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## [More Get a Mac Ads On The Way?](#)

*Might very well be...*

While Apple is regarded as having marketing brilliance, and they have some of the best known commercials, they have never been an aggressive advertiser, their commercials often being accused of preaching to the choir. However it looks like, Apple is thinking different these days, and this also applies to commercials. While Apple has not made any official statement, a recent interview with Justin Long for The Los Angeles Times reveals that there are more commercials in the works, many more. So far, Long has played the Mac in seven spots, alongside John Hodgman who plays the PC, in a campaign that has been highly criticized but has nevertheless enjoyed great success. The commercials have served to bring both Macs to the general public's attention, but have also done wonders for the two actors. "If I had been egotistical about the movies, I have been brought back to earth," Long says. "Nine out of 10 people who recognize me recognize me from the commercials." But the Mac commercials seem to bring out the worms as people are either amused or enraged by the commercials, and Long has also seen the disadvantages of being famous. "I had a guy come up to me, in my face, saying, 'You think you're so cool? You're not cool' and I'm saying to him, 'Dude, it's a commercial.'" The Los Angeles Times article mentions that there are more commercials from the Get a Mac campaign on the way, "almost 20 more in the can," however, it is unclear if this information came from Long or not. While Apple has not made any official statements, it seems likely that they will bring out more commercials just like the three that were added after the original four.