

Example of advertisement and smartphones essay

[Business](#), [Company](#)



All communication is regarded persuasive because one has the capacity to stimulate others mind by conveying his/her thoughts and feelings.

Advertising is a form of communication which—deemed persuasive—has become very vital to the global competitive market. The main objective of all companies is to sell their products. Thus, these companies spend millions of money on advertisements to convey information about themselves and their products. Consumers also rely heavily on advertisements before they purchase a product (Lin, 8446). Advertising media such as TV commercials and print ads are effective tools to show the image of a commodity and the corporation managing the commodity. This paper examines the message that three advertising images of the latest cellular phone units—Apple's iPhone 5s, Samsung Galaxy S4, and Moto X—convey to the target audience. This paper attempts to make a comparison of these ad images particularly focusing on the tag lines used for each mobile unit popularly known as smartphones to understand how consumers choose these products.

Apparently, all three ad images are trying to gain their confidence from the audience by implicitly suggesting that the smartphone is the latest trend in mobile technology.

One of the most effective ways to capture the attention of the target market in advertising is by means of using a tag line. The smartphone iPhone 5s appeals to the public with the tag line “ forward thinking,” while Samsung Galaxy S4 on the other hand communicate to the public that the unit is the consumers “ life companion.” Underneath the main tag line “ life companion,” Samsung Galaxy S4 also calls the consumer to “ make your life richer, simpler and more fun” by subscribing to the product. Motorola

smartphones tries to connect to its audience with the claim, “ Designed by you. Assembled in the U. S.”

All ads except Samsung Galaxy S4 use Western technique to influence consumers. To elaborate further, the target audience is informed about the following aspects: (1) what separates the product from the rest by using clear information and benefits; and (2) companies are only able to earn consumers trusts once consumers’ are able to validate that the product is as good as what has been presented (de Mooij, 180). In the case of Samsung Galaxy S4 which apparently uses the Asian approach, building of trust comes first before information or knowledge. Needless to say that Samsung is owned by a Korean company.

The tag line of iPhone 5s emphasizes that Apple technology is a product of sheer ingenuity and that the company reassures the people that they are the pioneer in smartphone technology, bar none. By “ forward thinking,” Apple meant that iPhone 5s tag line directs the attention of the consumers about the technical specifications of their product that other mobile phone industry cannot meet. That is, they are the only ones who have adapted a finger print verification system to their smartphones. This satisfies the customers need for security purposes as compared to the commonly used passwords. Also the fingerprint recognition system is very efficient in case of cellular phone lost. Motorola on the other hand takes a different direction by trying to be more consumer-friendly and straightforward. Moto X’s tagline implicitly encourages the consumers that they can make their own phone depending on the particular specifications needed. That Moto X also stated that their unit is assembled in the U. S. breeds familiarity and security to the integrity

of the units. This message tries to address customers' issues on doubting the integrity of the smartphones being assembled in other countries such as China—which Apple and Samsung did to save labor cost (Worstall). Based on the tone of the tagline, both Apple and Motorola used a rational appeal to their target audience. These two companies indulged their customers to dig deeper about the facts where the function requested by the end consumers is emphasized.

With the tag line “ Life Companion. Make your life richer, simpler and more fun,” Samsung Galaxy S4 tries to address the psychological and social requirements of their customers by making an emotional appeal to subscribe to the product. Samsung tries to befriend and earn the trust of the consumer and eventually making the consumer dependent on the product. The mobile phone's tagline sends also an innuendo to its rival Apple that it doesn't have to take a forward thinker to make things better for someone to enjoy a smartphone. Unlike the iPhone and Moto X, Samsung Galaxy S4 is not concerned so much with the integrity and resistance to breakage, given its plastic case. Instead, the cellular phone unit has put a lot of details in the features because it is linked with Android technology like Moto X, while Apple's own iCloud technology is trying to catch up with the more popular Android.

Consumers subscribe to smartphones because these types of technology allow operating systems to run applications or apps. That is, according to Woodcock, Middleton and Nortcliffe (1) by putting your personal computer in smaller unit, and installing various apps depending on your needs.

Smartphones allows the customization and personalization of “ platforms for

communication, organization, information production and content management.” Among the things that consumers consider when buying smartphones include: computing power and memory, data storage capacity, and other functions such as messaging, photographing, audio and video recording, “ gesture-based input and high resolution displays, a wide range of apps supporting office productivity, location-based interactivity, media production, web browsing, social media, communication and entertainment.” For some people who have concerns with the integrity of the product and a particular system requirement, availing Moto X may be a good option. But for someone who is concerned with processors and hardware iPhone 5s is a good choice especially to those who are astute to media production. However, among the three brands, iPhone 5s is the most expensive and may not also be as user friendly as Android apps are. But for someone who is keen with price and features maybe Samsung Galaxy S4 would fit your needs.

Works Cited

de Mooij, Marieke. *Global Marketing and Advertising: Understanding Cultural Paradoxes*. Thousand Oaks, California: Sage Publication Inc., 2005. Print.

Lin, Long-Yi. “ The Impact of Advertising Appeals and Advertising Spokespersons on Advertising Attitudes and Purchase Intentions.” *African Journal of Business Management*, 5. 21 (2011): 8446-8457. Print.

Woodcock, Ben, Middleton, Andrew and Nortcliffe, Anne. “ Considering the Smartphone Learner: an Investigation into Student Interest in the Use of Personal Technology to Enhance Their Learning.” *Student Engagement and Experience Journal*, 1. 1 (2012): 1-15. Print

Worstall, Tim. “ If Apple Brought iPhone Manufacturing To The US It Would Cost Them \$4. 2 billion.” Forbes 11 September 2013. Web.