



Apple Ads  
In the years 1984-2006  
PC vs. Mac

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## The history

Apple was founded in the USA in the year 1977 on April the 1st, 'fools day'. Since the beginning it wasn't the leading company on the market what was a significant factor in the creation of their marketing strategies. From the beginning, Apple had to 'fight' with the major companies. At first it was IBM, the climax of this competition was visible in the '1984' ad from the year 1984 when IBM was the leader in the race to homogenize the computer market. Their next 'enemy' was the Intel processor and Windows operating system. This 'fight' with Windows continues until today with the exception that the name Windows was changed into PC. The Intel war ended with the Intel chip being built into Macs (Mac is a popular name for computers produced by Apple). The strategy of Apple was simple, they wanted to make best computers on the market: fast, easy to use and affordable. This plan had his 'ups and downs'. In the eighties and early nineties they kept these ideas alive in their ads presenting the Mac as a serious business computer that is cheaper, easier to use and faster than a PC. In the late nineties and early years of the present decade their products became less affordable and the Mac 'became' a computer for design, graphics, music and other kinds of art. Apple responded to this situation with the 'switch' campaign. In the TV ads we saw different kinds of people talking about why did they buy a Mac, convincing that you should 'switch' giving you the same reasons like in the previous campaigns: easier, faster, safer and cheaper (they don't break). The newest campaign shows the Mac as a computer that is 'better in lifestyle', because lifestyle became the key to the commercial success of Apple, especially the iPod. This mp3 player became a part of certain, desired lifestyle what was is beneficial for the whole company and other Apple products. They recently released also a line of computers for 'everyone', that means more affordable machines that still are from the 'top of the shelf'.

There is a watchword that defines Apple from the beginning although it has became their official slogan during an ad campaign in the late nineties: Think Different. Their position on the market created this saying what was used for

their advantage further on. A Mac became a choice, not only a choice of a different platform but also a choice of a different way of thinking. It created something that may be called a Mac-philosophy. You choose a Mac to be different. Mostly Macs are chosen by a specific group of people closely connected with creation, that is all kinds of art and more. On their Internet site, [www.apple.com/pro](http://www.apple.com/pro), we see examples of Macs being used to create or master music (DJs, <http://www.apple.com/pro/profiles/sasha/>), cut movies (<http://www.apple.com/uk/pro/profiles/bhpsport/>), create special effects and computer animation (PIXAR 'Finding Nemo') what implies the creativity even more to Macs.

People that choose a Mac choose to be a part of this group, to be different, to be creative, at least they think they are being more creative. They are thinking so because Apple implies the creativity and the power to be creative to their products and the people who use Macs.

Creativity and Power are important aspects of the Apple market self-creation. Since the beginning the Mac was a tool to help you create or even enable you it, a tool to give you the POWER TO BE YOUR BEST. This was and still is in a way their goal, to create such a way of thinking about the products of Apple. If you want to be creative on your computer and you would like to concentrate on the process of creation and not on trying to understand the computer Mac is the only way. This position is visible in most of their ads. Despite the fact that many years have past, the same ideas are visible in the ads from the eighties and the ones from the latest campaign.

Because of their specific position on the market Apple had to convince people that their products are better than the ones from the leading companies on the market. An example for this is the '**make a decision**' ad where people are showing their boss two computers, a PC and a Power Macintosh. In the comparison it is said that the Mac is faster, cheaper, more advanced, that it does everything what the PC and more and still the employees were asking their boss about what computer should they choose, where the choice should be obvious. This example shows the situation of the Mac on the market. No one who needs a computer buys a Mac. Only people who need (or want) a Mac, for whatever reason, buy a Mac. Still Apple can be calm about their

retail, because people who bought once a Mac usually stay with Apple, partly because of the Mac-philosophy, and partly because of the applications that are written only for a Mac. This is also a reason for some people to stay with the PC.

