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19BCE245

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# Assignment 1

## Diversity in Advertisements

Pick up a print or an audio or a video advertisement that is done keeping the diversity in mind. and mention how the diversity is addressed in the said advertisement.

### Apple iPhone's advertisements in different countries

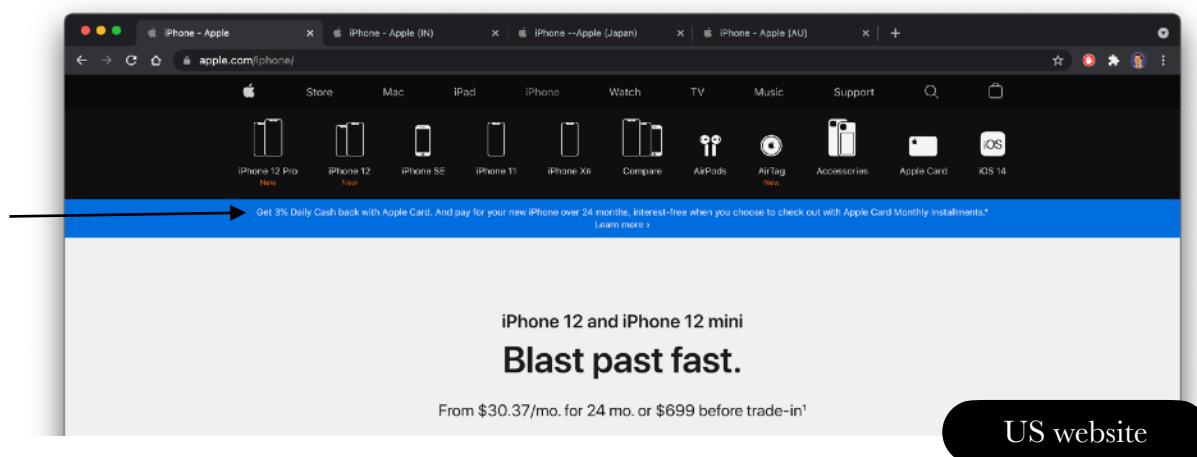
Sources :

- [Apple iPhone US website](#)
- [Apple iPhone India website](#)
- [Apple iPhone Japan website](#)
- [Apple iPhone Australia website](#)

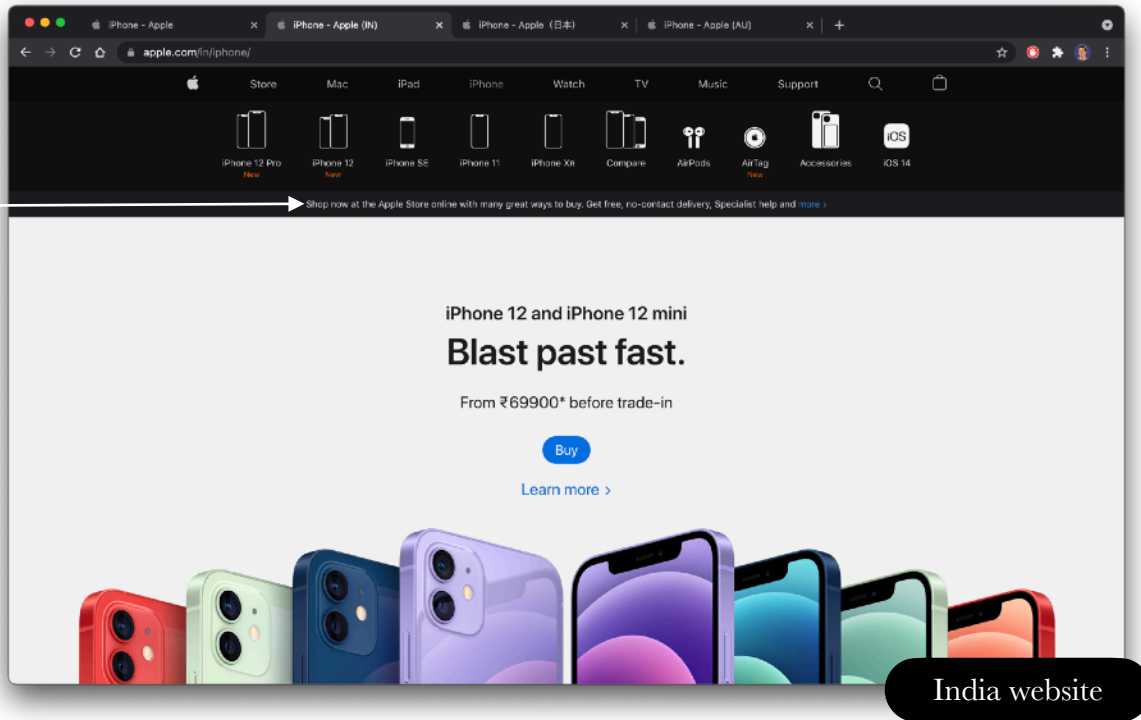
So, The countries mentioned in this report are United States, India, Japan and Australia. Although the iPhone models and features are exactly same in all the countries, There are few tweaks in the advertisements based on the consumer of the respective countries.

