 1801, with the adoption of the name the United Kingdom of Great Britain and Ireland; the Anglo-Irish treaty of 1921 formalized a partition of Ireland; six northern Irish counties remained part of the United Kingdom as Northern Ireland and the current name of the country, the United Kingdom of Great Britain and Northern Ireland, was adopted in 1927
Constitution: unwritten; partly statutes, partly common law and practice
Legal system: common law tradition with early Roman and modern continental influences; has nonbinding judicial review of Acts of Parliament under the Human Rights Act of 1998; accepts compulsory ICJ jurisdiction, with reservations
Executive branch: Chief of state: Queen

ELIZABETH II (since 6 February 1952); Heir Apparent Prince CHARLES (son of the queen, born 14 November 1948) head of government: Prime Minister Anthony (Tony) BLAIR (since 2 May 1997) cabinet: Cabinet of Ministers appointed by the prime minister elections: none; the monarchy is hereditary; following legislative elections, the leader of the majority party or the leader of the majority coalition is usually the prime minister Legislative branch: bicameral Parliament comprised of House of Lords (consists of approximately 500 life peers, 92 hereditary peers and 26 clergy) and House of Commons (646 seats since 2005 elections; members are elected by popular vote to serve five-year terms unless the House is dissolved earlier) elections: House of Lords - no elections (note - in 1999, as provided by the House of Lords Act, elections were held in the House of Lords to determine the 92 hereditary peers who would remain there; pending further reforms, elections are held only as vacancies in the hereditary peerage arise); House of Commons - last held 5 May 2005 (next to be held by May 2010) election results: House of Commons - percent of vote by party - Labor 35. 2%, Conservative 32. 3%, Liberal Democrats 22%, other 10. %; seats by party - Labor 356, Conservative 197, Liberal Democrat 62, other 31; note - as of 30 September 2005 the seats by party - Labor 354, Conservative 196, Liberal Democrat 62, other 34 note: in 1998 elections were held for a Northern Ireland Assembly (because of unresolved disputes among existing parties, the transfer of power from London to Northern Ireland came only at the end of 1999 and has been suspended four times the latest occurring in October 2002); in 1999 there were elections for a new Scottish Parliament and a new Welsh Assembly Judicial branch: House of Lords (highest court of appeal; several Lords of Appeal in Ordinary are appointed by the monarch for life); Supreme <https://assignbuster.com/international-marketing-plan-apple/>

Courts of England, Wales, and Northern Ireland (comprising the Courts of Appeal, the High Courts of Justice, and the Crown Courts); Scotland's Court of Session and Court of the Justiciary Political Factors and Risk Analysis

Information directly from <http://www.odci.gov/cia/publications/factbook/geos/uk.html>

gov/cia/publications/factbook/geos/uk.html Political parties and leaders:

Conservative and Unionist Party [David CAMERON]; Democratic Unionist Party (Northern Ireland) [Rev. Ian PAISLEY]; Labor Party [Anthony (Tony) BLAIR]; Liberal Democrats [Charles KENNEDY]; Party of Wales (Plaid Cymru) [Dafydd IWAN]; Scottish National Party or SNP [Alex SALMOND]; Sinn Fein (Northern Ireland) [Gerry ADAMS]; Social Democratic and Labor Party or SDLP (Northern Ireland) [Mark DURKAN]; Ulster Unionist Party (Northern Ireland) [Sir Reg EMPEY]

Political pressure groups and leaders: Campaign for Nuclear Disarmament; Confederation of British Industry; National Farmers' Union; Trades Union Congress International organization participation: AfDB, Arctic Council (observer), AsDB, Australia Group, BIS, C, CBSS (observer), CDB, CE, CERN, EAPC, EBRD, EIB, ESA, EU, FAO, G- 5, G- 7, G- 8, G-10, IADB, IAEA, IBRD, ICAO, ICC, ICCT, ICFTU, ICRM, IDA, IEA, IFAD, IFC, IFRC, IHO, ILO, IMF, IMO, Interpol, IOC, IOM, IPU, ISO, ITU, MIGA, MONUC, NAM (guest), NATO, NEA, NSG, OAS (observer), OECD, OPCW, OSCE, Paris Club, PCA, PIF (partner), UN, UN Security Council, UNAMSIL, UNCTAD, UNESCO, UNFICYP, UNHCR, UNIDO, UNMIL, UNMIS, UNMOVIC, UNOMIG, UNRWA, UPU, WCO, WEU, WHO, WIPO, WMO, WTO, ZC

Diplomatic representation in the US: chief of mission: Ambassador David G. MANNING chancery: 3100 Massachusetts Avenue NW, Washington, DC 20008 telephone: [1] (202) 588-6500 FAX: [1] (202) 588-7870 consulate(s) general: Atlanta, Boston, Chicago, Houston, Los

Angeles, New York, Orlando, San Francisco consulate(s): Dallas, Denver, Miami, Seattle
Diplomatic representation from the US: chief of mission: Ambassador Robert Holmes TUTTLE
embassy: 24/31 Grosvenor Square, London, W1A 1AE mailing address: PSC 801, Box 40, FPO AE 09498-4040
telephone: [44] (0) 20 7499-9000 FAX: [44] (0) 20 7629-9124 consulate(s) general: Belfast, Edinburgh
Evaluate the market potential The target population has internet access as well as discretionary income to spend. As you can see from the chart below more than half of the UK population have internet access.

