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WP3 Rough Draft

### Choosing Sides

#### Samsung launches attack on the iPhone culture

Since the introduction of the smartphone to the cellular market, there has been a decisive split amongst the different providers, most notably with the Apple iPhone and their user base. The market of smartphones essentially offers users two operating system options: iPhone and Android. With the high number of companies that provide Android smartphones, the market essentially becomes iPhone versus everyone else, with Samsung generally being seen as the majority leader in the Android marketplace. Samsung chose to exploit this divide among users, portraying the stereotypes associated with iPhone users in their ad campaign for their Galaxy S2 model in 2011. This particular method of advertising I think is very successful because Samsung users (and other Android users) don't want to be associated with iPhone users and want to separate themselves from the stereotypes associated with the iPhone user base.

This advertisement sets the stage by showing people standing in long lines extending for an unforeseen distance, wrapping around the buildings they stand in front of. The commercial flashes to different lines in major cities all across the continent, which is indicated by the name of the city in text on the screen. New York, Montreal, Seattle, Chicago, San Francisco, Boston; cities spanning all across the continent are represented. In the windows of the stores they have slogans like "It's coming," and text flashes on the screen advising the viewers that the consumers are in line with another "9 hours to go" still. The text flashes from city to city, from line to line, and shows the consumers all staring at their phones, and talking about their excitement of the product they are waiting for. The consumers are shown using their phones and wearing their

white headphones, which are synonymous with the Apple iPhone. We are led to believe that these are iPhone users standing in line anxiously waiting for the newest release of the iPhone. In fact, they are so excited that they are not at all concerned with the amount of time spent waiting in line, with one patron claiming “9 hours down and we’re almost in the door,” and another emphasizes this sentiment by claiming “Why would they be leaving when we’re only 9 hours away?” (SamsungMobileIndia). As the consumers are standing in line, they begin to notice people outside of the line and more specifically the phones they are using. They stop talking about their phones and the product they are waiting for and start marveling at the phones that these people outside the lines are using. They show their amazement at the screen size, performance, and speed of these phones and show their surprise when they find out that it is a Samsung phone. All of the iPhone users seem to be amazed at the function and features of this Samsung phone and appear to be expressing dismay at the fact that the phone they are waiting for does not have these features. The commercial ends with the Samsung users telling the people in the lines about how fantastic their Galaxy S2 is and then closes with the tagline, “The next big thing is already here” (SamsungMobileIndia). I feel that this is a particularly persuasive ending to the advertisement, as iPhone was always considered to be the big thing in the smartphone market, and this helps to portray the iPhone as old news and shows the Galaxy as the newer, better choice.

There are different social perceptions, or even stereotypes, of iPhone users and nearly any other device user. The social perception of iPhone users is that they consider themselves as more of an elite user and are believed to think of themselves (and Apple) as more hip and creative and more forward-thinking. The perception of iPhone users is that they think less of other smartphone offerings and tend to look down at the other products and, in some cases, the users of the competing products. In almost direct response to this ideology, most Android users tend to resent the elitist mentality that is associated with the Apple user base and try to distance

themselves from the iPhone mentality as much as possible. Whenever speaking to a user of any smartphone, the users tend to have a very strong stance on their particular operating system of choice; Apple users swear by their iPhone and its superiority, and Android users swear by their phones and are turned off by the iPhone user attitudes and mentality. This is directly displayed in Samsung's advertisement in the way they are portraying the users from both sides. The iPhone users display both surprise and disdain for the Galaxy S2, while the Galaxy S2 users appear to show surprise at the mentality and stubbornness for choosing a device that has less features and technology.

A big part of the contention between iPhone and other smartphone users is who offers services and features to the market first. To many, Apple is the forefront of the market and is ahead of all of their competitors when it comes to innovation and adding new services and features. In this particular text, the writers are directly attacking that opinion by calling out the fact that their Galaxy S2 has 4G internet speeds before the iPhone does. In fact, there is even a particular scene in which the iPhone users standing in line are marveling at the 4G speed offered by the Samsung phone, and the Samsung user incredulously suggests, "Why don't you just get 4G phones?" (SamsungMobileIndia).

The underlying theme of this context specifically plays on the stereotypes and perceived social differences between iPhone users and Samsung users. The lines that are shown in this text are commonplace for iPhone releases, with stories of users standing in line for several days in some cases in anticipation of a new iPhone release. In direct contrast to this, Samsung uses this text to show the Galaxy S2 users out and about in the city, free from standing in lines all while using a better and newer phone. While the iPhone users are standing in line for hours upon hours, the Samsung users are enjoying watching videos on their phone on a bench, walking around the city, and going about their daily lives.

In this text, I believe that Samsung is employing the ad hominem fallacy to some degree,

attacking the stereotype of the iPhone users as much as the phones themselves. Much of the text plays on the iPhone users standing in line for what is implied to be an inferior offering to the Galaxy S2. The iPhone users in this text are portrayed as the typical iPhone users, looking down at Android users. One iPhone user is shown directly mocking the Galaxy user after she asks, “Why don’t you just get 4G phones?” Another iPhone user plays into this mindset even further when he claims, “I can never get a Samsung, I’m creative” (SamsungMobileIndia). Samsung is distinctly portraying the iPhone users in their stereotypes, directly playing on the fact that many Android users resent the mentality that the iPhone community displays. I think this choice is an incredibly effective one, as many Android users want to be nothing like the iPhone users and will buy in to the fact of Samsung users being the opposite of Apple users. Sam Grobart illustrates this point when he writes, “If Samsung isn’t yet as lustrous a brand as Apple, it’s finding success as the anti-Apple.”

I also believe that Samsung is employing the bandwagon fallacy in this text, however in reverse. I believe that they are showing the hordes of iPhone users and trying to cast them as being on the iPhone bandwagon, and offering Samsung as the opportunity to step outside of that mentality. I believe the bandwagon can be used just as effectively in reverse as it can be in its typical use. By directly relating a contrasting user base as being on a bandwagon, Samsung is telling their users that they don’t have to be a part of the bandwagon to have a great phone. I think this is really an excellent choice for this text and one that I think is very effective. In an interview with Business Insider Samsung’s Chief Marketing Officer, Todd Pendleton, alludes to this fact when he asserts, “Everyone knows about the lines for the iPhone launches. We want to use that as a device to show that the next big thing is already here” (Kovach).

Humans by nature always identify with the things that are closest to their beliefs, and Samsung perfectly taps into this desire with their text here. The rift between Android and iPhone users is a very real, tangible one with strong feelings on both sides. Samsung recognizes that

their point of attack in this ad isn't to convert iPhone users over to their phones, but rather strengthen the stereotypes that Android users have of iPhone users, and convince them that Samsung is the opposite to the iPhone culture. Given the nature of these stereotypes and perceptions, I think that Samsung hit the nail right on the head with this commercial and picked the perfect selling point for their product.

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