Campaign for Apple’s iPad

Caitlin Revene

Liz Ries

Bryan Rose

Matt Ruggieri

Tamika Sayles

Persuasion Theory

Dr. Rao

Wednesday, April 14, 2010

**BACKGROUND ON iPAD**

The iPad is newest technology being produced by Apple Inc that is thin and light enough to take anywhere. This tablet computer is positioned between the smartphone and a laptop computer and was just released on April 3, 2010. The iPad functions similar to the iPod or iPhone and runs a modified version of the same operating system with one main improvement being the preciseness and responsiveness of the touch screen. Apple’s first table computer was the Newton MessagePad 100 which came out of production in 1993 and was followed by the PowerBook Duo which was a tablet that was never sold due to concerns of hurting sales of a similar product, the MessagePad. The last MessagePad was produced in 1998 and now the iPad is hitting the market and filling a technological gap.

The iPad has built-in applications or apps which were designed new just for this tablet computer to take advantage of the large, multi-touch screen. The tablet can be used horizontally or vertically simply by rotating the device which is done through in-plane switching or IPS. The iPad screen has high-resolution LED-backlit with a very responsive touch screen. The screen has a one hundred and seventy eight degree wide viewing angle which allows for strong picture, color, and contrast no matter what way you hold the device.

This large screen makes it easy to surf the web, watch movies, or create documents though the device is only 0.5 inches thick and weighs just 1.5 pounds. The iPad has a slight curve to the back which makes it very comfortable and easy to pick up and hold.

**PRIOR CAMPAIGNS AND ADVERTISING STRATEGIES**

The iPod campaign consisted of a variation of print ads and TV commercials. In 2006, a new slogan was added to the campaign: “1,000 songs in your pocket”. Initially, the TV commercials featured a combination of silhouettes and music artist such as Eminem and Wynton Marsalis. In the commercial the camera moves from person to person and displays traditional silhouette dancers listening to their I-pods while dancing. In 2008, there was a shift in the traditional silhouette theme; the backgrounds were animated and the silhouette was detailed.

In 2006, Apple also started its Get a Mac Campaign which was a successor to the Switch Campaign. The Switch Campaign was launched in 2002 and consisted of various interviews explaining why they switched to Mac. The Get a Mac Campaign ads follow a specific standard: There is a minimalist all-white background. There are two men standing beside one another; the man in casual clothes introduces himself as Mac and the other man is in a formal suit and introduces himself as PC. The two demonstrate various features of both Mac and PC. The PC man also commented that “there are 14 hundred known PC viruses around and sneezes” ("Apple's get a," 2006). In the commercial, Mac is perceived to be more laid back whereas PC is portrayed as stuffy. The company also launched a web exclusive campaign. For example, in the easy as 1-23 web banner, “PC shows Mac his new slogan. Mac assumes it means PC, Easy as 1-2-3, but PC corrects him by stating it means Easy as 1 through 23. He then pulls out 23 steps for using a PC” ("Apple's get a," 2006). The UK campaign used some of the original ads. However, some ads were reshot and British dialogue was added. For the Japan campaign a Japanese woman (Represented the latest digital camera from Japan) was added. In the commercial Mac speaks to her which demonstrates that Macs can easily communicate with different peripherals ("Apple's get a," 2006).

The most successful Apple campaign was the Apple iPhone campaign. This campaign generated pre-sale coverage because of the teaser campaign that was launched at the MacWorld Expo. The product was showcased by Steve Jobs. Initially, information concerning the product was not released to members of the press. The iPhone was used in a number of video clips on the Internet and in TV commercials, which ran during the Academy awards and featured Marilyn Monroe. The TV commercials emphasized the various functions and capabilities of the phone by showing close-ups of the phone.