Throughout the history of Apple the situation was the same. They were building the most advanced, fast and affordable computers (in their opinion) but still they had to convince people of their quality. In contradiction to Apple the Microsoft company, the most financially successful computer company didn't advertise their products but made an agreement with other computer companies that their operating system will be sold bundled with, for some time, all not Mac computers. This situation led to people getting used to PC's being the standard computer. Because Apple didn't commercialize itself like Microsoft (Apple computers are sold with the Apple operating system, Mac OS X that can be installed ONLY on a Mac) we can say that in a commercial way Apple is a failure, but choosing to be different, to go the 'hard way' and convincing the whole world that Mac's are better had created a special status for the Mac. Although probably they won't take the place of Microsoft and PC's they will stay on the market as the second choice company. There are two alternatives for Microsoft on the market, the first is the Linux operating system, and that is the only alternative for PC users and the second alternative is the Mac as a separate complete computer system. Linux is the choice for computer freaks that know themselves with computers very well, the Mac is 'the computer for the rest of us' as the ad from the eighties says.

## 1984

Apples first TV ad is the '**1984 Ad**'. It is also one of the most famous ads from Apple. It is because the connection with the famous book '1984' is not an accident, clearly it is the inspiration of the advertisement. The whole ad is gray, without any intense colors. The only thing that stands out is the character of the female-athlete that has red and white clothes on. We see a gray world with homogenous society of men, all male and a woman in red that destroys this order.



*Photos 1 and 2. Screenshots from the "1984" ad*

This polarization creates sympathy for the athlete due to the history of the book and the history of totalitarianism. An important aspect is the fact that it was broadcasted in American TV, for the society that from their beginning was raised in the spirit of freedom, and the USA as a country always was fighting for the freedom of Americans and almost all other nations that needed or didn't need their help. For European societies totalitarianism has a different meaning because instead of keeping history alive Europe tries to forget the totalitarian past that affected Europeans directly. In this situation we see that the background is even stronger for Americans that it is for Europeans. The words spoken by the 'Big Brother' are also important and also attack the American ideological categories, we hear; 'A garden of pure ideology [...] secure from the pests [...] We are one people, one will, one resolve, one cause [...] Our enemies shall talk them selves to death. We will burn them with their own confusion.' It is implied in these words that individualism, confusion, or even thinking is disadvantageous, that diversity, United States characteristic is also a bad thing. This makes the sympathy for the sportswoman character stronger. After she reaches the 'Big Brother Room' and destroys the manipulation device, the big screen, we see a statement of the Apple Corporation that says: ' On January 24th, Apple Computer will introduce Macintosh. And you'll see why 1984 won't be like "1984".' This message is very important in its context. On the computer market at that time, in 1984, there was only one company leading the market, it was IBM and at that time they almost crushed their rivals. That means that Apple in a way was

saving the market from being homogenized. The statement is a prophecy, in which it is indirectly presupposed that the viewer already knows that there is a threat. Creating such a situation Apple could create itself as a savior. It was also a prophecy of a revolution, of changes that will take place due to Apple and its products. The whole ad was also an encouragement to take part in the revolution, to start to think different. It is also the moment when their watchword from the ad campaign in 1997 'Think Different' had its roots. It was the most famous and most important campaign in their history. But before 'Think Different' became official there were two other catchphrases from Apple that had their start with the Macintosh, Apple's first computer with a windows-based operating system, that means the first computer that had a graphic interface like we know it today in contradiction to the DOS OS from Microsoft.

## Power to be your best

'Power to be your best', this was the first official maxim of Apple, and since the year 1984 when it became the commercial slogan for the first Macintosh it stayed with Apple until the nineties. In the early years of Apple 'power' was understood in a different way that it was for example in the ad '*G4 tanks*'. At first the word 'power' was not connected with the computer directly, but defined the 'power to learn, to communicate, to imagine, to create, the power to be your best' (Power to be your best ad). In their first ad campaign power was divided into two categories. In the first 'power' ad we see pictures of thunder, horses running, athletes giving competing, as the voice is saying 'power of nature and human endurance, the power of spirit and speed and determination [...]', the voice says further on that none of all the kinds of power 'is more potent than the power that resides in the minds of us all, the power to communicate [...], the power to be your best'. Automatically the creativity, the power to learn and create is implied to all of us, to all people watching ("the power that resides in the minds of us all").



