



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

Student Name: Sultana Akter

Student ID: 2422835

Module Name: Marketing Management

Module Code: LCMB7024

Lecturer's Name: Laila Maazouz

Poster – Marketing Strategy Pitch

Term - 1

Marketing Strategy Pitch

NOVALINE - APPLE NEW-BRAND



BRAND DEVELOPMENT

Lifestyle - Tech New - Brand
The flagship J-Watch features a holographic display, AI for mood detection, solar charging, and an eco-friendly strap.
NovaLine seeks to connect significant everyday utility with futuristic engagement. The company exemplifies Apple's efforts to advance emotional intelligence in technology.



SEGMENTATION

20–45 years old, tech-savvy
International urban markets
Wellness-focused early adopters
Regular upgraders and devotees of
This group is open to investing in the
enhance daily routines because of
innovation.



APPEALING TO CUSTOMERS

AI tracking of well-being and mood
Ecological and sustainable design
Personalized alerts
Apple environment that is seamless
futuristic, opulent design
These characteristics improve long
term user pleasure and foster a deep
emotional bond.



MARKETING MIX

Product: eco-straps, solar
charging, holographic J-
Watch, and mood AI
Promotion: AR try-ons,
pop-up events, social
media and influencers
These strategies foster
immersion and promote
practical investigation.



CONCLUSION

Apple's eco-friendly, cutting-edge luxury wearable is called NovaLine.
Customized Lifestyle + Sustainability + Innovation
By fusing responsible design with cutting-edge software intelligence, it raises the bar for wearables.



REFERENCES

Apple Inc. (2024) Annual Report
Kotler, P. & Kotler, K (2022) Marketing Management.
Statista (2024) Smartwatch Market Trends.
Deloitte (2024) Global Consumer Tech & Wellness Review.
McKinsey & Company (2023) Wearable Technology Consumer Insights.

