



Relevance of Older Marketing Strategies to Current Smartphone Startups

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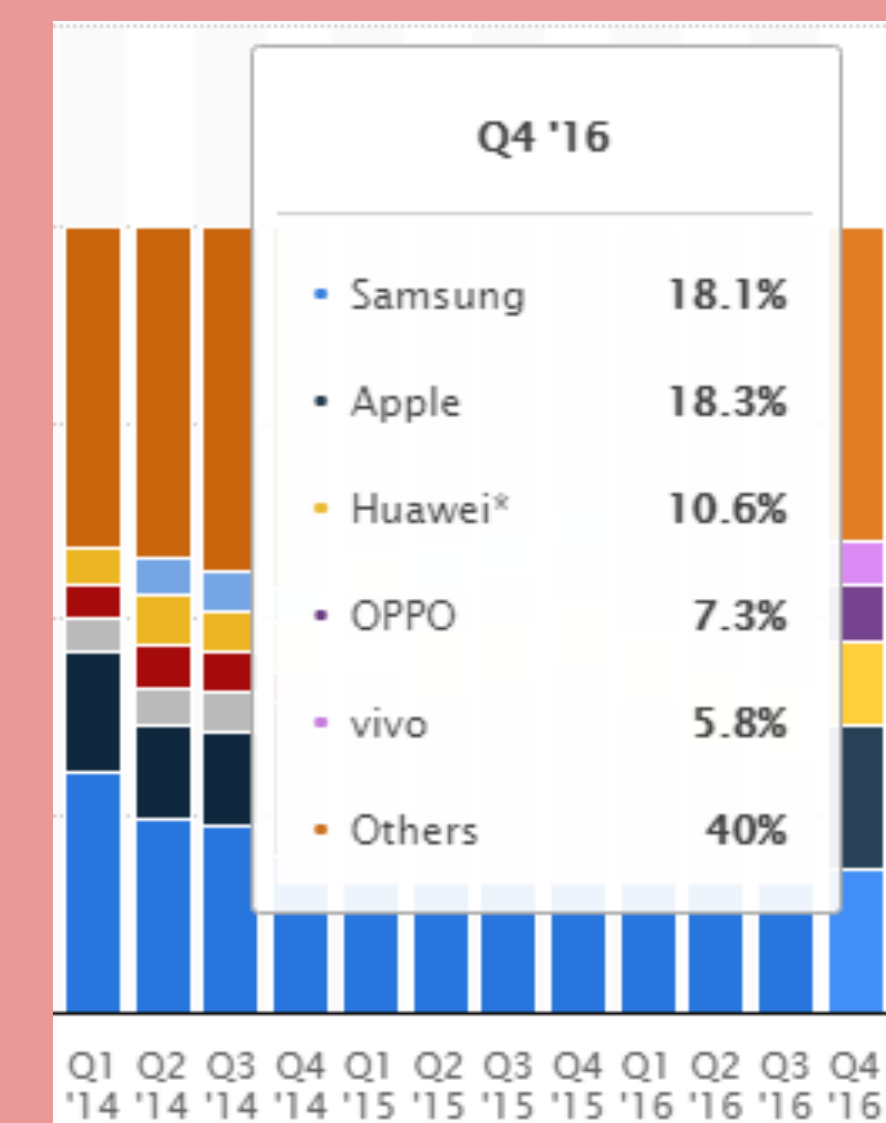
INTRODUCTION

As new smartphones emerge into the market, successful marketing strategies begin to shift. My research determines whether marketing methods used for the 2007 iPhone are still competitive by comparing those strategies to the ones used for the 2016 Samsung Galaxy S7.

BACKGROUND AND SIGNIFICANCE

In today's world, few companies dominate certain markets, creating a state of limited competition. It is important to have multiple companies competing, so they grow faster to maintain their market share and improve society through their innovations.

By analyzing the successful introduction of the 2007 iPhone in a market previously controlled by RIM and Nokia, certain strategies may be found that can still be applied to smartphone startups today. Although Apple's superior marketing strategies in 2007 were not the sole reason for the success of the 2007 iPhone, a current application of its competitive strategies may still be viable.



