

## SAMSUNG TAKES SUBTLE POT-SHOTS AT APPLE, WITH HUMOROUS PRE-LAUNCH TEASER VIDEO



Samsung is due to unveil its next-generation Samsung Galaxy S III Smartphone, at a media event in London. Reports point towards a probable launching of an iCloud-esque service during the event. Samsung has taken its patent war with Apple from the courtroom to its teaser site, where it has posted a video that takes a subtle pot shot at Apple. The ad suggests to potential smartphone users that don't just buy one because everyone else is buying it. Instead buy Samsung Galaxy S III Smartphone that makes you part of an exclusive club and not part of a crowd, or a herd of sheep, as the ad shows. The obvious implication is that Apple users are like sheep blindly going wherever Apple leads them. The clever ad shows scenes from outer space and astounding galactic images appear on the screen. A message appears, "a galaxy fits perfectly in your hand" followed by "as you gain the power to explore it freely and swiftly." However, the end has an unexpected twist. This message flashes on your screen, "With technology that fits in this easily, you can now stand out from... everyone else." The cosmic scenes from outer space are replaced by a herd of sheep. The spot does not show Samsung actually the Apple user's sheep, but the implications are not lost, given that buyers simply follow Apple's advice and buy their devices, without really knowing what they are buying. "Although the company didn't mention Apple or its customers by name, detractors have long called the iPhone maker's faithful customers 'iSheep' for their ostensible willingness to follow Apple's lead and buy its products whenever they launch" wrote CNET's Don Resinger. However, this is not the first time that Samsung has deviated from being politically-correct in their advertisements and making an offensive ad that insults its competitor. Twice before, they have released ads that bordered on similar themes. In an earlier ad they had shown a group of people waiting in line for the Apple iPhone 4s, when they suddenly spy a Samsung Galaxy SII and they are mesmerised with its features, its screen and its speed. The second ad, aired at the beginning of the year, showed a group of hipsters queued up for the next iPhone, when one of their roommates comes to drop off an iPhone charger. The roommate is alerted by a Samsung device that he using, that he has reached his destination. Impressed by the Samsung technology and the service, the upset Apple fans proclaim, "We've just been Samsung'd!" The brashness and assertiveness that Samsung shows is not misplaced, considering that it comes behind the outstanding commercial success of its handsets like the Samsung Galaxy S II and the Samsung GALAXY Note. Moreover, the launch of Galaxy S III is being looked forward to with much anticipation forcing attention away from the next-generation Apple iPhone. Even though the ad says practically nothing about the Galaxy S III's specifications it is believed to have a 1.5GHz processor, 4-inch Super AMOLED display, 1GB of RAM, and run Google's latest version of Android 4.0. As Samsung is the official sponsor of the London Olympics, it is likely to be the official Olympics phone and assured of a wide audience.

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