

To investigate the similarities and differences in the Video Advertising between Apple and Huawei from a cross-cultural perspective

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Abstract:

This essay investigates Huawei and Apple's advertising strategies in the Chinese smartphone market, focusing on their similarities and differences within the framework of multicultural brand competition. As smartphone market leaders, Huawei and Apple's commercials are critical in attracting customers and fostering brand loyalty. It is vital for the two brands to consider Chinese buyers' cultural backgrounds and values in order to tailor marketing effectively. This study analyzes 11 series of commercial videos and microfilms from both brands to see if Apple's mobile phone advertising exhibits a trend of localization in the Chinese market, and how Huawei uses cultural components in its advertising to attract Chinese customers, harmonizing with their cultural values and attitudes. The research considers a variety of criteria, including slogans, colors, themes, characters, and settings. The findings shed light on cross-cultural communication and how to create effective cross-cultural commercials in the Chinese smartphone market.

Keywords: video advertisement, microfilm, cultural elements of advertisement, Apple and Huawei

Introduction

With the increasing globalization, customers no longer have limited choices in their countries. Thus, advertising becomes a key tool to appeal to customers and increase brand awareness, thereby maximizing

brand loyalty. As a public communication that promotes a product, service, brand, or event, advertisements often play an important role in media between the consumers and the producers. However, to customize the advertisement, the cultural background

and cultural values of buyers in the Chinese market are all important factors that should be considered while making their advertisements. In order to achieve cross-cultural communication whilst creating cross-cultural advertisements, the existence of a common space of meaning between both parties is crucial as it makes local customers more receptive^[1].

This essay focuses on the similarities and differences of advertisements of both Huawei and Apple smartphones under the multicultural brand competition faced in the mobile phone market from a cross-cultural perspective. As leaders in the smartphone market, Apple and Huawei jointly occupy a quarter of the market share according to the Counterpoint website^[2]. The market dominance and different backgrounds of the two brands provide a harmonious reference value for cross-cultural research through their advertisements. To explore the characteristics of the advertising elements of the two brands in the Chinese market, 11 series of videos from both brands are collected and analyzed to give a conclusion about whether there is a trend of localization of Apple smartphone advertising in the Chinese market, catering to Chinese customers with their values and cultural value orientations, and how Huawei uses cultural elements in advertising to attract local attention while facing a diversified competitive market. The factors contain slogans, color, theme, character, and scene.

Literature review

2.1 The role of advertising in cross-cultural communication media

The prerequisite for realizing cross-cultural communication is a common meaning space between both parties^[1]. Whether it is verbal or non-verbal, it is a tool for people to communicate. In the process of cultural dissemination, due to the differences in people's living environment, value orientation, and concepts, especially in different contexts, people's consciousness is always preconceived^[1], so they are often more able to accept homogeneous culture kindly while holding a rejection attitude towards heterogeneous culture. As a result, advertisers have to fully understand the culture of their target market, utilizing the psychological emotions of the potential consumers and creating advertisements to attract them. Once they accept and are interested in the image shown in the advertisement, they are more willing to know more information about the product under the image.

Moreover, in the process of cross-cultural communication, the convergence and transformation of advertisements are often intricate because they vary in different cultural con-

ditions, making cross-cultural communication of advertising more and more difficult. In cross-cultural campaigns, advertisers are eager to maximize the effectiveness of budgets, exploiting the unique strength of each market in different countries and taking advantage of cross-cultural synergies^[3]. To achieve its persuasion function, advertising texts make use of various media. Targeted advertising is one of the most effective marketing strategies when it comes to conducting E-commerce. This helps the firm perform better financially and increase sales efficiency^[4].

2.2 The cross-cultural environment and enterprise culture of the two companies

Since cultural values are the foundation of advertising messaging and are frequently supported, glamorized, and inevitably reinforced by these promotions, they play significant roles in the cross-cultural market^[5]. There is proof that under various cultural contexts, distinct advertising pitches would be prioritized^[6].

The US places more emphasis on individualism, whereas China promotes collectivism. Chinese culture places greater value on family, social interests, and group activities than it does on individual aspirations and accomplishments. This emphasizes interdependence and conformity, in contrast to American culture, which views each person as an individual with inherent rights who is distinct from others and the group^[6].

Huawei and Apple, with different cultures and management styles, have already established a set of unique values and practices that direct the administration of the company as well as the workers' interactions and handling of external commercial transactions. Being an American business, Apple promotes justice and equality in its corporate culture^[7], while Huawei, contributes to society and the nation and highlights the importance of group dynamics, loyalty, responsibility, and solidarity are key values^[6]. American enterprise culture fosters individualism and creative development, encouraging entrepreneurial spirit and innovative abilities. However, past short-term strategies have not led to long-term success in Western multinational corporations^[7]. Multinational corporations like Apple are embracing a socially conscious corporate citizenship model, encouraging staff to utilize their abilities for the organization and society^[8], focusing on innovation, design, and customer dedication.