The diversity found in these different websites which are country specific are as follows :

#### 1. Different suggestions in homepage based on countries



In the homepage of the iPhone advertisement in the website, there is a small banner regarding the current ongoing deals respective to countries. In US, because of the technological advancement and digitalization, all the payments are mostly done through cards so apple introduced the Apple Card. Because of this, Apple now tells their customers to buy their things with apple cards by encouraging them giving cash back and monthly installments.



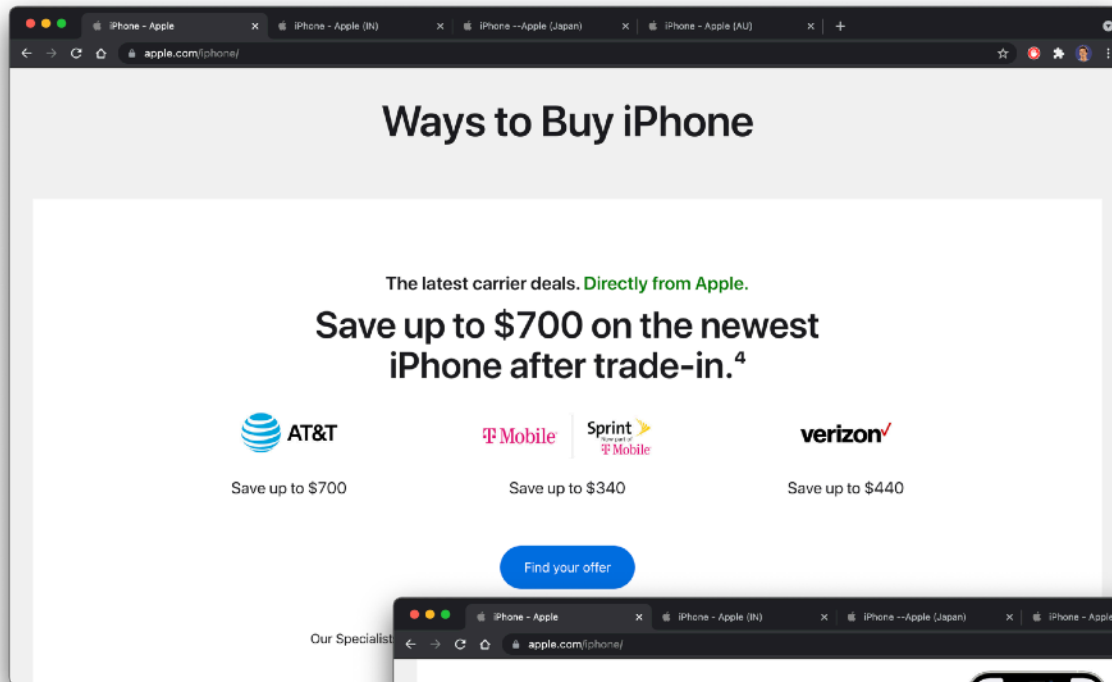
In the Indian version of this advertisement, As india is developing country, digitalization is just started here so apple opened its' first ever online store in india previous year. Therefore, Apple is suggesting everyone to buy online rather than visiting local stores. Also in this covid situation in india, contactless delivery is offered by apple india.

