



Apple iPhone 5S

'You Are More Powerful Than You Think'

The Jay Chiat Awards 2015

Summary

The goal of 'iPhone 5S : You're More Powerful Than You Think' campaign was to reframe the smartphone category conversation and communicate the iPhone difference to consumers in a way that went far deeper than tech-and-specs.

In the 12 markets we advertised at that time (U.S., Canada, Australia, UK, France, Germany, Italy, Spain, Switzerland, China, Japan, Korea), iPhone was by far the most admired smartphone in market. However on the surface, to many smartphone shoppers, iPhone didn't look that different from its less expensive competitors.

But that didn't mean they were better. In other words, none of these "facts" told the full story. However similar these features and specs might appear to consumers on paper, in reality they were often nowhere near iPhone's level of performance.

Our mission was clear: to use Apple's cornerstone product to make consumers around the world feel the difference, and to eliminate all doubt around a very important question: Why iPhone?

The answer it actually laid in the behaviors of our core users.



A Successful Launch

On September 20, 2013, Apple released its newest flagship smartphone, the iPhone 5S, featuring a powerful new 64-bit processor, a significant upgrade to its camera, and a revolutionary fingerprint recognition system called Touch ID. iPhone 5S and 5C sold over nine million units in the first three days, which sets a record for first weekend smartphone sales[1].

Experts from multiple tech media sources agreed that iPhone 5S was the best smartphone in market. iPhone ranked highest in customer satisfaction in ten consecutive studies, according to JD Powers Wireless Smartphone Satisfaction Study in the US with this launch[2]. By April 2014 Apple had sold half a billion iPhones to date, a truly incredible number[3].

iPhone has revolutionized - and redefined - the smartphone category. It changed the way we interact with technology forever. But as with anything that sets the bar for an industry, competitors rushed to emulate it.

THE WALL STREET JOURNAL

"The new iPhone 5S is a delight. Its hardware and software make it the best smartphone on the market."



"The most remarkable thing Apple did with the iPhone 5S was to change everything while appearing to change almost nothing. . . the iPhone 5S simply does everything it did before, better. . . the 5S is just more capable and more intuitive than ever before. It's easily the best iPhone ever made, and maybe the best smartphone ever made."



"Taken in totality, the features new to the iPhone 5S make what I consider to be the best smartphone on the market even better, helped enormously by Apple owning the entire end-to-end experience."



"... the 5S is probably the most future proof of any iPhone ever launched. As much as it pains me to use the word future proof, if you are one of those people who likes to hold onto their devices for awhile - 5S is as good a starting point as any."

1. source: Apple Press Info <https://www.apple.com/pr/library/2013/09/23First-Weekend-iPhone-Sales-Top-Nine-Million-Sets-New-Record.html>

2. source: JD Power <http://www.jdpower.com/press-releases/2014-us-wireless-smartphone-satisfaction-study—volume-1>

3. source: Forbes <http://www.forbes.com/sites/markkrogowsky/2014/03/25/without-much-fanfare-apple-has-sold-its-500-millionth-iphone/>

Rising Sense of Sameness

In the newly mature smartphone category, if you squinted, everything started to look the same.

Quantitative research we conducted in January 2013 in US showed that 60% of consumers thought the features on the iPhone 5 were on par with other flagship handsets [4]. And the newly launched iPhone 5S hadn't changed its form factor over its previous model, the 5.

In further research we conducted in November 2013 globally, we heard heartbreaking things from a few current iPhone owners. Their faith was being tested by their Samsung and Android-using peers, who suggested they'd been seduced by something shiny and beautiful but unjustifiably pricy [5].

While iPhone's design and features were in a class of their own, the competitors were quickly copying and adding their own "me too" features. While they weren't designed with the same thoughtfulness and intuitive experience as iPhone, they gave the impression of parity on paper.

We needed to remind existing customers and convince potential new customers that iPhone's difference isn't just skin deep. It's impact on people's everyday life is what makes it truly unique. This became the core mission of this campaign.



