Apple at Work

Mac Employee Communications Kit

macOS Sequoia

Empower your employees with Mac

When rolling out Mac as a device choice for your employees, it's important to build awareness and provide a great user experience—from launch through onboarding. This kit supports your internal Mac enablement communications, helping you share information about availability, device selection, setup, and support. To help you promote your Mac program, we've included planning guidance and customizable templates for emails, newsletters, intranet portals, and more.

Stakeholder messaging

It's important to help your stakeholders understand why you're offering Mac. These resources will help you communicate effectively across your organization—with executives, managers, IT, or employees—by highlighting the features that support your vision. Suggested key messages are outlined below.

Intuitive user experience

Whether you're new to Mac or upgrading from an older model, Mac makes it easy to find what you need, stay organized, and take on any task. Its clear, simple design just makes sense—especially if you have an iPhone or iPad. So things like managing multiple windows and keeping track of your files are a breeze. And with quick access to all the controls you need, exactly when you need them, navigating your Mac is easier than ever.

Exceptional performance

Every Mac with Apple silicon offers supercharged performance so employees can take their business workflows to the next level. The game-changing capabilities of MacBook Pro with M4, M4 Pro, or M4 Max supports a range of pro-level workflows, such as editing 8K video, running AI and ML models, or analyzing large data sets. And with all-day battery life, an immersive 14- or 16-inch Liquid Retina XDR display, and an array of pro ports, employees can do more than ever.

Amazing battery life

MacBook Pro delivers up to 24 hours of battery life on a single charge. Lithium-ion batteries charge faster, last longer, and have a higher power density for more battery life in a lighter package.

Compatibility with existing software and systems

Apple devices work with most enterprise systems and apps your company already uses—like mail and messaging, network connectivity, file sharing, collaboration, and more—giving your employees access to everything they need to do their jobs. From Microsoft 365 to Slack and Zoom, Mac has you covered.

Secure by design

Apple develops Mac hardware and software with advanced technologies that work together to run apps more securely, protect corporate data, and keep employees safer on the web. Built-in features keep personal and corporate information separate and protected on the same device without compromising user privacy.

Total cost of ownership

Mac devices are durable, lightweight, and built with the highest-quality materials, making them perfect for employee use. Thanks to their low maintenance, high-quality construction, and high residual value, Mac and iPad last longer and are worth more two, three, and even four years into their use.

Zero-touch deployment

With Apple Business Manager, devices are distributed directly to employees, ready to use straight out of the box, with no manual configuration required. And flexible deployment models across all Apple platforms equip IT with the best tools to get employees up and running faster than ever.

Sustainability

Apple believes it's possible to create the world's most iconic products without depleting the earth's resources. The company's operations are already carbon neutral, and they're working to make every Apple product carbon neutral by 2030. This includes manufacturing Mac with 100 percent recyclable or renewable materials and ensuring that every link in Apple's supply chain upgrades to 100 percent renewable energy.

Built-in accessibility features

Features like text to speech and VoiceOver, Safari Reader, display settings (including Zoom and invert colors), and customizable trackpad controls empower employees to set up their devices in the way that works best for them.

Communications strategy and planning

To develop your internal communications plan, start by outlining your program goals, messaging, and content needs. Then determine resource requirements, timelines, and how you'll measure success along the way.

Defining your vision

The first step in a successful Mac Employee Choice program is defining your vision. The statement should be simple and clear, align with your company's culture, and point to the outcomes of using Mac. Here are a few examples:

- "We want to empower every employee to be productive, collaborative, and creative."
- "We believe that giving employees a choice will help them deliver their best work."
- "Our employees will have the skills and tools they need to thrive.

Setting your goals

As you define your vision, decide which outcomes will signal success. Examples include:

- For employees—increased engagement, satisfaction, and/or retention
- For IT teams—faster deployment, simplified management, and reduced support costs
- For the business—improved affordability, sustainability, and productivity

Naming and identity

Many organizations use an internal name for their Mac Employee Choice program to mark the start of a new project and make it easy to recognize. Some choose simply to use "Mac at [Company Name]" to ensure consistency. If you name your program, please be sure that any branding aligns with the design guidelines found later in this guide.

Planning the basics

It's important to determine how you'd like to handle specific internal communications, such as ordering, employee eligibility, and software compatibility. Key questions to consider include:

- How will employees order devices?
- How will managers approve employee requests?
- How will you train employees?
- How will employees get support (for example, through a help desk or portal)?
- Which software is compatible?

Timeline

Create a timeline for your key milestones and share it with your audience.

Measuring success

How will you define success? Consider a range of measures, and refer back to your vision and goals to determine your criteria. Think about which measurement practices you'll use—surveys, participant interviews, industry research, TCO, volume of support tickets, or general employee satisfaction rates.

Remember, change takes time. Set expectations that you're aiming for positive outcomes and that you can adjust along the way based on feedback.

Spreading the word about your Mac program

Organize your communications plan into three key phases to generate interest, encourage engagement, and support a successful launch. The following pages include reference materials and templates for each phase.

① Inform

Prepare

Get set up for success with an organized communications strategy that supports your employees' needs. Build out content that clearly conveys the benefits of Mac, the process for selecting a device, and how to find support.

- Develop the vision and key messaging for the Mac program
- Prepare and share your communications plan
- Create your content (including surveys, email templates)

Launch

Communicate kickoff messaging through emails, videos, or events.

- "Mac does that" video
- "Ask for Mac" email
- "Ask for Mac" landing page
- "Ask for Mac" banners
- "Ask for Mac" event signage

② Engage

Build awareness

Continue communicating with existing and new employees to help guide their technology decisions.

- "Mac is here" email
- "Time to refresh" email
- "New recruit" email
- "Return" email for upgraders
- "Landing page" template
- "FAQ for choosing Mac" email

③ Support

Ordering and onboarding

Make the employee experience as seamless and enjoyable as possible.

- "Device selection" email
- "Mac landing page" portal example
- "Get ready for your new Mac" email
- "Welcome to your new Mac" email
- "Let's set up your new Mac" email
- "Tips to get the most out of your new Mac" checklist

Training and support

Help users get up and running, and support their problem-solving as they go.

