

Apple Watch Ultra 2 MAPs

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Campaign Objectives

01

Awareness

Increase brand or product recognition among the target audience through various marketing channels and tactics.

02

Engagement

Foster interaction, participation, and connection between the target audience and the brand.

03

Conversion

Drive targeted traffic to take a desired action, such as making a purchase, signing up for a newsletter, or filling out a form.

Buyer Personas & Customer Journey



Meet...

Coach Carson



Diver Danny



CEO Chris



Olympian Olivia



Coach Carson

Demographics:

- Age: 35
- Gender: Female
- Marital Status: Divorced
- Location: San Diego

Annual Income:

- \$80,000

Digital Channels:

- Facebook, Twitter, LinkedIn, YouTube, Instagram

Professional Behavior:

- Interactive with co-workers in and out of the workplace
- Works long hours around clients schedules

Professional Goals:

- Dedicated to making her client's feel mentally and physically fit
- Have happy, healthy clients

Occupation:

- Yoga Instructor/Fitness Coach

Devices:

- iPhone, Macbook, iPad, Apple Watch Series 5

Education:

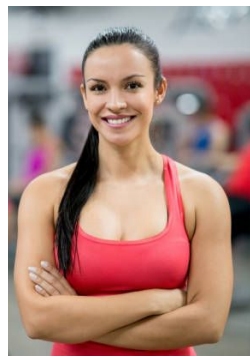
- Bachelor's Degree in Kinesiology

Personal Behavior:

- Works on holistic health after recent divorce
- Watches health influencers on YouTube for self improvement

Personal Goals:

- Looking for a relationship
- Healthier lifestyle
- Eating better/losing weight



Objectives & Roadblocks:

- Price point
- Superseeds her day to day needs (does more than needed)

Key Strategies:

- Cost effective
- Target ads around specific features of the watch to show how she can utilize the features in her day to day

Customer Journey



| | Awareness | Interest | Consideration | Conversion | Loyalty |
|---|--|--|---|--|---|
| What is the customer thinking or feeling ? | Seeks a tool to help and encourage herself to better her health, fitness, and lifestyle. | She understands her need for a product that will help her personal and professional goals. | Trying to pick between upgrading her Apple Watch or switch brands completely. | She wants to purchase the new Apple Watch Ultra 2. | Loves the features of the new watch. It's benefited her personal and professional goals. |
| What type of action is the customer going to make? | She will start researching products on google and watching reviews on YouTube. | Locate product on website to learn more, compare to other Apple options, as well as competitors. | Compare newer Apple Watches to her current one, and to competitor to narrow down options. | She will add the product to her cart. | Provide positive word of mouth, post about the watch, and become a loyal Apple customer. |
| What is the customers digital touchpoint with the business? | Browsing on Google and, ads on social. | Website, Twitter, Facebook, YouTube, Instagram reading reviews in gym magazines. | Website, Twitter, Instagram YouTube (especially reviews), emails. | apple.com/ultra-2 | Facebook, Twitter, Instagram, LinkedIn, YouTube, emails. |
| What are the customers biggest pain points at this time? | Price point and leisure time. | Finding something that satisfies her needs better than her current product. | Picking the right replacement product that satisfies her needs at an appropriate price. | Spending a lot of money to replace her current Apple Watch could cause buyers remorse if it doesn't meet expectations. | She hopes Apple will continue to put out software updates, new colors, and more to advance the watch. |
| Why do we feel this will alter the customer journey ? | Once she becomes aware of the new watch she will gain interest in the product. | Once she learns about the features of the new Apple Watch she'll consider it an option. | Picking between fewer options makes her closer to converting. | How satisfied she is will, or will not, lead to advocacy, word of mouth, and/or loyalty. | Her advocacy could lead to potential new customers or purchases of other Apple products. |

Pain Points And Alleviations



| | Pain Point | Alleviation |
|---------------|--|---|
| Awareness | Carson is looking for a tool that will encourage and help her in her journey to better her health, fitness, and lifestyle, that's also within her price range. | She will see social media campaigns for the Ultra 2 Watch that show it's unique and cutting-edge functions. Carson will realize there are more advanced watches on the market than the one she currently owns. |
| Interest | She realizes her need for a more advanced product that will help her personal and professional goals. | After becoming aware of higher intensity watches, Carson will begin searching for a watch as the solution to her needs. We will use display advertisements to show that everyday people can too benefit from the technology and training capabilities of the Ultra 2 Watch. This can help turn Carson in favor of the Apple product over competitors. |
| Consideration | Carson is considering upgrading her current Apple Watch to something more advanced, or switching over to a new brand completely. | Using social and email we can drive engagement to our website so Carson can learn in more depth about the product. We can also compare features to competing brands to justify the price point. Understanding the benefits of this watch will increase the likelihood that Carson considers converting. |
| Conversion | By adding to cart, Carson has chosen to go with the Apple product instead of competitor products. | Again, driving engagement to the website will increase the chances of conversion, and we can use email retargeting to remind Carson of the product she had added to her cart. This will result in Carson converting. |
| Loyalty | She has found that the new, advanced watch has exceeded her expectations. She will likely engage in positive advocacy for the product and the overall Apple brand. | Post purchase we will send Carson emails making sure she is enjoying her product, as well as keeping her informed on any new additions to the specific watch she bought. These emails we will also advertise Apple Care as a free customer service solution if she ever does run into a problem. This will encourage Carson to stay loyal and advocate for the Apple brand because of our constant support for her. |

Diver Danny

Demographics:

- Age: 28
- Gender: Male
- Marital Status: Single
- Location: San Diego

Annual Income:

- \$55,000

Digital Channels:

- Twitter, TikTok, Instagram, YouTube, Tinder, Reddit

Professional Behavior:

- Adrenaline Junkie
- A natural leader and decision maker
- Works well under pressure

Professional Goals:

- Maximize buoyancy skills
- Build strength
- Create trim awareness

Occupation:

- Deep Sea Diver

Devices:

- iPhone, iPad, Garmin Descent MK1

Education:

- Scuba Diver Certification

Personal Behavior:

- Surfs on his time off
- Very outgoing and adventurous
- Advocate for a clean ocean (sustainability)

Personal Goals:

- Improve current lifestyle
- Travel more
- Continue advocating at local beach clean ups and sustainability practices



Objectives & Roadblocks:

- Must align with his ethical values
- Finding a watch that submerges farther than 50 meters.

Key Strategies:

- Focus messaging on convenience
- Hyper targeting emails

Customer Journey



| | Awareness | Interest | Consideration | Conversion | Loyalty |
|---|--|---|---|---|--|
| What is the customer thinking or feeling ? | Seeks a product that aligns with his diving lifestyle. | Understands his need for a product that will align with his ethical values as well as a watch that is water compatible. | Deciding whether this new product will bring him enough value compared to current his Garmin Descent MK1 watch. | After reviewing and researching the product, he has decided that this is the best product for him. | He enjoys the new innovative watch compared to his old sports watch for all his water activities. |
| What type of action is the customer going to make? | Starts researching products that are good for the environment and ocean. | He will locate the Apple Watch Ultra 2 on the website to learn more, as well as search for competitors. | Discussing with members from his aquatic community about product suggestions and comparing his current watch with the new watch. | He can head directly to a store to purchase the watch or purchase online for delivery. | The customer will rave about the new watch to all of his aquatic community and become a recurring Apple user. |
| What is the customers digital touchpoint with the business? | Browsing on Twitter, TikTok, Instagram, YouTube. | Apple website, YouTube, Twitter. | Youtube Influencer/Tech Reviews, Twitter, Tiktok SEO, Tech Journals, Blogs. | Apple, BestBuy, Target, , Walmart, Various Cell Phone Carriers, Amazon. | Instagram, Tiktok, Emails, Facebook, Reddit. |
| What are the customers biggest pain points at this time? | Not needed a new watch since he has the Garmin Descent MK1 for his water activities. | Finding a watch that submerges farther than 50 meters with a sleek design. | Debating whether he should spend the money to purchase a new expensive sport watch when he already has one. | After spending a large amount of money on this product, they may experience buyers remorse till the product arrives | The fear that the product will become obsolete after a year. |
| Why do we feel this will alter the customer journey ? | Once becoming aware that there are better Apple watches that suits his needs, he will gain interest. | After he learns that the new watch submerges 100 meters, he may consider it as an option. | After reviewing how credible and respectable critics review the product, that will continue him along the customer journey to conversion. | The customer feels satisfied with all the features projected online and from others to then advocate for it. | Will follow and engage with the brand in hopes for new products coming on the market and will lead to involvement with other products. |

