

APPLE'S NEW APPROACH TO MARKETING AND THE INFLUENCE OF CULTURE IN
THE UNITED STATES

By

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Abstract

This research examines Apple's dynamic approach to marketing strategies in the United States of America, a country that has transformed from an agrarian society to an economic and technological powerhouse within the past century. Apple, one of the most innovative technological companies in the 21st Century, exemplifies the "can-do" American culture. How American culture influenced Apple's marketing strategies is the subject of this paper.

In order to accomplish this, the nature of Apple's domestic marketing vision must be examined and understood in light of the complexities of American culture in order to optimize an effective advertising campaign that will reach a complex and diverse audience. My study's first step is to determine how a specific culture can influence marketing trends. The second step is to place these marketing trends into context through an analysis of the research. I will also discuss and evaluate implications of the research to understand the effects of a national culture on Apple's marketing strategy.

"In marketing, I've seen only one strategy that can't miss - and that is to market to your best customers first, your best prospects second and the rest of the world last."

— John Romero

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Introduction

International marketing communication and global brand management strategies are increasingly focused on issues related to cultural differences. The importance of cultural matters has been reinforced through the power of globalization that allowed markets to reach consumers on all four corners of the globe. Subtle cultural differences have been studied extensively in recent years by marketers attempting to increase their impact with the international consumer (LaPlante 2005).

This study looks at Apple's increasingly popular global marketing strategy and will highlight their influence on consumer purchasing decisions. The founder of Apple, Steve Jobs, was definitely not an engineer, nor did he possess a master's degree, but he was excellent in marketing (Hof 2011). His visionary marketing strategy propelled Apple into fame and reversed the company completely around from near impoverishment (Weinberger 2017). According to Jayson DeMers, the Apple marketing method is considered a pioneer and a shining example to all firms and companies that aspire to reach similar heights and success (DeMers 2014).

This research will address some of these methods and will then further speculate on why Apple decided to take this route. One of Apple's successful marketing methods includes placing a product with an influencer that can display it on his or her social media. He or she can then advertise how beneficial the product is to their daily lives. The seeds are then sown and the examples are set for customers to understand how the product can benefit them as well.

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Another influential method used by Apple is to be as simple as possible. The company fully understood at an early stage that prospects and consumers do not need complicated advertisements that will overwhelm them with information. On the contrary Walker-Smith who was described by fortune magazine as “one of America’s leading analysts on consumer trends” once said the he has gone from being exposed to about 500 ads a day back in the 1970’s to as many as 5,000 a day today (Johnson 2006). To counter this information overload Apple marketing does not provide information about where and how to buy their product. Rather, ads and marketing messages are quite simple and direct, displaying the product and allowing it to speak for itself. To Apple, it is all about translating their message without the need for technical terms and jargon that draw away from what the firm is offering their customer.

A principle part of Apple’s marketing strategy in regard to its competition is that the company never participates in price wars. The products Apple displays have prices in the market that are always higher than any of the competition, but that does not seem to matter to the company. It is as if they are embodying a *blue ocean strategy* to make their competitors basically irrelevant. Apple can engage in this unconventional behavior because the firm emphasizes their unique and exceptional proposition that no other competitor could imitate –their one-of-a-kind products (Jones 2011). Apple showcases their unique products that have much retail appeal in their packaging and in their marketing material. The messages they continuously strive to send to their audiences reflect that the Apple brand can always be counted on to supply the core value of what they stand for – excellence (Dundovskiy 2018).

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Apple also stands out in its endeavor to create experiences, not only products (Gallo, How The Apple Store Creates Irresistible Customer Experiences 2015). Anyone can invent a product, but not everyone can create the necessary experience that allures the consumer to return again and again. Apple is the vanguard when it comes to customer experience, because it creates an ambiance to its stores and online shops unlike anyone before. To Apple, it's more about storytelling and making the process of buying devices like tablets, computers and iPhones an exciting and memorable experience (Gallo, How The Apple Store Creates Irresistible Customer Experiences 2015).

