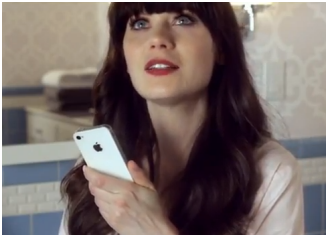


AZ Insider: Celebs on the Mac-PC Debate

Written by Written by Kathy Shayna Shocket

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

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

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

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?

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.

I'd like 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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