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Element 1: Poster

Apple Health+ Smart Ring

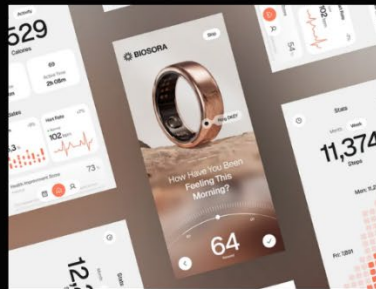
"Your Health. On Your Finger."

APPLE RING
Apple Did It



ABOUT THE COMPANY

Apple Inc. is one of the world leaders in high-end consumer technology products with a background of innovation and integration of ecosystems. Its success in wearable tech such as Apple Watch helps support expansion on advanced, seamless health monitoring solutions (Apple Inc, 2026).



MARKET APPEAL

The global wearable technology market is frequently booming with the increased awareness about health and the changed lifestyle post-COVID. Consumers are more interested in non-intrusive and continuous health tracking devices (Kumar et al., 2026). Apple Health+ Smart Ring addresses this need for discreet, convenient, and accurate monitoring and will be appealing to busy professionals and health-conscious users.

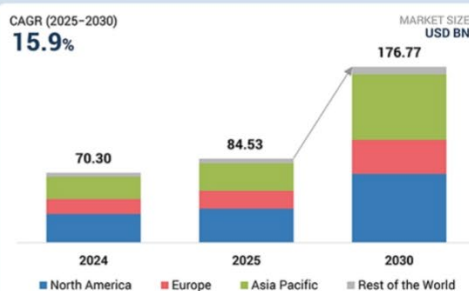
BRAND EXTENSION

Using Kotler's extension strategy of brands, Apple creates the Health+ Smart Ring, which extends from all smart devices to small wearable health technology. The ring is one that is constantly tracking heart rate, sleep, activity, and stress levels all using AI-powered sensors. It integrates seamlessly with iPhone, Apple Watch, and the Health app providing real-time personalised insights. This extension capitalises on Apple's strong brand equity to get in on the action of the emerging smart health wearable market

SUSTAINABILITY

The product is consistent with Apple's sustainability use of recycled materials, sensors that are energy-efficient, and eco-friendly packaging. Its long battery life helps it to save on energy consumption, contributing to Apple's push to make its products and supply chain carbon neutral.

WEARABLE TECHNOLOGY MARKET: SIZE & SHARE



Element 2: STDP Analysis – Apple Health+ Smart Ring

Segmentation (Kotler's Segmentation Theory)

