



Student Name: Jatin Makwana

Student ID: 2507163

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Lecturer's Name: DR. Laila Maazouz/Dian Mayasari

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APPLE BIOSENSE+ STRATEGIC BRAND EXTENSION OF APPLE'S SMARTWATCH



1 | INTRODUCTION

- This presentation will focus on a possible brand extension of Apple, a technological giant across the world
- Brand extension and current trends are also discussed in this presentation
- Also alignment with sustainability goals is also discussed

2 | BRAND EXTENSION

- Apple is a leading company within the global tech landscape, which primarily sells iPhone, iPad, Apple Watch, and Mac (Slotta, 2025), and now it is focusing on brand extension
- Apple BioSense+ is a strategic brand extension of Apple's smartwatch ecosystem that advances the current Apple Watch from fitness tracking to preventive healthcare diagnostics.
- Apple BioSense+ integrates advanced biosensors, which help in monitoring key health indicators, including non-invasive glucose monitoring, detecting hypertension, and early signs of chronic conditions.

3 | BRAND EXTENSION AND CURRENT TRENDS

- The primary goal of launching this Apple BioSense+ is to respond to the increasing demand for preventive healthcare solutions and growing reliance on wearable technology for fitness tracking (Deloitte, 2021).
- Worldwide, 320 million consumers are heavily dependent on wellness wearable devices; this wearable medical sensor and device market size is anticipated to grow by 19% (Deloitte, 2021).

4 | BRAND EXTENSION AND SUSTAINABILITY



- Apple BioSense+ aligns with SDG goal 3 as it focuses on promoting good health and wellbeing, which can be maintained through early diagnosis, health monitoring and preventive healthcare.
- Apple BioSense+ aligns with the SDG goal 12 (Responsible consumption and production) through enhancing sustainable consumption and reducing materials waste associated with traditional diagnosis methods.

5 | CONCLUSION

- Apple's Biosense+ will be a strategic brand extension that will advance from fitness tracking to preventive healthcare diagnostics
- This extension is aligned with SDG3 and will be a perfect match for the 320 million consumers that are dependent on wearable devices

6 | REFERENCES

- Deloitte (2021) 'Wearable technology in health care: Getting better all the time' Available at: <https://www.deloitte.com/us/en/insights/industry/technology/technology-media-and-telecom-predictions/2022/wearable-technology-healthcare.html> (Accessed: 2 April 2026)
- Slotta, D. (2025) 'Apple in the UK - statistics & facts'. Statista. Available at: <https://www.statista.com/statistics/1111111/apple-in-the-uk/> (Accessed: 2 April 2026)