## 2. Buying options

As in US, various carrier companies offer their customers cell phones discounts. Therefore apple has added the carrier deals in the buying options along with direct apple card payment as said in the previous points. Also in US, people often change their smartphones every year, so apple has also added the upgradation program only for US in which iPhone users can easily upgrade their iPhone every year with low cost.

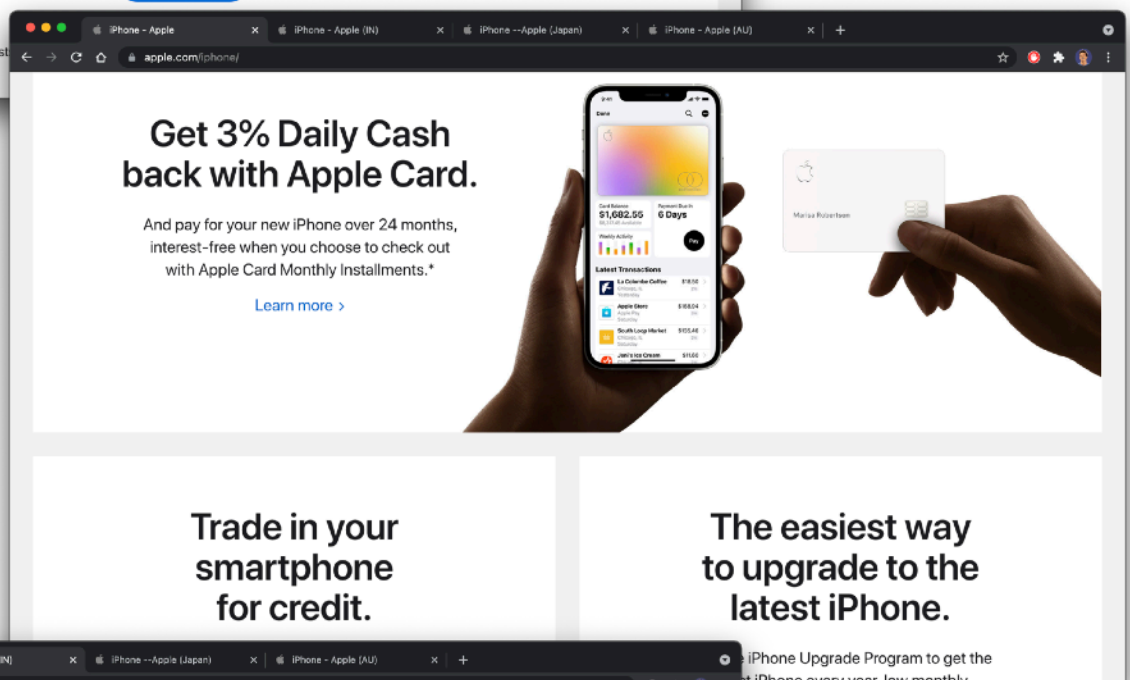
In India and australia, people stick with their smartphones longer than other countries. As a result, there is no upgradation program there.

In Japan, people tends to purchase their smartphones in small installments. So there is the first section of different banks and their EMI offers in the buying section along with list of different banks in which this offer is applicable.



