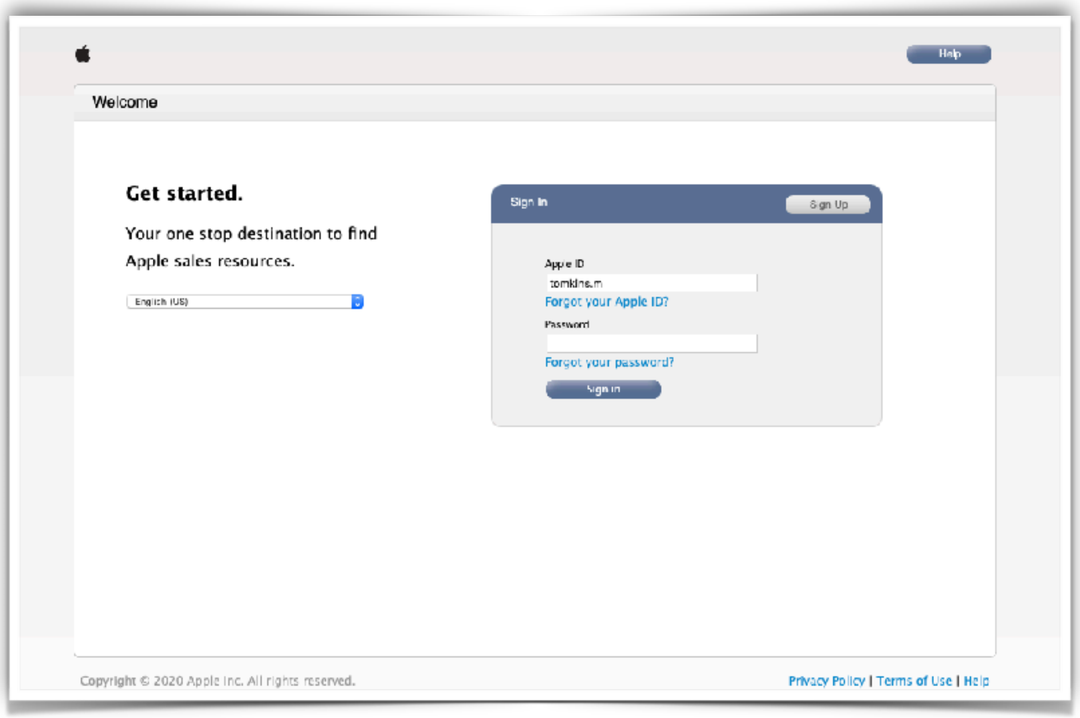
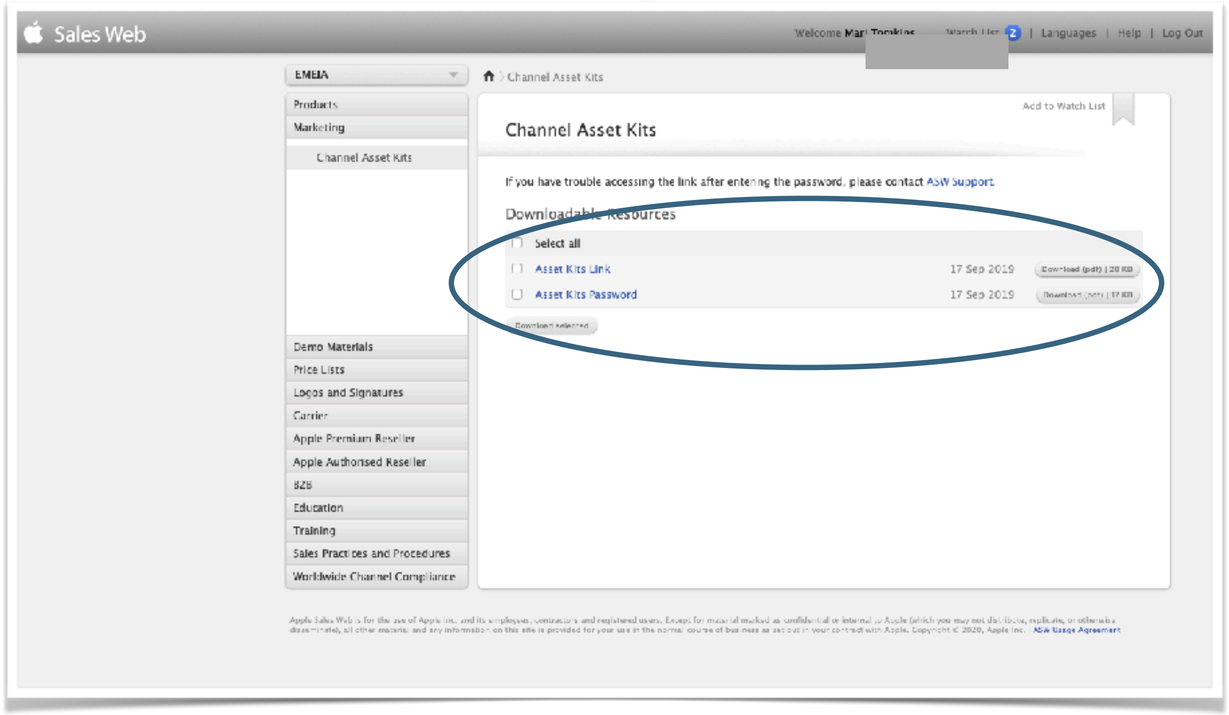
DPP marketing guidance

Channel Asset Kits

Apple Sales Web





https://asw.apple.com

iPad and iPhone Asset Kits

https://asw-corp.apple.com/Program/L578962A-en_GB

Apple Confidential–Internal Use Only

Mac and Business Asset Kits

https://asw-corp.apple.com/Program/L578962A-en_GB

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Marketing Apple products

Let’s make something great together.

