**Apple / Samsung Analysis**

**Apple Marketing Strategy**

* Mystery around products, creating an experience, keeping it simple, customer retention, and using the NPS index are the marketing techniques used by Apple.
* Focus on value, captivating visuals, and understanding the target market are important aspects of Apple's strategic marketing.

negative reaction:

* “Hey [@Apple](https://x.com/Apple), I fixed it for you (sound on)” [Reza Sixo Safai в X: «Hey @Apple, I fixed it for you (sound on) https://t.co/OwVnYNgXhT» / X](https://x.com/rezawrecktion/status/1788211832936861950)
* [Marty Swant в X: «@DollyDeighton Perfectly said. It’s a creative concept & good execution, but wow the ad made me surprising sad! The song choice also seems to especially idolize tech over real life. Now I just want to avoid screens & spend more time enjoying the world offline.» / X](https://x.com/martyswant/status/1788184331573416157)
* “I’m not sure ‘wanton destruction of all the good and beautiful things is this world’ was really the vibe you were trying for.” [Judd Baroff в X: «@tim\_cook I’m not sure ‘wanton destruction of all the good and beautiful things is this world’ was really the vibe you were trying for.» / X](https://x.com/JuddBaroff/status/1787984747181842538)

Samsung:

* [Samsung Mobile US в X: «We would never crush creativity. #UnCrush https://t.co/qvlUqbRlnE» / X](https://x.com/SamsungMobileUS/status/1790824457365594487)

10:19 PM May 15, 2024:

5.6 million viewing

5 621 Repost

2 807 quotes

21.5 thousand likes

2 221 bookmark