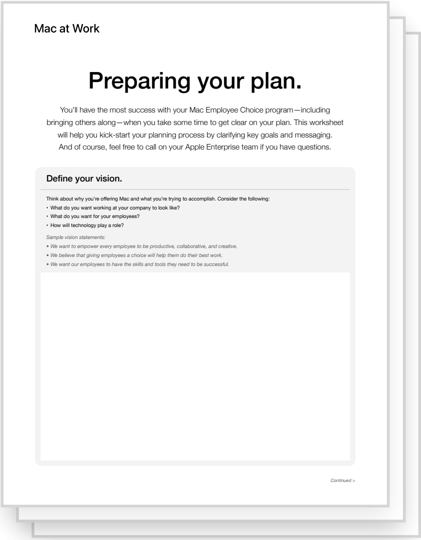
- "Mac tips and tricks" email newsletter
- Mac Skills workshops

① Inform

This phase is all about aligning internal teams, defining your strategy, and laying the groundwork for a successful program. During this phase, you'll establish templates, create distribution lists, and survey employees to better understand their unique requirements. Everything created in this phase can be used throughout the rest of your communications plan.

At launch, kick off your program with both in-person and virtual events to ensure that your message reaches the entire organization. Involve your executive team to bolster interest and show support for the program.

"Preparing your plan" guide



Mac at Work

Preparing your plan.

You'll have the most success with your Mac Employee Choice program—including bringing others along—when you take some time to get clear on your plan. This worksheet will help you kick-start your planning process by clarifying key goals and messaging. And of course, feel free to call on your Apple Enterprise team if you have questions.

Define your vision.

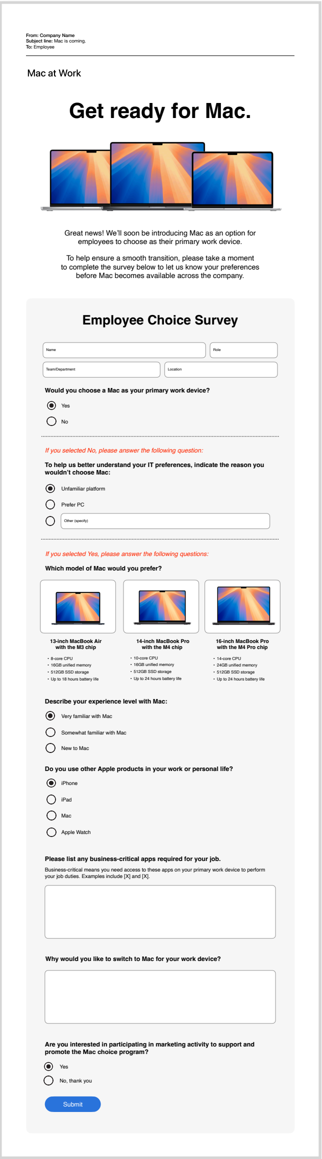
Think about why you're offering Mac and what you're trying to accomplish. Consider the following:
- What do you want working at your company to look like?
- What do you want for your employees?
- How will technology play a role?

Sample vision statements:
- *We want to empower every employee to be productive, collaborative, and creative.*
- *We believe that giving employees a choice will help them do their best work.*
- *We want our employees to have the skills and tools they need to be successful.*

Continued >

"Ask for Mac" event signage

"Mac is coming" survey template



From: Company Name
Subject line: Mac is coming.
To: Employee

Mac at Work

Get ready for Mac.

Great news! We'll soon be introducing Mac as an option for employees to choose as their primary work device.

To help ensure a smooth transition, please take a moment to complete the survey below to let us know your preferences before Mac becomes available across the company.

Employee Choice Survey

Name
Role
Team/Department
Location

Would you choose a Mac as your primary work device?
● Yes
○ No

If you selected No, please answer the following question:

To help us better understand your IT preferences, indicate the reason you wouldn't choose Mac:
● Unfamiliar platform
○ Prefer PC
○ Other (specify)

If you selected Yes, please answer the following questions:

Which model of Mac would you prefer?

13-inch MacBook Air with the M3 chip	14-inch MacBook Pro with the M4 chip	16-inch MacBook Pro with the M4 Pro chip
8-core CPU	10-core CPU	14-core CPU
16GB unified memory	16GB unified memory	24GB unified memory
512GB SSD storage	512GB SSD storage	512GB SSD storage
Up to 18 hours battery life	Up to 24 hours battery life	Up to 24 hours battery life

Describe your experience level with Mac:
● Very familiar with Mac
○ Somewhat familiar with Mac
○ New to Mac

Do you use other Apple products in your work or personal life?
● iPhone
○ iPad
○ Mac
○ Apple Watch

Please list any business-critical apps required for your job.

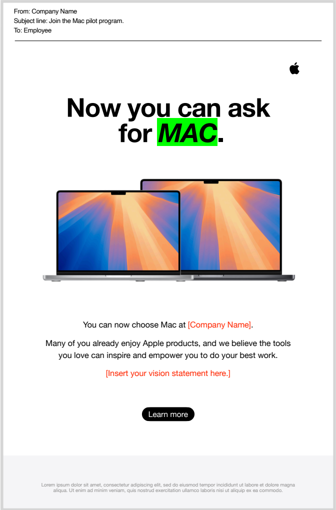
Business-critical means you need access to these apps on your primary work device to perform your job duties. Examples include [X] and [X].

Why would you like to switch to Mac for your work device?

Are you interested in participating in marketing activity to support and promote the Mac choice program?
● Yes
○ No, thank you

Submit

"Ask for Mac" email



From: Company Name
Subject line: Join the Mac pilot program.
To: Employee

Now you can ask for *MAC*.

You can now choose Mac at [Company Name].

Many of you already enjoy Apple products, and we believe the tools you love can inspire and empower you to do your best work.

[Insert your vision statement here.]

Learn more

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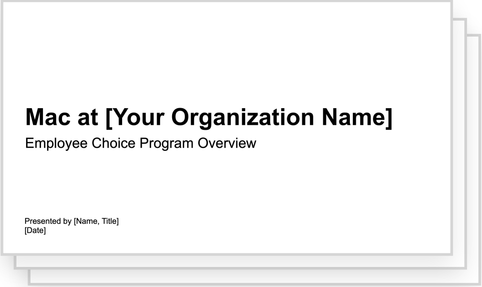
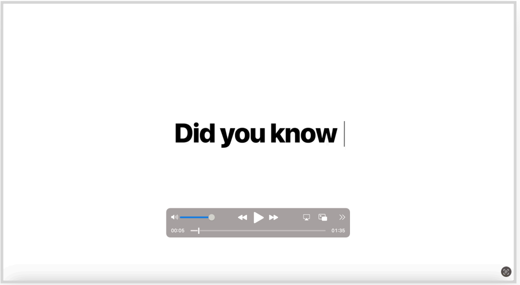
"Sharing your plan" presentation



Mac at [Your Organization Name]
Employee Choice Program Overview

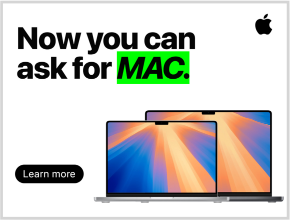
Presented by [Name, Title]
[Date]