Use the assets provided with this guide for marketing Apple products.

1

Guidance

Design and messaging guidance to help you develop your marketing materials.

2

Product assets

Apple product images and copy.

3

Accessories and related products

Images and copy for accessories and related products.

4

Resources

Print production guidelines, trademark information, and additional resources.

1

Guidance

As you create your marketing campaign, express your brand identity in a way that complements Apple product images and copy.

Less is more.

Strive for simple, clean, and uncluttered communications.

The product is hero.

Present product image as the visual focus and not one of many.

Keep it simple.

Develop messaging that clearly conveys why a customer should buy an Apple product from you.

Product images and copy

	iPhone 11 Pro and iPhone 11 Pro Max	iPhone 11
Images		
Headlines	**The most powerful iPhone for business.** **Take business everywhere with iPhone 11 Pro.**	**iPhone 11. Ready for business.** **Stay productive with iPhone 11.**
Advertising copy	The fastest, smartest chip in a smartphone. All-day battery life.[1] And iOS 13 with powerful built-in tools for productivity. iPhone 11 Pro is ready to get to work, like no other iPhone.	The fastest, smartest chip in a smartphone. Amazing battery life.[1] And iOS 13 with powerful built-in tools for productivity. iPhone 11. It's just the right iPhone for your business.
Feature copy	iPhone 11 Pro lets you work smarter and faster with the most powerful chip in a smartphone—A13 Bionic. From email to web documents, they're all easy to read on the 5.8-inch or 6.5-inch Super Retina XDR display—the brightest and sharpest display in an iPhone.[2] Power through your day with all-day battery life.[1] Advanced Face ID lets you easily unlock your device and authenticate apps with just a glance while keeping your phone and corporate data secure. Use the advanced cameras for photos, videos, and video conferences. Work seamlessly with the most popular apps for business and discover more on the App Store. And hit the ground running with built-in tools for productivity, collaboration, and creativity in iOS 13.	iPhone 11 lets you work smarter and faster with the most powerful chip in a smartphone—A13 Bionic. Read email, surf the web, and open docs on the spacious 6.1-inch Liquid Retina HD display.[2] Power through your day with all-day battery life.[1] Advanced Face ID lets you easily unlock your device and authenticate apps with just a glance while keeping your phone and corporate data secure. Use the advanced cameras for photos, videos, and video conferences. Work seamlessly with the most popular apps for business and discover more on the App Store. And hit the ground running with built-in tools for productivity, collaboration, and creativity in iOS 13.
Legal	[1]Battery life varies by use and configuration. See apple.com/batteries for more information. [2]The display has rounded corners. When measured as a rectangle, the iPhone 11 Pro screen is 5.85 inches diagonally and the iPhone 11 Pro Max screen is 6.46 inches diagonally. Actual viewable area is less.	[1]Battery life varies by use and configuration. See apple.com/batteries for more information. [2]The display has rounded corners. When measured as a rectangle, the iPhone 11 screen is 6.06 inches diagonally. Actual viewable area is less.

Services marketing

AppleCare+ for Mac

Headlines

Protect your Mac with AppleCare+.

AppleCare+ covers accidental damage.

Add peace of mind with AppleCare+.

For 24/7 priority tech support, choose AppleCare+.

Accidental damage coverage and 24/7 priority tech support from the people who know your Mac best.

Short Copy

AppleCare+ for Mac provides three years of accidental damage coverage [1]. Plus you'll get 24/7 priority access to Apple experts by chat or phone.

AppleCare+ benefits are separate from a consumer's right to a free-of-charge repair or replacement, by the seller, of goods that do not conform with the contract of sale. Under English law, consumers have up to six years from the date of delivery to exercise their rights; however, various factors may affect your eligibility to receive these remedies. For more details, visit apple.com/uk/legal/statutory-warranty/.

Headline

Protection for your iPad

Copy Block

AppleCare+ is an insurance product that provides up to two years of expert technical support and hardware coverage for iPad and Apple Pencil, including up to two incidents of accidental damage, each subject to an excess fee of £49 for iPad and £25 for Apple Pencil. In addition, you'll get 24/7 priority access to Apple experts via chat or phone. Coverage begins on your AppleCare+ purchase date.(1)

AppleCare+ benefits are separate from a consumer's right to a free-of-charge repair or replacement, by the seller, of goods that do not conform with the contract of sale. Under English law, consumers have up to six years from the date of delivery to exercise their rights; however, various factors may affect your eligibility to receive these remedies. For more details, visit apple.com/uk/legal/statutory-warranty/.

Financing as unique as your business.

When you give employees the power to work the way they want, with the tools they love, they are inspired to do the best work of their lives. iPhone, iPad and Mac enable employees to be productive, creative and collaborative.

