

PULSAR*

Social Brand Personality

Big Tech: Facebook vs Apple
2019-2021

Social Brand Personality | Methodology

DATA

TRACKED:

Mentions of Facebook and Apple (including hashtags and Twitter handles)

DATE RANGE:

June 20th – July 4th 2019 vs. June 20th – July 4th 2021

SOURCES:

Social, Web, Forum, and Review data

SBP REFERENCES

DIMENSIONS:

Tracked by keyword syntax based on Aaker's 1997 Brand Personality Dimensions

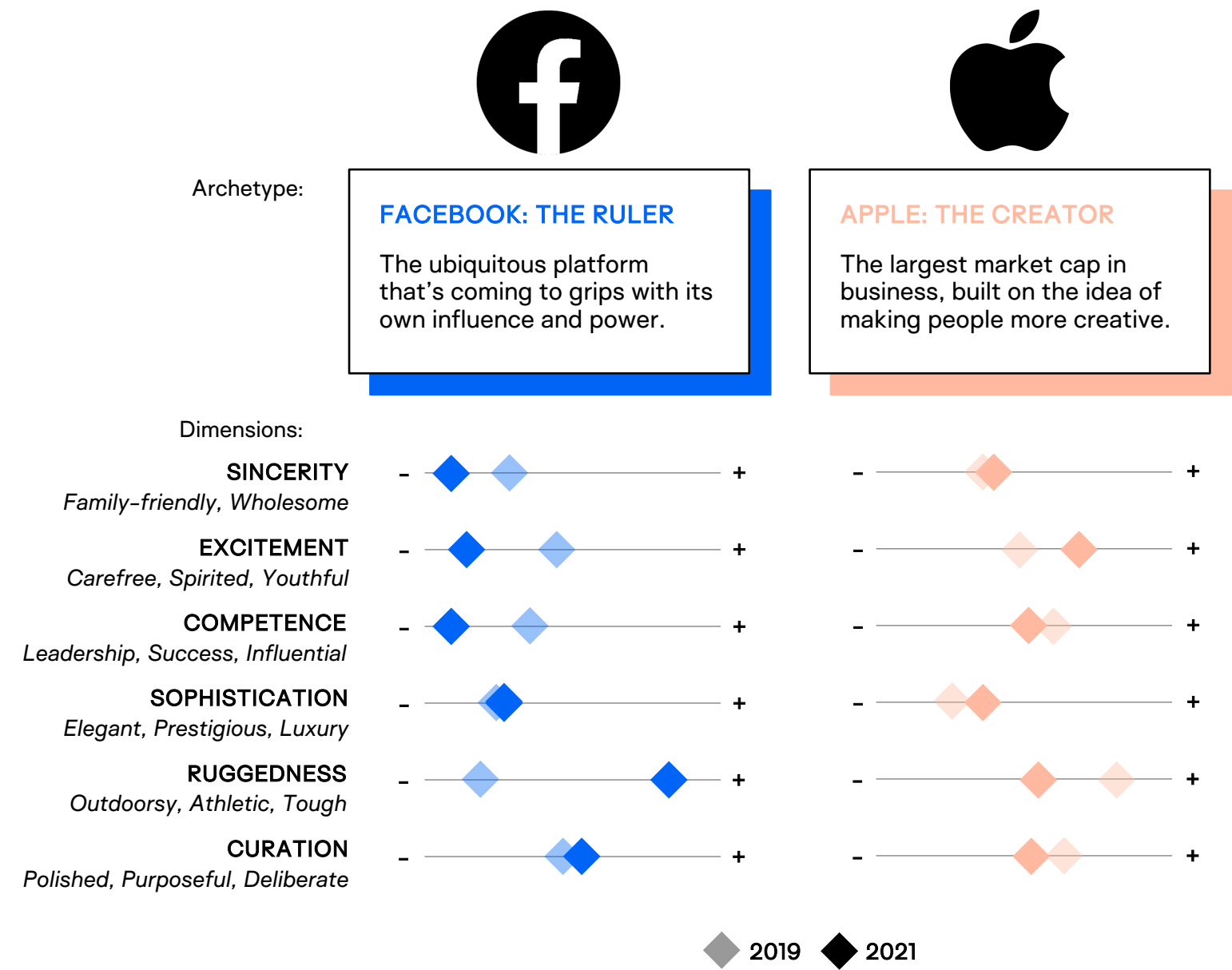
ARCHETYPES:

Based on Jung's 12 Universal Archetypes (1947)

Facebook vs Apple

Facebook and Apple are two of the most talked-about companies in the world. Both brands carry enormous cultural influence and value. Born out of two radically different mindsets, aesthetics, and approaches to business, the two companies have increasingly gone head-to-head over the past few years – on everything from privacy to WFH decisions. Facebook has been the brand that has suffered the most, with Apple avoiding many of the recriminations levied against Menlo Park with regards to politics, d/misinformation and its impact on mental health.

Brand personality types are based on established brand personality dimensions (Aaker, 1997) and Jung’s 12 universal archetypes (Jung, 1947)



Facebook

2019-2021

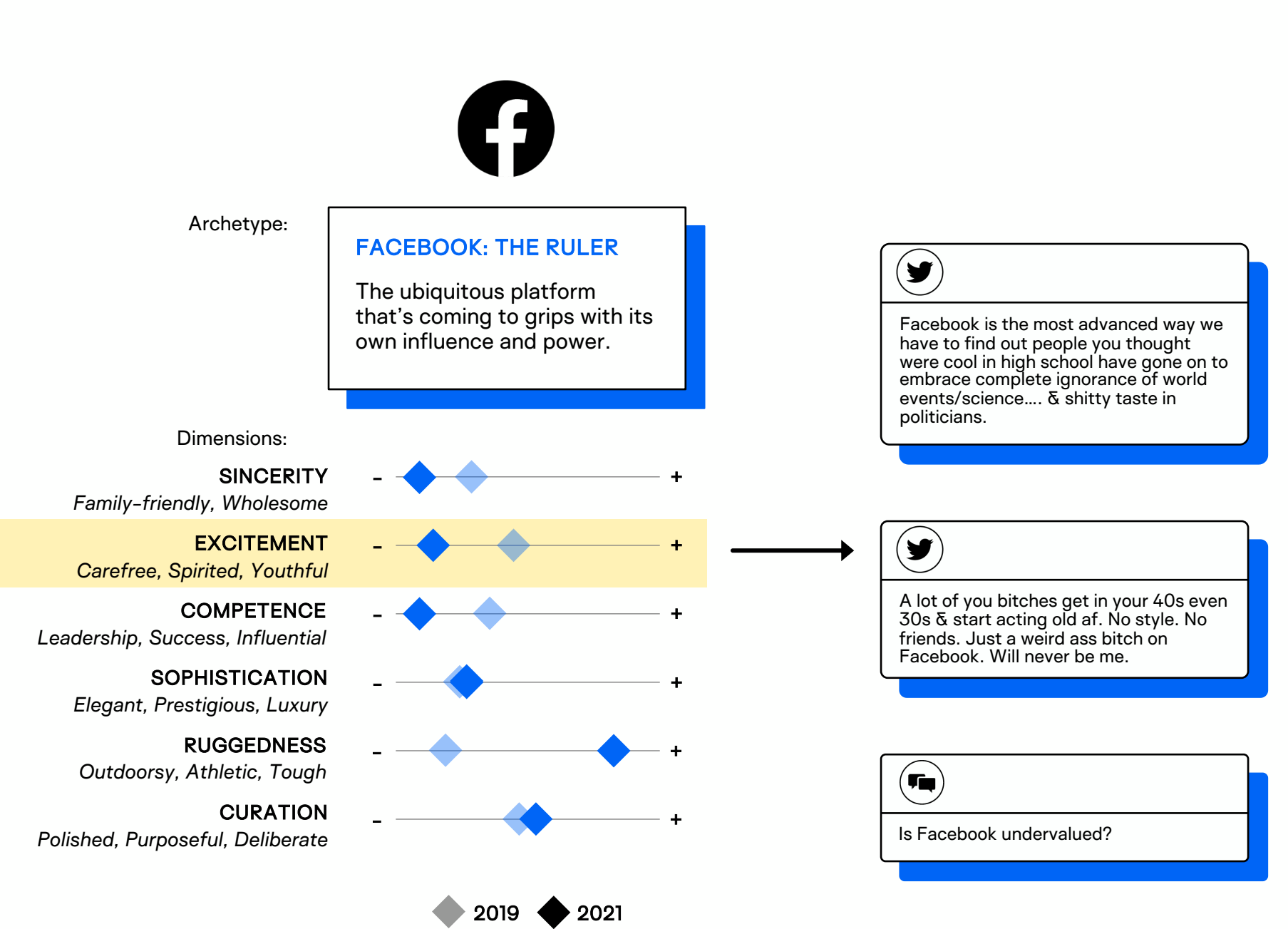
EXCITEMENT

Users associate Facebook with ‘looking back’ at hometowns and schoolmates since left behind.

There’s also a sense that increased Facebook use is itself a symptom of ageing.

WhatsApp and Instagram are cited as reasons why the brand remains relevant.

Given the overall low levels of excitement, this has given rise to comments on whether Facebook is in fact undervalued as company and a stock.