The concept of communicating with the audience using their own language is key to a well-executed communication method (Gallo, How The Apple Store Creates Irresistible Customer Experiences 2015). Apple has studied its customers carefully so they are able to connect and communicate with them in the best possible way (Apple: Press Release 2017). This approach further creates greater customer rapport and encourages more sales (Fiegerman 2018). Apple has researched how their customers communicate and interact on social media and on other popular platforms. This enables Apple to understand what potential customers are most interested in so they can better cater to their needs. Certainly, Apple communicates with their customers in a language they completely recognize (Gallo, How The Apple Store Creates Irresistible Customer Experiences 2015).

Humans for some unknown reason have been always attracted to a sense of mystery and one of Apple's paramount marketing strategies is to generate anticipation around what they are aspiring to do in the future. From product launches to announcements they inevitably keep the

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interested consumer and competitor speculating on what will happen next (Michael Gartenberg 2010). This strategy transforms a customer into an anonymous fan which gets them sufficiently excited to purchase whatever the new product might be rather than question if they really need the new product (Kaputa, 5 Marketing Tools Apple Exploits To Build The Hype 2012). Apple creates a lot of excitement by keeping information from customers rather than telling them everything about a product. This seductive approach makes the customer even more speculative and eager to buy (Kaputa, 5 Marketing Tools Apple Exploits To Build The Hype 2012).

Apple ads usually depict people having a great time with their iPads, laptops and even iPhones, and this image sits relatively well with Apple's customers (Kaputa 2012). Apple has created effective and positively-toned visuals as the framework of all its content (Kaputa 2012). They endeavored to generate an emotionally charged language that appeals to their customer in an effective and appropriate way (Kaputa 2012). The use of visuals in a world of content can create a greater effect on consumers and enhance the prospects of a purchasing experience (Kaputa 2012). When Apple creates marketing campaigns they deliberately use fewer words in favor of more images to connect with their customers on a deeper emotional level (Entrepreneur 2016). Customer insight is an undeniably important marketing factor, but the problem with relying solely on it is that marketing messages cannot reach consumers without the intervening channel of culture.

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The causal power and reconstruction of American Culture

The United States Industrial Revolution of the 19th century profoundly reshaped the American culture (Matus 2011). Industrialization had significant effects on American culture. The first major effect of manufacturing is that it paved the way for people to purchase goods from shops rather than having to produce them themselves. This gave people free time because they no longer had to exert all their time on making clothes, food, and other goods for their families. (Burley, Global Studies 2010) The process of industrialization also allowed machines to bulk produce interchangeable parts. Which means that a machine can produce a good faster than any skilled laborer. Machinery substantially reduced the need for skilled workers (Reilly 2004). This technology also trickled down onto the farming and household sector. That allowed customers to purchase a replacement part instead of having to recreate it from scratch.

According to *Technology and Culture: A Circle of Influence*, written by Alyssa Burley, as people began to purchase more than they had produced by hand, they were able to dedicate more time to their personal interests which led to the development of leisure activities (Burley, Technology and Culture: A Circle of Influence 2010). American culture bloomed with social clubs, theaters and sports. Americans saw a transformation in consumption as manufacturing goods became cheaper to produce and people purchased more and more things. As farming became industrialized and commercialized, small farms could no longer compete with the technology used by these larger companies. Consequently, people were forced into the cities in search of wage earning professions which, subsequently had an enormous effect on American

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culture. Communities began to change and advancements in manufacturing technology forever transformed the way America lives (Geosc 2010).

With the enhancement and development of manufacturing, engineering and communication, the American culture has been and is continuously being reshaped (Matus 2011). As the American society began to integrate these changes into their lives, the impetus of technological innovation and development became unstoppable.

Apple's organizational culture

A key factor in the company's success is Apple's organizational culture (Meyer, Apple Inc. Organizational Culture: Features & Implications 2017). Apple's organizational culture governs the company's capabilities to support new strategies, new policies and change. The company effectively develops and integrates their employees into the organizational culture which, facilitates prompt innovation. Such innovations are apparent in terms of products like the Apple watch, iPhone and iPad. Although this strategy strongly contributes to business strengths, the Apple organizational culture can also inflict on itself some challenges that at times produce limitations.

The Company fosters a moderate level of professional combativeness among its employees which, has lowered the morale of some. Additionally, the necessary emphasis on secrecy has sometimes limited the free exchange of ideas and served to dampen growth within the organization. It is safe to say that Apple's organizational culture has room for improvement.