Photos 3 and 4. "Power of nature vs. power to learn" Screenshots from the commercial "Power to be your best"

That is also a kind of polarization, the author indirectly convinces us that the 'power to create [...] is more desirable and is connected with the product. When the voice tells us about this power we see a person constructing, creating on the computer, on a Mac. A similar move is used in another ad from this campaign, the ad '**Quadra revolution**' ad. In this commercial at first, exactly like in the 'Power ad', we don't know that it is advertising a computer, here even the text and video of the ad is constructed in such a way that you may think it is a advertisement of a car. The lecturer is telling us about the breathtaking power and astounding handling, in the conclusion we here that the revolutionary part of this technology is 'what it runs on, YOUR imagination'. In this moment the camera lifts from the edge of the road of and starts flying. The next thing we see is the camera going out of the computer on witch we see the previous part of the ad is being made. The ad concludes with the words: [...] the most powerful Macintosh ever' and the watchword 'The power to be your best.' with the Apple logo. In this ad the creativity is also implied into all of us. In these ads Apple uses almost a Hitchcock ending what also makes them easier to remember. In these two ads we see how Apple understood "Power". It was the power inside of all of us, the computer was only tool to unleash it. The second watchword in the eighties was 'The Computer For The Rest Of Us'.

## The Computer For The Rest Of Us

That is the second point on which Apple concentrated itself, the ease of use. The two ads chosen for analysis from this campaign concentrate themselves on two different things, on the people and on the computer itself. The 'Genius-Computer for the rest of us' ad shows the viewer the specific features of the computer in such a way, that watching it, one should be astounded with it: "The real genius of Macintosh, Apples newest personal computer, isn't its 32 bit processor, or that it catches the power of a mainframe on a board ten by ten inches, or even that it costs half as much as computers half as powerful." The description is constructed so that, although it was denied in the first sentence, you should feel that the features described are genius. The perfection of this product is implied into these words. The conclusion of this commercial goes on the ease of use, the difference from other computers. "The real genius of Macintosh is that you don't have to be a genius to use it. Macintosh, the computer for the rest of us." "The rest of us" polarizes us with them, with geniuses that know how to use complicated computers, and what is more important it polarizes Macs with the complicated, expensive PC's.



*Photos 5 and 6. Screenshots out of the ads from the "computer for the rest of us" campaign.*

The second '...for the rest of us' advertisement describes the user. It shows people exercising their fingers, as the speaker says, learning how to use the most advanced business-computer in the world. It is here already presupposed that it is the most advanced business computer in the world. The next thing we here is "If you know how to point, you already know how to use it" and see people pressing the mouse button. Because pointing is an action

everyone can perform, we already know that the use of this computer is a “child’s play”. It is also shown in the visual part of the ad, because among the people we see learning how to use the Mac we can see also hands of children. It implies even stronger the ease of use, that it is the computer for all of the people, not only experts.

Ease of use was the second of Apples maxims after the power to be creative. Apple kept them until today adding only a new meaning to the word power that became later one of the most important words in Apple history. From the mid-nineties, “Power” was a part of the names of computers for professionals, because of their power, for ex. PowerMac, PowerBook (laptop).

Further on in time when the place of the DOS operating system was taken by another system, that was based in its idea on the Mac OS, it became the a target for comparison with the Mac. Windows, later called as a whole computer system, the PC was used in many ads showing the impracticality of it and in all of them it was presupposed that everyone knows the problem with this operating system and whole computer system (with that I mean the operating system with the rest of the software of the computer and the hardware as a whole). One of the first ads concerning problems with Windows, the “**Get a Mac**” ad from the year 1995 shows the way Apple created a negative picture of Windows on a basis of people’s bad experiences with this operating system. In this ad we see someone who is going to have a presentation but he can’t manage to turn it on, on his computer with his new operating system, Windows 95. People on the audience are trying to help him giving him complicated instructions, but nothing works. Then the narrator says: “If you’re looking for a computer that’s easy to use, there is still only one way to go...”now we see the logo of Apple and name Macintosh and we here someone in the audience saying: “Get a Macintosh”.



*Photo 7. Screenshot from the ad "Get a Mac" from the year 1995.*

Here it is presupposed that there was always only one way to go, one kind of computers that is easy to use and can save you from such problems and that it is the Macintosh. This theorem implies automatically that these computers, Macs, are easy to use, easier than Windows PCs. Windows is attributed with problems and impracticality in all of the following ads from then on. In this and all of the following ads with Windows we see the same strong polarization into Windows (later the 'enemy' was the Intel microchip or the PC as a whole) users and Windows PCs and Mac computers (Mac hardware with Mac operating system). This polarization is present until today, except now it is called PC, but the goal is the same, convince the viewer, that Macs are better, more reliable and easier to use, only now it is shown in a slightly different way. Before the "Switch" campaign in which the polarization and comparison with PCs is the main point of the whole campaign ("Switch" stands for switching from a PC/Windows computer to a Mac) there was the earlier already mentioned campaign called "Thin Different".

