



FOR IMMEDIATE RELEASE

Apple Unveils Think Different Campaign Celebrating the World's Visionaries

CUPERTINO, CALIFORNIA, Sept 28, 1997- Apple Computer Inc. today unveiled Think Different, a new brand campaign designed to reposition the company at a pivotal moment in its history. Featuring striking black and white portraits of influential figures such as Albert Einstein, Mahatma Gandhi and Pablo Picasso, the campaign celebrates creativity, individuality and those who challenge the status quo. The accompanying television advertisement, widely recognized for its crazy ones narration, reinforces Apple's belief that innovation begins with people bold enough to see the world differently.

Developed in partnership with advertising agency TBWA/Chiat/Day, Think Different represents a strategic departure from traditional technology marketing, which often emphasizes technical specifications and hardware features. Instead of focusing on products, Apple chose to highlight values creativity, imagination and nonconformity aligning the brand with cultural icons associated with groundbreaking ideas and social progress. Apple aims to rebuild consumer confidence, strengthen brand loyalty and reconnect with creative professionals and forward thinking customers worldwide. Launched nationally across television, print and outdoor media, the campaign was created to rebuild consumer trust, restore investor confidence and reconnect with creative professionals at a critical time for a company.

The timing of the campaign proved significant. In the two years following its debut, Apple's market capitalization rose dramatically from \$1.6 billion to \$15.6 billion, signaling renewed financial stability and investor optimism. The campaign also strengthened Apple's reputation among consumers, with Fortune naming the company the most admired in the United States multiple times between 1998 and 2002. Industry recognition followed as well, including a 1998 Emmy Award and the 2000 Grand Effie Award honoring both Apple and TBWA/Chiat/Day for advertising excellence and strategic effectiveness.

By prioritizing emotional connection over technical detail, Think Different reshaped public perception of Apple and reestablished the company as a brand for innovators and creative thinkers. The campaign helped lay the groundwork for future product breakthroughs, including

the iMac, iPad, iPod, and iPhone. Though the campaign officially concluded in 2002, its messaging continues to influence Apple's corporate identity and marketing philosophy, serving as a lasting example of how strong storytelling and strategic positioning can transform a brand.

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Apple Computer Inc. designs personal computers and related software that combine innovation, design and intuitive technology. Committed to empowering creativity and challenging convention, Apple continues to develop products that redefine user experience and shape the future of personal technology.

Contact information:

Website: apple.com

Email: media.help@apple.com