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Poster-Marketing Strategy Pitch

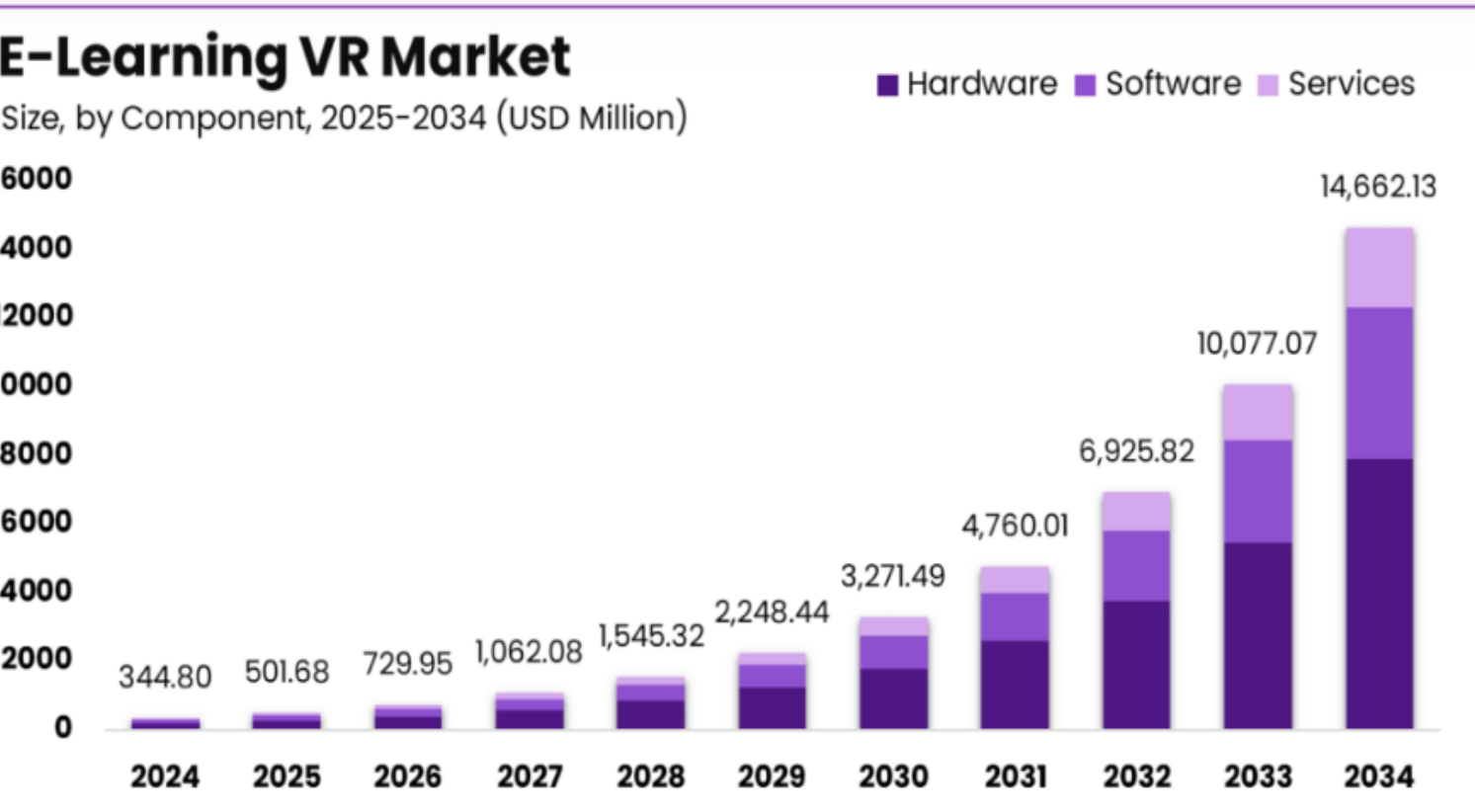
Master of Business Administration

Overview of the organisation

- Google is one of the leading technology giants, which is popular due to its digital platform, AI and cloud services.
- The annual revenue of Google is 348.16 billion U.S. dollars, and the market capitalisation was 2,02 billion U.S. dollars in 2024 (Statista, 2025).

Alignment of the brand with customer trends

- In the present digital market, the growth of hybrid and remote learning has increased.
- E-learning VR market is expectational increased which is USD 344.8 Million in 2024. It is expected that the market will have increased by USD 14,662.13 Million in 2034, which is 45.50% (Market, 2026).