## Think Different

"Think Different" was Apples idea for their market strategies and the development of all their products from the very beginning. They used different hardware (CPU), different software (first of all the operating system that can run only on Macs), better, cheaper and more reliable. "Think Different" became their official watchword more than ten years after the first TV-advertisement in the campaign called "Think Different". The campaign

consisted of one main commercial and few partial commercials. The main ad shows people that had big influence on the world we live in, like Einstein, Picasso or Muhammad Ali. The partial commercials concentrate each on one person from the main ad.



Pictures 8,9,10 and 11. Muhammad Ali, Albert Einstein, Gandhi

Picasso (screenshots from the "Think Different" ad)

The "Thin Different" ad is the easiest, and at the same time the hardest commercial to analyze. It is because almost every little part can be analyzed and because probably every little part of it should be analyzed. Normally the first dimension to be analyzed is the text.

*Here's to the crazy ones, the misfits, the rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules, and they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. But the only thing you can't do, is ignore them, because they change things. They push the human race forward. And while some may see them as the crazy ones, We see genius. Because the people who are crazy enough to think they can change the world are the ones who do."*

Although this text is filled with structures to be discussed and analyzed the real analysis and really interesting conclusions can be made only if we will connect it with the pictures that we see. The first thing that we notice then is the contrast made by the author of this ad. We see people important for the history of man kind that lived in the past centuries while the voice is saying words negatively characterized like *misfits, rebels, crazy ones*. Obviously the purpose of this sarcasm is to crate the sympathy for the people called this way, especially that the first person we see is Einstein. This Irony goes on in

words “[...] as the crazy ones [...] crazy enough to think they can change the world [...]”. It is also a polarization, visible also in other moments, like “some may seem”, “we see genius”. This polarization divides the people that think ordinary and dull from those who think DIFFERENT, who are attributed with events or inventions that changed the world. The word “different” means in this context more than it would normally, it means think more creative, think better, think like we do, think Apple. At the end of the advertisement we see a little girl opening her eyes. The child is attributed with pureness and opening of eyes can be related with invention or even revolution what implies to the meaning of the whole ad honesty of their intentions. It means also that Apple wants to be thought about the same way like the people shown in the ad. That means that Apple wants to be attributed with innovation, changing the world, improving the quality of life and revolution in the positive way. Eyes, being opened are also a sign for us to open our eyes for Apple and an invitation for us to “Think Different”. This ad campaign polarizes the world into two kinds of people, ordinary, that “have respect for the status quo” and into these people that don’t have this respect and try to change the world, as it is said in the ad “push the human race forward”. As always, Apple implies creativity and genius to themselves. They implicitly are saying that they are in a way also pushing the human race forward, and that you can do it to... using a Mac. Think Different for years after this campaign stayed in their ads underlining their ideas of being different than other ordinary producers of computer systems (hardware with software) like Microsoft and IBM, better, revolutionary.

## Switch

Their next campaign called “Switch” concentrates on the comparison with their opponents and points out the disadvantages of having a PC. This campaign is constructed in a characteristic way, so that after watching one ad when we see another we automatically relate it with the first one. This way we are prepared to here and see specific opinions in a particular field, in this example Macs and PCs. The people acting in these ads are, as they introduce themselves, a student, a high-school student or a PR consultant, a lawyer. It means that it could be anyone, that the Mac is made for anyone. These ads are filled with implicitness, presuppositions and, of course polarization. The ad with a student, Ellen Feiss, is a grate example of it. She is talking about her experiences with her PC as she was writing a school-paper. Telling that story, she underlines that she was writing it on a PC what stresses strongly that it was not a Mac. It is presupposed that Macs don't break. Next she describes actions that took place while she was writing the paper, things that should not happen. She hears strange noises as a result of witch half of the paper disappears. The blame for it is attributed to the PC. It is also implied that PCs break. In the whole ad it is also presupposed that people know these problems, that they are familiar with problems caused by PCs. In conclusion she says that as a result of this, she had to write the paper again, and fast, what made it not as good as the original version.



