Strategic Marketing Brilliance: Steve Jobs' Role in Shaping Apple's Brand and Market Position, portrayed in the movie *Steve jobs*

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Abstract: *This research paper focuses on exploring the tremendous impact of Steve Jobs, the former CEO of Apple Inc., on building Apple's brand and market value through brilliant strategic planning. Steve Jobs was beyond just a co-founder and CEO of Apple Inc., he was a genius in the field of technology and a great leader, under whom the world's largest brand Apple Inc., developed. This Paper mainly focuses on how Apple was transformed into a global powerhouse under the guidance and control of Steve Jobs and deeply analyzes and examines his actions and decisions that led to the company's huge success. The paper also focuses on various Leadership theories, their origins, merits, demerits, and how all these helped to frame the idealistic concepts of leadership and its qualities. The paper also explores the advertising skills of Steve Jobs' like the Apple Inc., tagline campaign (Think Different) and his narrative style of marketing.*

Keywords: *Leadership, Steve Jobs, Marketing, Apple Inc., Innovations.*

1. INTRODUCTION:

"A genuine leader is not a searcher for consensus but a molder of consensus." - Martin Luther King Jr.

As the great Martin Luther King Jr. described it, a good or genuine leader is not someone who is following the existing norms or confronting to attain an agreement, but rather someone who is willing to build a consensus by upbringing or inspiring others towards their shared goals or achievements. Or, in other words, leadership is mainly about inspiring or motivating people to do things in order to attain a particular goal. Leadership is the primary aspect of various dynamic organizations, influencing points, or as a part of the culture. Over many years of research, scholars have come up with various theories to comprehend and explain the various levels of complexity of a leader or leadership. According to some scholars, there are mainly four prominent kinds of theories to understand the complexities of leadership: behavioral theory, trait theory, contingency theory, and transformational leadership.

The trait theory was first proposed by the researcher Thomas Carlyle in the 1800s. It was commonly known as "The Great Man Theory of Leadership". During his early stages of research, Carlyle looked up to various popular leaders around the world to conduct a comparative study on their achievements and their leadership styles. He compared leaders like Mahatma Gandhi, Napoleon, Julius Caesar, and so on. After months and months of research, he came to the conclusion that all these "great leaders" had inborn characteristics of a great leader. In other words, the theory suggests that the so-called leadership qualities are innate in a person, which clearly means that these characteristics cannot be attained through any kind of training or experience. This oversimplifying concept of leadership often resulted in defamation of the trait theory for ignoring all other possibilities of attaining qualities through various other means of external influence, like experience. This was one of the disadvantages of this concept of theory "are born and not made", In contrast to this notion of the Trait Theory of Thomas Carlyle came another theory known as the behavioral theory of leadership.

The behavioral theory was the result of numerous other research sources conducted by many researchers over a period of time. This theory focuses on the fact that all the qualities or traits of a leader or a leadership trait are not just fixed attributes but rather are attained or acquired through various forms of learning or other external influences obtained throughout their life span. The behavioral theory can be classified into two categories: task-oriented and people-oriented. Task-oriented category: the people in this category are more future-oriented and determined with fixed goals: they are more organized with setting standards and working to achieve all those goals. But on the other hand, those who fall under the category of people-oriented are more focused on building good relationships, motivating and supporting other followers, and so on. However, these theories also had their own limitations, such as the fact that they ignored many traits that might have influenced leaders, like emotions or context, and tried to compel on the idea of universal traits that might not be applicable in some cases. Therefore, even though behavioral theory helps to clear up the wrong notions of trait theory, it's still incomplete in various aspects.

The third theory that explains leadership is contingency theory. This theory was proposed or developed by Professor Fred Fiedler in the 1960s. According to this theory, it aims to focus on the concept that a leader can be efficient in one circumstance or situation but inefficient in another. It breaks all the notions of the above two theories, stating that not all leaders can be efficient in all circumstances, it depends on the skills and abilities of the person to act as a good leader in the given circumstances. This theory breaks the notion of a 'good or bad'. The theory still faced many criticisms, as, according to Fielder's theory, a person can only have the leadership qualities for a fixed situation, and this person will have to be replaced as a leader in other situations. Fielder didn't opt for an idea of how these qualities can be more flexible and attained through learning or experience. These limitations led to the discovery of a new theory, the transformational theory of leadership.

