

“Get A Mac” Campaign

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This case is suitable for both undergraduate and graduate courses in marketing, advertising, buyer behavior, and in areas where students are studying marketing strategy and marketing planning. The purpose of this case is to illustrate how comparative advertising, integrated with a flexible marketing strategy, can ordain corporate campaigns with the latitude to match and exceed the expectations of an increasingly selective and technically savvy consumer.

This case covers Apple’s “Get A Mac” advertising campaign from the beginning of the campaign in 2006 to June 2009, and the advertising rebuttal from Microsoft Corporation. The campaign consisted of TV and web based commercials with Justin Long and John Hodgman representing “Macs” and “PCs” respectively. Commercials were meant to capture “on-the-fence” PC users by showing that Macs are fun and user-friendly compared to their user-hostile PC counterparts.

The campaign represents a successful example at comparative advertising, and students should see that Apple integrated key marketing strategies with the campaign to make it successful. This case also illustrates how Apple has become a successful company despite the high prices of their products, and the minimal market share their operating system has. Continuous adjustment to and monitoring of the campaign was required to keep current with rapidly changing technology, industry environment and shifts in competitive strategies. Finally, the case helps the student understand that even the best products need a good advertising campaign to sustain market presence and profitability.