

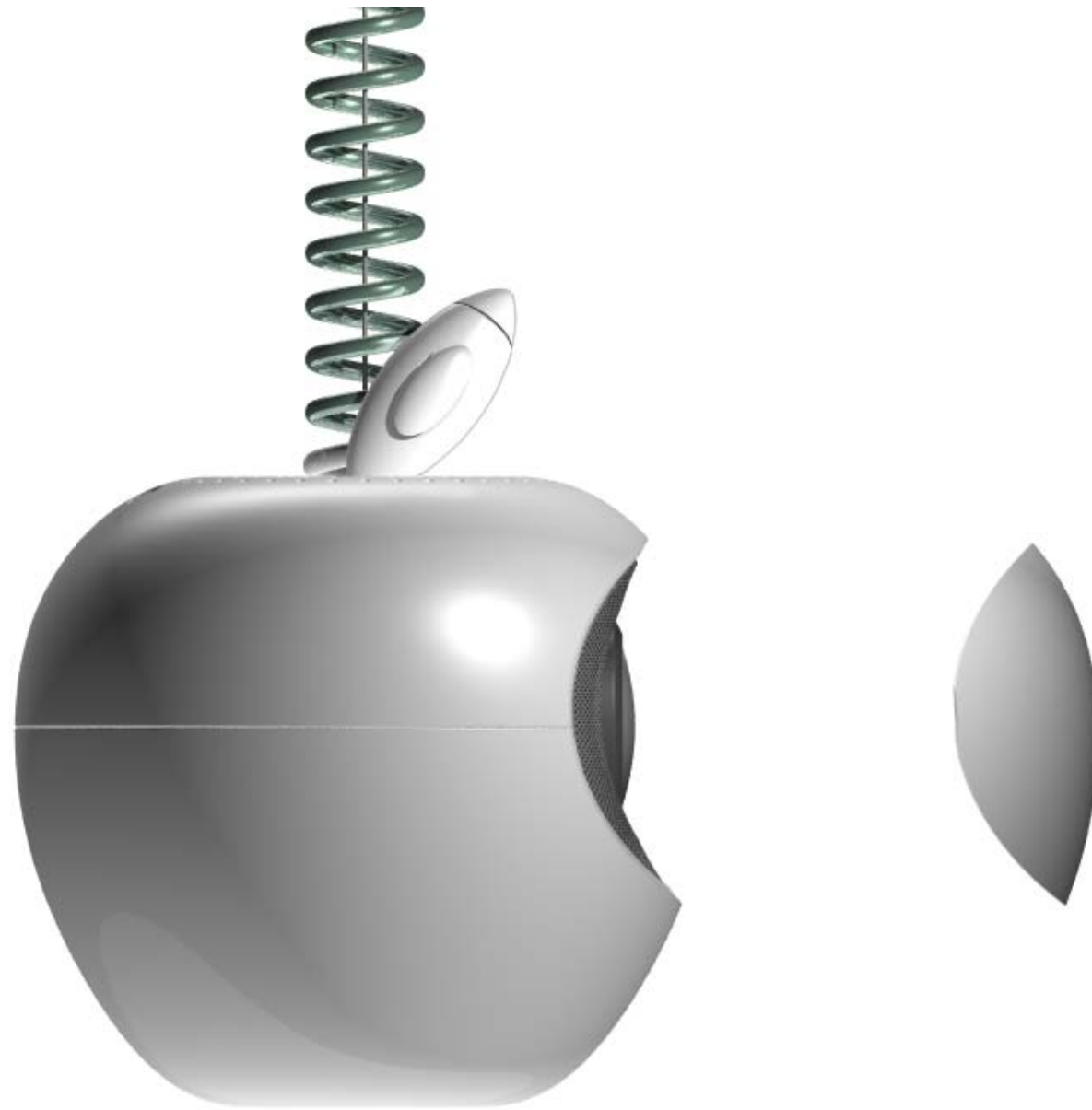


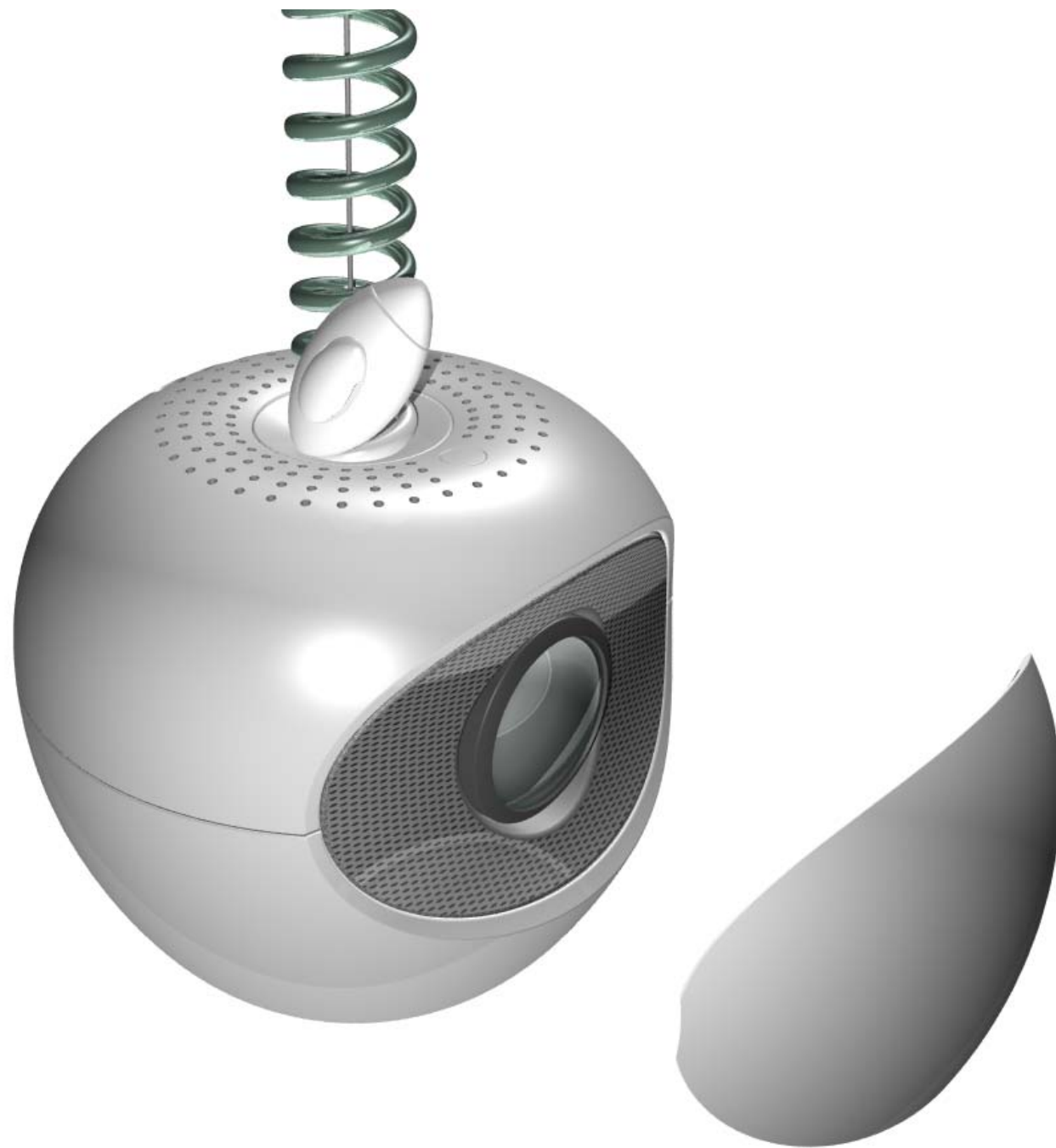
MARKETING – THE PRODUCT (APPLE) IS ITS OWN SPOKESMAN