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Although this Human Resource deficiency presents some challenges in optimizing its human resources, Apple's organizational culture has been sufficiently adept to ensure the firm's leading position in the market (Meyer, Apple Inc. Organizational Culture: Features & Implications 2017).

Apple's organizational culture involves a strategy of selecting only the best of the best as its employees (Apple 2017). Excellence is emphasized as a vital success factor, especially in the product development and design hiring process (Apple 2017). The "always-demanding" Steve Jobs was known to willingly fire employees that did not reach his high expectations, and this tradition in the firm's organizational culture continues under Tim Cook, the current chief executive officer of Apple Inc., (Meyer 2017).

In spite of the turmoil and frustrations of this fast paced business, the firm's organizational culture is astonishingly innovative. Apple is frequently lauded as a leader and is generally considered one of the most innovative companies in the world (Safian 2018). The company's culture empowers their employees to innovate and instills in them a work ethic that encourages them to contribute thoughts and ideas to Apple's product development processes. Apple's success in facilitating rapid innovation correlates strongly with the firm's organizational culture, which is at the heart of the business (Meyer, Apple Inc. Organizational Culture: Features & Implications 2017).

Apple's employees are chosen for their creative abilities, knowledge and skills (Miller 2018). The culture of the organization highlights the importance of having employees involved

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with product design and development in order to be creative. This approach enables the firm to develop effective solutions to meet consumer and business needs (Miller 2018).

The founder, Steve Jobs, invented Apple in an aura of secrecy which, has now been institutionalized into its corporate culture (Bloomberg 2017). This secrecy was adopted to minimize theft of intellectual property or proprietary information. The employee contract emphasizes the significance of secrecy upon hiring. This precaution is exercised to protect the business from any form of corporate espionage and employee poaching (Meyer, Apple Inc. Organizational Culture: Features & Implications 2017).

Moderate combativeness is also ingrained in Apple's organizational culture, and this is directly linked to the founder Steve Jobs and his combative nature (Paul Okemo 2016). Steve Jobs was known to question and challenge his employees to ensure that they qualified enough to work for Apple Inc. (Paul Okemo 2016). Nevertheless, under Tim cook's new management the company has been changing its organizational culture to a less combative one and to a more sociable and welcoming environment (Paul Okemo 2016).

The three-pronged amalgamation of creative work, top-notch excellence and innovation in the firm's organizational culture increasingly supports the company's industry leadership. These physiognomies of their human resources empower Apple to stand head and shoulders above its competitors (Meyer 2017). Those three features are key factors that permit unchallenged competitive advantage and success.

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The influence of U.S. culture on Apple's Marketing Strategy

The success that Steve Jobs experienced with Apple is highly entwined with how he saw the company's relationship with the world. Although the tangible practical benefits of their products were impressive, what pushed their brand and propelled the company to its mega status today is the method Steve Jobs envisioned in its marketing strategies. By exploring these strategies and ideas, we are able to take away key points that can help any industry and any business build stronger connections with customers (Aikin 2017).

Apple, a company founded on April 1, 1976 in Cupertino, California, takes it upon itself to pioneer using technology as a means for success that enables Apple to better cater to what American culture aspires to be (Elgan 2015) . In its domestic recruitment materials, the Company goes to great lengths to present a welcoming and plainspoken portrayal where Apple recognizes the diversity of humanity in its hiring and employment practices and embraces all faiths, cultures, disabilities, differences, races, ages, ideologies and personalities (Apple 2017).

The variety of these aforementioned cultural distinctions allowed Apple to advertise in the most appropriate culturally sensitive manner. Additionally, America's culture has been shaped by Native Americans, Latin Americans, Africans and Asians and has become known as a 'melting pot' (Zimmermann, American Culture: Traditions and Customs of the United States 2017). One of Apple's mottos is that "humanity is plural, not singular. The best way the world works is everybody in. Nobody out" (Apple 2017) .