In China, there are two kinds of Chinese texts, "official" and "academic", which describe enterprise culture in policy documents. "Official" refers to descriptions of corporate culture in policy documents produced by Chinese government bodies. "Guiding Opinion" was issued in 2005 by the State-owned Assets Supervision and Admin-

istration Commission of the State Council (SASAC). The Chinese Communist Party (CCP) emphasizes the importance of fostering a progressive corporate culture for promoting socialist culture and fostering a peaceful society^[8]. The Chinese government has supported numerous enterprise culture conferences and provided financial support for thousands of senior managers to receive enterprise culture training^[9]. Over the past decade, most of China's giant businesses have implemented enterprise culture programs, focusing on Chinese cultural values and personnel development^[8]. Huawei's enterprise culture is influenced by the CCP and traditional Chinese values of benevolence, righteousness, propriety, wisdom, and trustworthiness, aiming to serve society and the homeland^[7].

2.3 What is currently involved in the former's advertising analysis of the two brands

The previous study mainly focused on the language and metaphor used by the two brands and the transition of slogans. There are many papers discussing the single advertisement video of each brand, analyzing their shooting techniques, conceptual metaphor theory, and copywriter creativity, such as visual mode, sound mode, movement, direction of the screen, shooting distance, and shooting perspective. Only a few scholars discussed the similarities and differences between the two brands.

2.3.1 Literature review of Huawei advertisements

In May 2019, Huawei launched its first vertical screen micro film advertisement Wu Kong taken by Huawei P30 Pro. Liu^[10] examined microfilm advertisement multi-modal metaphor construction, revealing vertical screen advertisements' characteristics including interpersonal interaction, meaning construction, shooting distance, and power and inferiority metaphors.

Cheng and Liu^[11] explored Huawei commercials using cognitive narrative, revealing that language, movement, sound, and visual modes are crucial in creating a narrative, highlighting the need for further research on their interaction.

From the perspective of post-colonial related theories, Yaling^[12] explored post-colonial theories in Huawei's TV and film advertisements, revealing why certain Chinese scenes are "being transformed" and "being untransformed" in the story of China's advancement. Huawei aims to challenge Western stereotypes by including real Chinese scenes.

2.3.2 Literature review of Apple advertisements

Hu^[13] examined the communication strategy and communication theory of the *Three Minutes iPhone* advertisement to determine what aspects of the microfilm advertisement contributed to its success.

Xu^[14] took the Chinese New Year film advertisement *Daughter* launched by Apple in China as an example to analyze the traditional Chinese ideas, scene construction, and the use of Chinese symbolic elements in the advertisement.

Kadavá^[15] studied the persuasion strategies in Apple advertisements from multiple perspectives such as verbal and audiovisual strategies and claimed that in advertisements, every kind of symbol including words, music, and images can create meaning.

2.3.3 literature review that compares Huawei and Apple advertisement

Cai and Song^[16] analyzed Chinese advertising translations and revealed Huawei's advanced English language and complex Chinese language, while Apple's Chinese advertisements use pronouns, adjectives, and adverbs, lacking genuine emotions.

Yuxi^[17] analyzed mobile advertising using visual grammar theory, comparing the Huawei Mate 30 Series and iPhone 11. Huawei Mate 30 series advertisements were well-organized, easy to understand, and clear, while iPhone 11 advertisements were innovative, presenting smartphone performance in layers for emotional enjoyment. The study highlights the importance of visual grammar in mobile advertising.

2.4 Advertising elements and cultural presentation of elements

This project focuses on the analysis of latitude: slogan, scene, color, theme, and characters from a cross-cultural perspective. It originates from the relationship between culture and elements. For example, predecessors provided the theoretical foundation for the color and slogan.

2.4.1 The relationship between the color and the culture

Colors designed in the brands' advertisements are crucial because the color can make the advertisement more attractive and appreciated. It has the function of creating brand identity so that people can easily identify brands through color scheming. It also serves the purpose of indicating how a person is reacting to life. Making the right use of color is essential to a buyer's decision to make repeat purchases^[18].

Khare^[19] highlights the impact of culture on behavior and preferences, suggesting that variations in cultural background can influence inclinations. Retailers optimize profits by considering the correlation between color and cultural background information.

Mario De Bortoli & Jesús Maroto^[20] surveyed 20 high-school students and revealed similarities and differences

in color symbolism across cultures. Red, for example, signifies excitement in the US and revolution in China.

2.4.2 The relationship between the slogan and the culture

Advertising language refers to the language used in advertisements, including textual information. To create successful advertisements in cross-cultural markets, producers must understand cultural differences, considering cognitive psychology, background, and target audience abilities. By adjusting advertising techniques and language to match local customers’ cultural psychology, they can achieve the best contextual effects without compromising on thinking patterns, language values, and cultural values. Chinese language characteristics and habits are often prioritized in advertising slogan translations to attract customers. Three rhetorical devices are used: alliteration, duality, and pun. If the original advertisement cannot be fully expressed in Chinese, the translation abandons the language form to fully express the semantics of the original text^[21].

Wang^[22] highlighted that while Apple’s advertising language can incorporate language variation, some translations may have stylistic errors, highlighting the importance of understanding language variation’s essence.

