The Apple Company Personality Branding strategy focuses on customer’s emotions and being an innovative leader. The company brand personality includes several traits: sophisticated, contemporary, intelligent, creative and imaginative, and confident. Apple ensures that you will live a lifestyle that is productive and creative but also includes time for recreation and leisure. Apple doesn’t follow every single rule. In many ways it makes the rules. Apple is non-conformist and endeavors to try things differently. A different approach requires imagination. A strong imagination can bring hopes and dreams - hopes of an upscale life and dreams of making a contribution to the world. This requires intelligence which in turn leads to innovation. Apple wants to empower you; it wants to provide you with the tools to be the creative, innovative person you feel you are. The Apple product is about simple sophistication which provides people with the latest innovations that get rid of complications from the lives of every individual. It is sincere and honest in its support and it believes in you. Apple wants you to feel as though you have been invited into a unique group of people who understand the sophistication and creativity that Apple represents. As part of this group, the Apple user is made to feel as creative, confident non-conformist.