

Ad content

- iPhone 12 pro: this ad features an apple new phone model in the market with added features that makes it the best iPhone not only in the apple market but also in the smartphone world. <https://youtu.be/cnXapYkboRQ>
- Samsung galaxy M21s: this advert features a new model of the Samsung smartphone with latest features. This is a rebranded version of galaxy f41 with developed features and specifications. <https://youtu.be/YdkoIqR7z-w>

Benefits and advertising appeal

- iPhone 12 pro: one benefit from this ad is that the phone bears the fastest 5G network. It also has the best quality camera system with super retina XDR displays. This advertising appeal is informational as they explain all the features of the iPhone.
- Samsung galaxy M21s: this ad explains the advanced advantages of this product which includes large storage of 64GB, high quality camera and a massive 6000amh battery. This advert appeal is informational as it offer specifications of the product.

Executional style

- iPhone 12 pro: the advert executional style is that they use image. The advert displays the iPhone 12 pro phone being used to record a HD video. This makes the product appealing and admirable.
- Samsung galaxy M21s: the ad executional style is that they use image. The adverts shows the products its specifications. This helps the product gain competitive edge in the market.

Promotion goal

- iPhone 12 pro: the promotional goal of this ad is to create awareness of the new brand as well as increasing sales of the product. The ad is explaining the added advantage of using an iPhone 12 pro phone by showing and explaining its features.
- Samsung galaxy M21s: the promotional goal of this ad is to create awareness as well as persuade customers to purchase this product. This ad outlines all the specs of this product.

Target audience

- iPhone 12 pro: the target audience of this advert are people of age 14 to 45 years as these are people who follows the latest technological trends in the world market. Their lifestyles are based from digital media technologies.
- Samsung galaxy M21s: this ad targets teenagers and young adults below the age of 45 as these are people who are more diverse into the world of technology. They are more aware of the new trends in world of technology than the elderly.

Media strategy

- iPhone 12 pro: this ad should be shown in the evening when the teenagers and young adults are off schools and normal daily schedules. This advert should be shown in channels that have programs that attract attention of teenagers and young adults. For example many youths enjoy watching super sports channels.
- Samsung galaxy M21s: the advert should be shown during weekend and evening hours when the teenagers and young adults are off jobs and school. The advert should be shown on entertainment channels for example ESPN.

Most successful strategy

- When comparing these two adverts, it is evident that iPhone 12 pro advert was more successful as it is more interactive. The gives more experimental visuals of the product like the video recorded by the product. The ad also experience more features in depth which might draw purchases decision to the product advertised.