Pain Points And Alleviations



| | Pain Point | Alleviation |
|---------------|---|--|
| Awareness | Doesn't need a new sports watch. Already content with the one he has. | During this stage we will be featuring all of the various uses and lifestyles that the Apple Watch Ultra can be used for by display ads. |
| Interest | Danny recognizes that due to his active lifestyle of surfing and diving, he can not simply purchase any watch. He needs to have a watch that is suited for going to water depths of plus 50 meters. | After determining at Danny has searched keywords matching "best smartwatch for diving" we will continue to push him advertisements bring attention to how this watch is rated for 100 meters. |
| Consideration | Doesn't know if spending the money on a new watch is essential when he already has one. Price point. | As we continue to guide Danny along the customer journey, we can use this time to drive attention to our website to prove all the features and uses that this new watch will bring. |
| Conversion | After spending a large amount of money on this product, they may experience buyers remorse till the product arrives. | Through various social ads, we are able to remind customers that the watch is supported with Amazon Overnight Delivery, which has the quickest product delivery times or it is available for in purchase at a large amount of stores in San Diego. |
| Loyalty | Fear that the product will go off market or no longer will be sold after going through all his research work. | Push out an engagement retention campaign to help Diver Danny feel motivated and supported to engage with the Apple community and stay up to date with Apple digital. |

CEO Chris

Demographics:

- Age: 45
- Gender: Male
- Marital Status: Married
- Location: Los Angeles

Annual Income:

- \$350,000

Digital Channels:

- LinkedIn, Twitter, Facebook, YouTube, Online News, Trade Journals, Email

Professional Behavior:

- Adapts proactively
- Engaging for impact
- Risk taker
- Always on the go or busy

Professional Goals:

- Maximize the company's profits
- Making his customer satisfied
- Creating a reliable team

Occupation:

- CEO

Devices:

- iPhone, Macbook, Airpod Max, iPad Pro, Homepod

Education:

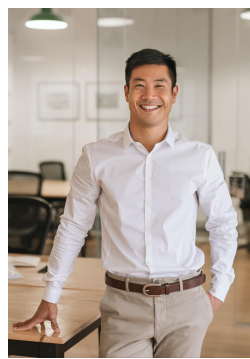
- Masters in Business Administration

Personal Behavior:

- In with the trends
- Easily influenced
- Favorite activity is smoking a cigar with his high school buddies

Personal Goals:

- Prioritize family time
- Be financially free
- Multiple streams of passive income



Objectives & Roadblocks:

- Price point
- Superseeds her day to day needs (does more than needed)
- Currently adores his Rolex

Key Strategies:

- Cost effective
- Target ads around specific features of the watch to show how she can utilize the features in his day to day

Customer Journey



| | Awareness | Interest | Consideration | Conversion | Loyalty |
|---|---|---|--|--|---|
| What is the customer thinking or feeling ? | Unsure if he will wants to wear an Apple Watch. | Begins to seek out how this smartwatch will boost productivity. | Continues to compare this watch to other smartwatches to determine what will best fit his needs. | He has decided that the Apple Watch Ultra will bring enough value and benefit into his lie. | He has become an active user of various features that the watch provides since he is an Apple User for his busy lifestyle. |
| What type of action is the customer going to make? | As he is on LinkedIn, he will read comments on LinkedIn Apple Watch Ads. | Searches out for Tech Journal reviews of the watch. | Asking industry professionals how smartwatches benefit their work life. | He asks his personal assistant to go pick up the watch. | He begins to rave to his team about all the features and tracking that the watch provides. |
| What is the customers digital touchpoint with the business? | LinkedIn, Twitter, Business Magazines, Tech Journals. | LinkedIn, Twitter, Business Magazines, Tech Journals. SEO/SEM. | Youtube Tech Reviews, Twitter, SEO/SEM, Tech Journals, Blogs. | Apple, BestBuy, Target, , Walmart, Various Cell Phone Carriers, Amazon.com. | LinkedIn, Twitter, Instagram, Facebook |
| What are the customers biggest pain points at this time? | Unaware of the features of the watch. Thinks the apple watch is just a watch for the average person. | There are a variety of premium smart watches that are available for customers. | Enjoys the look and prestige that his Rolex brings to his life. | Since money is not an issue of consideration for Chris, ease of purchase will be the most important thing. | Still unsure that he will wear the Watch Ultra full time, or will switch to the Rolex outside of work hours. |
| Why do we feel this will alter the customer journey ? | Since he is a CEO and has the disposable income, he can support a decision like this without much buyers remorse. | We are able to remind Chris about the sleekness and prestige that the Apple Watch Ultra brings. | Chris is already apart of the Apple Ecosystem, we are able to convey how integrated this product is to his other products. | After being intrigued by the features of the Apple Watch, he will become a strong advocate of it. | Chris will realize that he has become very fond of the integration of the watch and refuses to wear his Rolex as his daily watch. |

Pain Points And Alleviations



| | Pain Point | Alleviation |
|---------------|--|--|
| Awareness | Doesn't currently own an Apple Watch. Unaware of the features of the watch and how it could assist career. | Place a promotional emphasis on the features of the watch and how they are compatible for any lifestyle alongside Apple products (that Chris already owns). This can be done through display ads since Chris is already active on various platforms such as LinkedIn or Twitter. |
| Interest | Beginning to find value in a smartwatch and begin to prowl the market for one. | Although there are various other smartwatches on the market, after searching up "best smartwatch for business," we continue to pump ads to Chris reiterating the visual and social appeal that comes with the Apple Watch Ultra. |
| Consideration | Chris can agree that the Apple Watch Ultra has an appeal and great qualities but he cannot part ways with his more expensive Rolex. Status is something that is very important to Chris. | We want to focus attention on how the Apple Watch Ultra is more than something that fits a status quo but rather a complement to all other Apple devices. In order to do so, we are able to push traffic toward the main site which displays very interactive product exhibits showcasing all of the benefits and how they work together. |
| Conversion | CEO Chris is extremely busy running his company and prioritizing family time with every spare second he has. He does not have a lot of time to go in and purchase a watch himself. | Ease of access. The watch can be simply ordered online or picked up at various locations such as Target, Walmart or Best Buy by his assistant. He could have the watch "tomorrow." |
| Loyalty | Internal debate of when to put the Rolex back on. Questioning whether the Ultra is just for the office. | Retention ads that showcase the overall use of the watch and how it is adaptable both in the work, active and personal spaces. These ads will focus on integration of the Apple products that Chris already owns and frequently uses to make him feel content with his choice to choose yet another Apple product, something he is familiar with and will hopefully regularly choose over his Rolex. |

Olympian Olivia

Demographics:

- Age: 22
- Gender: Female
- Marital Status: Single
- Location: Bakersfield

Annual Income:

- \$20,000

Digital Channels:

- Twitter, Instagram, Tiktok, YouTube

Professional Behavior:

- Trains everyday with her olympic medalist father

Professional Goals:

- Wants to build her own legacy
- Wants to become an olympic champion
- Wants to make her dad proud

Occupation:

- Professional Track Athlete

Devices:

- iPhone, AirPods

Education:

