

Product: AirPods Pro 3

#FindYourSilence

Paid

- **TV ad** with Apple commercial displaying AirPods Pro 3 specs
- **Sponsored search** result on Google when users search for new Bluetooth earphones
- **Targeted ads** on TikTok for users with earphone/headphone-related searches

Paid/Supplied Reviews

Sponsored Posts and Boosted Social Ads

Spark engagement and community participation

- Hashtag campaign **#FindYourSilence** encouraging users to share where they “escape the noise.”
- TikTok challenge showing before/after noise-cancellation reactions.
- Instagram Reels reposted by Apple featuring authentic user clips.
- Collaboration with lifestyle influencers for unboxing and reactions.

Shared

Earned

- Youtube Product Reviews
- Articles and media on Hearing Aid Feature
- Positive reviews on product
- Word of Mouth

Press Releases

Shareable Graphics

- Website landing page dedicated to the new airpods pro 3
- Apple publishes official product announcement
- Product launch videos and ads
- Product demos and signage in stores

Owned