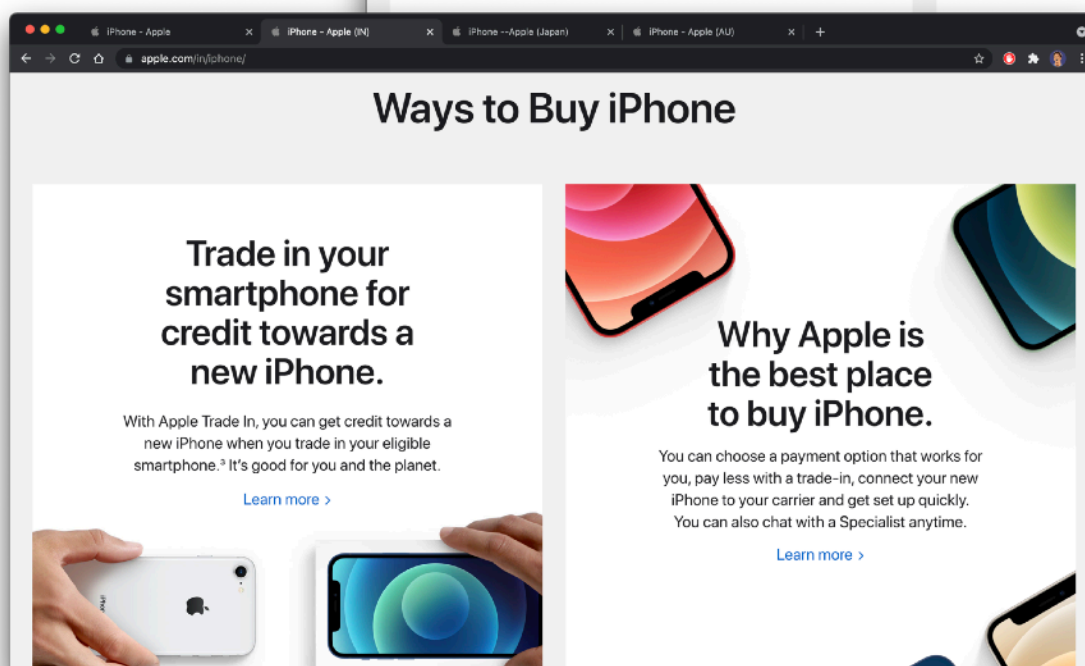
Carrier deals which is only applicable in us.

Apple Card and upgradation program

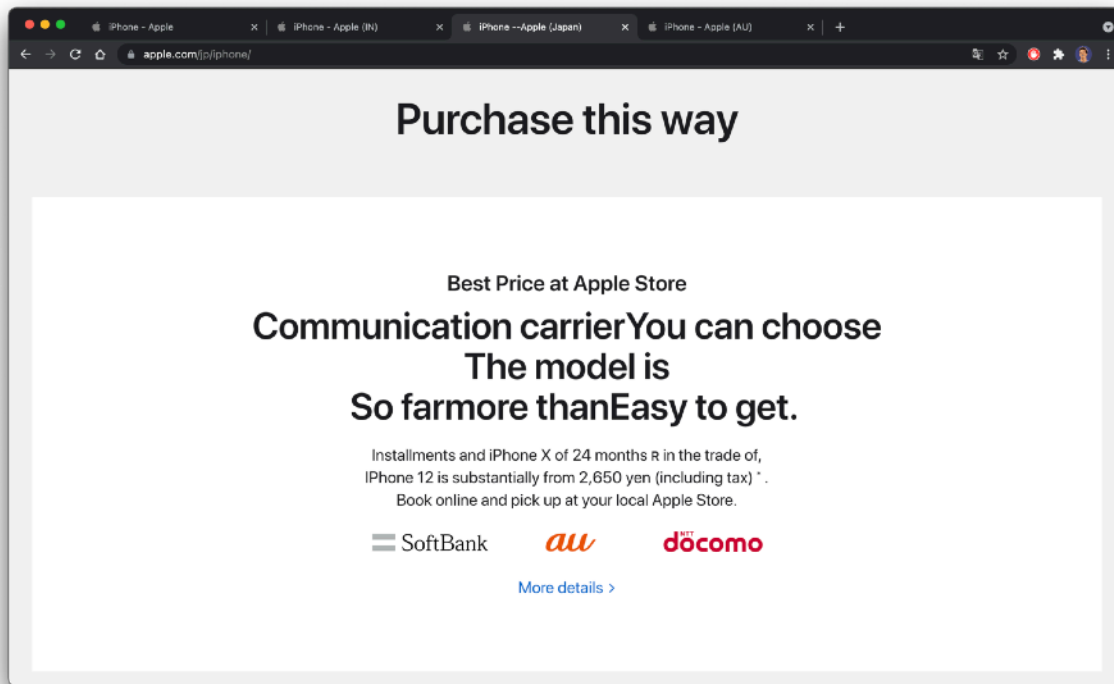


Trade in your smartphone for credit.

The easiest way to upgrade to the latest iPhone.



