



Creative Strategy for Apple's Apple Pencil

Project by Maggie Sperry

Project Summary

In this brief I will be discussing

- Various methods of advertising through different mediums
- The target audience is teachers and medical professionals
- The product is the Apple Pencil
- The following include OOH ads, print ads, digital ads, broadcast ads, and Event ads
- I will focus on the fact that the Apple pencil won't let users down and allow them to focus on what really matters

Simple

Creative Concept



Minimalistic with
creative, organic
accents

Message Strategies

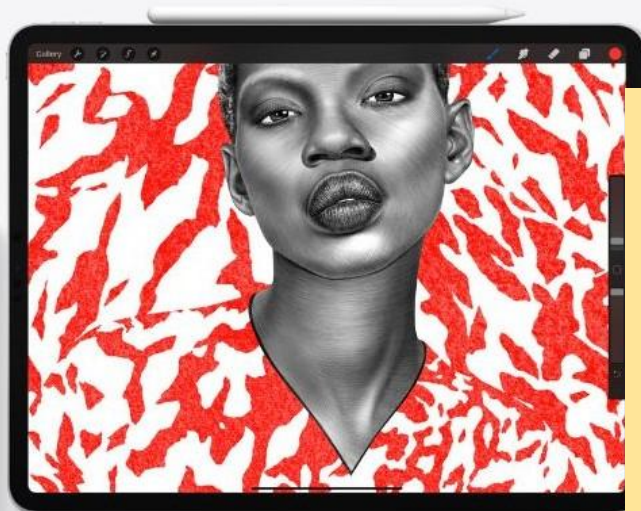
- Feature broken pencils
- Creative art
- Teachers and students
- Examples of work being done with the Apple Pencil
- Focus ads messages through digital and OOH
- Teachers and medical workers will see these more frequently



A pencil that won't break on you.