Financing solutions from Apple Financial Services make it easier than ever to bring Apple products into your organisation in a simple, cost-effective way.

Flexible upgrade cycles

Apple Financial Services designs solutions that align with the needs of your business today, while keeping your future options open. And customer-friendly, end-of-term options mean you have control of your refresh.

Clear, straightforward agreement

Working with Apple Financial Services, you can get the technology you need to run your business, with an experience that's simple, flexible and friendly.

Innovative payment structures

Apple products are built to last. And Apple Financial Services accounts for the high residual value of Apple devices up front to create compelling financial structures and keep costs low.

TM and © 2018 Apple Inc. All rights reserved. Finance for business purposes only. Subject to acceptance and affordability checks. Applicants must be 18 or over. Available on new equipment only. For Finance Lease and Operating Lease VAT is due with each rental payment and you will not own the equipment at the end of the agreement. BNP Paribas Leasing Solutions does not offer tax advice; refer to your accountant/auditor for lease accounting advice. Return conditions apply. Terms and conditions apply. Images are for illustrative purposes only. Apple Financial Services is powered by BNP Paribas Leasing Solutions. Finance provided by BNP Paribas Leasing Solutions Limited, Northern Cross, Basingstoke, RG21 4HL. Registered in England No.901225. Authorised and Regulated by the Financial Conduct Authority.

Design guidance

Resources

In-store signage

- Premium locations and media are preferred
- Avoid backlit fixtures and digital screens
- Place at eye level
- Avoid cluttered environments
- Limit number of tabletop signs

Media guidance

- **Print:** Full-page or page-dominant 4-color ads required (digital formats of print publications are permitted).
- **Out-of-home:** Large format (billboards, spectaculars, dioramas, airport banners) and street-level (bulletin, bus shelter, kiosk, city light panel, mall, transit station, static digital OOH) are permitted. To discuss large-format or window opportunities, please contact your Apple Marketing representative.
- **Online display (mobile, desktop):** Above the fold, no conquesting of competitive content, no targeting within email environments, no ads on gaming consoles, no behavioral or IP address targeting or retargeting, no third-party data added to media buys. HMTL5, DHTML/HTML 4, animated GIF, or static GIF technology only.
- **Search engine marketing:** Include the featured product in the headline while focusing on third-party relevance. Use of generic terms or modifiers approved where applicable.

Promotions

Marketing promotions require approval.

Video

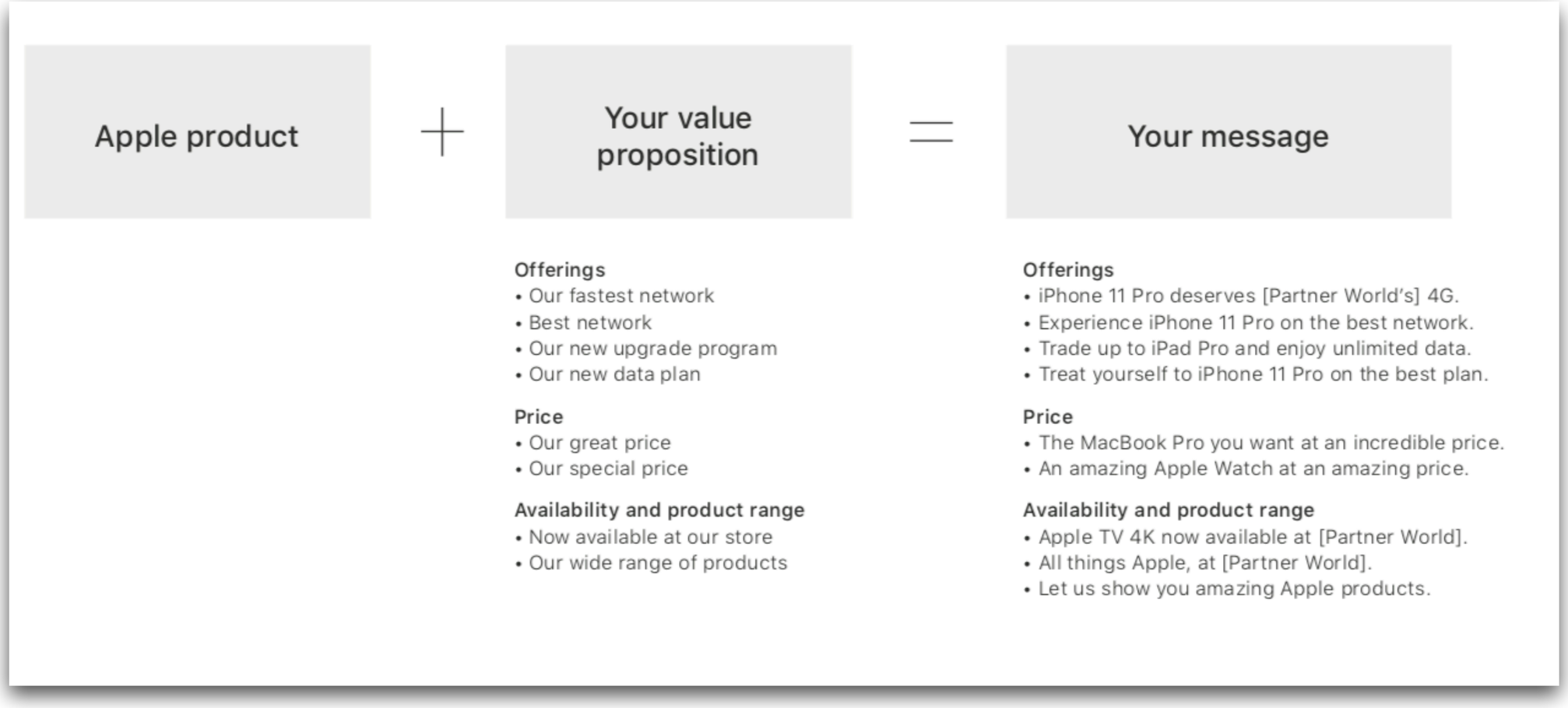
Please do not produce product videos.