Only two buying options in india

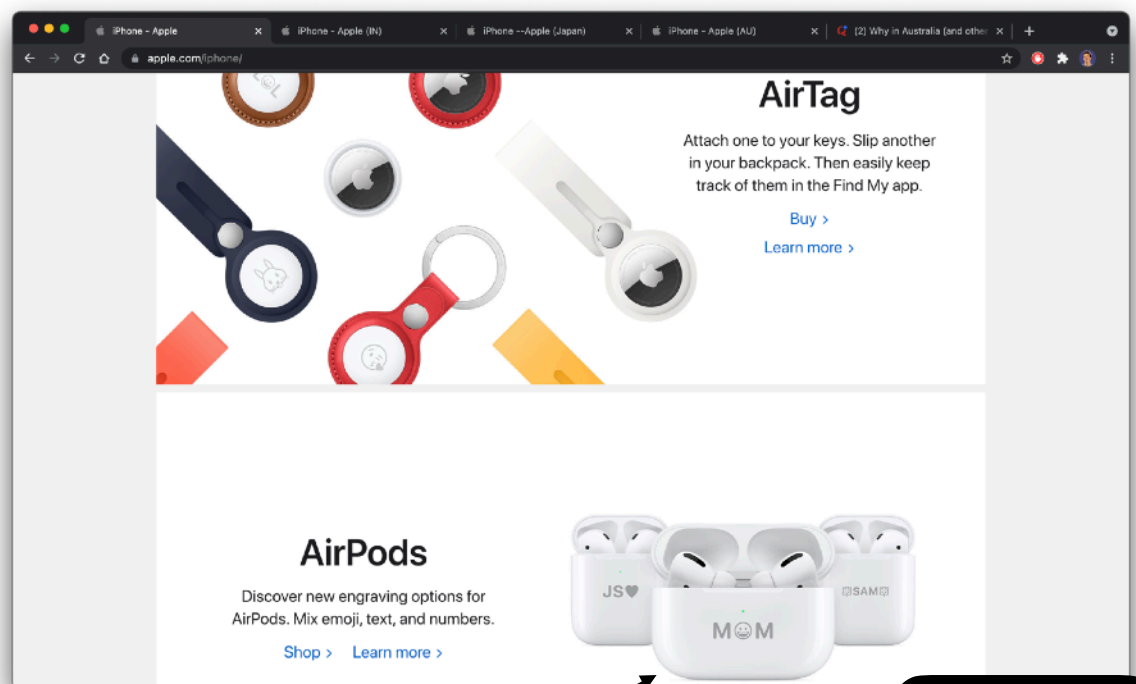


Installments options  
along with applicable  
banks in Japan

### 3. Engraving on AirPods

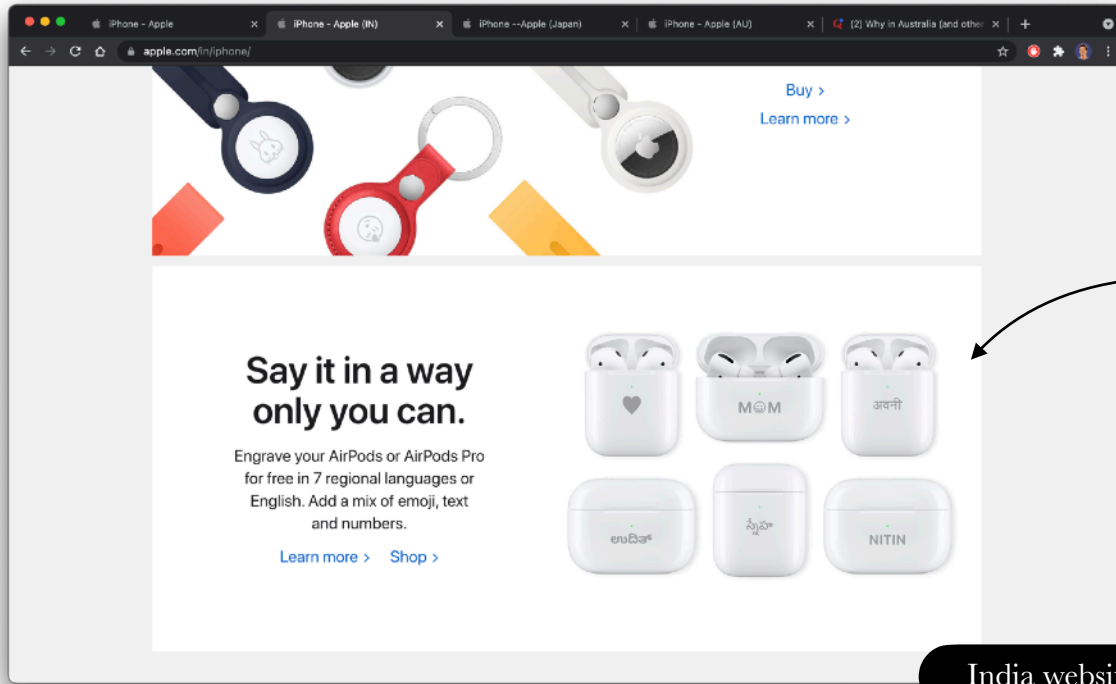
Depending upon various countries, people customize their things differently. One of accessories of iPhones is AirPods, which comes with its charging case. Apple added this custom engraving program through which one can engrave their names on their AirPods cases to attract their customers.

