



Mac at Work

Employee Choice Communications Kit

June 2020

Get off to a great start with Mac.

When you give people the power to work the way they want, with the tools they love, they're inspired to do their best work. With Mac, employees can be more productive, creative and collaborative.

Running an effective employee choice programme means more than just supporting Mac on your network. It's also important to provide a great employee experience.

This kit is designed to support you with your employee choice communications and enablement plan, so you can get your employees up and running with their new Mac devices — and provide the resources they need to succeed.



What's inside the kit

Inside, you'll find guidance, customisable templates and reference materials you can use to communicate details about the programme and support employees throughout the process.

[Get started >](#)

[Engage employees >](#)

[Inform managers >](#)

[Communication phases >](#)

[Templates and copy >](#)

[Trademarks >](#)

[Resources >](#)

Get started

Programme name and identity

Many organisations use an internal name for their employee choice programme — to mark the start of a new project and to make it easily recognisable. Some choose to simply use the product name and the company name, for example “Mac at [Company Name]”, to ensure consistency and serve as a signpost throughout communications. If you choose to name your programme, please make sure that any branding aligns with the design guidelines found later in this guide.

Easy ways to connect

It’s a good idea to provide content to users through multiple channels, including intranet landing pages, emails, social feeds, digital signage and face-to-face or virtual events. You may also want to create dedicated channels on internal social media platforms for providing information about Mac.



Engage employees

As you distribute communications, it's important to connect with the needs of all employees, from beginners to experts. Consider the following:

macOS basics

For employees who've never used Mac, navigation and orientation should come first. Introduce key features and terms that might be new, including the Dock, Finder, Spotlight and System Preferences.

Productivity features

If employees are already using iPhone or iPad, they'll find that Mac works seamlessly with their Apple devices. For example, they may benefit from hearing how apps like iMessage, Reminders and Notes can sync effortlessly, and how features like Instant Hotspot, AirDrop and Sidecar work on their Mac. Check with your IT team to make sure that these features have been enabled in your organisation.

Connecting to your corporate IT

Whether employees are experienced with Mac or not, they'll want to know how to get set up in your corporate environment. You can help them get off to a strong start by providing user guides on key topics like zero-touch deployment, app compatibility, connecting to the Wi-Fi, logging in to the VPN, printing and ordering a new Mac.



Inform managers

Managers and executives may require additional background on the deployment so they can confidently manage the change.

Key messages can include:

Productivity

Describe the many benefits of offering employees the choice to use the products they love at work — and the value that Mac provides. Bring the powerful hardware and intuitive software to life by showcasing key features and functions.

[Download the Productivity Overview \(PDF\)](#)

Compatibility

Demonstrate how Mac can work seamlessly with your existing infrastructure as well as your employees' favourite business apps. From Microsoft 365 to Slack to SAP, it's all ready to go.

[Download the Compatibility Overview \(PDF\)](#)

Security

Talk about how Apple products are secure by design. With powerful built-in technologies and frequent software updates, information stays in the right hands.

[Download the Apple Platform Security Overview \(PDF\)](#)

Manageability

Explain that setting up a new Mac is quick and easy, and that Mac devices can be managed remotely by your IT department. This is also a great opportunity to talk about your zero-touch deployment process.

[Download the Deployment and Management Overview \(PDF\)](#)

Affordability

Managers might be interested to learn more about how affordable Mac is for your organisation. You can help both managers and executives get behind the programme with any facts about cost savings you've seen throughout the pilot and deployment. Speak to your Apple representative about creating a Total Cost of Ownership model so that it's easy for managers to see the benefits.

[Download the Smart Investment Overview \(PDF\)](#)

Eligibility and approval

Determine whether Mac is available for employees in specific roles and departments and/or employees using specific software. Eligibility criteria should be simple and straightforward. If managers are required to approve orders from their teams, make the steps clear and concise.

Communication phases

There are four key phases in which clear communication will help create interest, support a successful launch and encourage engagement. In the following pages, you'll find templates for communication throughout these phases.



Prepare

Build a great experience from the start:

- Invite employees to apply for a pilot programme.
- Issue a survey to find out information about team, role and experience with Mac, and use it to select participants.
- Track feedback from participants as you roll out Mac, and refine the process to deliver a seamless experience.
- Create knowledge base articles and FAQs with the insights you receive from pilot participants.

