



Student Name:**Arjun Sanjaybhai Parmar**

Student ID:**2411725**

Module Name: **Marketing Management**

Module Code: **LCMB7024**

Lecturer's Name:**Laila Maazouz**

Poster – Marketing Strategy Pitch

Google Smart Energy System: A Sustainable Smart Home Brand Extension

1 Introduction to the Company

Google is a technology company that is one of the top globally known firms, whose innovations are in the internet services, artificial intelligence, and digital platforms under the Alphabet Inc. main company (Alphabet Inc, 2025). Google was started in 1998 as a company specializing in technology of search engines although it has over time ventured into various businesses such as cloud computing, mobile phones, online advertising, and home technology (Alphabet Inc, 2025). Products like Google search, Android, Google maps, and Google nest have enabled the company to create a great digital ecosystem. The strategies of Google are to apply high-tech technologies, including artificial intelligence and machine learning, to develop solutions that can make everyday life better (Saleem et al., 2023). Given that smart home technologies are becoming increasingly popular across the world, Google can also extend its brand using new digital living technologies.



2 Proposed Brand Extension: Google Smart Energy System

The brand extension suggested is the Google Smart Energy System, the home energy management system that is aimed at assisting people in tracking and minimizing their energy usage. The system would be connected with the current Google products like Google Nest, Google Home and Android (Alphabet Inc, 2025). In the Smart Energy System, artificial intelligence would examine electricity consumption in households and automatically optimise the consumption of energy by managing the smart heating, lighting, and appliances (Alsaigh et al., 2023). The platform would offer real-time information about how the energy is used and will also give individualised tips on how the user can save on energy expenses and also improve efficiency.



3 Brand extension and Current Market

Consumers around the world have become concerned about energy efficiency as well as sustainability. The increase in the cost of energy and environmental consciousness are pushing more households to use smart technologies which can minimize the use of electricity (Saleem et al., 2023). The use of smart home devices and automation systems is gaining popularity due to its convenience and cost-benefits in the long run. Google is already a well-established company with expertise in smart home technologies (Nest product) (Alphabet Inc, 2025). Thus, the Smart Energy System would contribute to the existing ecosystem that Google has created and satisfy the increasing energy management requirements. The product would especially be attractive to eco-friendly customers and home owners who are interested in smart technology (Alsaigh et al., 2023).



4 Brand extension and Sustainability and Environment Impact

One of the principal global problems is sustainability, and technology corporations are also gaining more expectations to make a contribution to the environmental solution. The Smart Energy System created by Google would contribute to sustainability through decreasing the use of electricity and carbon emissions in households (Alphabet Inc, 2025). The system would assist users to reduce their footprint on the environment and conserve energy by employing AI-based energy optimisation (Saleem et al., 2023). The product may also be produced with recyclable materials and energy-efficient parts, which may reinforce the overall sustainability efforts of Google.

5 Conclusion

Google Smart Energy System is a strategic brand extension, which fits the knowledge that Google has in the field of artificial intelligence and smart houses. The product responds to a critical issue of concern across the globe and enhances the ecosystem of connected devices by Google through its emphasis on energy efficiency and sustainability.



6 References

References
Alphabet Inc. (2025). Investor relations. <https://abc.xyz/investor/>
Alsaigh, R., Mehmood, R., and Katib, I. (2023). AI explainability and governance in smart energy systems: A review. *Frontiers in Energy Research*, 11, 1071291. <https://www.frontiersin.org/journals/energy-research/articles/10.3389/fenrg.2023.1071291/full>
Saleem, M. U., Shakir, M., Usman, M. R., Bajwa, M. H. T., Shabbir, N., Shams Ghahfarokhi, P., and Daniel, K. (2023). Integrating smart energy management system with internet of things and cloud computing for efficient demand side management in smart grids. *Energies*, 16(12), 4835. <https://www.mdpi.com/1996-1073/16/12/4835>