Visual Argument Analysis Essay

Advertisements invariably ask the viewer to believe in their product. Some campaigns do this more effectively than others. Do a visual argument analysis on Mary J. Blige for Gap Red Campaign and The Kenneth Cole Campaign adverts.

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Jimmy Fallon and Justin Timberlake in Apple’s iPhone 6 Brand Advertisement

Ethical act is always the right thing to do. It unlocks fresh ways of doing business better as well as selling its products. As a multinational company with robust iconic brands, Apple Inc. has the potential to run a thriving business through ethical advertisements (Appleinsider.com). In a latest advertisement, Apple Incl. booked Jimmy Fallon and Justin Timberlake to publicize its iPhone 6 brand. This advertisement covers iOS and OS X Continuity features. The advert rolls within a span of 30 second, but the two celebrities make maximum use of this period to market the brand in a comic way. This essay sets to evaluate this advert informed by Aristotle’s values, in terms of its qualities, precision, and purpose.

Just like the first Apple’s iPhone 6 Plus and 6 advertisements, this new advert features voice acting from Jimmy Fallon, the host of “The Tonight Show” and Justin Timberlake, the pop superstar. The advert is titled “Reservations” and encompasses Apple’s most recent cross-platform Continuity characteristics that allow users accomplish continuous feature change across OS X and iOS (Appleinsider.com). A good example is that users can make or receive calls on other gadgets, relocation files with AirDrop, carry on app operations, among other sophisticated interactions.

In the advert, Fallon notifies Timberlake that iPhone owners can call on nearly any Apple gadget using Continuity. He asks, “Did you know you can use iPhone 6 to make calls to almost
any Apple device?” Timberlake asks, “Really?” Fallon says, “Give me a call on that MacBook.” The singer places a call using MacBook Air running OS X and asks for a reservation. Fallon hangs up the phone saying that there are no reservations. He then tells the singer to use an iPhone 6 device to make a call. After Fallon recognizes that the caller is the same, he tells Timberlake that he recognizes the caller is the same and insists that there are no reservations.

In the first instance, the advert is lively and comic. The two voice overs create a brief moment of diverting someone’s mind from formal settings of the advert to an informal setting. The two celebrities in the advert use a simple conversation note that is comic in a way and yet informing. Fallon first engages Timberlake in a conversation-like technique through a question and gradually extends his conversation to proving the authenticity of his question. To some extent, the advert achieves the element of being practical when Fallon instructs Timberlake to call from a MacBook and finally from iPhone 6 device. This practical part of the advert assists the intended audience to prove that they can use iPhone 6 to call almost all Apple devices.

The model being advertised is well displayed on the screen, a feature that helps the audience to capture a perfect look of the brand being advertised. As noted from the release of this brand, it has a variety of colors but the two celebrities opt to use color white. In most cases, white is used symbolically for purity. As such, the use of white iPhone 6 symbolically depicts that it is pure. Similarly, the fact that the two voice overs in the advert belong to celebrities is an enough factor capable of convincing the audience of the authenticity of the advert message.

However, there are some instances where the advert falls short of conveying the intended message. The first instance is the use of voiceovers in place of live voices. In advertisement, customers are lured more into buying a product when they connect with the personality involved
in the advert (Gilkey). The customers ought to see the facial expression of the personality. A genuine face expression lures them more into buying the product (Gilkey). As such, live celebrity voices, as opposed to voiceovers, are the best for the purpose. This advert does not conform to this convention and hence, might not have too much effect as it would if the faces of the two celebrities show on the advert. The second instance is the emphasis given on the reservation request as opposed to the device being advertised. According to the Institute of Electrical and Electronics Engineers, the target audience should understand the essence of an advert even when they do not watch it. In this case, one might take time to get the intended message since it is emphasizing on equal weight on reservations as to the iPhone 6 device.

In terms of excessiveness, the advert goes excessive when Fallon tells Timberlake that there are no reservations. When Timberlake calls from another Apple device, Fallon says that he recognizes that the caller is the same. When Timberlake insists on booking a table of four, Fallon says, “Never!” and hangs up the phone. In reality, a customer care attendant who might act in such a way is considered rude. To this end, Fallon goes to the excessive level of acting out of the normal conventions. The advert would be better if Fallon acted within the real conventions as opposed to exaggerated conventions.

In conclusion, the Apple’s iPhone 6 advert by Fallon and Timberlake is good in rating. It encompasses the elements of humor and simplicity in guiding the intended audience into proving the existence of cross-platform Continuity characteristics of the device. However, the advert falls short of showing the faces of the celebrities which might lure more customers into subscribing to the product. Also, the advert exaggerates the response of a presumed hotel receptionist, Fallon, raising his voice on a client, Timberlake. These perspectives notwithstanding, the overall quality of the advert in terms of precision, voice quality, duration and appearance is good.
Works Cited