Distribution of Smartphone Market Shares for the Fourth Quarter of 2016

2007 iPHONE MARKETING STRATEGIES

- Promotion: Television advertisements with a basic black background showcasing the features of the 2007 iPhone; use of Facebook
- Placement: Sold at Apple stores, third party retailers, carrier stores, and Apple website; partnership with Starbucks (free Wi-Fi for iTunes)
- Price: \$499, as a high-end smartphone
- Product: Basic Capabilities (camera, web browser, music player, email)

RESEARCH DESCRIPTION

A survey was sent to an adult sample and a student sample to determine if 2007 iPhone marketing strategies are still competitive today.

- Sample: 30 adults, 41 students
- Sampling Method: Convenience
- Possible Bias: Undercoverage and Response



CONCLUSION

Through my research, I determined that pricing (\$499), sale location at company stores, and basic smartphone capabilities are 2007 iPhone marketing strategies that are competitive today. The sale location at company stores is especially effective for the student sample while basic smartphone capabilities are particularly competitive for the adult sample.

I also determined that the basic capabilities and advertisement of the 2007 iPhone are uncompetitive for the student sample as students tend to favor advertisements with celebrities.

ACKNOWLEDGEMENTS / REFERENCES

Special thanks to Savita Kini, Ms. Durquet, and Ms. Merchant for making this project possible.

Works Cited:

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2. "Apple iPhone Sales by Year 2007-2016 | Statista." *Statista.* N.p., n.d. Web. 06 Nov. 2016.
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5. Borislav Kiprin, Digital Marketing Manager Follow. "Apple's iPhone Launch Marketing Strategy Analysis." *Apple's iPhone Launch Marketing Strategy Analysis.* N.p., 08 Jan. 2010. Web. 06 Nov. 2016.

RESULTS AND DATA ANALYSIS

Which of these do you think is the better price for a high end smartphone? (Student)

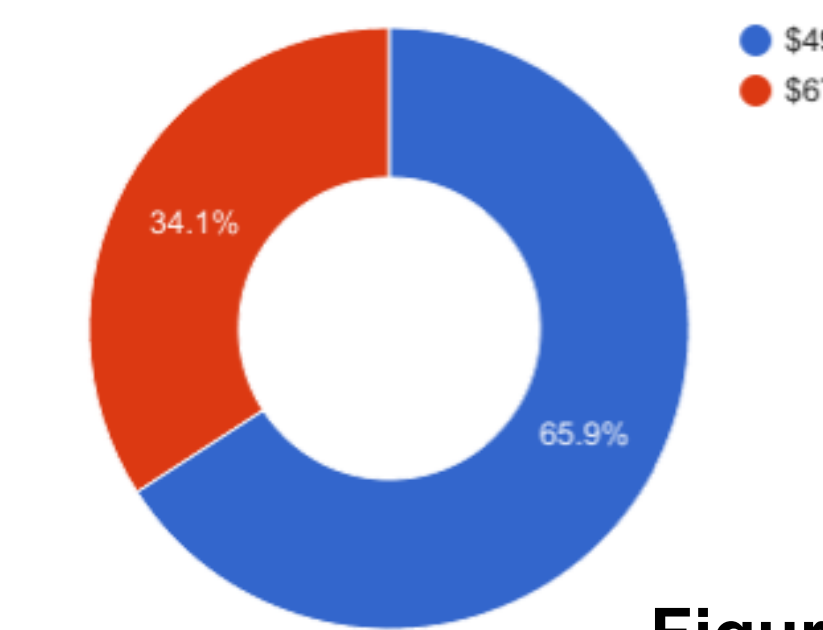


Figure 1: Student

Which of these do you think is the better price for a high end smartphone? (Adult)