A study conducted by Billboard Music concluded that 43% of the United Kingdom currently downloads music and 35% of them have MP3 players. There is definitely a strong market in the UK. Population: 60, 609, 153 (July 2006 est.)
Telephones - main lines in use: 32. 943 million (2005) Telephones - mobile cellular: 61. 091 million (2004)
Radio broadcast stations: AM 219, FM 431, shortwave 3 (1998) Television broadcast stations: 228 (plus 3, 523 repeaters) (1995)
Internet country code:.

uk Internet hosts: 4, 688, 307 (2005) Internet users: 37. 8 million (2005)
Identify Factors that influence their purchasing decisions Economic factors help to influence consumer decisions in the Untied Kingdom. Currently this factor is not to point where it would cause concern. The Euro is currently the strongest monetary currency.

Competition is another factor that can sway consumers. However, with the Apple iPod being know as the 1st MP3 player and becoming a generic name this may not be an issue but we must remain at this position, especially

crossing the international border. Financial conditions (GDP, discretionary income, debt, credit) Information directly from <http://www.odci.gov/cia/publications/factbook/geos/uk.html>

GDP (purchasing power parity): \$1.869 trillion (2005 est.) GDP (official exchange rate):\$2.218 trillion (2005 est.) GDP – real growth rate: 1.7% (2005 est.) GDP – per capita (PPP):\$30,900 (2005 est.) GDP – composition by sector: agriculture: 1.1% industry: 26% services: 72.9% (2005 est.) Population below poverty line: 17% (2002 est.)Household income or consumption by percentage share: lowest 10%: 2.1% highest 10%: 28.5% (1999) Distribution of family income – Gini index: 36.8 (1999) Inflation rate (consumer prices): 2.2% (2005 est.) Investment (gross fixed): 16.3% of GDP (2005 est.) Budget: revenues: \$881.4 billion expenditures: \$951 billion; including capital expenditures of \$NA (2005 est.) Public debt: 42.2% of GDP (2005 est.) Electricity – imports: 5.1 billion kWh (2003) Exports:\$372.7 billion f. o. b. (2005 est.) Exports – commodities: manufactured goods, fuels, chemicals; food, beverages, tobacco Exports – partners: US 15.3%, Germany 10.8%, France 9.2%, Ireland 6.%, Netherlands 6%, Belgium 5.1%, Spain 4.5%, Italy 4.

2% (2004) Imports:\$483. 7 billion f. o. b. (2005 est.) Imports - commodities: manufactured goods, machinery, fuels; foodstuffs Imports - partners: Germany 13%, US 9.

3%, France 7. 4%, Netherlands 6. 6%, Belgium 4. 9%, China 4.

3%, Italy 4. 3% (2004) Reserves of foreign exchange and gold:\$48. 73 billion (2004) Debt - external:\$7. 107 trillion (30 June 2005) Economic aid - donor: ODA, \$7. 9 billion (2004) Currency (code): British pound (GBP) Exchange rates: British pounds per US dollar - 0. 55 (2005), 0.

5462 (2004), 0. 6125 (2003), 0. 6672 (2002), 0. 6947 (2001) Competitive Analysis (SWOT) Strengths Weaknesses Apple is one of the most established and healthy IT brands in the World, Sales of notebook products are also very strong, and represent a huge contribution to income for Apple. It is reported that the Apple iPod Nano may have a faulty screen.

a batch of Apple iPods has screens that break under impact Sales of iPod music player had increased its second quarter profits to \$320 (June 2005) Apple has sold over 50 million iPod digital music players and more than 500 million songs through its iTunes music store. It accounts for 82% of all legally downloaded music in the US. There is pressure on Apple to increase the price of its music download file, from the music industry itself. Many of these companies make more money from iTunes (i. e.

downloadable music files) than from their original CD sales. Loyal set of enthusiastic customers that advocate the brand. Early iPods had faulty batteries Favorable brand perception causing Halo Effect: recruiting new

customers, it retains them they come back for more products and services
 Early in 2005 Apple announced that it was to end its long-standing relationship with IBM as a chip supplier, and that it was about to switch to Intel. Some industry specialists commented that the swap could confuse Apple's consumers.

