



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Student Name: Khushi Rajeshbhai Goraniya

Student ID: 2527497

Module Name: Marketing Management

Module Code: LCMB7024

Lecturer's Name: Laila Maazouz, Taonga Kaonga Sobere
Snithers

Poster – Marketing Strategy Pitch For Accenture Edupro Laptop

MARKETING STRATEGY PITCH FOR ACCENTURE EDUPRO LAPTOP

NEW BRAND DEVELOPMENT

Accenture

- Accenture is already a leading technology consulting service company
- Accenture helps businesses to optimise their operations and enhance security capabilities
- The launch of the student laptop is a brand extension leveraging their existing excellence in digital transformation
- The proposed product is - Accenture EduPRO Laptop
- It is not just any hardware device, but an AI-integrated academic ecosystem



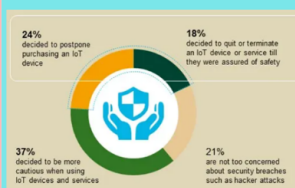
Accenture EduPRO Laptop Features

- It is not just any hardware device, but an AI-integrated academic ecosystem
- It has built-in AI academic assistant [summarising lectures, intelligent note clustering, plagiarism risk alerts, personalised study schedules, sync with exam schedule]
- Integrated cloud learning system [easy LMS compatibility, automatic assignment deadline detection, Moodle/Blackboard/Google Classroom integration, dashboard for group projects]
- Career accelerator portal [internship support powered by Accenture network, LinkedIn optimiser, Employability progress tracker, AI-based continuous CV update]
- Sustainable laptop design [made from 100% recycled products]
- Performance optimisation specifically for students [lightweight and portable, long battery life, distraction-free study modes]



NEW BRAND ALIGNMENT WITH CUSTOMER TRENDS

- AI-based education**- 95.6% of students use AI for studies (Vieriu and Petrea, 2025)
- High awareness of sustainability**- GenZ are willing to pay 73% more for sustainable products (Firstinsight, 2026). Aligns with 2050 Net Zero emission target.
- Career-focused learning**- Students heavily prioritise skill development and building employability competencies (Berniak-Woźny et al., 2023)
- Cybersecurity awareness**- High concern over device cybersecurity (Accenture, 2026)



MARKETING MIX

Product strategy

Development of a modular design laptop, which bears an AI-integrated operating system. The hardware is specially designed to offer high security. Accenture job portal is associated with the device. It is able to differentiate itself through high academic productivity and focus on employability building, and not gaming and entertainment, unlike other brands.

Promotion Strategy

Accenture can focus on partnerships with universities to market its products. It can also add an integrated internship with the product, which becomes a lucrative career advancement opportunity for students, as Accenture is a leading tech company. The differentiating aspect is that promotion focuses on building long-term career value rather than offering competitive prices.



SEGMENTATION

Target market- Final years of school students, undergraduate, and post-graduate students who want to be career-ready

Geographic

- Urban and semi-urban education hubs in the UK and the USA

Demographic

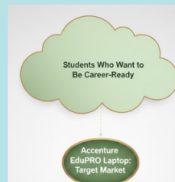
- Final year of school students (16-18 years) preparing for higher education
- Undergraduate and post-graduate students (18-25 years)
- Families investing in education technology

Psychographic

- Ambitious and focused on building a strong career
- Tech-savvy
- Achievement focused
- Sustainability consciousness

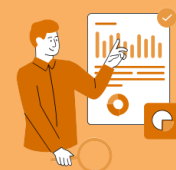
Behavioural

- Frequent user of LMS tools
- Active user of AI tools
- Seek academic assistance
- Focused on preparing for a career
- Want a device that supports better academic performance



CONCLUSION

The EduPRO laptop is a strategic brand extension by Accenture. Accenture, which is predominantly a technology consulting business, can potentially extend its brand into the hardware domain by leveraging AI technology. Here, the brand extension especially focuses on hardware devices, which are student-oriented. In contrast to the market, which mostly offers laptops for gaming and superior quality products for entertainment, a technology that is dedicated for students and education becomes a market differentiator. The already strong market presence and customer trust helps in paving path for future professionals.



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