Another similar product to the iPad but much bigger is the SMART Board. This interactive whiteboard has been advertised to educators, the government, and corporate professionals. SMART Technologies Inc. highlights some of the most important features of the SMART Board as “Touch control makes everything easier”, “Save your ideas”, and “Choose from widescreen or standard screen options”. (“Smart – 600 series,” 2010)

SMART targets its educational audience by advertising how extraordinary the SMART Board is as well as its simplicity. They supply videos and virtual tours to demonstrate its ease of use and why it is extraordinary. The Ease of Use video states that, “success depends on the student’s ability to absorb technology.” (“Ease of use,” 2010) This video demonstrates three unique features that the interactive whiteboard brings to the classroom. First, touch recognition allows the user to write directly on the board with supplied pens, fingertips, and the palms of hands. Second, the pen tray gives a place to keep the supplied SMART pens and is like a chalkboard except the technology is in the pen tray and not the pen. For example, if a pen goes missing the user can use other tools to write on the board such as fingertips or even a tennis ball. Third, SMART Notebook software has set a standards for how lessons are created, delivered, and managed in the classroom. The virtual tour shows how the SMART Board is extraordinary because its gives three options for learning. Option one is whole-class learning, option two is small-group learning, and option three is individual learning. (“Smart classroom tour,” 2010) These three options are extraordinary because they allow for three different types of learning occurring all in the classroom and with the touch of a finger.

Lastly, SMART Technologies Inc. has developed other educational solutions for engaged learning. Each of the products will “meet the 21st-century needs of classrooms, providing teachers with the right tools to engage their students, increase interactivity, encourage collaboration or address multiple learning styles.” (“Smart – products, 2010”) These products include interactive whiteboards and displays, interactive learning centers, complimentary hardware products, software products, SMART Slate, and SMART Podium interactive pen displays.

**AUDIENCE ANALYSIS**

**How does the iPad help the Hospital?:**

Through an interview with Dr. Barry Rose, a staff Anesthesiologist at Johnston Willis Hospital (Midlothian, VA), Partner of Commonwealth Anesthesia Associates, Vice President of *Result* (Medical Billing and Management Company), and former Chief of Anesthesia at Johnston Willis Hospital, we saw a great deal of ways the iPad would be a great use in the hospital.

1. If a floor nurse was given an iPad, taking care of her 10 patients would be infinitely more hassle free. If each patient’s room has an internet camera, she could see her patients without ever walking in the room. If there was a mic, they could talk to one another without being in the same room.
2. If the iPad gets a camera, it can use barcode scanning, meaning they can check if the medications given to each patient are correct. Right now there are laptops on rolling stands in which they upload pictures and do barcode scanning that way. These are bulky and non-preferential to people in the hospital.
3. The iPad could be linked to the hospital information system, having the nurse be able to input real-time data. She could input vital signs such as temperature, BP, HR; all without having to leave the room and go to the hospital computers to input the data.
4. Overview: Access to the internet: once you can access the internet wirelessly, you can have access to the hospital information system securely, thus you are linked to all patient data (retrieving information from the system). If there was software written for the iPad to have the ability to input and receive information from the hospital information system, there is great deal of value. As a nurse goes on rounds, they are no longer linked to computers. Let’s say you have a patient who is “coding” (going into heart failure), and a doctor asks for the latest lab data on the patient, currently people have to leave the room to get that data at a computer or chart. The charts are not as updated with real-time data as computers are, so a person has to physically leave the room to head to a computer while this person is dying, but with an iPad this will not have to happen any longer.
5. Hospitals are going paperless (along with no more x-ray prints), in order to read x-ray film you have to go to a computer, and with a wireless device like an iPad, you can get those films on the iPad. Any digital information will be able to be accessed, like EKGs for a patient having a heart attack.
6. There is a system called EICU, where ICUs around the country have cameras in them, thus having a doctor sitting in a room monitoring the patients. If this could be transferred to the iPad this would be highly beneficial. The iPad has the ability to download newly created apps, if the software was written; this EICU system on an iPad would benefit the hospital greatly.
7. Communication could be more affective. Nurses at the nurse’s desk can communicate by e-mail, texting, or by camera with the iPad. Sometimes it is hard to get in touch with other nurses because they can be in any of 1 to 10 rooms. There would be no need for intercom pages any longer.
8. Appocrates: This is an app on the droid phone. It will be able to be downloaded on the iPad so that it can be used if there is a medicine a patient is on, and you don’t know enough information about it. You will need to look it up and it will tell you what dose it comes in, how often you give it, and usually a picture of the pill is included. There is a pill identifier option with this app, based on shapes and sizes what the pill is. If a patient overdosed you can figure out through shapes and sizes what they could have taken. If you want to find out if two drugs are compatible, being that you want to run an antibiotic and a heart medicine in the same IV, the app will help tell you if you can do this or if you need to start another IV for the other drug.
9. On some apps on the droid, which are also downloadable on the iPad, there are medical formulas to help you figure out how fast a drip to put people on (IV fluids, etc). If you need to know what a patients BMI is, you put in the data, and it is calculated.
10. Medical Translator: The Spanish, Mexican, and Latino population is rising in America, thus there are a list of medical questions to ask people in Spanish. You can speak into a Droid what you want translated and it will take that and form it into Spanish. Then they can respond in Spanish, and it will go to English. There is no need for translators to come in and interview these patients anymore. This is an extremely new technology, but it is a technology that is available and can potentially be used with the iPad as well.