Opportunities/Threats Apple has the opportunity to develop its iTunes and music player technology into a mobile phone format. High level of competition in the technology markets. Podcasts are downloadable radio shows that can be downloaded from the Internet, and then played back on iPods and other MP3 devices at the convenience of the listener. The listener can subscribe to Podcasts for free, and ultimately revenue could be generated from paid for subscription or through revenue generated from sales of other downloads. High product substitution effect in the innovative and fast moving IT consumables market. Tomorrow's technology might be completely different.

Wireless technologies could replace the need for a physical music player.
 Opportunity to extend to new products Vulnerable to leaks that could cost them profits. Segmentation, Targeting, Positioning Geographic
 Variables Country United Kingdom Demographics Variables Age 11-28 years old Gender Male and Female Income 0-\$50,000 Occupation Influence family decision makers - Part-time/full-time employees/college students
 Psychographics Variables ? Social, self-conscious, need for belonging , hormonal ? Lives with a parent/s or guardian, college campus or apartment ? Enjoys the internet and other new technologies ? Craves attention, trendy, enjoys music, likes material objects Behavioral Variables ? This group

influences sales of products for the household ? This group will first look to the Internet to acquire information ? They would likely want a product that everyone else has Developing choice patterns and product loyalty ? They will be devastated if a purchase of their desire is not made Marketing Strategy Product Packaging is very important to a sale and protection of a product. The exterior must be durable, pleasing and must catch attention.

The interior must contain the product and the accessories in a stable, protective way. The elements of the package will remain consistent with all other communications. It will be easily identifiable, pleasing to the eye and effective in catching attention encouraging potential buyers to purchase the product. The other elements of the package include the exterior and the interior.

The exterior of the packaging will feature the bright color background and a silhouette cutout on the box. There will be a physically unbreakable display window to reveal the iPod. The package will be oversized to help reduce the risk of theft. It will be packaged in such a way that it will be protected from damage caused by physical force, weather elements and shipping pressures.

Information on the use, the handling of the iPod and the disposal will be placed on the package. Any government regulated information will also be placed on the box. The interior of the packaging will hold the iPod and the accessories in place despite any movement. The iPod is packaged with software enabling users to uploading music, photos, and videos called iTunes.

Also contained in the package is a charger, instructions, connection cords, earbud headphones and a promotional card for free downloads with regards to the promotional game. All these essentials will carefully be placed in a plastic molded design to prevent any displacement during turbulent movement when crossing the international seas. Promotional Strategy There are many types of promotions that can be utilized to increase the chances of a purchase. The one form of promotion I will use to engage the consumer and encourage them to purchase the Apple iPod will be an interactive sweepstake. The promotion campaign will utilize the same elements as that of advertising to create a single voice.

The promotions campaign of the Apple iPod would include the silhouette as part of the promotion. The idea is to engage viewers, readers and listeners to participate in the " Shadows of the Silhouette" promotional sweepstakes game. The promotional game consists of silhouettes of famous musical artists from the U. K.

Each artist has a different prize level. Participants will receive pieces of the silhouette after they complete online registration or mail-in a postcard. The pieces or clues will help them fill-in the silhouette. They have an opportunity to win several prizes based on the completion of the silhouette. For every iTunes song downloaded, any Apple product purchased, entering promotional codes found within the magazine ads will give participants clues. Of course, no purchase is necessary to enter.

Pricing Strategy The prices will allow for sufficient gross profit to cover overhead expenses. Apple utilizes a markup method, based on costs. The

markup will depend on the product, but will be around 40% to cover expenses. A cost book will list each individual product and their costs. We will not attempt to offer drastically lower prices.

However, we will be relatively lower than our competitors in the beginning of the introduction. Channels of Distribution, Modes of Entry Products will be shipped via freight and flight across the English channels, utilizing mostly freight to enter the following ports Hound Point, Immingham, Milford Haven, Liverpool, London, Southampton, Sullom Voe and the Teesport. We would follow all government restrictions and regulations as it pertains to shipping and value added taxes while maintaining a strong relationship with our suppliers. Implementation Action plans, Implementation and Control Advertising plays a key role in persuading members of the United Kingdom target market about our products and services. These advertisements create awareness, response and brand knowledge among other qualities.

Apple Corporation has used this strategy to implement many new product announcements that are on to the market today and we will continue this method in the international borders. Apple has promoted the iPod and iTunes brands in several successful advertising campaigns, a large number of which are part of their series of silhouette commercials. They also produce commercials with popular artists performing their songs. These commercials have been very successful in creating awareness and recognition of the Apple iPod. The commercials I am proposing would include various artists from different genres of music.

