

Get-A-Mac Campaign Analysis

By Kelton Rhoads, PhD • Jan 10 2007

Introduction

Apple's Get-A-Mac (GAM) campaign, created by Apple's longtime ad agency TBWA\Chiat\Day, was launched May 2, 2006. At the end of the year, the campaign consisted of 19 ads. They all feature "Mac" (played by actor Justin Long), and "PC" (played by John Hodgman of *The Daily Show* fame). The actors personify the computers they represent, and they also bear a resemblance to their founding fathers—Mac looks like a youthful Steve Jobs, while PC looks like a pudgy Bill Gates.



PC (John Hodgman) on the left, Mac (Justin Long) on the right.

"Mac" is a friendly, confident young metrosexual who sports designer stubble and thrusts his hands casually into his pants pockets. "PC" is an up-tight, earnest, sallow, insecure, befuddled nerd in drab, uncomfortable clothing. The two are depicted against a clean, featureless

background, which is thought to forward Apple's theme of uncluttered simplicity. As the two interact, Mac is able to (carefully) compare himself favorably to PC.

Three Examples

Here's a brief description of three typical ads in this campaign:

- In "Virus," PC coughs and sneezes, explaining that he's caught one of the 114,000 viruses that bedevil PCs, and warns Mac to stay back. Solicitous Mac explains that he doesn't get viruses, and tenderly wipes PC's nose. Surprised and still sneezing, PC says "I think I'm going to crash" and falls over.



PC Crashing after Mac wipes his nose.

- In "Restarting," Mac and PC introduce themselves, then PC freezes. When he restarts, he goes through his "startup" introduction again, word-for-word. Mac explains he doesn't need to re-introduce himself, they've moved on—then PC freezes again. "We had him, then we lost him," says Mac, who asks the audience to keep an eye on PC while he calls I.T. for help.



PC is frozen, and Mac leaves to get help.

- In “Better Results,” PC and Mac discuss making home movies. PC challenges Mac to show his movie, so Mac produces supermodel Gisele Bundchen in a revealing dress—she introduces herself: “Hi, I’m a Mac Home Movie!” PC tries to leave, but Mac and the supermodel inveigh upon PC to show *his* movie. A short, unshaven, hairy-chested man wearing a blonde wig and an identical dress saunters out and introduces himself: “What up. PC Home Movie.”



PC Home Movie introduces him(her?)self

Message in a Nutshell

If you were to distill the central message that runs across the campaign, it would be: “PCs cause trouble and grief—they’re hard to use, they’re unstable, and they’re vulnerable to malware. Macs are easy, stable, safe, and competent. Your computer problems will go away when you switch to Mac.” It’s likely that these messages are driven by Apple’s internal polling that highlight people’s top-of-mind concerns about PCs.¹ Messages that compare the product to its competition belong in the “comparative” genre of advertisements.¹²

Brief History of Apple’s Campaigns

Everybody knows that Macintosh is the primary alternative in the personal computing world. “Apple is consistent,” writes Advertising Age. “You know what it means, what it stands for, and what it will always stand for. Namely: Microsoft sucks.”³ With all its experience in creating comparative ads against the Microsoft juggernaut, Apple and its advertising partner should be experts at the genre by now. Let’s quickly review Apple’s major campaigns for Macintosh:

In 1984, the Mac was launched, and Apple ran the famous “Orwell” ad. It’s a legend in modern advertising lore—considered by many advertisers to be “the greatest ad of all time.”⁴ Embodying the term “iconoclastic,” the ad features a nubile young blond who jogs into a roomful of grey-colored PC cultists who are worshipping an image of Big Brother on an oversized telescreen. She

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hurls a hammer she's brought with her, and shatters the screen, causing the PC drones to be bathed in light and enlightenment.

The following year, the "Lemmings" campaign characterized PC users as lemmings in business suits, following each other off a cliff. Not surprisingly, PC users took offense. Around this time (1986), Macintosh held 16% of market share.

In the late 1990s, Macs had slipped to 11% market share. The memorable "Think Different" campaign of 1998 featured beautiful black-and-white photographs of luminaries like Mahatma Gandhi, Albert Einstein, and Amelia Earhart. It wasn't a comparative campaign—it didn't compare hardware, but relied on images and style and the implication that 'Different is Good.' The campaign cost Apple \$100 million. Literal observers who didn't make the connection wondered why Gandhi, Einstein, and Earhart were being used to advertise Macintosh, when none of these personalities used computers. However, market researchers noted that the ads were effective in increasing sales.⁵

The following "Switch" or "Real People" campaign (which was controversial--praised by the ad industry and denigrated by PC users⁶) was launched in June of 2002. The new campaign featured real-life converts to Mac who lauded the ease and simplicity of their Macs, compared to their previous frustrations on a PC. It was dismissed by some commentators as being ineffective, because it featured people who were already in Apple's camp, effectively preaching to a minority choir of writers, illustrators, and musicians.⁷ However, the campaign did make use of a successful influence tactic known as "the convert communicator," and as outside observers, we don't know whether the campaign's goal was to convert PC users, or to merely shore up its base.

