

Example of visual apple ipad essay

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



The advertisement industry has grown tremendously in the past few decades. We generally view the advertisements of almost all products in the market. These advertisements are brought forward through infomercials, online advertising, billboards, press advertising, and celebrating branding to name a few. My goal in this paper is to explain about the necessity of buying a product, its market demographics, and elaborate on how the images and punch line in marketing influence the consumer.

Fig 1: A retro image of a woman holding the iPad

In Fig 1 a woman is shown holding an iPad in her right hand. The message on this advertisement is “ The iPad, the future”. The power of woman can be clearly seen in this image and the number of iPad users is about to grow in the coming years. Though the demographic of iPad users is concentrated to male demographic, there is an upsurge in the women iPad users. This advertisement is clearly marketed towards promoting iPad to the women.

Fig 2: Testimonial of a iPad User

The Fig 2 displays a message from a user named Theo Gray, from Wolfram Associates and the message displays the experience of the user by using iPad. The message displays the power of iPad and this message is evident that iPad is also a revenue generator and this advertisement is targeted for the business audience. The messages and the testimonials on an advertisement are critical for the products success among users and many advertisers use this as a strategy to increase the sales and grab the attention of the customers.

Fig 3: iPad Apps

In Fig 3 the advertiser displays the brilliant feature of using iPad. iPad is a

success because of the variety of apps a user can use for different functions. The message “ 140, 000 apps at your fingertips” is an indication that iPad is manufactured for using the apps that can be used for personal use and for business. Many apps are even targeted for children and women. A tech-savvy consumer is most likely buy this product to play around with the variety of apps iPad has to offer. The word fingertips in this message informs that iPad is built on touch technology.

Fig 4. Feeling the iPad

In Fig 4 the advertiser makes an effort to sell a news application. Though the advertisement is for a media company called Veja in Brazil that is using iPad to market its news through audio and video, it is indirectly promoting the apple product by displaying the news on iPad. The blood on the finger tips shown in the hand notifies the user that a user can actually feel the virtual world on the fingertips. Apart from the news it is also understood that iPad can be used for many purposes and because of the touch technology it can be felt as if the user is in a real world.

Fig 5: Audio and feature capability of iPad

The image and the message in Fig 5 portray an emotional bonding in a family. Assuming the girl on in the picture to be a grand-daughter of the old woman, it is known that the girl is singing a song for her grandma who is enjoying it on the other side. This image also displays the capability of iPad in terms of audio and video connectivity and this advertisement is targeted for the people who want to be contact with their near and dear ones miles apart from them. Any demographic will be interested in this advertisement as it displays the importance of a relationship in a family.

Fig 6: End of the stencil

The image in Fig 6 displays a user working on the iPad with the fingertips. On one side of the image the stencils or pencils are displayed aside that shows the end of the stencils. iPad has made a remarkable progress in the field of touch technology and the use of stencils is no longer valid. This image is targeted for the people who are used to working with stencils or button phones. This advertisement can be a motivation for the people to move ahead and use the touch technology. The older people may need time to learn to use the iPad as the screen navigates with a mere touch on it, but the iPads are here to stay and any demographic would not find it difficult to use it.

Women have been getting excited about iPad mostly to use it for social networking, and to use apps related to health. The tablet ownership rose to 17% among female consumers in March 2012, while it was at 15% among male consumers (Kuittinen 2012). If we do not buy the product then the advertisement companies would create a more innovative advertisement and target the geographic location that is not much aware of the iPad. It is a myth that many iPad owners are older and wealthy but iPad competitors have manufactured similar iPads making it affordable for everyone, though it may not have the features of Apple iPad but it would surely raise the status of the user on owning an iPad.

Works Cited

Kuittinen, Tero (2012), Are middle-aged women taking over the iPad?,

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