"Mac does that" video

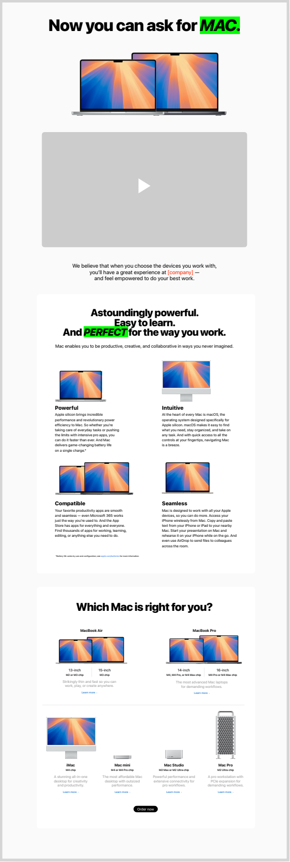


This video asset is available in English and may be used by customers until December 2028 for internal purposes only. Videos and images cannot be manipulated in any way, such as adding superimposed objects, frames, or watermarks.

"Ask for Mac" banner



"Ask for Mac" landing page



Now you can ask for *MAC.*

We believe that when you choose the devices you work with, you'll have a great experience at [company] — and feel empowered to do your best work.

Astoundingly powerful.
Easy to learn.
And *PERFECT* for the way you work.

Mac enables you to be productive, creative, and collaborative in ways you never imagined.

Powerful
Apple silicon brings incredible performance and revolutionary power efficiency to Mac. So whether you're taking care of everyday tasks or pushing the limits with intensive pro apps, you can do it faster than ever. And Mac delivers game-changing battery life on a single charge.*

Intuitive
At the heart of every Mac is macOS, the operating system designed specifically for Apple silicon. macOS makes it easy to find what you need, stay organized, and take on any task. And with quick access to all the controls at your fingertips, navigating Mac is a breeze.

Compatible
Your favorite productivity apps are smooth and seamless — even Microsoft 365 works just the way you're used to. And the App Store has apps for everything and everyone. Find thousands of apps for working, learning, editing, or anything else you need to do.

Seamless
Mac is designed to work with all your Apple devices, so you can do more. Access your iPhone wirelessly from Mac. Copy and paste text from your iPhone or iPad to your nearby Mac. Start your presentation on Mac and rehearse it on your iPhone while on the go. And even use AirDrop to send files to colleagues across the room.

*Battery life varies by use and configuration; see apple.com/batteries for more information.

Which Mac is right for you?

MacBook Air
13-inch — M2 or M3 chip
15-inch — M3 chip
Strikingly thin and fast so you can work, play, or create anywhere.
Learn more ›

MacBook Pro
14-inch — M4, M4 Pro, or M4 Max chip
16-inch — M4 Pro or M4 Max chip
The most advanced Mac laptops for demanding workflows.
Learn more ›

iMac
M4 chip
A stunning all-in-one desktop for creativity and productivity.
Learn more ›

Mac mini
M4 or M4 Pro chip
The most affordable Mac desktop with outsized performance.
Learn more ›

Mac Studio
M2 Max or M2 Ultra chip
Powerful performance and extensive connectivity for pro workflows.
Learn more ›

Mac Pro
M2 Ultra chip
A pro workstation with PCIe expansion for demanding workflows.
Learn more ›

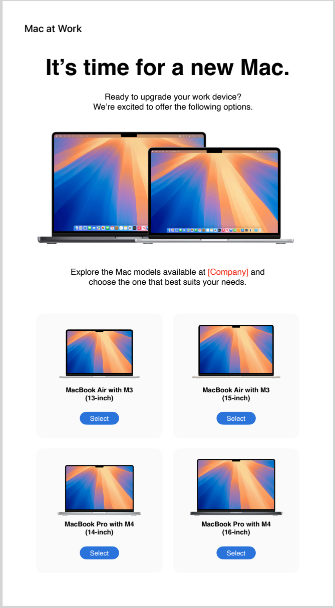
Order now

② Engage

Your program requires ongoing communication to drive employee awareness. Use your existing internal communications channels to engage with them in familiar ways. Remind employees when it's time to refresh or upgrade their devices, how to return old devices, or where they can explore resources to take advantage of new features.

To help employees make a confident, well-informed decision when choosing their device, offer insights on the benefits of using Mac. If they can choose between MacBook Pro and MacBook Air, provide relevant product information to guide them in selecting the right Mac for their job function.

"Time to refresh" email


Mac at Work

It's time for a new Mac.

Ready to upgrade your work device?
We're excited to offer the following options.

Explore the Mac models available at [Company] and
choose the one that best suits your needs.

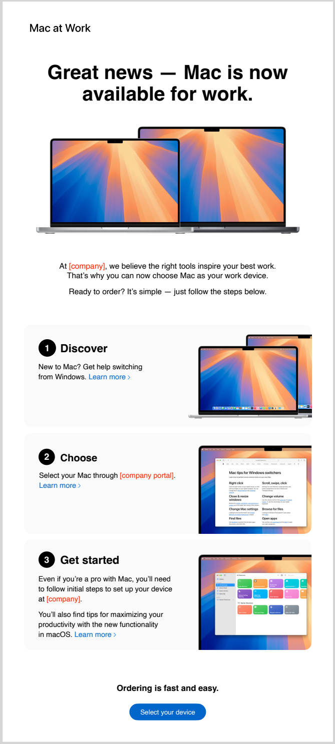
MacBook Air with M3
(13-inch)
Select

MacBook Air with M3
(15-inch)
Select

MacBook Pro with M4
(14-inch)
Select

MacBook Pro with M4
(16-inch)
Select

"New recruit" email


Mac at Work

Great news — Mac is now available for work.

At [company], we believe the right tools inspire your best work.
That's why you can now choose Mac as your work device.

Ready to order? It's simple — just follow the steps below.

1 Discover
New to Mac? Get help switching from Windows. Learn more ›

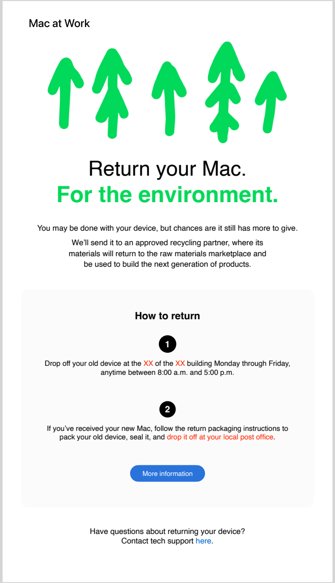
2 Choose
Select your Mac through [company portal].
Learn more ›

3 Get started
Even if you're a pro with Mac, you'll need to follow initial steps to set up your device at [company].

You'll also find tips for maximizing your productivity with the new functionality in macOS. Learn more ›

Ordering is fast and easy.
Select your device

"Return" email for upgraders


Mac at Work

Return your Mac.
For the environment.