There's evidence the comparative Switch ads took about four months to get under Microsoft's skin. The response was true to Microsoft's corporate character—heavy handed, buggy, and deceptive. In October of 2002, Microsoft posted a web ad titled "Confessions of a Mac to PC Convert." Ostensibly the first-person account of a writer who had migrated from Mac to PC, the testimonial was commissioned by Microsoft from a freelance writer, who was paid to write her "testimonial." The photograph that accompanied the ad was not of the writer, but a stock photo of an attractive young redhead. When CNET News made inquiries about the ad, it was quickly pulled down, and Microsoft subsequently stated the ad "was a mistake in judgment" and "regrets the action," scuttling plans for further Mac-comparative ads.⁸

The bedeviling problem for Apple, that runs beneath all its campaigns, is that Microsoft's Office applications—the lingua franca of the digital world—are central to keeping the Mac platform viable.⁹ So Apple-as-underdog has to attack carefully, and is safest when it doesn't mention Microsoft specifically. In the GAM campaign, the friendly attack is on a generic PC, not Windows in particular (although one ad just released actually mentions Vista). If any Apple attack is too strong, Microsoft might exercise its "nuclear option" to stop making software for Mac. Microsoft has (so far) decided *not* to stoop to conquer, since Mac currently retains around 5% of market share (the percentage varies depending on the source), and serves as a useful point of reference when Microsoft is accused of being a monopoly.¹⁰ "No we're not—Apple still exists," say Microsoft's lawyers, and so it's in Microsoft's best interest to continue moderate support for the Mac, with what's widely acknowledged as clumsy, bug-ridden software that runs (or limps) on the Macintosh platform.

Target Audience

Who is the target audience for this campaign? Staunch PC supporters are very likely not the intended target. If Apple is following well-known principles of marketing, they are looking for the “low-hanging fruit,” those that are most easily “picked.” Who would this be?

Likely, the average home PC user—the “swing” consumer, who is not entrenched in either camp. These would be consumers who are not particularly technologically savvy, and do not have to consider giving up hard-won, platform specific know-how to switch platforms.

Likewise, the *Apple Blog* opines: “The [GAM] ads are targeted towards people who don’t actively choose a PC over a Mac, rather, those who have a PC because they don’t know what else to get... The advertisements’ target market isn’t a “geeky” user, who would know more about viruses, and has likely made a conscious choice to buy a PC over a Mac. Rather, it’s an average person, who probably has a PC at home to do some work on, and might not know about Macs, or might just not think about them when purchasing.”¹¹

Influence Tactics

What are the core influence tactics that forward the campaign? There are several that have been investigated within the social sciences literature, and here we review six of them:

(1) Comparative Ad Genre

As mentioned, an ad that compares itself favorably to the competition is a “comparative” ad, a genre which is becoming increasingly popular because of the way it capitalizes on human judgment processes. Human judgment is much more easily swayed by negative than positive information. Some researchers estimate that a single negative message’s impact in judgment is equivalent in strength to five or more positive messages.¹²

Many commentators see the GAM campaign as lighthearted and comedic, but more insightful observers, and those with advertising experience, have pointed to the intensely competitive undertow found in the campaign: “While the spots may look as visually simple and stark as cartoon panels, they are as carefully worded as a Bill Clinton statement about what ‘is’ is.”¹³ [The campaign] treads lightly but makes its point heavily.”

Insightful commentators have noticed the negative aspects of Apple’s comparative campaign: “These seem kind of mean,” notes *Ad Week*.¹⁴ *Slate Magazine*’s article on the GAM campaign was titled “Apple’s Mean Spirited Ad Campaign.”¹⁵ “This is razzing of a more sophisticated, and sustained, kind,” said the *Post Gazette*. “Apple’s knife cuts deep, but by the time rivals feel it, they have already started to bleed.”¹⁶

Comparative campaigns (and particularly their spawn, negative campaigns) are known to be highly volatile with a possibility of creating backlash effects.¹⁷ They’re highly effective when done well, but can blow up when implemented poorly. This is the issue that *Silicon.com* refers to when it says: “Apple must now hope they don’t generate animosity in the virus writing community - or, more importantly, among the campaign’s target audience: the uninitiated.”¹⁸ It

may be that negative campaigns are like strong black coffee—many people want cream and sugar to make it palatable.

(2) PC as Aggressor

One clever tactic that Apple uses to “sweeten” its comparative campaign is that it casts PC in the role of occasional aggressor. PC is more likely to use “irritators” (statements that serve to annoy, or that break with polite conversational rules) whereas Mac’s genius is in remaining pleasant and non-condescending throughout, often taking on the role of supporter or peace-maker.