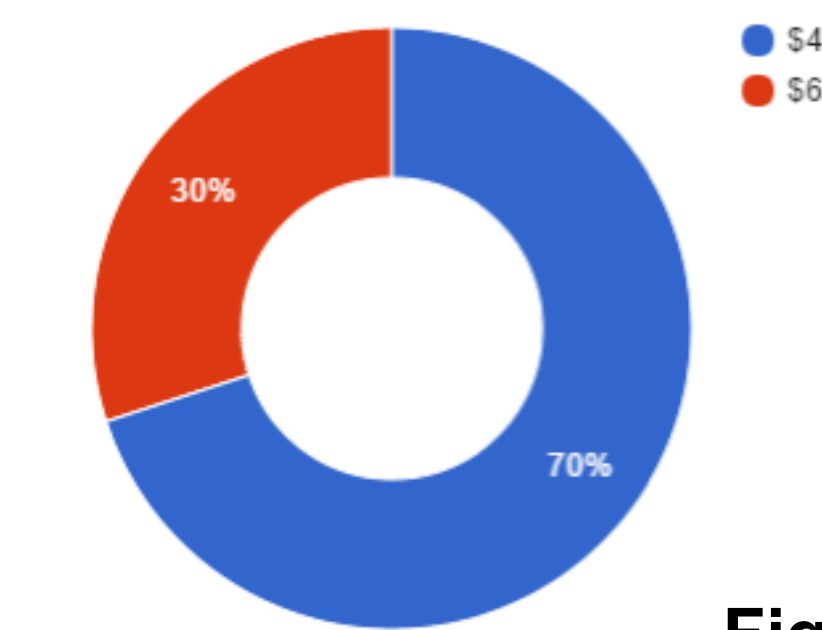


Figure 1: Adult

Where are you most likely going to purchase a smartphone? (Student)

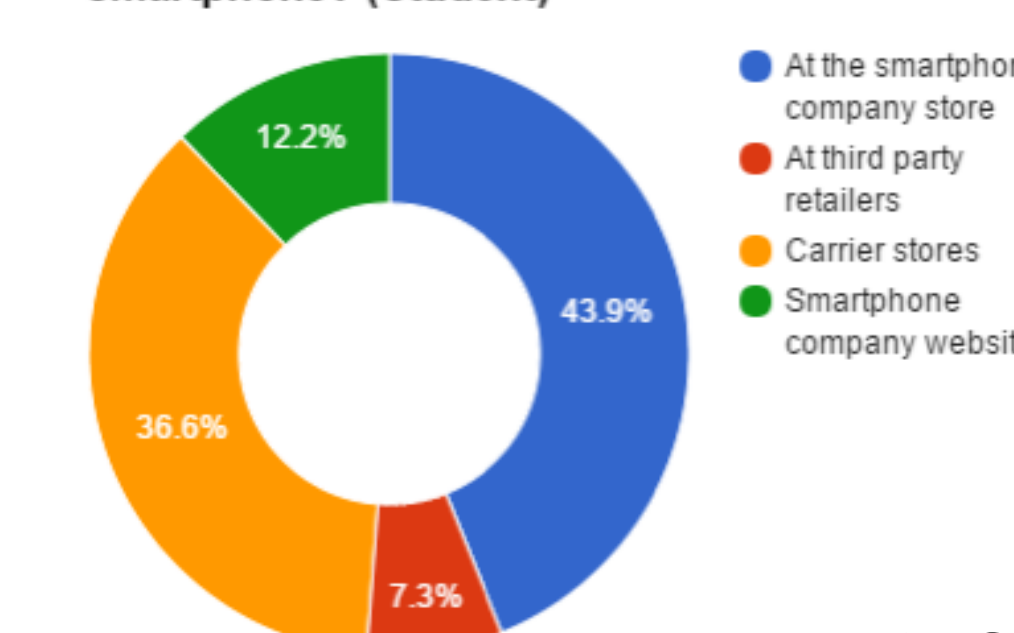


Figure 2: Student

Where are you most likely going to purchase a smartphone? (Adult)