You may be done with your device, but chances are it still has more to give.

We'll send it to an approved recycling partner, where its materials will return to the raw materials marketplace and be used to build the next generation of products.

How to return

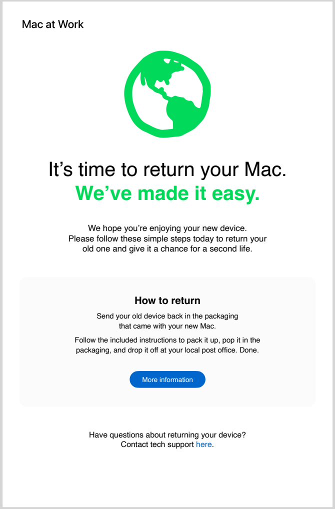
1
Drop off your old device at the XX of the XX building Monday through Friday, anytime between 8:00 a.m. and 5:00 p.m.

2
If you've received your new Mac, follow the return packaging instructions to pack your old device, seal it, and drop it off at your local post office.

More information

Have questions about returning your device?
Contact tech support here.

Follow-up "Return" email for upgraders


Mac at Work

It's time to return your Mac.
We've made it easy.

We hope you're enjoying your new device.
Please follow these simple steps today to return your old one and give it a chance for a second life.

How to return

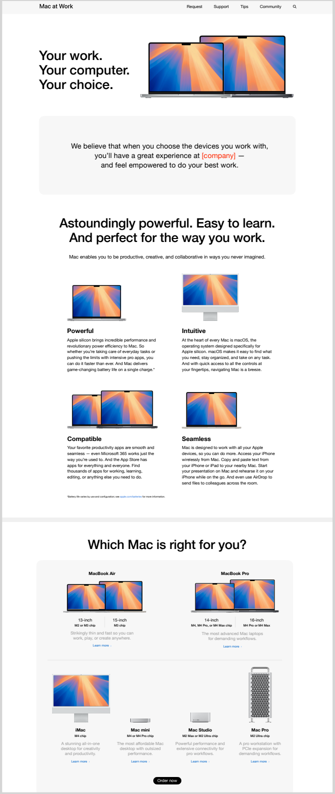
Send your old device back in the packaging that came with your new Mac.

Follow the included instructions to pack it up, pop it in the packaging, and drop it off at your local post office. Done.

More information

Have questions about returning your device?
Contact tech support here.

"Landing page" template



Your work.
Your computer.
Your choice.

We believe that when you choose the devices you work with, you'll have a great experience at [company] — and feel empowered to do your best work.

Astoundingly powerful. Easy to learn.
And perfect for the way you work.

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Seamless
Mac is designed to work with all your Apple devices, so you can do more. Access your iPhone wirelessly from Mac. Copy and paste text from your iPhone or iPad to your nearby Mac. Start your presentation on Mac and rehearse it on your iPhone while on the go. And even use AirDrop to send files to colleagues across the room.

*Battery life varies by use and configuration; see apple.com/batteries for more information.

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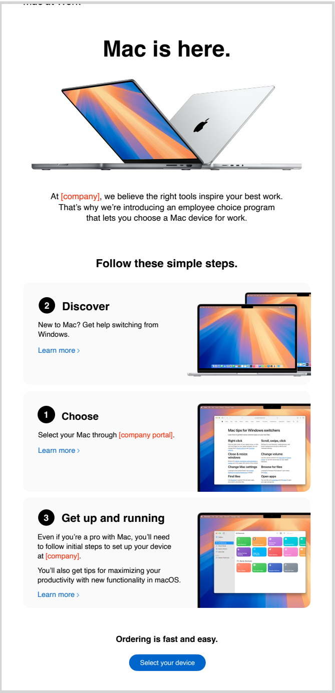
Learn more ›

Order now

"Mac is here" email


Mac is here.

At [company], we believe the right tools inspire your best work.
That's why we're introducing an employee choice program that lets you choose a Mac device for work.

Follow these simple steps.

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New to Mac? Get help switching from Windows.
Learn more ›

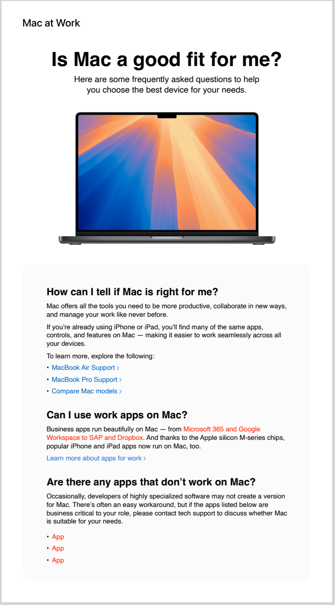
1 Choose
Select your Mac through [company portal].
Learn more ›

3 Get up and running
Even if you're a pro with Mac, you'll need to follow initial steps to set up your device at [company].

You'll also get tips for maximizing your productivity with new functionality in macOS.
Learn more ›

Ordering is fast and easy.
Select your device

"FAQ for choosing Mac" email


Mac at Work

Is Mac a good fit for me?

Here are some frequently asked questions to help you choose the best device for your needs.

How can I tell if Mac is right for me?

Mac offers all the tools you need to be more productive, collaborate in new ways, and manage your work like never before.

If you're already using iPhone or iPad, you'll find many of the same apps, controls, and features on Mac — making it easier to work seamlessly across all your devices.

To learn more, explore the following:
- MacBook Air Support ›
- MacBook Pro Support ›
- Compare Mac models ›

Can I use work apps on Mac?

Business apps run beautifully on Mac — from Microsoft 365 and Google Workspace to SAP and Dropbox. And thanks to the Apple silicon M-series chips, popular iPhone and iPad apps now run on Mac, too.

Learn more about apps for work ›

Are there any apps that don't work on Mac?

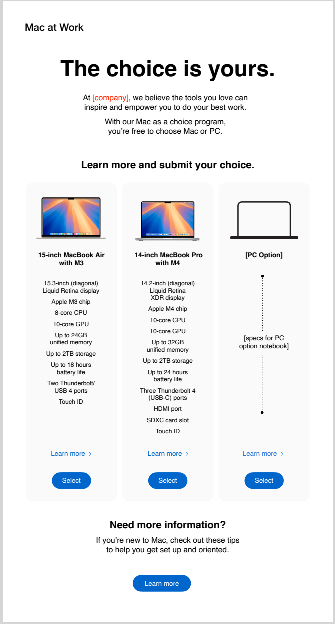
Occasionally, developers of highly specialized software may not create a version for Mac. There's often an easy workaround, but if the apps listed below are business critical to your role, please contact tech support to discuss whether Mac is suitable for your needs.
- App
- App
- App

③ Support

Once an employee has selected Mac, it's crucial to ensure their experience is seamless and positive. Streamlining processes with clear communication and easy access to key resources creates a smooth, engaging experience.

