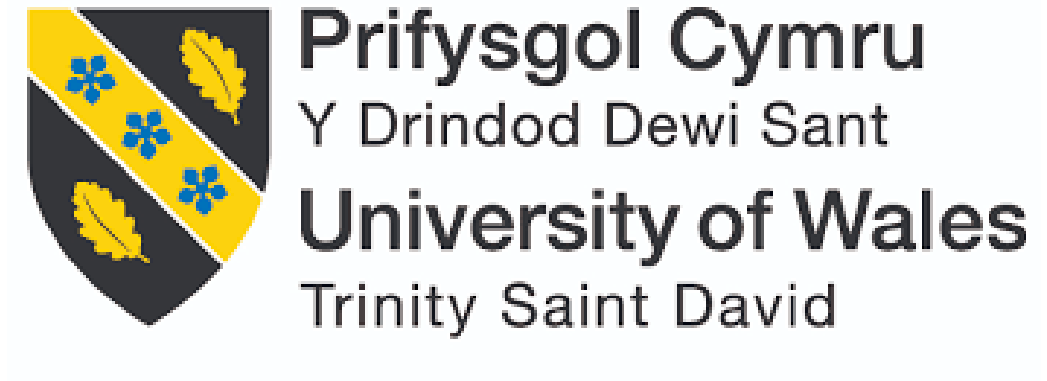




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Poster – Marketing Strategy Pitch

Term 1

Group-2

Brand Extension Strategy: Tide Platform Limited



Introduction

The presentation depicts the brand extension strategy of Tide Platform Ltd., including marketing mix and STP analysis.



Brand Extension and Current Trends

Tide Platform Ltd. will emphasise extending its existing product lines by leveraging the line extension strategy, using the emerging trends such as AI implications in digital banking.



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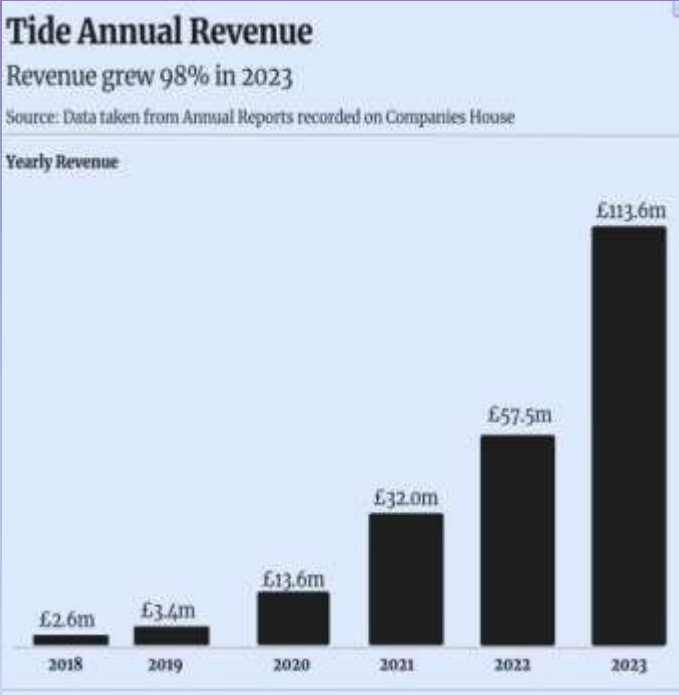
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Brand Extension

Brand Extension strategy is an effective strategy that helps companies to improve their brand credibility and attract new customers (Kestenbaum, 2024). Headquartered in London, UK, Tide Platform Ltd. is one of the most renowned financial technology firms that provides digital banking services for SMEs. Tide Platforms generated £113.6 million in 2023, exhibiting 98% growth over 2022 (Johnson, 2025)

		Product category	
		Existing	New
Brand name	Existing	Line extension	Brand extension
	New	Multibrands	New brands



13 CLIMATE ACTION



8 DECENT WORK AND ECONOMIC GROWTH



Brand Extension and Sustainability

Removing 100% of carbon emissions by 2030 is one of the primary sustainability goals of this fintech company. Driven by the Net Zero plan, the company's new brand extension strategy aligns with UN SDG 13, 8 and 12 (Tide, 2026).

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption and production patterns

Conclusion

The new brand extension strategy of Tide was explained, along with conducting an SDTP analysis and using a marketing mix framework. Differentiation strategies, such as Cost Leadership Strategy and Competitive Pricing, were recommended for competitive advantage.