4. source: Agency research : Smartphone owners & considerers quantitative survey (online survey) , conducted January 2013

5. source: Agency research : Smartphone owners & considerers FGI survey, conducted November 2013

Why iPhone is Better

We were starting to see a few themes developing amongst the iPhone users. They have high satisfaction and strong emotional attachment with their iPhones, but unlike Android users they had difficulty articulating what's better about their iPhones. Their satisfaction wasn't about one or two specific features but more of a feeling coming from the overall experience which was hard to articulate in spec terms. To them iPhone had become more than just a convenient communication tool, but an almighty essential partner for their entire life.

Our opportunity was right in front of us: use Apple's most powerful iPhone ever to deliver a message of personal empowerment, in a way only Apple could. Our customer couldn't articulate the difference but they were using their iPhone in ways nobody every expected from a phone. In the maturing smartphone category, feature innovation was only half the story. Increasingly, the incredible stories were around software, apps, and accessories. If we could wake people up to this great potential they had within them - and iPhone's unique power to unleash it - we wouldn't have to be slaves to this low-level tech-and-spec war anymore. We could translate the measurably superior power of iPhone 5S into something immeasurable. It's the power of a blind person walking through the woods. It's the power of a six-year-old filmmaker. It's the power of making a song anywhere, anytime. It's the power to be the best version of yourself.

These two apps are the reason
android beats iPhone.
-@Michael3hunna

#Android is better than #iPhone i can
download music for free from #apps
#nuffsaid #iphoneproblems
-@StayCrippez

VS

Why is iPhone better than android
- It just is
-@_kylienicolee

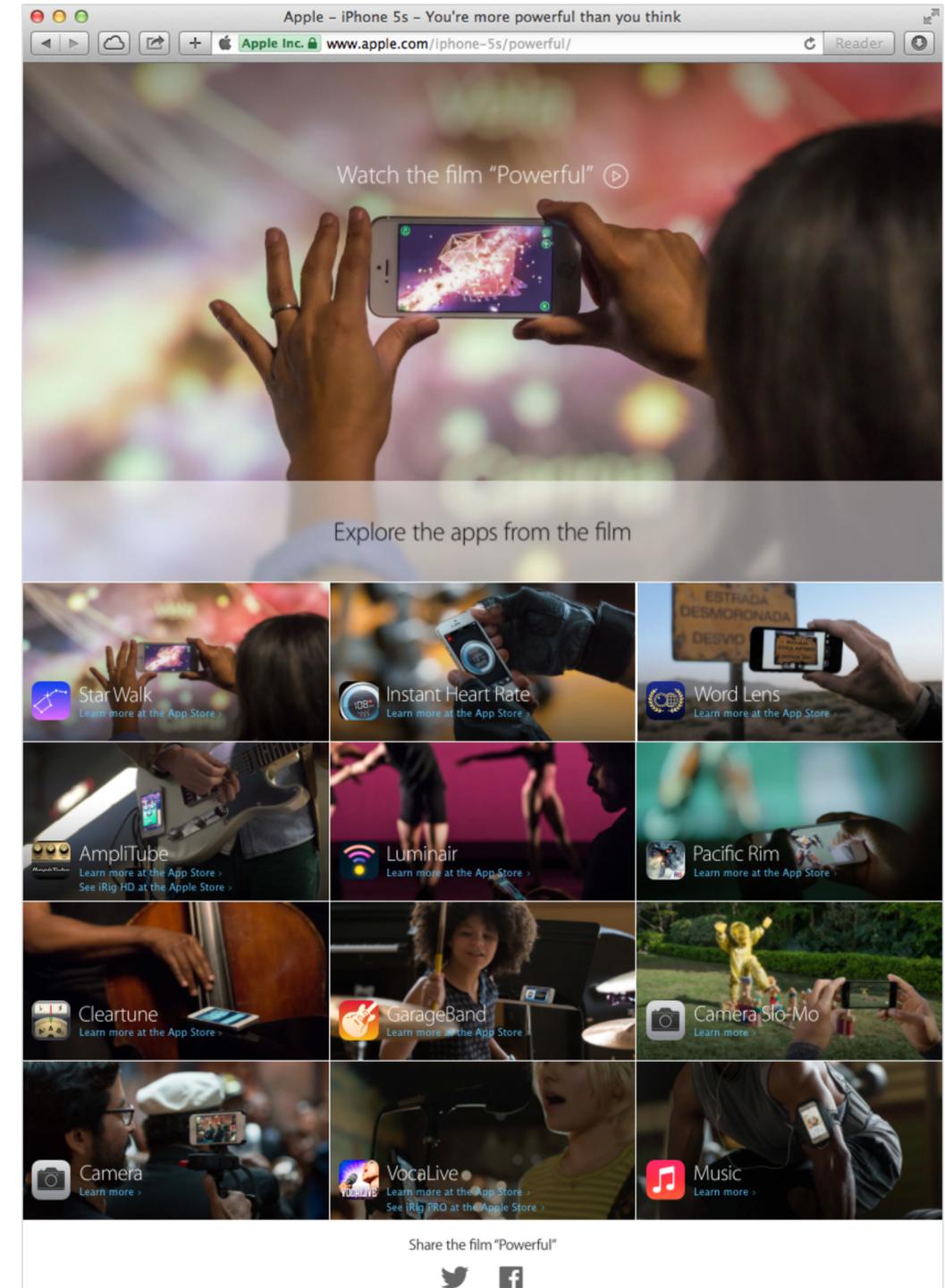
Couple things I won't argue:
Whether Jesus is God or not & whether
iPhone is better than Android or not.
Because in my heart, I just know.
-@CharityClef

