

Subject: Re: Why aren't you fighting back ?
From: "Tim Cook" <tcook@apple.com>
Received(Date): Mon, 28 Jan 2013 04:39:55 +0000
To: "Philip Schiller" <schiller@apple.com>
Date: Mon, 28 Jan 2013 04:39:55 +0000

If we need to do this, we should get going.

Would it help at all to call Lee?

Tim

On Jan 27, 2013, at 6:39 AM, Philip Schiller <schiller@apple.com> wrote:

We may need to start a search for a new agency. I've tried hard to keep this from being the situation but we are not getting what we need from them and haven't been for a while.

Since before the holiday break I have been pushing them for a great new iPhone campaign to kick off 2013 and recently had my team put together a presentation reminding them how great the engineering is behind iPhone 5 and how well it is doing against Android (contrary to public perception).

Instead of getting charged up to do great work on an iPhone campaign for us, they came back and asked to be able to talk to us about how much Apple needs to change as a company (corporate responsibility, greed/margin, channel strategies, sales spiffs, etc) and they compared 2013 to 1997 and the need to reboot a beleaguered Apple. Nothing about creating a great iPhone campaign. They don't seem to accept that first and foremost they need to do a better job for us this year.

On Jan 27, 2013, at 5:37 AM, Tim Cook <tcook@apple.com> wrote:

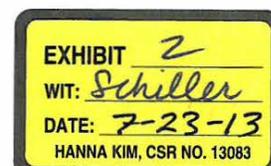
Sent from my iPad

Begin forwarded message:

From: Vic <vdamato2@cox.net>
Date: January 26, 2013, 6:24:45 AM PST
To: "tcook@apple.com" <tcook@apple.com>
Subject: Why aren't you fighting back ?

Good morning Tim,

Samsung's phones are huge! I mean physically. You need to attack this in advertising. They are trying to say the iPhone is not cool. Either is holding a phone book near your ear. I make the comment to my friend who uses the phone... Is that your phone in your pocket or are just happy



to see me. I know you can't use that , but the size of their phones is an issue and you need to attach that in your advertising. Women especially don't like it.

Best of luck. Vic D'Amato VP Corporate Controller - Ulbrich Steel

Sent from my iPhone