*Photos 12 and 13. Ellen Feiss (student), Patrick Gant (PR consultant)*

*Screenshots out of the ads from the “Switch” campaign.*

This is again an attribution of blame to the PC. The ad in general, like the whole campaign polarizes the two worlds, the world of PCs with the world of Macs. An even stronger polarization and attribution of malfunctions to the PC is visible in the next commercial in this series. The character in this ad is a PR-consultant. From the first sentence the PC is attacked “The blue screen of death, all PC users know it”. For those that don’t know the “blue screen of death”, don’t use PCs or don’t have a computer at all, the “blue screen of death” shows up when the operating system Windows makes an error and freezes, all unsaved data is lost and you need to restart the computer. The actor continues: “It’s blue, and when it happens your machine dies”. It is a continuation of the implications about the PC, that is the malfunctions that occur often on a Windows computer and at the same time that those problems don’t occur on a Mac. The expression used to describe this situation, the PC, “death”, is very negative and implies uselessness to the product. With the help of those ads Apple continues to create an ideological category about the two computers and the groups using them, the PC users concentrated on fixing their computers or dealing with problems they cause and the group of Mac users that can concentrate themselves on doing whatever they need to on their computers. In the second part of the advertisement, the character arguments why did he buy a Macintosh. The first reason is that he is self-employed and therefore he doesn’t have an IT-department. Again it is presupposed that when you have a Windows PC you need an IT-department and the only reason to have such a department is when you are using a computer that breaks or people have trouble using it, because its to complicated. Therefore it is implied that when you have a Mac you won’t need one, what again presupposes that Macs don’t break. *“I don’t have any of those problems that I used to have with a PC, it doesn’t crash, I don’t have the blue screen of death anymore.* Those were the reasons that he shares with us. In his words we see the usual polarization between PCs and Macs. *“(The Macintosh) doesn’t crash”* what means implicitly that the PC dose. All the reasons, given by the actor influence this polarization.

This whole campaign, as it should convince people to “switch” from a PC to a Mac, concentrates itself on this polarization to attribute impracticality and

malfunctions to the PC and as bad associations with it as it is possible. Comparing them, the actors tell us about the problems they had with PCs and that they don't have now, on a Mac. We don't see self-critics, problems that may occur on a Mac are left unmentioned. It is, of course, understandable because the point of an ad is to create a, as good as it is possible picture of the product that is advertised.

Another important aspect of this campaign is that the people that star in the ads are average people who dealt with problems with their PCs. The goal of the diversity of the people that commercialize Apple in this campaign, we see a high-school student, a student, a lawyer, a PR consultant and more, is to construct an image that says that their products are designed for everyone, that everyone can use them without help of a IT. "Everyone" is here the key word. That brings us back to one of the first watchwords of apple. "*The computer for the rest of us*" what really meant that it was a computer for everyone. In this campaign we see a continuation of this policy. The simplicity of Apple products is also implied into the background of these advertisements. They are always white what is associated with simplicity and also with purity of intentions.



*Photos 14 and 15. PowerBook G4 and PowerMac G5 with a Cinema Display.*

This simplicity, that became a characteristic of not only Apple ads but also of the way their product worked and looked, has been with Apple since the year 1997, the ads that were made in a similar way (on a white background), and the product line that started to look in this, very characteristic way for Apple, simple but stunning.



*Photo 16. PowerMac G4 Cube*

The music used in the “Switch” campaign holds the same features like the visual-design of the ads. It is simple and characteristic. This two typical for this campaign factors make that seeing any one of them makes the viewer associate it to the ones he seen previous, and additionally remember all the implicitness and all of the presumptions made in the previous seen ads, whether it was a ad from this campaign or from the previous one.

In almost all of the ads Apple made since the beginning there is made a clearly visible opinion coherence about their rivals, an opinion that Apple creates good computers and software, that works, and polarizes that with a picture that they created on bad experiences of people with Windows-running computers, here called PCs.