- Bachelor's Degree in Sports Management

Personal Behavior:

- Very independent and spends less time with friends
- Straight A student
- Likes to cook with her mom when she's free

Personal Goals:

- Maintain healthy lifestyle
- Spend more time with family



Objectives & Roadblocks:

- Not focused on anything other than her performance
- Her family owns Samsung products

Key Strategies:

- Show how the watches features can monitor her performance
- Showcase how Samsung's Smart Watch is inferior to the Apple Watch Ultra 2

Customer Journey



| | Awareness | Interest | Consideration | Conversion | Loyalty |
|---|---|--|---|---|---|
| What is the customer thinking or feeling ? | Trying to find a tool or technology that can help support and track her training. | Understands their need for an all in one portable technology to help with training. | Trying to decide between Apple and other competitors (such as FitBit and Samsung Smart Watches). | They want to choose the Apple Watch Ultra 2 as the product to help her with her training. | Enjoys and utilizes all the features of the Apple Watch Ultra 2 to enhance and support her training. |
| What type of action is the customer going to make? | Research on search engines for the best technology/ smart watch for her training. | Finds the Apple website and starts to research the different watches as well as other smart watch company websites. | Compares the features and benefits of the Apple Watch Ultra 2 to other competing company smart watches. | Clicks on the "buy" button on Apple website to add to cart her customizable Apple Watch Ultra 2. | Continues to use Apple products. Tells her friends, and family how training effective the Apple Watch Ultra 2 is. |
| What is the customers digital touchpoint with the business? | Twitter, Instagram, YouTube, Sports Articles, Training websites specific to sport. | Email, Google Search, Apple website. | Look at the features on the Apple website, articles on the Apple Watch Ultra 2, Google. | Apple website, Best Buy website, Target website, , Walmart website, Various Cell Phone Carriers websites, Amazon. | Twitter, Instagram, Tiktok, YouTube. |
| What are the customers biggest pain points at this time? | Not aware of the new features of the Apple Watch. Does not know of the new benefits thie Ultra 2 has towards monitoring her training. | Finding a watch that has features that help monitor her performance and training. | Not knowing whether to go with the Apple Watch while her family are Samsung product users. | Concern that if she buys the Apple Watch Ultra 2 this may not mesh well with her Samsung product user family. | Afraid the there will be a better smartwatch from a different brand that will be released that has more and better features than the Ultra 2. |
| Why do we feel this will alter the customer journey ? | She will want to learn more about the features of the Ultra 2 and be able to use it as a tool for her training. Will help motivate her in her training. | She will see other Olympic level athletes using the product and how it benefits them, and will be eager to try that too. | She might choose to listen to the advice of her family and by a Samsung product instead. | The customer will ultimately be satisfied with the product and it will meet their needs. | The satisfied customer will begin to spread positive word of mouth about the product to fellow athletes drawing in more customers. |

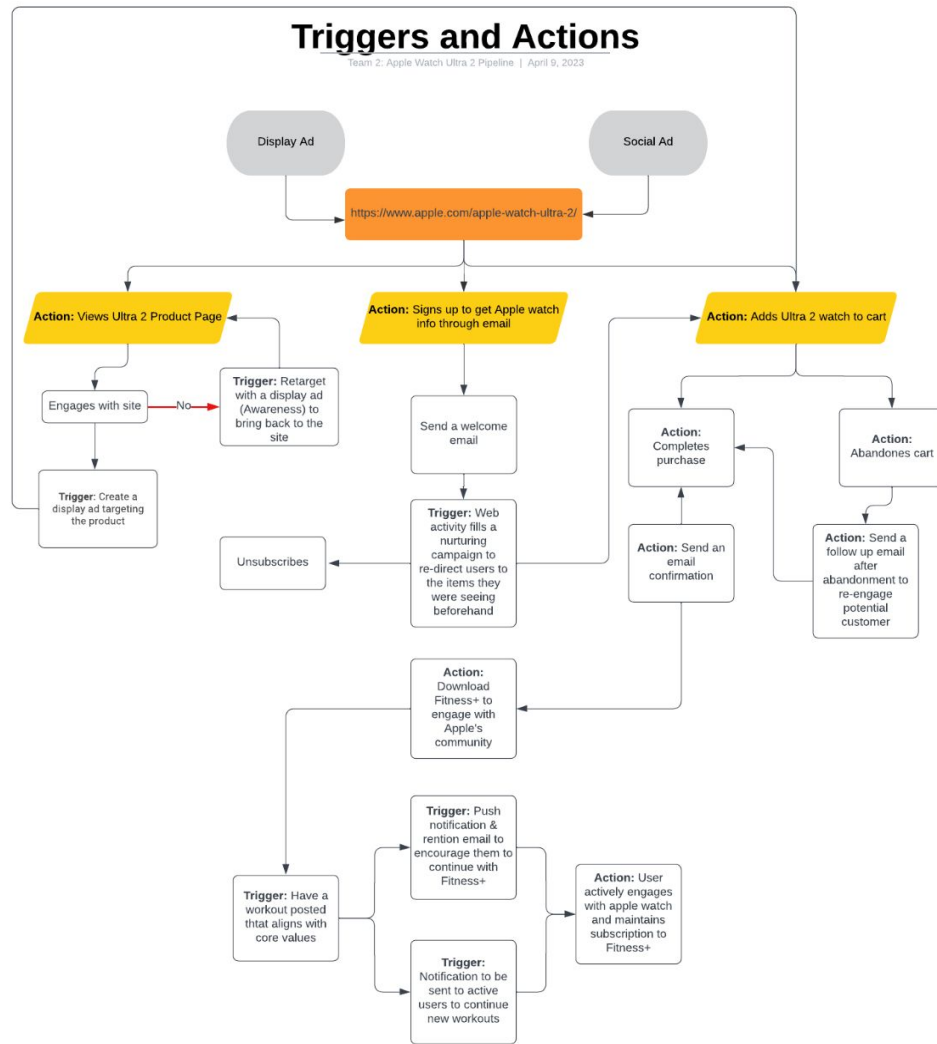
Pain Points And Alleviations



| | Pain Point | Alleviation |
|---------------|--|---|
| Awareness | Isn't aware of what features the Apple Watch Ultra 2 has to offer and how it can help monitor her training and performance. | When Olivia searches best smartwatch for athletes, ads about the Apple watch Ultra and all its benefits will appear. |
| Interest | Needs a technological tool that she can use for her training. She needs a technology that has features that can track and monitor her progress and performance. | Place a promotional ad for the product that explains the features of the watch specifically from another athlete or Olympian, so she can see the benefits of the watch in use. |
| Consideration | Not sure as whether to stick to an Apple Watch product, since she is already a Apple Product user, or to consider competing smartwatch brands such as Samsung. Her family uses Samsung products. | When she compares the watch to other competing smart watches on the market, we can direct Olivia towards the website, where she will find reviews of Apple customers who already own the watch and can attest to its success. |
| Conversion | Since her family uses Samsung products, and Olivia buys an Apple Watch, this may cause some backlash or resistance from her family. | She will be able to share with her family the highlights and benefits of her watch that help enhance her training. Her family will be able to support her decision to purchase the Apple Watch Ultra 2 and see the ways in which it will help get Olivia closer to her goals. |
| Loyalty | Has grown up in a family with loyal Samsung users, but has all Apple products. She ultimately wants the product that will satisfy her training needs the best but is loyal to Apple and doesn't want to switch brands. | Olivia is ultimately satisfied with the product because it meets her needs and she is familiar with Apple, and thus she will begin to spread positive word of mouth about the product to other athletes. The SMS/ Text messages from Apple that get sent to her Ultra 2 help reassure her purchase decision |

Triggers and Actions

Team 2: Apple Watch Ultra 2 Pipeline | April 9, 2023



Awareness Campaigns



Instagram Story Ad For Coach Carson




Apple WATCH
ULTRA


Vital New Fitness Features.