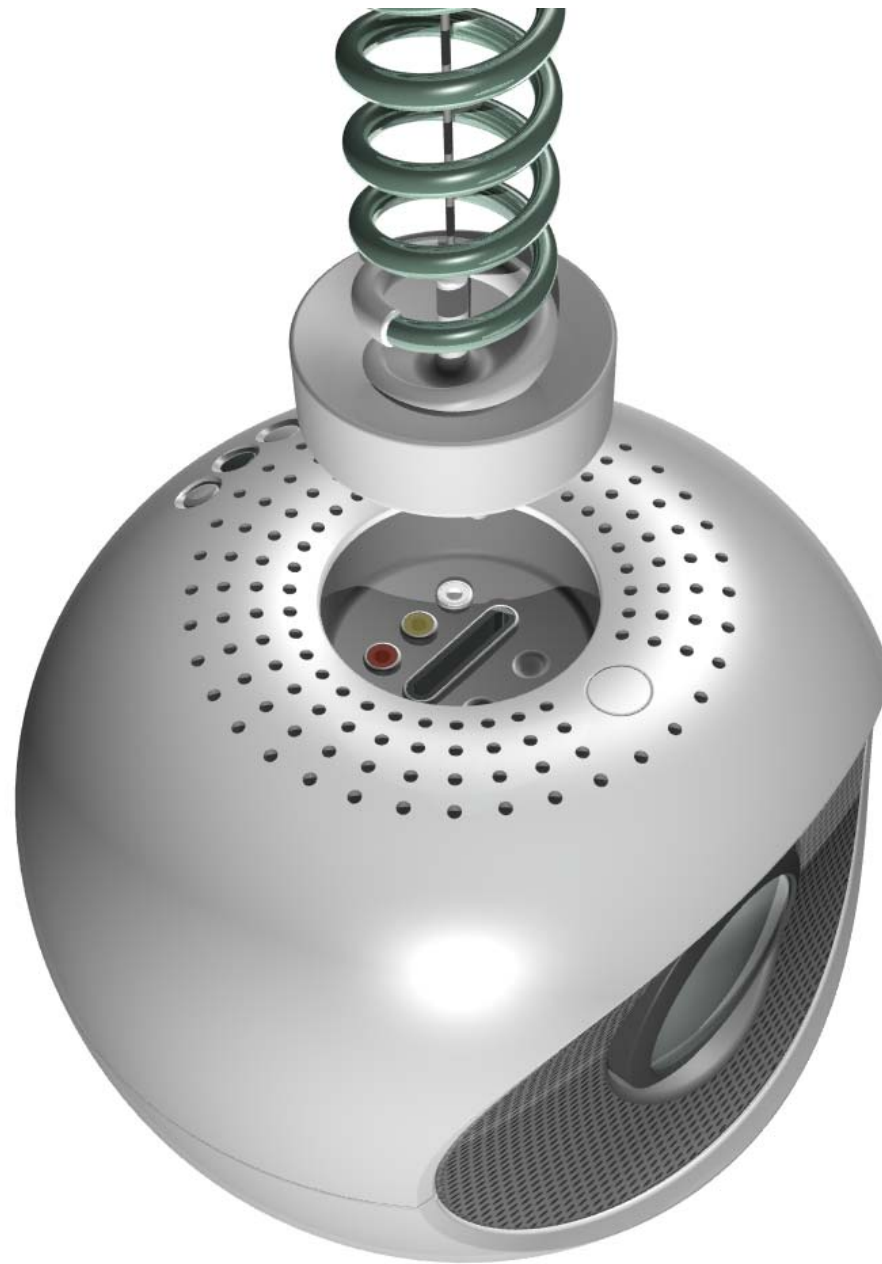
A simple, yet often forgotten fact is that the product is its own spokesman. The product is the marketing component that comes closest to the target group. All too often, the product development and marketing departments are worlds apart.