Launch

Announce the programme enterprise-wide:

- Create a Mac at Work web page detailing the range of Mac devices your company will offer, with the relevant specifications.
- Include information about eligibility, support and the ordering process.
- After employees choose a product, send confirmation and update emails.
- Consider hosting virtual manager and employee briefings.

Experience

Create a great employee experience:

- Let employees know when they'll be eligible for an upgrade.
- Enable employees to get hands-on with Mac before they make a choice, so they can make an informed decision.
- Host virtual training sessions where users can share tips, try new apps and more.

Sustain

Help users get the most out of their Mac:

- Make it easy to fully adopt Mac with a dedicated support section on your web page or portal.
- Provide access to resources for getting started, asking questions and developing skills.
- Publish regular newsletters with hints and tips for getting the most out of macOS.

Templates and copy

In the subsequent pages, you'll find recommendations for designing your communications.

Your Apple Representative can provide access to design templates, high-resolution images and a sample copy document. The sample copy includes key messages for each phase of the campaign.

Assets can be used only for internal communications through emails, banners, social feeds and newsletters, and on landing pages and event signage.

Design templates — Emails

Marketing copy should be taken from the Employee Choice Sample Copy Document, June 2020.

Template

Employer
Subject: Lorem ipsum dolor sit amet.
To: Employee

Mac at Work lockup — Mac at Work

Your logo — Your logo
Your logo is right-aligned

Headline — Headline here
All text is centre-aligned

Product photo —
Centred horizontally on the page, and vertically between the headline and the copy


Copy —
All text is centre-aligned

Call to action — Call to action >

Support — Support copy. Contact info.

Mac at Work Your logo

Headline here



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum unde omnis iste natus sit voluptatem.

Call to action >

Support copy. Contact info.


Small footer text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

Example execution

Employer
Subject: Join the pilot.
To: Employee

Mac at Work Employer logo

Mac at [Company Name]:
Join the pilot.



Great news: We're introducing the option to choose Mac at [Company Name]. We know that many of you love Apple products, and we believe that when you use the tools you love, you feel inspired to do your best work.

Before we roll out the program to the entire company, we'll be piloting it with a smaller group of users first. To apply, fill out our survey. If you're selected, you'll be asked to provide us with feedback as you go through the process, so we can create the best possible experience for everyone.

[Take the survey >](#)

Questions? Email us at [email address].

Small footer text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

Design templates — Landing pages


Marketing copy should be taken from the Employee Choice Sample Copy Document, June 2020.

Template

Navigation — Link 1 Link 2 Link 3 Link 4

Mac at Work lockup — Mac at Work

Headline — Headline here
All text is centre-aligned

Product photo — 
Centre horizontally on page

Copy — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Enim ad minim veniam, quis nostrud.
All text is centre-aligned

Product information — Product copy here lorem ipsum dolor sit

Copy —

Call to action — Call to action lead-in
Call to action >


Support — Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Contact info

Example execution

Request Support Tips Community


Mac at Work

Your work. Your computer. Your choice.




At [Company Name], we believe that when you use the tools you love, you feel inspired to do your best work. That's why we're giving you the option to choose Mac for work.

Which Mac is right for you?

 **MacBook Pro 13"**
Starting at \$1299
[Learn more >](#)

13.3-inch Retina display
Up to 4-core Intel Core i7 processor
Up to 32GB memory
Up to 4TB storage
Up to 10 hours battery life
Touch Bar and Touch ID
Backlit Magic Keyboard

 **MacBook Pro 16"**
Starting at \$2399
[Learn more >](#)

16-inch Retina display
Up to 8-core Intel Core i9 processor
Up to 64GB memory
Up to 8TB storage
Up to 11 hours battery life
Touch Bar and Touch ID
Backlit Magic Keyboard

macOS basics
Get oriented with the desktop, menu bar, Finder, Dock and more.
[Get started >](#)

Features and apps
Learn more about productivity features and app compatibility.
[Learn more >](#)

Using Mac at [Company Name]
Get details on Wi-Fi, VPN, printing and more.
[Ecosystem guide >](#)

Ordering your Mac is fast and easy.
[Order now >](#)

Questions?
We're here at [contact info].

Design templates — Survey landing pages

Marketing copy should be taken from the Employee Choice Sample Copy Document, June 2020.