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“If I could choose an amendment to add to the Constitution, it would be the Equal Rights Amendment. I think we have achieved that through legislation, but legislation can be repealed, it can be altered. So, I would like my granddaughters, when they pick up the Constitution, to see that notion- that women and men are persons of equal stature- I’d like them to see that is a basic principle of our society.” This quote is from Ruth Bader Ginsburg, an Associate Justice of the Supreme Court of the United States and a loud voice for women rights in America. The Equal Rights Amendment is a proposed amendment to the United States Constitution stating that civil rights may not be denied on the basis of an individual’s sex (The Equal Rights Amendemnt 2014). This long-term movement has been an undercurrent in American society and Apple’s initial report on inclusion and diversity reflects this. According to Apple’s vision “diverse teams make innovation possible” (Apple 2017). Their female representation is steadily increasing and they are proud of their progress. Apple highlights that 36 percent of their employees under 30 are women, an increase of 5 percentage points since 2014. The company is also gradually depending more and more on their “outstanding women”. Twenty-nine percent of their leaders are women, which reflects a 1 percent increase from July 2016 to July 2017. During that same period the percentage of women leaders under 30 have increased by 3 percentage points. Today 39 percent of Apple’s leaders under 30 are women and this number continues to increase (Apple 2017). Apple today represents a fundamental embodiment of American society as they strive for more gender equality.

Apple states that diversity is their future, and they are striving to include more diverse perspectives through advertising (Apple 2017). Half of their new employees in the United States were from “historically underrepresented groups in the tech (industry),” including Black,

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Hispanic, Native American, Native Hawaiian and other Pacific Islanders. According to Apple's website, 50 percent of new hires are from historically underrepresented groups (Apple 2017). The United States is the third largest country in the world by population with more than 325 million. And the growth continues with one infant born every eight seconds and one person's death every 12 seconds. In addition to the extant Native Americans, the United States population was built on migrants from other countries (Zimmermann, American Culture: Traditions and Customs of the United States 2017). Notwithstanding the recent moves to close the United States borders to new refugees and immigrants, a new immigrant moves to the United States every 33 seconds (United States Census Bureau 2018). Due to this phenomenon, the United States is one of the most culturally diverse countries in the world. Roughly every region of the world has influenced the American culture, especially the English who colonized the country. As mentioned previously, the United States is occasionally referred to as a 'melting pot' where a wide range of ethnic groups have given their own distinct flavor to the American culture. Today American culture influences the world and the term western culture is often referred broadly to the cultures of the United States and Europe (Zimmermann, American Culture: Traditions and Customs of the United States 2017). Apple's aspiration in its advertising and marketing is to exemplify what western and American culture truly represents (Apple 2017).

Apple is proud to support and welcome Veterans to its ranks. The firm focuses on supporting Veterans and has created associations like the Apple Veterans Association to broaden their outreach and to welcome those who served and their families, and likewise to those employees who want to support and learn more about the military (Apple 2017). Americans are known to vigorously support their country (Sifuentes 2015). This vigorous support comes from

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the history of American culture. Going back to the first American colonies, this ‘New World’ was thought as a land of opportunity and of freedom that gave the people a chance to leave the old world and create something less influenced by European rule. The first colonists took massive risks to evade political and religious persecution. As the years went by Americans once again rejected the notion and cruelty of being ruled without representation which, resulted in the American Revolution. It was then put into writing that the government cannot rule the United States without the consensus of the citizenry. The Constitution of the United States has set the foundation for the government as it stands today and the values this country was built upon was defined by the American people (Sifuentes 2015). This is one of the main reasons why Americans vigorously support their country. Apple aspires to proudly and loudly advocate, support and welcome Veterans to make use of their veneration and to fine-tune Apple’s belief and value system, which epitomizes Apple’s welcoming and diverse establishment (Apple 2017).

“They don’t talk about themselves, but about those who use their products, focusing on how their products are a way of life” (Aikin 2017). When people think of American culture many things come to mind like hot dogs, Coca-Cola, baseball games, even American football games. However, there is more to American culture than Disney World and Hollywood. Individualism is a key value in America at the core of its culture. Individualism has influenced all fields of American society, politics, economics and culture. A key value of individual cultures in America is that they are self-centered and are focused mainly on their individual goals (Hao 2015). It is the understanding that each person has certain rights and a moral significance that are either inherent in human nature or of divine origin (Younkins 1998). The belief is that each individual’s life belongs to him or herself and they have an indisputable right to pursue the

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values of their choosing, to live as they see fit, to use and keep the product of their effort and to act of their own judgment (Biddle 2014). This is the model in which the American founders set forth and sought to establish when they constructed the Declaration of Independence and the Constitution to shape a country in which the individual's rights of life, liberty, property, and the pursuit of happiness could be accepted and protected (Biddle 2014).