In this engraving section, apple has implemented the individual customized samples depending upon various countries.



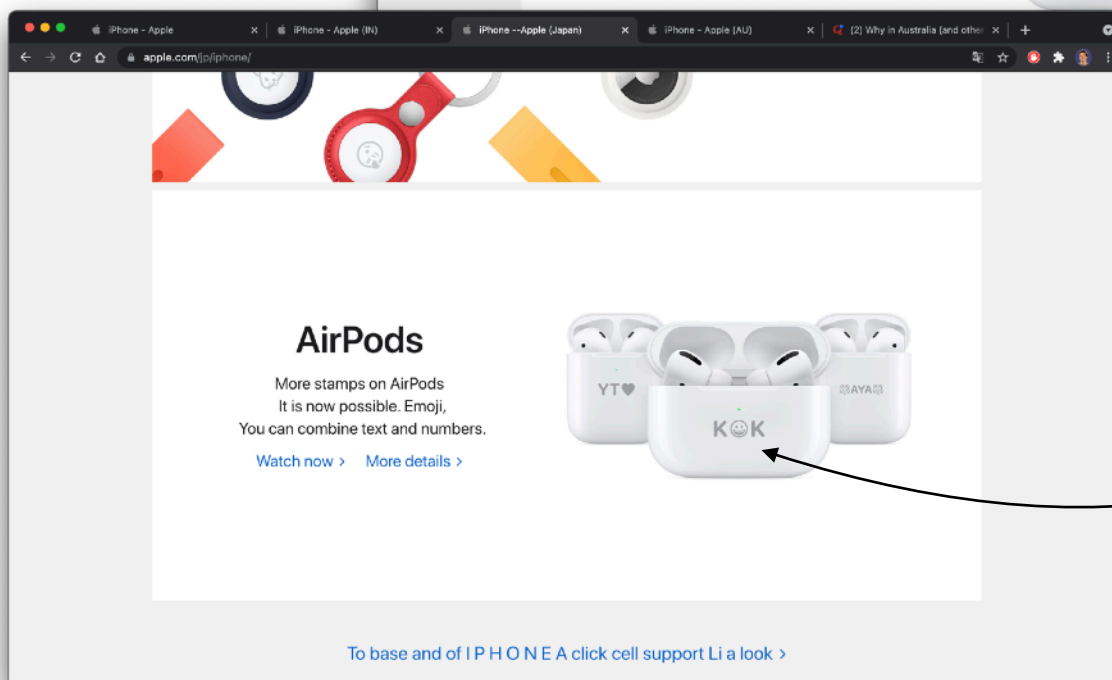
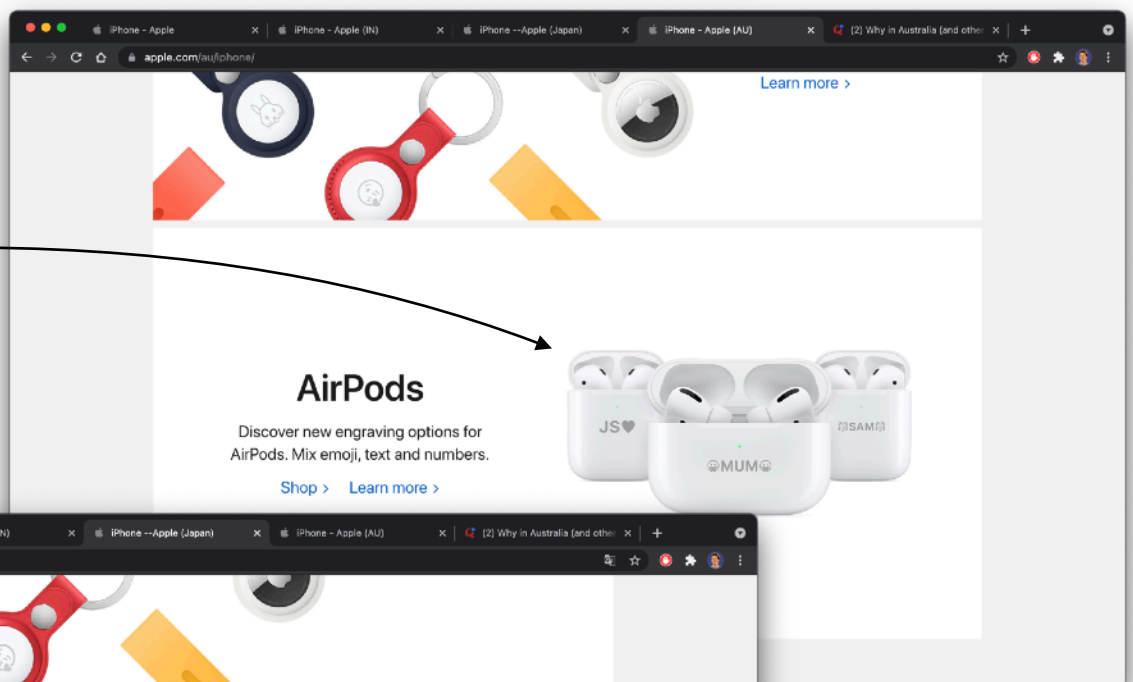
Customized engraved  
cases relevant to US  
customers