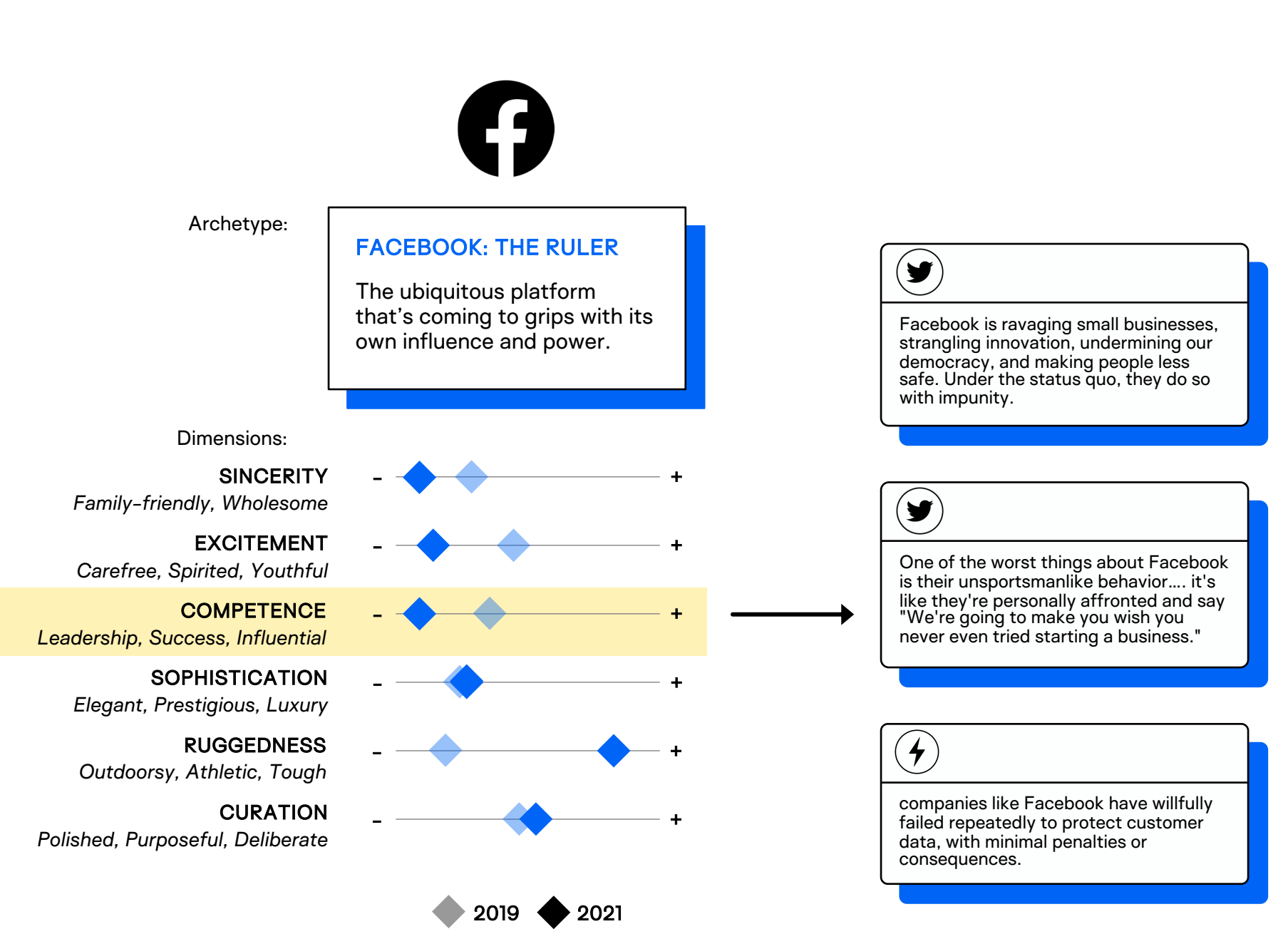


Facebook

2019-2021

COMPETENCE

Facebook’s reputation for Competence has taken a hit, with accusations from both sides of the political divide that censorship is applied poorly. At the same time, they are seen as strongmen rather than leaders in the tech space, both in relation to other businesses and laws surrounding data & privacy.



Facebook

2019-2021

RUGGEDNESS

Facebook is seen as being able to get its own way.

This plays out in several different ways. Public opinion perceives

Facebook to be a strongman-type figure when it comes to its own business interest, setting the cultural agenda, avoiding retribution for any wrongdoing and influencing political rulings.



Archetype:

FACEBOOK: THE RULER

The ubiquitous platform that's coming to grips with its own influence and power.

Dimensions:



2019 2021