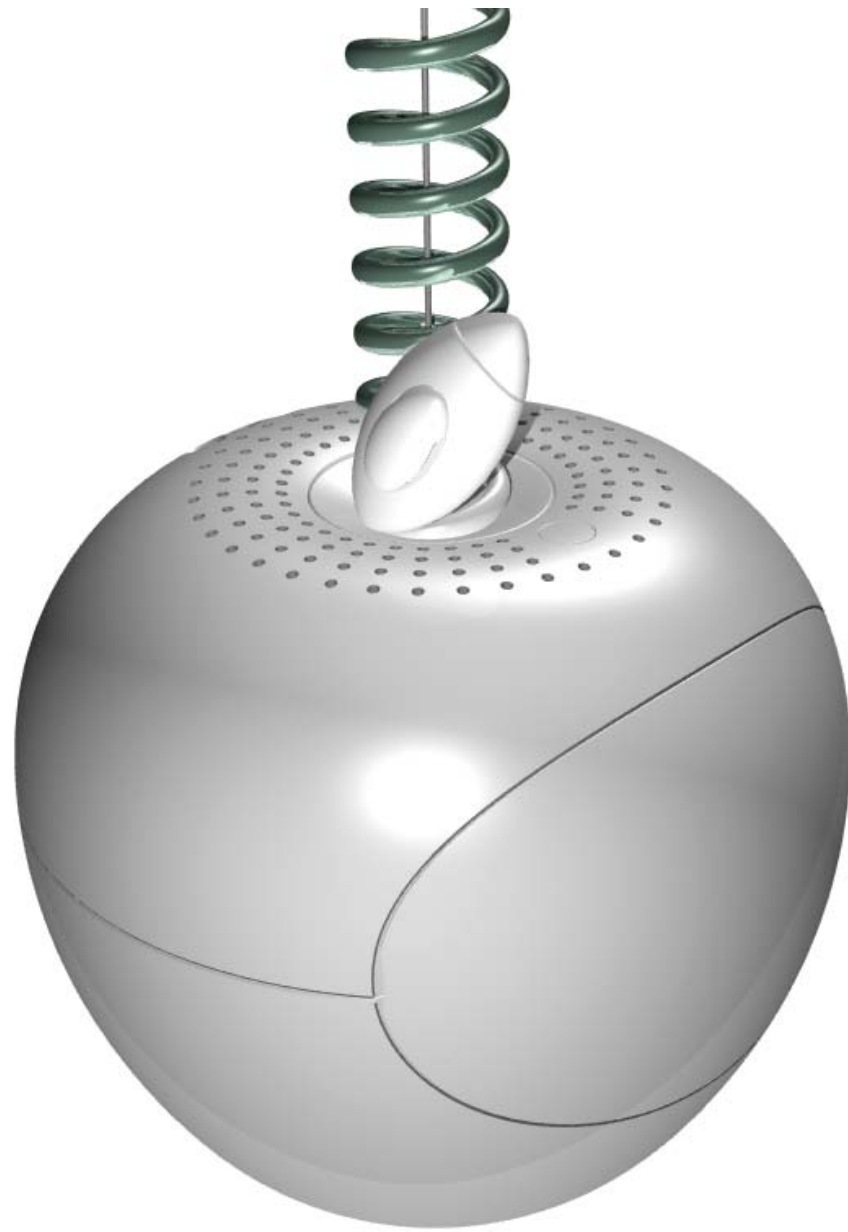
Why does a computer projector of today look like a shoebox? Apple have changed the way computers look today. What if they could make a projector that is really an Apple? So, why do we need bricks as big as 30 shoeboxes called televisions? Also, can technical designed digital cameras in the shape of an apple be held in the hand at a concert (no one could say that Apples are not allowed)? Web cameras could look and feel as a part of the Apple brand. The problem with this “nature” brand is that if Apple doesn’t do it, the ad could be: “Sony is selling Apple”.

