Luxury Daily®

The News and Intelligence You Need on Luxury

MULTICHANNEL

Webinar on Nov. 6: What Apple's offense means to luxury brands, retailers and rivals

October 31, 2012

By STAFF REPORTS

Please click here to register for the free Nov. 6 webinar at 2-3p.m. ET on "What Apple's offense means to luxury brands, retailers and rivals"

Apple, in a tough turf fight with Google, Amazon, Microsoft, Samsung, Dell, Nokia, Research In Motion and Hewlett-Packard, is setting the tone for marketers and retailers with a unique mobile ecosystem that could shape the future of luxury marketing and retail and leave out those not in the loop.

Sign up now
Luxury Daily

In this free hour-long webinar on Tuesday, Nov. 6 at 2 p.m. to 3 p.m. ET, senior executives will discuss how Apple's products and services are shaping and redefining luxury marketing and retail, including the critical path-to-purchase. Its dominant presence in smartphones, tablets, mobile payments, and digital content, commerce and entertainment are forcing competitors to rethink everything to defend their turf as consumers increasingly vote with their feet to pick favorites.

"Apple is setting the agenda for mobile, marketing and retail innovation and, in the process, forcing marketers and retailers to rethink how they go to market with new and

existing products and services," said Mickey Alam Khan, editor in chief of Luxury Daily, New York.

"Consumers are not only willing to pay a premium for Apple products and services, but are also willing to upgrade each time the company debuts a new iPhone, iPad, iOS or laptop," he said. "This has profound implications for brands, marketers and retailers with a vested interest in hardware, software, content, commerce, entertainment, marketing and advertising, payments and store-based retail.

"Not only will marketers and competitors have to constantly adapt to handle the Apple juggernaut, but they will also have to innovate at a faster pace to match what keeps Apple fit, loved and cash-rich: acute attention to customer convenience."

In this webinar, the panelists will discuss:

- Apple as the ultimate cross-channel catalyst for innovation and what it means for luxury marketing and retail

- How the iPhone, iPad and iTunes store, along with the MacBook Air, are redefining mobile as we know it

- Is the Apple customer really different

- Making sense of the competitor landscape – Google, Amazon, Microsoft, Samsung, Dell, Nokia, Research In Motion and Hewlett-Packard – and their answers to Apple's iPhone and iPad

- How and where luxury brands, marketers and retailers should focus their energy and dollars in this mobile ecosystem to gain customer and prospect attention and continued loyalty

- Best-practice tips for getting the most out of sites and applications for the Apple iPhone and iPad

The panelists are:

Tom O'Regan, chief revenue officer, Martini Media

Scott Forshay, mobile and emerging technologies strategist, Acquity Group

Jack Philbin, president/CEO, Vibes

Patrick Frend, managing director, Razorfish

Mickey Alam Khan, editor in chief of Luxury Daily, will moderate.

The webinar is part of a continuing series that Luxury Daily will produce.

Attendees to this webinar will get a copy of the presentation upon request.

Please click here to register for the free Nov. 6 webinar at 2-3 p.m. ET on "What Apple's offense means to luxury brands, retailers and rivals"

WEBINAR DETAILS

Date and time: Tuesday, Nov. 6, 2012 at 2 p.m. to 3 p.m. ET

Topic title: What Apple's offense means to luxury brands, retailers and rivals

Summary: How Apple is challenging the status quo and affecting all players in the ecosystem, particularly rivals, and what this iPhone and iPad onslaught means for luxury brands, luxury retailers and rivals looking to capture or hold on to market share in their respective spheres

Themes
- Apple as the ultimate cross-channel catalyst for innovation and what it means for luxury marketing and retail

- How the iPhone, iPad and iTunes store, along with the MacBook Air, are redefining mobile as we know it

- Is the Apple customer really different

- Making sense of the competitor landscape – Google, Amazon, Microsoft, Samsung, Dell, Nokia, Research In Motion and Hewlett-Packard – and their answers to Apple's iPhone and iPad

- How and where luxury brands, marketers and retailers should focus their energy and dollars in this mobile ecosystem to gain customer and prospect attention and continued loyalty

- Best-practice tips for getting the most out of sites and applications for the Apple iPhone and iPad

Panelists
Tom O'Regan, chief revenue officer, Martini Media

Scott Forshay, mobile and emerging technologies strategist, Acquity Group

Jack Philbin, president/CEO, Vibes

Patrick Frend, managing director, Razorfish

Moderator
Mickey Alam Khan, editor in chief, Luxury Daily

Attendees can request a copy of the presentation.

Please click here to register for the free Nov. 6 webinar at 2-3 p.m. ET on "What Apple's offense means to luxury brands, retailers and rivals"

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your feedback is welcome.