

CAMPAIGN PROPOSAL

Executive Summary

Company: *Apple*

Campaign: *Apple iCRD1 Product Introduction*

Product or Service: *A New Apple Handheld Computer Replacement Device 1*

Marketing Director: *George Holobetz, Jr.*

Chief Marketing Officer: *Blocked*

Submitted on: *November, 2025*

Product / Service and Features

PRODUCT / SERVICE DESCRIPTION

Enter Description:

The iCRD 1-Computer Replacement Device is a new multifunctional device marketable to anyone already using a smartphone, tablet, laptop or desktop, separately. It will project a keyboard on to a hard surface for typing and project a screen up 4' away in 4' high x 4' wide dimensions. Or can Bluetooth to any Bluetooth keyboard or monitor. It is lightweight, has a touch screen, Bluetooth, Wi-Fi, is AI machine learning capable with 5G compatibility and offers the longest lasting battery for any product in its category. It comes with its own case, power cord and optional touch screen or stylus pen usable screen and will be available in Titanium and Gold finishes at first. It's 6.5" long, 3.5" wide and 3/8" thick and weighs only 9 oz. **The product is unique and is designed to be the only computing device you will ever need.**

Customers need and want reliable cutting-edge computing technology. Apple leads the way in reliable technology. And now with AI and 5G the possibilities to simplify lives by this technology is a great accomplishment for humanity! The Apple iCRD 1 allows this to happen naturally(1).



KEY FEATURES & BENEFITS

Feature Name	Description of Benefit
Multifunctional	It allows someone to do all their smartphone and computing needs in one device
AI Learning Capable	Allows for real-time access to direct AI machine learning while in use over WIFI
You will not need a keyboard or screen	iCRD 1 will project a thermal sensitive typing keyboard onto any hard, flat surface and project an image onto a flat surface as your screen. It will also allow you to connect to a monitor or typical keyboard via Bluetooth

3 Marketing Goals

CAMPAIGN MARKETING GOALS AND DESCRIPTIONS

Marketing Goal	SMART Description (Specific, measurable, achievable, relevant, time-bound)
Marketing Goal 1: Create product market awareness across users of smartphones, laptops, tablets and desktops	Ensure 85% of targeted users become aware of the offering within 6 months of the launch. The launch is targeted for November 22, 2021. We will use direct website, TV, Billboard and Digital Social Media platforms and Apple Store and affiliate marketing through VARS stores and their websites. We will also sell this product through Computer and Telecom sales channels.
Marketing Goal 2: Capture new market share for a product that will replace laptops, desktops, tablets and smartphones with one device	Capture at least 5% of the overall market share for the products it will replace in its category by July 1, 2022. And 10% of the overall market share for the products it will replace in its categories by July 1, 2023. We feel the uniqueness of this product will create higher demand quicker but eventually a company like Samsung may produce their answer to this product.
Marketing Goal 3: Convert new users to the Apple Brand	Increase the sale of this unique product to current non-users of the brand with like devices by 15% in year 1-2022, and by 22% in year 2-2023 away from HP, Dell, Samsung and others to iCRD 1. We will take market share from other less multifunctional devices, laptops, desktops and tablets. In year 2 we will have less expensive iCRD's with less memory, more colors, slower processors and option to have a touchpad, stylus pen or standard screen.



Apple I CRD 1
Prototype
Image

4 Target Audience and Competition

TARGET AUDIENCE DESCRIPTION

Response: Since this product is not one dimensional but truly multi-dimensional, the target is anyone using a smartphone, tablet, laptop or desktop. That is one large world market from around 8 years of age and up including students, professionals, those in the military, government, healthcare and education. Anyone wanting a better lifestyle will want the Apple iCRD1 because it allows you the freedom to do so!

Response:

- The beauty of the Apple iCRD 1 is that it is truly unique. It has no direct competition and I believe represents computing of tomorrow, today. The product is disruptive and will in my mind push the whole market to eventual consolidation of multiple devices to one, this device.*
- Worldwide consumption of desktops, laptops and tablets are all flat to falling while use of handheld-smartphones continues to grow. Desktops are moving to laptops, laptops to tablets, tablets to smartphones(2).*
- There will always be a segment of a market needing desktops, laptops and tablets but smarter handheld devices continues to grow faster worldwide. I feel the tablet in particular will migrate to be more like the smartphone in size and function and the smartphone morph into more like a tablet. I believe that product helps promote the need for a iCRD 1 device it just makes sense and would be if you will segmented into a new market between smartphones and tablets.*
- We are selling a lifestyle. Apple iconically signifies quality, sophistication, upward mobility, reliability and top notch NextGen technology, exactly what the iCRD 1 is designed to offer and what people who use Apple products expect and want!*