The transformational theory of Leadership was developed and coined by Presidential biographer and leadership expert James MacGregor Burns in the 1970s. This type of leadership is mainly seen or observed in office committees. Here, the leader is more people-oriented, they encourage and inspire other co-workers to build new ideas for their individual benefits as well as for the growth of the company as a whole.

2. FILM ANALYSIS:

After all these theories, a good leader can be determined by examining various qualities such as visionary, optimistic, transformational, ambitious, etc. All these qualities point to a single person in the field of technology, that is, Steve Jobs, one of the other college dropouts who proved that there can be a life beyond any college degree and later became the co-founder of the world's best technological company, Apple Inc., and one of the world's most admired CEOs of all time. Danny Boyle, one of the extraordinary craftsmen of the film industry, directed the most anticipated movie of all time, Steve Jobs in 2013. This artistically crafted movie portrays the personal and professional lives of Steve Jobs as well as the launch of three main Apple products that contributed to the brand value that Apple is experiencing today. One of the most versatile actors in Hollywood, Ashton Kutcher played the iconic innovator of Apple and an accomplished entrepreneur, Mr. Steve Jobs. This inspirational movie chronicles Jobs' life as a college dropout and how he made his way through to become one of the most admired CEOs in the world. It's a biographical drama written by Aaron Sorkin.The movie portrays fourteen years of Steve Jobs's life during the time he became Apple's CEO and discusses all the peaks and valleys he had to face during these fourteen years. It also depicts small portions of his personal life as a father to his daughter, Lisa Brennan-Jobs. This film is the best personal experience one could have about the skillful leadership traits portrayed by Steve Jobs in his career. His unwavering and stubborn attitude had gotten him in lots of trouble, but this attitude had also brought creativity and uniqueness to his leadership. His ability as a great leader is beautifully depicted in the scenes of the three main launches of Apple products in the movie: the Macintosh in 1984, the NeXT Computer in 1988, and the iMac in 1998. The Macintosh (1984) was the first Apple product to step further into the futuristic idea, which was different from all the commonly available products on the market. The Macintosh was first introduced by Steve Jobs on January 24th, 1984. The firm groundwork of this project was done by one of the employees who worked under Steve Jobs in the 1970s, which was later transformed and developed by Jobs it was a bundle of two operational programs, Mac Paint and Mac Write. It was one of the first products to use two of the unpopular features of that period: the mouse and the GUI (Graphical User Interface). Steve Jobs as a leader peaked at this point in the year. His visionary and unwavering attempt to bring in the originality of this product made this a groundbreaking event in the history of Apple's production as well as in the history of computer technology. Even after receiving much backlash regarding technical errors and conflicts with the company, jobs remained strong and positive throughout this launch, making it a great success. The second launch took place in 1988 with the NeXT computer launch.

Steve Jobs was forcefully fired from 'Apple Inc', due to inner conflicts among the board members of the company. In 1985, Steve Jobs started a new company, "NeXT Computers. The company introduced two other products, NeXT cube and NeXT station, m 1990. Even though NeXT computers were a huge failure, Jobs' excellent mindset contributed to the future of technology. He used these lessons from his failure to achieve more goals. With his charismatic style, he influenced and inspired his co-workers to face the challenges and move on. The third launch iMac (1998), discussed the time period after Steve Jobs returned to Apple Inc. as the CEO of the company.

When Steve Jobs returned to the company in 1997, the company was in a pit hole, it was losing millions and millions of dollars and was on the edge of bankruptcy. That is when Steve Jobs came in to rescue the company by all means. The iMac was the result of Steve Jobs and his handpicked group of people working together to recreate the history of computers. The iMac was designed with the goal of providing everyone with easy access to the internet. It sounds a bit basic in today's world where the internet is readily available, but during the 1990s, when accessibility of the internet was very limited, this innovative idea of the iMac was a great contribution to the future of the technical world. Jobs' creative approach to bring in such innovative contributions marked the beginning of fast-gen computers and technology. His faith in his team and his ambition to regain the brand usage of Apple paid off with the huge success of the company.

The movie ends as Steve Jobs finishes his speech at the launch of the new iMac, reflecting his passion and enthusiasm for technology, surrounded by all his admirers and supporters, and his daughter Lisa Jobs reflecting on his journey as one of the most admired CEOs of all time.

