



## Stanford eCorner

### Stay on Simple Messages

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Video URL: <http://ecorner.stanford.edu/videos/2980/Stay-on-Simple-Messages>

Creating clear and compelling messaging is key to Apple's marketing approach, says Fortune magazine Senior Editor Adam Lashinsky. Moreover, the company compounds success in this area by staying on a unified message. Lashinsky also shares an amusing example of how Apple reminds its employees to strive for simplicity.



#### Transcript

Apple is of course famous for marketing for its clear concise messaging, a thousand songs in your pocket, the original marketing message for the iPod is something so simple that a third grader could understand it. And Apple's key is when you have a good line like that to repeat it over and over again, the way it's written, the way we wrote it in our planning meetings, you don't deviate from the script because you may get tired of hearing the script, but the person who is hearing it is hearing it for the first time. And the key is to deliver it the way we wrote it so that they'll start saying it to their friends and they'll say it to their friends and it comes back around in the marketplace again the way we wrote it because we took care to write it that way because it's good, and that's one of the keys to Apple's marketing.