## Get a Mac

The latest campaign from Apple is called “Get a Mac” and is similar with the “Switch” campaign, not only because of the comparable design but also because of the content. It also concentrates itself on a comparison with the PC. The only difference is that the PC is not treated as an enemy but this time like a coexisting product, that is not as functional as the Mac. Now the business computer is the PC and the Mac is a computer better at “Lifestyle” (making music, videos, movies, photos, internet, podcasts, in everyday activities). Was dose mean Lifestyle here? Everyone has a different one. We need again to come back to the first watchwords of Apple, especially to “The

Computer For The Rest Of Us” to understand it. Everyone has his lifestyle and Macintosh is what he needs to help him to be more productive, more creative in it. On the other hand we can understand “lifestyle” as “the desired lifestyle” created by fashion. That is what we see in the “Get a Mac” ads. In these commercials we see two people acting as they were computers. One of them is a PC and the other a Mac. First thing we notice is the way they look, how dose Apple create the new opinion coherence about the Mac and the PC. The PC is a man over thirty years old in glasses and in a suit, the first thought we can think of, is that he is an office desk-worker.



*Photo 17. Screenshot from the ad “Restarting” from the “Get a Mac” campaign.*

He doesn’t look interesting. In comparison, the Mac is a young looking male (in his twenties) wearing casual clothes with a “three days’ stubble” holding his hands in pockets. We associate the “Mac” with fun and the PC with work, the PC isn’t interesting whereas the Mac is. To describe him (in this contrast) you would use words like cool, chilled, fun, careless, attractive. Generally the way he presents himself is more attractive than the way the PC dose it.

The ads are constructed very simple. In each clip there is presented one feature of the Mac that is better than in the PC. It is said also that they coexist without problems, run the same applications (for ex. Microsoft Office) etcetera.

An example is the “Restarting” clip. In this ad at the beginning, both, the PC and the Mac, introduce themselves and talk about the things they have in common and in the moment when the PC wants to say that they “just get along” he freezes and has to restart. Afterwards he introduces himself again, and after finding out that he already did it, he tries to explain himself and says to the Mac: *“you know how it is...”* The Macintosh says that actually he

doesn't know it, as an answer the PC says: *"O! What? Macs don't have to ..."* and freezes again, the Macs goes to get an IT. Here we see again the help of an IT being implied as an inseparable element of having a PC and as a result of witch, trouble as an inseparable element of having a PC.

This campaign is different from the "Switch" campaign in several ways, although on the first sight it is almost the same. First of all a Mac and a PC stand beside each other what makes an impression that Apple is not offensively-minded towards the PC, although that doesn't mean that Apple wants to say that PCs are as good as Macs. Their new campaign creates a new polarization. Now both computers have "their place" in the world. This time the Mac is better in all the things people like to do, with their private life, with fun and creativity, the PC is associated with work, and with a life we wouldn't like to live. The non-offensive position towards PC is shown also in the ads whenever there is something bad going with the PC. In those situations the Mac always tries to help the PC, for example by handing him a tissue when he is infected by a virus and sneezes or when the Mac goes to get an IT after the PC freezes. This way Apple implies positive emotions to Apple products. There is one more thing that is worth analyzing. In the ad "Better" from this campaign the PC says that although nowadays the two computers have a lot in common there are things that make them, them. We find out then that the PC is better in working with spreadsheets and the Mac is better in general in lifestyle. That alone makes the Mac more desirable, but when we will treat the whole campaign as a whole we see the implicit message that we know from the previous campaign, because what makes the PC a PC? From the other ads we know that these are viruses, that it freezes, crashes and restarts, that it is impractical for everyday fun activities. So we see the same message than before, this time said in a more implicit way. The conclusion is simple: the PC hasn't changed, only the way Apple talks about it has.

## Concluding

Due to its history Apple has found a special place for itself on the computer market. Since the beginning Apple has chosen a completely different road of its development. When other companies produced computers for Windows, or DOS apple had developed his own operating system. When products of other companies were colorful and as complicated as possible to create an image of technological advance, Apple shown its technological advance in the simplicity of their products.



*Photo 18. Comparison of remotes for computer “media centers” from Getaway, Apple And HP.*

This strategy has led to a situation in which it was almost impossible for Apple to become the leader on the market. This position made Apple “The Different choice company”, what assures them a constant retail. There will be always people that will “Think Different”, different enough to buy a Mac. In the latest campaign Apple tries to convince people that Macs are not so different, only better. In a way they are trying to fight with the “Different” position. Whether the Mac is as perfect as it is shown in their commercials, most of the people are not used to an ideal picture as shown in Apple ads.

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