Partner apps

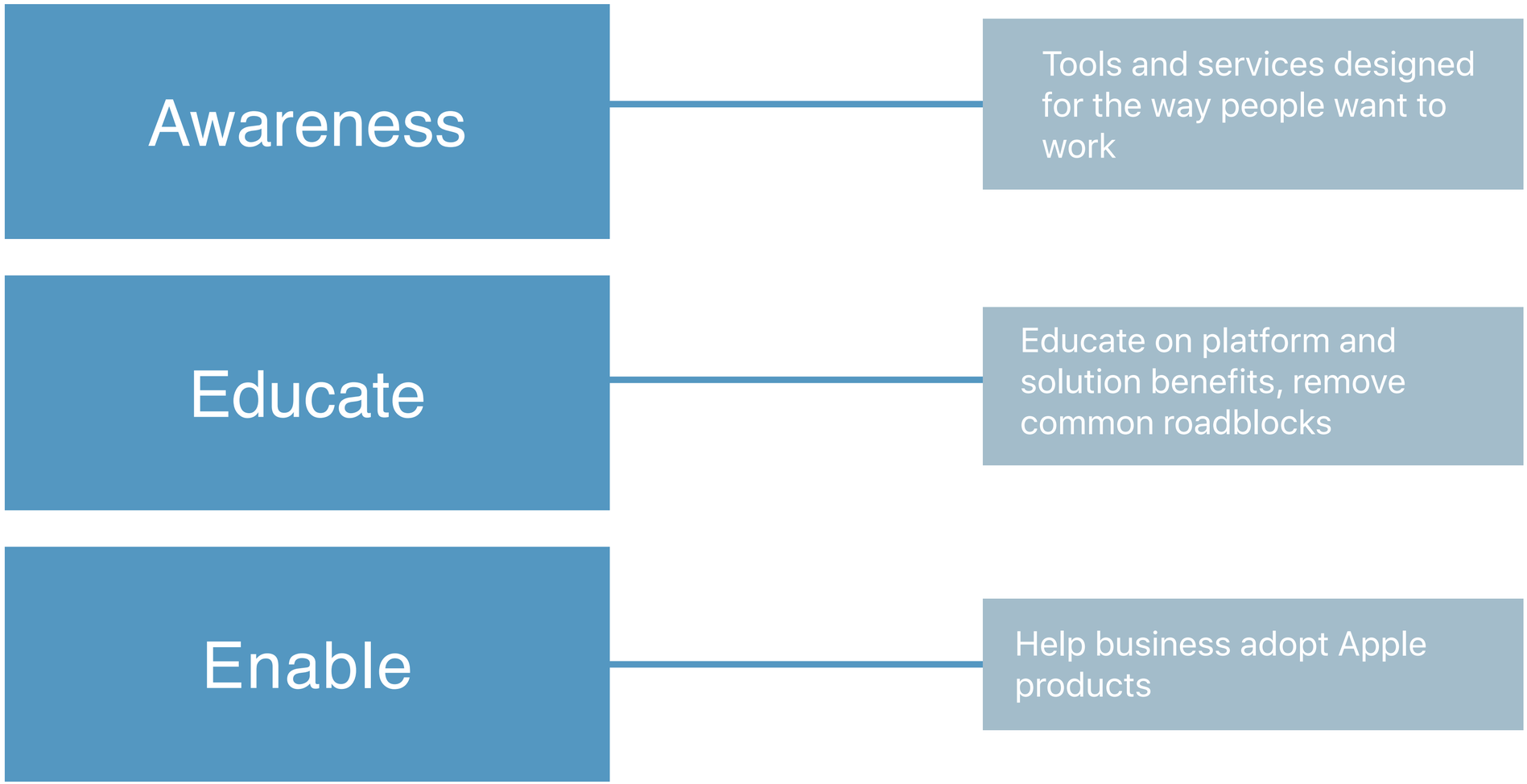
Apps that you've developed must be marketed separately from your marketing of Apple products. Follow the App Store Marketing Guidelines for developers at https://developer.apple.com/app-store/marketing/guidelines/.