Template

Mac at Work lockup

Headline

All text is centre-aligned

Product photo

Centred horizontally on the page, and vertically between the headline and the copy

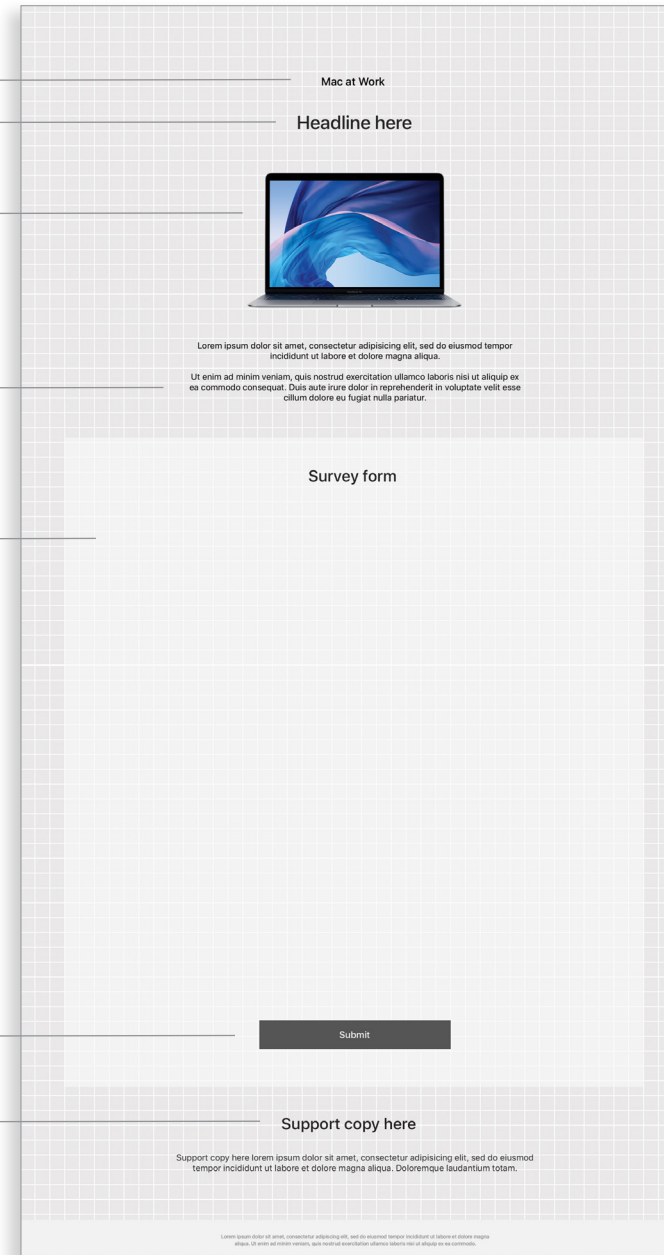
Copy

All text is centre-aligned

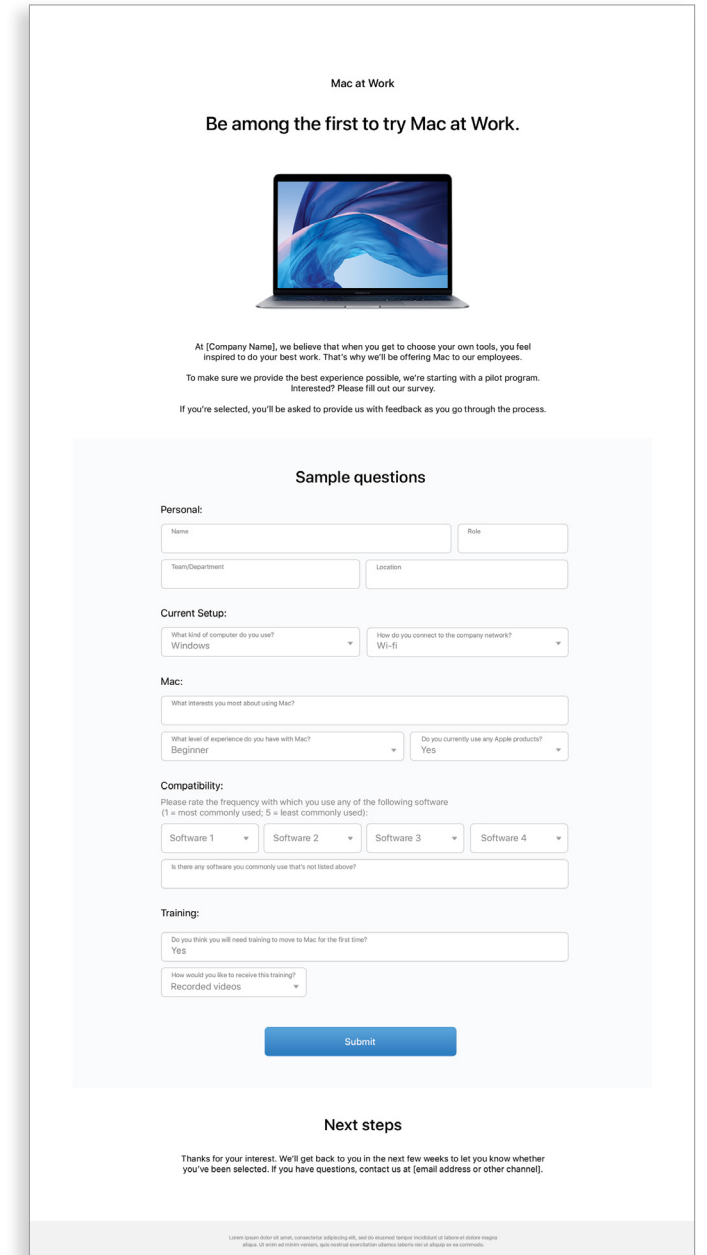
Survey form

Form button

Support



Example execution



Design templates — Newsletters

Marketing copy should be taken from the Employee Choice Sample Copy Document, June 2020.

Template

Mac at Work lockup

Your logo

Your logo is right-aligned

Headline

All text is centre-aligned

Product photo

Centred horizontally on the page, and vertically between the headline and the sub-headline

