

Think Different: A Conversation with Dennis Kincaid, the Creative Genius Behind Apple's Iconic Advertising Campaign

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In the annals of advertising history, few campaigns have had the lasting impact and cultural significance of Apple's "Think Different." Launched in 1997, the campaign featured a series of striking black-and-white portraits of iconic figures, accompanied by the tagline "Think Different." These figures included Albert Einstein, Bob Dylan, John Lennon, and Amelia Earhart, among others, all of whom were celebrated for their groundbreaking contributions to their respective fields.

The "Think Different" campaign was more than just a marketing ploy; it was a statement of Apple's core values. It reflected the company's belief in the power of creativity and innovation, and its commitment to empowering individuals to make a difference in the world. The campaign helped to shape the perception of Apple as a company that was different from its competitors, a company that was not afraid to challenge the status quo and embrace the unconventional.



Steve Jobs: Think Different by Dennis Kincaid

★★★★☆ 4 out of 5

Language : English
File size : 360 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 160 pages



Behind the "Think Different" campaign was a team of talented creatives, led by Dennis Kincaid. Kincaid, a former creative director at Chiat/Day, the advertising agency that developed the campaign, played a pivotal role in bringing the campaign to life. In this exclusive interview, Kincaid shares the story behind the "Think Different" campaign, from its inception to its lasting legacy.

The Genesis of an Idea:

The "Think Different" campaign was born out of a desire to change the perception of Apple. In the mid-1990s, Apple was struggling to regain its footing in the tech industry. The company had lost market share to IBM and Microsoft, and its products were seen as overpriced and uninspired.

"We wanted to create a campaign that would challenge the conventional wisdom about Apple," Kincaid says. "We wanted to show that Apple was not just a computer company, but a company that celebrated creativity and innovation. We wanted to show that Apple was a company that was different, a company that thought differently."

Kincaid and his team spent months brainstorming ideas for the campaign. They explored different concepts and themes, but nothing felt quite right. Finally, one day, Kincaid had a breakthrough.

"I was looking through a book of photographs of famous people," Kincaid says. "And I came across a picture of Albert Einstein. And I thought, 'That's

it! Einstein is the perfect symbol for what we're trying to say.' He's a genius, a visionary, a nonconformist. He's the embodiment of what it means to think different."

The Power of Portraits:

With the Einstein portrait as their inspiration, Kincaid and his team decided to focus the campaign on black-and-white portraits of iconic figures. They chose people from all walks of life, from scientists and artists to musicians and activists. Each person featured in the campaign was a pioneer in their field, someone who had made a significant contribution to society.

"We wanted to show that creativity and innovation can come from anywhere," Kincaid says. "It's not limited to a particular field or discipline. It's found in all walks of life."

The portraits were striking and evocative. They captured the essence of each individual's personality and their unique contribution to the world. The images were accompanied by brief, yet powerful, headlines that summed up each person's ethos. For example, the Einstein portrait was accompanied by the headline "He changed the way we think about the universe." The Bob Dylan portrait was accompanied by the headline "He changed the way we listen to music."

The Impact of "Think Different":

The "Think Different" campaign was an immediate success. It won numerous awards and accolades, and it is widely regarded as one of the most iconic advertising campaigns of all time. The campaign helped to change the perception of Apple, and it played a major role in the company's resurgence in the late 1990s and early 2000s.

"Think Different' was more than just a marketing campaign," Kincaid says. "It was a statement of Apple's core values. It was a celebration of creativity and innovation. And it was a call to action, a call to everyone to think differently and to make a difference in the world."

The Legacy of Dennis Kincaid:

Dennis Kincaid is one of the most influential creative directors in advertising history. His work on the "Think Different" campaign helped to shape the perception of Apple and to inspire a generation of creative thinkers. Kincaid's legacy extends far beyond the advertising world. He is a true visionary, a pioneer who has helped to change the way we think about creativity and innovation.

In the years since the "Think Different" campaign, Kincaid has continued to work on groundbreaking creative projects. He has directed award-winning films, designed innovative products, and written best-selling books. He is a true Renaissance man, a master of many talents.

Dennis Kincaid is a living legend, and his work continues to inspire and motivate people around the world. He is a true pioneer, a visionary who has helped to shape the future of creativity and innovation.

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The "Think Different" campaign is a testament to the power of creativity and innovation. It is a campaign that has inspired

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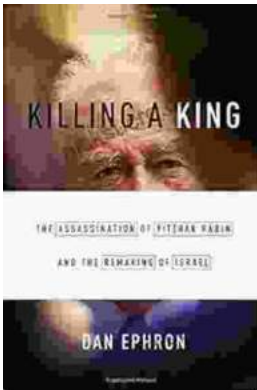
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