(Source: Market, 2026)

Align the brand with the sustainability goals

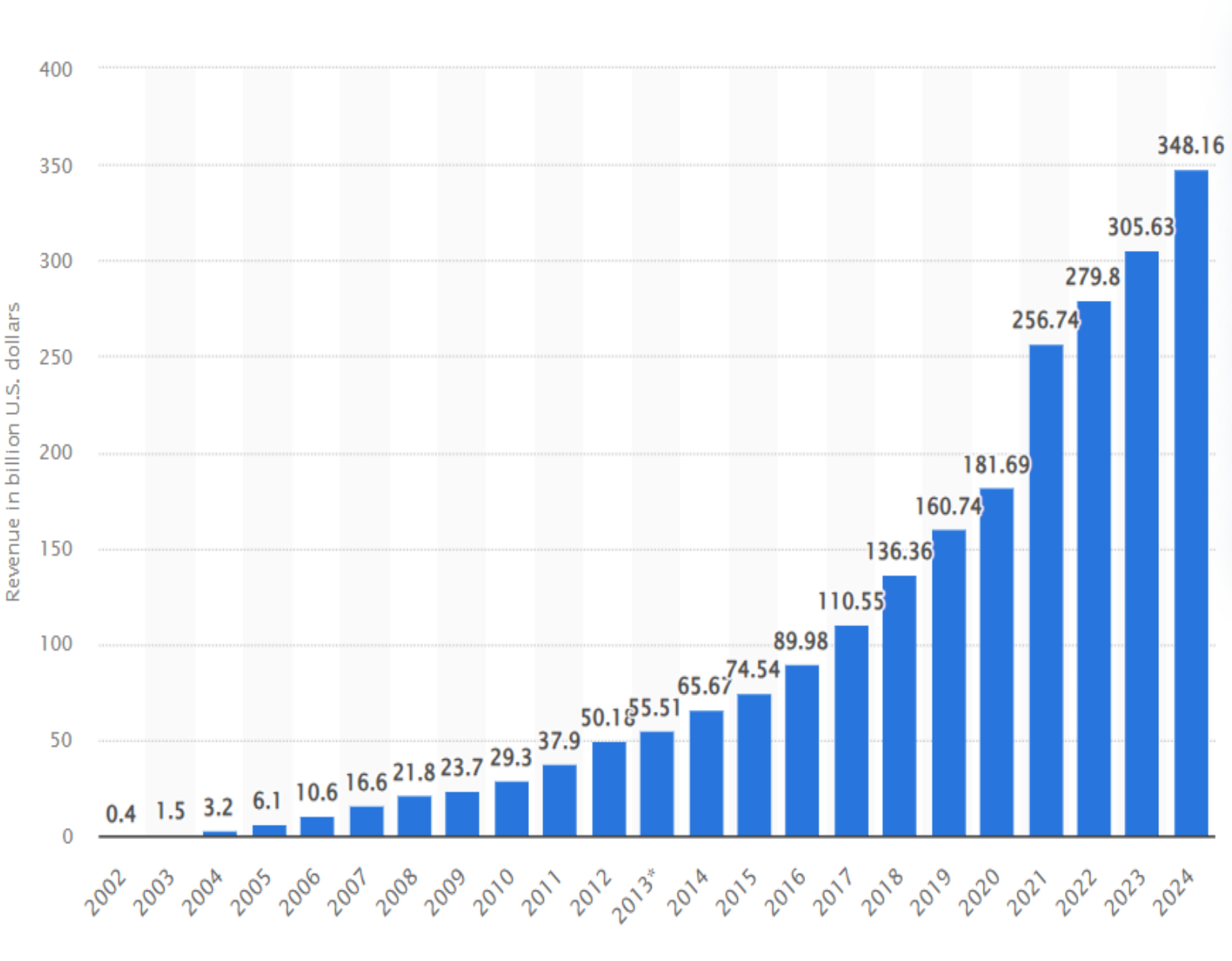
- Google EduVR will operate the business on the digital platform, which will be effective for controlling carbon emissions.
- In this service, there will be a lack of physical infrastructure needs, including less energy and paper.
- This new brand of Google will align with SDG 4, that will be the quality of education, and SDG 13, that will be the climate action.
- SDG 4 will be focused on equitable and inclusive quality education that will promote learning opportunities (SDG, 2026).



