

## Project 3

### Apple

1. The Company I chose for the first part of this project is <https://www.apple.com/> after viewing a commercial at <https://www.ispot.tv/ad/gBQi/apple-macbook-neo-the-all-new-macbook-neo-song-by-daughter-of-swords>
2. The most noticeable aspect of the commercial is just how minimalistic it is. There is no talking and no description of the product itself. The commercial just shows the product in different colors, the fact that it can sync to an iPhone and a price. To be fair to apple, it does at least show all that on the website as well.
3. This is Apple. I don't think mentioning the website is helpful at all. The company is big enough that most people in the world has at least heard of them and anyone looking into their products are probably already aware they can go to the site to get more information on whatever product they happen to have heard about in the moment.
4. Before I started this project I did not read these questions, should I have? Probably. In any case, I am so glad this question exists because it gives me a reason to talk smack about Apple which I really enjoy doing. In the case of Apple, I don't believe the two forms of advertising complement each other rather that one depends on the other. The commercial is extremely barebones; it tells you nothing and going off it alone I don't think would convince anyone to buy it. Going to the website is basically a requirement before being able to make an informed decision. The product in question is the MacBook Neo and yes it can be bought on the website, it's not quite as front and center as the iPhone lineup but it's not hard to find on the site at all. Objectively speaking, this is a terrible commercial but I'm sure Apple knows that and is instead leveraging their status as a megacorporation known worldwide to get away with it.

### Qualcomm

1. The second company I chose for this project is <https://www.qualcomm.com/> after viewing a commercial at <https://www.ispot.tv/ad/BqSG/qualcomm-snapdragon-no-outlet-no-problem>
2. Just like in the Apple section, this commercial was extremely minimalistic, it told you nothing about the product itself, in fact it's easy to think this commercial was about a specific computer and only because I know this company do I know it's not. The commercial was about not needing to plug the laptop in to an outlet, but it does not explain how it goes about that.
3. Whether the commercial mentions the website or not would not be helpful at all, but in this case for a reason altogether different from Apple. Qualcomm is a semiconductor company and even I chose this commercial mostly out of curiosity because I didn't even know they made

commercials, seems a bit ridiculous to me. This same ridiculousness is why mentioning the website would not help at all because even if someone were to go there, they would not find anything that was relevant to the commercial at all.

4. Differing from Apple I do think these two forms of advertising complement each other but perhaps not for the reason you think. As I mentioned earlier, I watched the commercial out of sheer curiosity and went to the website for the same reason which even knowing what I know about the company, it still took me there. Now, when wondering if the product, in this case being the Snapdragon X Elite chip, be purchased from the website, that answer is no with an asterisk. The asterisk is because while you can not buy things directly off the site itself, for chipsets and other things of that nature there is a link to contact the sales team if you are looking to buy something and in the case of larger electronics such as laptops powered by Qualcomm technologies you can find them on the website then they offer a link to take you to the website of the company that actually does sell it, for example a Lenovo laptop would take you to the Lenovo website page for that laptop.