Date:	*August 2012*	*September 2012*	*September/October 2012*
Phase:	**Phase 1: Pre announcement (Emotional)**	**Phase 2: Announcement (Keynote)**	**Phase 3: Post launch (Launch)**
Key measures:	✓ *1,500 sample* ✓ *Emotional connotations with brands* ✓ *Awareness of brands launching new devices* ✓ *What type of devices launched* ✓ *Features expected* ✓ *Importance of features* ✓ *Cost of new device* ✓ *Will new devices impact current market*	✓ *1,500 sample* ✓ *Awareness of brands launching new devices* ✓ *What type of devices launched* ✓ *What features were expected e.g. 4G, NFC etc.* ✓ *What features are most important – how key are these?* ✓ *Cost of new device – how does this cost play into consumer minds* ✓ *Will new devices impact current market – will consumers move from current brand to Apple* ✓ *Operator churn depending on cost*	✓ *1,500 sample* ✓ *Awareness of brands launching new devices* ✓ *What type of devices launched* ✓ *What features are most important – how key are these?* ✓ *Cost of new device – how does this cost play into consumer minds* ✓ *Will new devices impact current market – will consumers move from current brand to Apple* ✓ *Operator churn depending on cost* ✓ *Attitudes and behaviour towards new products* ✓ *Who has purchased/upgraded and reasons why/why not* ✓ *Satisfaction with new Apple device (depending on sample size)* ✓ *How will the products impact other manufacturer launches i.e. taking share* ✓ *Future churn of handset/tablet/operator*

Phase 4: Post launch with purchasers (Additional)