

With the launch of the iMac any day now, I'm sure that Apple has an ad campaign lined up. In fact I remember hearing someone at Apple saying that they do. Well, with all modesty, I can say that I have thought up the best campaign they should launch. Well, maybe not the best, but I, at least think it's pretty good.

Apple's "up to twice as fast" ads have certainly been very successful, and many PC users have seen them, but I get the impression that they do not wholly believe them. The "up to" sounds rather suspicious. I think Apple could do an advert for the iMac and at the same time prove its claims. They should have a side-by-side demonstration of a top spec PC and the iMac competing at some complex task. The iMac would of course beat the PC. Then Dreyfuss would tell the viewer the prices of both machines (the PC would cost something like \$4499.) Personally, I think that ad would help iMac sales to no end.

Wishful Thinking is a space for Mac enthusiasts who know exactly what Apple's advertising should be. Did you come up with a great advertising tag line? Have you had a Mac campaign stewing in the back of your mind for a year now? Send your ideas, or your art, to <editor@atpm.com>