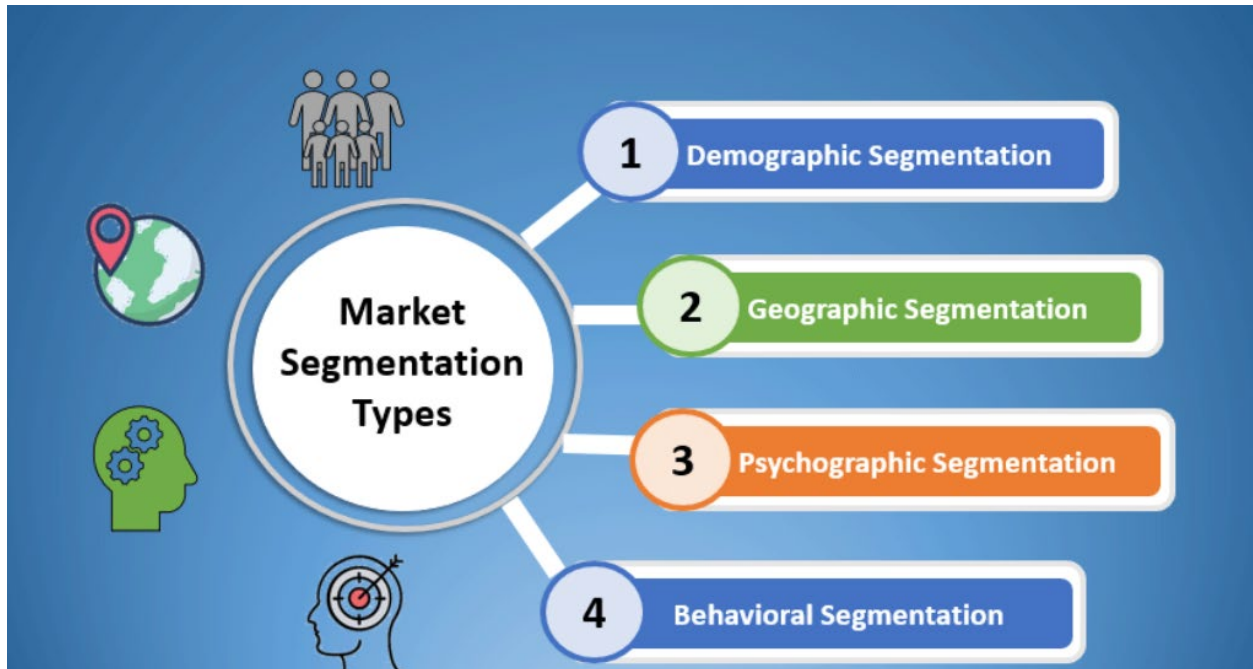


Figure 1: Consumer Market Segmentation (Gandhi, 2024)

Geographic Segmentation

The developed markets such as USA, UK and western Europe are some of the main markets to which Apple's Health+ Smart Ring is targeted. The high level of usage of wearable technology is supported by the presence of a well-developed digital infrastructure and increased disposable incomes in these areas. For example, wearable devices penetration rate in the US was over 30% in 2023 and the market was fairly mature and accommodating (Statista, 2025).

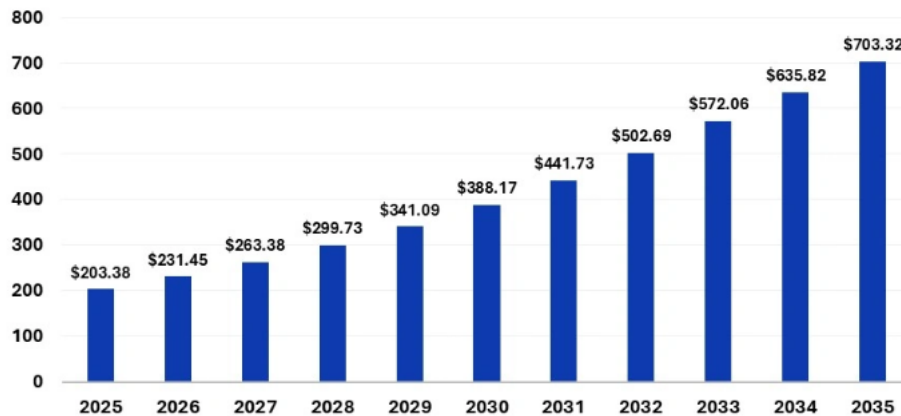


Figure 2: Wearable Technology Market Size (Statista, 2025)

There is an established presence of both retail and online presence of Apple in these regions and entry of the smart ring would be more efficient.

Demographic Segmentation

The most valuable demographic segment is of individuals aged 25-45 years with high or medium income. The said segment is financially-endowed or inclined to purchase luxury or premium-priced Apple products (Apple Inc, 2026). They also include many users belonging to this segment as they already own iPhones or Apple Watches meaning that they are more likely to use another gadget that will enrich their digital environment. For Apple, brand loyalty and repeat purchase rates have been known to be high among the customer base and helps the company to succeed in product extensions (Gandhi, 2024).

Psychographic Segmentation

Regarding psychographics, the target consumers are technology savvy and health-conscious people. These users would give importance to personal wellbeing, productivity, and convenience. The growing trend of preventive healthcare and health trackers specifically post covid-19 has steered towards continuous health monitoring (Khan & Duncan, 2025). Apple's brand positioning as a lifestyle technology innovator has strong appeal to consumers who place importance on functionality and status.

Behavioural Segmentation

Behaviourally, the target market consists of existing users of the Apple ecosystem and people who tend to use fitness tracking devices on a regular basis. Apple users are prone to use complementary products due to the ecosystem lock-in. For instance, the Apple Watch users already use the Health app, so the upgrade to a smart ring will be seamless.

Targeting (Differentiated Targeting Strategy)

Apple follows differentiated targeting strategy targeting on two important segments. The main target market includes the urban professionals between 25-40 with high purchasing power who are fully embedded in the Apple ecosystem. These consumers are looking for efficient health tracking solutions for their nutrition that don't require much of their time to track and fit into their busy lifestyles (Apple Inc, 2026).

