‘Privacy matters’ in Apple’s latest iPhone ad

Privacy has always been a , and the company is bringing that point home once again in its latest iPhone ad, which boldly declares “Privacy. That’s iPhone,” via *MacRumors*.

“If privacy matters in your life, it should matter to the phone your life is on,” says the commercial, as it flips through a wide range of privacy-related scenarios, including “keep out” signs, people avoiding eavesdroppers at diners, window locks, curtains, and padlocks.

“Privacy. That’s iPhone.”
It’s a similar approach to the massive billboard that Apple bought at CES 2019 earlier this year, declaring “What happens on your iPhone, stays on your iPhone,” in a veiled shot at competitors like Google that were presenting just across the street.

Of course, there’s also the timing of Apple’s new privacy-focused ad push to consider – just a few weeks after the news broke of a huge FaceTime bug that would allow anyone to listen in on calls made through Apple’s platform. The incident has since been patched, but it was undeniably a black eye for the company, one that Apple seems eager to put behind it with this new campaign that looks to reinforce that privacy is still a big priority.

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