

Building an iPhone advertisement video.

Nguyen Quoc Tuan Anh

Abstract: In the context of a fiercely competitive market for technology products, building effective advertising videos for the iPhone has become an important solution. This topic aims to research and develop strategies for creating advertising videos to enhance brand recognition, boost sales, and provide accurate product information to users. Through a combination of theoretical research and experimentation, the topic is expected to provide specific guidelines for creating high-quality iPhone advertising videos. The expected outcome of this work is to contribute to improving marketing performance and fostering a healthy competitive environment in the technology industry.

Keywords: Advertising video, iPhone, marketing strategy, brand recognition, mobile technology