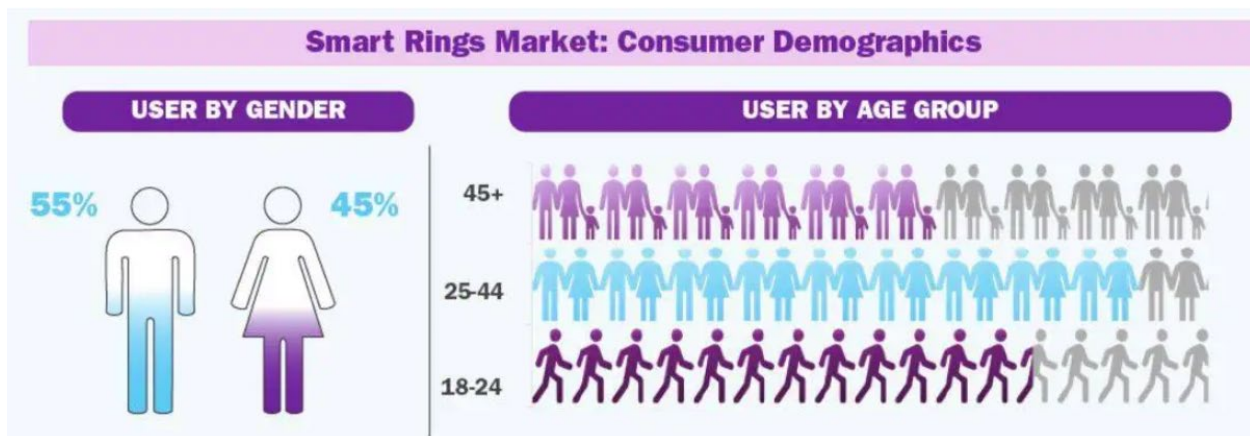


Figure 3: Smart Ring Demographics (Apple Inc, 2026)

The secondary target consists of people who are more focused on keeping their health under careful and unceasing attention yet want something that will be a little more discreet than the smartwatches (Siahaan, 2023). There is also a ready market provided by the current customer base of Apple thereby, reducing acquisition expenses and enhancing adoption possibilities.

Differentiation (Porter & Keller)

A combination of ecosystems, privacy of data, fashionable design, and robust AI capabilities differentiate the Health+ Smart Ring by Apple. As per the competitive advantage model of Porter, Apple is pursuing the differentiation strategy since it possesses unique attributes that the competitors are unable to copy (Tan, 2025).

Comparing Apple's competitors, Oura Health Ltd. (Oura Ring), and Samsung Electronics wearables, Apple's greatest advantage is in its ecosystem (Haapala, 2024).

Brand & Model	Approximate Price (USD)	Battery Life	Key Features
Oura Ring 4	349–499+	Up to 7 days	Holistic wellness tracking, sleep analysis, HRV, body temperature, SpO ₂ , readiness and recovery insights
Ultrahuman Ring AIR	349	6–7 days	Sleep and recovery tracking, heart rate monitoring, movement data, metabolic insights
Samsung Galaxy Ring	399	6–7 days	Integrated with Samsung Health, energy score, heart rate, SpO ₂ , gesture-based features
Apple Health+ Smart Ring (Proposed)	499–599 (estimated)	7+ days (expected)	AI-powered health insights, seamless integration with iPhone & Apple Watch, real-time health tracking (sleep, heart rate, stress), advanced privacy protection, ecosystem synchronisation

Table 1: Brand Comparison (Author)

The smart ring works seamlessly with the iPhone, Apple Watch, and iCloud for a unified user experience. In contrast, Oura is almost exclusively a standalone product with little cross-device functionality.

From Keller's view, Apple makes strong points of difference with its commitment to data privacy and security. Apple puts a heavy emphasises on-device data processing and user control, which is becoming more important as health data becomes more sensitive. Additionally, Apple's design expertise also ensures a premium aesthetic that is

consistent with Apple's branding. While there are competitors that offer similar tracking features, they do not have the same amount of ecosystem synergy and brand trust (Park & Kim, 2023). This makes Apple's differentiation hard to replicate and helps to entrench Apple's competitive position.

Positioning (Positioning Strategy)

The Apple Health+ Smart Ring is considered to be the premium integrated and privacy-focused health wearable. Using positioning map based on price and integrations of ecosystem, Apple is positioned on high price and high integration quadrants. In contrast, competitors like Oura have a much lower integration level, and Samsung is more interested in more general compatibility of devices rather than ecosystem control at a deep level.