2.5 Summary

The previous studies focus on the relationship between a certain element of advertisements, and many papers only analyze a single brand of advertisement with only one or two series. Although previous research has focused on advertising for two brands, there is insufficient literature on cultural elements. Thus, this paper will investigate and compare various elements of the two brands’ advertisements, under different corporate cultural backgrounds, in order to find whether they alter the way of advertising to cater to Chinese customers.

Methodology

3.1 Secondary research

The definition and features of advertisement in cross-cultural media are the basis of the research because this project is processed from a cross-cultural perspective, and two companies, especially Apple, an American company that aims to persuade consumers in China, have to consider the significant impact of cross-cultural advertisements and adjust their advertising strategy, as people tend to accept advertisements that most closely align with their cultural beliefs and are easiest to grasp. This may explain why advertising is frequently modified and adjusted for different countries, and why the corporation creates their commercials in a particular style to appeal to the local population. Illustrating the collaborative culture of the two businesses can help understand the current differences in advertisements. It is possible that various variables, such as historical developments and organizational regulations in different nations, have shaped the enterprise culture and the style they incorporated into their advertisements.

The literature review on the cultural presentation of elements and advertising elements can show the relationship between culture and elements and assist in deciphering the significance of an element’s feature of presence, which serves as a crucial resource for obtaining the primary research’s findings.

In general, the CRAAP is relatively high. The availability of the latest secondary resources is limited, as there are about half of the papers used were posted before 2020. However, most of the papers are published on websites that are affiliated with a particular institution or organization, so that their accuracy is also high. Additionally, authors make it clear they are stating an opinion or belief, their purposes are relatively high.

3.2 Primary research

Since the purpose is to find out the characteristics of elements in the video, the advertising videos of Huawei and Apple smartphones will be collected, construct a table like Table 1, and list the results.

Table 1 Key elements of advertising videos to be collected

Series	The Launch of time	Length	Video Advertisement	scene	slogan	colour	theme	character

The videos are sourced from Bilibili, a credible Chinese website, and are verified for authenticity with Huawei and Apple logos. Quantitative research is conducted on each series, analyzing elements like slogan, color, scene, theme, and character. The results are displayed in a table,

highlighting the relationship between advertisements and culture.

These elements are chosen because the relationship between advertisement and culture is often analyzed using slogan and color, while theme, scene and character are

key factors in microfilm creation.

Then the results will be collected in the table with the relationship between the elements and distinct cultures, figuring out the similarities and various features of each advertisement under Chinese and American, two different cultural backgrounds.

It is a fair comparison as videos in both brands are of 11 versions from 2 brands, and the years are almost the same. The series of Huawei will be taken from Mate 10 to Mate 60 between 2017 and 2023 while the series of Apple will be taken from iPhone XS to iPhone 15 between 2018 and 2023. Both brands have a large market influence in the Chinese market. According to the Counterpoint website, shipments of iPhone as a foreign brand accounted for 18%, and Huawei as a domestic brand accounted for 7%, which in total occupies one-fourth of the market^[2]

There may be concerns that the study's small-scale nature may be due to the short period for the smartphone series,

but the time constraint limits the number of movies included. The use of later series results in limited generalisability, and the absence of official advertising channels means that not all videos are collected.

Results and Discussion

4.1 Analysis of the cultural elements presented in Huawei and Apple advertisement videos: how did the elements present in the cross-cultural context

4.1.1 Color

The table displays the color tone in the commercial videos, indicating that most videos would like to use the cold color tone as the background. 30% of Huawei's commercial videos prefer neutral colors, like gray, gold, brown, or black, while Apple may contain more light colors, like purple, green, and yellow.

Table 2 Color appeared in Huawei and Apple commercial videos.

	Series	The Launch of time	Number of videos		specific main colour
			Cold colour tone	Warm colour tone	
Huawei	Mate 10	2017	0	0	gold and black
	Mate 20	2018	1	1	black, gray and white, light blue
	Mate 30	2019	3	0	\
	Mate 40	2020	2	0	Black, white, brown and gold
	Mate 50	2021	1	0	brown, yellow, white and flesh
	Mate 60	2023	2	0	blue and green
			9	0	
Apple	iPhone XS	2018	0	0	black
	iPhone 11	2019	0	0	\
	iPhone 12	2020	2	0	purple
	iPhone 13	2021	1	0	brown and flesh
	iPhone 14	2022	2	0	yellow, green
	iPhone 15	2023	1	0	\
			6	0	

The graph is constructed by Qinyi Chen according to the advertising content analysis

Cold color tones such as blue, green, and purple are often used to convey a product's high-tech, professional, and modern feel^[23]. According to the analysis, it can be found that Huawei and Apple have a similar percentage of the

number of videos with cold color tones. Both of them tend to use cold color tones because these tones can give people a sense of technology and modernity, echoing the image of both brands as high-end smartphones^[23].