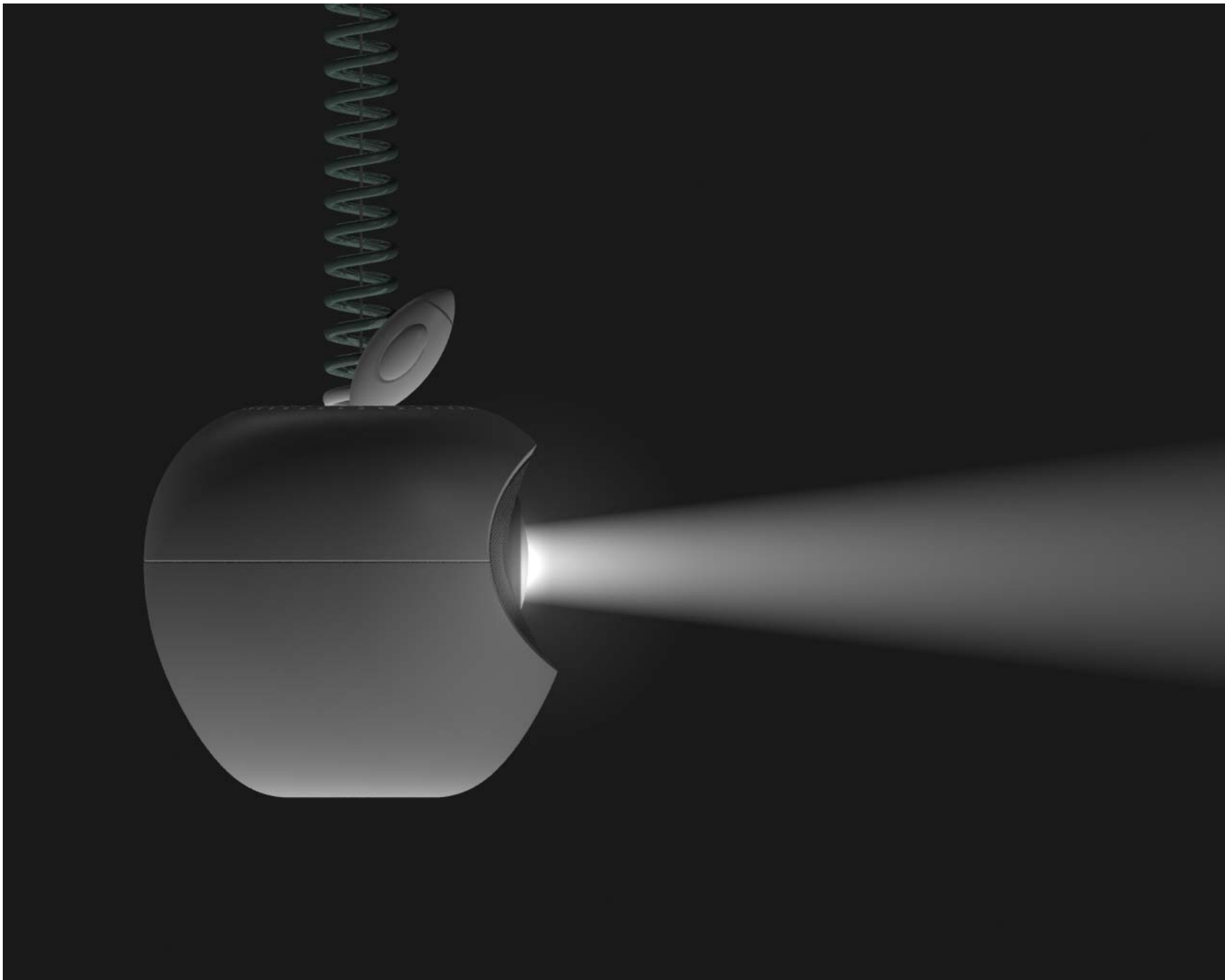
See a prototype of how the new Apple projector could look (see next pages).

