

Lorenzo Cavataio

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Prof. Wanner

Project 3

Company #1: *Apple*

For Project 3, after viewing the <https://www.ispot.tv> website, I found an ad for Apple's product the iPhone 15 Pro. In the ad, it demonstrated the iPhone's ability to capture movie-quality film by humorously setting up the iPhone like they would a movie-quality camera to film like they were filming a movie. The commercial was very well done and very humorous as well. Apple's website URL is <https://www.apple.com> and the URL to the ad I viewed is <https://www.ispot.tv/ad/5Cto/apple-iphone-15-pro-show-business>.

The first thing I noticed when viewing the commercial was how well it was done. The quality of the video, the humor I found to be surprising, and the selling point was clearly established and was well done. The commercial's objective was to sell the viewer on the iPhone Pro's ability to capture motion-picture-like camera quality, so they set up the iPhone like it was a camera on a movie set.

I thought the commercial was very well done overall but I thought it was missing some key parts. One of the biggest parts was the price. The ad ended with it showing in text iPhone 15 Pro, the Verizon logo, and the Apple logo. The commercial also didn't really provide any information on the iPhone 15 Pro. Other than the viewer can infer it has movie-quality recording abilities, the viewer is not given any other information on other features the iPhone 15 pro has.

The commercial did not provide Apple's website URL. I believe it may help to add the URL to the commercial, just for the viewer to see the URL and give the viewer a chance to think about purchasing it. I believe that Apple could have the URL next to the Apple logo to have a better chance of a viewer visiting their website, rather than just showing their logo.

Apple's commercial on the iPhone 15 Pro could provoke me to purchase it. The ad was very well done, and they really drove home their selling point of the iPhone's camera capabilities. The iPhone 15 Pro can be purchased from www.apple.com.

Overall, Apple did a really good job of demonstrating the iPhone 15 Pro's camera qualities and drove home that selling point. The commercial was humorous and did a good job of displaying the iPhone 15 Pro's quality. The only things I would like to have seen from the ad was the price and a URL. Other than not having those two things, Apple did a really nice job with the commercial.

Company #2: Google

The second commercial I viewed was a commercial for the Google Pixel 8. In the ad, a person was communicating through a computer and the other person was speaking a different language. The person with the Google Pixel 8 simply took it out and used it to translate what he was saying so the other person was able to understand him. Google's website URL, where you can purchase the Google Pixel 8, is https://store.google.com/us/product/pixel_8?hl=en-US. The URL for the ad I viewed is <https://www.ispot.tv/ad/6V9T/google-pixel-8-project-built-different-agent-featuring-druski-giannis-antetokounmpo>.

The first thing I noticed about this commercial was that it was the opposite of the Apple commercial I viewed previously. This commercial was very brief, gave very little demonstration, but did give a lot of information at the end. This ad, like Apple's, did not give an exact price, but Google's ad did display its URL. When viewing this commercial, I could not infer what the exact selling point of the Google Pixel 8 was. The only feature that was demonstrated in the ad was Google Translate, which the viewer can use on any mobile device. The only selling point they had was "the only phone engineered by Google" which displayed at the end.

Google's commercial for the Pixel 8 was very brief and was missing some key parts. I would have liked to have seen more of what Google Pixel 8 has to offer and maybe some more substance for the commercial. The mobile device only made an appearance at the end of the ad and was only used for Google Translate, which can be operated on any other device.

Google did a good job of including the URL at the end and even told the viewer that they could purchase Google Pixel 8 at the website. This always helps create a better chance that the user might visit the website and purchase the product rather than not mentioning the website at all.

Google's ad did not provoke me or make me want to purchase the Google Pixel 8. The ad did not show any real distinct features of the phone or why I should purchase it at all. To the viewer, it could very well just look like any other mobile device before. There was no real selling point other than it being "the only phone engineered by Google". I thought Apple's ad was much more humorous and well done, even though Google's ad did have more information about their product and website.

The Google Pixel 8 can be purchased at <https://store.google.com/?hl=en-US>. In addition, both company's websites do a really good job of displaying information and selling the product on their respective websites. Both websites display the product, information on the product, and can be purchased directly from their websites, which makes it very convenient for the user.

In conclusion, both companies' websites are good at selling their respective products. The websites display the products and all the information on the products (price and features). I thought Apple's ad did a better job of being humorous and showing some of the iPhone 15 Pro's

capabilities, but Google's ad did show a lot more information in it. I think Apple's ad has a higher chance of selling their product compared to Google's ad, given that Apple shows their product more and demonstrates the device's capabilities more than Google's ad did.