

## "MacAttack," Got You Back!

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The now-famous Mac vs. PC ad campaign not only stole customers but tweaked Microsoft's corporate ego unmercifully. OK, Bill's ego, too.

Not that Microsoft is petty or vengeful, but it's 'I'm a PC' ad campaign has to remind you of the sibling that insists upon doing to you exactly what you did to them, always insisting, 'Got you back! How do you like it?'

Now Microsoft is putting video kiosks just outside the front door of Apple stores. In Birmingham, UK, Microsoft staff hang outside an Apple shop, asking customers to stop and record their 'I'm a PC' video in this 'retaliation' kiosk.

Go [Last laugh is Apple's: Metadata shows the ads are made on a Mac](#)