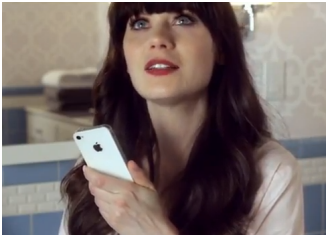


AZ Insider: Celebs on the Mac-PC Debate

Written by Written by Kathy Shayna Shocket

Thursday, 23 August 2012 12:55 - Last Updated Monday, 27 August 2012 07:59

Kathy Shayna Shocket has the Inside Scoop on the Valley's social scene and Celebrities.



The Mac vs PC debate. What's your preference? Be a part of the discussion.

Apple has started using celebrities in their ads for the iPhone 4S and Siri. Using celebs isn't a common type

of ad campaign for the company. But spotlighting celebs for a product has proven successful for many other

companies time and again. (Unless the celeb becomes entangled in a scandal that causes consumers to lose

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trust in them. That's the risk of course in using celebs.)

The most recent Apple commercials feature **Zoey Deschanel** and **Samuel Jackson**.

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So that brings me to the celebs who are often caught in public and unpaid by company – snapped in photos –

carrying their Macs. And the numerous actors in a movie on their Macs – which of course Apple has paid for

through product placement. So what about the never ending debate these days of Mac vs. PC?

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Even a CEO of an Arizona company has told me his kids wanted a Mac because they saw the Jonas Brothers

with a Mac. In fact, Kevin Jonas has publicly bragged (not in a commercial) that he was a member of the Mac

pac. Another told me that they saw comedian Chris Rock with a Mac at a business meeting in Los Angeles

they were a part of. So she finally retired her PC.

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I'd ike to get your vote. Email me. What's your preference and why? And let me know if your opinion

is private or I can quote you. And has seeing the celebs with a Mac influenced you or not?

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Kathy Shayna Shocket is a freelance Reporter, Photographer and TV-Field Producer.

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