

THE CINEMATIC LAUNCH FRAMEWORK



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90% OF PRODUCT LAUNCHES FAIL

APPLE TURNED THEIRS INTO A MULTI-BILLION-DOLLAR
ENTERTAINMENT FRANCHISE.

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THE PROBLEM

SPECS DON'T SELL ANYMORE.

FEATURES ARE EASILY COPIED. MARKET DIFFERENTIATION
HAS HIT A FUNCTIONAL CEILING.

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THE STRATEGY

SELL THE EPIC, NOT THE ENGINE.

APPLE TREATS KEYNOTES LIKE HOLLYWOOD PREMIERES.
THEY LAUNCH EMOTIONAL NARRATIVES, NOT HARDWARE.

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WHY IT WORKED

MANUFACTURE GLOBAL ANTICIPATION.

SECREC Y + SCARCITY WEAPONISE CONSUMER PSYCHOLOGY.
CULTIVATING MYSTERY FORCES MARKET OBSESSION.

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THE TAKEAWAY FOR AGENCIES

EXPERIENCE DICTATES PREMIUM PRICING.
THE THEATER OF YOUR MARKETING CAMPAIGN IS THE PRODUCT.
PERCEPTION SHAPES THE MARGIN.

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