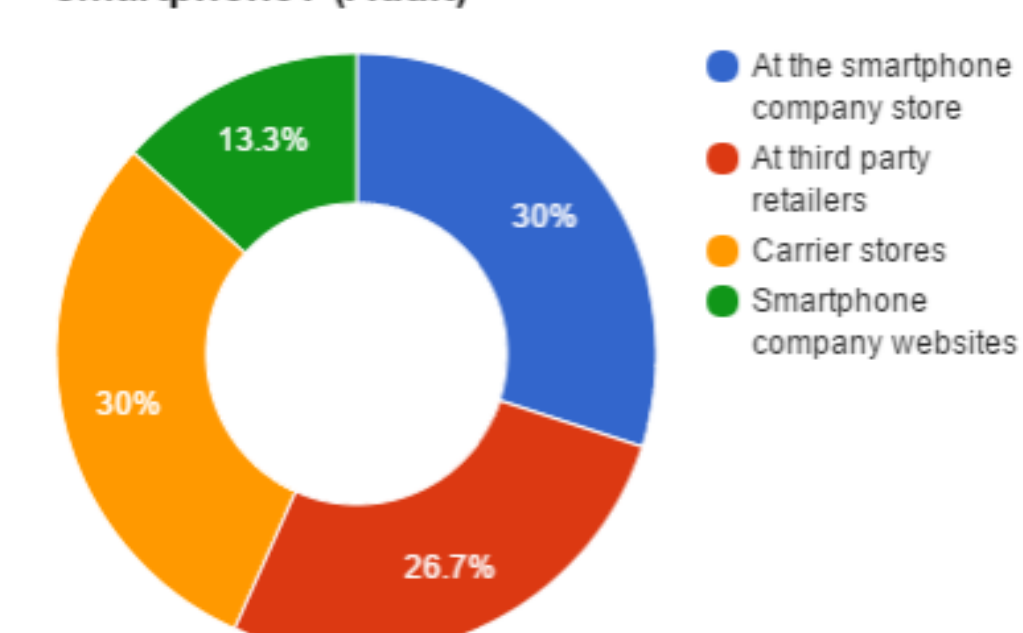


Figure 2: Adult

What type of smartphone do you prefer? (Student)

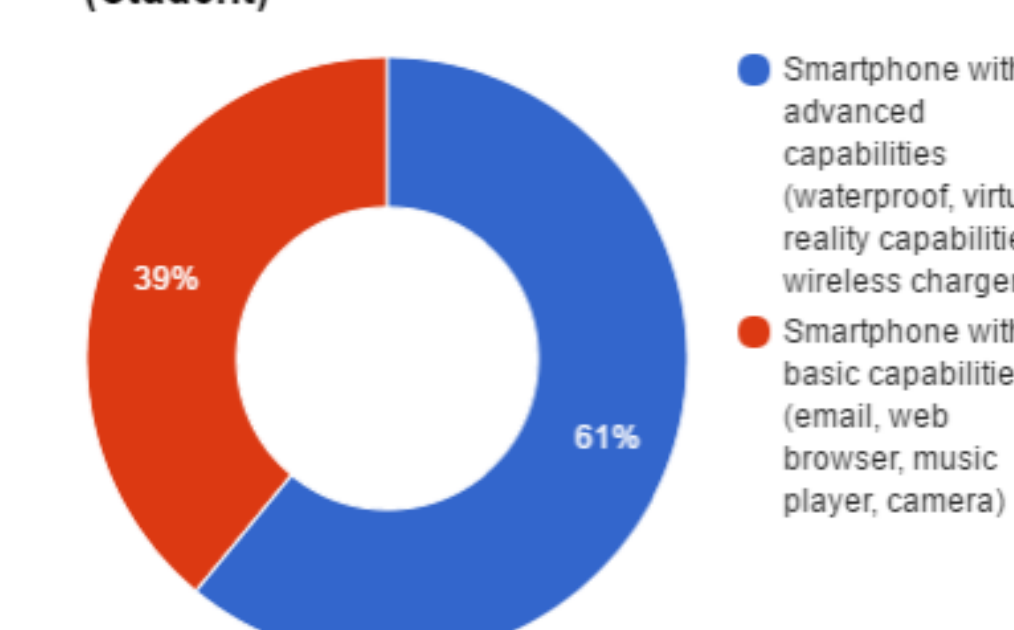


Figure 3: Student

What type of smartphone do you prefer? (Adult)