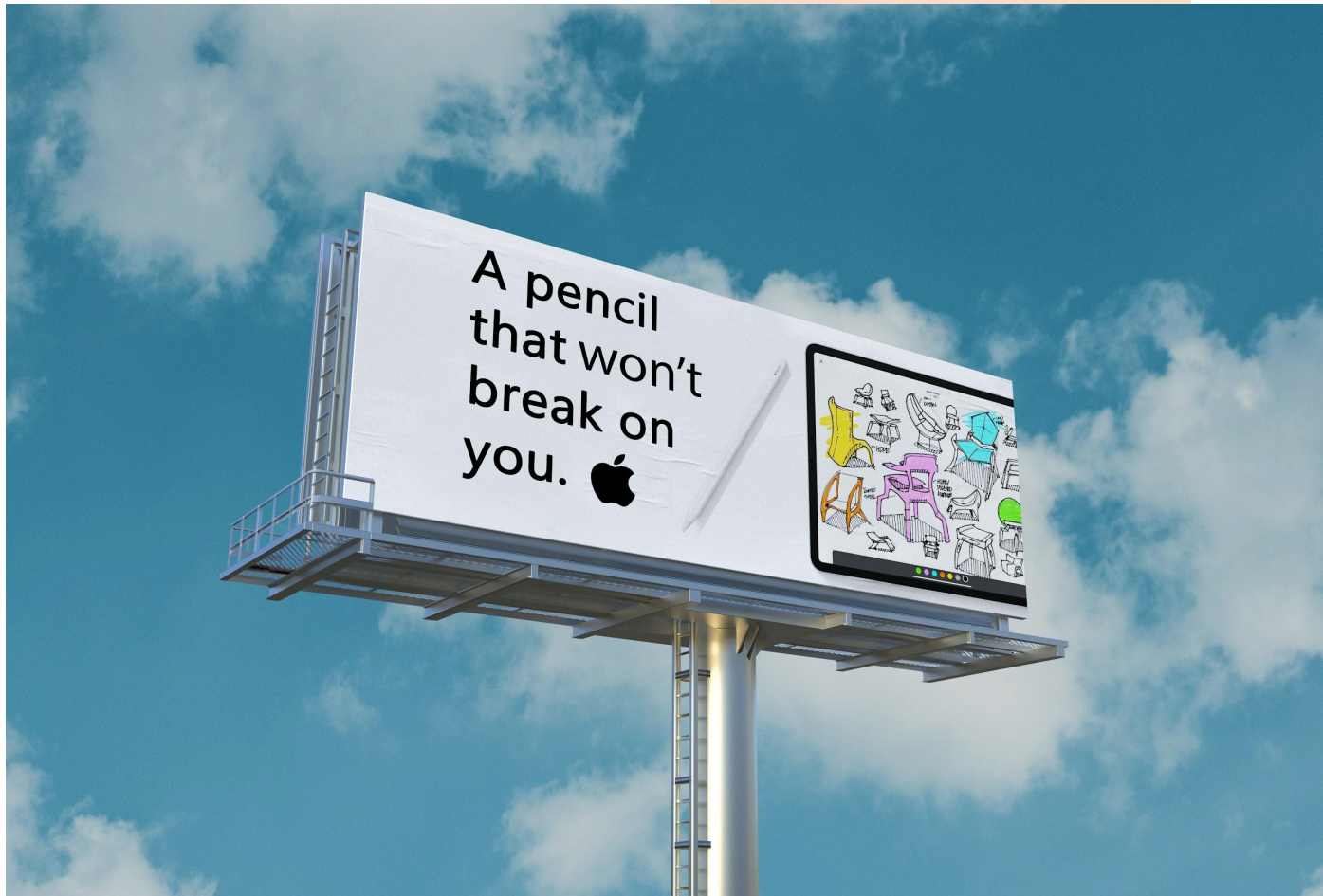
Make your day a little easier

Slogan: Focus on what matters



OOH

Billboard and Street Ads



Billboard Ad

A pencil that won't break on you.

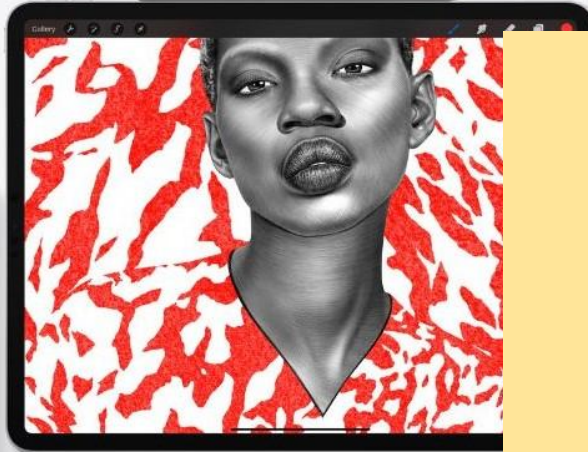
Simple billboard as, with
just a header so there
isn't too much text



Street Sign

**A pencil that won't break
on you.**

Has more detail because
people can stop to read it



Print Magazine and Newspaper Ads



Magazine Ad

A pencil that won't break on you.

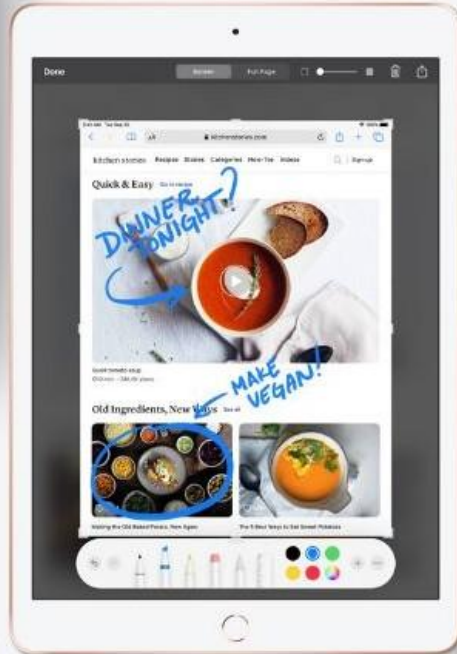
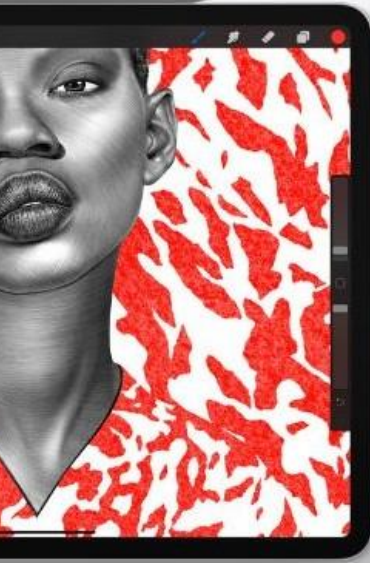
Has detailed description of the pencil for more reading