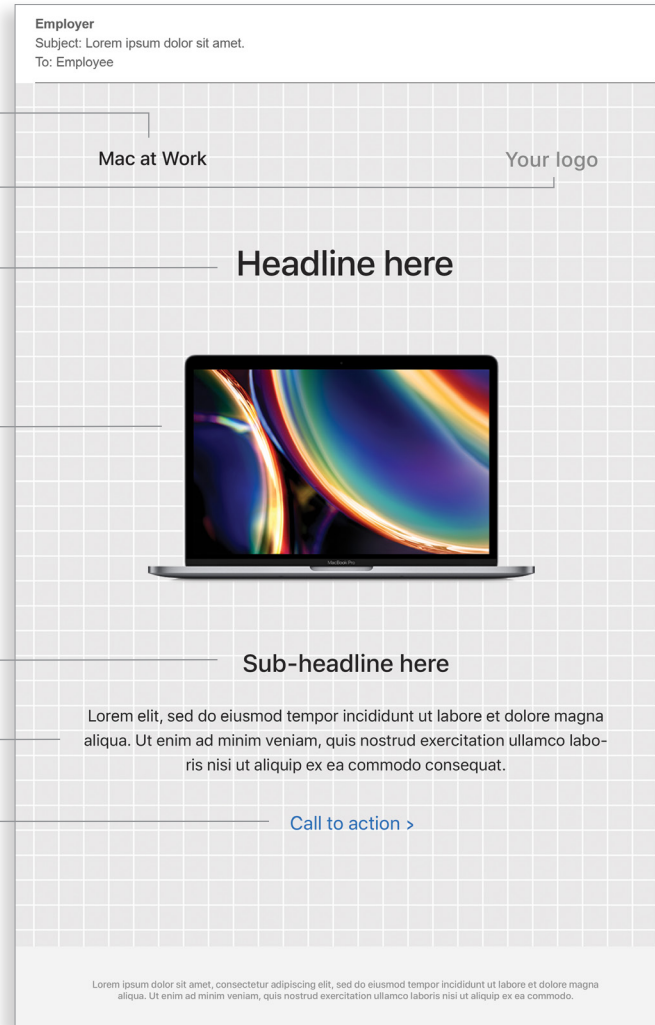
Sub-headline

All text is centre-aligned

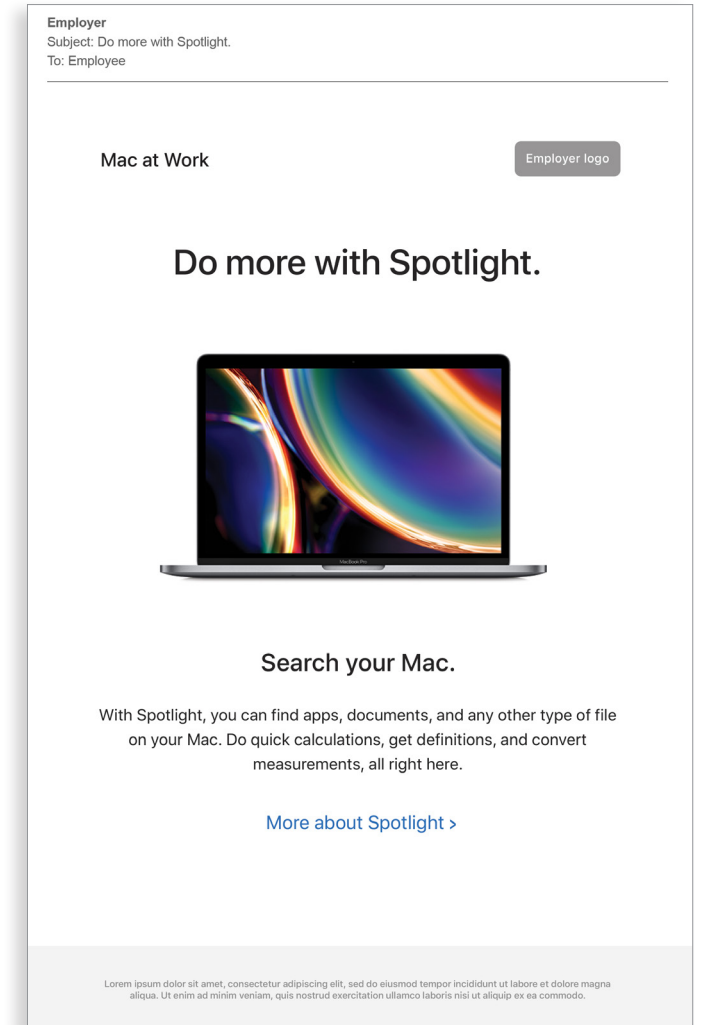
Copy

All text is centre-aligned

Call to action



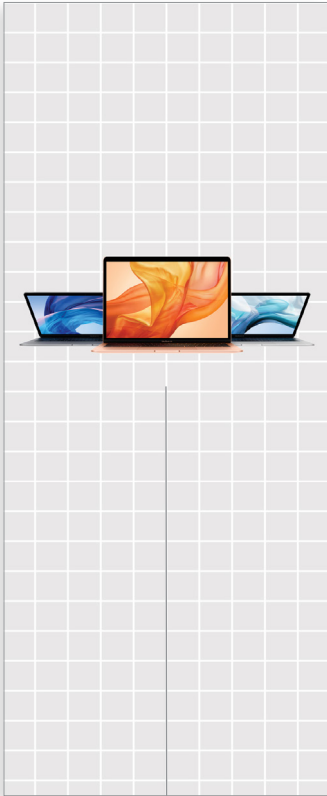
Example execution



Design templates — Event signage

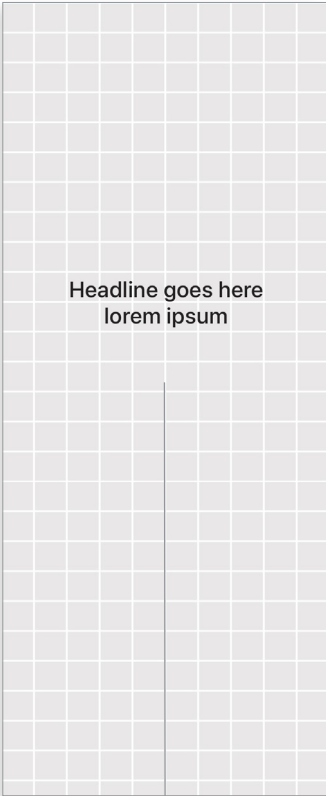
Marketing copy should be taken from the Employee Choice Sample Copy Document, June 2020.

Template



Banner A

Product photo



Banner B

Headline

Example execution



Banner A



Banner B

Trademarks

Using the name Apple in text

Business and consumer-facing communications may refer to the company name as Apple. The legal company name, Apple Inc., is reserved for legal documents.

