

Press Release – London 13th Sep 2017

Premium products put Apple's brand value at risk

Brand Finance CEO, David Haigh, commented on the launch of iPhone X and its implications for the Apple brand.

“After a difficult period when analysts, commentators, and most importantly customers, began to lose faith in the once hugely successful brand, expectations were high for the unveiling of the 10th anniversary iPhone. #AppleEvent initially electrified media and fans but the premium price and delayed availability of iPhone X slowed down the brand's reclaimed momentum.”

“iPhone X is Apple's long-awaited answer to Samsung's all-screen mobiles and although new technological features promise first-class user experience, the cost may discourage many less dogmatic customers who are prepared to settle for a similar model from Apple's competitors.”

“With the advent of cheaper phones from emerging world brands like Huawei, Apple's increasing focus on what are effectively luxury products may ultimately cost the brand a fair share of the global mass market and potential growth of brand value.”

“However, showcasing innovation in more than just handset technology, with the cellular-enabled Apple Watch and the upgraded Apple TV 4K, is likely to help the brand generate enough interest to break the spell that seemed to constrain sales on these products in the past.”

Valued at over \$107 billion, Apple was ranked the world's second most valuable brand of 2017, after it had dominated the Brand Finance Global 500 league table for five consecutive years from 2012 to 2016.

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Note to Editors

David Haigh, CEO of Brand Finance, is available for interviews.

Learn more about Apple's brand value from the Brand Finance Global 500 2017 [league table](#) and [report](#).

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About Brand Finance

[Brand Finance](#) is the world's leading brand valuation and strategy consultancy, with offices in over 20 countries. We provide clarity to marketers, brand owners and investors by quantifying the financial value of brands. Drawing on expertise in strategy, branding, market research, visual identity, finance, tax and intellectual property, Brand Finance helps clients make the right decisions to maximise brand and business value and bridges the gap between marketing and finance.