	LOW INTEGRATION	HIGH INTEGRATION
HIGH PRICE	Oura	Apple
LOW PRICE	Basic wearables	Samsung

Table 2: Apple Product Positioning (Author)

The smart ring is not being promoted as an autonomous gadget but as an extension of the Apple ecosystem, which improves the overall user experience.

The defining characteristics of the positioning statement may be put as:

"For health-conscious professionals who value seamless technology and privacy the Apple Health+ Smart Ring offers integrated and intelligent health monitoring in a trusted ecosystem."

This positioning assists in the promotion of brand equity of the company and aids in filtering compatibility with the already established product line, hence adding to the long-term prosperity of the company in the wearable technology sector.

Element 3: Marketing Mix (7Ps) Apple Health+ Smart Ring



Figure 4: 7Ps of Marketing (Marcelo et al., 2024)

Product (Kotler's Product Levels Model)

The Health+ Smart Ring is developed using three levels of products developed by Kotler to make the products meet Apple brand extended strategy. At core level, the product offers continuous health tracking such as heart rate, sleep tracker, the stress level, and the understanding of the activities. It is in direct reaction to the increasing consumer need to receive preventative health care and real-time health information (Marcelo et al., 2024).

At the actual product level, smart ring is a small wearable product, with high sensor technology and long power supply, and the benefits of high-end, minimalist design consistent with the aesthetics of Apple. The ring also vows unobtrusive monitoring, which is a good move, unlike the bulkier wearables which cater to the user preference of non-obtrusive devices.



Figure 5: Core Product (Apple Inc, 2026)

On the augmented level, the product is integrated to the Apple ecosystem including Health app, iCloud integration, and Apple Watch and iPhone compatibility. This adds another value to the product through data continuity and individual insights. The ecosystem approach by Apple is significant because over 1.2 billion active users of iPhones across the globe present a decent adoption base (Richter, 2025). Layering products is a strategy that assists in supplementing the premium positioning of Apple and helps to ensure that customers are retained by being dependent on an ecosystem.

Price (Premium Pricing Strategy)

For Smart Ring, Apple has employed the premium pricing strategy, supported by price skimming strategy. It will be priced higher than the competitors like Oura Health Ltd. whose rings can be bought at a range of between \$299- \$549 based on the features of the rings (Oura Health, 2025). Apple can command such premium price due to its good brand equity, technology, and ecosystem integration.

Brand & Model	Approximate Price (USD)
Oura Ring 4	349–499+
Ultrahuman Ring AIR	349
Samsung Galaxy Ring	399
Apple Health+ Smart Ring (Proposed)	499–599 (estimated)

Table 3: Brands Price Comparison (Author)

The pricing concept is reflective of the overall policy of Apple where people would pay a higher price to test the perceived quality and innovation. By first targeting the high-income customers, Apple is maximising its initial revenues by prioritising initial adoption before raising the number of consumers. It also reinforces the high-end perception of the brand by ensuring that the smart ring does not primarily appear as the gadget that serves in large quantities, but as a high-priced product (Biraglia et al., 2022).

Place (Omnichannel Distribution Strategy)

Apple uses the omnichannel distribution strategy as it guarantees the same customer experience across each touchpoint. The Smart Ring will be sold through the Apple physical stores, online, and mobile application. There are over 500 retail stores in the world run by Apple that offer experiential experience with products where their customers can learn and feel them before purchasing them (Eis et al., 2022).