The Campaign

“You’re more powerful than you think.”

A simple, memorable line that took the focus off the phone and put it back on the person. Our communications task, first and foremost, was to get this idea across—to make people feel it. We didn’t want this to be a pretty TV campaign with a nice memorable line that people react to passively. We wanted people to act. We wanted them to get off the couch and do something—not just by buying a iPhone 5S but by engaging deeper with it, downloading apps, and exploring its power.

We picked four areas of people’s lives that iPhone was playing a central role in enhancing in a meaningful way; creativity, fitness, parenthood and productivity. We meticulously vetted the most inspiring features, apps and accessories that were empowering people to do incredible things that the typical user might have no idea even existed, but could easily acquire themselves and enhance their own lives. iPhone becoming your baby monitor, kid’s toothbrushing guide, or a lost dog tracker, to help parents navigate themselves through a messy but fun parenthood. iPhone becoming a wind condition tracker for Surf Rider Foundation, becoming a translator for Doctor Without Border, and a flight planner for a aircraft pilot which showed how work is fundamentally changing. We wanted to ground everything in people’s everyday lives, not the device, and show that iPhone 5S can make you more powerful than you ever thought.



The Campaign

Then, to help convert this inspiration into action, we worked with Apple to bring all the apps and accessories featured in the ad to life on their website (Apple.com) and in the App Store, so people could immediately experience the potential of the phone themselves—and more importantly, they would unlock their own potential in ways they didn't know were possible. We also worked with Apple Retail to make sure Apple Store employees were well versed in the features, apps, and accessories featured in our ads, so they could explain them in person at the store and close the understanding gap.

The takeaway: with the power of iPhone, we can be whatever we want to be - an assertion we proved with a litany of apps and functions that empowered people to do incredible things. By the end of this campaign, we hoped there'd be no doubt that 5S was more than the prettiest smartphone on the market. It was a powerful extension of ourselves.



Created Buzz

And culture responses elevating iPhone 5S.

The four spots achieved an estimated 89 billion media impressions worldwide, as well as over 1 billion digital video impressions. The response in culture, social media, and the press was overwhelmingly positive. But more importantly, it validated our strategy to spark action, deepen engagement, and elevate iPhone 5S from the competition.