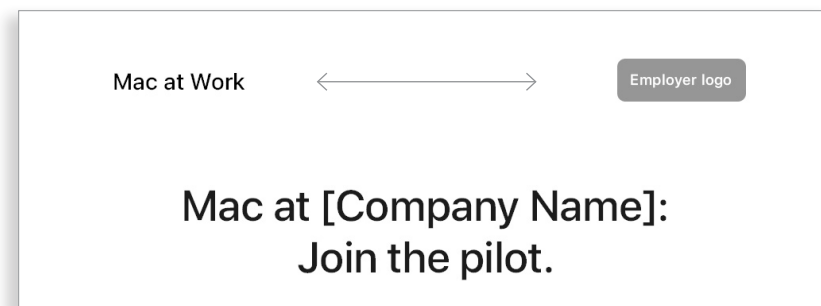
Using Mac at Work and

Mac Employee Choice in text

Always write the programme name as “Mac at Work” or “Mac Employee Choice”, observing the use of upper- and lowercase characters.

Logo and lockup

Keep the Mac at Work lockup and your logo on opposite sides of the design.



Product names

All products that start with a lowercase 'i' should always be written with a lowercase 'i' and an uppercase 'P' (or appropriate letter) followed by lowercase letters, even at the beginning of a sentence, paragraph or title. For example, iPhone, iPad and iMac.

Most Apple product names are trademarks. Never translate an Apple trademark. Always use trademarks in English, even when they're surrounded by text in a language other than English. Always write Apple trademarks exactly as they appear in the Apple Trademark list at www.apple.com/legal/intellectual-property/trademark/appletmlist.html. Always use Apple product names in singular form. Do not add possessive apostrophes. Never say Apple Watches or iPhone's. Modifiers such as models, types or devices can be plural or possessive.

Trademark information

Whenever you create marketing materials, please review the Apple Trademark List at <https://www.apple.com/legal/intellectual-property/trademark/appletmlist.html> for the latest Apple trademark information. For more information about using Apple trademarks, visit www.apple.com/uk/legal/intellectual-property.

If you have any questions after reviewing the information provided on the Apple legal website at www.apple.com/uk/legal, please contact the Apple Trademark Department by email (appletm@apple.com). Allow up to one week to receive a reply.

Resources

Here are useful resources that you can use to support your communications.

Product pages

Get all the latest Mac information, including key features and detailed specifications.

Mac: apple.com/uk/mac

MacBook Air: apple.com/uk/macbook-air

MacBook Pro 13-inch: apple.com/uk/macbook-pro-13

MacBook Pro 16-inch: apple.com/uk/macbook-pro-16

macOS Catalina: apple.com/uk/macOS/catalina

Quick tours

These are a great place for users to get started — and easily see new features at a glance.

macOS Basics: help.apple.com/macOS/catalina/mac-basics

macOS Catalina What's New: help.apple.com/macOS/catalina/whats-new

MacBook Air: help.apple.com/macOS/catalina/macbook-air

MacBook Pro 13-inch: help.apple.com/macOS/catalina/macbook-pro-13

MacBook Pro 16-inch: help.apple.com/macOS/catalina/late-2019/macbook-pro

Mac Tips for Windows Switchers: support.apple.com/en-gb/HT204216

Starter guides

Along with step-by-step instructions, interactive elements in this book help employees build their Mac skills.

Employee Starter Guide for Mac: <https://books.apple.com/en-gb/book/employee-starter-guide-for-mac/id1333888349>

User guides

Each Table of Contents provides access to quick hints and tips, with detailed support pages following.

macOS Catalina: support.apple.com/guide/mac-help/welcome/mac

MacBook Air: support.apple.com/guide/macbook-air

MacBook Pro 13-inch: support.apple.com/guide/macbook-pro

MacBook Pro 16-inch: support.apple.com/guide/macbook-pro-16-inch

Apple values

Learn more about Apple's approach to sustainability, accessibility and privacy.

Accessibility: apple.com/uk/accessibility/mac/

Environment: apple.com/uk/environment/

Privacy: apple.com/uk/privacy/

Support channels

These additional content channels can help Apple users at any level.

Apple Support Website: support.apple.com/en-gb

Apple Support App: apps.apple.com/gb/app/apple-support/id1130498044

Apple Support on Twitter: twitter.com/applesupport

Apple Support on YouTube: youtube.com/applesupport

