

APPLE'S iAD DOES NOT LIVE UP TO EXPECTATIONS



Apple's iAd is not launching as successfully as the computer giant had anticipated. Interestingly, upon the announcement of iAd, Apple claimed to have had 17 partners in line for the launch of iAd. Now, not even a month after its launch, only two of those partners remain to be seen: Car-maker Nissan and the Unilever, company who owns more than 400 brands worldwide, including the billion dollar brands Dove, Lipton, and Hellman's. Analysts are saying that advertisers simply do not like Apple. Advertisers claim that Apple is too involved in the creative process. However, finding a way around that is proving to be difficult due to Steve Jobs' decision to make Adobe's Flash program from functioning on the iPhone 4. Nissan, however, claims to be pleased with iAd. One of their current "iAds" is an interactive ad for Nissan's LEAF car. *The L.A. Times* reported that "customers spent an average of 90 seconds wit the ad—10 times longer than interaction times with comparable online ads." Only time will tell whether or not iAd will prove to be a successful endeavor.