

# Apple and (PRODUCT) RED: Contributions to Global Health and Brand Image

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**Abstract:** *This paper explores the impact of Apple's Product RED initiative on global health and brand image. Since its launch in 2006, Product RED has raised over \$270 million for the Global Fund to combat HIV/AIDS, tuberculosis, and malaria. Through qualitative analysis of secondary data, the study highlights how the initiative enhances Apple's corporate social responsibility (CSR), positively influences consumer perceptions, and drives purchasing decisions, especially among younger consumers.*

*By focusing on important health issues and being transparent about its contributions, Apple has established itself as a leader in corporate philanthropy, highlighting the role of corporate social responsibility in strengthening brand reputation.*

**Keywords:** Apple, RED, Corporate Social Responsibility, Global Health