These artists would appeal to a wide spectrum of music listeners in the U. K. This would create a sense of belonging, acceptance and relationship building among consumers. The artist would perform part of their song against complex bright animation.

Then towards the end of the commercial the artist would hold their iPod while connecting their earbud headphones. Then transform into a silhouette on their iPod as it falls ever so gently to the ground. The screen will display the words " Are you part of the iScene? ". These effective advertisements will capture the attention of the target audiences. Our main focus is advertising to increase brand knowledge within the target audience. In addition, we will create a desire among the target audience with the message " Are you a part of the iScene? " To this end we will be utilizing the following forms of media, television, radio, magazine, internet, out-of-home and alternative advertising.

Since TV commercials are one of the most effective, most pervasive, and most popular methods of selling products we will be using this to reach our main target audience. Radio commercials will also be another effective media to utilize with this advertising campaign. The radio and television commercials will be placed on station that are appreciate in reaching our target audience. Television stations that are popular among the U.

K. target audience would be utilized. They will play at times when the target audience views/listens to these stations. Also the ads will be repeated over and over, which achieves the frequency that is need. Other communication channels that will be utilized include internet, magazine, out-of-home and

alternative advertising. Internet ads will be a nice supplement to the overall advertising campaign.

There are 840 million people who use the internet, according to the Global Reach Agency, which translates to reaching a lot of people. A way we will draw people to visit the iPod website is by the use of chat rooms, blogs, pop-up ads and search engines. The use of the website will enable more people globally to explore information, promotions and other information that Apple Corporation has to offer. Special focus will be placed on the Apple iPod. The internet will also enable us to send promotional information, news and coupons via e-mail to our customers and potential customers.

We would be able to post events and supporting activities on the website. We will utilize magazine advertisement that the target audience reads. The magazine advertisement will have the same design as the rest of the communications. It will also play a vital role within the promotion aspect of this plan. As a communications tool customer magazines are enormously powerful and allow a level of contact with consumers.

They range from general interest titles such as Time, GQ and Cosmopolitan, which appeal to a variety of readers, to highly specialist titles covering particular hobbies, leisure pursuits or other interests. They also measure and track fairly well, offering tangible information on return on investment. The most common type of out-of-home advertising is the billboard but also extends to the other outdoor ads such as posters. The message on the billboard will be readable in a very short period of time because people usually pass billboards going at high speeds.

There will be only a few words, Are you a part of the iScene? , in large print, with an eye-catching silhouette image with a bright colorful background. The same attention-grabbing advertisement will extend to buses being wrapped, buildings painted and an iPod Mobile. These advertising methods would depend on the government's regulations and requirements. Timelines and Milestones Monitoring, Review and Evaluation

- What is evaluation all about?
- Did we implement the activities we proposed?
- Did attitudes change- among the community, customers, management-as a result of our programs?

Evaluative research, sometimes called summative research, is conducted primarily to determine whether a marketing plan has accomplished its goals and objectives. A variant of evaluation can be applied during a program to monitor progress and indicate where modifications might make sense.

The key word in society today is accountability, which means taking responsibility for achieving the performance promised. With resources limited and competition fierce, managers at every level demand accountability for every activity on which they spend money. That's what evaluation is all about. Marketing professionals are obligated today to assess what they've done to determine whether the expense was worth it. In the end we reported back to management.

Evaluation findings should be shared with management. This reinforces the notion that marketing is contributing to management goals for the organization. Conclusion The Apple iPod is a great example of a well designed campaign. The Apple Corporation has come a long way since the “

Think Different” campaign of the 1980’s. They now have greater strength as company and as a brand.

The use of innovation, creativity and well made products have put Apple at the forefront of technology. Enhancing the brand by crossing the international border will be challenging since it is unfamiliar territory.

However, the concepts and the use of the international concepts in a reliable manner will help to create a stronger marketing plan. This plan may help to gain additional market share as well as increase sales, brand awareness and recognition among other advantage points. References Chaudhuri, Arjun & Holbrook, Morris B.

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Technology Weekly, 84 Holdrum, Mike. (November 8, 1999) Great Age of the Brand. Advertising Age, 36 Susan G. Komen Breast Cancer Foundation is a site that provides full text of services the foundation offers. (<http://www.komen.org>) Wikipedia is a site that presents the full text of many essential works in the literature of many topics (<http://en.wikipedia.org/wiki/Ipod>)

Global Reach Agency provides online marketing, multilingual Web promotion and Website translation.

(<http://www.glreach.com/>) CIA provides fact book information on various countries (<http://www.odci.gov/cia/publications/factbook/geos/uk.html>)

Images provided from www.apple.com and www.ipod.com