There are many opportunities to deliver a great Mac onboarding process. Consistent communication helps employees know what to expect and when. Some organizations take it a step further by making the experience fun and aligning it with their mission and brand. Training resources—such as the Mac Employee Starter Guide and online skills sessions—are valuable tools to support your efforts.

"Device selection" email



Mac at Work

The choice is yours.

At [company], we believe the tools you love can inspire and empower you to do your best work.

With our Mac as a choice program, you're free to choose Mac or PC.

Learn more and submit your choice.

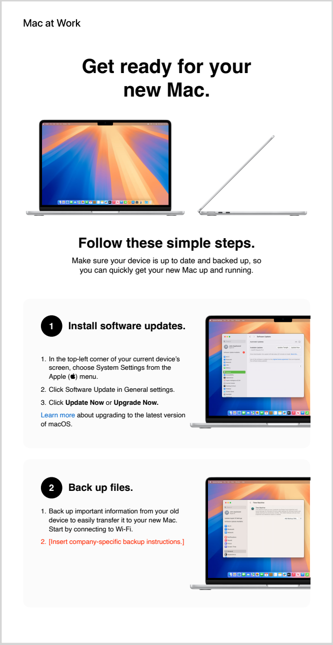
15-inch MacBook Air with M3	**14-inch MacBook Pro with M4**	**[PC Option]**
15.3-inch (diagonal) Liquid Retina display Apple M3 chip 8-core CPU 10-core GPU Up to 24GB unified memory Up to 2TB storage Up to 18 hours battery life Two Thunderbolt/ USB 4 ports Touch ID	14.2-inch (diagonal) Liquid Retina XDR display Apple M4 chip 10-core CPU 10-core GPU Up to 32GB unified memory Up to 2TB storage Up to 24 hours battery life Three Thunderbolt 4 (USB-C) ports HDMI port SDXC card slot Touch ID	[specs for PC option notebook]
Learn more ›	Learn more ›	Learn more ›
Select	Select	Select

Need more information?

If you're new to Mac, check out these tips to help you get set up and oriented.

Learn more

"Get ready for your new Mac" email



Mac at Work

Get ready for your new Mac.

Follow these simple steps.

Make sure your device is up to date and backed up, so you can quickly get your new Mac up and running.

① Install software updates.

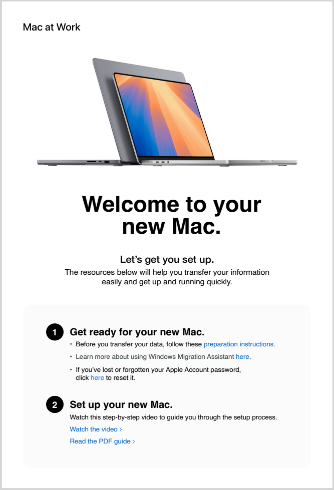
1. In the top-left corner of your current device's screen, choose System Settings from the Apple () menu.
2. Click Software Update in General settings.
3. Click **Update Now** or **Upgrade Now.**

Learn more about upgrading to the latest version of macOS.

② Back up files.

1. Back up important information from your old device to easily transfer it to your new Mac. Start by connecting to Wi-Fi.
2. [Insert company-specific backup instructions.]

"Welcome to your new Mac" email



Mac at Work

Welcome to your new Mac.

Let's get you set up.

The resources below will help you transfer your information easily and get up and running quickly.

① Get ready for your new Mac.

- Before you transfer your data, follow these preparation instructions.
- Learn more about using Windows Migration Assistant here.
- If you've lost or forgotten your Apple Account password, click here to reset it.

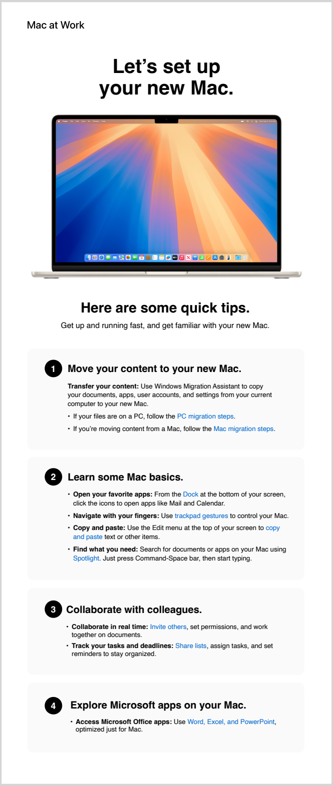
② Set up your new Mac.

Watch this step-by-step video to guide you through the setup process.

Watch the video ›

Read the PDF guide ›

"Let's set up your new Mac" email



Mac at Work

Let's set up your new Mac.

Here are some quick tips.

Get up and running fast, and get familiar with your new Mac.

① Move your content to your new Mac.

Transfer your content: Use Windows Migration Assistant to copy your documents, apps, user accounts, and settings from your current computer to your new Mac.

- If your files are on a PC, follow the PC migration steps.
- If you're moving content from a Mac, follow the Mac migration steps.

② Learn some Mac basics.

- **Open your favorite apps:** From the Dock at the bottom of your screen, click the icons to open apps like Mail and Calendar.
- **Navigate with your fingers:** Use trackpad gestures to control your Mac.
- **Copy and paste:** Use the Edit menu at the top of your screen to copy and paste text or other items.
- **Find what you need:** Search for documents or apps on your Mac using Spotlight. Just press Command-Space bar, then start typing.

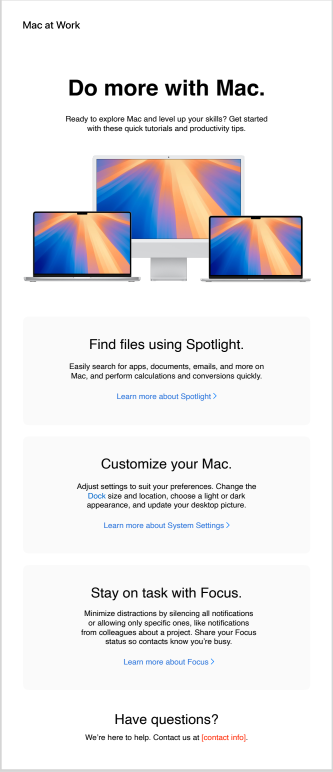
③ Collaborate with colleagues.

