

Steve Jobs - he changed our world



By [Walter Pike](#)

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If you visit apple.com today, Thursday, 6 October 2011, you will be greeted with a black and white picture with the title "Steve Jobs (1955 -2011)" - a simple elegant tribute to a legend.



Homepage of Apple's website pays tribute to the late Steve Jobs.

[click to enlarge](#)

Personal inspiration

When I need personal inspiration, for years I have played the Apple "Think Different" ad. I even bought crazyones.co.za, although still don't know what I am going to do with it.

Jobs could easily have starred in his own ad - because he was certainly one of the crazy ones who have changed the world.

Master marketer

Jobs was a master marketer. He understood that the brand is built by the customers' experience and by what they tell their friends. He also understood how to look at the world and totally disregard the status quo and reinvent it afresh.

When he returned to the company he founded after a decade in the wilderness, he saved it not by launching a new technology but by making his computers beautiful and colourful - and when people saw blue and pink computers, they told their friends.

Care, passion and love

Apple builds devices with care and passion and, dare I say, love; even the parts of the machines, which the customer didn't see and others would have left because no one would have noticed, have always been a focus of meticulous attention to detail and beautiful design.

Jobs built his devices for himself; he knew that, because he was pushing boundaries, no consumer focus group would ever be able to imagine what they wanted, and he backed himself and his company to launch products in markets where others feared to tread, such as the tablet market that was reinvented with the iPad, the music industry which he completely reinvented (think iPods and iTunes) and other industries beside.

Impactful and brave advertising

He produced fabulous, impactful and brave advertising.

But his marketing genius was to build stuff and experiences that people love, and to create a comfortable ecosystem accessed by devices that are themselves pieces of art - objects of desire - and then to understand that those objects and devices are only tools - it's what they release, in and for the individual, that's the "killer app".

My tribute to the marketing genius of Steve Jobs is that my life is surrounded by Apple, by iPods, iPhones, iPads and Macbooks - they make my life better and I constantly tell my friends so.

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ABOUT WALTER PIKE

Walter has decades long experience in advertising, PR, digital marketing and social media both as a practitioner and as an academic. As a public speaker; Speaks on the future of advertising in the post - broadcast era. As an activist; works in an intersection of feminism & racism. He has devised an intervention in unpacking whiteness for white people. As an educator; upskilling programs in marketing comms, advertising & social in South, West and East Africa. Social crisis management consultant & educator. Ideaorg founder

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