A person with dark, curly hair is holding a blue iPhone in front of their face, completely obscuring it. The phone is held with both hands. The background is a plain, light gray wall. The text "Privacy. That's iPhone." is centered over the phone in a white, sans-serif font.

Privacy. That's iPhone.






**Esteem**


**Love and belongings**

**Safety**

**Physiological needs**

A person with dark, curly hair is holding a blue iPhone in front of their face, completely obscuring it. The phone is held with both hands. The background is a plain, light gray wall. The text "Privacy. That's iPhone." is centered over the phone in a white, sans-serif font.

Privacy. That's iPhone.

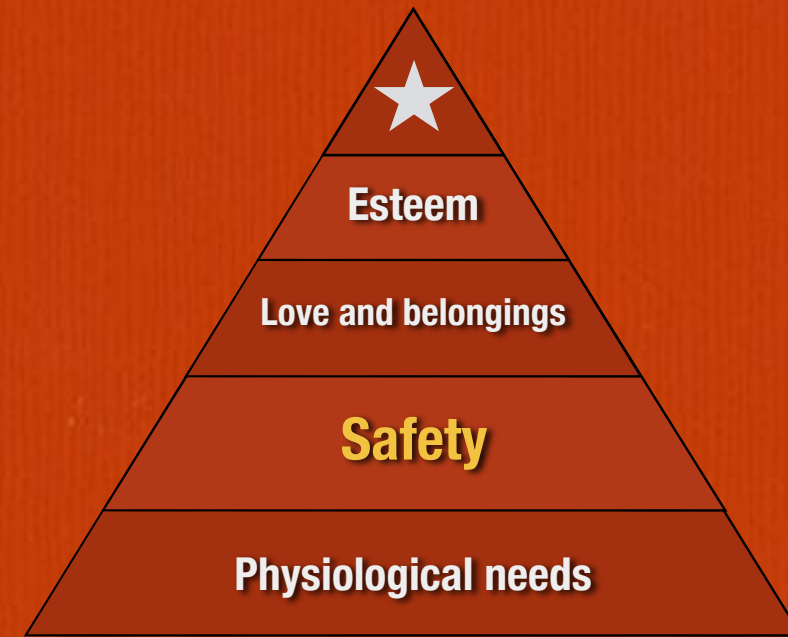
A person with dark, curly hair is holding a blue iPhone in front of their face, completely obscuring it. The phone is held with both hands, and the back of the phone is visible, showing the Apple logo and the dual-camera system. The background is a plain, light-colored wall.

Privacy. That's iPhone.



# **The need of Privacy**

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**In this commercial apple tells us that every app we use is tracking our moves. Starting with the café and following up to his house a man has been scanned by an extreme number of 'people'. Relief comes after pressing 'Ask not to track,' when every 'person' disappears.**





# The need of a Safe house

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**Advert demonstrates a scene of a thief trying to break into a family's house, but to alarm rings fearing a burglar making him flee. Then Mother gets a phone call, which shows the reliability of the agency. The ad pushes on the worst human fear of being unsafe in their own house.**