Apple Watch Ultra is an incredible tool for endurance athletes or those who aspire to push beyond their limits. For the first time ever in an Apple Watch, the precision dual-frequency GPS integrates both L1 and the latest frequency, L5, plus new positioning algorithms. Apple Watch Ultra delivers the most accurate GPS of any Apple Watch to date, providing users the most precise distance, pace, and route data for training and competing.

PRECISION DUAL-FREQUENCY GPS. 60 HOUR BATTERY LIFE.



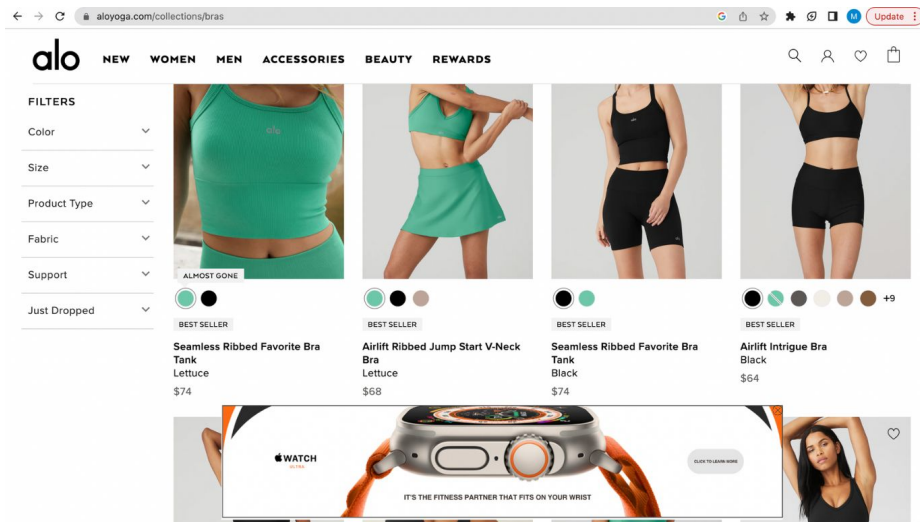
THREE SPECIALIZED BANDS. CUSTOMIZABLE ACTION BUTTON.



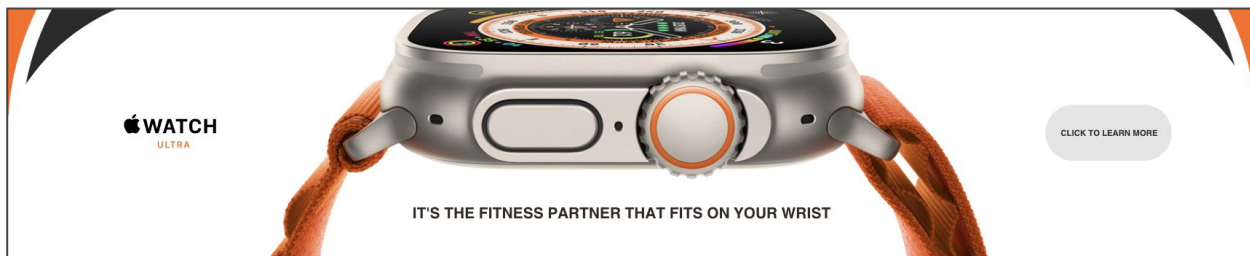
Plus get three months free of Apple Fitness + with purchase.

- This ad would pop up while Coach Carson is quickly scrolling through her Instagram story feed.
- The “Vital New Fitness Features” and bolded features will capture her attention, as she is a fitness and yoga coach.
- The customizable bands and different colors will also capture her attention.
- The goal of this is to inform them of the product and show its features generally and if she clicks the ad it will take her directly to the website.

Display Ad For Coach Carson



- This ad would pop up while Coach Carson is shopping for new yoga clothes on Aloyoga.com
- The phrase “It’s the fitness partner that fits on your wrist” will capture her attention and she will be inclined to learn more about its unique features.
- The goal of this is to show that everyday people can too benefit from the technology and training capabilities of the Ultra 2 Watch.
- This can help turn Carson in favor of the Apple product in addition to the other fitness gear and clothing she uses



Display Ad For Diver Danny

The advertisement is a vertical rectangle with a black border. It is divided into three horizontal sections. The top section has a black background with the Apple logo and the text "Embrace The Difference" in white. The middle section shows a diver underwater, wearing a black wetsuit and a yellow Apple Watch Ultra 2. The bottom section shows a cyclist in a white jersey and black shorts, wearing a yellow Apple Watch Ultra 2. A black button with the text "LEARN MORE" is located in the bottom right corner of the advertisement.

Apple

Embrace The Difference

Designed to take on extreme environments, elevations and temperatures, Apple watch Ultra 2 is an essential exploration tool that can take you everywhere.

LEARN MORE

- This ad would be shown on the side of a search engine (like google.com) or on a corresponding site such as diving blog.
- The location of the diver will grab Danny's attention to make him aware of the different uses.
- The button "LEARN MORE" will direct them to the landing page <https://www.apple.com/watch/>. The goal of this is to inform them of the product and show its features generally.

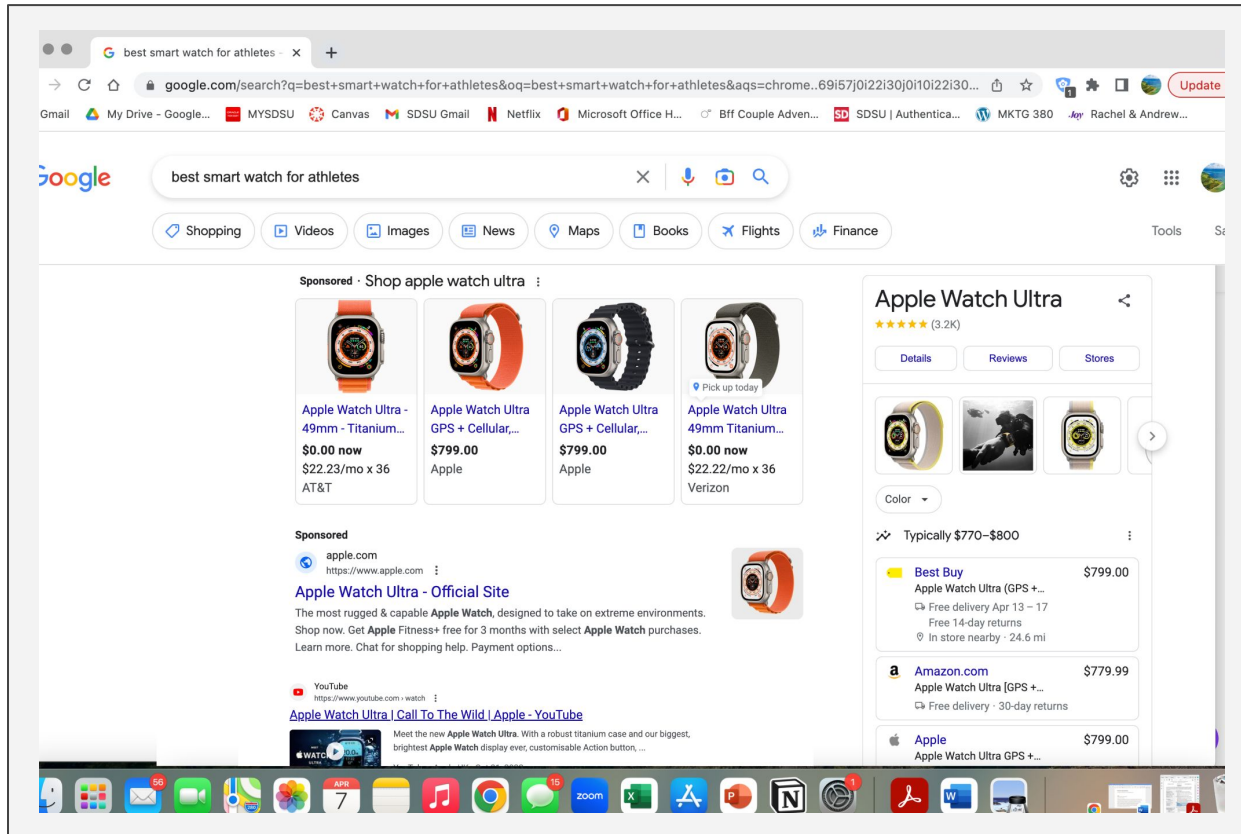
Twitter Ad For Diver Danny



- This ad would be shown when Danny is scrolling through his Twitter Web.
- The headline is directly targeting deep sea divers with the feature of 100 meters, which was a pain point for Danny previously.
- The button “Learn more” will direct them to the product page www.apple.com/apple-watch-ultra, which will provide additional information.