In conclusion of the interview, Dr. Rose stated that the most important thing is that you are making somebody mobile, bringing the computer bedside. Having information at your fingertips while being mobile is priceless in the medical field. For gathering information and inputting information, the iPad could greatly benefit the hospital. The key is for someone to write the interface for the iPad to be completely compatible with the needs of the hospital. The iPad is capable of all these things; they simply need to write the software for these connections between the machine and hospital to happen. The most important things the iPad would provide the hospital is the ability to communicate, be mobile, retrieve information, and input information. Nurse communication with the patient, nurse to doctor communication, and nurse to nurse communication could be enhanced because of this device. These are three weak links in the system of hospitals right now, and the wireless abilities of the iPad in the small frame that it is, would be a great help.

**COMMUNICATION PLAN**

**Whole New Type of Device**

This advertisement deals specially with the small, portable nature of the iPad. This advertisement will run on the Discovery Channel, Discovery Health, TLC, and other network programs due to the medical content in various programs as well as the benefits of product placement.

The advertisement will have nurses and doctors of all different nationalities, ages, gender, and class carrying desk top computers around as well as laptops. In this advertisement you will see the variety of people struggling to carry the devices and dropping their stethoscope and thermometer as well as the computer, looking frazzled. Then you will see a variety of doctors and nurses carrying the iPad and traveling along smoothly with a smile on their face. You will see different scenes around hospitals and doctor’s offices with people traveling easily with the iPad and then a quick shot back to someone carrying an old computer and struggling. At the end of the advertisement, there will be a simple screen that just states iPad and the various dimensions of the weight and thickness of the device.

This will appeal to people in the medical field as technology is used in every facet of the hospital and the iPad is easy to transport and allows access to everything by just touching a screen.

**“I-Medical”**

I-Medical is a print advertisement that targets hospitals and addresses the improvements in medical technology in regard to doctors and nurses. The advertisement will run in major newspapers such as the New York Times, and will also appear on billboards and technology magazines. Free posters and samples could also be given to health institutions, in order to increase awareness of the product. The print advertisement will feature members of the Grey’s Anatomy cast in character, while holding the product. There will also be some close ups of the product along with the apple iPad symbol.

This ad will use fear appeals and tactics in order to fully establish the need for the product. In this case fear is that the current medical technology may be out of date and that this may eventually lead to dysfunction and even death. Therefore, the iPad could be used as a means of survival. One could argue that the iPad could save lives because it is more effective in terms of storing chart information and would also be an effective way to monitor patients.