Huawei

Huawei Mate series advertising videos usually use cold

color tones but may incorporate some warm colors, such as yellow, in cool tones to increase affinity and personalization. To be more specific, because in Chinese advertisements, yellow means power, royalty, gold means preciousness, prestige, wealth and status, and black means neutral, more colors like these appear in the advertisement can help Huawei build their smartphone into a powerful, prestigious identity^[20]. Apart from yellow, Huawei Mate series advertisements incorporate relatively few Chinese colors, such as bright orange, blue, or red, but emphasize the connection with the natural environment in their advertisements, and may use natural tones to highlight the advantages of their products in photography and visual aspects. Especially in Mate 60, it takes the color of the scenery like the Brahmaputra River in Tibet, Nanuo Mountain in Yunnan Province, Black Dushan Mountain in Qinghai Province, etc. Instead of direct color rendering, highlighting colors in traditional Chinese landscape shooting is preferred, showing harmony with nature (Gupta, 2012)^[24]. On the one hand, it fully integrates Chinese elements; on the other hand, it also emphasizes its advantages in shooting for Chinese audiences.

Apple

Apple prefers to use cool colors and neutral tones in its advertising videos. In addition, it can be seen from the photos below that Apple loves using simplicity and clarity of colors to showcase the advantages of its product design and user interface. One of the reasons for its simplicity is that in most advertisements the appearances of the iPhone occupy a large percentage of the screen, causing the screen to not be cluttered.



Fig 1 iPhone XS advertisement



Fig 2 iPhone 11 advertisement

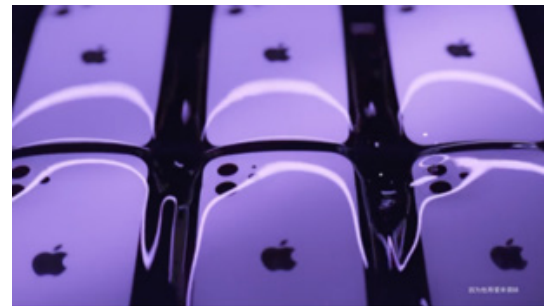


Fig 3 iPhone 12 advertisement

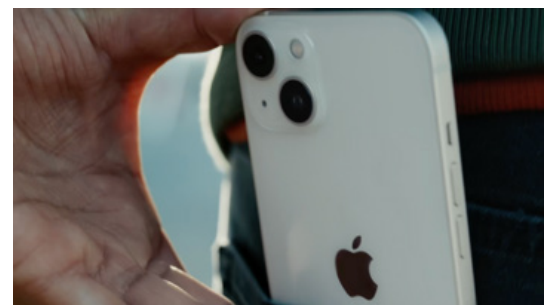


Fig 4 iPhone 13 advertisement



Fig 5 iPhone 14 advertisement



Fig 6 iPhone 14 advertisement

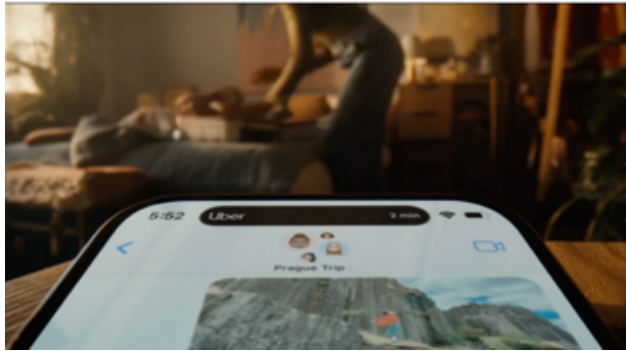


Fig 7 iPhone 15 advertisement

Apple often tends to use colors with low saturation and lightness in its advertising design to highlight the char-

acteristics and the screen shown of its products which contain vibrant colors and images. Contrast visuals can help showcase the display effect and visual appeal of the device. Overall, Apple's style does not seem to be targeted in choosing Chinese color elements, but its color matching and coordination are professional and technical.

However, the microfilms of the two brands use colors based on the video's theme and scene, often presenting ordinary Chinese people's simplicity. The images are plain, with brown earthy colors like in *Your Appearance*, but some elements, like the opera in *Through Five Passes*, use a warm color tone.

4.1.2 Slogan

Table 3 Slogans appeared in the Huawei commercial video.

	Series	The Launch of time	slogan
Huawei	Mate 10	2017	预见未来 (Predict the Future)
	Mate 20	2018	智慧新高度(Intelligence at the Higher Level)
	Mate 30	2019	重构想象 (Rethink Possibilities)
			这不可能，但很 Mate。出乎意料的侧边操控。 (It's impossible, but it's very Mate. Unexpected side control.)
			这不可能，但很 Mate。难以置信的夜摄。 (It's impossible, but it's very Mate. Incredible night shots.)
			这不可能，但很 Mate。想不到的隔空操控。 (It's impossible, but it's very Mate. Unexpected space control)
			这不可能，但很 Mate。好厉害的无线快充。 (It's impossible, but it's very Mate. What a fast wireless charge.)
	Mate 40	2020	跃见非凡 (Leap Further Ahead)
	Mate 50	2021	领势而上, make it possible
	Mate 60	2023	Make it possible
			聚力新生 (Gathering strength for new life)
超可靠玄武架构可靠不止一面 (Ultra-reliable basaltic architecture is reliable in many ways)			
致敬奔腾不息的力量 (To the surging power)			

The graph is constructed by Qinyi Chen according to the advertising content analysis

