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Module Name: Marketing Management

Module Code: LCMB7024

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Poster – Marketing Strategy Pitch

Term 1

Brand Extension Presentation



INTRODUCTION



- Apple is a global technology leader known for innovation, ecosystem, and strong brand loyalty.
- This presentation focuses on Apple's brand extension into mixed reality through the Apple Vision Pro.
- Apple has strong brand value to create new market opportunities and gain a competitive advantage.

BRAND EXTENSION



- Apple has entered the mixed reality (MR) market with Apple Vision Pro.
- The product also integrates Virtual reality (VR) and Augmented reality (AR) technology in the Apple Vision Pro.
- Apple focuses on diversifying its product portfolio and entering high-growth emerging markets.

BRAND EXTENSION AND CURRENT TRENDS



- The global shift towards digital and immersive experiences is increasing demand for mixed reality and AR/VR.
- According to ResearchGate (2024), experts predict that by around 2026, 25% of users will spend at least one hour in the metaverse for activities such as shopping, entertainment, work, and gaming.
- Apple Vision Pro perfectly aligns with current trends by providing advanced technology.

BRAND EXTENSION AND SUSTAINABILITY



- According to McKinsey & Company (2022), the global immersive reality market is projected to reach approximately \$1.2 trillion by 2035, with a compound annual growth rate (CAGR) of 24%.
- The Apple Vision Pro supports sustainability through an energy-efficient device and reduces environmental impact.
- The use of recycled materials in Apple products aligns with Apple's environmental goals and CSR.

CONCLUSION



- Apple Vision Pro represents a strategic brand extension in a high-growth market.
- Apple Vision Pro helps Apple sustain market leadership and supports future innovation.
- Apple's strong ecosystem enhances its ability to respond to evolving market trends and maintain a competitive advantage in the market.

REFERENCES:



- McKinsey & Company (2022) *Technology Trends Outlook*
- ResearchGate (2024) *Impact of Metaverse Technology*