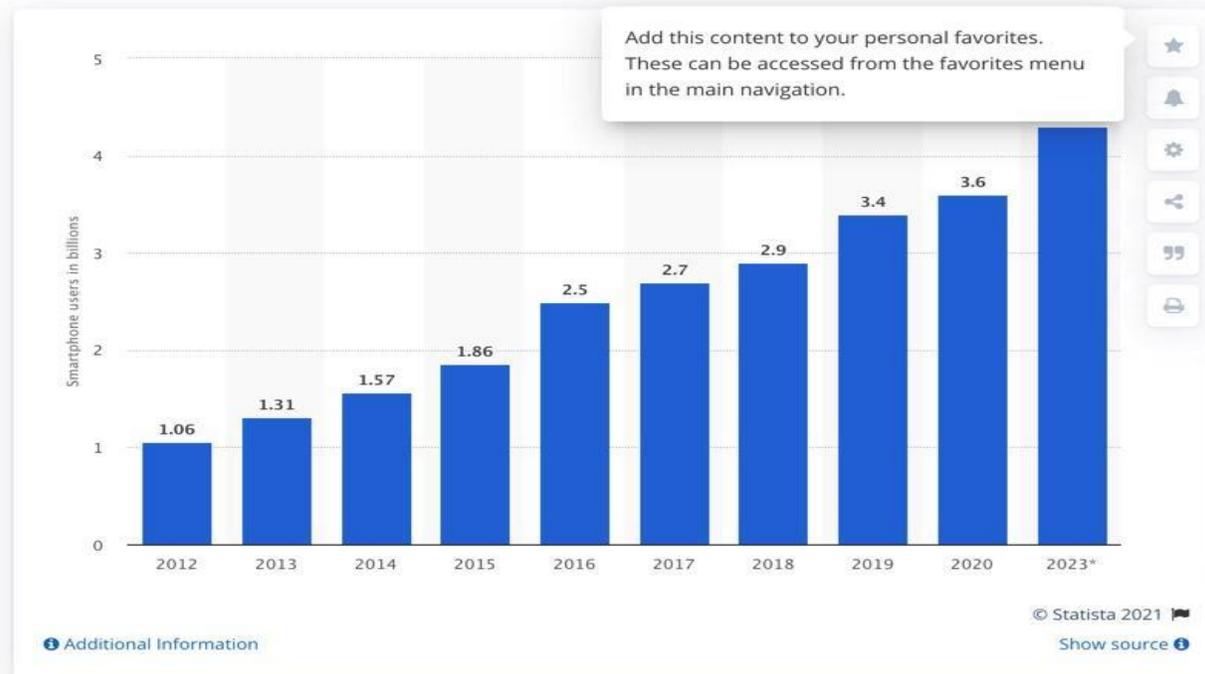
The World Advertising Research Center (WARC) recently came up with a very bold prediction. It forecasted that by 2025, almost three quarters (72.6%) of internet users will access the internet using their smartphones (3).

WORLDWIDE POTENTIAL FOR iCRD VIA SMARTPHONE/MOBILE AND TABLET/DESKTOP COMPUTERS REPLACEMENT

Technology & Telecommunications > Telecommunications

Number of smartphone users worldwide from 2016 to 2023

(in billions)