Table 4 Slogans appeared in the Apple commercial video

	Series	The Launch of time	slogan
Apple	iPhone XS	2018	大屏幕上见 (See on the big screen)
	iPhone 11	2019	Introducing Slo-mo selfies <u>Slofies</u>
	iPhone 12	2020	Just like that
			More durable than ever. Relax, it's iPhone
			这个紫，很对味 (Mmmmm, purple)
	iPhone 13	2021	Everyday hero
			Toddler resistant. Relax, it's iPhone
	iPhone 14	2022	隐私保护深植于 iPhone 设计中 (Privacy protection is deeply ingrained in iPhone design)
			明黄，亮出来 (Hello, yellow)
			现以绿色呈现 (Now in green)
iPhone 15	2023	Dynamic Island. All-day battery life	

The graph is constructed by Qinyi Chen according to the advertising content analysis

Huawei

Upon examining various Huawei slogans, the majority of them seem cryptic, emphasizing the phone’s performance through the use of idioms, metaphors, and symbolic approaches^[25].

Huawei’s advertising slogans, similar to Chinese idioms, often contain four characters and use verbs before nouns. These phrases, such as “Predict the Future (预见未来)”, “Reconstructing Imagination (重构想象)”, “Leap Further Ahead (跃见非凡)”, and “Gathering Strength for New Life(聚力新生)”, are designed to appeal to Chinese consumers who share the same cultural background. However, foreign consumers may struggle to understand the phone’s benefits if they are promoted with words like “Salute to the Surging Power (致敬奔腾不息的力量)”, these consumers are unable to comprehend the benefits of the phone. The words “Roll Ahead Ceaselessly (奔腾不息)” originally described “never slack off, never stop”, especially for the river. The metaphor is “very imposing”.

With the image of Chinese mountains and rivers surging in the videos, Chinese consumers could naturally connect the Chinese landscape with the words and Huawei, understanding that Huawei’s spirit of continuous effort and pursuit of technology and innovation, and conveying itself as a steadfast, enduring, and vibrant brand to the audience. As a consequence, the choice of advertising language can help Huawei establish resonance with the audience and enhance brand recognition and loyalty.

The Chinese saying “family and country are isomorphic” has been a sentiment among Chinese people since ancient times. This patriotic sentiment is influenced by early education and the influence of those around them, which has a subtle effect on their consumption behavior^[26].

Domestic brands that represent a country’s progress and development boost national confidence and make consumers feel proud^[26]. Huawei uses this effect to imbue its products with Chinese cultural connotations, aiming to resonate with consumers who experience a sense of belonging and collective identity through the collective identity attributes of local people^[26].

For instance, “Leading the Way up (领势而上)” can show self-improvement, which means that the Huawei brand has not only achieved great success in the Chinese market but also occupies an important position in the global market. Additionally, “Gathering Strength for New Life (聚力新生)” expresses the rise and development of domestic mobile phones through advertising and would like to emphasize Huawei’s pride and confidence as a Chinese brand. Also, the term “This is Impossible (这不可能)” in Huawei’s advertising highlights Huawei’s technological innovation and the creativity of Chinese people, arousing a sense of pride among the audience. In the microfilm *The Little Story*, through the slogan, “Chinese film, appealing to Chinese audiences (中国电影, 留住中国人的温暖时刻)”, Huawei also highlights its connection to Chinese culture and its emotional resonance.

Furthermore, Huawei’s videos highlight its technological innovation and research capabilities, such as Kirin chips and photography breakthroughs, showcasing its strong Chinese brand identity, increasing trust and recognition of its products, and fostering Chinese pride.

Huawei’s promotional slogans for Chinese customers are influenced by their high-context cultural background, highlighting the smartphone’s salient features^[25]. These slogans represent China’s high context background, aiming to showcase the phone’s distinctiveness and overall quality, ensuring that Chinese consumers understand the promotion’s purpose.

Apple

From table 4, it can be found that Apple’s slogans are concise and direct, expressing their appearance and per-

formance directly, with less embellishment in language and wording. They demonstrate strong performance to consumers to win trust and generate purchase desire. “Simplicity” is the core value of Apple, and Apple’s copywriting is always concise and never involves long writing. To illustrate, “Relax, it’s iPhone” directly tells the buyer the ease of use without worrying about problems or malfunctions. Additionally, “Privacy protection is deeply ingrained in iPhone design (隐私保护深植于 iPhone 设计中)” emphasizes highlights Apple’s concern for user privacy. In the United States, personal privacy is considered an important right and value, and people attach great importance to the protection of personal information^[27]. Thus Apple’s advertisement emphasizes users’ control over their data, aligning with American cultural values.

For the translation designed for Chinese consumers, the slogan is now almost successfully transformed. Translating “Mmmm, purple” into “这个紫, 很对味” is one of the successful examples, because “对味” is a localized word corresponding to “Mmmm”. Translating “Hello, yellow” into “明黄, 亮出来” is also one of the successful examples as instead of directly translating the “Hello”. The company opts to fully express the original text’s semantics by abandoning its original language form and prioritizing the characteristics and habits of the Chinese language to attract its target customers^[28].