Consider the following exchanges:

Mac: “I just finished my own home movie. I did it on iMovie. It was really easy.”

PC: “Well I doubt it’s as excellent as mine, but I’d be happy to take a look.”

Or in the “Counselor” spot, after Mac offers PC a generous compliment, PC responds with a compliment laced with insults:

“Well, Mac, I guess you are a little better at creative stuff--even though it’s completely juvenile, and a waste of time.”

And here’s the tactic used once more in the “Goodwill” spot:

Mac: In the spirit of the holiday season we've decided to put aside our differences.

PC: To stop comparing ourselves and just be ourselves.

Mac: Yeah, stop saying that one is better than the other.

PC: To understand that one does important work while the other wastes his time with frivolous pursuits like home movies and blogs.

Mac: PC, what about putting aside our differences and?...You know what, lets stop all the infighting, and pull it into hug harbor.

(They hug warmly, and wish each other happy holidays.)

It’s a clever campaign that can make the company throwing the negatives (Apple) appear to be the peacemaker, while making the target (Microsoft) appear to be the troublemaker.

(3) Mac is Friendly & Empathetic

The flip-side to PC’s aggression is Mac’s friendliness and empathy. Modern research considers empathy or goodwill to be one of the three fundamental ingredients found in credibility, and Mac demonstrates it lavishly—this is perhaps the most notable and consistent tactic used in the campaign.¹⁹ As *AdWeek* notes of the “Virus” commercial: “In response, Mr. Mac is not a jerk. He's almost tender about the caretaking—he wipes his friend's nose, and doesn't even back away at the PC warning about how easily transmittable these bugs are.”²⁰ Other examples:

- In “iLife,” PC tries to compare his “cool” bundled applications to Mac’s bundled iLife applications. PC lamely offers calculator, to which Mac responds “That’s cool!” without a trace of condescension.
- In “Better Results,” when Mac sees PC’s ugly home movie, he encourages him, saying “Work in progress!”
- In “Restarting,” Mac seeks help for his crashed friend: “We had him, then we lost him,” says Mac, who leaves to call I.T. for help, asking the audience to keep an eye on PC while he’s gone.
- In “Counselor,” Mac says: “I don’t know why you’re so hard on yourself. I don’t get it...PC, you are a wizard at numbers, and you always dress like a gentleman.”
- In “Upgrade,” Mac expresses what seems to be genuine sympathy regarding the major surgery that PC must undergo to upgrade to Microsoft’s Vista.

Advertising Age summarizes the tactic well: “What makes it all so charming is that the kid treats the dweeb with kindness and respect. He clearly finds the poor schnook both amusing and pitiful, but doesn't show him any attitude. His coolness doesn't reside in his t-shirt or his wispy goatee; it's in his supreme comfort with himself.”²¹

(4) Mac Shows Humility

How does one promote one’s self without seeming like a braggart? Apple cranks up the humility to sweeten their comparatives even further. *Advertising Age* comments on this: “Yes, PC is a doofus, but what so distinguishes these performances is how the two interact — affably and respectfully, in spite of the central premise.”²²

- In “Self Pity,” Mac doesn’t try to promote himself as the only solution: “There’s plenty of work out there for both of us. I don’t know why you’re acting like this!”
- In “WSJ,” Mac humbly tries to stop PC from reading a column in the Wall Street Journal that touts the Mac as the best available computer. PC responds that he got a great review, too. Where? asks Mac. “In The Awesome Computer Review Weekly Journal,” responds PC, leaving the audience wondering if PC has really had any laudatory press at all.
- In “Better” Mac points to PC and says admiringly, “You should see what this guy can do with a spreadsheet—it’s insane!” While the tactic cleverly repositions PC as merely a “numbers machine,” it also made Mac loyalists angry, who saw it as slighting Mac’s ability with numbers: “Conceding points to Windows computers doesn’t make any sense at all. In two advertisements, Long blatantly states that PCs are better at some things than Macs are, and in many others, the message is that PCs and Macs are equal.”²³ But conceding points *does* make sense psychologically. The tactic is known as “Argument Against Self-Interest,” and it portrays Mac as likable, trustworthy, humble, and credible. The ad agency knows what it’s doing; the bloggers should write in their areas of expertise.

(5) Witty & Humorous – Like Me!

Some commentators see a growing trend of likeable, friendly, witty, approachable, and “humanized” ads coming from big business in the anti-authoritarian 2000s (think IBM’s “Wacky Technocrat” series), compared to the more elevated, refined, awe-inspiring, elegant and self-promotional ads of the 70s-90s. The communications goal of businesses has evolved, some say, from winning authoritative respect to winning chummy affection, representing a sea-change of influence tactics. For business, the switch provides an opportunity to stop talking about new features and competitive prices (which makes their product an interchangeable commodity) and to get consumers to purchase based on perceived relationships (which builds loyalty that can be amazingly immune to the actual value of the product—consider Harley-Davidson consumers).

