

# Innovation of Corporate Advertising Strategy in the Context of Globalization: A Case Study of Apple

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**Abstract.** This paper examines Apple Inc. as a case study to explore how advertising innovation strategies can drive enterprise success in a globalized world. It delves into the evolution of Apple's advertising approach, transitioning from an initial focus on product features to prioritizing emotional resonance and value delivery. The paper identifies key challenges in advertising innovation, offering strategic recommendations to address data privacy concerns while optimizing targeted advertising. It underscores the necessity for continuous content innovation to keep audiences engaged and highlights the complexities of navigating cultural differences in a global marketplace to enhance advertising effectiveness. The study emphasizes aligning advertising with consumer privacy preferences and leveraging creativity to connect with diverse audiences, ensuring messages are culturally sensitive and relevant. By respecting cultural nuances and fostering brand affinity, businesses can build stronger relationships with their global customer base. Ultimately, the paper highlights the profound implications of adopting innovative advertising strategies, which are essential for companies striving to maintain a competitive edge in today's interconnected world. Through strategic advertising innovation, businesses like Apple can not only enhance their market presence but also build lasting brand loyalty across different cultural landscapes.

**Keywords:** Advertising Strategy; Globalization; Content Innovation.

## 1. Introduction

### 1.1. Research Background

In the tide of globalization, the competitive environment faced by enterprises is increasingly complex and changeable, the market boundary is gradually blurred, and transnational operation has become the norm. As an important bridge connecting enterprises and consumers, the innovation of advertising strategy has immeasurable value for enterprises to stand out in the global market and build brand advantages. Taking Apple as an example, this paper discusses the innovation of corporate advertising strategy under the background of globalization, aiming to reveal the key factors of its success and provide experience and inspiration for other enterprises.

As a leader in the global technology industry, the development of Apple Inc. is closely related to the evolution of its advertising strategy. From the introduction of the early product function to today's emotional resonance and value transmission, Apple's advertising strategy continues to innovate, not only successfully shaping a unique brand image but also winning wide recognition and love around the world. According to the latest data, Apple still maintained a stable market performance in the fourth quarter of 2023, with revenue reaching \$89.5 billion, diluted earnings per share of \$1.46, an increase of 13%, profitability strengthening, iPhone quarterly revenue in September to hit a new record, service revenue hit a record high [1]. Apple's continued strong performance in the global market is supported by its excellent advertising strategy. From a business perspective, Apple's success story provides a valuable template for other companies. Through in-depth analysis of their advertising strategies, enterprises can understand how to formulate advertising strategies in line with their own characteristics in the context of globalization. Advertising also plays an important role in social and cultural communication. Apple's advertising strategy not only conveys the value and advantages of the product but also integrates positive values and cultural elements, such as innovation, environmental protection, humanistic care, etc. These elements imperceptibly influence the values

and behaviors of consumers and play a positive role in promoting the healthy development of social culture.

### 1.2. Literature Review

Cao provided a case study of Apple's business model innovation in the digital age. The document highlights how Apple has enhanced its brand value by integrating its products with its ecosystem, implementing hunger marketing strategies, and focusing on customer experience and environmental responsibility [2]. Yu's research analyzes Apple's strategy from the perspective of 4P marketing theory to understand how Apple makes strategic decisions in product development, pricing, distribution, and promotion to meet the diverse needs of consumers around the world [3]. Li and Yao's paper provides an in-depth analysis of research questions and methods from an advertising perspective, which is instructive for exploring how Apple implements effective advertising strategies on a global scale [4]. Their research highlights the importance of methodological innovation for understanding and improving advertising strategies.

In the tide of globalization, most research articles focus on how multinational companies can achieve global consistency of brand messages through standardized advertising strategies and how to enhance the resonance of brands with local consumers through cultural elements in advertising. These studies highlight cultural adaptation in global brand communication and analyze the localization of advertising strategies in different markets. For example, several studies have analyzed in detail how Apple communicates brand values of innovation, design aesthetics, and high quality of life through its product advertisements and how these advertisements are accepted and understood in different cultural contexts. In contrast, little research has explored how companies can creatively develop and implement their advertising strategies in combination with their own brand characteristics and the specific needs of the global market. Especially for companies with global influence, such as Apple Inc., the innovation process of its advertising strategy, strategy selection, and how these strategies affect the cognition and behavior of global consumers are still blank in academic research.

