


Apple Shot on iPhone Campaign: A Case Study in the Power of User-Generated Content

By Allison Hoerner



The Apple Brand



- ❖ Founded by Steve Jobs
- ❖ Current CEO is Tim Cook
- ❖ Apple's net worth as of 2022: about \$300 trillion
- ❖ Brand positioning is built upon three tenants; simplicity, creativity, and humanity
- ❖ Brand mantra: "Think different"

The Facts of the Campaign



- ❖ Shot on iPhone launched 6 months after the iPhone 6 was released
- ❖ Loyal Apple users were encouraged to submit their photos with #ShotoniPhone
- ❖ Campaign originated strictly on Instagram
- ❖ Apple picks their favorite UGC to use for their messaging
- ❖ Photographs are used for social media posts and billboards
- ❖ Posting frequency is somewhat inconsistent



The Facts of the Campaign Cont.



- ❖ Eventually expanded into the submission and sharing of short video clips and other professional productions (music videos, cable TV, Apple TV+, etc.)
- ❖ Allows for consumers to easily recognize and recall Shot on iPhone
- ❖ Therefore, simultaneously increasing credibility as the brand portrays itself as consumer centric



Representing the Three Tenants



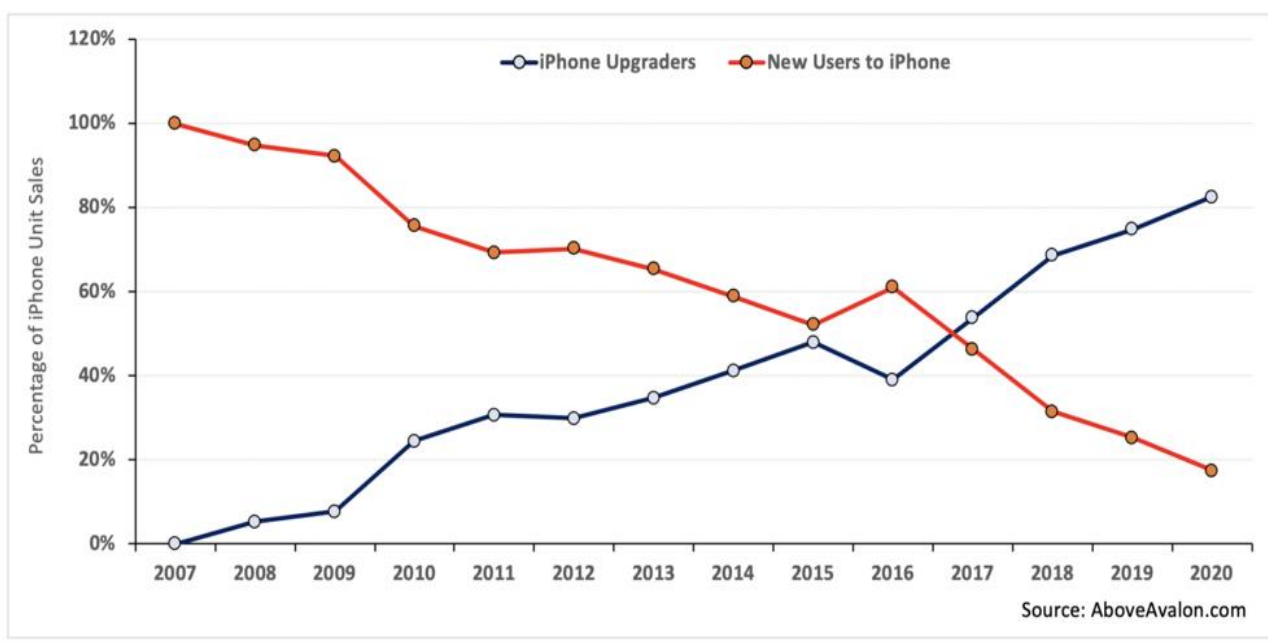
❖ Apples three tenants include:

Simplicity
<ul style="list-style-type: none">• Accessible• Operation

Creativity
<ul style="list-style-type: none">• Unique goal• Relevancy

Humanity
<ul style="list-style-type: none">• Honorary clips• Diversity and Inclusion

Shot on iPhone



KPI was NOT
to increase the number
of new iPhone users

Reach of Shot on iPhone

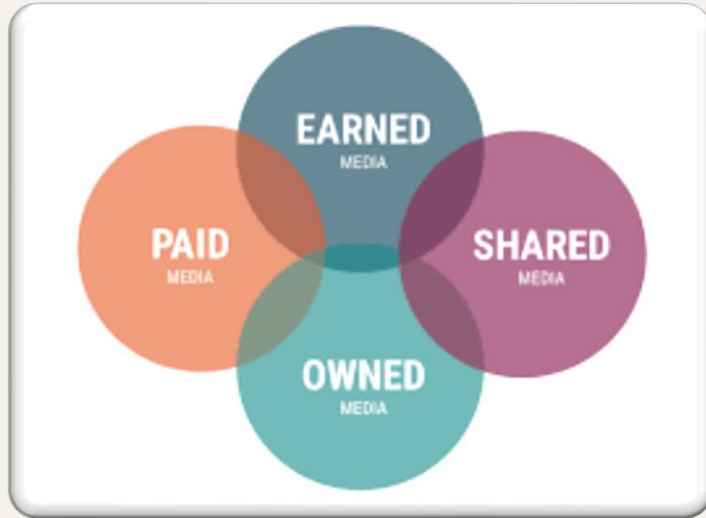
75
cities

25
countries

10,000
total billboard installations



PESO Model Application



Shared Media

- ❖ Free WOM advertising
- ❖ Seen as more authentic by consumers
- ❖ Led to ethical dispute

Ethics of Shot on iPhone

- ❖ Overlooked in many other Shot on iPhone case studies
- ❖ Apple was recognized as the world's most profitable company
- ❖ Initially refused to provide any kind of prize for the owner of the shot
- ❖ Outrage caused Apple to change the fine print and pay a licensing fee to compensate for them gaining exclusive rights to use the photograph on Apple marketing channels



Metrics of Shot on iPhone



- ❖ Resulted in an increased brand retention rate of up to 90% internationally
- ❖ Campaign was mentioned by 24,000 opinion leaders, with an estimated 6.5 billion media impressions and 95% positive mentions
- ❖ The campaign won five Gold Lions awards for individual 'Shot on iPhone' messaging created from submissions
- ❖ Extremely successful and will always be relevant



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Thank you

Do you have any questions?

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