Of modern business, Nancy Bernard states that “One of the most powerful tools they have to address all these problems [(1) consumer demand for fulfillment rather than features, (2) the distrust of authority, (3) easy brand comparison on the internet, and (4) media overload] is wit. It gets attention, it’s likable, and it bleeds over into similarity—it says ‘we’re the same kind of people.’” Feelings of similarity are often engendered when we like something. If it’s good, or smart, or attractive, then it’s also perceived as similar. Psychologists call this the “self-serving bias.” Some research proposes that shared humor is an antecedent to creating ingroup processes. If we can laugh together, then we’re an ingroup.²⁴

Overall, wittiness has been found to be a good sales technique: 53% of ads perceived to be funny or smart, succeed. 73% of ads that people find boring, fail. Hewlett Packard’s own research claims that a shift to humanized, witty commercials has pushed the value of the brand up 24%.²⁵

Apple’s GAM campaign is a form of gentle stand-up comedy, a “vaudeville comedy duo” as the *LA Times* called it.²⁶ Humor as an influence tactic does have a downside—it tends to make the source look less authoritarian and, in the process, less knowledgeable—unless the humor is friendly or sentimental, in which case the communicator doesn’t necessarily take the credibility hit.²⁷ This friendly humor is precisely the sort used in the GAM campaign, where hip Mac is solicitous of, and friendly toward his nerdy competitor PC. Commentator Nancy Bernard calls the ads “nonaggressive direct comparison,” which is true if you attend only to the surface message. The deeper message is sharply competitive and eviscerates the PC platform by playing on all its weaknesses. This is the genius of the GAM campaign—it employs sufficient camouflage for an acrid, negative campaign so that even some ad commentators miss the slash-and-burn effects that occur in the minds of consumers exposed to this type of comparative campaign.

(6) Aligning with Prejudices

Some commentators complain the GAM ads “repeat tired prejudices” of PCs and Macs, and that the campaign is guilty of “reinforcing stereotypes” of nerds and cool guys.²⁸

One commentator has a politically correct fret-fit over the Japanese girl who personifies a new camera, fearing she may be depicted as “an appalling stereotype.”²⁹ (Apparently, when a person from a culture acts as if they came from that culture, it’s an appalling stereotype.)

These reviewers may be excellent at their self-appointed roles of politically-correct policemen, but they don't understand that basic human psychology is rife with stereotypes, and good advertising finds a way to align with the common and shared stereotypes that exist in the heads of the target audience. Aligning their arguments with anti-PC prejudices is a smart move for Apple, and make the ads much more likely to have "the ring of truth" to more of the target audience.

Measures of Success

It's usually difficult to obtain measures of effectiveness for ongoing ad campaigns. Neither the parent company nor the agency want to give away information that might be useful to the competition. Therefore, for current campaigns, one must find other ways of guessing at success or failure.

One of the primary rules of thumb in the advertising world is: "If it runs a long time, it must be successful."³⁰ MacWorld dubbed the GAM campaign "long-running" in December, but we can determine the campaign's age to our own satisfaction with a brief examination of the GAM campaign timeline:

The GAM campaign debuted May 2, 2006, with six 30-second TV ads. On June 12, three more ads were released. On August 27, three more ads were released to run during the Emmy Awards. In September, three more ads were released in Canada, and appeared on US TV in October.