"someone please tell me how to get all the super cool features on the iPhone 5S shown on the commercial!"
- @lissycakess713

"someone needs to explain that iPhone commercial to me ... did that guy just take his pulse with the camera? #sorcery"
- @bsachetta

"Very good. Need to get that tooth brushing app, have been unsuccessful for 5 years."
- @marcelsalathe

"The ad is aspirational ... you can do all these interesting things. you just need to download a few good apps. you just learned what you can do with the iPhone. now do it!"

TIME

"Apple releases a new iPhone 5S ad, you are more powerful, they (Apple) are also powerful."

ifanr 爱范儿 China

"Instead of telling us new features and design to make us choose iPhone among all smartphone available, Apple tries to tell us something different through this ad. Now that 7 years have passed since the launch, buying iPhone is not about getting something brand new but more about selecting a partner you spend your everyday life with"

GIZMODO JP

"Apple show a brand new relationship between parents and their children via educational, gaming and smart home pass in the new ad."

 **China**

"Apple shows that with the right apps, iPhone can improve every aspect of family life ... Your iPhone can be customized to work best for you. Apple ads give us the most inspiring version of how smartphones can be used to improve our lives."

International Digital Times

"The latest spot is a collection of ways people are using the iPhone around the world to make a real impact in the lives of others."