US website



Regional language options in india along with samples which are engraved in regional languages

As per Australian English, 'Mom' is spelled differently as 'Mum'.



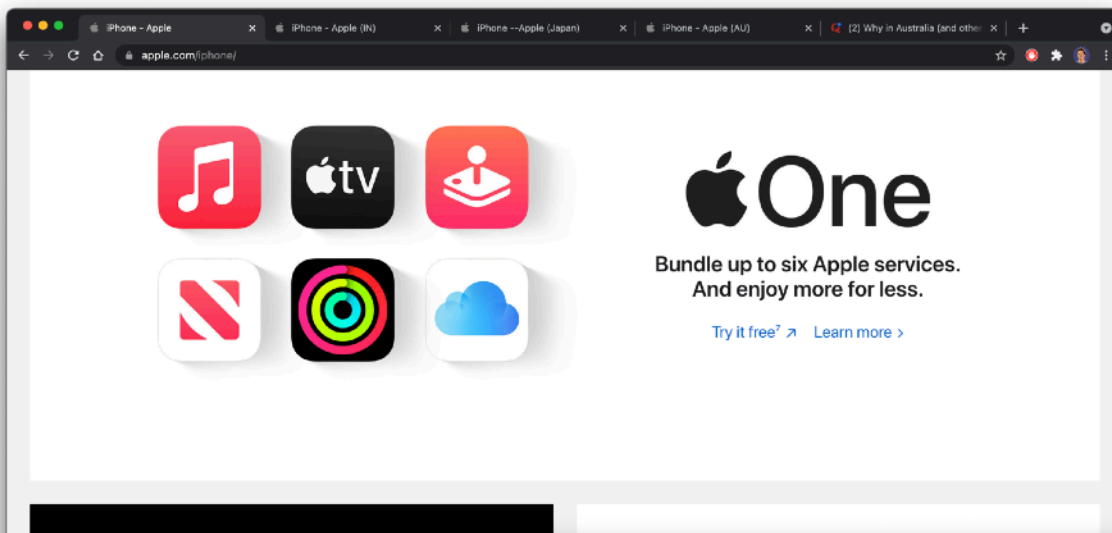
All engravings are different in Japan and relevant to Japanese names.

