

**“Providing Creative Solutions  
For A Changing World”**

**Computer  
Dimensions**



# Executive Summary

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Our society is adopting technology in an entirely different way thanks to Apple. Schools are employing iPads in most grade levels. Grandparents are communicating with Facetime. Businesses are enjoying the security of the Mac OS and iOS platforms. We have watched our community grow with technology and we have been here to help for 25 years. There's nobody else that knows Apple like we do.

We know how much you love your Apple products. We love them too. Thankfully, we are local and close to home so we can make it convenient for Beaumont and the surrounding cities. We make it easy to come in, test out the Macs, test out the iPads, try on the cases and walk away with everything in hand.

We are your friendly, knowledgeable, local Apple Authorized dealer. We focus on customer service and have a passion for the Mac and everything Apple. We love solving problems and helping our clients get the most from their Macs and other Apple products. We have a strong commitment to our business and most importantly our customers - our friends.

We Are  
Apple Specialists.



Consumer Reports say Apple still tops competitors in Reliability.

"In the ranking of consumer satisfaction, Apple gets a reader score of 78 percent. Dell and Lenovo tied at 59 percent, with Acer, Asus, eMachines, HP, Gateway, and Toshiba grouped together between 56 to 54 percent. That's a significant difference in customer perception."

"CR said that Apple solved three-quarters of user problems compared with Dell's 61 percent, its nearest competitor."

"Over the past five or so years, customers have increasingly accepted Apple's value proposition: higher-quality machines with leading industrial design, a tightly-integrated operating system."

72 million: The number of modern Macs Apple has sold to date. That's twice the number reported five years ago.

300 million: The number of iCloud accounts to date.

575 million: The number of iTunes accounts, many of which are attached to a credit card. CEO Tim Cook claims that iTunes is the single largest repository of stored credit card numbers on the Internet.

\$412.6 billion: Apple's market cap after the closing bell. Shares fell 0.66 percent in trading Monday. Apple remains the world's most valuable publicly traded company. The world's #2 company is Exxon Mobil, worth \$405 billion.

Source: <http://www.zdnet.com/consumer-reports-apple-still-tops-in-reliability-7000007770/>

Source:

<http://www.bizjournals.com/sanjose/news/2013/06/11/14-eye-popping-apple-statistics-from.html?page=all>

# Research

Our staff is committed to serving you and giving you the best customer satisfaction experience possible.

Computer Dimensions has you covered on Apple's warranty for your Macintosh, iPhone, iPad and iPod.

We stock everything you could ever want or need for your Mac, iPad, iPhone or iPod. We offer the best selection of accessories including cables, adapters, chargers, headphones, speakers and the widest variety of cases available.

Since 1989, Computer Dimensions remains the only Apple Specialist store for 80 miles serving Beaumont, Mid-County and surrounding areas. We focus exclusively on Apple solutions and combine technical expertise with a commitment to customer service before, during, and after a sale. Computer Dimensions is one of only a handful of Specialists to achieve Apple's Premium Service Provider ranking. We have exceeded Apple's highest level of sales and service authorizations.

Back up all your valuable data. You can back up with an external hard drive or with iCloud on iOS devices (iPod, iPad, iPhone). Also, bring your administrator username and password for the tech.

We are an authorized sales and service repair center. We have exceeded Apple's highest sales and service specifications.

We are among a very small group of Apple Specialists that meet and exceed these requirements on a yearly basis.

Special financing if paid in full for 6, 12, or 18 months.

Competitors:

The Computer Shop: Website is much more difficult to use. Are not certified Apple specialist.

EPC Computers: Same cons as The Computer Shop.

Computer Shak: Same cons as the previous.

Geek Squad: Bigger Inventory, more agents, more stores.

Cons: More expensive, longer waits, don't work on apple products in the store, must be sent off to a different location to be worked on.

1 Year Goal: To double the customers coming into Computer Dimensions.

Flow Chart:

<b>Ad</b>	<b>Spring</b>	<b>Summer</b>	<b>Fall</b>	<b>Winter</b>	<b>Cost</b>
Newspaper	\$500	\$500	\$500	\$500	\$2000
Social Media	\$0	\$0	\$0	\$0	\$0
Local TV Ad	\$1000	\$1000	\$1000	\$1000	\$4000
Promoting on Social Media	\$450	\$450	\$450	\$450	\$1800

Total: \$7800

With these options of advertsing in the Beaumont area we feel that we can easily obtain our goal to double our customers.

# Creative Brief

- Client: Computer Dimensions
- Product name: Apple
- Project name: 2014 advertising Campaign
- Issue Date: December 2<sup>nd</sup> 2014.
- Purpose: We want to reach out to our local customers. We can provide our customers with a special one on one customer service.

# Creative Brief

At Computer Dimensions we offer a type of customer service that surpasses other tech stores. We have three key elements that make us different

-Home grown: We are located in Beaumont, Tx and are specialized in all of the Apple products.

-Locally Owned: We do not have a quota to fill each day. We want our customers to walk out of our store knowing how to operate and enjoy their device.

-Skilled on the Product: We know our product we are skilled to help customers learn about their Apple purchases.



# Computer Dimensions

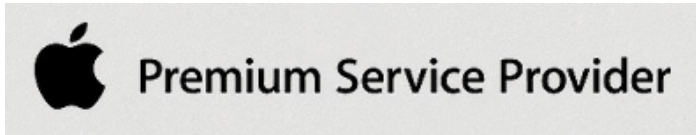


Apple Specialist

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- [www.Compdim.com](http://www.Compdim.com)

- [Sales@Compdim.com](mailto:Sales@Compdim.com)



Trust No One Else!