4.1.3 Theme in microfilms

The difference between micro film and other commercial videos is that microfilm contains a complete narrative story while a commercial video doesn’t.

Table 5 The theme of Huawei microfilms

Name of the micro film	Series	The Launch of time	Length of time	Theme	
				Aims	Context
\	Mate 20	2018	2:07	To inform the consumers about the function of Mate	Showcasing the power of wide angle.
Your Appearance	Mate 30	2019	17:43	To depict the love between a father and a son	A protagonist who was lack of love from his father in his memory return to the place where he was raised as an adult and want to find out what his father looks like.
<u>Badain Jaran</u>			20:56	To depict friendship, love, trust betrayal, and unity between friends	Regarding friendship, love, trust, betrayal, and unity, the boundless desert records the most unforgettable moments of two couples
Swimming towards spring			15:52	To inform the consumers about the function of Mate	To <u>descript</u> a child who loves swimming.
Mate Returning to the Moon	Mate 50	2021	3:31	made for gaining a profit	Showcasing the Huawei Mate50 Pro's drop resistance, satellite communication, XMAGE imaging technology, and emergency mode scanning codes for battery life near shutdown.
Little stories	Mate 60		5:24	Feeling the warmth and power between people	It tells the story of a mother who, on her way back home, outlines the ups and downs of real life through a phone conversation with her son.

The graph is constructed by Qinyi Chen according to the advertising content analysis

Huawei’s early sales approach was relatively conservative, with minimal investment in advertising, as we can see that they didn’t take microfilm with Mate 10 and Mate 40, which indicates that it was not necessary for Huawei before. However, in recent years, advertising investment has gradually received attention, not only increasing in proportion but also rich in creative forms.

The purpose of most microfilm of Huawei is to inform the target audiences about the diverse advantages of the Mate. To illustrate, the commercial series about Mate on the Moon aims to propagate the function of Mate such as the drop resistance, satellite communication, XMAGE imaging technology, etc. It should be noticed that this series contains the Sichuan dialect version, which plays an

important role in local people’s social communication activities. It can be said that within a certain range, dialects play a bridging role in the inheritance and connection of regional culture, which cannot be replaced by a common language^[29]. This familiarity with the dialect in video advertisements encourages emotional identification and helps the audience believe in the information conveyed, ultimately leading to successful consumption^[29].

At the same time, Huawei’s microfilm newly created focused on hot topics in Chinese society, such as micro films focusing on left-behind children^[30], opening the switch of genuine family affection through plain dialogue, and showing warmth and care between strangers. No special filming techniques are used, but the performance details of the actors are presented to the maximum extent, making the film more infectious.

Table 6 The theme of Apple microfilms

Name of the micro film	Series	The Launch of time	Length of time	Theme	
				Aims	Context
The bucket	iPhone Xs	2019	6:37	To show the meticulous care of family members during the Spring Festival farewell	A young man left home and went back to city center after the Spring Festival.
Daughter	iPhone 11 Pro	2020	8:13	To depict how family members resolved a series of conflicts and contradictions in the family.	A single mother driving a taxi with her daughter.
Nian	iPhone 12 Pro Max	2021	17:49		The film reinterprets folk legends and tells a story about "Nian".
The Comeback	iPhone 13 Pro	2022	11:50		A martial arts stunt double with a director's dream and the villagers working together to shoot a Mars themed movie for their hometown.
Through five passes	iPhone 14 Pro	2023	23:17	Pursuing dream	Gu Chaohui, a young Peking Opera actor, persisted in learning Peking Opera in 1987.
Little Garlic	iPhone 15 Pro	2024	15:32	To depict how family members the main character to found the direction of life eventually.	A little girl with the ability to transform constantly changes her image, while grandfather reminds her, "Just be yourself."

The graph is constructed by Qinyi Chen according to the advertising content analysis

Apple, as a foreign brand, focuses on some symbolic Chinese elements, such as the traditional Spring Festival, which exists as a big background before every microfilm each year before 2022. However, since 2022, they turned their topic away from only the Chinese traditional festival, to more Chinese conventional elements, like opera in 2023, and self-spirit, like "Just Be Me" in 2024. Apple has the characteristics of running an emotional mainline through the film from beginning to end, without rigid promotion or fancy advertising slogans.

The use of microfilms in Apple's film and television advertisements reflects the Chinese literary community's belief that long texts are easy to write, while short poems are difficult to write^[31]. These concise forms make the advertisements more profound, while also embodying Apple's design concept of humanistic care, which emphasizes the maintenance, pursuit, and concern for human dignity, value, and destiny^[31]. This concept is reflected in film and television works, which reflect the care and respect for the subject through a populist perspective^[31]. They can integrate into the local context, uphold cultural values and

traditions, and foster a sense of belonging by embracing local consumer culture imagery^[32].

Fan^[31] believes that in China, advertising communication for assistive function-related products can also adopt a similar strategy to Apple's assistive function series film and television advertisements. It can be discovered that the theme of Chinese microfilm integrates humanistic care into the film, just like the film shot by Apple, shooting and producing from a civilian perspective, to resonate with the audience and achieve the effect of inspiring and warning the world.