Messaging framework

Messaging framework

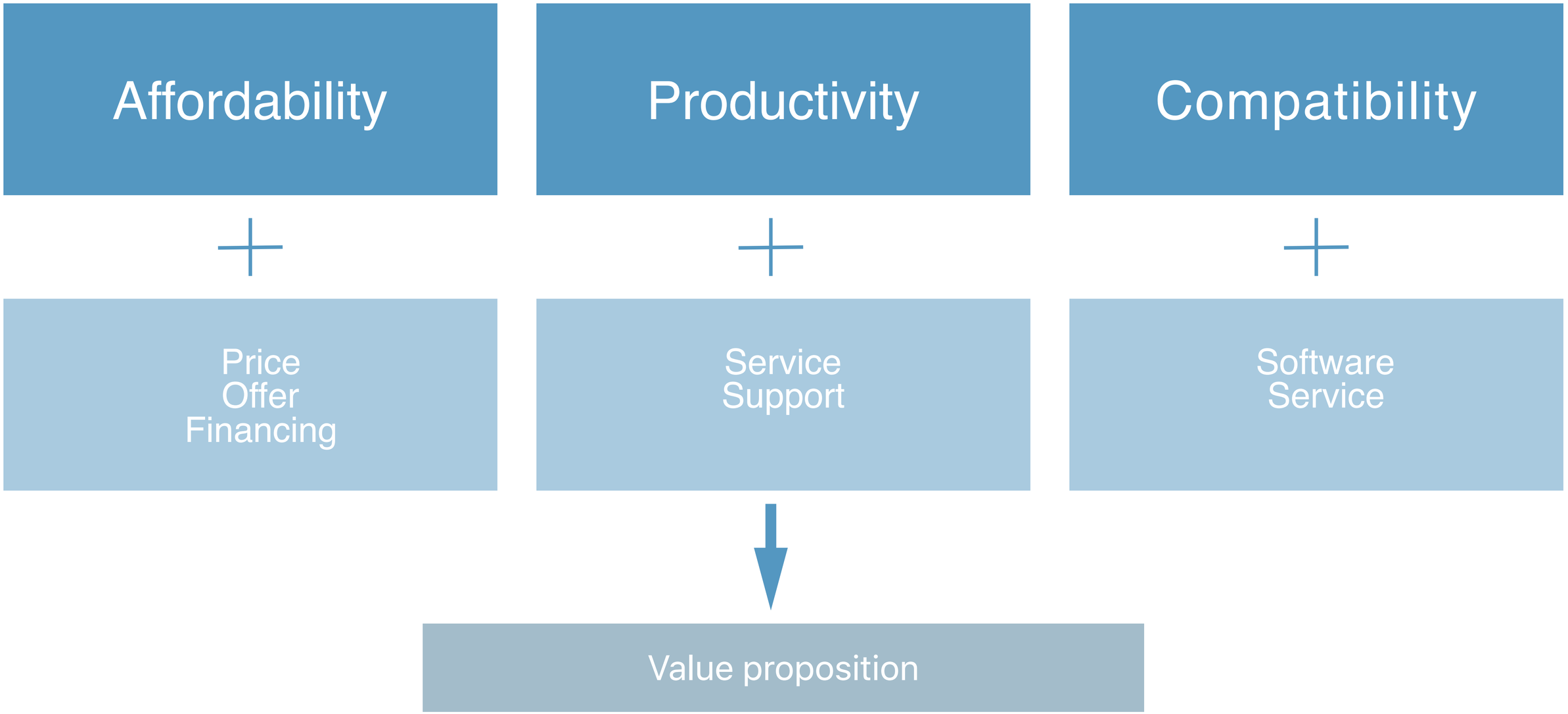


Communication pillars



SMB messages

SMB messages



Affordability headlines

Images and copy | Upgrade

	iPad	iPad mini
Hero		
	Upgrade	Upgrade
Headlines	**iPad. An unbelievably fun upgrade.** **iPad. Now with more to love.** **iPad. Even more capable. Just as affordable.**	**iPad mini. A mighty upgrade.**
Advertising copy	With a larger 10.2-inch Retina display, support for the Smart Keyboard and Apple Pencil,* and the amazingly capable iPadOS, the most popular iPad is better than ever.	With power beyond its size, there's a lot to love about iPad mini. The A12 Bionic chip is 40 faster than the A8 chip in iPad mini 4. Its brilliant 7.9-inch Retina display, new features like True Tone, which makes viewing easier in all kinds of lighting environments. Faster Wi-Fi and Gigabit-class LTE help you stay connected anywhere.† iPadOS lets you unlock a whole new world of capability. And for the first time, iPad mini supports Apple Pencil,‡ so you can capture your biggest ideas, anywhere. iPad mini. It's no small upgrade.
Legal	Apps are available on the App Store. Title availability is subject to change. *Accessories are sold separately. Apple Pencil (1st generation) is compatible with 9.7-inch iPad Pro, 10.5-inch iPad Pro, 12.9-inch iPad Pro (1st and 2nd generations), iPad Air (3rd generation), iPad (6th and 7th generations), and iPad mini (5th generation). Smart Keyboard is compatible with iPad (7th generation), iPad Air (3rd generation), and 10.5-inch iPad Pro.	†Data plan required. Gigabit-class LTE. LTE Advanced, LTE, and Wi-Fi calling are available in select markets and through select carriers. Speeds are based on theoretical throughput and vary based on site conditions and carrier. For details on LTE support, contact your carrier and see apple.com/ipad/LTE. ‡Apple Pencil sold separately. Apple Pencil (1st generation) is compatible with 9.7-inch iPad Pro, 10.5-inch iPad Pro, 12.9-inch iPad Pro (1st and 2nd generations), iPad Air (3rd generation), iPad (6th and 7th generations), and iPad mini (5th generation).

