



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

Student Name: Riyaben prajapati

Student ID: 2529556

Module Name: Marketing Management

Module Code: LCMB7024

Lecturer's Name: Laila Maazouz

Dian Mayasari

Poster – Marketing Strategy Pitch

Team 1



APPLE SMART GLASS

AUTHORS

Riyaben Prajapati

AFFILIATIONS

ABrand Extension for Immersive
Everyday Technology

About apple

Apple is a globally recognised technology company known for innovation, premium product design, and a highly integrated ecosystem of devices and services. Its strong brand image and loyal customer base create a strong foundation for successful brand extension into emerging technology markets.

Why Now?

The demand for immersive and hands-free technology is growing rapidly. Consumers increasingly seek more convenient ways to interact with digital content beyond smartphones and traditional screens. Apple Smart Glass responds to important market trends, including:

- rising interest in augmented reality
- growth in wearable technology
- increasing demand for connected smart lifestyles
- stronger consumer interest in seamless user experience.

The Brand Extension

Apple Smart Glass is a wearable augmented reality device designed to bring digital experiences into everyday life. It enables users to access navigation, communication, entertainment, and productivity features through a lightweight, hands-free device. This extension fits Apple's premium brand identity by combining innovation, functionality, and seamless ecosystem integration.

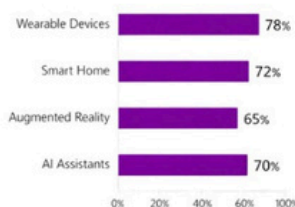
Target market

- tech-savvy professionals
- early adopters of new technology
- existing Apple users within the Apple ecosystem
- younger premium consumers who value innovation, mobility, and convenience

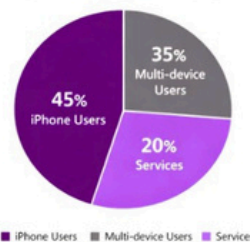
Customer Value proposition

Apple Smart Glass delivers a premium, immersive, and hands-free digital experience that enhances everyday life through convenience, connectivity, and innovation.

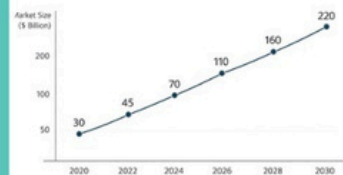
Consumer Interest in Smart Technology



Apple Ecosystem Engagement



Growth of AR & Wearable Technology Market (2020–2030)



sustainability alignment

Apple Smart Glass supports sustainability by aligning innovation with responsible design. Key sustainability benefits include:

- potential use of recycled and low-impact materials
- energy-efficient product design
- reduced dependence on multiple separate devices
- support for Apple's wider environmental commitments

Apple Smart Glass is more than a product extension. It is a strategic step towards the future of immersive, connected, and sustainable everyday technology.

why apple can win

The following factors position Apple for success in this market:

- strong brand recognition and trust, loyal global customer base
- expertise in hardware, software, and user experience
- an established ecosystem that supports seamless integration
- the financial and strategic strength to scale innovation successfully

strategic Fit

Apple Smart Glass is a strong brand extension because it expands Apple into the growing immersive technology market while remaining aligned with its premium and innovative brand positioning. It strengthens the Apple ecosystem, increases customer's engagement, and supports long-term business growth.