Apple Air Pods

New Product Development | Professor Joseph Mele
Daphney Jules

Company History for launching new product:

Element of surprise and secrecy:

Products, practices and technology are kept under wraps at apple. For example: Employees are not allowed to discuss their work with anyone.

Keynote/Innovation Events:

Upon launching a new product, Apple uses keynote events and press conferences to premiere and demo products..

Company History for launching new product:

Story telling:

Apple uses the art of storytelling to build hype around their products. This tactic is used to form a bond with their audience/customer.

Global Launch:

Apple releases their products around the world at the same time.


Hundreds of people lined up at a flagship Apple store in Beijing to pick up the new iPhone 15 when deliveries began on Friday.

CNBC | Evelyn Cheng

New Product Introduction:

- The new product introduced was the air pods. The needs that were addressed was getting rid of the wire because they started to become tangled and interfere with everyday life.
- Technology- Deliver noise cancellation, Superior three dimensional sound, and efficient battery life.
- Form- Four sizes of ear tips to best fit customers ears (XS, S, M, L), small compact device to easily store in pocket or bag.
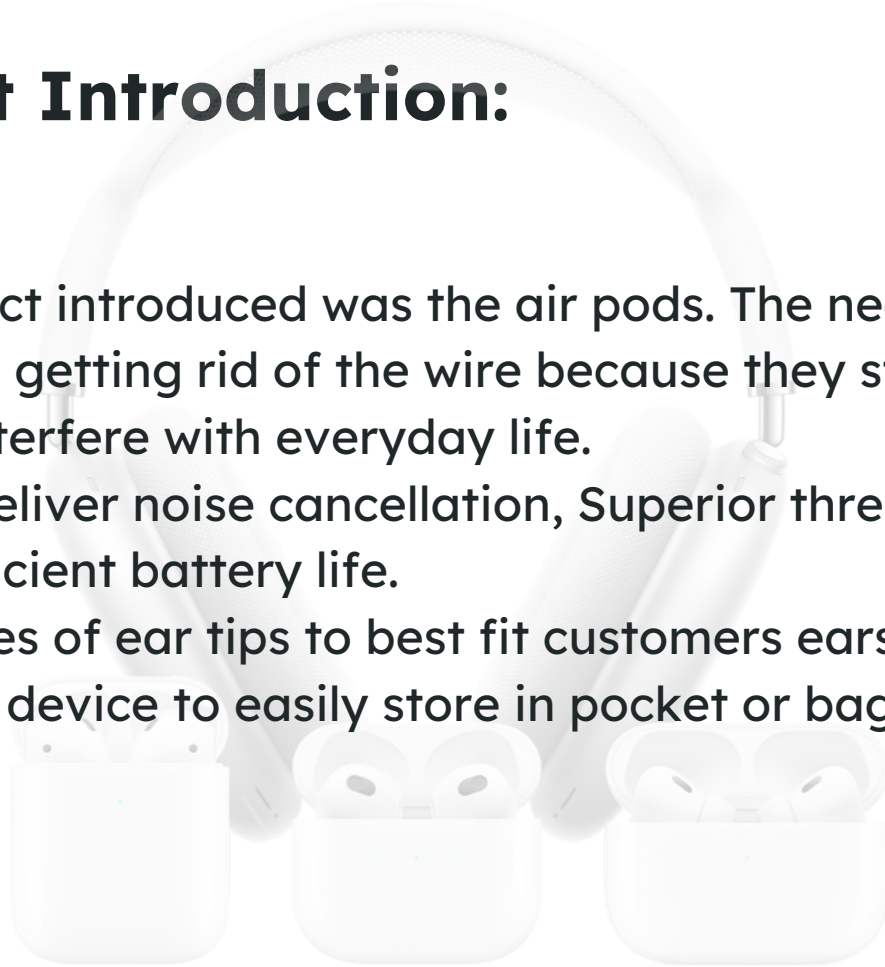
Does it manage a new product portfolio:

The Apple Airpods was a derivative of the headphones originally included with the iphones.

The airpods fit perfectly amongst the other Apple products as they are made to be compatible with their phones and watches.

Which AirPods are right for you?

AirPods
2nd generation

$129

Buy

Learn more ›

AirPods
3rd generation

From $169

Buy

Learn more ›

AirPods Pro
2nd generation
(USB-C)

$249

Buy

Learn more ›

AirPods Max

$549

Buy

Learn more ›

Target Audience

- Early adopters
- Students and Educators
- Business Professionals
- Health and Fitness Enthusiasts
- Fashion Consumers
- Innovators and Trendsetters
- Etc.

Is Apple Innovative or Imitation?

Apple is considered innovative for its ability to introduce groundbreaking products and shape the industry. It also engages in practices that involve refining and, at times, adopting features present in other products or ecosystems.

The balance between innovation and imitation is a complex aspect of the competitive landscape in the technology sector.

By innovation only.

THANK YOU