



## Branding Immersive Innovations and Startup Brands

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# Apple 1984 Super Bowl Commercial Introducing Macintosh Computer (HD)



<https://youtu.be/2zfqw8nhUwA?t=7>

# Apple iPhone "Watered Down" Ad 2007



<https://www.youtube.com/watch?v=7ffoJBKSfgg>

## 2018 iPhone X — Unleash — Apple



<https://www.youtube.com/watch?v=izw9lhInmEo>

## Nerf Series: Alexa 2017



<https://www.youtube.com/watch?v=yFNEgyOQ4-E>

## 2018 MUM BLOGGER- AMAZON ALEXA LEGO DUPLO STORIES



[https://www.youtube.com/watch?v=zULf22ZT\\_KM&t=76s](https://www.youtube.com/watch?v=zULf22ZT_KM&t=76s)

# 2018 Alexa Loses Her Voice – Amazon Super Bowl LII Commercial



<https://www.youtube.com/watch?v=J6-8DQALGt4>

# 2018- Lexus ES | Driven by Intuition | A film made by Artificial Intelligence



<https://www.youtube.com/watch?v=-iaBJ5rqOdg>



## 2006 Johnny Walker AI ad



<https://www.youtube.com/watch?v=NNZqdYfDeQo>

# 2017 Samsung Official Ostrich Commercial || Gear VR Advertisement



<https://www.youtube.com/watch?v=vEEVu4w5LTE>