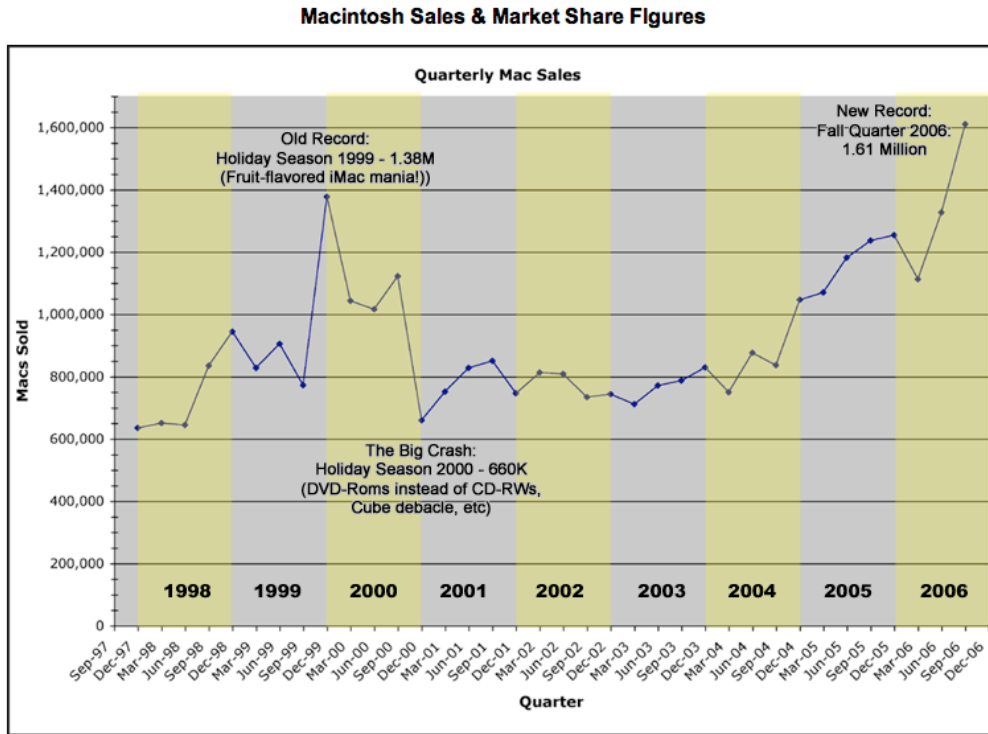
There was a little online buzz in early November of 2006 that Apple and Chiat\Day were about to fire Justin Long. It was assumed this was because he was not sufficiently sympathetic as "Mac."³¹ The report was false, which was learned when Justin Long posted a note about his ongoing involvement in the campaign on November 13. In late November, three new ads were released. On December 19, the last ad of the year, "Goodwill," was released.³² As this review was being written, "Surgery" was released, bringing the total to date at 20. We can guess that a campaign failure should have resulted in no further ads being produced after the first few months, so here is some evidence the campaign is on track.

Apple Insider reported in August 2006 (three weeks after the campaign's inception) that Apple was planning 20 additional spots to add to the 7 that were already produced, so it will be interesting to see if the campaign meets or continues past 27 spots.³³

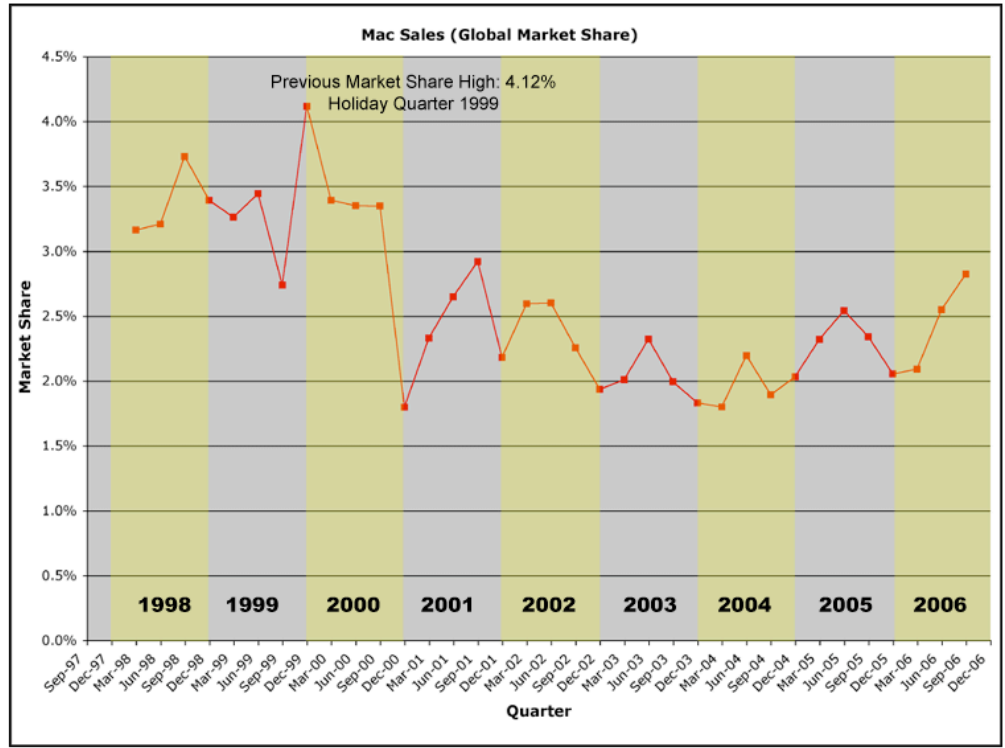
Third quarter Macintosh sales (reported around the end of July) were closely watched for evidence of campaign effectiveness. At the end of July, Apple proudly announced that it shipped 1.3 million Macs in the US for a 12% increase year-over-year.³⁴ Apple's overall sales had risen 39% for the fiscal year ending September 2006.