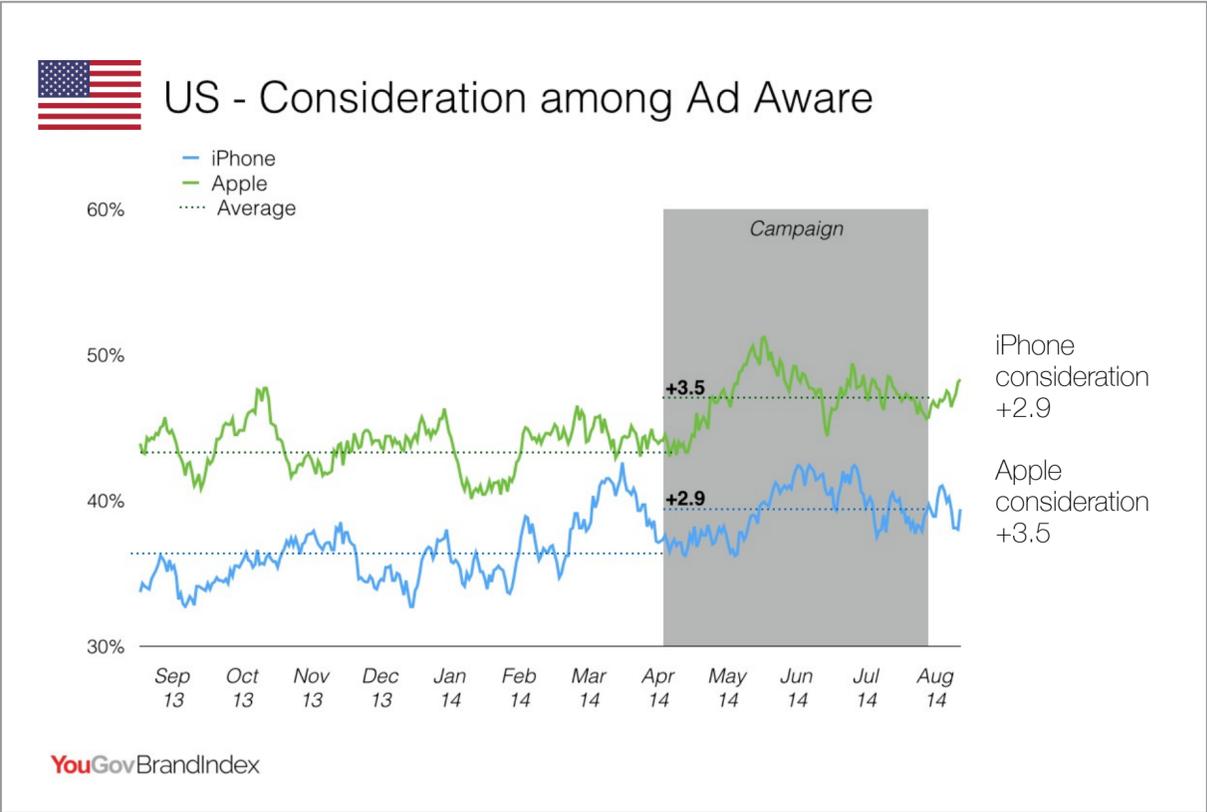
Cult of Mac

Marked Record Setting Consideration

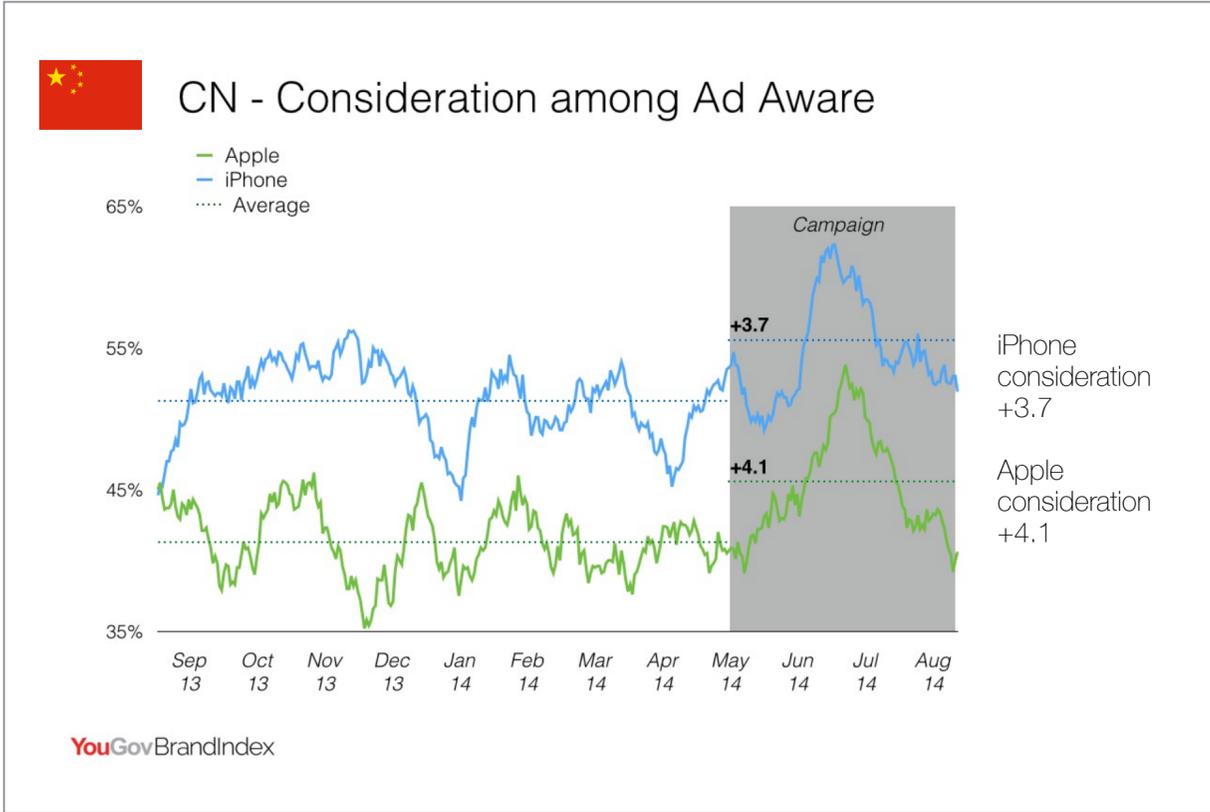
According to BrandIndex, iPhone consideration among the general population, who were aware of the brand and indicated that they'd recently seen an advertising for it, peaked during our campaign above the average score observed between the launch of the iPhone 5S and our first spot.