4.1.4 Scene

Most scenes in the commercial advertisements do not show the exact location of the country, but in general, Huawei uses the background with modern design and decoration. The style of buildings in Mate 10 and Mate 20 are not Chinese, and there's English vocabulary on the appearance of the store, which indicates that it is probably a store not located in China.

In addition, Huawei Mate advertisements often feature natural scenery, including magnificent mountains, lakes, forests, and natural landscapes. These advertisements

showcase the photography function of Huawei Mate series phones, emphasizing their ability to capture details and beautiful scenery in the natural environment. Especially in the commercial video of Mate 60 launched in 2023, shows the Yarlung Zangbo River, and creates the scene

representing the River Brahmaputra River in Tibet, Nanuo Mountain in Yunnan Province, Black Dushan Mountain in Qinghai Province and Baisha Mountain in Xinjiang, Pamir Plateau in Western regions.



Fig 8 Pictures of the Yarlung Zangbo River in Huawei advertisement



Fig 9 Scene representing Nanuo Mountain in Huawei advertisement



Fig 11 Scene representing Baisha Mountain in Xinjiang in Huawei advertisement



Fig 10 Scene representing Black Dushan Mountain in Huawei advertisement

All of them are taken with great momentum. As a Chinese company, Huawei uses China's mountains and rivers, important elements of Chinese culture, as a background, to highlight its Chinese culture and identity, giving Chinese people the emotional belonging and pride of the Chinese people. By placing Huawei Mate advertisements in the landscape of mountains and rivers in China, Huawei conveys its connection with Chinese culture and traditional values to the audience.

Table 7 The scene in Huawei microfilms

Name of the microfilm	Series	The Launch of time	Length	scene	Name of the microfilm
\	Mate 20	2018	2:07	At the universe	series
Your appearance	Mate 30	2019	17:43	Deyang, Sichuan	
<u>Badain Jaran</u>	Mate 30	2019	20:56	<u>The Desert of Badain Jaran</u>	Mongolia Autonomous Region, China
Swimming towards spring	Mate 30	2019	15:52	In the swimming pool	\
Mate Returning to the Moon	Mate 50	2021	3:31	At the universe	series
Little stories	Mate 60	2023	5:24	On the train from Chongqing	China feature

Graph constructed by me according to the advertising content analysis. For microfilm, all scenes in Huawei advertisements take

place in China, including the countryside in Sichuan, a swimming pool, the Mongolia Autonomous Region, and a Chinese train, most having the feature of a Chinese repre-

sentative landscape.

Table 8 The scene of Apple microfilms

Name of the microfilm	Series	The Launch of time	Length	scene
The bucket	iPhone Xs	2019	6:37	Chongqing
Daughter	iPhone 11 Pro	2020	8:13	Chongqing
<u>Nian</u>	iPhone 12 Pro Max	2021	17:49	Chongqing
The Comeback	iPhone 13 Pro	2022	11:50	The border between Chongqing and Guizhou
Through five passes	iPhone 14 Pro	2023	23:17	Beijing Opera Academy
Little Garlic	iPhone 15 Pro	2024	15:32	countryside, with traditional Chinese film

Graph constructed by me according to the advertising content analysis.

For Apple, according to the analysis on Table 8, it can be found that most microfilms take place in Chongqing, China, because iPhone wants to give the audience a more intimate feeling by showing not only the countryside but also the city scenery in Chongqing.

4.1.5 Character

Huawei's commercial videos show an increase in Asian content over time, while Apple's advertisements only feature one Asian video. Both companies use Chinese characters exclusively in their microfilms, with only one video containing Asian people in the collected data.

Table 9 The Character in Huawei and Apple microfilms

	Series	The Launch of time	Number of videos			
			People except Asian	Only Asian	Both(People who are not Asian and Asian people)	Animals
<u>Huawei</u>	Mate 10	2017	0	0	0	0
	Mate 20	2018	2	0	0	1
	Mate 30	2019	1	4	1	1
	Mate 40	2020	1	0	1	0
	Mate 50	2021	0	2	0	1
	Mate 60	2023	0	4	0	0
Apple	iPhone XS	2018	0	0	0	0
	iPhone 11	2019	1	0	0	0
	iPhone 12	2020	2	0	0	0
	iPhone 13	2021	2	0	0	0
	iPhone 14	2022	1	1	0	0
	iPhone 15	2023	1	0	0	0

Because both brands are large multinational companies that target different markets, they may invite characters from different nationalities. It was proved that portraying-global consumer culture imagery as this could moderately violate consumer perceptions of brand foreignness and lead to more favorable ad attitudes^[32]. As a result, Apple invites diverse characters who are not Asian with different hairstyles and colors of skin in their commercial videos; however, it is reasonable that Huawei decreased the amount of it since it tried to create an image like that at the beginning, but it is noticeable that it is easier to create an image as a domestic brand to appeal the Chinese.

However, microfilms are specifically targeted to the Chinese market, as a result, both brands would choose Chinese actors.