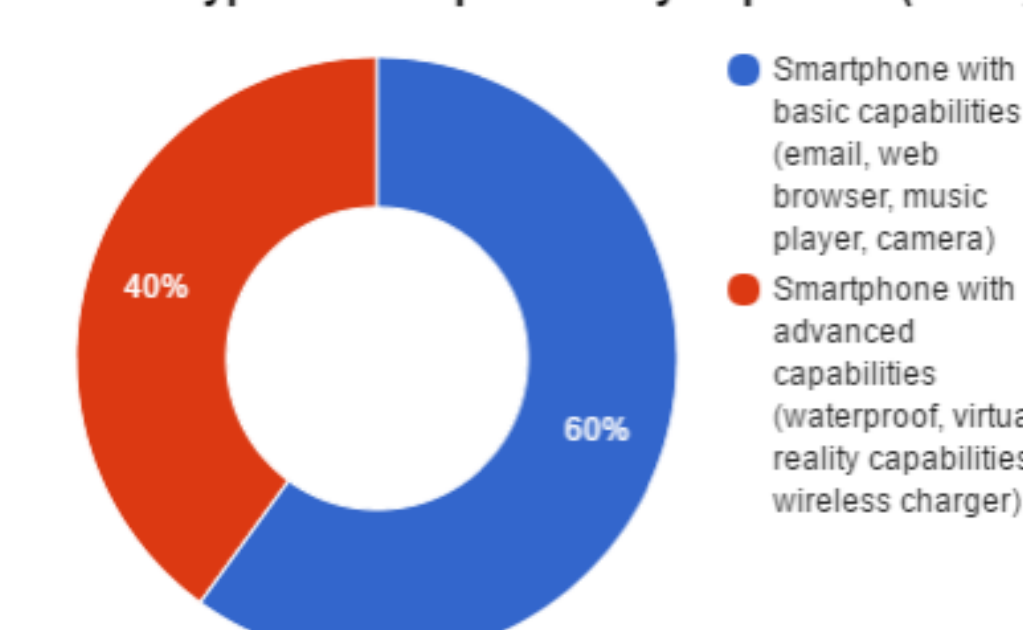


Figure 3: Adult

Which advertisement would most likely catch your attention? (Student)

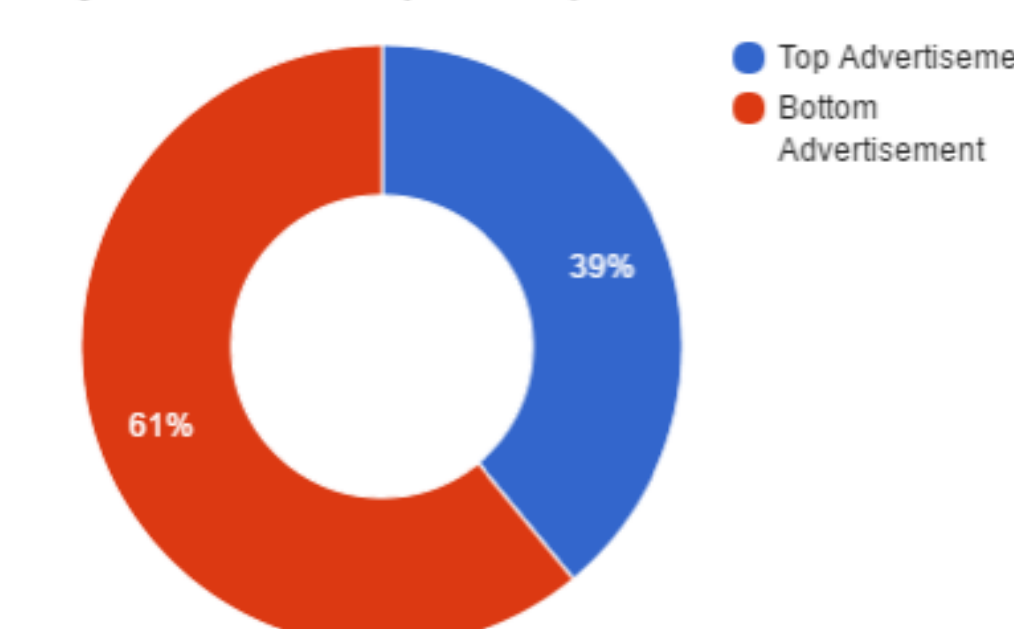


Figure 4: Student

Which advertisement would most likely catch your attention? (Adult)