**Show It Off**

This advertisement will be a great way to get the idea of the iPad across to the audience. By producing and merchandising a t-shirt that says “iSave.iConserve.iPad.” the audience will physically be able to show the mission of the iPad and therefore creating curiosity inside and outside the medical environment. The t-shirt will come in various colors as to appeal to everyone interested. The t-shirt will be given away at various health and medical conferences as well as at student orientations for nursing programs. 

**“I-Communicate”**

The ad, “iNurse” will be a television ad that shows how an iPad will increase communication and efficiency in the hospital. Doctors enjoy escaping their job and field by watching shows like *24* and *Lost*, thus we would gear our advertising into primetime suspense filled shows such as these. An additional way of reaching hospital administrators and large hospital chains is running the advertisement at large conferences. Here we would have a booth set up with some plasma televisions running the advertisements, along with information in form of pens and business cards to physically advertise.

The advertisement would be a clip that shows how the iPad can be used to better communication in the hospital. It will show nurse to nurse and nurse to doctor interactions that are centered on an iPad. What would be important is to show that this is amazing technology that enhances efficiency while still keeping up strong relationships between all constituencies in the hospital. The goal of the advertisement is to address the weak links of communication we found in our research and display them as strengths when the iPad is now in the picture. Mobility of doctors and nurses is important, and that will be shown with a doctor or nurse accessing the hospital information system, scanning barcodes, and using apps, all while walking through the hospital and speaking to colleagues.

The advertisement will strike doctors as intriguing because we address many concerns for hospitals in the advertisement, and the solution provided is the iPad. Appealing to the doctors through these concerns being addressed and solved is the best way to grab them and pull them in to our campaign.

**THEORETICAL SUPPORT**

Uses and gratification theory “argues that instead of being used by media, audiences actively select from among media to gratify their needs.” (Borchers, 2005, p. 56) Uses and gratification theory applies to our campaign because audience members engage in symbol sharing only when they have a need to do so. Our campaign is narrow casted toward the medical field, specifically nursing programs which encourages members of this field to collectively participate in the advancement of medical technology in regards to sustainability.

Social proof theory is “making the assumption that surrounding people possess more knowledge about the situation, they will deem the behavior of others as appropriate of better informed.” (“Social proof, 2010) Social proof theory is the foundation of our campaign in that we are aiming to persuade well respected hospital groups that our product will increase productivity, communication, and mobility in an effort to also convince smaller hospital chains to follow suit.

**PLAN FOR EVALUTING**

Overall, the goal of our campaign has been to persuade the medical field to increase sustainability and efficiency by using the iPad as a replacement for paper filing. Our plan for evaluating the use of the iPad in medical environments consists of three main tasks. First, is to administer surveys to medical schools that participated in our poster campaign. Second, is to have a select group of administrators, medical students, and medical staff blog biweekly about their experiences thus far with the iPad. And lastly, we will meet bimonthly as a team to review the blog and take appropriate actions when seen necessary.

Works Cited

*Apple's get a mac campaign*. (2006, May 02). Retrieved from

<http://creativebits.org/apples_get_a_mac_campaign>

*Ease of use*. (2010). Retrieved from <http://smarttech.com/EOU/?WT.mc_id=STEdSolEOUVideo>

*Smart - 600 series*. (2010). Retrieved from

<http://www2.smarttech.com/st/enUS/Products/SMART+Boards/Front+projection/600+Series/>

*Smart classroom tour*. (2010). Retrieved from

<http://downloads01.smarttech.com/media/flash/classroomtour/index.html>

*Smart - products*. (2010). Retrieved from <http://www2.smarttech.com/st/en-US/Products/>

Social proof - Wikipedia, the free encyclopedia. (n.d.). *Main Page - Wikipedia, the free*

*encyclopedia*. Retrieved April 12, 2010, from http://en.wikipedia.org/wiki/Social\_proof