



# Copywriting Techniques In Apple's Ads : Contradiction Creates A Value

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**Abstract:** The study of copywriting is interesting to investigate thoroughly in the case of language in media. One of the copywriting techniques is called contradictions. Contradiction word phenomena mostly can be seen in the Apple's copywriting. The research aims at describing the technique of copywriting and the value of its technique. The analysis focuses on describing the value of conflicting words in Apple's ads. The data was obtained from observation. The research carries out the descriptive qualitative method. This research data was collected from pictures that contain contradictions in Apple's copy. The data was analysed based on the context of communications. The results show that the context can be used to communicate the value of Apple's products through contradictions in copywriting. Playing on the contradiction of words or sentences is used to convey a message, such as performance, affordable, and features well. This research reveals that Apple's contradiction technique is mostly used in their marketing. Contradictions are needed due to human psychology, which easily remembers things when they are paired, if it is something that is repeated repeatedly or if it is contradicting or opposite.

**Keywords:** Apple, Contradictions, Copywriting, Media.

## 1 Introduction

Apple is a good company that can be admired from several perspectives. If we are concerned about technology, we should be amazed at how Apple can create technology that should be complicated into something that many people can understand and love. If we are design a student, we will be amazed by the design of Apple products that are not only functional but also full of aesthetic value. If we are a linguist in the field of language, we will also be amazed by Apple's way of communication.

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One aspect of marketing communications, is copywriting. [1] stated that a copywriter is needed to do the best job of this communication. Copywriting is content design, and requires all of the design thinking that goes into people. [2] added copywriting as something that ads agency people do. Copywriting is the act of writing text for ads or other form of marketing. In simple language, copywriting is writing text in product, and language is called copy. In line with [3] stated that brands must be aware of branding and positioning. Meanwhile, [4] stated that copywriting is closely related to brand promotion activities. The message conveyed through copywriting is a bridge from the brand to consumers so that the products sold have a different character from competitors. To illustrate, [5] Apple's famous '1984' Macintosh advertisement cast its rivalry with IBM as tremendously powerful marketing communication. It shows what is a competition itself. Monopoly should be broken, and competition improves the quality. Simply to illustrate, if you have one wife, you fight with her, but if you have two wives, they fight for you. [6] added marketing communication covers key areas, from marketing plans, branding/positioning, and creative briefs to copywriting, design, and considerations for each major media format. To conclude, copywriting is written content that aims to increase brand awareness and eventually convey or persuade someone to do something in case of purchasing.

Copywriting is a critical component of e-commerce [7], and copywriting plays a vital role [8]. In creative material, visual and copy aspects must go hand in hand with one another. [9] claimed copywriting has been able to balance creativity with a real focus on a call to action. [10] emphasized that in the process of copywriting, it's important to create a copy that captures the essence of the product (visual). However, both have their portions, which are very interesting to discuss. According to [11], Apple's campaign contains almost all aspects of copywriting that are efficient and effective in persuading the reader to purchase the product.

One of the great lessons that we can take from Apple's Copywriting is playing on contradiction. Contradiction of words aims to convey or communicate a value or message. [12] stated that Apple founder Steve Jobs pointed out during a conference that "marketing is about values" and how crucial the customer's memory of the product is in the planning process. Using contrary words can be an interesting copywriting technique. As a well-known brand all over the world, Apple consistently

uses this technique. [13] stated that the Apple case study provides an example of a long-running ad campaign told through five-act stories.

The research investigates copywriting techniques and the value that appears in Apple's products. To illustrate, the iPad Mini is Mega Power Mini size, the iPhone SE is lots to love and less to spend; Apple Watch SE is heavy on features, light in price, and the Apple M1 is a small chip, a Giant leap. The writers choose iPad Mini, iPhone SE, Apple Watches SE and Apple M1 as the main data due to limited space in this paper.

Many researchers have carried out copywriting strategies in some particular discussions. Most studies that are conducted within Apple as the main data. To begin with, [14] conducted the influencing factors of marketing strategy on consumer purchasing behavior: A case study of Apple. This study focused on Apple Inc.'s marketing strategies, focusing on its advertising and product marketing tactics, as well as its approach to celebrity and film marketing. It highlights Apple's emphasis on simplicity and minimalism in its advertising campaigns, utilizing short, memorable slogans and a clean design aesthetic. The passage also discusses Apple's use of secrecy and mystery surrounding product launches to generate consumer curiosity and anticipation. Additionally, it addresses Apple's engagement with filmmakers to feature its products in movies and TV shows, further enhancing brand visibility. The passage concludes with suggestions for Apple, including the importance of understanding consumer needs, maintaining brand loyalty, and developing a comprehensive marketing strategy that addresses various factors influencing consumer behaviour. Previously, [15] study entitled The Extraordinary Nature of Transcreation Problems: The Apple Corpus. The authors address the transcreation problem construct in a prototypical corpus: an online commercial catalogue of Apple brand products. Source texts in this context typically have a non-priority value in the translation equation and a methodology based on pre-translation source text analysis. In the same year, [16] discussed the Strategic Marketing-Marketing Analysis of Apple Company. The author revealed that As a global leader in mobile communication, Apple had become a leading global mobile phone provider with rich experience and innovative, user-friendly, and secure solutions. The reason why Apple is so successful is that the implementation of the 4C strategy plays a vital role. In this paper, the SWOT method is used to analyse Apple's marketing strategy in China. The problems in its marketing strategy in China, such as product price, promotion channel, and so on, are analysed,

and the corresponding countermeasures and suggestions are put forward. In addition, [17] conducted a copywriting strategy to promote offline and online. Furthermore, [18] tried to investigate Advertising creative: strategy, copy, and design. In conclusion, [11] investigated a paper called Hanson Advanced Composition 5 February 2018 Copy That!. Then, [19] investigated Identity Crisis, Calling all Corps: Shifts in Corporate Identities and the Role of Gender Within: A Multimodal and Corpus Analysis of Apple and Microsoft advertisements, and in conclusion, [1] investigated Copywriting: Successful Writing for Design, Advertising, Marketing.

