

In Miami, the Apple Advertising Shield from the series "Filmed on the iPhone, drawn on the iPad" caused a violent reaction on the Internet. Instead of the expected praise for creative, the company ran into ridicule due to the image that looks ambiguous from the distance.

On the shield depicts a diver with an outstretched finger. Nearby, the picture seems sweet and creative, but from afar the finger looks like an indecent symbol. In social networks, especially on Reddit, and in local media, users began to discuss whether Apple did it on purpose - to attract attention.

Some think this is a simple design of designers. Others are a successful marketing trick. After all, the basis of the campaign is the idea of freedom of creativity: remove and draw anything.

In addition, disputes on the Internet are free advertising. The shield that only the inhabitants of Miami would see are now discussing around the world. Apple itself did not react to criticism and did not change the layout.

Perhaps it was conceived.