

Samsung's new ad scoffs at Apple's slowing iPhone

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The ad is only 1 minute long but 'inculcates the pain' of iPhone users with all sorts of troubles caused by old iPhone batteries. Finally she had to go to the Apple Store to ask for help. The staff here said she could disable battery management but doing so is likely to risk that the phone will run out of battery quickly. 'Or you can upgrade', that's another option this employee offers.

Anyway, the staff in this ad also forgot to mention the option to replace the iPhone battery. For only \$ 29, the new battery will fix the problem without costing as a new machine upgrade and will bring new life to the iPhone.

But in the end, the main character chose to switch to Samsung.

Another interesting image in this ad is that Samsung also teases iPhone X (and many other Android are imitating the iPhone) with their father and son's rabbit-ear hair walking in the rain. Some of Samsung's previous advertisements, though mocking Apple, are still very good. For example, Note ads have a good storyline and show that Samsung has been several generations ahead of Apple in terms of design. These ads may also contribute to Samsung's success.

See more:

1. OnePlus 5T advertising, smashing iPhone X, iPhone 8, Galaxy S8, Galaxy Note8
2. Samsung's latest ad scoffs for decades of iPhone history, and of course, don't forget the iPhone X
3. 18 extremely creative advertising ideas that impress at first sight

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