The following graph of Mac sales indicates that the GAM campaign has been correlated with a period of growth for the Mac platform.³⁵ March of '06 (two months before the campaign was unveiled) can be seen as the lone downward spike in the 2005-2006 period. The next measurement of Macintosh sales, taken in June '06 (one month after the beginning of the GAM campaign), sees a healthy uptick of approximately 200K additional Macintoshes sold, followed by a second sales high recorded in September '06, the last point on the graph. The September '06

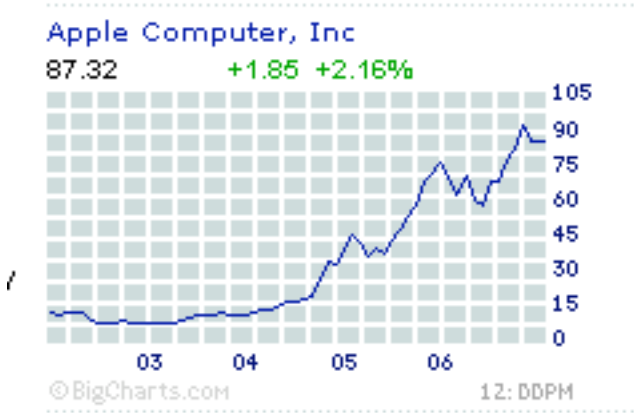
record bests the previous high point for Macintosh sales of December 1999. (That was the year the fruit-flavored Macs were all the rage, once again calling into question those pundits who think features and value alone sell computers.)



The following graph represents Macintosh global market share as recorded by Systemshootouts.org. It shows a similar healthy uptick for June and September of '06.



Of course, it's impossible to say how much of sales increase can be attributed to the GAM campaign, or to an iPod halo effect, or to Apple's recent switch to Intel processors, or to a strong economy, or to other market forces—sales figures are only a rough gauge of a campaign's effectiveness. Likewise, Apple's stock prices have also seen an uptick since the second quarter, although this is an even more unreliable measure of campaign success, given all the other factors that impact stock price:



The GAM campaign has also won several awards, including “Best Ads of 2006” by the Wall Street Journal³⁶ and the 8th annual 2006 ‘Bobby’ Awards sponsored by Advertising Age, which pronounced the GAM campaign “wildly popular and oft-parodied online.”^{37 38}

