

## **APPLE'S HUMAN CREATIVITY DIGITALIZATION: PRODUCT LAUNCH COMMERCIAL CRISIS COMMUNICATION**

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Apple company is known for its creative marketing strategies in not only high-tech industry, but also advertising one.

Apple introduced its new iPad Pro product naming it "the all-new iPad Pro" on May 7, 2024. The name itself suggests an entire upgrade and update of the device. It shows the company is constantly working on the advancement of its products so that to show its care of the customers' needs and wants. The company offers a lot of options to be chosen in the product by customers: 1) size; 2) color; 3) storage (2TB maximum so that to remove the pain point of a lack of space); 4) display glass (standard and nano-texture, moreover the latter is available in 1TB/2TB models only, segmenting it as a more expensive feature); 5) connectivity (Wi-Fi or Wi-Fi + Cellular so that to remove the pain point of having no Internet connection); 6) free engraving to meet the need of customers in their personalization; 7) an Apple pencil; 8) a magic keyboard to meet the need of faster and more accurate typing. Moreover, Apple has offered the most important feature of the device to be thinner in the slogan "thinpossible". The company introduced commercials for the high-tech product launch event. One of them named "Crush!" has caused a scandal. The video was uploaded by Tim Cook on X. The Apple CEO introduced the new iPad Pro's advancement to assist its consumer's in creativity and comfortability as 1) being the thinnest out of all the products the company has ever created, 2) having the most advanced screen the company has ever produced, and 3) the most powerful M4 chip. There are musical instruments, books, sculptures, paints, toys, etc. being gradually destroyed by a press machine. There is the thinnest iPad Pro instead of them in the end. "The most powerful iPad ever is also the thinnest" is the main message in the commercial. Despite the product's high-tech features, the commercial was criticized as symbolic annihilating of human creativity as well as cultural accomplishment in favor of a digitalized creation device controlled by a multi-billion-dollar corporation. The audience has offered its own vision of solving the problem on social media e.g. by the reverse order of actions in the commercial so that the expansion of the thinnest device into all those human artifacts will seem logical and paying tribute to them. Apple has made an apology to save the reputation by admitting the failure in an anticipated situational crisis caused by an uncontrolled factor by means of hate speech of the audience being disappointed as it had high expectations. The company used its creative strategy to promote the product via visual hype because it has creativity as a core value in the company DNA. The Apple's idea of human creativity digitalization has not worked the proper way as it reveals the main concern of modern civilization, i.e. being afraid of AI to move to its last stage of Artificial Super Intelligence and surpass the human intelligence. Thus, humans value and defend the products of human creativity. Therefore, high-tech companies are to take it into account not to get to its crisis communication with the audience.