5 Ways Apple’s Marketing Evolved in the Tim Cook Era

When Tim Cook took over as CEO of Apple in 2011, many questioned whether he could fill the very big shoes of co-founder Steve Jobs.

Jobs was not only a visionary entrepreneur and tech revolutionary, but also a master marketer. Through his close collaboration with legendary creative leader Lee Clow – who established Apple’s dedicated agency TBWA\Media Arts Lab (MAL) in 2006 – Jobs helped shape the brand’s iconic advertising.

Cook, by contrast, was seen as a more reserved, operations-focused leader. Yet under his tenure, Apple’s marketing evolved into more values-driven, human-centric, and globally-minded storytelling.

In 2016, he appointed former advertising executive Tor Myhren as vp of marketing communications, who continues to oversee Apple’s global marketing with MAL.

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