If one thing is certain, it is that Apple is the embodiment of American individualism. More than probably any other business leader in modern history, Steve Job's individual leadership has defined Apple's focus, design, innovation, and business model and made Apple one of the most influential and successful companies on the planet (Net Competition 2010). This undaunted individualism is flaunted and forcefully projected by Apple's advertisements, specifically Apple's commercial called 'Sway'.

Here in a beautiful gothic snowstorm a young woman spots the man of her dreams on her iPhone as she listens to romantic music on her AirPod. Suddenly she literally bumps into him. It is love at first sight. She shares her AirPod and they begin a fantasy dance together, leaping and playing with complete abandon... and then in a close moment their eyes lock and gently close... but the kiss is interrupted by a return to reality. This ad drives to the heart and passions of red-blooded American youth, and especially women, where happiness is clearly attained by firstly the Apple product, and secondly by the women's complete freedom of expression and unique individual personality (Dillet 2017).

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Tim Cook, Apple's current CEO, said in a statement, "I've had the good fortune to work at a company that loves creativity and innovation and knows it can only flourish when you embrace people's differences. We will never tolerate discrimination." This statement reflects the company's solid commitment to their unique definition of diversity which, travels beyond the traditional categories of race, gender, ethnicity and religion. It includes personal qualities that typically go unmeasured, such as sexual orientation and veteran status (MacDailyNews 2015). The first ten amendments to the Constitution make up the "Bill of Rights". These amendments that highlight specific prohibitions on government powers were written by James Madison in response requests from several states for more constitutional protection for individual liberties (Bill of Rights Institute 2018). Apple stands strong with advocating for Lesbian, Gay, Bisexual, Transgender, Queer rights and human rights. Apple states that Individuals should not be discriminated against because of their sexual orientation or gender identity. Apple was rated and honored as one of the best places to work for LGBTQ equality by the Human Rights Campaign (HRC) and received an exemplary score on their Corporate Equality Index for fifteen consecutive years. Apple appropriately used their advertisements and their public relation voice along with a dedicated portion of their proceeds from their Pride Edition Apple Watch, a device sported the rainbow colors of the Gay Flag. Proceeds from sales were used to support the work of GLSEN, PFLAG, The Trevor Project, and ILGA. A software engineer at Apple called Sprite said in a statement "we're not afraid to adapt and change to become more welcoming. I think we walk the talk here. We don't just say we embrace diversity and inclusion. We do it" (Apple 2017).

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For any social problem to be addressed it needs political support and with political support comes laws and money. In 1973, the United States Congress passed the Rehabilitation Act that was in reality a spending bill which, stated that any agency that received federal funding could not discriminate towards a person based on his or her disability. This act activated the process of renovation of streets, buses, buildings, phone booths and in addition guaranteed interpreters for persons with hearing loss. This act paved the way for a new America which, increasingly integrated a once despondent disabled person into a society now taking responsibility to accommodate the disabled. Also included in this massive renovation and restructuring were any schools or businesses receiving Federal funds and, of course, the Federal Government itself (Kuntz 2012).

Additionally, this revolutionary integration and advancement in the American society has a direct influence on who Apple chooses to have as a target audience. In no way shy or self-limiting, Apple said in a report “the most powerful technology should be accessible to everyone” (Apple 2017). It is one of the firm’s core beliefs and the reason Apple designs their products for everyone, including individuals with disabilities so that everyone has the opportunity to work, create, and play.

Apple’s video commercial called “Accessibility” was dedicated to all types of disabilities. This ad broadens Apple’s user-surface and integrates their products into the lives of individuals experiencing disabilities. The film shows how Apple products can change a disabled person’s life from people who feel powerless and alone into happy people who use an iPhone to connect by means of video chat with loved ones.

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An individual with vision impairment can use VoiceOver which describes what is on the screen, even while taking a photo, and when looking back at pictures, VoiceOver can recognize things like specific objects, facial expressions and even scenes. An individual experiencing hearing loss can then hear every part of the message by using Live Listen on iPhone and by use of the ‘made for iPhone hearing aids’ that enables persons to hear more clearly in loud places.