Since copywriting strategy has been extensively studied, however, less attention has been paid to its techniques and value of copywriting. Hence, additional studies about copy techniques and value are needed, especially copywriting in Apple products. This research is directed to investigate the techniques and the value of copywriting in Apple's marketing 2.0.

## **2 Method**

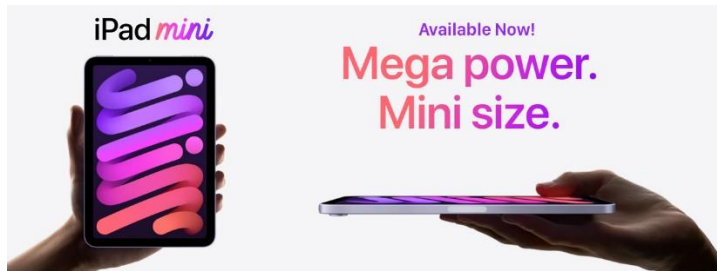
The research carries out the descriptive qualitative method. The research aims to describe the techniques and the value of copywriting in Apple. The technique and value are observed and described. The data was obtained from observation. This research data was collected from pictures that contain contradictions in Apple's copy. The data was analysed based on the context of communications. The primary data were collected from several copies in Apple advertisement copies of Apple advertisements. Once the data is collected, then it is classified into contradiction techniques. The two major discussions of this research are about copywriting techniques and their value. The result of the analysis is descriptively and narratively presented.

## **3 Results and Discussion**

This section presents the results of the research and describes the results sufficiently. For the record, Apple is not a technology company, but it is a design company. In case of contradiction, word choices form, a context

can be used to communicate a value. The value of copywriting technique in Apple's products can be revealed in this analysis. The following section describes the value that Apple wants to communicate, and it can be seen in the following example:

**1. iPad Mini.**



**MEGA POWER  
MINI SIZE**

**PERFORMANCE**

In this copywriting, Apple communicates that iPad Mini in conflicting words. Mega Power, Mini Size indicates contradiction. Contradiction between the words “**Mega**” and “**Mini**”. This copywriting aims to communicate that the value of the iPad Mini is performance. People say it is mini, but in fact, mega power brings value to this product.

## 2. Apple M1

# Small chip. Giant leap.

The all new MacBook Air, 13-inch MacBook Pro and Mac mini  
now available at iStudio.



**SMALL CHIP  
GIANT LEAP**

**PERFORMANCE**

Copywriting above indicates a contradiction between the words “small” and “Giant”. Small Chip, Giant Leap aims to communicate that this is the chip that brings a big leap for Apple because all Apple’s products will be powered by this chip. This copywriting indicates that this chip deals with performance for Apple M1.

### 3. iPhone SE



**LOTS TO LOVE  
LESS TO SPEND**

**AFFORDABLE**

In 2020, Apple released iPhone SE. In this copywriting, contradiction between the words “lots” and “less”. Lots to love, less to spend intends to communicate that iPhone SE is a value for money or affordable for the user.

### 4. Apple Watch SE



**Apple Watch SE**

Heavy on features. Light on price.

From ₹215 000

**Buy Now**

**HEAVY ON FEATURES  
LIGHT ON PRICE**

**FEATURES WELL**

Apple introduced new product generations to tweak performance and features [20]. In this futuristic product, Apple introduces a smartwatch for its market. The contradiction between the words “heavy” and “features.” Heavy on features, Lights on Price aims to communicate that the value of Apple Watch SE is a feature well.

According to the data above, it can be inferred that the power of this copywriting lies in Apple's self-confidence. They do not need to show the specification, design, material, and detail of this product in their ads. Apple needs only one simple copywriting, which is called contradictions.

## 4 Conclusion

Based on the data analysis, the writers found that the contradiction technique in Apple is mostly used in their product advertising. The results show that the context can be used to communicate the value of Apple's products through contradictions in copywriting. Playing on contradiction of words or sentences is used to convey a message and value for their customers, such as performance, affordable, and features. Contradictions are needed due to human psychology. People easily remember things when they are paired, if it is something that is repeated repeatedly or it is contradicting or opposite. In conclusion, to illustrate contradiction in rule number 5 in real life, always be ready to survive alone; some people suddenly change; today, you are important to them, but tomorrow, you are nothing to them.

It is hoped that the findings of this discussion can contribute to language study in media and enrich the study of linguistics, especially perlocutionary acts such as CTA (call to action) in speech act, media, and communication research. Suggestions for future research, it may also be possible to explore design communication, call to action strategies with another data or products.

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