3. STEVE JOBS AS A LEADER :

The path of Steve Jobs' journey as a leader was never a bed of roses. Jobs had faced much backlash over the years, which ended up costing him his position as CEO. Steve Jobs was once fired from his position due to the early failure of some products. Steve Jobs was known for his visionary and optimistic mindset. He had a strong, driven mindset that focused on achieving his set goals by any means. In the behavioral theory of leadership, Steve Jobs can be considered both task-oriented and people-oriented, as he had a strong mindset with fixed goals and supported and promoted new ideas from his fellow workers to bring about the success of the company. Jobs never worried about what his consumers wanted, rather, he focused on the goal of changing the structure of the technology world with his contributions. This was one of the reasons that led to the grand success of the company later throughout the year and to the production of various iconic Apple products

Steve Jobs was well known for his innovative style of leadership. He believed in transcending boundaries to achieve his goals. He was someone who didn't work to please his consumers, as he quotes, "You can't just ask customers what they want and then try to give it to them. By the time you get it built, they'll want something new." Jobs was a very futuristic person, he was not trying to please his customers by providing something they might want at that point, but instead, he was crossing all the boundaries of constraints around him to achieve something unique and disrupted the cell phone market by introducing the new iPhone into the market. One of the most iconic contributions he made to the company was the 1997 campaign for the development of Apple's new tagline, "Think Different". This iconic tagline was able to achieve a huge attraction among consumers. In the campaign, he said,

'Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes... the ones who see things differently they're not fond of rules... You can quote them, disagree with them, glorify them, or vilify them, but the only thing you can't do is ignore them because they change things. They push the human race forward, and while some may see them as the crazy ones, we see genius, because the ones who are crazy enough to think that they can change the world are the ones who do' (Steve Jobs, 1997).

This famous speech by Steve Jobs encapsulates the pure essence of our leadership skills. Apple Inc was having a harsh tune competing with its competitors, like Microsoft, due to its expensive products compared to other brands that were available in the market during that period. The "Think Different campaign was a response to the declining sales and market value of the company. Steve Jobs very much needed to bring in a unique attempt to bring back the company and to make consumers realize the innovative and creative objectives of the company. This campaign was originally created by Apple's own marketing and advertising teams, TBWAChatDay. This campaign brought the company huge success and received numerous awards for restoring the brand image of Apple. The campaign promoted the ability of people-oriented people who were daring to break free from social conformities and "Think Differently", In the speech, Steve Jobs stresses phrases like "the crazy ones" "the misfits," and "the rebels" to refer to people who are not afraid to break

all the social norms and dream big to achieve their own individual goals or visions and are not confronted by what others (society) want them to do.

The campaign was visually attractive to the audience as it used black-and-white print ads of many famous leaders and influencers like Martin Luther King Jr., Albert Einstein, and John Lemmon. They did not use any Apple products for the advertisement but were still successful in achieving the audience's attention to the company's image and understanding of Apple's value and innovative ideas. Steve Jobs' role at Apple is much more than just a CEO or someone developing new products, he was well known for his marketing techniques, the storytelling or narrative technique that he used to launch each product. He used one of the common phenomena of comparison studies. He compares their own periods to help people understand how the new product is a better version of the old product. He also tends to share his personal experiences and stories to make more connections with his audiences. This adds more depth to his speech. Even though most of his speeches were simple, he tried to bring in concepts of basic logic that attracted the audience. As the former co-owner of Apple, Steve Wozniak quotes Steve Jobs as "Being the primary communicator and decision-maker in the business. He was very good at [that]."Wozniak also commented that Jobs' skill as a communicator had had a huge impact on Apple's success m marketing new products. Through this masterful leadership, Jobs left a great impact on the company and the world.

4. CONCLUSION:

In conclusion, the movie Steve Jobs (2013) embarks on the journey of a career as the driving force of Apple Inc. and his impact on the company as a great leader. The movie provides a powerful statement about his legacy as a strong leader and visionary in the field of technology. When most people contemplated creative and innovative ideas and in terms of social norms and ended up with societal conformities, Steve Jobs opted to ignore this mediocre attitude and realized his visions and goals without being affected by outside influences. His unwavering determination and innovative mindset have helped in shaping Apple's brand image and market value over the years. His inspiring journey breaks the timeless notion that leaders are born different rather he proved that a genius is not born different, but "think different". As researchers navigate through the complexities of leadership in the rapidly shifting and evolving world, Steve Jobs' legacy will still continue to inspire and motivate future generations of leaders in all aspects of life.

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