A screenshot of a Twitter web interface. On the left is a dark sidebar with navigation links: Home, Explore, Notifications, Messages, Bookmarks, Twitter Blue, Profile, and More. A blue 'Tweet' button is at the bottom of the sidebar. The main content area shows a tweet from Apple (@Apple) with the text 'Introducing the all-new Apple Watch Ultra 2. Our most rugged and capable Apple Watch ever.' Below the text is a large image of a diver's wrist wearing a yellow Apple Watch Ultra. Under the image, the text reads 'Explore The Depths Of The Ocean', 'Rated Up To 100 Meters', the Apple logo, and 'WATCH ULTRA'. At the bottom left of the ad is a link to 'apple.com' and a 'Learn more' button. On the right side of the interface is a search bar and a 'Relevant people' section featuring Apple (@Apple) with a 'Follow' button. Below that is a 'What's happening' section with trending topics like #SuperMarioMovie, #HearUsNiantic2, #TheOwlHouse, and Eminem. At the bottom right is a 'Messages' button.

Search Ads For Olympian Olivia



- When Olivia searches “best smart watch for athletes”, the Apple watch Ultra will automatically appear, making information easily accessible.
- Using paid search ads from apple, sponsored pages will take her to the website, and there is a youtube video that will bring her to an ad that features the product.

Display Ad For Olympian Olivia



Apple WATCH
ULTRA

Designed to last up to 12 hours when tracking runs.

2579

The advertisement features a black and white photograph of a female triathlete running up a sand dune. She is wearing a white cap, sunglasses, a backpack, and a race bib with the number 2579. An Apple Watch Ultra is visible on her left wrist. The Olympic rings logo is positioned in the bottom right corner of the image.


- This ad would be shown in a search engine, or on social media, where Olivia could clearly see someone similar to her, doing what she loves, and benefiting from the use of the watch.
- Shows some of the features of the watch, as well as has the Olympics logo to show that other Olympic athletes use the watch as well.

Twitter Carousel Ad For CEO Chris



Apple @Apple

Click the thread below to learn how the Apple Watch Ultra 2 can adapt to your busy life. ↓




twitter.com
Apple Watch Ultra 2 - Click to explore the most advanced Apple Watch ever.

2:16 PM · Dec 21, 2022 · 342.1M Views

1,163 Retweets 125 Quotes 12.9K Likes 328 Bookmarks

Apple @Apple

Click the thread below to learn how the Apple Watch Ultra 2 can adapt to your busy life. ↓




twitter.com
Apple Watch Ultra 2 - Click to explore how multi-day battery can assist you.

2:16 PM · Dec 21, 2022 · 342.1M Views

1,163 Retweets 125 Quotes 12.9K Likes 328 Bookmarks

Apple @Apple

Click the thread below to learn how the Apple Watch Ultra 2 can adapt to your busy life. ↓



twitter.com
Apple Watch Ultra 2 - Click to explore all the uses of the Ultra 2.

2:16 PM · Dec 21, 2022 · 342.1M Views

1,163 Retweets 125 Quotes 12.9K Likes 328 Bookmarks

- This carousel ad gives Chris the opportunity to be exposed to the various uses and features that the Watch Ultra 2 brings that he may otherwise not be aware of.
- Since Chris is described as always being on the go or acting proactively, the captions on the graphic were curated to better attract his driven and highly motivated attitude and lifestyle.

LinkedIn Ad for CEO Chris



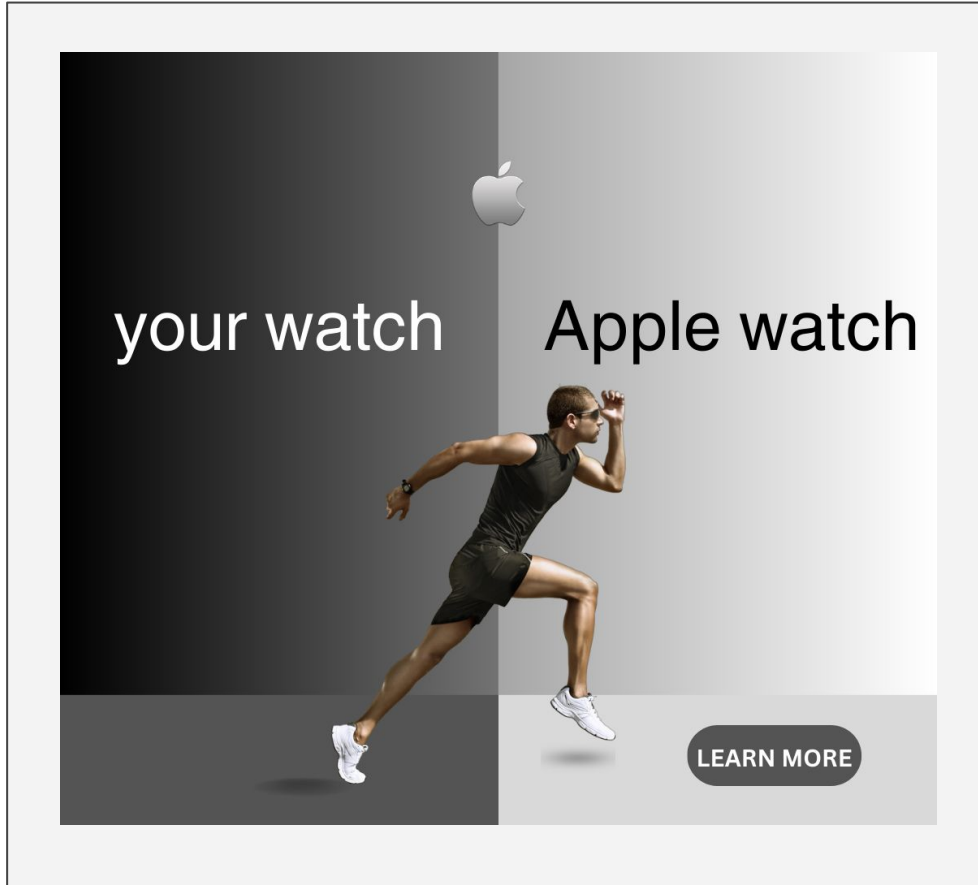
The screenshot displays a LinkedIn profile for 'CEO Chris', who is identified as a CEO at a Fortune 500 Company. The profile includes a 'Premium' badge and a 'Start a post' button. The main content area features a sponsored advertisement for the Apple Watch Ultra 2. The ad shows a person's hand holding a brown leather briefcase, with the Apple Watch Ultra 2 prominently displayed on their wrist. The text on the ad reads: 'Apple Watch Ultra 2', 'Crafted with aerospace grade titanium for the perfect balance between weight and', 'WATCH ULTRA 2', and 'MADE WITH AEROSPACE GRADE TITANIUM'. Below the image, there is a link to 'apple.com/apple-watch-ultra-2/' and a 'Learn More' button. To the right of the ad, there is a 'LinkedIn News' section with several articles, including 'Hiring, wage growth slowed in Mar...', 'Tesla cuts prices of fleet — again', 'Was that tech job just a mirage?', 'Job cuts pose thorny questions', and 'Uber, Lyft CEOs step in as drivers'. Below the news section, there is an advertisement for 'SiteGround Web Hosting' featuring a profile picture of CEO Chris and a 'Follow' button. The bottom of the page shows a 'Messaging' button and a notification icon.