- **Collaborate in real time:** Invite others, set permissions, and work together on documents.
- **Track your tasks and deadlines:** Share lists, assign tasks, and set reminders to stay organized.

④ Explore Microsoft apps on your Mac.

- **Access Microsoft Office apps:** Use Word, Excel, and PowerPoint, optimized just for Mac.

"Hints and tips" email newsletter



Mac at Work

Do more with Mac.

Ready to explore Mac and level up your skills? Get started with these quick tutorials and productivity tips.

Find files using Spotlight.

Easily search for apps, documents, emails, and more on Mac, and perform calculations and conversions quickly.

Learn more about Spotlight ›

Customize your Mac.

Adjust settings to suit your preferences. Change the Dock size and location, choose a light or dark appearance, and update your desktop picture.

Learn more about System Settings ›

Stay on task with Focus.

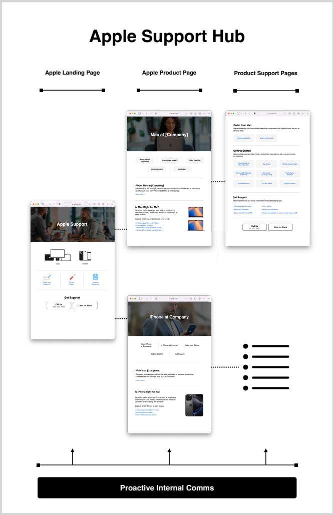
Minimize distractions by silencing all notifications or allowing only specific ones, like notifications from colleagues about a project. Share your Focus status so contacts know you're busy.

Learn more about Focus ›

Have questions?

We're here to help. Contact us at [contact info].

"Mac landing page" portal example



Apple offers materials and self-service tools to help users get set up and access support. Here are a few ways you can use these resources to support your employees:

- Conduct user surveys to understand how they're adapting to Mac, and follow up with tailored communications.
- Include relevant Apple resources in your newsletters, or target communications to specific users.
- Use Apple presentation materials at events or in tech bars to guide new users in navigating Mac.
- Encourage employees to attend Today at Apple sessions at their nearest Apple Store. Reach out to your account team or visit apple.com/today for more information.

Trademarks and resources

It’s important to help your stakeholders understand why you’re offering Mac. These resources will help you communicate effectively across your organization—with executives, managers, IT, or employees—by highlighting the features that support your vision. Suggested key messages are outlined below.

Using the name *Apple* in text

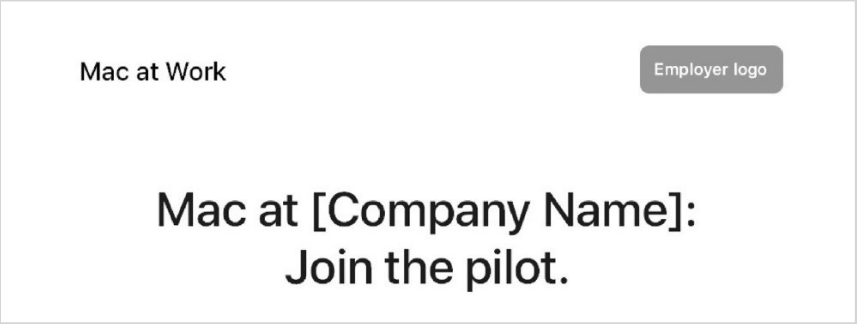
Business and consumer-facing communications may refer to the company name as *Apple*. The legal company name, Apple Inc., is reserved for legal documents.

Using *Mac at Work* and *Mac Employee Choice* in text

Always write the program names as *Mac at Work* or *Mac Employee Choice*, noting the uppercase and lowercase characters.

Logo and lockup

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



Product names

Apple product names must appear exactly as shown on the Apple Trademark List. For example, when using the name *iPad* or *macOS* in headlines or text, always typeset *iPad* or *macOS* with a lowercase first letter, followed by uppercase or lowercase letters as applicable—even when the names are the first word in a sentence, paragraph, or title.

Most Apple product names are trademarks. Never translate an Apple trademark. Always use trademarks in English, even when surrounded by text in a language other than English. Always use Apple product names in singular form, and do not add possessive apostrophes. Never use *Macs* or *iPhone’s*. Modifiers such as *models*, *computers*, or *devices* can be plural or possessive.

Trademark information

Review the Apple Trademark List for the latest Apple trademark information when creating marketing materials. Visit Guidelines for Using Apple Trademarks and Copyrights for more information.

If you have questions after reviewing the information on the Apple Legal website, email the Apple Trademark Department at appletm@apple.com. Allow up to one week to receive a reply.

Appendix | Template Examples

Email

Mac at Work lockup

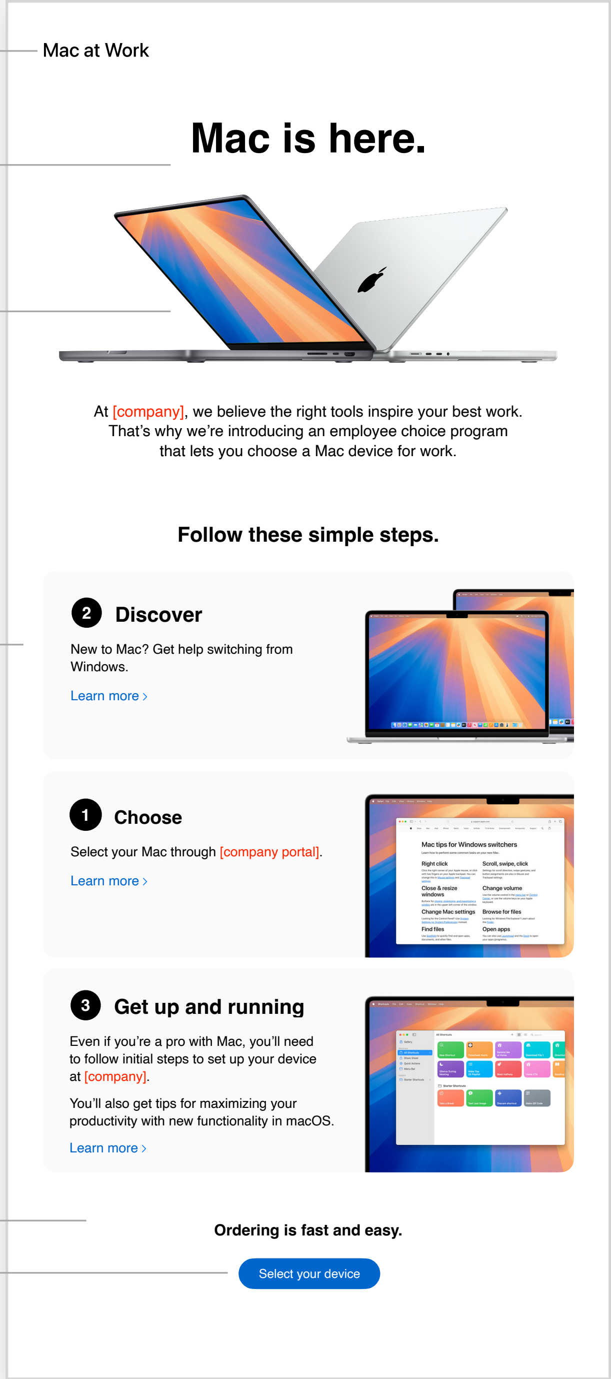
Headline
All text is center aligned

Product photo
Centered horizontally on the page and vertically between the headline and the copy

