

Marketing techniques for apple and nike assignment

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Apple uses the marketing technique of line extension and new brands a lot by using this keep improving their product for the best as it has had a good effect as the majority of the world population has a phone or pad and using the technique new brands they have used the technology they have to make new and better products. The marketing has helped understand customer trends by keeping up to date with the times and also setting trends for example apple would put something completely new into one of their products that no one could think of which then becomes iconic.

Apple keep ahead of the competition even though they never use commercial adverts, they're the top phone company, apple stay ahead cause of the ideas they come up with apple, has access to new component technology months or years before its rivals. This allows it to release groundbreaking products that are actually impossible to duplicate. Marketing has helped Apple communicate effectively with consumers because the original phone said it was 5 years ahead of the competition. This means that all apple products are way more developed than any other phone company and this is what the consumers want something new every time.

Nike is an American multinational corporation that is engaged in the design, development, manufacturing and worldwide marketing and selling of footwear, apparel, equipment, accessories and services. It is one of the world's largest suppliers of athletic shoes and apparel and a major manufacturer of sports equipment, with revenue in excess of US\$24.1 billion in its fiscal year 2012 (ending May 31, 2012). Nike updates themselves timely product differentiation, new branding and line extension. The

marketing has helped understand customer trends that have different nationalities, genders, cultures, and ages.

To enable this, Nike introduces its latest reduces through a marketing communication group that can strengthen the “ positioning of, and key messages about, the Nike brand,” through different forms of visual aids and point-of-purchase advertising. Nike keep ahead of the competition by appealing to the masses and always staying in time with what people seem to like for example running shoes are on a rise and appeal more to girls so Nike take that and try to appeal to them even more and lots of boys are into football boots so Nike focus on that at the moment as well.

Marketing has helped Nike communicate effectively with consumers because Nike has always recruited top performance athletes from all over the world with strong personalities consistent with the brand values. For instance, Michael Jordan started appearing in swoosh campaigns at the rise of his basketball career, in 1987, and so did Dennis Rodman and Charles Barkley. High performance athletes have always been role models with extreme power over their audience (mainly teenagers and young people) often influencing them into buying products not otherwise thought of.