

Why advertisers should care about Apple's latest devices

OPINION

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Ben Phillips reflects on Apple's 2018 releases and considers their impact for advertisers

Apple is about to ship the 20 billionth iOS device and in California last night the world's third-biggest phone company launched a series of devices and changes designed to encourage consumers to buy billions more.

While much of the attention will be focused on the devices themselves, what's also interesting is the range of products now on offer. The cheaper XR ensures that the company continues to have something for the mass market phone buyer who doesn't want their monthly mobile bill exceeding a sensible level while the XS Max continues the premium image that maintains Apple's high prices.

Together they ensure that the iOS universe will continue to provide both mass and targeted reach for advertisers, making it more worthwhile for brands to create unique experiences.

While the Watch is often derided, it's often missed that Apple overtook Xiaomi and Fitbit to become the world's bestselling wearable tech company in the second half of 2017. It has held on to the top spot ever since, [according to IDC](#).

The Watch creates a new reason to buy, acting as an intelligent guardian for your health, in the background takes a look and notifies you if you have a raised heart rate or low heart rate, or if you have a fall or slip.

Fall detection is apparently the biggest cause of accidental injury and is a nice feature and one that carers for the elderly should be interested in. The watch will automatically call your emergency contacts if you fall and are not mobile for a period of time.

Apple has also continued to develop opportunities for faster charging via the new glass cover and brands have responded by offering more retail outlets with chargeable tables, designed to draw in those with the panic 7% battery levels.

The new chipset is supposed to reduce the number of times this actually happens by making better decisions based on display usage, app activation and ultimately managing power usage, something that all mobile phone owners will appreciate.

The critical area of competition for many smartphones is the camera. Last year's iPhones introduced Portrait, which allowed even the most modest photographer to look like an expert by automatically being able to blur out the background on images before pressing the shutter. It was truly stunning and the main reason for many to buy the iPhone X. In this release, it goes further allowing you to control the amount of background blurring at the editing stage – very appealing for all the Instagram influencers out there.

Even the iPhone XR offers this capacity despite having a single camera on the back, although the other models have two cameras for additional low light, depth of field

capabilities.

The upgrades to products and services may seem lighter than previous years but overall the improvements are subtle and effective. Advertisers looking to ensure their message stands out should look to take advantage of the higher quality larger screens and the enhanced speed of upload and download.

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