- Out of the various social media platforms, Chris spends the most amount of time on LinkedIn, as this ad is specifically targeting C-Suite individuals who value quality and prestige that products carry.
- This ad is directly promoting the level of luxury that this Ultra 2 provides. Which is reinforced by the expensive sounding materials such as “aerospace grade titanium”.



Retargeting

Retargeting Display Ad For Diver Danny

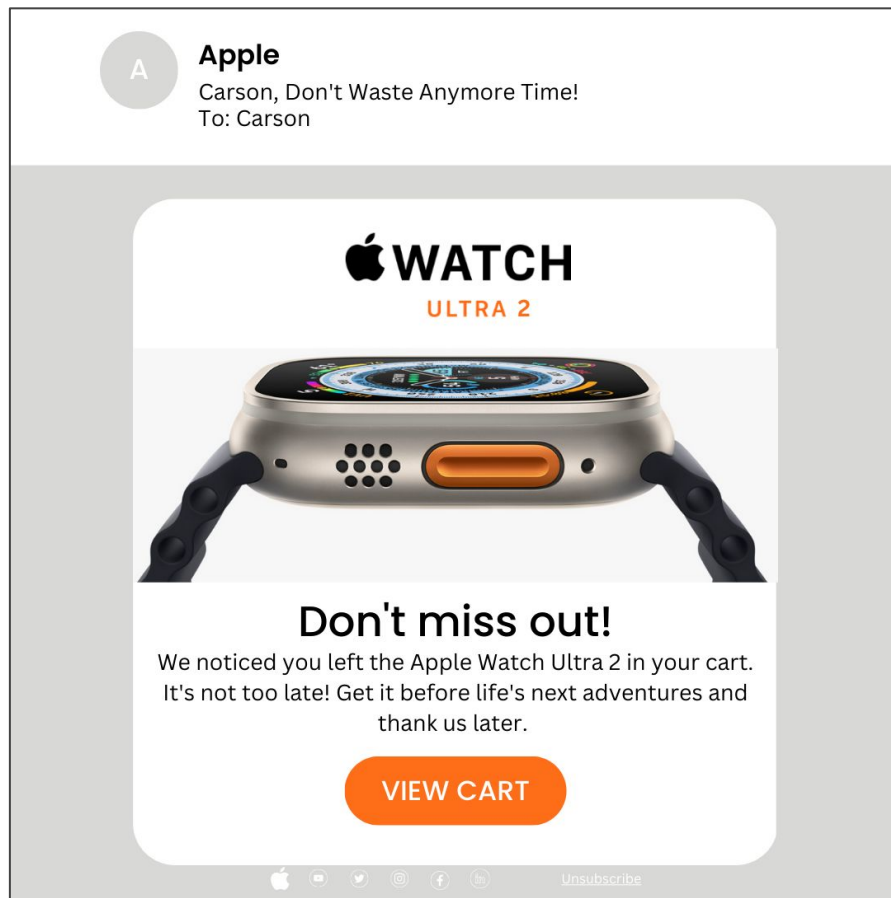


- This ad will be shown after Danny viewed the Apple watch Ultra 2, but didn't add to cart.
- This should re-engage him with the watch because he has already shown interest in it.
- At this point in the journey, Danny has considered the watch, but left before converting to buy it.
- This should get him back to the site to complete his conversion.

Retargeting Ad For Coach Carson



- This email will show up in Carson's inbox after she has added the Apple Watch Ultra 2 to her cart and left the website for a specific amount of time.
- By personalizing the subject line with her name, it will increase the chances that Carson will click to open the email.
- The body copy is encouraging Carson to use this watch as a tool in life's new adventure as a newly single women looking to improve her health and wellbeing.
- The CTA encourages Carson to click into her cart and purchase the item.



Consideration & Conversion Campaigns





Consideration Email Ad For Olympian Olivia



A Apple
Don't Miss Out On Building YOUR Legacy
To: Olivia

Inbox April 8, 2023 1:48 pm


**Apple Watch Ultra 2**





**Don't miss out on
building YOUR legacy!**


Set your goals and watch them come to life with the NEW Apple Watch Ultra 2.

[Buy Now](#)