But more importantly, consideration for the Apple brand showed an even higher increase during the same period. We'd accomplished our mission to not only stabilize the consideration decline six months after the product launch, but we'd also elevated the desirability of the product and the brand with this campaign.

#1 market for iPhone sales



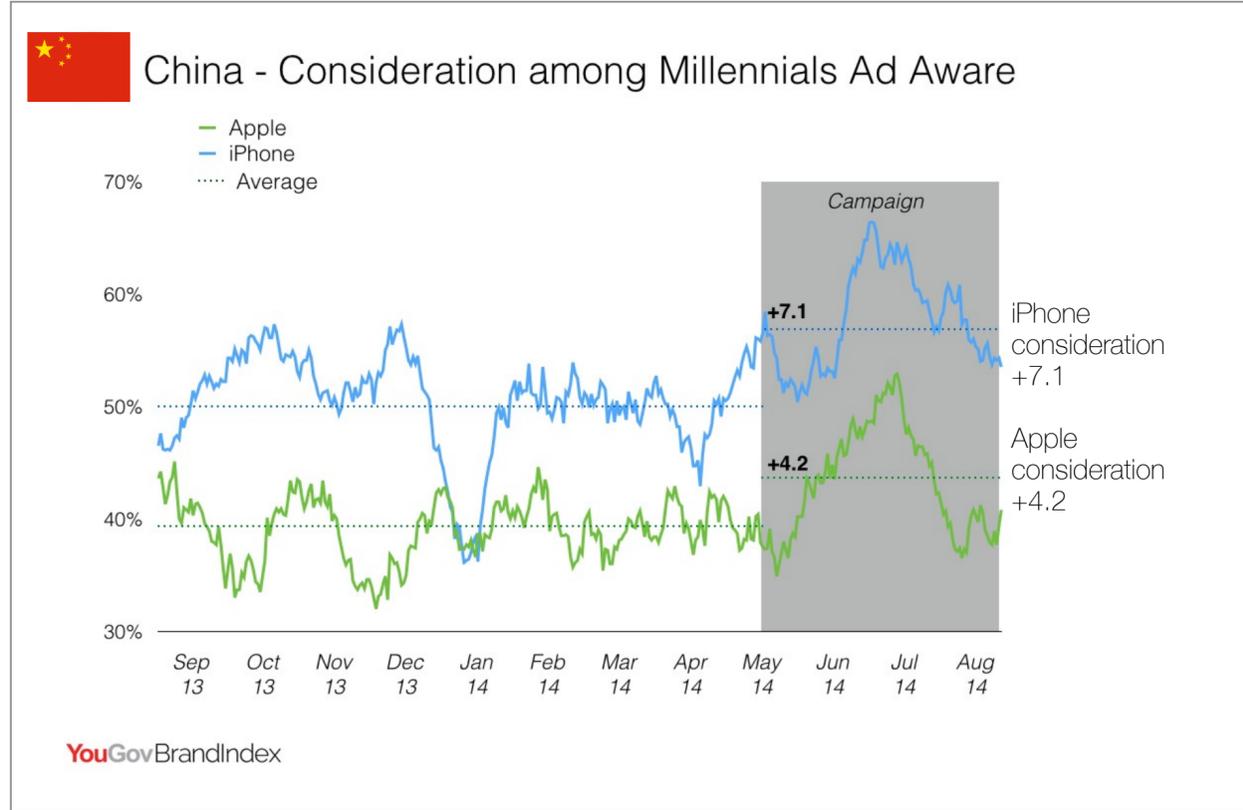
#2 market for iPhone sales



Resonated with Youth

As iPhone has always come with a price premium, we were increasingly at risk of being a phone for older consumers, while younger consumers drifted to cheaper Android and Samsung models that were “good enough.” So importantly, we were reaching young people, too. According to BrandIndex, among consumer 18-34 aware of iPhone and its ad, consideration improved significantly hitting one of the highest level since the launch of the iPhone 5S.

market with the biggest gap between iPhone and average selling price of smartphones



market with the 2nd biggest gap between iPhone and average selling price of smartphone