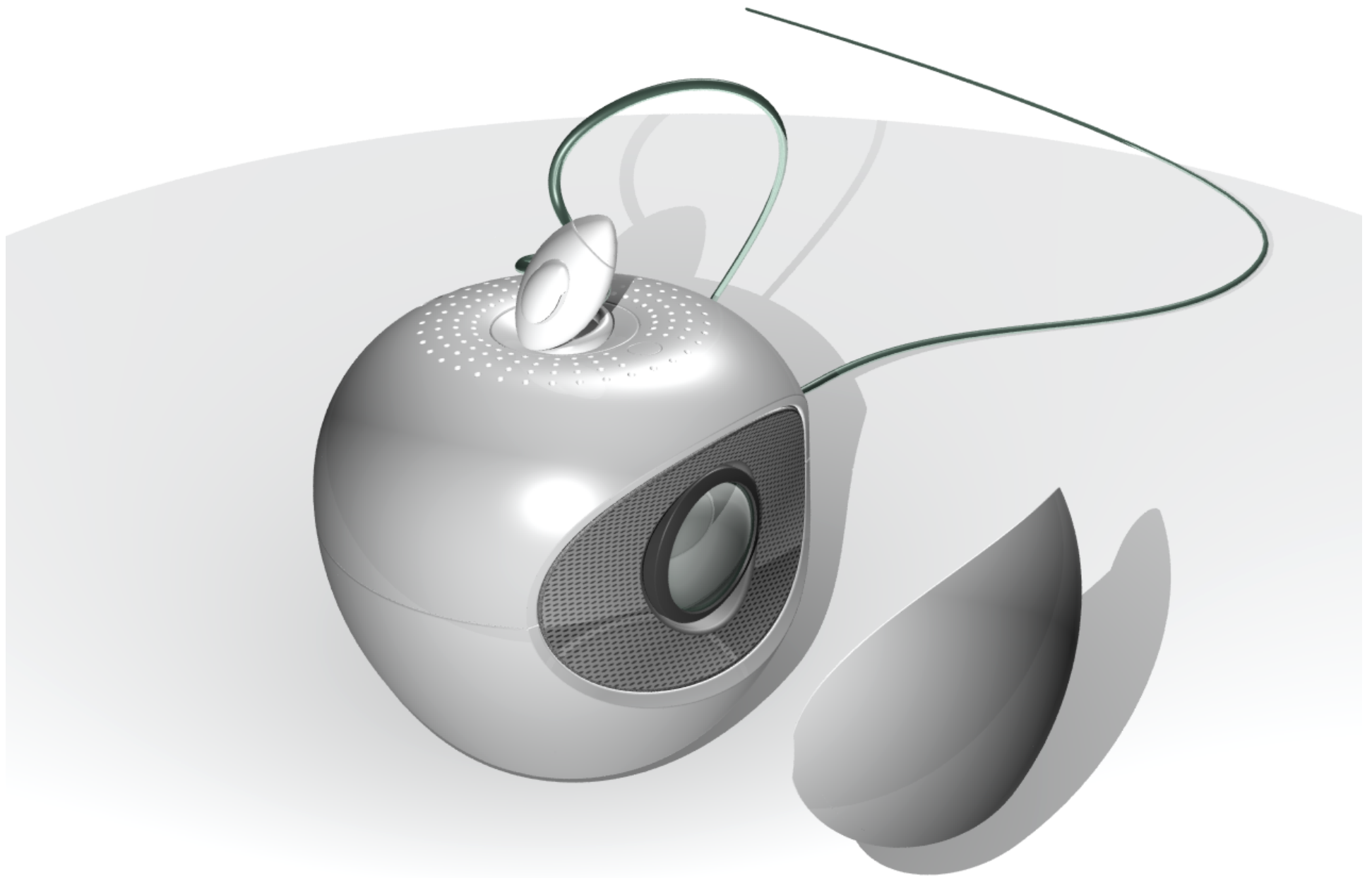


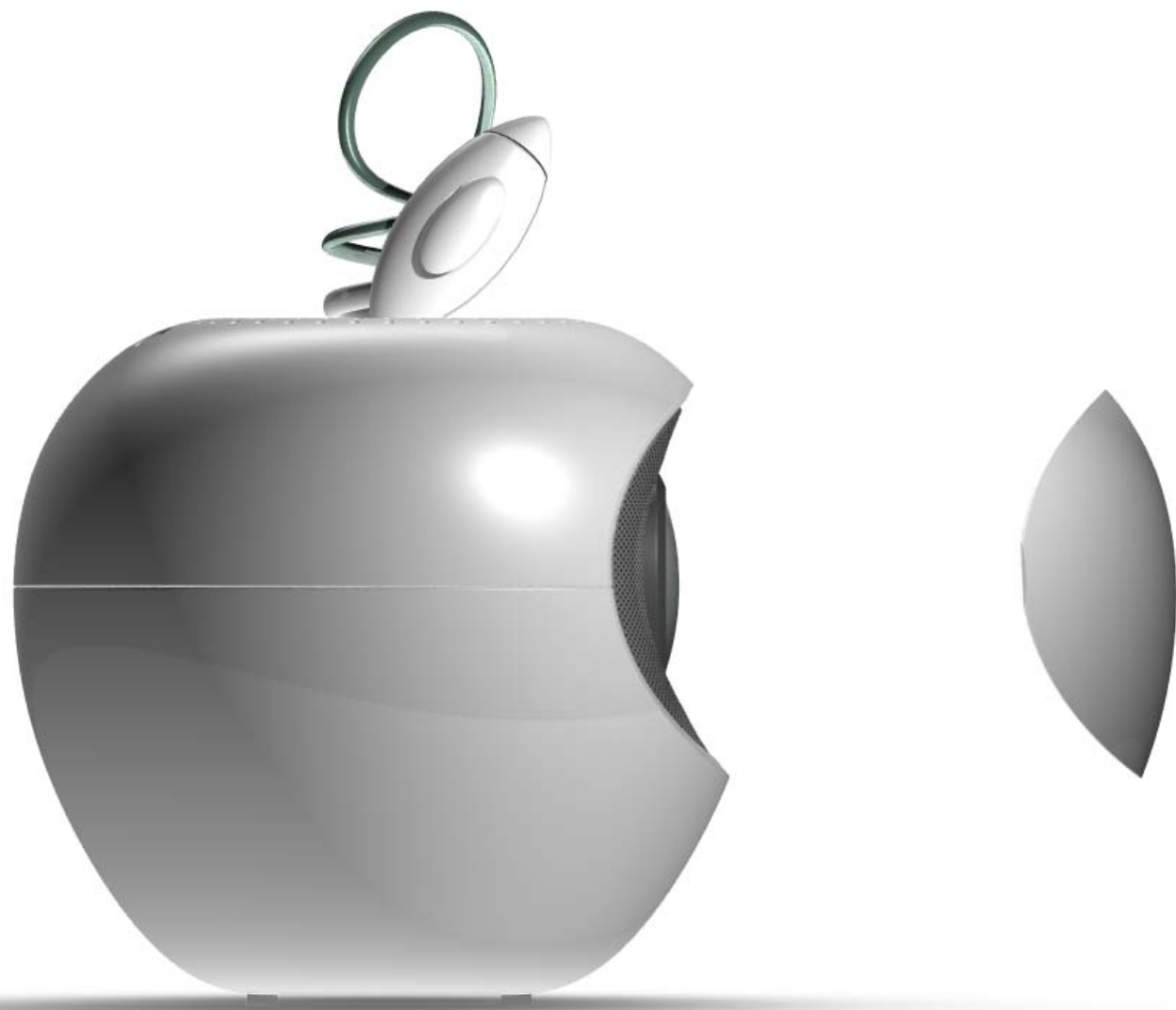