Newspaper Ad


A pencil that won't
break on you.

Large scale newspaper
ad







Digital Banner, Social Media ads




**Apple**
Sponsored

Focus on what matters


A pencil that won't break on you. 





Apple Pencil
Shop Now
apple.com/applepencil

 800

562 Comments 21 Shares

 Like

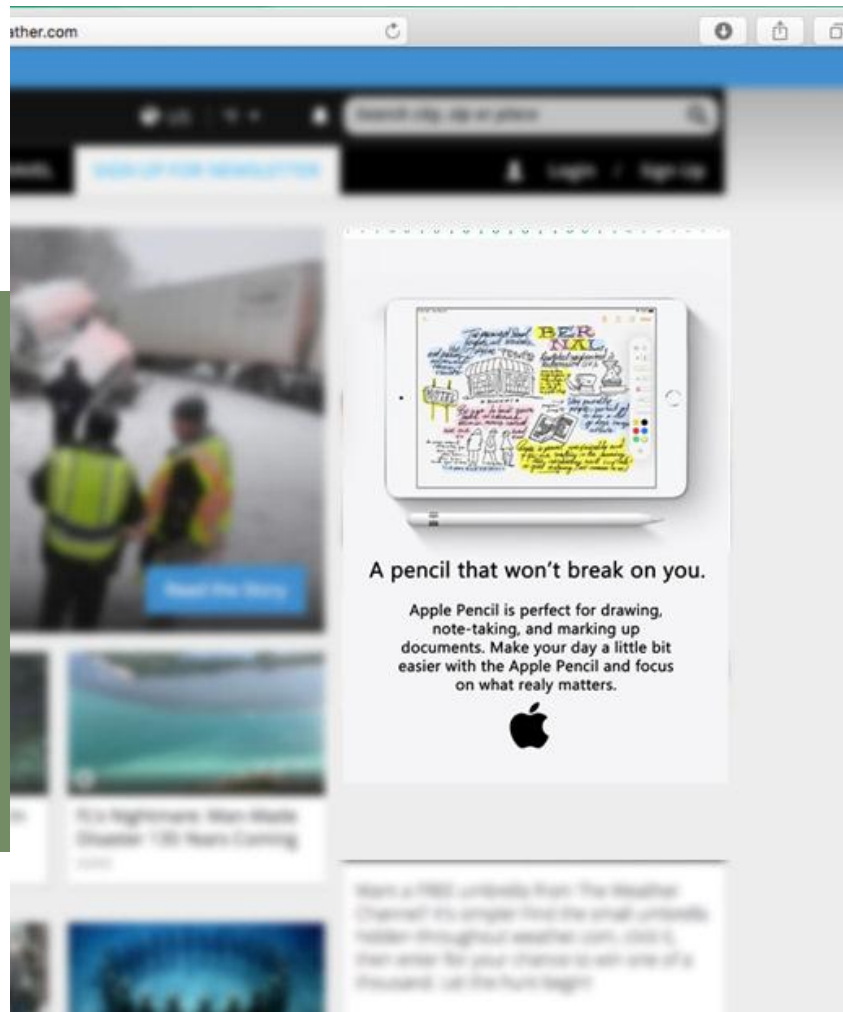
 Comment

 Share

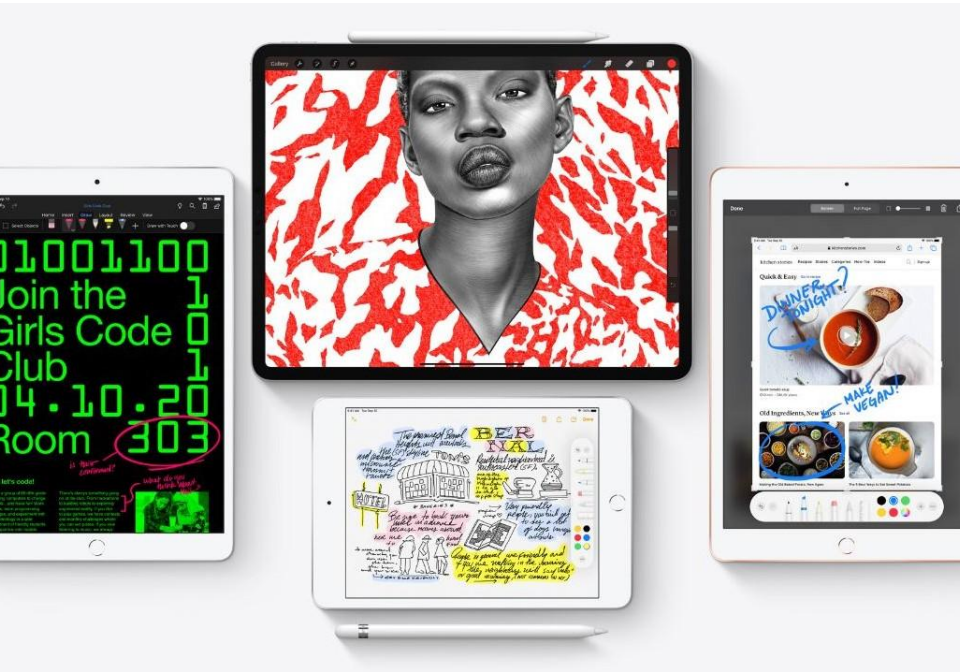
Facebook Ad

Shop Now

Links to the apple pencil page on the website.



Banner Ad



Broadcast Radio and TV Ads

Radio

Project	Apple Pencil
Client	Apple
Date	1/26/2020
Medium	Radio
Length	30 seconds

Script:

Sound of electric pencil sharpener

Sound of pencil breaking

WOMAN 1: Oh come on! *sigh*

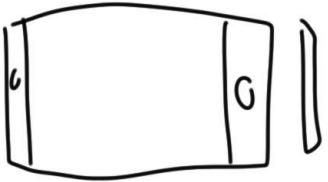





WOMAN 2: Get a pencil that won't break on you. Apple Pencil allows you to take notes, mark documents, and sketch down ideas with just a click or.. tap of a button. The 2nd generation Apple Pencil allows you to switch tools with just a simple double tap. The Apple Pencil pairs with any Apple device and Android, IOS, and windows devices and its wireless.

KIDS VOICES: *Screaming in background*

WOMAN 2: Make your work day a little easier with the Apple Pencil, and focus on what matters

WOMAN 1: Kids turn to page 7 in your textbooks

TV Commercial

Scene: 1	Scene: 2	Scene: 3
		
Ipad with apple pen 5 sec	busy classroom of kids yelling and moving around 5 sec	shot of teacher working at desk, busy noise of kids continues. Paper airplane flies through shot 3 sec
Scene: 4	Scene: 5	Scene: 6
		
close up of teacher using apple pen to grade tests. teacher "okay class settle down" class is quiet 7 sec	Teacher at front of classroom smiling, teaching class voiceover "Apple pencil is the only pencil that wont break on you, so you can focus on what matters most" 7 sec	Apple logo 3 sec

Event Retail and Placement Ads

Storefront Display





Placement Ads

Giant Apple Pencils

Large scale Apple Pencil's will be placed next to street art.



Thank You