For images showing Apple Pencil and Smart Keyboard Folio (or Smart Keyboard), please include the following legal line: Accessories are sold separately.
For images showing Apple Pencil, please include the following legal line: Apple Pencil is sold separately.

Images and copy | Upgrade

	iPad Pro	iPad Air
Hero		
	Upgrade	Upgrade
Headlines	**Even more reasons to upgrade to iPad Pro.** **iPad Pro. The most powerful upgrade yet.** **Powerful reasons to upgrade to iPad Pro.**	~~iPad Air. Power isn't just for the pros.~~ **Upgrade to iPad Air. Incredible power at an incredible value.**
Advertising copy	With iPad Pro, you get what you need from a computer, along with many incredible things you'd never expect from one. For starters, it does what a computer does, but works just like your iPhone, so it's familiar to use. With the A12X Bionic chip, iPad Pro performs faster than most PC laptops and easily runs pro apps. It can be your notepad, canvas, scanner, and the perfect device for augmented reality (AR). It has the apps you expect on a computer, plus a million designed just for iPad. And iPadOS unlocks a whole new world of capability. These are just a few reasons why your next computer might be an iPad Pro.	With a thin and light design, iPad Air is ready for any task. Its A12 Bionic chip with Neural Engine enables a whole new level of power and intelligence. A beautiful 10.5-inch Retina display with True Tone provides easier viewing in all kinds of lighting environments. And with ultrafast Wi-Fi and Gigabit-class LTE† and support for Apple Pencil and the Smart Keyboard,‡ there's never been a better time to upgrade to a new iPad Air.
Legal	Apps are available on the App Store. Title availability is subject to change.	†Data plan required. Gigabit-class LTE. LTE Advanced, LTE, and Wi-Fi calling are available in select markets and through select carriers. Speeds are based on theoretical throughput and vary based on site conditions and carrier. For details on LTE support, contact your carrier and see apple.com/ipad/LTE. ‡Accessories are sold separately. Apple Pencil (1st generation) is compatible with 9.7-inch iPad Pro, 10.5-inch iPad Pro, 12.9-inch iPad Pro (1st and 2nd generations), iPad Air (3rd generation), iPad (6th and 7th generations), and iPad mini (5th generation). Smart Keyboard is compatible with iPad (7th generation), iPad Air (3rd generation), and 10.5-inch iPad Pro.

For images showing Apple Pencil and Smart Keyboard Folio (or Smart Keyboard), please include the following legal line: Accessories are sold separately.
For images showing Apple Pencil, please include the following legal line: Apple Pencil is sold separately.

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New

Productivity headlines and copy

Images and copy | Mac family

	MacBook Pro (13-inch), MacBook Pro (16-inch), and MacBook Air	MacBook Air, iMac, and MacBook Pro	iMac Pro, iMac, and Mac mini
Images			
Headline	Productivity runs in the family.	Productivity runs in the family.	Productivity runs in the family.
Advertising copy	MacBook Air and MacBook Pro. Featuring great performance, brilliant Retina displays, built-in security features, and the world's most advanced OS—all so you can do your best work.	No matter which Mac you choose, you get great performance, a brilliant Retina display, advanced built-in security features, and the world's most advanced OS—all so you can do your best work.	No matter which Mac you choose, you get incredible performance, built-in security features, and the world's most advanced OS—all so you can do your best work.
Feature copy	From the latest processors to brilliant Retina displays to advanced security features—MacBook Air and MacBook Pro are designed for all the ways you work. Be more productive with powerful built-in apps that are easy to use. Create presentations. Crunch numbers. Communicate and collaborate with your team. And use it with your iPhone or iPad seamlessly. MacBook Air and MacBook Pro. Built for all your business needs.	From great performance to brilliant Retina displays to advanced security features—Mac is designed for all the ways you work. Be more productive with powerful built-in apps that are easy to use. Create presentations. Crunch numbers. Communicate and collaborate with your team. Interface with key business systems. And use it with your iPhone or iPad seamlessly. No matter which Mac you choose, it's built for all your business needs.	From powerful processors to high-performance storage to advanced security features—every Mac is designed for all the ways you work. Be more productive with amazing built-in apps that are easy to use. Create presentations. Crunch numbers. Communicate and collaborate with your team. Interface with key business systems. And use it with your iPhone or iPad seamlessly. No matter which Mac you choose, it's built for all your business needs.
Legal	Configurable processor, memory, and storage options are available.	Configurable processor, memory, and storage options are available.	Configurable processor, memory, and storage options are available.

