

# IPHONE 16e

## *a. Product, Website URL, and Commercial Link:*

- Product: iPhone 16
- Company Website URL: [iPhone 16e - Apple](#)
- Commercial Link: [Apple iPhone 16e TV Spot, 'Air Dancer' Song by Selena Gomez, benny blanco - iSpot.tv](#)

## *b. Description of Salient Issues:*

1. **Design:** The ad starts with a shot of the iPhone 16's, showcasing its sleek interface. The phone looks very thin and light, highlighting how high-end it feels.
2. **Camera Technology:** The ad shows the latest high quality camera technology .
3. **Performance:** It showcases the new processor, emphasizing faster processing speeds and improved battery life.
4. **Lifestyle Integration:** The ad shows people using the iPhone 16 in different situations. Taking family pictures, and having entertainment. It stresses that the iPhone is a part of daily life.
5. **Eco-Friendly Messaging:** The commercial ends with a note about the iPhone 16 being made from recycled materials, appealing to environmentally conscious consumers.
6. **Music and Tone:** The ad uses upbeat, modern music (hit artist's song) and a quick edit to create a fun atmosphere.

## *c. Mention of the Website:*

- The commercial ends with the Apple logo and the tagline: “Learn more at apple.com.”
- Is it helpful? Yes, mentioning the website is very helpful. It directs viewers to a platform where they can explore the iPhone 16’s features in detail, compare models, and make a purchase. Without the website, viewers might not know where to go for more information or how to buy the product.

## *d. Complementing Advertising and Purchase Decision:*

1. How do the TV commercial and website complement each other?

- a. The television commercial excites and informs individuals about the iPhone 16 features and advantages. It appeals to emotions and images in order to catch attention.
  - b. The page offers clear information, technical details, price, and the ability to customize and buy the product. Reviews from customers, support services, and comparison with alternative models are also featured.
2. Would the TV commercial provoke you to buy the product?
  - a. Yes, the advertisement is highly effective. It presents features such as the improved camera, environmentally friendly design, and robust performance, which are valid reasons to upgrade. If I were looking for a new phone, this advertisement would certainly make me consider the iPhone 16e.
3. Can the product be purchased online?
  - a. Yes, it is possible to purchase the iPhone 16e directly from Apple's official website. The website also offers trade-in, financing, and customization possibilities.

## Spider-Man 2 PlayStation Game Commercial:

a. Product, Website URL, and Commercial Link:

- **Product:** Spider-Man 2
- **Company Website URL:** [Marvel's Spider-Man 2](#)
- **Commercial Link:** [Sony Interactive Entertainment TV Spot, 'Marvel's Spider-Man 2' - iSpot.tv](#)

b. Description of Salient Issues:

1. **Gameplay Footage:** The trailer starts with quick cuts of gameplay. They show Spider-Man and Miles Morales swinging around New York City.
2. **Graphics and Immersion:** The commercial highlights the game's amazing graphics powered by the PlayStation 5.
3. **Dual Protagonists:** The ad highlights the ability to play as both Peter Parker and Miles Morales, each with unique abilities and storylines.
4. **Emotional Storytelling:** The commercial teases the game's narrative, showing glimpses of heroism.

5. **Music and Tone:** The ad uses an epic orchestral score and dramatic voiceover to build excitement and anticipation.
6. **Call to Action:** The commercial ends with the tagline: “Be Greater. Together. PlayStation 5.”

c. Mention of the Website:

- The commercial ends with the PlayStation logo and the tagline: “Playstation”
- **Is it helpful?** Yes, mentioning the website is very helpful. It directs viewers to a platform where they can watch trailers, read about the game’s features, and purchase the product.

d. Complementing Advertising and Purchase Decision:

**1. How do the TV commercial and website complement each other?**

- a. The TV commercial creates hype and anticipation of the game's fast-paced action and engaging storyline. Images and sound are utilized to capture attention.
- b. The website offers detailed information, trailers, screenshots, and the option to buy the game. It also has reviews from users, game playing tips, and links to buy the PlayStation 5 console if you need it.
- c. Together, they create a continuous journey from consideration to purchase.

**2. Would the TV commercial provoke you to buy the product?**

- a. Yes, the advert is great. It shows off the amazing graphics of the game, excellent storyline, and two main protagonists, which are convincing reasons for buying it. If I liked Spider-Man or action-adventure games, this advert would leave me pretty excited about buying the game.

**3. Can the product be purchased online?**

- a. Yes, Spider-Man 2 can be purchased directly from the PlayStation store or through another game store Steam.