An individual experiencing difficulty in concentration can utilize the technology within the product to help focus on every word of the story by using Speak Screen on an iPad, which makes it easier for the individual to read with an auditory element. Speak Screen can read text aloud from books, homework assignments and even web pages. Their commercial shows a wheelchair user and simultaneously the Workout App on Apple Watch that has fitness algorithms designed for wheelchair users. Instead of steps, the advertised Workout App tracks the individual’s fitness routine and keeps the person motivated.

These varied and unique products can make a person experiencing disabilities overcome previously insurmountable hurdles and can give them courage to overcome any difficult challenge they might encounter elsewhere in their lives. The products displayed by Apple in this commercial tells a story that reflects hope, strength and mobility. With a message that “technology should be accessible to everyone—including Say Paulson, a relatively paralyzed female who uses Switch Controls on a Mac to share her thoughts on doing what she loves” (Apple 2017).

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The great American philosopher and writer, Will Durant, said in a statement “Education is the transmission of civilization” (L. Mackey 2107). Durant investigated the study of many civilizations throughout history in his publications and highlighted the significance of education as it relates to society and economic growth. A nation’s virtuosity and potential to prosper is directly dependent on its people’s education. America as a nation stands strong in support for the vital role education plays in the constant growth of prosperity for its citizens and future generations (L.Mackey 2017). Abraham Lincoln, the self-schooled 16th president of the United States for America once said, “Upon the subject of education, not presuming to dictate any plan or system respecting it, I can only say that I view it as the most important subject which we as a people may be engaged in. That everyone may receive at least a moderate education appears to be an objective of vital important”. Abraham Lincoln was a believer that education brought life to everyone, regardless of natural ability and intelligence. If one could learn, then he or she could create a better life for himself or herself than the one they would have otherwise (Mitchell 2015). This outlook has been ingrained and idolized as one of the most empowering features of American culture (L.Mackey 2017).

Apple understands the importance of education to empower American society. The company strives to take advantage of this pursuit and dedicated an entire advertisement page on the firm’s website called “Education”. Here Apple products are displayed along with written content confirming the vitality of education and how Apple products can strengthen and make the experience of learning an active exploration. The company also states that when individuals integrate Apple products into the classroom, interest becomes wonder, listening becomes discovering and passive learning becomes active exploration. Classes come to life with touch,

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sound and motion. Insights from fellow educators, teacher resources, and personalized support can help educators teach every subject from coding to reading books in ways that students really understand. Apple states on their website also titled “Education” that “the most powerful tools for learning are the ones students love to use”. Thus, the company’s products such as the iPad, Apple TV and Mac expand on what is possible in the classroom and beyond. Mac is an engine for creative work. The iPad creates new opportunities for learning and Apple TV can help educators capture student’s attention like never before.

The company has endeavored to make Apple devices as easy to deploy as they are to use. The company states “It has never been easier to put iPad and Mac in the hands of students and teachers”. Apple has simplified the process in order to school everyone quickly so they can seamlessly buy and distribute apps and books and configure devices automatically (Apple, Education 2018). Apple is thriving in this culture of education and has empowered itself as a company that promotes and advocates for what American culture values most—education (L.Mackey 2017). Apple has always believed that education is the great equalizer and the firm is dedicated to empowering students and educators at all levels. The firm is also partnering with several educational institutions such as the National Center for Women and Information Technology, which endeavors to increase the important participation of women in the field of technology. The firm has also partnered up with the historically Black colleges and universities and Apple has welcomed the firm’s second class of Thurgood Marshall College Fund scholars to intern at the company in the summer of 2017. The company looks forward to welcoming the third-class next summer in the pursuit of expanding the company’s outreach and broadening Apple’s user surface.

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The company is proud to be part of ConnectED, which is a multiyear initiative that brings hardware and software, infrastructure upgrades and professional support to underserved schools. Apple has made a \$100 million grant to 114 schools across the United States to bring the latest technology into the classroom. According to Apple “coding is the language of the future” and Apple wants everyone to have the opportunity to learn it. That is why Apple created free of cost curricula for students from kindergarten through college. Given that community colleges are the most diverse groups within higher education institutions, the firm also introduced a year-long application development curriculum for high school and community college students to help bring their thoughts and ideas to life. These opportunities such as the Apple Scholars program are very important for the Apple brand and the company’s reputation as well as for underserved American educational institutions because these programs can then put them ‘on the map’ to be included in the hiring of diverse and much needed talent (Apple 2017).