Images and copy | iPad

	iPad Air	iPad
Images		
Headline	iPad Air. Powerful, portable, and the perfect business companion.	iPad. Productivity, meet simplicity.
Advertising copy	iPad Air brings powerful pro technologies to business users. Featuring the A12 Bionic chip with Neural Engine. A 10.5-inch Retina display with True Tone. Support for Apple Pencil and the Smart Keyboard.[1] iPadOS. And at just one pound and 6.1 mm thin, it's as portable as it is productive.	Incredibly powerful yet incredibly easy to use, iPad packs productivity everywhere it goes.
Feature copy	iPad Air brings powerful pro technologies to business users. The A12 Bionic chip with Neural Engine. A beautiful 10.5-inch Retina display with True Tone for easier viewing in all kinds of lighting environments. Support for Apple Pencil and the Smart Keyboard.[1] An 8MP back camera and 7MP FaceTime HD camera. Touch ID. And with all-day battery life,[2] fast wireless,[3] iPadOS, and amazing apps for productivity on the App Store, iPad Air is anything but business as usual.	This powerful, and incredibly portable, iPad lets you multitask and collaborate from anywhere. It features a stunning 10.2-inch Retina display, advanced cameras, fast wireless, and all-day battery life.[2] Add Apple Pencil for even more flexibility.[3] Choose from amazing apps for business on the App Store. And get more done with the simple and powerful features in iPadOS. iPad packs productivity everywhere it goes.
Legal	Apps are available on the App Store. Title availability is subject to change. [1]Accessories are sold separately. Apple Pencil (1st generation) is compatible with 9.7-inch iPad Pro, 10.5-inch iPad Pro, 12.9-inch iPad Pro (1st and 2nd generations), iPad Air (3rd generation), iPad (6th and 7th generations), and iPad mini (5th generation). The Smart Keyboard is compatible with iPad Air (3rd generation), iPad (7th generation), and 10.5-inch iPad Pro. [2]Battery life varies by use and configuration. See apple.com/batteries for more information. [3]Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.	Apps are available on the App Store. Title availability is subject to change. [1]Data plan required. Check with your carrier for details. Speeds will vary based on site conditions. [2]Battery life varies by use and configuration. See apple.com/batteries for more information. [3]Apple Pencil is sold separately. Apple Pencil (1st generation) is compatible with 9.7-inch iPad Pro, 10.5-inch iPad Pro, 12.9-inch iPad Pro (1st and 2nd generations), iPad Air (3rd generation), iPad (6th and 7th generations), and iPad mini (5th generation).

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New

Compatibility copy

Images and copy | iPad family

	iPad Pro family	iPad family
Images	iPad Pro 12.9-inch and iPad Pro 11-inch	iPad Pro 12.9-inch, iPad Pro 11-inch, iPad Air, iPad, and iPad mini
Headline	**iPad Pro. All screen. All business.**	**iPad. Built for the modern mobile business world.**
Advertising copy	Redesigned with an immersive Liquid Retina display, A12X Bionic chip for more power than most PC laptops, and iPadOS, iPad Pro is a versatile business tool. For wherever business takes you.	With great performance, a portable design, and the productivity features in iPadOS, iPad lets you get to work, wherever you go.
Feature copy	iPad Pro is a versatile tool for business you can take everywhere. It features an all-screen design with an immersive Liquid Retina display. The powerful A12X Bionic chip easily runs pro apps like Microsoft Office. Face ID keeps your device secure. Go further with all-day battery life[1] and fast wireless.[2] With Apple Pencil, you can mark up documents and take notes.[3] Add the Smart Keyboard Folio for a full-size keyboard.[3] Collaborate easily across shared projects with Keynote, Numbers, and Pages. And with iPadOS and powerful apps for business on the App Store, iPad Pro is ready for business. Everywhere.	Thin, light, and powerful, iPad lets you be productive from anywhere. Every iPad features a gorgeous Retina display, advanced cameras, and powerful chips. Go further with fast wireless,[1] and all-day battery life.[2] And with iPadOS and amazing apps for business on the App Store, iPad lets you get to work, wherever you go.
Legal	Apps are available on the App Store. Title availability is subject to change. [1]Battery life varies by use and configuration. See apple.com/batteries for more information. [2]Data plan required. Check with your carrier for details. Speeds will vary based on site conditions. [3]Accessories are sold separately.	Apps are available on the App Store. Title availability is subject to change. [1]Data plan required. Check with your carrier for details. Speeds will vary based on site conditions. [2]Battery life varies by use and configuration. See apple.com/batteries for more information.