Image, copy, and call to action

Support

Call to action



Mac at Work

Mac is here.

At [company], we believe the right tools inspire your best work. That's why we're introducing an employee choice program that lets you choose a Mac device for work.

Follow these simple steps.

2 Discover

New to Mac? Get help switching from Windows.

Learn more ›

1 Choose

Select your Mac through [company portal].

Learn more ›

3 Get up and running

Even if you're a pro with Mac, you'll need to follow initial steps to set up your device at [company].

You'll also get tips for maximizing your productivity with new functionality in macOS.

Learn more ›

Ordering is fast and easy.

Select your device

Landing page

Navigation and Mac at Work lockup

Headline

Copy

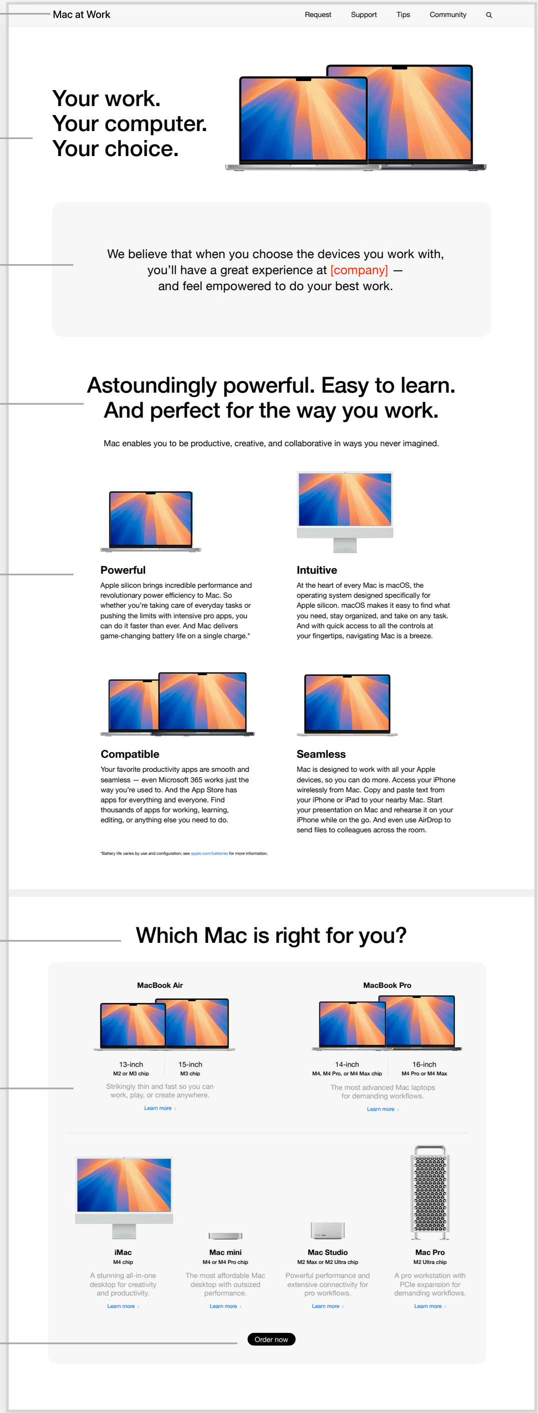
Headline

Image and copy

Headline

Product information

Call to action



Mac at Work

**Your work.
Your computer.
Your choice.**

We believe that when you choose the devices you work with, you'll have a great experience at [company] — and feel empowered to do your best work.

Astoundingly powerful. Easy to learn. And perfect for the way you work.

Mac enables you to be productive, creative, and collaborative in ways you never imagined.

Powerful

Apple silicon brings incredible performance and revolutionary power efficiency to Mac. So whether you're taking care of everyday tasks or pushing the limits with intensive pro apps, you can do it faster than ever. And Mac delivers game-changing battery life on a single charge.*

Intuitive

At the heart of every Mac is macOS, the operating system designed specifically for Apple silicon. macOS makes it easy to find what you need, stay organized, and take on any task. And with quick access to all the controls at your fingertips, navigating Mac is a breeze.

Compatible

Your favorite productivity apps are smooth and seamless — even Microsoft 365 works just the way you're used to. And the App Store has apps for everything and everyone. Find thousands of apps for working, learning, editing, or anything else you need to do.

Seamless

Mac is designed to work with all your Apple devices, so you can do more. Access your iPhone wirelessly from Mac. Copy and paste text from your iPhone or iPad to your nearby Mac. Start your presentation on Mac and rehearse it on your iPhone while on the go. And even use AirDrop to send files to colleagues across the room.

*Battery life varies by use and configuration; see apple.com/batteries for more information.

Which Mac is right for you?

MacBook Air

13-inch
M2 or M3 chip

15-inch
M3 chip

Strikingly thin and fast so you can work, play, or create anywhere.

Learn more ›

MacBook Pro

14-inch
M4, M4 Pro, or M4 Max chip

16-inch
M4 Pro or M4 Max

The most advanced Mac laptops for demanding workflows.

Learn more ›

iMac
M4 chip

A stunning all-in-one desktop for creativity and productivity.

Learn more ›

Mac mini
M4 or M4 Pro chip

The most affordable Mac desktop with outsized performance.

Learn more ›

Mac Studio
M2 Max or M2 Ultra chip

Powerful performance and extensive connectivity for pro workflows.

Learn more ›

Mac Pro
M2 Ultra chip

A pro workstation with PCIe expansion for demanding workflows.