### 1.3. Research Framework

This paper first analyzes the background of Apple and its important position in the global market and introduces the basic characteristics of Apple's advertising strategy. Then, it analyzes the problems faced by enterprises in advertising in the era of globalization, which can be divided into advertising and privacy, content innovation, and cultural differences. Then, it puts forward solutions to these three problems in order to promote the positive development of advertising strategies in the context of globalization. This article mainly takes Apple as an example, but it can also serve as a reference and inspiration for other companies.

## 2. Case Description

Since its establishment in 1976, Apple has been committed to driving product development through technological innovation and has taken a leading position in the global market with its unique design philosophy and high-quality user experience. Apple has launched a series of products, including Mac computers, iPod, iPhone, iPad, and Apple Watch.

Apple's advertising strategy is known for its creativity, emotional resonance, and storytelling. The company's advertising usually adopts a concise, high-level visual style, emphasizing the unique features and design aesthetics of the product. Apple's ads rarely mention price or technical specifications directly; instead, they appeal to consumers through an emotional connection.

In the global market, Apple understands the importance of localization strategy. They develop targeted advertising content according to the cultural background, consumption habits, and values of different countries and regions. For example, in the Chinese market, Apple has successfully closed the distance with consumers and enhanced the affinity of the brand by shooting advertisements with Chinese cultural elements, such as the Spring Festival special. Since 2018, Apple has been

collaborating with major directors on annual iPhone film projects to celebrate Chinese New Year. The 2023 Spring Festival short film “Passing the Five Passes”, co-produced by Apple and Venice Film Festival award-winning director Peng Fei, tells the story of a young Peking Opera actor, Zhaohui, who goes through the changes of The Times and challenges through personal perseverance to inherit the culture of Peking Opera, demonstrating Apple’s understanding and respect for traditional Chinese culture. While South Korea’s K-pop culture is relatively popular, Apple and the girl group NewJeans reached cooperation, using the iPhone 14 Pro to shoot the song “ETA” MV. This unique form of mobile phone shooting not only fits the style of NewJeans trendy Y2K but also becomes the best advertisement for the iPhone 14 Pro.

With the advent of the digital age, Apple has made full use of social media and digital platforms for advertising marketing. They use social media to post new product previews, user reviews, and product tutorials to establish a direct connection with consumers. At the same time, Apple also uses big data and artificial intelligence technology to achieve accurate advertising delivery and improve the conversion rate and effect of advertising.

The example of Apple’s advertising strategy shows how companies adapt to changing market conditions through innovation in the era of globalization. Apple’s successful experience provides a valuable reference for other companies. By analyzing Apple’s advertising strategy, this paper can better understand how to achieve deep integration with the local market while maintaining the global consistency of the brand and how to use good advertising strategies to help the company succeed in the global market.

### 3. Analysis on the Problem

#### 3.1. The Balance between Data Privacy and Advertising Placement

Apple has always upheld strict principles in protecting user privacy, which has limited its innovation and development in digital marketing to some extent. Apple is very strict about user privacy in the iOS system, which has limited the ability of advertisers to collect user data through Apple devices to target ads. In contrast, some competitors may have achieved greater Advertising accuracy through more flexible data collection and use policies. While Apple’s approach has won users’ approval for privacy protection, it has also made its advertising strategy slightly less precise.

In 2021, Apple implemented privacy-centric changes, particularly through the update to iOS 14.5, which had a significant impact on the mobile marketing industry. According to a survey by Tenjin and Growth FullStack, 55% of respondents believe that mobile marketing will be more difficult in 2021 than the previous year. Some 39 percent of respondents said they lost revenue due to Apple’s changes to their Advertising Identifiers (IDFA), with 75 percent feeling it put the future of their business at risk. Fifty-nine percent of respondents have increased their spending on Android and decreased their spending on iOS, while only 27 percent have shifted their budgets in the opposite direction [5]. When it comes to targeted advertising, Apple may not be able to make as much use of user data as other companies to personalize ads. While this helps protect user privacy, it can also lead to ads that are less effective than intended.

Apple’s own advertising platform, Apple Search Ads, emphasizes user trust, privacy protection, transparent control, and security. The platform helps advertisers deliver effective advertising at a manageable cost by providing well-designed placement within the App Store and using a pay-per-click pricing model. Apple’s ability to strengthen user privacy protections due to the iOS 14.5 update impacted its digital advertising business, but revenue from Apple Search Ads grew 264% to \$3.5 billion in 2021[6].