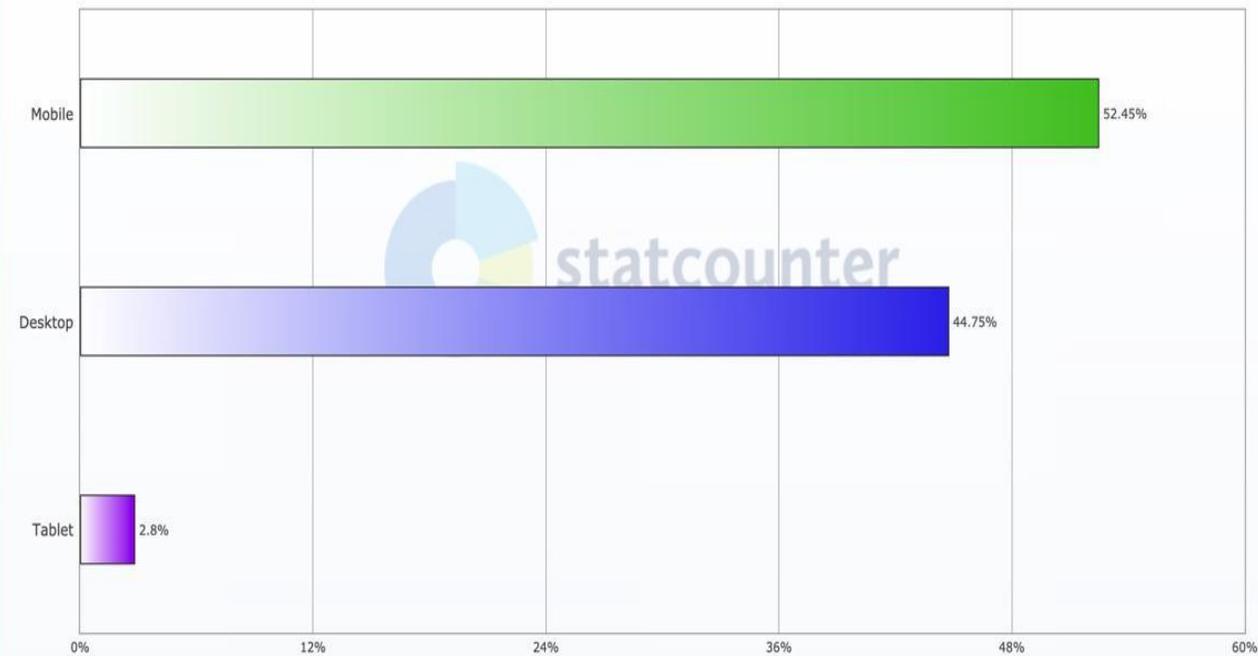


Smartphone users worldwide 2016-2023

Desktop vs Mobile vs Tablet Market Share Worldwide

Apr 2020 - May 2021

Edit Chart Data



Save Chart Image (.png) Download Data (.csv) Embed HTML

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<https://gs.statcounter.com/platform-market-share/desktop-mobile-tablet/worldwide/#monthly-202004-202105-bar> (7)

<https://www.statista.com/statistics/330695/number-of-smartphone-users-worldwide/> (6)

Marketing Messages and Story

MESSAGES

Response:

- The iCRD 1 is the only product of its type available at this time, worldwide. It improves your lifestyle with more freedom to compute with a handheld as capable as a desktop, laptop, tablet and smartphone.
- The iCRD 1 is fully AI capable for machine on demand learning with the world's fastest chips/processor and the longest battery life of any device 24hrs+(depending on amount and type of use).
- The iCRD 1 is designed to be the only computing device you may ever need. Save money buying and iCRD 1 and you may not need to buy a desktop, laptop, tablet and smartphone. Potential savings over \$3000 x # of family members/household with multiple devices.

MARKETING STORY

Response:

Today families fight for time. We want to do more but time is finite. There is work, practice, sports, etc. We have to be more productive with our computing use and it can help simplify our lives to free us up to do more of what we would like to do and with those we would like to do it with. Most families want to do things together for a bike ride or a walk at a park, or go to a museum, zoo or the beach. With the iCRD 1 we can gain more time by computing more efficiently and have a happier existence by being able to do all those things. We all want more **freedom=iCRD 1.**

WORDS AND IMAGES

Response:

- Show a table with a desktop, laptop, tablet and smart phone on it and then another table with just the iCRD 1 on it. Propose the question if you want to have more family time (show picture of family doing something fun together). What table will help you get that? The table with four devices on it or the one with just the iCRD 1 on it?
- Show images and videos of groups of people on a beach or in a park having a great time and recording it with Hi-Def quality pictures, videos and superb stereophonic sound. How could you be anymore sophisticated than by using this device show videos, pictures portraying it.
- Videos of group of students studying together using their devices to project their work in active discussion
- Parents videoing their child's softball or basketball game. A group of kids gaming away on the device.
- The primary message here is the iCRD 1 gives everyone the chance to live the lifestyle they want to live not necessarily the one they have to.

Social Media Strategy

TOP THREE ADVERTISING CHANNELS, DEMOGRAPHICS and USE of SOCIAL MEDIA

Social Media Channel	Universe Size	Ideal Demographic(s)	Cons of Channel
YouTube https://www.businessofapps.com/data/youtube-statistics/	Over 2.0 billion monthly users and Apple over 13 Million followers https://blog.hootsuite.com/YouTube-stats-marketers/	15 and up, upwardly mobile more men than women and mostly 25-44 which is Apples https://www.thestrategywatch.com/target-market-analysis-of-apple-inc/	Blamed for excessive screen time over stimulation of under 18 age group watching and posting videos
Instagram https://blog.hootsuite.com/instagram-demographics/#GeneralInstagramdemographics	Over 1.2 billion audience reach 24 million Apple followers	18 and up, upwardly mobile men and women mostly 18-34 https://notesmatic.com/apple-social-media-marketing-strategy/	High levels of anxiety, depression, FOMO and bullying as well as poor sleeping habits and a negative body image
Twitter https://business.twitter.com/en/blog/what-twitter-kpis-should-you-be-tracking.html	Over 192 million daily users and Apple has over 2.0 million active followers just on main page	18 and up, upwardly mobile men and women	Too many false profiles, too much spam, limited space to promote

ENGAGEMENT

Response: Since I know my platforms and the target audience I will create content to stimulate interaction to our posts and interactively get them to come directly to the Apple website through direct link banners, email or chatbots. The users become the storytellers they get to maximize life and demonstrate that by using the only device that can give them a Polo like lifestyle, sophisticated and fun! Fun=iCRD 1. Freedom=i CRD 1.