Fitness

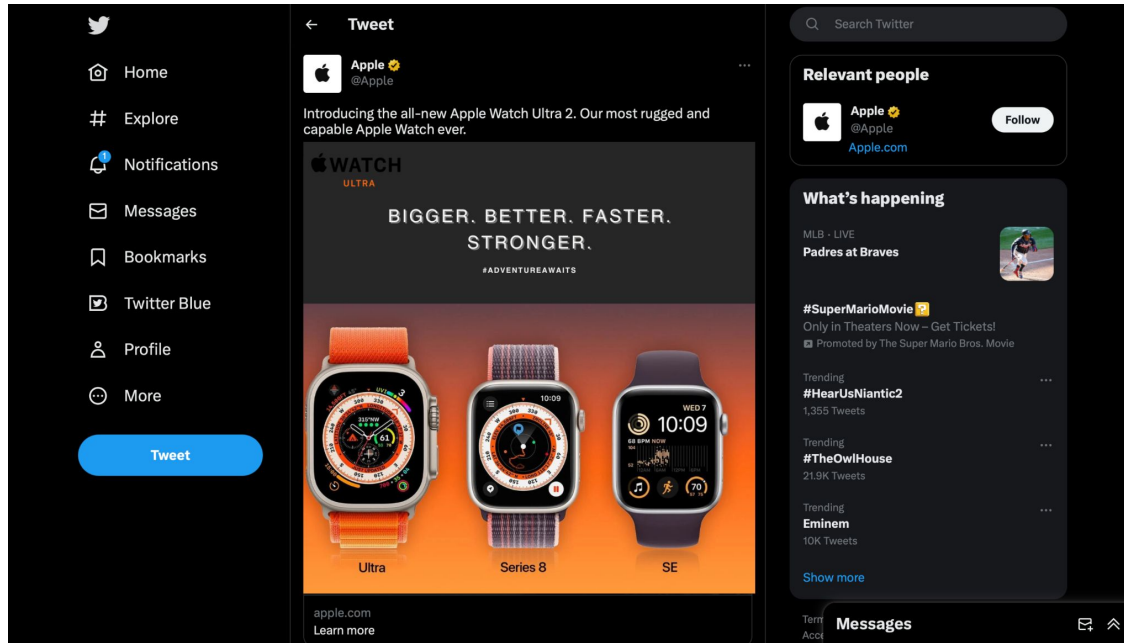
Water Resistant

GPS

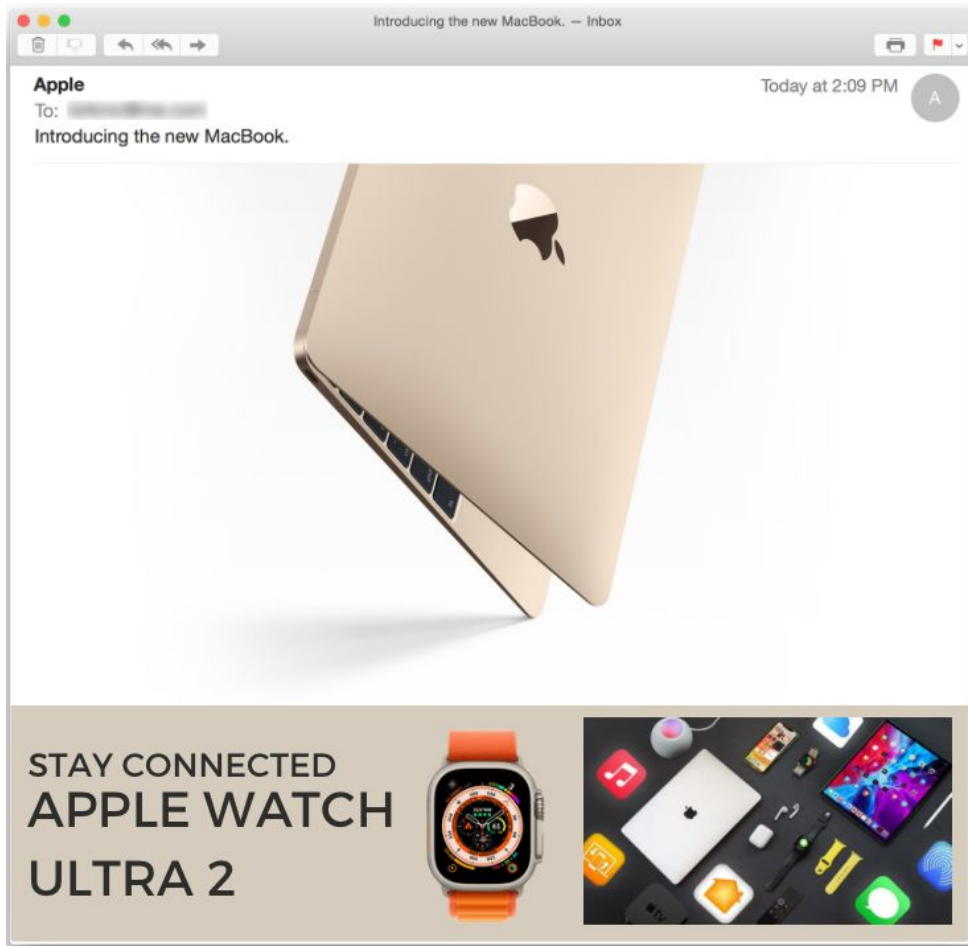
Safety

- This ad would be shown in Olivia's iCloud email since she is already an Apple user. This will help bring her straight to the Apple website where she can shop and look more into the features of the Apple Watch Ultra 2.
- Since Olivia is very goal focused and trying to establish her legacy as an athlete by showing the features at the bottom of the email as well as messaging "Don't miss out on building YOUR legacy" it will separate us from the other smartwatches she may be considering.

Consideration Ad For Coach Carson



- This ad would pop up on Carson's twitter feed
- The headline “Bigger. Better. Faster. Stronger” caters directly to Carson's specific needs and the comparison between each watch shows how different the Ultra is.
- Carson is determined to find a product that will fit with her lifestyle and supersede her day to day needs.



Email Banner Ad for CEO Chris

- Chris wants to stay up to date for the sake and success of his company, so another Apple product that assists him throughout his day can be enticing.
- This ad would be sent to Chris's email since he has multiple Apple products, meaning he has an Apple account.
- This ad should reiterate his interest in the watch or cultivate an interest that was not previously there.
- Chris can click on the ad and be directed to the Apple site where there will be more information and interactive displays.

Conversion Ad For Diver Danny



Apple Watch Ultra 2 Smart Watch...



Amazon.com <store-news@amazon.com> [Unsubscribe](#)
to me

12/10/23



amazon

[Your Amazon](#) [Today's Deals](#) [See All Departments](#)

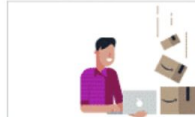
Hello

Thank you for visiting Amazon.com. You recently added items to your Shopping Cart. If you haven't already purchased or removed them, [simply visit your Shopping Cart](#) to complete your order.



[Apple Watch Ultra 2 Smart Watch w/ Rugged Titan...](#)
by [Apple](#)

[View Cart](#)



FREE One-Day Delivery

Millions of items as fast as tomorrow

[Learn more](#)

Find Great Deals on Millions of Items Storewide

Books
Movies & TV
CDs & Vinyl
Digital Music
Fire Tablets

Electronics
Video Games
Computers & Software
Office & School Supplies

Clothing, Shoes & More
Health & Personal Care
Toys & Games
Sports & Outdoors

Amazon Dash Button
Amazon Echo
Amazon Fire TV
Gift Cards

- The products price point has been hidden to reduce the reaction of instantly seeing the price and
- The Call to Action is very clear and placed at the center of page. The product of focus is mentioned multiple times
- At this point of the customer journey Danny is at the conversion stage, and this email's purpose is to remind him how easy and quick delivery will be, which is to reduce buyer's remorse.

Conversion Ad For CEO Chris

- This ad will pop up when a site user is viewing a product, in this case the Apple Watch Ultra, to hopefully encourage their decision.
- Chris has a busy schedule and does not have time to wait, so ease of access can be critical in his decision making process.



Apple Watch Ultra

Pay for your Apple Watch over time, interest-free when you choose to check out with Apple Card Monthly Installments.³ [Learn more](#)



Apple Watch Ultra Titanium Case with Orange Alpine Loop

From \$799 or \$33.29/mo. for 24 mo.*

The aerospace-grade titanium case strikes the perfect balance of weight, durability, and corrosion resistance.

The rugged Alpine Loop is made from two textile layers woven together into one continuous piece without stitching, with a titanium G-hook to ensure a secure fit.

Band Color

Color - Orange



Case Size

49mm

Connectivity

GPS + Cellular

Make calls and send messages with just your Apple Watch. Works with Family Setup.

[Learn more about Family Setup](#)

Supported carriers



Band Size

Small

Band fits 130–160mm wrists.

Get free delivery, or pick up available items at an Apple Store

Get 3 months of Apple Fitness+ with an Apple Watch **

Free and easy returns

Have questions about buying an Apple Watch?
[Chat with an Apple Watch Specialist](#)

FREE NEXT-DAY SHIPPING

Purchase NOW and get your watch
TOMORROW

Available on most in-stock items.



Conversion Email Ad For Olympian Olivia



A Apple
Don't Forget About Me!
To: Olivia

 Inbox April 14, 2023 4:52 pm

 Apple Watch Ultra 2



Don't forget about me!

We saw you left a valuable item in your cart! Don't let your legacy stop here. You're just one click away from greatness!