Service	Rates
Warranty parts and labor	Free
Out of Warranty labor	\$100/hour
Software Installation	\$100/hour
Data Recovery	\$100/hour
Password Reset	\$25
On-Site Service	\$125/hour
iOS / iPod Restore	\$25
Individual Training	\$45/hour

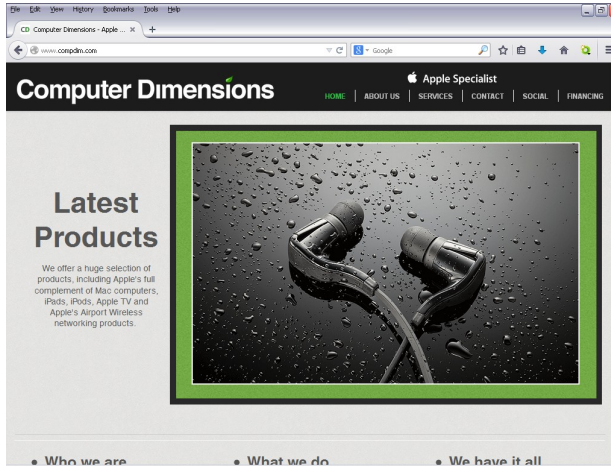
Apple Specialists are a select group of independent Apple Dealers and Service Providers with a strong commitment to Apple's Mac and iOS platforms. Since 1989, Computer Dimensions remains the only Apple Specialist store for 80 miles serving Beaumont, Mid-County and surrounding areas. We focus exclusively on Apple solutions and combine technical expertise with a commitment to customer service before, during, and after a sale. Computer Dimensions is one of only a handful of Specialists to achieve Apple's Premium Service Provider ranking. We have exceeded Apple's highest level of sales and service authorizations.





# Creative

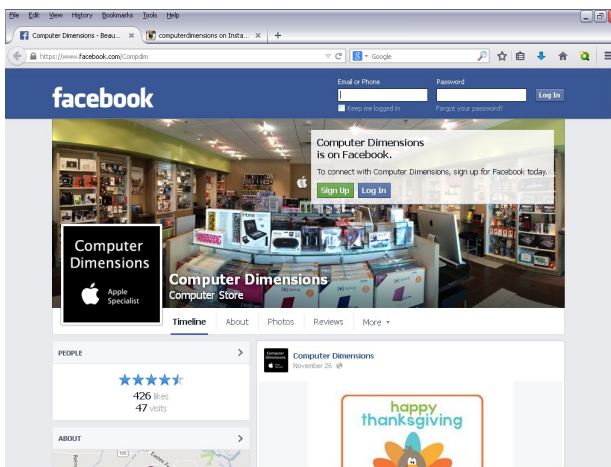
Professional Website



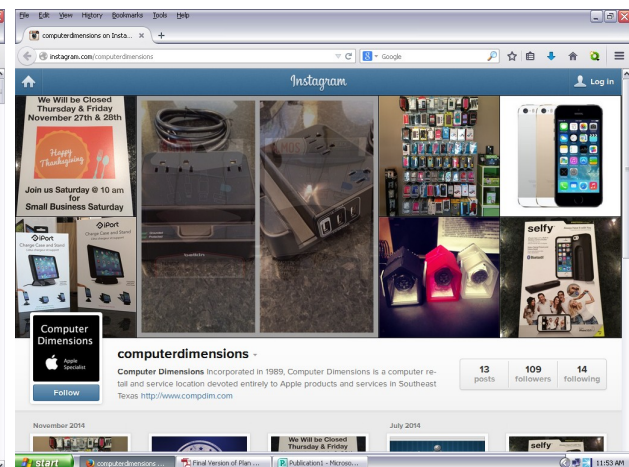
Twitter



Facebook



Instagram



# Media Plan



## OVERVIEW

We have developed a media plan designed to reach out to the community that we are local and close to home so they do not have to drive far to receive quality care and services for their Apple products. We are the only local Apple specialist in Beaumont. We will be emphasizing on specific traditional and non-traditional elements to reach out to the local community. We will begin our media plan at Lamar University to inform the college students of our services.

# STRATEGY

## TRADITIONAL

### **University Press:**

We will utilize the campus paper by purchasing a ad block in the paper to inform the campus of our products and services.

### **Flyers:**

We will print out 250 print ads and post them around campus at populated locations such as the student center and dormitories.

## NON-TRADITIONAL

### **Social Media:**

Utilizing social media to gain recognition is huge with the younger crowd. We will create Facebook, Twitter, and Instagram sites.

### **E-Newsletter:**

Newsletters delivered electronically via email to inform the public about our services and upcoming sales.

# CAMPAIGN EVALUATION

With the various media we will be utilizing for promoting the different products and services offered by Computer Dimensions, we want to make sure we have a variety of ways of measuring how well this campaign is going.

- Social Media:

We are able to monitor discussions, comments, retweets, etc. that are associated with the different pages we set up with the company to see how the customers are reacting to the different ways we are reaching out to consumers.

- E-newsletter

We are able to monitor the effectiveness of the e-newsletter by how many people subscribe to receive it. However, we can even measure how effectiveness this method is by seeing how many customers participate with the sales and services that are mentioned within the newsletter.

- Website Statistics:

We can also monitor Computer Dimensions main website with how many times it has been searched with a search engine, and how many times people have visited to website.

- Surveys/Questionnaires

With those that are signed up for the newsletters, we can email them surveys and questionnaires, asking them for their opinion on the services and products offered by the store.

With other customers, we can add a link to the surveys and questionnaires to the receipt and inform them of the link and ask them to complete it.