In this essay, essential aspects of what Apple´s advertisements focus on will be compared and contrasted with a decade of time difference. Time will be broken down by impactful decisions regarding advertisement strategies. The thesis states such that the advertisements changed from focusing on the supplier´s product, to focusing on the customer´s experience and even more, involvement in the brand.

First of all, to declare from the beginning, the dystopian “1984” ad will not be subject of discussion, as though as interesting it is, it is not in the provided time span.

As stated, the time span of reference is roughly a decade; In 2006, the “Get a mac” campaign starred two actors representing a mac and a pc, contrasting the two, notably in favour of the ad`s creators. The product, the mac is clearly in the foreground in this ad, as though people are displayed and in literal means in the focus, they are still representations. This campaign was probably the beginning of the process, in which apple´s advertisements gradually changed their focus to the consumers. Why would Apple even do such thing in the first place? – The answer is simply, that an engaged consumer base with pride and enthusiasm for the product advertises the product the best, hence that fact can be exploited and used.

The first changes occurred around 2012, when apple created a concept, which would encourage the consumer base to advertise on their behalf. Though Apple did feature celebrities before the year of 2012, from here onwards, the accumulation of celebrity featured and the level of their famously increased exponentially over time. The main aspect that should be focused on, is the fact that actual people use Apple products either dramatically staged or seemingly intuitive. The one for self-sarcastic and the other for actual advertisement. Apple teamed up with many Millennial’s role-models, though not only of course, in order to let their followers, know that and how they use Apple products. That is an interesting point of inflexion, because at around the same time, Apple started to show-off the creations of consumers, using their Apple devices. The result is that many customers actually started consuming the product how Apple shows them to. On the one hand, that could interfere with prior existing consummation patterns, though of course it could as well interfere with no existing patterns. Apple created an advert that mirrors the effects of a read instruction manual. As Celebrities continued to make their debuts alongside featured products, Apple´s in-house adverts featured either celebrities in their natural habitat or someone seemingly unknown, somewhat imaginable as one self. Soon customers started understanding the instruction manual and started sending Apple creations and shared them on social media, positively advertising Apple. In the last few years Apple progressively integrated creations from rather unknown content creators, further encouraging consumers that, what´s shown is possible with their devices and more. Today many of Apple`s advertisements feature content created using their products or how their products can be integrated into professional as well as everyday life. Apple´s ads are now more reliant on emotion and the genuine consummation way rather than over instructional celebrity featured advertisements.

As can be observed from above, the changes in Apple´s advertisement strategies and intentions of effect are clear to contrast.

Where the product and its featured were the main aspect focused on in the ad, is now a person, real, more like one self, intuitively using the product for an aspect of their life.

Even visually, the emotionalising progress can be seen introducing warmer, more contrasting and dramatic elements. In fact, having a complete ad campaign for photography and small videos made by customers. The focus shifted to be now more visually vibrant.

The ads do not include any competition nowadays, where in 2006 there obviously were. This can be interpreted as the approach to leave the audience uninformed about the existence of any competition at all.

In comparison of what did actually stay the same over the years, Apple´s consistency on how to display a product remained unchanged since the mere middle of the last decade. Normally when having seen an Apple ad just a few years ago, one would see a white background on which one product is displayed. That is a technique used to draw attention to the only thing available to see and defend any distractions. Also, the ability and the want to become and stay a young-brand. A brand that is liked by the teen-aged and features and focuses on their desire, but does not exclude otherwise aged customers. In fact, having also rolled out ad campaigns that target the older and oldest generations, informing about accessibility features and tracking your health data.

Even the Apple Stores are designed to be more than a selling place, but furthermore an extension of public areas. The focus is on the symbiosis of producer and consumer in terms of branding and advertising. The Apple stores are becoming a new hotspot in every metropole and a place to gather in the rest. Also it can be seen at this point how strongly Apple integrates the idea of implementing consumers into their advertisement strategies nowadays.

The process of change experienced by Apple´s advertisement strategies are now cleared to observe. The shift of focus from producer to consumer and utilising a pleased customer base, as a catalyst for positive advertisement are two factors with dramatically positive impact on the Apple brand.

From informational to house-intruding-emotional, or the development of what is displayed in the ads. Starting off from the focus on the features of the product, over celebrities showing people how to use the product in the most intended way, until finally, the focus is brought to the consumers and what they do with the product, how they consume it and what they create with it. The advertisement possibilities are figuratively limitless, as the catalyst and the massive customer base have grand influence on whatever ad they would release.

Apple´s advertisement changes over time can be seen above, in which similarities and differences are listed and contrasted.

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