EXPAND MESSAGE

Response: *How will you use social media to spread your marketing message widely in this campaign?*
 I will use hashtags, videos, images and invitations to web forums about the product and place an online emulator for trial use of the product to build my audiences on my post and of course since Apple has such strong followers already on the three social media platforms. I focus on them directly and do other content to the general audiences to attract new audiences for our products. Since the product will cover all age groups computing mostly 18 and up I don't think having an audience will be an issue.

Marketing Metrics and Budget Allocation

Marketing Category	Budget	%	Type	Why This Category?	Metric Calculation	Frequency of Data Collection	Why These Metrics?
YouTube	\$1,000,000	34%	Digital	Apple had traditionally done well advertising to men using videos on YouTube https://blog.hootsuite.com/YouTube-stats-marketers/(15)	<ul style="list-style-type: none"> • Site traffic • Avg Time on Site • Bounce Rate • Net Promoter Score • Conversion Rate 	Weekly	We want to find out the effectiveness of a new ad campaign for our new product
Twitter	\$300,000	8%	Digital	Twitter is a good place for Apple to promote tweets and trends https://www.bizadmark.com/twitter-marketing-strategies-apple/(16)	<ul style="list-style-type: none"> • Engagement-clicks and retweets • Engagement Rate • Growth • ROI 	Daily	More endorsements will lead to more interaction with potential buyers
Instagram	\$350,000	12%	Digital	Because the buyers are the users and the promotion of the product is done through user posts https://www.kubbco.com/what-is-apples-social-media-strategy-heres-everything-you-need-to-know/(17)	<ul style="list-style-type: none"> • Impression • Engagement rate • Trending or branded hashtags 	Weekly	To build a community on this site, we must measure ...
TV	\$1,000,000	34%	Traditional	We will focus TV efforts because it is a very effective tool for Apple to show user experience and they like sporting events https://titanwebmarketingsolutions.com/4-powerful-ps-need-know-apples-marketing-mix/(18)	<ul style="list-style-type: none"> • Spend • Avg. CPA, CPM, CPT • Impressions 	Weekly	We can measure what ads are working and which ones aren't and adjust the type of ads over the month getting rid of the ineffective ones and keeping the effective ones
Print Billboards	\$350,000	12%	Traditional	For billboards they basically use end user photos and they offer the highest view rate vs other methods https://www.billboardsin.com/apple-billboard-ads(19)	View and Impressions	Weekly	To make sure we are using the right type and the best locations for the billboards
TOTAL for 30 days	\$3,000,000/	100%	https://www.business.com/articles/5-steps-to-engage-your-audience-on-social-media/(20)				

Conclusion

BENEFITS OF THE PROPOSED CAMPAIGN

Enter description

- Apple iCRD 1 is disruptive, unique and is the forefront of computing to come
- Humanity gains through computing more effectively, saving money and enjoying more things in life they will want to embrace the brand and device that will give it to them
- The environment is spared some because of having to produce less products overall, curbing industrial pollution, water and energy use
- Corporations will have more productive employees with AI machine learning capabilities in their handheld computer as will families and students

REASONS TO ENDORSE THE PROPOSAL

Specify reasons:

- Since Apple is always inventing newer and better products this fits their business persona of being a technology rich company with high end quality products. And since it is potentially market disruptive why wouldn't the company that brought us the iPhone, iPad, MacBook and MacBook Air, iPods and other great devices want to be the first to market with this NextGen computing device? It will be high volume seller taking share from smartphones, laptops, iPad's and desktops and since they will be the only one to have it for a while anyhow think of all the revenue and profit they can capture from others in the marketplace. There of course will be some organic migration away from the same products Apple offers but if Apple doesn't do it someone like Samsung will and that would be worse.

THANK YOU!

Conclude your presentation:

- Thank you, ladies and gentlemen for your time and listening to this Marketing Campaign Proposal for Apple's new iCRD 1, Your next NextGen Lifestyle Computing Device now not when?
- I would now like to invite any questions you may have?