Learn more ›

Order now

Appendix | Template Examples (continued)

Newsletter

Mac at Work lockup

Headline and Copy
All text is center aligned

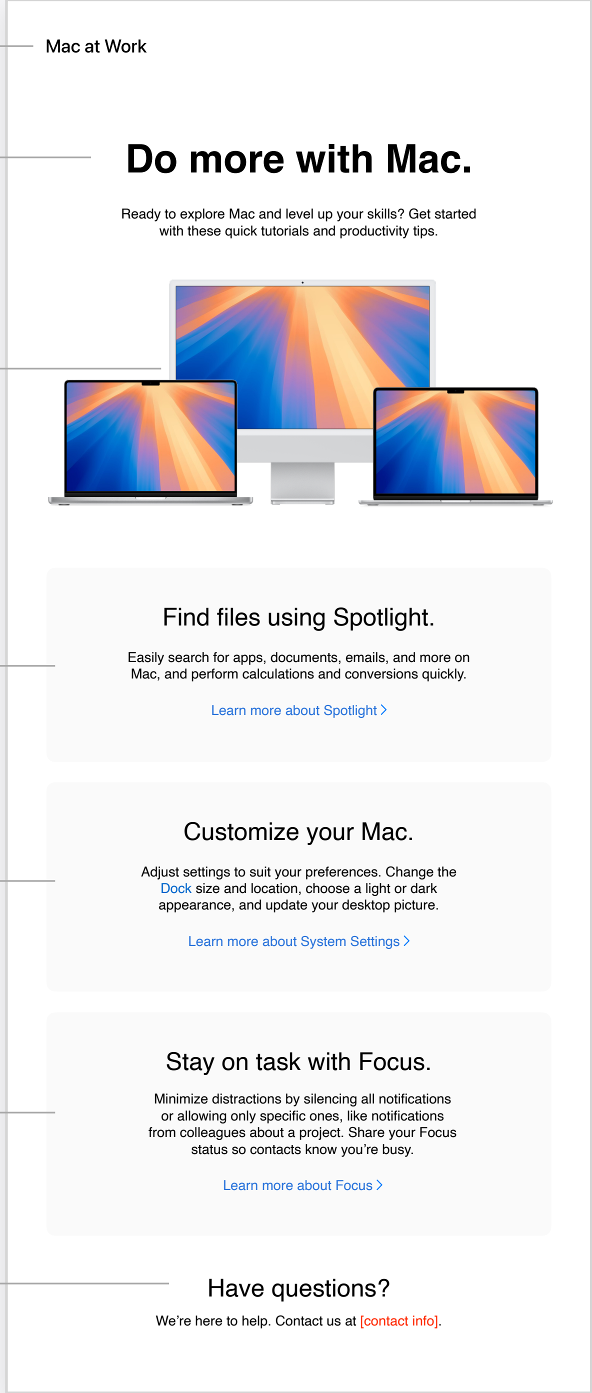
Product photo
Centered horizontally on the page and vertically between the headline and the copy

Subheadline, copy, and call to action

Subheadline, copy, and call to action

Subheadline, copy, and call to action

Support



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Survey

Mac at Work lockup

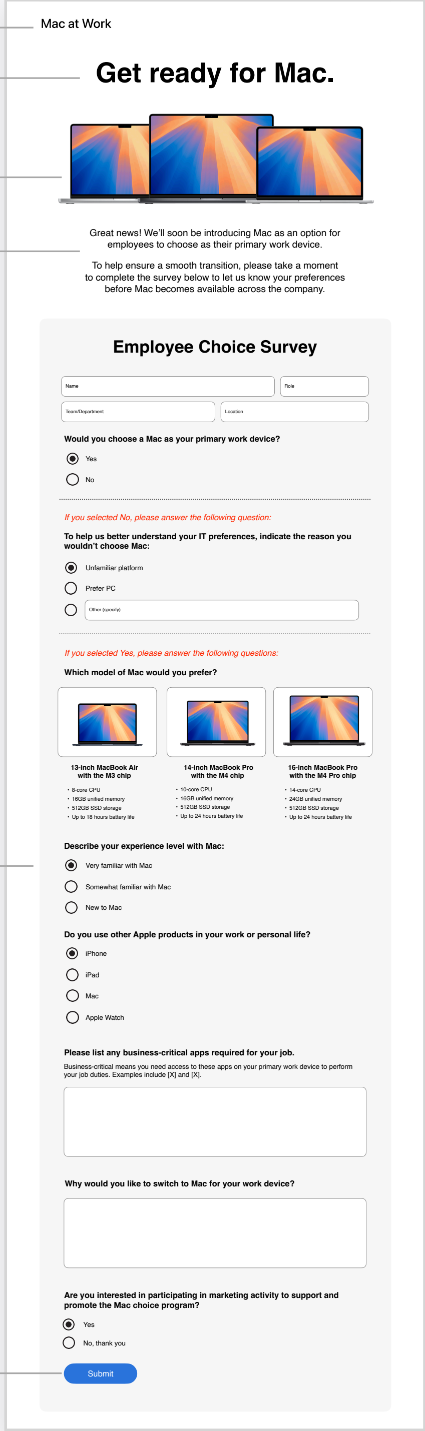
Headline
All text is center aligned

Product photo
Centered horizontally on the page and vertically between the headline and the copy

Copy
All text is center aligned

Survey form

Submit button



Mac at Work

Get ready for Mac.

Great news! We'll soon be introducing Mac as an option for employees to choose as their primary work device.

To help ensure a smooth transition, please take a moment to complete the survey below to let us know your preferences before Mac becomes available across the company.

Employee Choice Survey

Name
Role
Team/Department
Location

Would you choose a Mac as your primary work device?

● Yes
○ No

If you selected No, please answer the following question:

To help us better understand your IT preferences, indicate the reason you wouldn't choose Mac:

● Unfamiliar platform
○ Prefer PC
○ Other (specify)

If you selected Yes, please answer the following questions:

Which model of Mac would you prefer?

13-inch MacBook Air with the M3 chip
- 8-core CPU
- 16GB unified memory
- 512GB SSD storage
- Up to 18 hours battery life

14-inch MacBook Pro with the M4 chip
- 10-core CPU
- 16GB unified memory
- 512GB SSD storage
- Up to 24 hours battery life

16-inch MacBook Pro with the M4 Pro chip
- 14-core CPU
- 24GB unified memory
- 512GB SSD storage
- Up to 24 hours battery life

Describe your experience level with Mac:

● Very familiar with Mac
○ Somewhat familiar with Mac
○ New to Mac

Do you use other Apple products in your work or personal life?

● iPhone
○ iPad
○ Mac
○ Apple Watch

Please list any business-critical apps required for your job.

Business-critical means you need access to these apps on your primary work device to perform your job duties. Examples include [X] and [X].

Why would you like to switch to Mac for your work device?

Are you interested in participating in marketing activity to support and promote the Mac choice program?

● Yes
○ No, thank you