#### 3.2. Advertising Innovation and Market Acceptance

In order to stand out in a highly competitive market, Apple needs to innovate in advertising content to capture consumers’ attention constantly. This requires Apple to explore new creative methods and forms of expression constantly. Apple has always paid attention to innovation. However, innovation

does not necessarily mean that the market will accept it. In some cases, Apple's innovative ads may be too avant-garde or not in line with the public aesthetic, resulting in a cold or even offensive market response. In order to balance the relationship between advertising innovation and market acceptance, Apple needs to invest more energy and resources in advertising creativity and market research to ensure that advertising content is both innovative and in line with market needs and consumer psychology.

In 1984, Apple launched an advertisement inspired by George Orwell's novel "1984" to promote the Macintosh computer. This advertisement has caused great controversy due to its dystopian theme and strong visual impact. Although the disruptive content is impressive, there are also issues with market acceptance. In 1984, Apple launched an advertisement inspired by George Orwell's novel "1984" to promote the Macintosh computer. This advertisement has caused great controversy due to its dystopian theme and strong visual impact. Although the disruptive content is impressive, there are also issues with market acceptance. When the Apple Watch was first launched, ads emphasized its fashion and lifestyle elements, but the market's acceptance of the high-priced watch was initially modest because its function as a health and fitness device was not yet widely recognized, indicating a gap between market acceptance and product positioning. Apple's ads for Apple Music use pop artists and musicians, but some ads are too focused on artists and don't adequately show the characteristics of the service, leading to a limited understanding of Apple Music, which highlights the balance between advertising content and market education. According to the search results, Apple's Vision Pro headset was launched in 2024, and despite the advanced technology of the product, the high price and the market's uncertain sense of its application scenario led to different market acceptance, which shows the balance between technological innovation and market demand in advertising.

In addition to this, there are many factors affecting the market, such as cultural differences in different places, and innovative products may be welcomed in one cultural environment but not understood or accepted in another. Innovative technologies may be too complex, making it difficult for users to operate or maintain, affecting the user experience. Innovative products may be launched too early or too late to meet market demand and miss market opportunities. If the innovation is not aligned with the brand image, consumers may have difficulty accepting this shift in the brand. Whether it is Apple or other companies, they should pay attention to the balance between advertising innovation and market acceptance.

### 3.3. The Challenge of Cultural Differences

The global market is composed of cultures, and consumers in different countries and regions have different values, beliefs, and behaviors. Apple must take these cultural differences into account as it promotes its products around the world. If the advertising content does not resonate or misreads the cultural signal, it may lead to damage to the brand image and even cause a public relations crisis.

Language is the basic carrier of culture, and language differences in different countries and regions may lead to deviations in the transmission of advertising information. Even the same words can have different meanings in different cultures. Therefore, when designing advertisements, the localization of language must be taken into account to ensure the accurate transmission of information. Advertisement translation should not only realize language conversion but also consider the influence of language and cultural differences. With the deepening of globalization, advertising translation plays an increasingly important role in the international market [7]. Different cultures have different values and belief systems. For example, Western cultures emphasize individualism, while Eastern cultures tend to be more collectivist. Corporate advertising needs to respect and incorporate the cultural values of the target market to avoid cultural conflicts and misunderstandings.

Men and women may also differ on cognitive and emotional levels when faced with different cross-cultural marketing strategies. The purchase rate of female participants was significantly higher when they viewed advertisements of the original culture compared to those of mixed culture. In contrast, male participants did not show a significant preference for either type of advertisement [8].

Therefore, advertising innovation needs to respect and understand different cultures to ensure that advertising messages can cross cultural barriers, be effectively communicated, and be widely accepted.

## **4. Suggestions**

### **4.1. Technological Innovation and Strategic Adjustment**

#### **4.1.1. Adopting privacy protection technology**

With the rapid development of big data and artificial intelligence technology, enterprises are increasingly dependent on user data, which makes the protection of user information security an inevitable responsibility and challenge for enterprises. Therefore, companies actively adopt a range of Privacy protection technologies, such as Differential Privacy, to ensure that users' personal information is not compromised when collecting and analyzing data.

Google's Privacy Sandbox program in Chrome reduces reliance on users' personal data while maintaining the effectiveness of ads. Tobias Kellner, Google's head of industry relations in Germany, stressed the importance of finding a balance between privacy protection and advertising efficiency. He mentioned that Google is developing new technologies, such as differential privacy and privacy budgeting, to ensure that users' personal information is not compromised when collecting and analyzing data [9].

Companies actively adopt privacy protection technologies such as privacy sandboxes, which can not only enhance brand image and enhance user trust but also promote technological innovation and build a safer, healthy, and sustainable digital ecosystem.