So, to attract more Indian customers, Apple has added the 7 regional languages to their engraving program instead of the English only in US. Similarly in Australia people often use 'Mum' instead of 'Mom' therefore apple changed this in their Australian advertisement. Japan has its own language so apple used some of Japanese names to engraving sample showcase.

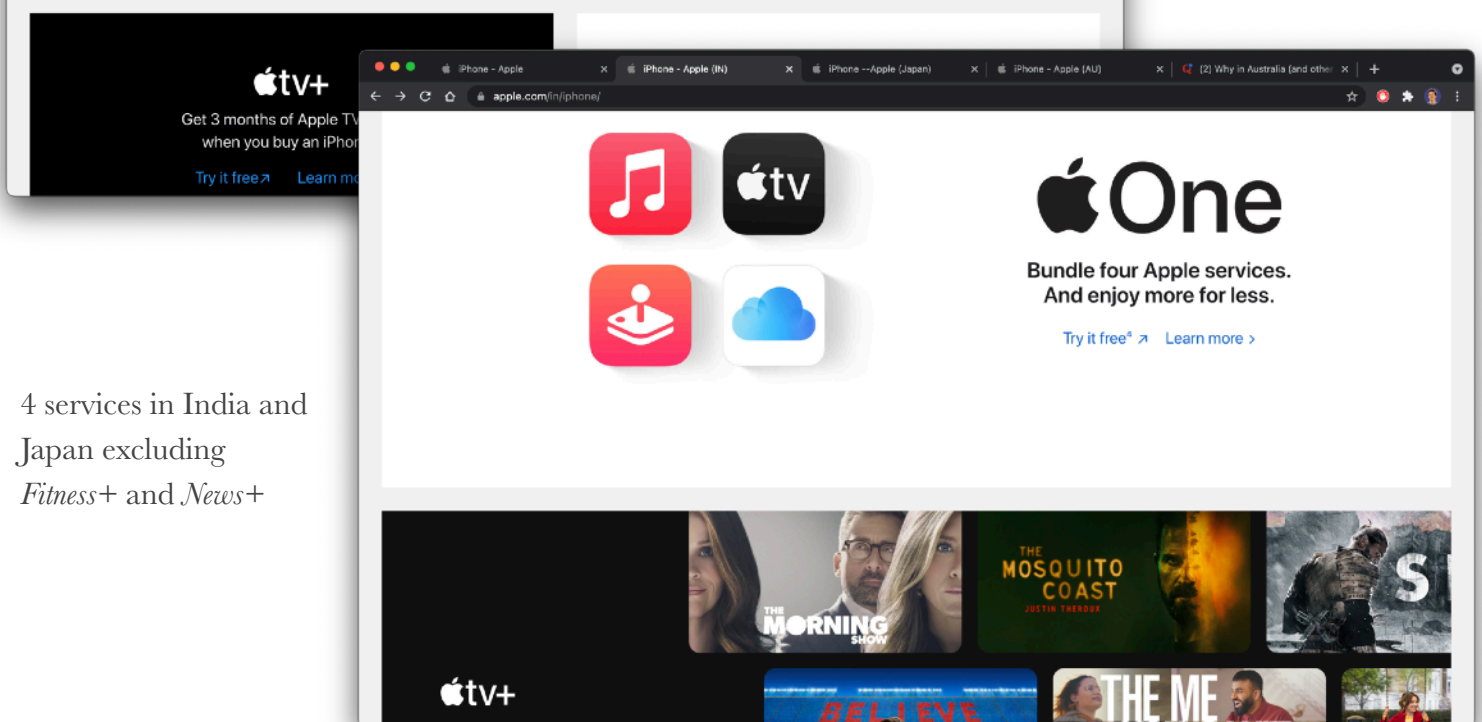
#### 4. Applicable Services based on countries

Apple launched many subscription services along with its smartphones. These services are varies from country to country. Like In US, Apple has launched *Fitness+* which is a services related to health and fitness as the Americans are relatively more health conscious than others.

They also launched *News+* in US and Australia but not launched it in india as Indian people are often rely on Televisions and Newspaper than a mobile app for news information.



6 services in US and Australia including *Fitness+* and *News+*



4 services in India and Japan excluding *Fitness+* and *News+*