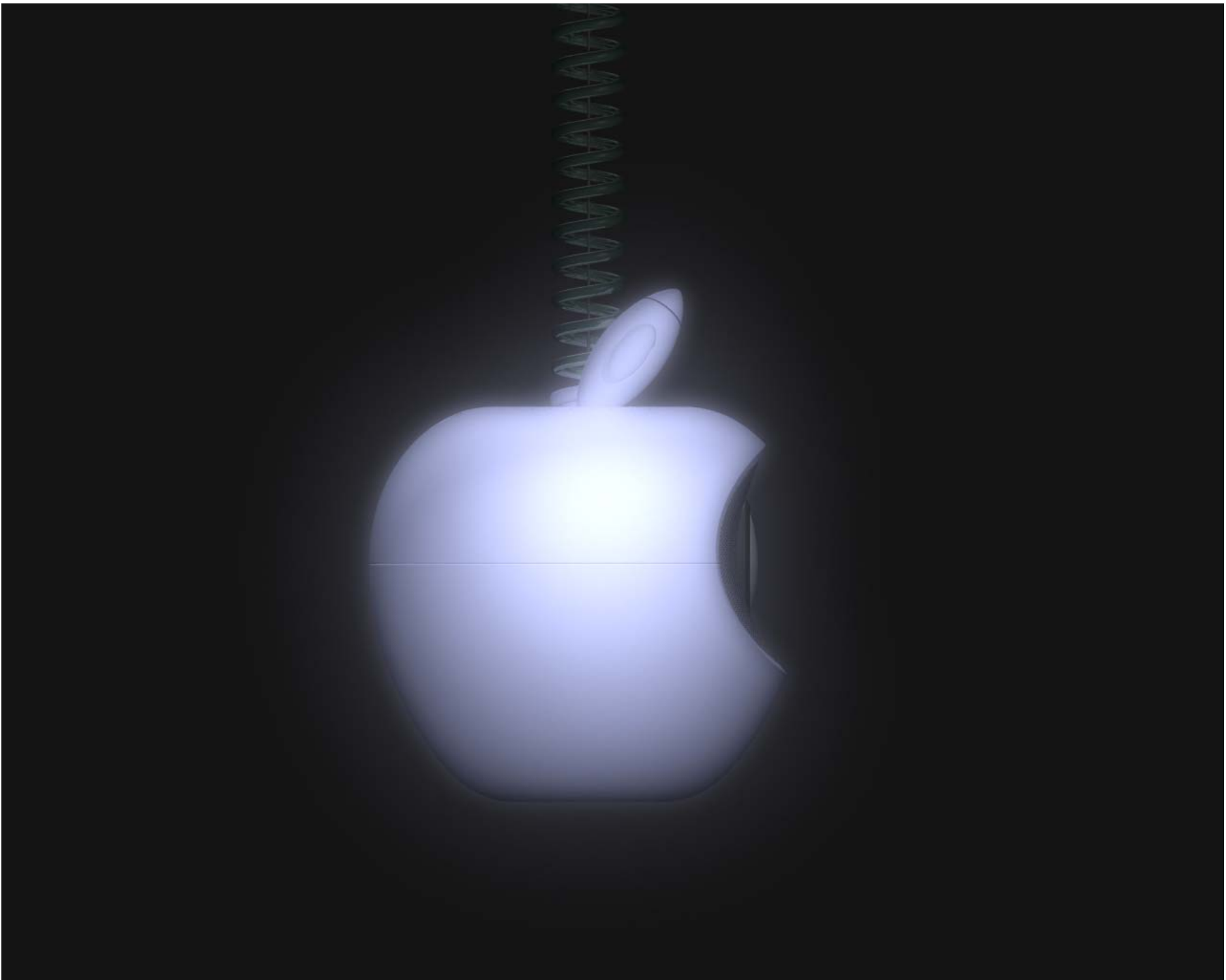














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