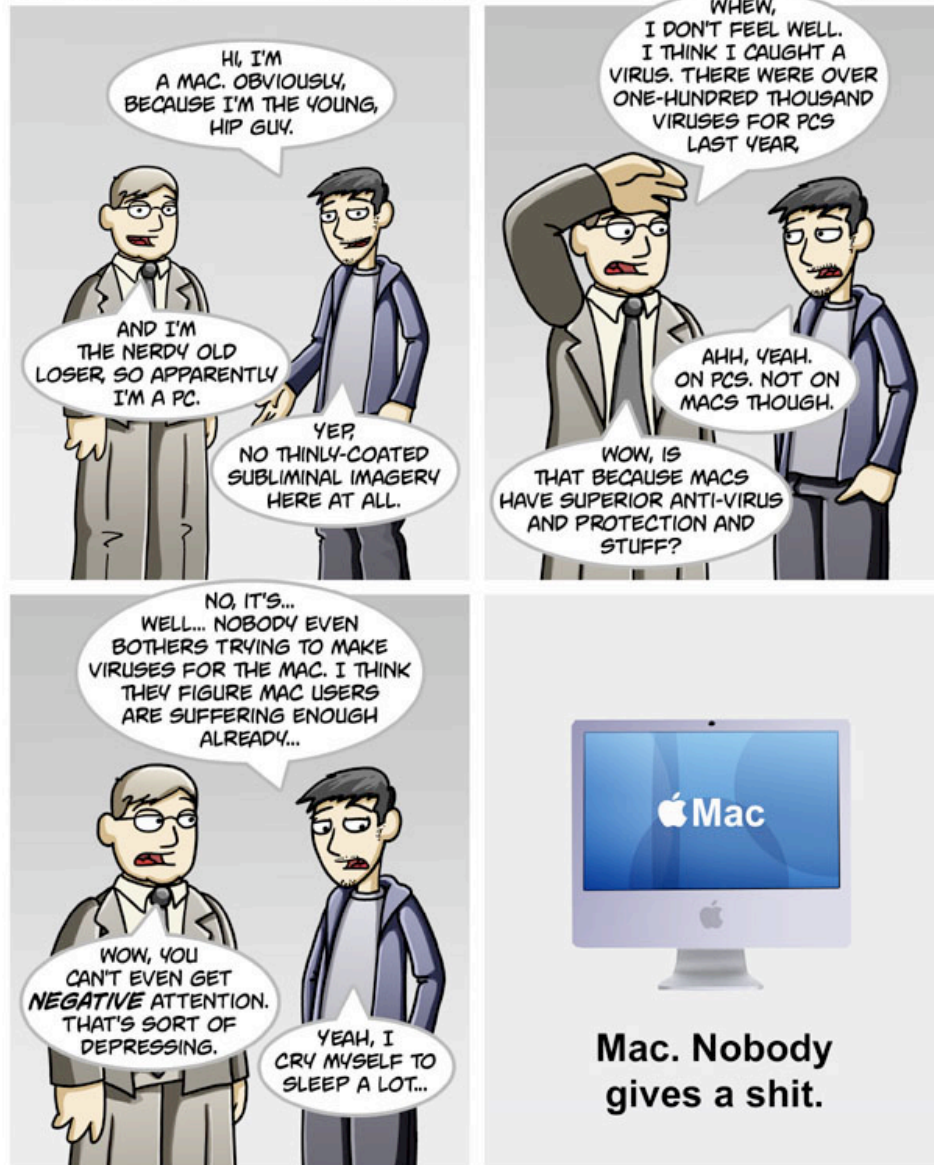
Parody & Backlash

Part of any prominent comparative or negative campaign is backlash, and part of any popular campaign is parody. The GAM campaign is rich in both, which hints that it may be successful. (The parodies have been extensively cataloged at Wikipedia, under its “Get A Mac” entry.)

Here are a few backlash comments seen in print and on the web:

- “If you’re a PC user, these ads are more likely to irritate you than convert you.”³⁹
- “Apple certainly got a lot of people angry with the Get a Mac ads as well, but that only added to the overall media coverage.”⁴⁰
- “There are other people whom the ads could have the opposite of a desired affect on. Some people don’t want overbearing statements such as ‘Macs are better at life stuff’ without some sort of backing.”⁴¹

Here’s a cartoon example of the backlash the GAM campaign has generated (although the author of the cartoon--along with the majority of the population--misunderstands what “subliminal” means):



Some marketers say that this kind of snarky backlash is good—you only get it if your negative ads are working, and if the competition is feeling the bite. Also, the reaction serves to keep your image and your campaign in the public eye. It's a version of the "There Is No Such Thing As Bad Publicity" school of thought.

Criticizing the Campaign

Advertising campaigns frequently shade the truth in their favor, and the chattering classes are quick to point them out. Here are some of the criticisms that have been made regarding the veracity of the GAM campaign:

- While the Mac is considerably less vulnerable to malware, these ads may provoke hackers to write malware for Macs. If Mac's sales increase significantly, malware becomes increasingly likely, making the claim a faulty one.
- In a related issue, Mac brags about his invulnerability to PC malware on one hand, and touts about his ability to run PC software on the other. Once the new Intel Macs are running in PC mode, they'll be vulnerable to much of the same malware.
- Some commentators claim the accusations of incompatibility, freezes, and restarts are a bit of a red herring, since these were problems that occurred much more frequently in earlier versions of Windows. The GAM campaign likely targets Window's reputation rather than its current performance. While this may be seen as "foul play" by technocrats, it certainly makes sound psychological sense and should be persuasive.
- Some commentators claim that easy Mac compatibility is an overstatement—that it is not so different from modern PC applications, which are similarly plug-and-play.⁴² While one commentator bases this claim on a single personal experience, several commentators feel the comparison is exaggerated.⁴³
- Several criticism threads revolve around the implied comparison between "cool" and "nerd." These objections are of course more likely to be voiced by stolid PC supporters than by Apple fans,⁴⁴ although *The Apple Blog* frets that Long's attire, compared to Hodgman's, sends the message that PC users have better jobs.⁴⁵ Since some humans see computers as extensions of themselves, PC users are predictably prickly about the campaign. The actor Justin Long reported: "I had a guy come up to me, in my face, saying, 'You think you're so cool? You're not cool' and I'm saying to him, 'Dude, it's a commercial.'"⁴⁶ It's nearly impossible to run a comparative campaign without irritating the opposition's base, so it makes little sense for Apple to "dial it back" if the campaign tactics are working to generate awareness, drive up the opposition's negatives, and raise their own sales.
- Some commentators have opined that Hodgman ("PC") is more likable than Long ("Mac"), that Hodgman as buffoon out-acts Long as straight-man, and that Hodgman's stock is higher in the real world--making Hodgman, rather than Long, the "cooler" personality and the more sympathetic character in the campaign. Slate's ad critic Stevenson cites this as the primary reason he finds the ads unpersuasive.⁴⁷ "Virtually everyone who watches it comes away liking the 'PC guy' while wanting to push the 'Mac guy' under a bus," opines *Fresh Intelligence*, in their erroneous report on Long's ostensible firing.⁴⁸ Slate calls Long "A smug little twit."⁴⁹ But other commentators note that Long articulates nettlesome comparatives without condescension, which is a difficult trick to perform.⁵⁰

