# Google’s new ad mocks Apple’s slow innovation amid iPhone 17 design rumours



In the evolving landscape of smartphone marketing, Google has released a new advertisement that critiques what it views as Apple's slow adoption of innovative features. The advertisement, featuring a dialogue between a Google Pixel and an iPhone, pokes fun at Apple’s tendency to integrate features that Google often pioneers first. This ad coincides with ongoing speculation regarding the design of the upcoming iPhone 17, which is rumoured to reflect aspects of Google's design language.

The ad, rendered in stop-motion, illustrates a conversation where the iPhone teases the Pixel about its delayed feature rollouts. The iPhone’s comments highlight specific examples such as Google's introduction of the Night Sight feature, which Apple subsequently mirrored with its Night Mode a year later, and Google's Magic Eraser, which Apple followed up with its Clean Up feature three years later. Concluding with the iPhone echoing the Pixel's sentiment that “these rumours are just rumours,” the ad serves as both a critique and a humorous commentary on market dynamics between the two tech giants.

Creative Bloq notes that while the advertisement is not regarded as a groundbreaking piece of marketing, it has garnered a more favourable reception compared to previous anti-Apple ads from other companies, including Intel and Samsung. Critics within social media circles have commented positively on the ad's approach, some citing its return to the playful rivalries reminiscent of the Coca-Cola and Pepsi commercial wars.

The timing of this ad aligns with the speculation around the iPhone 17's design, which is predicted to feature a horizontal camera array akin to that of the Google Pixel. This comparison has not gone unnoticed, with many observers suggesting that if such design choices materialise, they may reinforce Google's message about innovation stagnation at Apple.

The nature of competitive advertising has drawn attention to the implications of heavily featuring one's rivals in promotional materials. While the ad has resonated well with audiences, some analysts caution that it may indicate Google's secondary market position; should Apple unveil significant advancements at its upcoming event in September, the effectiveness of this strategy might be called into question.

As the competition between these tech behemoths intensifies, the landscape of smartphone marketing continues to evolve, highlighting the dynamics of innovation, design, and consumer perception.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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