https://asw.apple.com/search/L578962A

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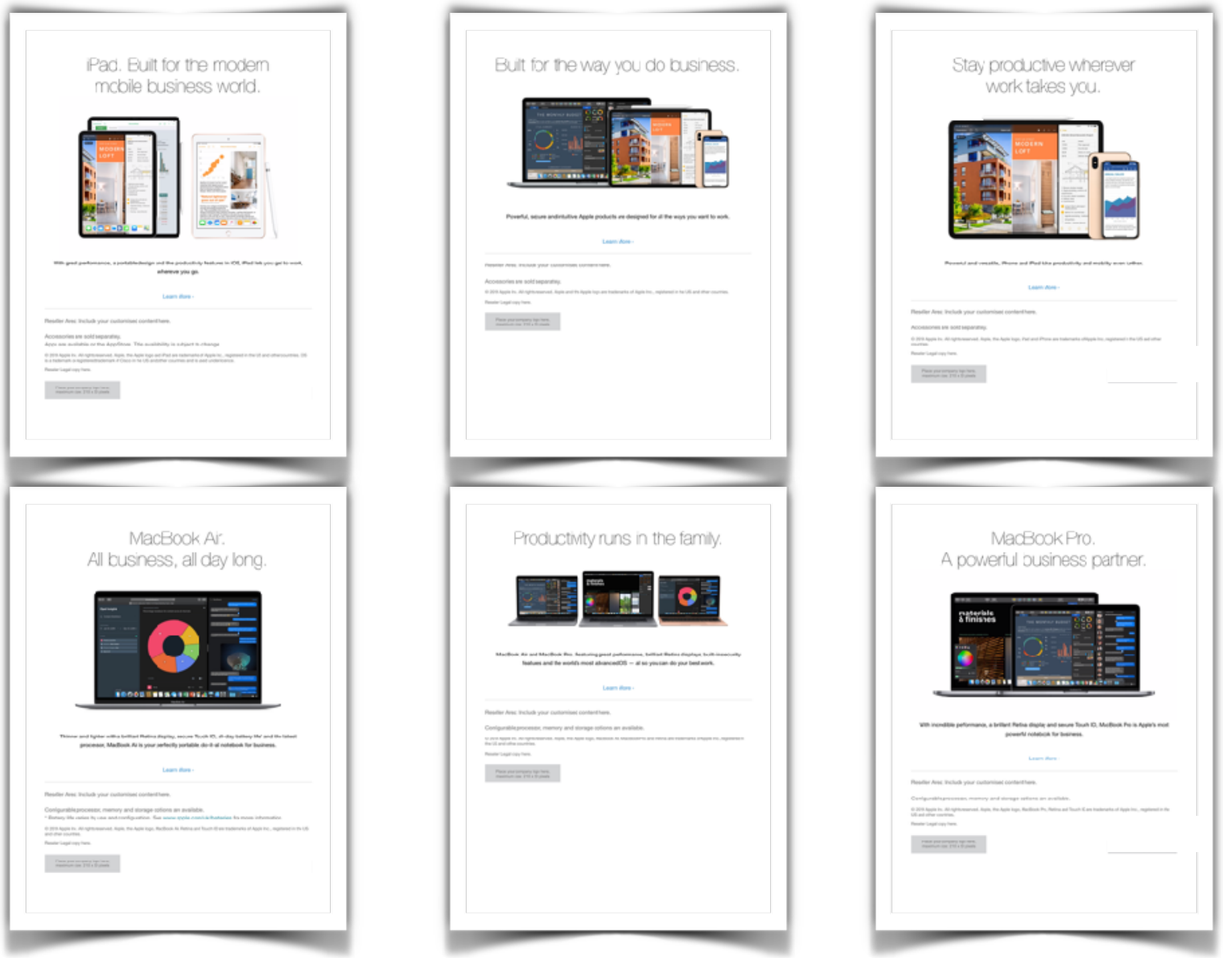
Marketing resources

Product emails *(Mac, iPad, iPhone)*



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Example

Produktivität
liegt in der Familie.

MacBook Air, iMac und MacBook Pro

Egal welcher Mac, alle bieten großartige Performance, ein brillantes Retina Display, fortschrittliche integrierte Sicherheitsfunktionen und das fortschrittlichste Betriebssystem der Welt. So wird jede Arbeit zur besten Arbeit.

Rechtliche Hinweise: Mit Optionen für Prozessor, Arbeitsspeicher und Speicherplatz.

Ihre Werbebotschaft

Ihre Werbebotschaft Ihre Werbebotschaft Ihre Werbebotschaft Ihre Werbebotschaft Ihre Werbebotschaft Ihre Werbebotschaft

RESELLER **www.reseller.com**

Campaign review and approval

Campaign details required

1. Planned live date and length of the campaign. Is it part of a larger campaign?
2. Draft of the marketing assets to be used including the destination URL
3. Which media will the campaign message go live? (Print, online display, social etc)
4. How many times will you send the message in this channel? (e.g. social media, 1/week)
5. What is the target segmentation? (email)
6. What is the subject line? (email)

Campaign review and approval

1. Apple channel asset kits give detailed guidance on how to market Apple products. Only use copy and images available in the asset kits in your marketing. Do not alter any copy or product images. No Apple product logos or channel logos can be used by non-authorised resellers. Distributors are not allowed to name their DPP as Apple Distribution Partner Program.
2. Prior to execution, all advertising (creative & media) must be submitted to Apple for review and approval
3. Do not commit any media until the creative and media plan have been approved
4. Feedback on advertising (creative and media) must be adhered to by partners at all times
5. Apple reserves the right to amend advertising guidance and will communicate

Marketing campaign KPIs

	Core KPIs	Additional KPIs for consideration
Email	Opening and click through rate	Hot links, bounce rate, forwarding rate, mobile vs desktop opening rates
Landing page	Total views	Onward journey, bounce rate, conversion, dwell time, traffic sources
Online display ads	Click through rate	cost per clicks, destination bounce rate, traffic sources, impression
partner.com banner	Click through rate	bounce rate, impression, dwell time on destination page
Social	Click through rate	Full video views, cost per click, purchase via Facebook, Ad engagement
Paid search (SEM)	Click through rate	Cost per click, ad position, quality score
Print	Impressions	Circulation, QR code CTR

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