Facebook is censoring those who had adverse reactions after the jab. The evil speech police is history we'll pass on to our grandchildren like we share our favorite music & love of the outdoors.



...a stinging court rebuke Monday of the government's case against Facebook, has revealed just how far the nascent antitrust-reform movement has to go to achieve its most ambitious goals



Facebook is for these bills. Why is Facebook so strong to wipe out the single family home? Check out all the supporters and opposition here

Apple

2019-2021

EXCITEMENT

Apple remains synonymous with tech innovation, which contributes to an overall feeling of excitement.

Its also acknowledged widely as a 'cool' company - even if part of this conversation centres on the reputation being overstated or underchallenged.

Apple's reputation for carefree creation has also increased, as the brand becomes less of a 'closed system' and collaborates more with creatives on TV and radio outputs.

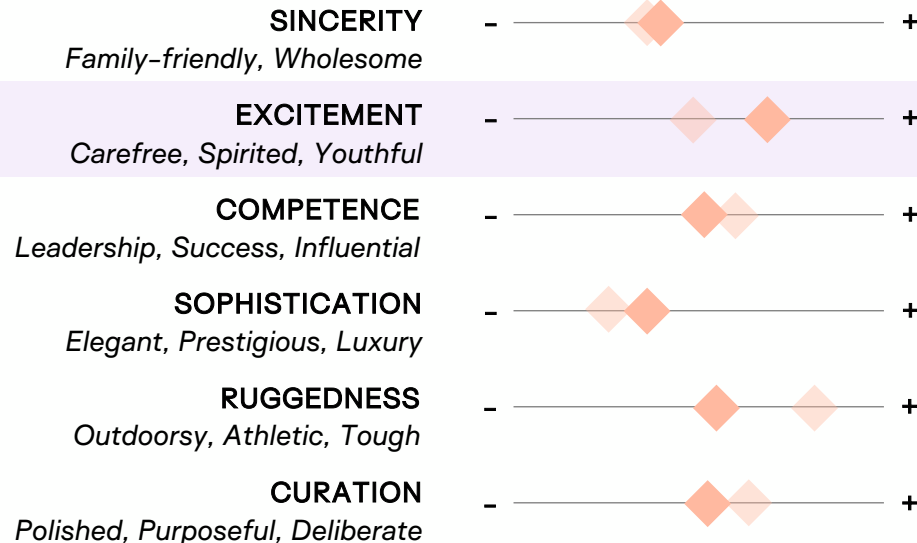


Archetype:

APPLE: THE CREATOR

The largest market cap in business, built on the idea of making people more creative.

Dimensions:



2019 2021



Spatial audio shit on apple is fucking bumpin. Technology is fucking cool.



Apple is that guy that comes late to parties and everyone still refers to as cool for coming late.



Do you think Apple will ever create a radio station with Dolby Atmos or lossless?

Apple

2019-2021

SOPHISTICATION

There is a common acceptance across the world that Apple is a premium brand.

We see examples of conversation taking place a low level of complexity which pain Apple products as more sophisticated or complex.

More techaligned accounts, however, are more likely to criticise the products as overrated.

Price reoccurs as a pain point, meanwhile, when Apple users run into issues with their products.



Archetype:

APPLE: THE CREATOR

The largest market cap in business, built on the idea of making people more creative.

Dimensions:



2019 2021



Apple is over expensive, but you need something more than avg have to pay more too



I think a apple watch has much more sophisticated sensors than those medical guardian things



i would be broke if i had to lmao why apple can't make a good charger since it's expensive

Apple

2019-2021

RUGGEDNESS

The governing perception is of Apple as a company under sustained attack.

This doesn't necessarily eviscerate its reputation for ruggedness or toughness, as Apple withstands much of this without damage.

However, the hegemony and recognizability of the the Apple brand mean that any concessions it makes in relation to their consumers, competitors and own staff are speculated about and immediately seized upon.

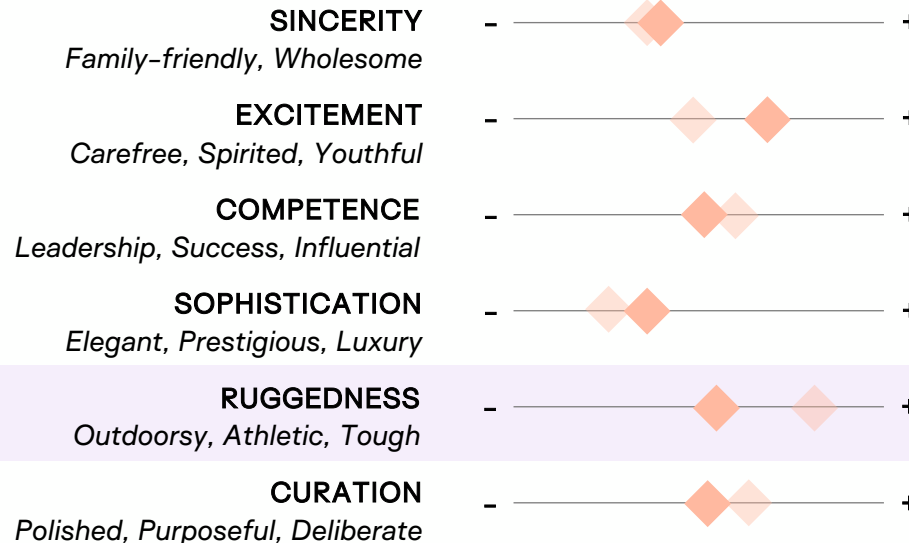


Archetype:

APPLE: THE CREATOR

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Dimensions:



2019 2021



Apple is gonna have a tough time trying to get current iPhone owners to upgrade....there's a ceiling that is gonna stop the "churn"



Apple staffers aren't the only ones contesting plans to return to the office



Samsung n apple will be pushed very hard by China smart phone makers

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