



your advertisement & its intrinsic issues

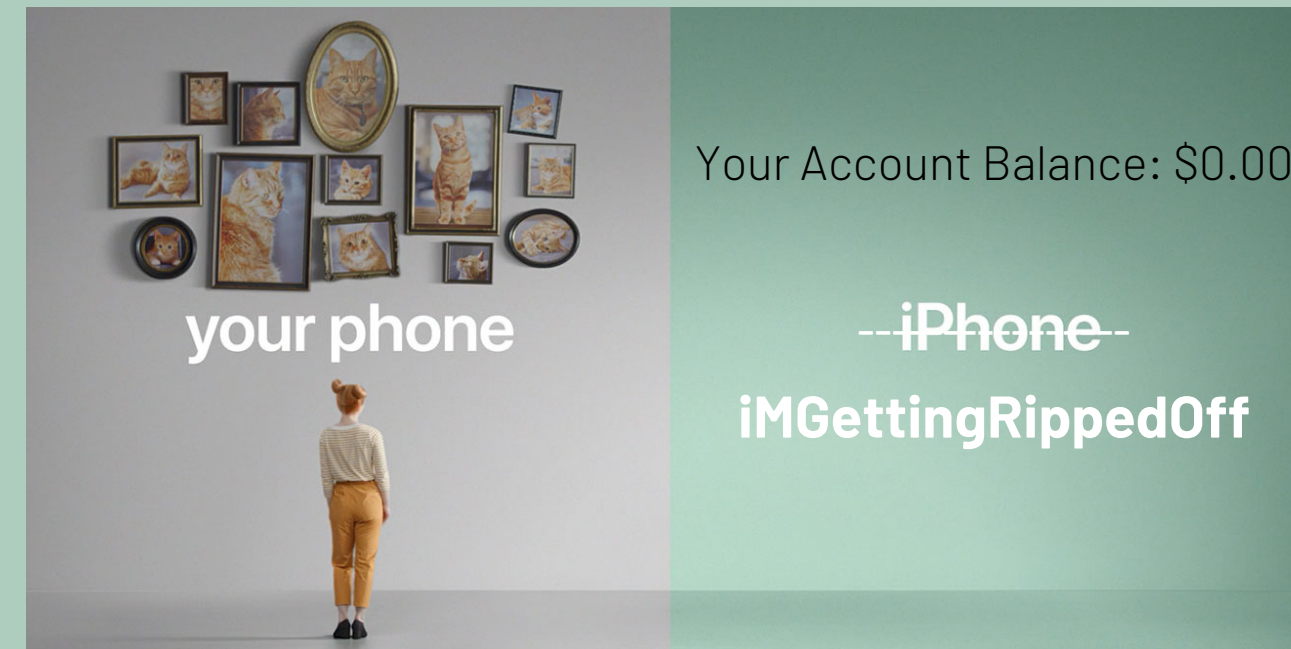
Apple is the world-renowned technology company that dominates the industry in selling consumer electronics, services, and digital software. Lauded for its sleek designs and user-friendly interfaces, Apple has a logo that is identifiable by virtually all consumers. Not only has Apple garnered substantial market share, but it has also acquired unwavering brand loyalty. By creating high switching costs for its consumer, thanks to their developments such as inter-device syncing fluidity, it is no surprise that Apple consumers purchase Apple products year in and year out.

In addition, Apple has changed the nature of consumer technology sales. It used to be that the company with the superior product with respect to functionality is also the company with

the highest sales volumes. However, this is no longer the case. Instead, it is a game of numbers; consumer technology is now a network good. This means that the more that people use the product, in this case phones, the more desirable and the subjectively “better” it becomes. This advertisement is the epitome of this strategy Apple employs. In this advertisement, Apple juxtaposes its iPhone with “your phone”, which targets its direct competitor, Androids. While Apple parallels the iPhone to a clear, brightly-lit wall and thus insinuates immaculacy, Androids are supposedly the antithesis – a grey wall cluttered with unaligned cat portraits. With this, Apple does not exhibit its functional advantages, but rather, it

only emphasizes that Androids are inferior aesthetically. In doing so, Apple establishes itself as well as its users as socially superior.

What appears at first glance to be a humorous advertisement actually has negative spillover effects on society, especially given the social hierarchy that Apple has established. Consumers are eager to join Apple users so that they too can be part of this perceived socially superior class of consumers. Prime examples of this social hierarchy are in mainstream social media, where YouTube videos and meme culture accentuate that AirPods users are not able to “speak broke” and are “the richest people in the world”, for example.¹



the truth: think profits

Introducing to you Apple’s very own iMGettingRippedOff. At Apple, they do not “Think Different”; they “Think Profits.”

By establishing that its products are desirable and socially superior, Apple convinces consumers to pay a significant premium for a product that is of similar – if not of the exact same or inferior – functionality. Strategic and devious, Apple capitalizes on consumers’ emotions, specifically their urge to fit in with the rest of society. To address this issue of rapacious capitalism that has no qualms about exploiting consumers, I edited the advertisement to include an account balance of \$0 on the wall. This reveals the stark reality that even those who are in dire straits and

cannot afford such exorbitant purchases also succumb to the pressure of Apple’s dominance and societal influence. In depicting this, I aspire to invoke others to be more conscious of their consumption habits and elude the advertising traps of these insatiable capitalists.

To supplement my efforts, I also jammed Apple’s logo by filling it with the classic Apple loading wheel. As it appears in times of prolonged waiting and frustration, the loading wheel is the bane of any Apple user’s experience. In 2018, Apple admitted that its software updates indeed slow down the devices significantly, which consequently compels users to buy the newer edition.² Since then, Apple representatives have apologized. However, the moral issue

is not what Apple did in the wake of this scandal, but it is what they did prior to this scandal – and that was absolutely nothing. Apple did not divulge this information at its own free will. In fact, it was not until a Reddit post shed light on it that Apple admitted to it.³ Given that this Apple logo is filled with its iconic symbol of a slowed device, this jam serves as a forceful reminder of Apple’s blatant manipulation of consumers for profit.

[1] YouTube videos satirizing the “typical” AirPods user and the associated notions of social superiority: video 1 by LoveLiveServe and video 2 by Trevor Wallace. Another example is a meme from Me.Me on AirPods users being the richest people in the world, ahead of Amazon CEO Jeff Bezos and Microsoft CEO Bill Gates. More memes can be found on Distractify.

[2] Global News article on Apple’s apology.

[3] Reddit thread on Apple’s slowed devices.

Original Advertisement Enlarged



Culture Jammed Version Enlarged



Works Cited

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AirPods "Superiority" Meme Examples

"Top 10 richest people

1. Airpod users
2. Amazon CEO
3. Bill Gates
4. People who refuse to shop at Walmart
5. Mark Zuckerberg
6. Jay-Z
7. People who say "let's get this bread"
8. Floyd Mayweather
9. Oprah
10. People with either "💰" or "💵" in their bio"

yea



Antonio Garza
@antoniiogarza21

sometimes i wear my airpods without playing music in them just so people know i'm superior to them



🌟
@_hmasonx

Leaving all my friends that don't have AirPods in 2018



AbdiTV
@AbdiTV

AirPods



obers @JacobObers

Bought our first house at age 19...What Y'all buying

Show this thread