Criticizing the Critics

Most online discussions of the GAM campaign are written by people with more time than understanding of, or experience with, ad campaigns. It's fun to criticize ad campaigns, even

when one has little advertising experience or knowledge of psychology. Sadly, sometimes even the advertising pundits miss the mark. Seth Stevenson of *Slate* magazine's Ad Report Card pronounced that the GAM ads "don't work on me" and from this, concludes that the campaign must be ineffective.⁵¹ Stevenson's response is prototypical; the same is said by most people in reaction to most influence campaigns—"It wouldn't work on me"—even though decades of psychological research has shown that humans are largely unaware of what they do and don't find persuasive. This is the reason that the question, "Do you find this persuasive?" is seldom used by sophisticated influence researchers. Everybody knows that the answer is "no," unless you want to look like a patsy. An observant commentator trounced on Steven as a "junior ad critic" for not understanding that one's personal reaction to a campaign is not a good measure of its effectiveness—and for misunderstanding the importance of other advertising goals that go beyond liking of the ad, such as creating awareness, generating face-to-face discussion among consumers, and producing sales results.⁵²

¹ Ecker, Clint. (1 May 2006). Infinite Loop.

² Comparative advertisements mention both the product being sold, and the competition, in order to distinguish the marketed product as superior. Although "negative" ads are a subset of "comparative" ads, negative ads denigrate the competition, often without even mentioning the promoted product.

³ Garfield, Bob. Garfield's Ad Review. (15 May 2006). In Humiliating Microsoft, Apple's Simply Charming. Advertising Age, Vol 77, Issue 20.

⁴ Garfield, Bob. Garfield's Ad Review. (15 May 2006). In Humiliating Microsoft, Apple's Simply Charming. Advertising Age, Vol 77, Issue 20.

⁵ Perry, Joellen. What's really 'real'? ; Apple's new ad campaign features ordinary folks, but some wonder just how ordinary they are. (Aug 19 2002). US News and World Report.

⁶ Roughlydrafted.com. (21 June 2006). Stevenson Fails 'Report Card' on Mac Ads.

⁷ Janacek, Seb. (8 May 2006). Minority Report: The New Get A Mac Ads. Silicon.com.

⁸ Fried, Ian. (14 Oct 2002). Microsoft "regrets" Mac-to-PC Ad. Cnetnews.com

⁹ An interesting factoid is that Microsoft's market leading programs were first debuted on the Macintosh platform! There was a time that a consumer wishing to use Excel would have had to purchase a Macintosh.

¹⁰ Bulik, Beth. (31 July 2006.) Yes They Do Like Them Apples (Macs, That Is). Advertising Age, Vol 77 Issue 31.

¹¹ Theappleblog.com. Dec 06. Get A Mac Ads: The Good, The Bad, and the C++ GUI Programming Guide.

¹² Pfau & Parrot, 1993.

¹³ Lipperty, Barbara. (15 May 2006). Adweek. Vol 47, Issue 20, Page 26.

¹⁴ Lipperty, Barbara. (15 May 2006). Adweek. Vol 47, Issue 20, Page 26.

¹⁵ Bulik, Beth. (31 July 2006.) Yes They Do Like Them Apples (Macs, That Is). Advertising Age, Vol 77 Issue 31.

¹⁶ Vranica & Steinberg (Dec 22 2006). Best (and Worst) Ads of '06. Post-gazette.com.

¹⁷ Shapiro & Rieger, 1992.

¹⁸ Janacek, Seb. (8 May 2006). Minority Report: The New Get A Mac Ads. Silicon.com.

¹⁹ McCrosky & Teven 1999.

²⁰ Lipperty, Barbara. (15 May 2006). Adweek. Vol 47, Issue 20, Page 26.

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- ²¹ Garfield's Ad Review. (15 May 2006). In Humiliating Microsoft, Apple's Simply Charming. Advertising Age, Vol 77, Issue 20.
- ²² Garfield's Bobby Awards. (Dec 18 2006). Advertising Age. Vol 77 Issue 51.
- ²³ The Apple Blog.
- ²⁴ Coser, Rose. (1960). Cited in Bernard, Nancy. (Nov/Dec 2006). Funny Business. Step Inside Design. V. 22 I. 6 P. 88-89. See also Marc Weinberger and Charles Gulas review of humor in advertising in "The Impact of Humor in Advertising,"
- ²⁵ Bernard, Nancy. (Nov/Dec 2006). Funny Business. Step Inside Design. V. 22 I. 6 P. 88-89.
- ²⁶ DeBord, Matthew. (Oct 24, 2006). This blowhard bit is working out great; John Hodgman's stuffy shtick is a hit for 'Daily' and Apple ads. Los Angeles Times.
- ²⁷ Bernard, Nancy. (Nov/Dec 2006). Funny Business. Step Inside Design. V. 22 I. 6 P. 88-89.
- ²⁸ Janacek, Seb. (8 May 2006). Minority Report: The New Get A Mac Ads. Silicon.com.
- Lipperty, Barbara. (15 May 2006). Adweek. Vol 47, Issue 20, Page 26.
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