4.2 The trend of the elements in two brands' advertisements

4.2.1 Huawei: to utilize local elements to reach Chinese consumers

As a domestic brand, the main idea of reaching Chinese consumers is focusing on utilizing Chinese pride and local culture to appeal to Chinese audiences. Through the slogan, they cleverly utilize the characteristics of the Chinese language to enhance emotional resonance and identification among Chinese audiences^[26]. In addition, Huawei uses microfilm scenes in traditional Chinese locations to showcase its Chinese brand identity and cultural association. However, it often uses modern scenes and Western-style buildings in commercial advertisements, showcasing high-tech products and establishing visual and emotional connections with the audience.

Huawei's early sales approach was relatively conservative as we can see that, with minimal investment in advertising. However, in recent years, advertising investment has gradually received attention, not only increasing in proportion but also rich in creative forms^[33], especially giving more attention to microfilm. It did not choose conventional topics for the microfilm. In contrast, in microfilm in 2024, it tried to mimic the strategies Apple used to bring a Chinese heated topic to come up with a touching story, to convince the Chinese audiences more easily^[26]. The videos have a trend of having more Chinese characters attending in the advertisement since it finally wants to utilize the pride a Chinese brand can create to attract Chinese audiences.

4.2.2 iPhone: to localize elements in the advertisements to reach Chinese customers

Overall, they attempt to maximize the benefits that the Chinese traditional elements, like their cultural mores,

bring in the microfilms instead of in their normal promotional videos. In Apple's short advertisement videos, there are not many Chinese traditional elements and colors used, but in microfilms especially for Chinese, due to the special elements, like opera, they used warm color tones for the stages. Apple doesn't consider the Chinese target audiences in commercial videos, having actors without Asians and scenes without Chinese characteristics; however, in the microfilms, they would film in China and let Chinese actors play the film, to bridge the gap with Chinese consumers. Regarding their theme, initially, Spring Festival is the background and one of the factors influencing the storyline for using it can capture the Chinese people's yearning for family ties and reunion during the Spring Festival, but new elements have been tried since 2022, and now try to promote western-like idea about "being oneself".

4.3 The differences and similarities between the two brands in presenting cultural elements

4.3.1 Similarities

Regarding color, Huawei and Apple pay more attention to creating a technical identity, using more cold color tones as it can convey a sense of technology, modernity, and professionalism, echoing the high-end image of brands^[34]. The theme for microfilm is gradually shifting towards traditional Chinese elements. Especially this year, Huawei is inclined to get closer to Apple, who already have a clear focus and the concept of humanistic care and values, to capture the texture in life. Considering the scenes in microfilm, all took place in China and took film of ordinary people this year.

4.3.2 Differences

From the perspective of the slogan, Chinese people are more reserved, while Apple is more direct in telling both the merits of its products and simple descriptions^[35]. Because of the distinction between the cultures of the US and China culture, the images and content they present in the commercial videos are various. Apple, like many Western advertisements, would have more representation of cultural values like Individualism, Rationality, and Modernity^[36], some of its advertisements only aim to show the diversity in the color of the appearance of the iPhone, to meet the individual needs of consumers in product design and match their personality and style. Whereas the East was seen to be more collectivist, traditional, emotional, and in harmony with nature^[36], Huawei would like to present the stunning scenery and the success of technology achieved by the Huawei team. There is also a trend of more Asian people attending Huawei commercial videos because they

would like to strengthen their image as a domestic company, while Apple still has many characters with different characters who are from different nationalities but are not Asian.

Conclusion

By all counts, and with the proven results, it is concluded that advertisement videos of Huawei and Apple are similar in the theme selected for the microfilm as a result of the same culture of target audiences, but differ in slogan, scene, and character chosen due to the distinct cultural background. Color has not been catered to too much due to the culture, concentrating on how to draw attention from audiences as an electric device.

It can be concluded that as a domestic brand, Huawei caters to Chinese consumers mainly by making use of the pride belonging to the Chinese through slogans, scenes, and characters, whereas Apple puts the central thought of utilizing cultural mores and traditions from China in their microfilms to cater Chinese customers. It is believed that two companies concentrating on how to connect with the particular local context, endorse local elements. Apple has already made much investment in microfilm, which is what now Huawei started to follow. In conclusion, from the cross-cultural perspective, both brands are inclined to localize the cultural elements in the advertisements.

Evaluation

There are some highlights in this paper. Firstly, it looks at elements that had not been discussed by previous studies, such as characters, scenes, and themes, and it also includes five elements at the same time which makes the analysis more comprehensive. In addition, this paper also includes a wide range of research, such as the national standards and certain writings from periodicals. Apart from these, the study clarified the debates around microfilm, enabling the inclusion of all video formats in the investigation.

There are many limitations during the investigation. Firstly, it can not be promised that all videos are collected because there are no official channels to find the commercial videos of both Huawei and Apple smartphones. Moreover, due to the time limit the analysis is not very in-depth and detailed and only includes the elements existing in the videos. For example, the slogan can be discussed more from the perspective of metaphor, Fairclough's three-dimensional modal, modal operators, and intertextuality. Besides, after examining secondary resources, it is found that the advertising analysis lacks academic standard research methods, so the methods utilized are solely intended to approach the purpose of my project. Further research could explore more forms of advertisement, such as posters. It is also suggested that future research could include

more brands and explore a broader societal setting.

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