#### **4.1.2. Adjust advertising strategy**

Companies should also constantly explore innovative advertising strategies that do not rely on personal data. For example, Apple can engage users by telling innovative stories and designing ideas behind its products, which helps build emotional connections and enhance brand image. At the same time, Apple has long been known for its emphasis on user privacy. It can make privacy protection the core of its advertising strategy as a competitive advantage over other companies.

### **4.2. Understand the Market and Consumer Demand**

To solve the problem of advertising innovation and market acceptance, a series of measures should be taken. First of all, the in-depth insight and segmentation of consumer demand clearly distinguish the difference between the demand of necessities and optional products in order to accurately grasp the market development trend. At the same time, close attention should be paid to market dynamics, an in-depth analysis of market supply and demand relations should be conducted, and production plans should be flexible to respond to market changes. Through a comprehensive evaluation of its own competitive position in the market, the formulation of differentiated competitive strategies highlights the unique selling points and advantages of products.

In terms of advertising strategy, companies should be brave to innovate and use big data and artificial intelligence technology to identify target consumer groups and achieve personalized marketing. Creative advertising planning combined with social media, content marketing, and other diversified communication channels enhances brand exposure and consumer engagement. In addition, this paper should make full use of data-driven delivery strategies to optimize the allocation of advertising resources and improve advertising conversion rates.

Apple's "Think Different" advertising campaign is one of the most successful examples in the company's history. It has helped Apple rebrand its image as an innovator and iconoclast, which aligns with what consumers expect from the brand's personality and values. The advertisement is simple and powerful, using black and white photos and simple typography to strengthen the impact of the advertisement.

### 4.3. Cross-Cultural Advertising Communication

Before entering a new market, in-depth research on the culture of the target market and understanding the local values, behavior habits, and consumer psychology will help design advertising content that is more in line with the local culture. Respect and incorporate the cultural values of the target market in advertising, such as showing important elements of local culture and establishing cultural connections and emotional resonance with consumers.

Assembling a diverse team, including members from different cultural backgrounds, can provide multiple perspectives and reduce the risk of cultural misunderstanding. Gender differentiation strategy is also necessary, taking into account the cognitive differences of different genders design gender-specific advertising strategies to attract target consumers better. For example, female consumers can be targeted to show more cultural resonance and emotional connection in advertising. For male consumers, the function of the product can be emphasized.

Flexible adjustment of advertising strategy, according to the response of different markets, timely adjustment of content, or change of advertising forms to adapt to local culture. Using social media platforms to interact with consumers not only collects consumer feedback on advertising but also understands their cultural preferences and needs.

For example, McDonald's advertising is different in different cultures. McDonald's advertising in China attempts to build a local image by expressing Chinese culture while retaining its American identity in the United States. At the same time, McDonald's advertising has gradually developed into a trend of cultural integration. This phenomenon of cultural integration reflects the trend of globalization and reminds other multinational companies of the need to understand multiculturalism more in the context of globalization [10].

## 5. Conclusion

This article explores Apple's innovative advertising strategy in the era of globalization, reveals the key factors of its success, and provides implications for other businesses. Three aspects of how companies balance data privacy and advertising, innovation in advertising content, and the challenges posed by cultural differences are analyzed. The paper also highlights the importance of market understanding and the need for cross-cultural communication when developing an effective global advertising campaign.

This study provides a reference for companies to innovate their advertising strategies. It provides corresponding guidance for dealing with the complex global market. Firstly, attention should be paid to the innovation of advertising content to enhance its appeal, and secondly, the relationship between user privacy and advertising should be balanced. This paper also emphasizes the integration of cultural differences into advertising to cultivate brand affinity. By examining Apple's strategy, this article addresses the broader question of how the company can maintain a competitive edge in a rapidly evolving global landscape.

The study has some limitations, starting with its reliance on secondary data, which may not fully reflect the effectiveness of advertising strategies and consumer responses, the lack of data, such as consumer surveys or interviews, limits understanding of the direct impact of advertising on consumer behavior. Future research should focus on integrating key data sources to understand better the effectiveness of advertising strategies across cultures and consumer acceptance of these strategies. In addition, you can gain insight into the long-term impact of advertising on brands and markets.

In conclusion, this article analyzes the various approaches to Apple's advertising strategy and highlights the significance of these strategies in business communication. It also identifies areas that need further exploration, setting the stage for deeper and richer research in the global advertising space.

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