Health is trending in the United States from new exercise fads like yoga and CrossFit to superfoods like kale, quinoa and coconut water (The Nielsen Company 2014). So, with health and wellness going mainstream in America, will Apple’s marketing strategy include promoting a healthy lifestyle?

According to a report issued by the Nielsen Company “consumers aspire to better health and healthier eating, but wanting and doing are two different things” (The Nielsen Company 2014). Not one to miss a trend, Apple touts in an ad about its new health application that staying healthy can sometimes feel complicated but that making changes in four crucial areas can make a

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difference. The first thing the commercial emphasized was to move a little more, eat a little better, and sleep well and to take a moment to calm the mind. The commercial states that everything is connected and when some individual moves more, they tend to feel less stressed, if some individual sleeps better, they tend to eat better, and one good change leads to another, and pretty soon healthy decisions begin to feel better than unhealthy ones. The commercial recommends that the prospect should check in, see how they are doing and track their progress over time. The commercial finally encourages the prospect to understand their health better in order to understand them better. Apple connects this booming culture of health and strives to make staying healthy less complicated.

On the company's website page titled 'A bold way to look at your health', Apple outlines four keys to a healthy life and simplifies the process by stating that the key to a prospect's healthy life is right at their fingertips. The health application highlights four categories: Nutrition, Activity, Sleep and Mindfulness. Each plays a vital role in the prospect's overall health—and the health application suggests several categories to get the prospect started, and in the Today-view it displays all the statistics at a glance to help the user stay on track. "Once you start using the health app, there's no stopping you" (Apple 2018). These advertisements and slogans appeal to the targeted consumer's value system as it relates to the mainstream revival of health and wellness in the United States.

"A powerful local and regional food movement is growing inside the United States". Apple took it upon itself to advertise and advocate for this ever-growing food movement where American consumers are demanding locally produced and chemical-free foods (D'Angelo

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2016). Apple’s plain spoken commercial addressed how everyone eats healthy foods from time to time, as well as not very healthy foods and some days too much of the unhealthy. But being aware of how much food an individual consumes and what lies within that food helps the individual understand what habits they need to break, or make, by eating more real food than junk food. The commercial further states that good eating does not necessarily mean perfect eating but rather it is just about making better choices, one bite at a time.

The health application created by Apple makes it easier for individuals to manage their goals and to watch exactly what they eat. Whether they are counting calories, carbs, or a host of other important nutritional metrics this application can help keep the users informed about their nourishment needs. This relevant application can also keep tabs on a wide array of information from measurements of blood glucose and blood pressure to records of productive health and weight (Apple 2018). The American nutrition movement in the United States has allowed Apple to better market and advertise the firm’s Health application to an audience that is currently eager to live a healthy lifestyle.

“Information and communication technologies have transformed the way we work, the nature of learning and education, and the methods by which we achieve personal and collective goals”. Within homes in America technologies like smartphones, video games, and television have ushered in daily practices that affect how parents and children interact with one another and with extended family and friends (Byrum 2015). Given that technology has been well integrated into the American society and from a technology company’s perspective like Apple, the company’s opportunity seems limitless (Apple, Developer 2018).

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The company ran a commercial showing how the integration of Apple products into the workplace made it nimbler (Apple at Work 2018). The commercial first states that money is not usually the prime objective of most people; it is what people want to do with the money. Do people want to buy a car, do they want to buy a home and how do they want to take care of their families? These questions are emotional choices for many consumers to make, and one that can be complicated.

This is where Capital One Bank comes into play; the Bank's vision is to really change the way banking operates. The bank that caters to online customers is heavily involved in the use of data and technology to help customers succeed with their money. In order to reach that goal, the bank must have a workspace that empowers their employees to be successful. Thus the bank strives to unleash the imagination of the people that work there and the use of Apple devices whether they are iOS devices or Mac devices helps the bank reach that goal. Technology today is playing a vital role in how companies operate as an organization, and so much of that is being able to build a culture of innovation and collaboration in conjunction with the ability to leverage Apple products as part of that transformation that has been essential for the Bank's success to date.

