Talking about ads first, I personally imagine ordinary videos describing pros and cons of wearable devices like phones; nowadays, potential customers are bombarded with advertisements of different devices, especially on TV. But ads that stick in our memory are different they are creative, sarcastic, teasing the opponents in order to win marketing competition, show that others pale in comparison and make consumers buy their products

Today i`d like to tell about a series of cartoons Google created and published 9 month ago, showing that Google Pixel in way better than the IPhone in different features.

The synopsis is: two friends google pixel and iPhone bubblingand discussing different live important questions e.g. in the first episode they are focusing on photos they both take with their cameras

Iphone and Pixel admire the picturesque scenery and Iphone says that pixel has more sharp photos with a bit of sadness in his voice, then Pixel offers to process and unblur his friends photos and not to tell anyone, Iphone continues and says that Pixel has lots of features, like astrophotography, 40x zoom and others, that iphone does not support at the moment. Pixel tries to inspire his friend, and tells not to be jealous, as if the iPhone has well-known «blue bubbles» in the imessage app. Iphone counters the argument, saying that «All I have to show for years on Earth is color of a bubble» and starts a monolog about its existence, but suddenly in the middle the battery of Iphone drains and it dies. Pixel in order to tease his fiend yelling « quick! Somebody get a lightning charger» to show that the battery life of Pixel is longer and type-C cable is more easy to find which makes Pixel more solid choice.

The advertisement is short, but funny and remembers well because the script it has looks unusual for the ad.

Therefore Google continues to publish this short stories, you can easily search for it just Google hashtag BestPhonesForever witch is a play on words with phrase “Best Friend Forever”