(Source: SDG, 2026)

Segmentation

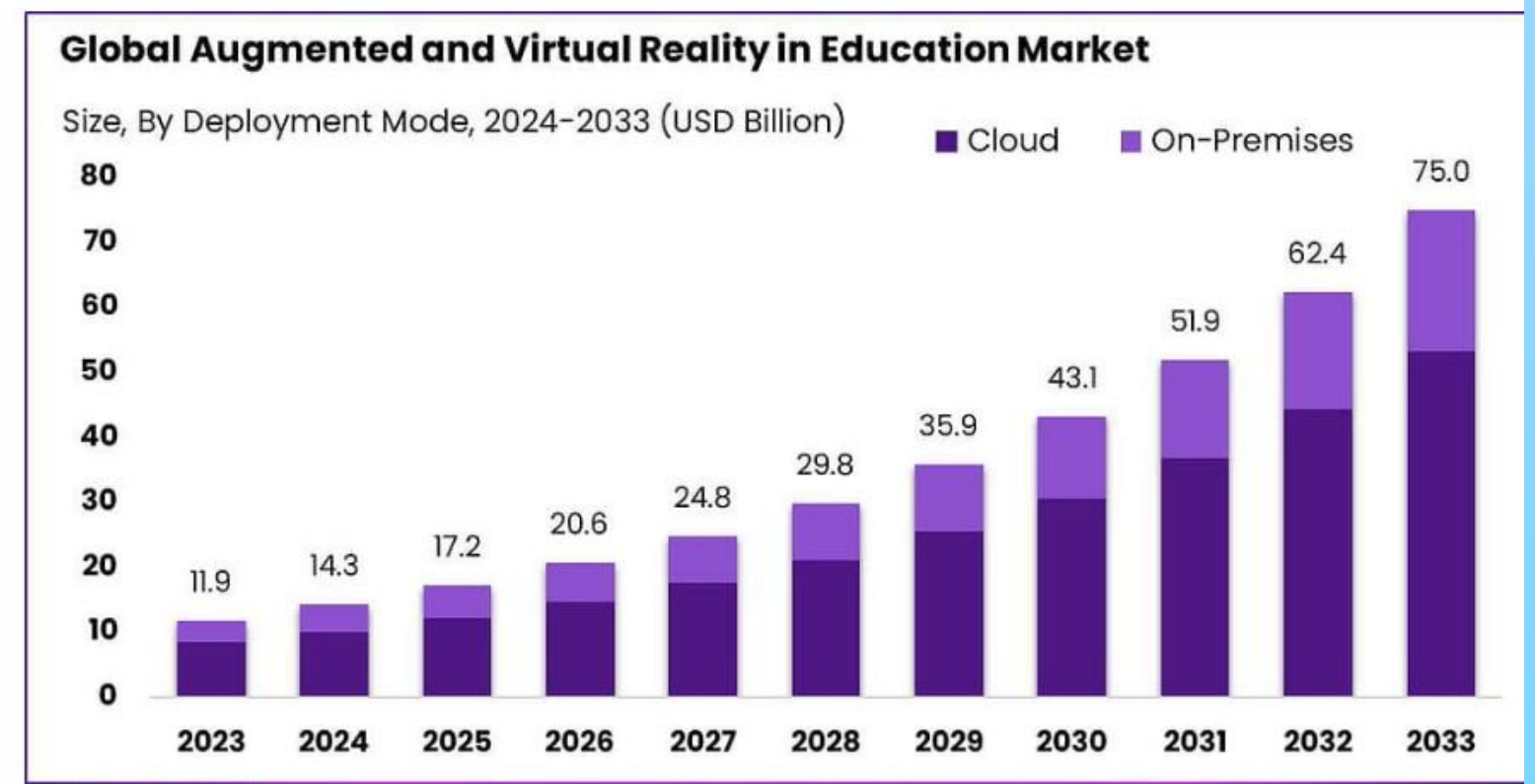
- Demographic**
Student aged 16 to 30 years
Working professionals aged 25 to 50 years who mainly seek interactive learning
Engineering and healthcare professionals who mainly access simulation-based training
- Geographic**
The initial launch will be in the US; however, it will be expanded all over the world.
- Behavioural**
The users who mainly seek immersive and experimental learning over the traditional lecture.
- Psychographic**
Innovation-oriented and tech-oriented users who prefer lifelong learning and career progression.



(Source: Statista, 2025)

Development of a new brand

- Google will be launching Google EduVR, which mainly offers a VR-based education platform where individuals will access virtual labs, immersive classrooms, real-world simulations for university, corporate training and schools.
- The key features of this brand will be a virtual campus and a classroom, a personalised learning path and an AI tutor. Integration of Google meet and Google classroom.
- The market of VR-based education platforms was USD 11.9 billion in 2023, and it is expected to increase by USD 75 billion by 2033, which is 20.26% (Market, 2026).



(Source: Market, 2026)

Marketing Mix

- Marketing Mix 1: Product**
This VR learning platform will be offered interactive and immersive learning environment that will be designed for engineering, healthcare and corporate education.
- Marketing Mix 2: Promotion**
The brand will promote the service through free trials in colleges and schools, and develop a partnership with training institutions for simulations and VR classrooms.

Conclusion

Google EduVR will be the brand extension of Google that will be aligned with immersive learning as per market demand. The students and users will access engineering workshops, medical simulation and VR science lab.

Reference

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