Looking back at the earlier generations, companies had better technologies than most consumers, because technology and hardware were very expensive, but today the reverse is true. The best technology is in the hands of the consumer and employees who want that at work. For this reason, Capital One strives to provide their associates with what they desire. Consequently,

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the bank has provided thousands of Apple devices to people across the enterprise. According to Frank LaPrade the Chief Enterprise Services Officer at Capital One, Apple devices are taking friction out of what stands in the way of highly skilled associates and the task they want to get done. Employees are constantly interacting with real-time information available to them from various parts of the organization. The ability to interface with that information in a visual and rich way is essential to the Bank's operations. Thus Apple's applications allow associates to be productive within the workplace, from retail branch associates through interacting with consumers and on to the Bank's finance organization including information security.

The various Apple applications allow Capital One to monitor and control current events and to track time. The apps also facilitate the aggregation of information and provide alerts on critical business outages to facilitate a rapid response. The Capital One system provides a strong platform that is flexible and scalable so that employees can access added applications trimmed to fit the organization's needs. One might say that technology has electrified the Bank's employees with intuitive devices that appeal to the associates and give them tools to create vital experiences to enable them to reach consumers in new ways. Both employees and customers see progress and improvements as their growing expectations continue to be satisfied.

Today's business world has never been more mobile. Therefore Apple creates products that give employees everything they need in order to make better business decisions. Apple promotes the most secure, intuitive and powerful products enhanced by thousands of applications on the App Store where businesses can share ideas, stay connected, and get more done (Apple at Work 2018). Apple has brought the company's products and platforms to life by partnering with

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Capital One that proudly uses and benefits from Apple products. This commercial created by Apple displays everyday life in an American company. By focusing the employee's desires, expectations, and love for technology the ad pointedly encourages their allegiance to the company whose reputation for practical innovation and quality has become Apple's hallmark.

Conclusion

The result of the conducted research presented in this paper show findings that demonstrate how the innate diversity of American culture played a vital role to influence and empower a strong and effective marketing strategy for the Apple Corporation. Thus, several elements of the American culture were examined and correlated between technological marvels and marketing campaigns, advertisements and annual reports.

Observations pertaining to the value of education in the American social structure as it pertains to economic development were supported by examples of Apple's understanding of the empowering feature of education. Thus, the Company dedicated an entire advertisement page that displays the vitality of education and how Apple products can strengthen and enhance the experience of learning into an active life of exploration. Observations further support the intrinsic value of attaining human rights in the United States in which the individual's rights of life, liberty, property, and the pursuit of happiness are to be accepted and protected. This ideal is flaunted by Apple's advertisements and especially Apple's commercial called 'Sway', which reflect the company's dedication to align with human rights a fact that is clearly attained when it portrays a woman's complete freedom of expression and search for fulfillment.

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The observations outlined in this paper demonstrate Apple's strategy to create a technological powerhouse which, they developed into a sensational commercial venture that deeply impacted everyday American life. Apple has synchronized advanced technology into their products and their business model has created interdependence on that technology ranging from smartphones and videogames to television networks. Apple has indeed revolutionized the dynamics of how the American populace communicates.

With health and wellness going mainstream in America, studies indicate there is a movement in America towards living a healthy lifestyle. Findings suggest that the American nutritional movement has paved the way for Apple to best market and advertise the company's health application to an audience that is keen to be part of this health initiative. Research indicates that the Rehabilitation Act of 1973 transformed the framework of the American society that rapidly began integrating a once despondent disabled person into a society that takes it upon itself to internationally lead in the endeavor of bringing awareness and accommodating for the disabled. Observations indicate that there seems to be a direct influence by the disability revolution in the United States toward whom Apple aspires to market and attract. Apple created a commercial dedicated to all types of disabilities called 'Accessibility'. This commercial broadens Apple's user-surface and integrates their products into the lives of individuals experiencing disabilities in a way that tells a story that reflects hope, strength and mobility.

Research shows that all companies aspiring to market their business either locally or internationally should examine the national culture of that given location. It is essential to

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advertise to an audience you fully understand simply to avoid embarrassment. Negative consequences may also ensue due to unscrupulous marketing messages and communication.

In order to market and advertise in the most appropriate and sensitive manner that will speak directly to the intended audience (consumer), one must take into account culture in order to achieve the companies' greatest possible outcome in order to reach that goal. And certainly the Apple Corporation with its strong marketing program that hones in on key cultural trends has engendered wide appeal and unparalleled success.

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