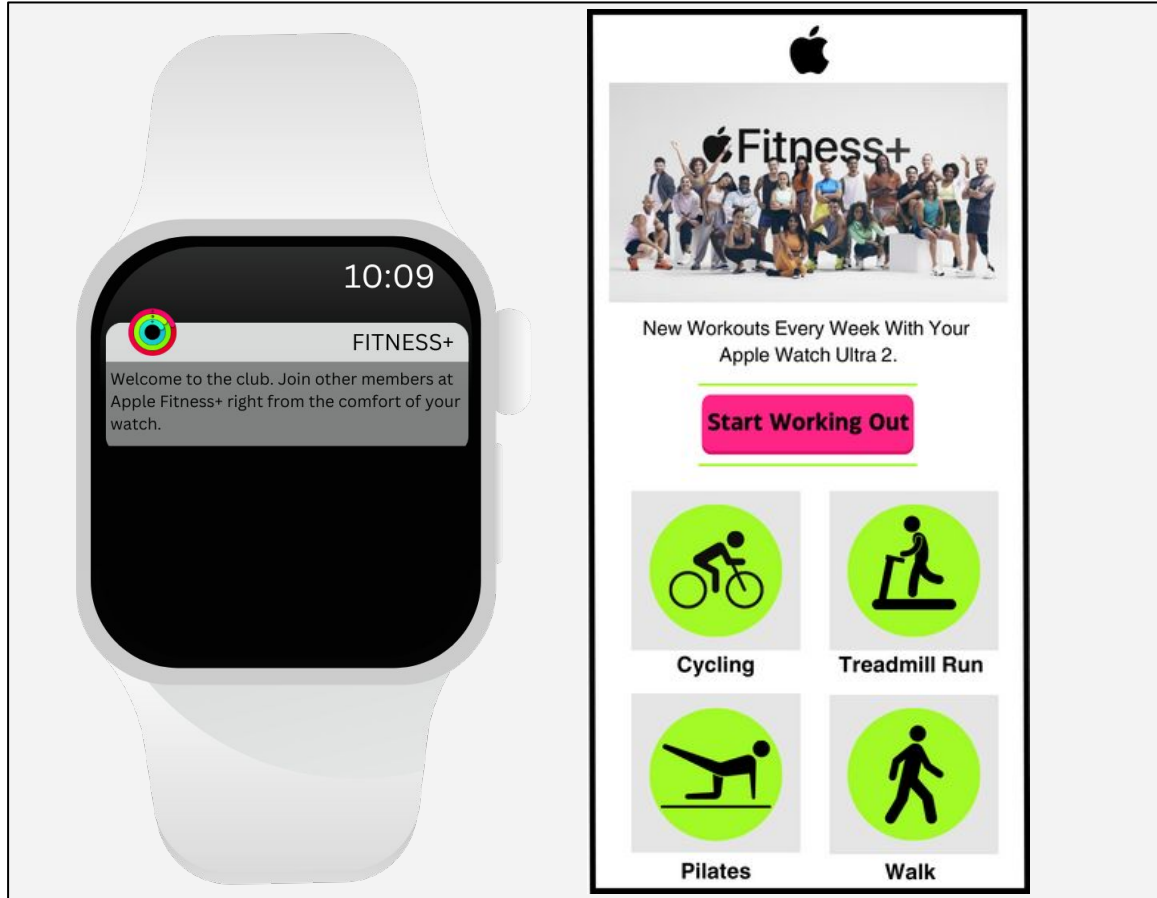
[View Cart](#)

- This ad would show up in Olivia's email after she had added the Apple Watch Ultra 2 to her cart and left the website.
- By reminding her about the item left in her cart and providing a button for her to click that takes her straight back to her order will help initiate that conversion.

Loyalty Campaigns



Engagement Social Push Notification & Retention Email For Diver Danny

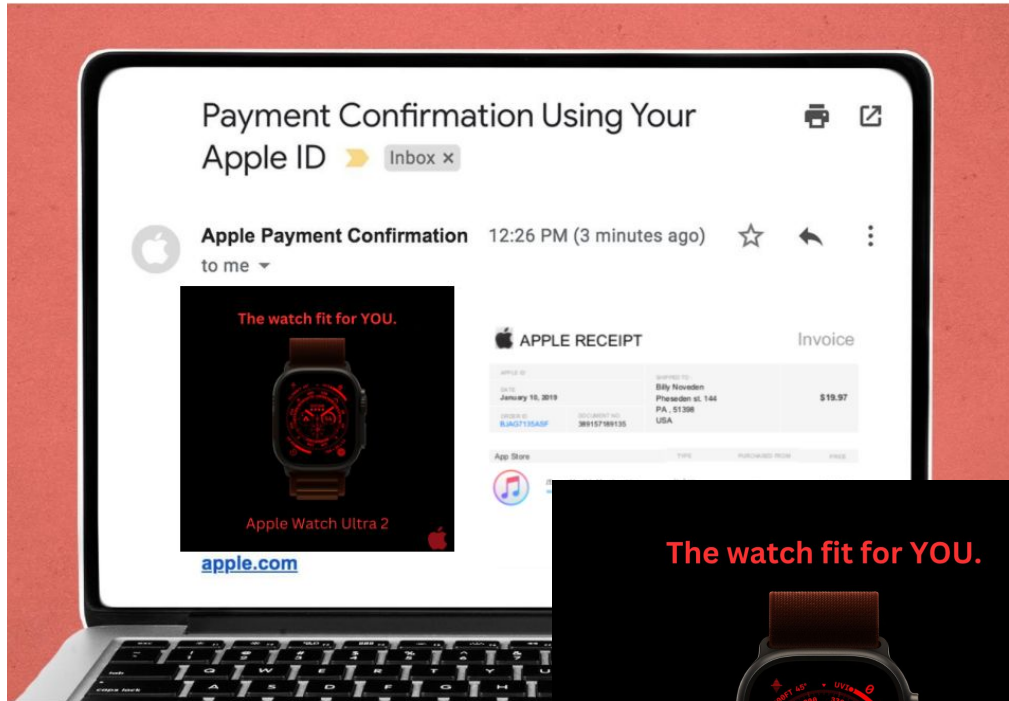


- This will be delivered post-purchase to help Danny feel supported and motivated to engage in the community and stay up-to-date with Apple's Fitness+.
- This should be delivered based on Danny's use of the product.
- This will add a level of personalization that will drive Danny's community engagement, overall satisfaction, and make him become aware of another avenue Apple provides.

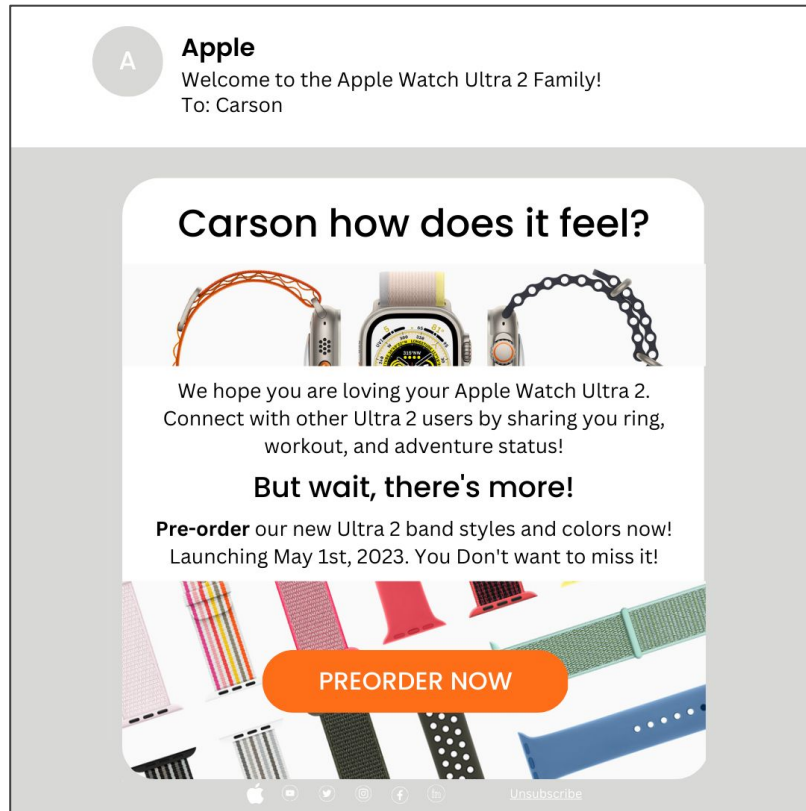


Loyalty Ad for CEO Chris

- This would be sent as an email after purchase to reemphasize the “right” choice that was made
- This ad was created to generate this “built just for you” concept that has customers feeling like this is the ONLY watch they need



Email Ad For Coach Carson



- After purchasing the new Apple Watch Ultra 2, Carson will receive emails that welcome her to the Ultra 2 family.
- The text helps encourage her to join the community and share her ring workouts and adventures stats!
- The email also offers her a preorder for the new Ultra 2 band styles and colors.

Loyalty iMessage Ad For Olympian Olivia



- After purchasing the new Apple Watch Ultra 2, Olivia will receive iMessage texts that welcome her to the Ultra 2 family.
- The text helps reassure her in her new purchase as well as invites her to “add on” to her watch with a gifted 20% discount on a new Apple Watch band.
- This discount allows her to keep coming back for more Apple products and benefits.



Thank You!