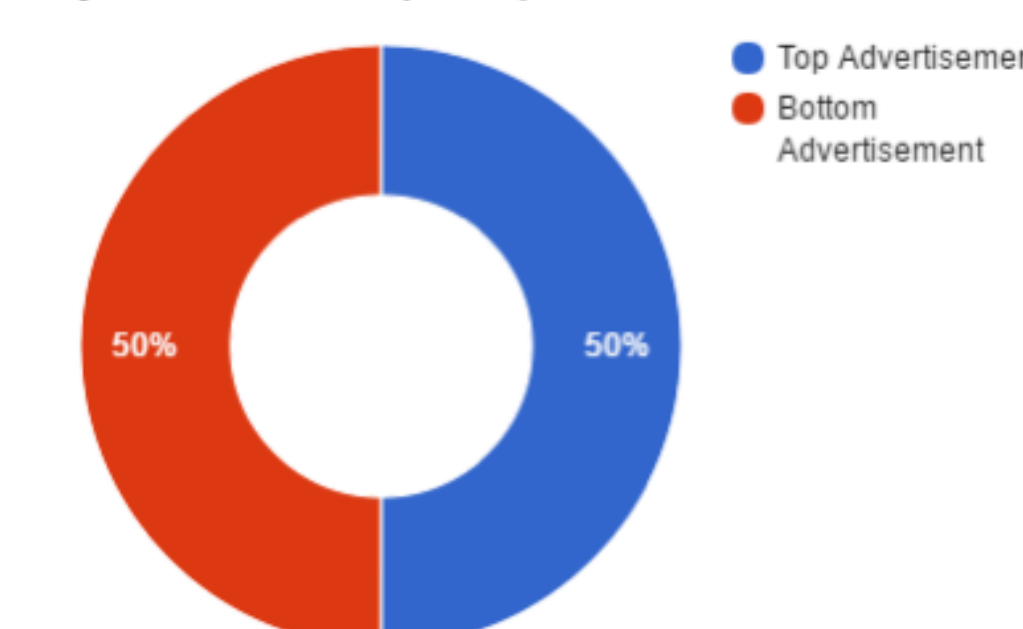


Figure 4: Adult

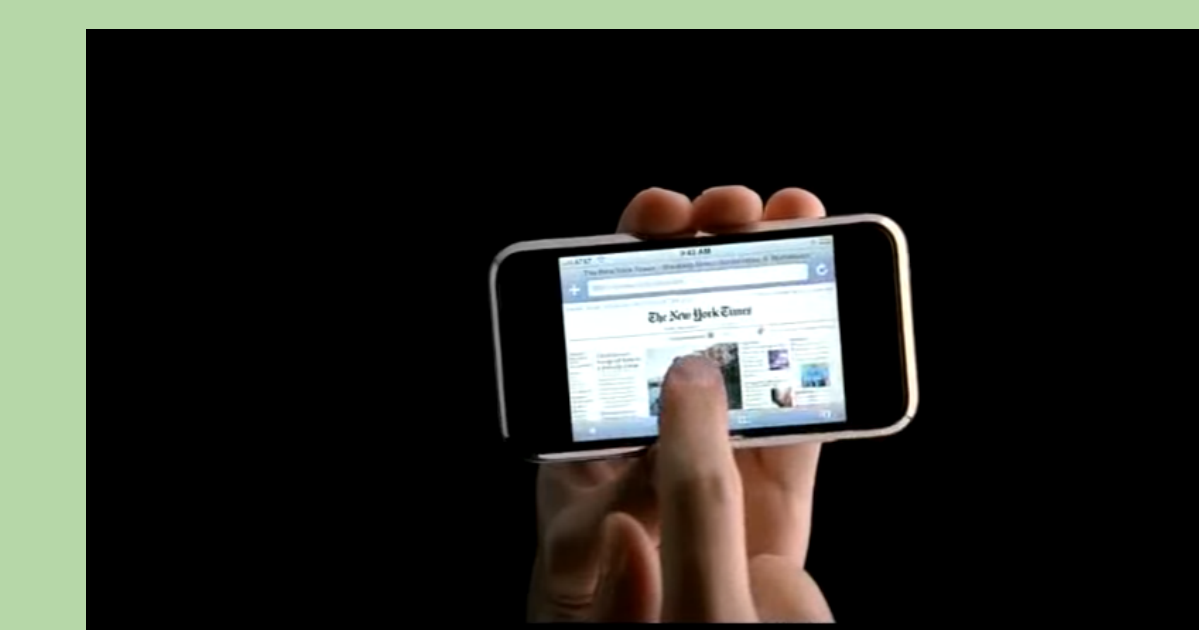


Figure 4: Top Advertisement



Figure 4: Bottom Advertisement

Significance of Data

- Figure 1 Student: PVal = 0.042
- Figure 1 Adult: PVal = 0.029
- Figure 2 Student: PVal = 0.0052
- Figure 2 Adult: PVal = 0.53
- Figure 3 Student: PVal = 0.160
- Figure 3 Adult: PVal = 0.273
- Figure 4 Student: PVal = 0.16
- Figure 4 Adult: PVal = 1

Student vs. Adult Significance

- Figure 1: PVal = 0.712
- Figure 2: PVal = 0.233
- Figure 3: PVal = 0.0805
- Figure 4: PVal = 0.357