

Isaac Walker

Apple To My Eye

How the iPhone has influenced
the global advertising market.

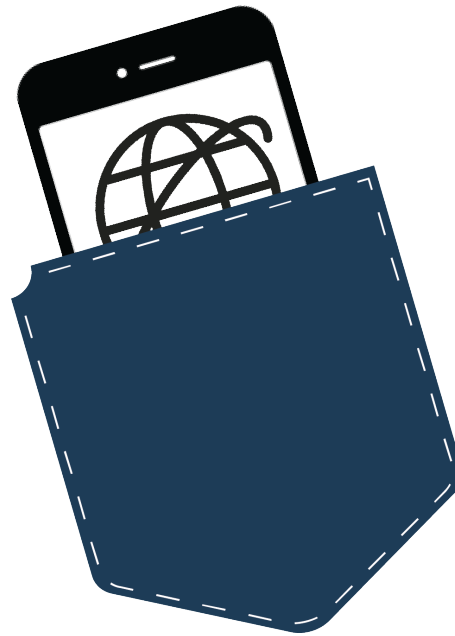


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Ever since the short 30 second ad for the very first iPhone in 2007 apple has dominated the global smart-phone market, completely changing the way tech companies advertise their product.

Apple first jumped onto the advertisement scene with their now iconic super-bowl commercial of an Orwellian dystopia broken down by a female heroine, seen by experts as a fail in advertising as it launched Apple to global stardom. Jump to 2007 to an ad of various actors saying 'Hello' in movies starting with Alfred Hitchcock's 'Dial M for Murder' and ending with a shot of a ringing iPhone, using this scene to try and show how the iPhone will be cemented in history as a goliath in the tech industry and quickly dominate the market. Every first generation iPhone ad that followed was never a visual master piece but a simplistic well put together ad only showcasing what the smartphones capabilities were **never** overselling it. Within days of the release consumers were stacked outside stores across the globe ready to get their hands on the new iPhone, this influx of consumers wanting the iPhone had put pressure on



many other tech companies leading them make various changes to not only product capability but product advertisement as they increased the percentage of money put into phone advertising. In 2015 companies spent \$592.43 billion on advertising compared to the tiny \$1.7 billion spent in 2007, and in 2018 63% of global advertising was through the humble smart-phone.

The release of the iPhone was also extremely beneficial for the advertising of social media platforms and businesses as Steve Jobs had now put the Internet in your pocket. Allowing companies like Facebook, Youtube, Twitter and the App Store to sell spaces on in their app to companies wanting to advertise, this is known as **native advertising** meaning at anytime of the day, and anywhere during the day no matter what app you are on you will be shown ads based on your user experience. **Apple now had complete control over what type of advertisements you were seeing.** During 2013 digital advertising wasn't very popular but as time has gone on it has become a must for companies to be successful. A recent study has found

that 8 in 10 consumers accept digital advertisements as a form of content while a study conducted by Facebook found that over 2/3rds of mobile advertising will be at native advertising, amounting to \$53 billion in digital ad spend.

Ever since the first iPhone advertisements success Apple has consistently produced visually stunning and captivating ads that have still continued to influence people into buying the iPhone. Like the recent 'Your Phone vs iPhone' ad where Apple put the security and usability of an android up against the 'superior' iPhone in a not so subtle ad. Using a simple split colour background they were able to show a bland and boring side which was constantly getting put down and abused only for the bright and new iPhone side to be completely clean. This was a risky attempt by Apple but has paid off. As a study has found that out of 511 people (226 of which currently have an iPhone) 42 percent intend to upgrade to an iPhone. Also when it comes to sales of the iPhone Apple has destroyed all other competition owning a whopping 57% of

the Market Share in Australia as of Sept 2018 leaving brands like Android (41%) and Samsung (0.2%) in their dust.

All in all Apple has been one of the most successful advertising companies throughout the modern era, constantly dominating the Market whenever there is a new release due to their quick witted and well thought out advertising campaigns, putting pressure on modern day tech companies to change the way they also advertise. While also completely changing how companies advertise and sell their product through their revolutionary iPhone.

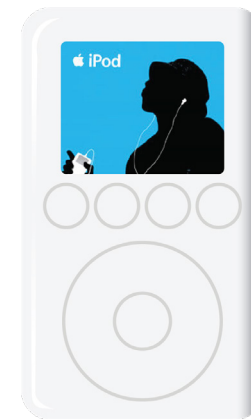


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Evolution of Apple Advertisements



1984



1997



2003



2007

Global Mobile Advertising Spend

in billions of dollars (USD)