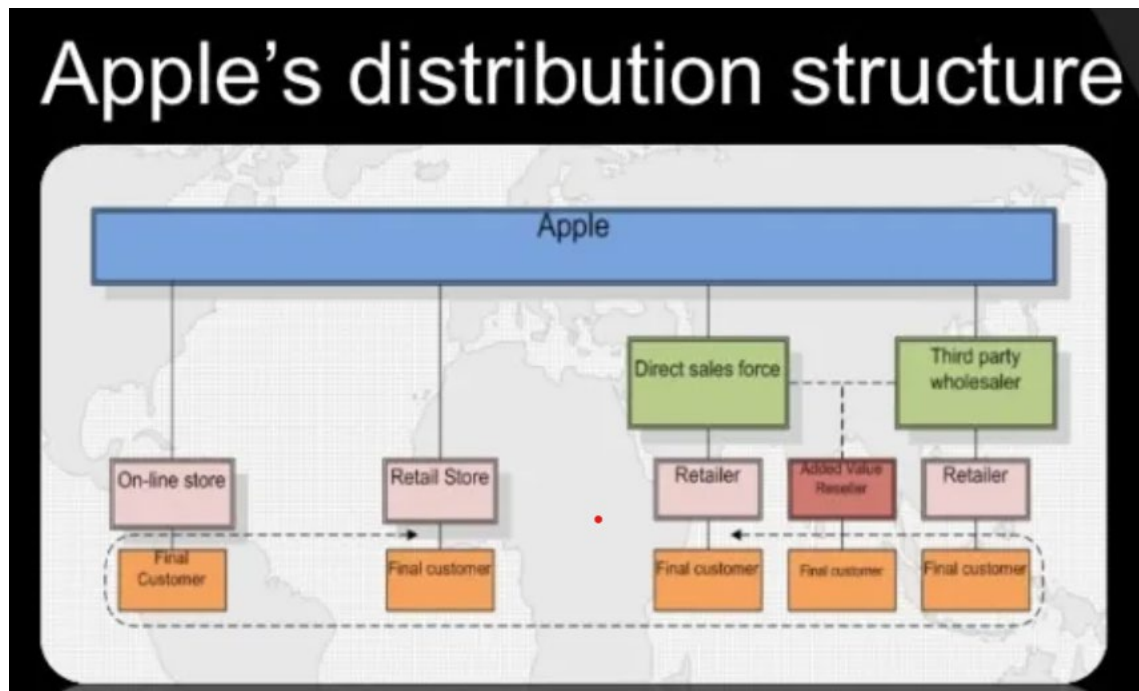


Figure 6: Apple's Distribution Strategy (Eis et al., 2022)

Online Apple store and mobile application are very convenient and accessible, particularly to the customers who are already in the ecosystem. By adopting this combined strategy, Apple could still be able to manage its brand image, prices, even customer service unlike other competitors who have become overly dependent on third party retailers (Ferreira et al., 2025).

Promotion (IMC and AIDA Model)

The promotional strategy of Apple' Smart Ring is based on Integrated Marketing communications (IMC) approach, which ensures harmonisation of all the channels messaging. The campaign would be a combination of the online advertising system, the system of influence marketing, and the luxurious product launch (Butkouskaya et al., 2023). Apple international occasions like their annual speeches are one of the pillars in building awareness and interest.

Apple draws **attention** using the AIDA model through the use of advertisements and campaigns on social media channels such as Instagram and YouTube. Fitness

influencers and health professionals are useful in enhancing reach and credibility among target audiences (Bung, 2025).

Apple has focus on the most significant aspects of the product like AI-based health hints and a smooth connection to other products to generate a sense of **interest**.

The **desire** is developed by highlighting the lifestyle advantages. Apple brand names are oriented towards aspirational communication, which implies that the product is essential to the contemporary lifestyles (Ozioko, 2025).

Lastly, the idea of **action** is being encouraged through pre-orders, limited supply, and exclusive deals in the times of launch. It ensures high conversion rates and brand loyalty with Apple, which puts a lot of faith in the brand innovation and quality.

People

People are an important component of delivering the premium customer experience of Apple. Apple store employees are also taught to provide personalised assistance, instructing the customers about the features of their products, and their benefits (Cai & Chen, 2024). This is particularly essential in the case of a new kind of product like the smart ring where there might be a necessity of providing further clarification to the consumers.

Online chat and in-store customer support through services like apple support also guarantee that after making a purchase of any product, the customer is helped in the after-sales service. The high level of service quality differentiates Apple among others in the competition and enhances its image of quality and reliability (Das et al., 2025).

Process

The element of process is concerned with the involvement of a smooth and hassle-free purchase to use process. Apple ensures consumers can easily buy through online store and retail outlets, using quick buy and pay options.

After the purchase, the interaction process with onboarding is easily simplified by automatically connecting with iPhones and Health App. The users can easily create and personalise their health tracking preferences. The simplicity of data tracking and real-time insights will guarantee the ease of user experience, which is essential in the long-term user engagement (Bryla & Abdusattarov, 2025).

By simplifying it Apple can achieve satisfaction of the users as well as persuading them to use the product all the time.

Physical Evidence

It is the ability to add both tangible and intangible sources, to support Apple's premium brand position. The Smart Ring design incorporates the minimalist design, incorporating clean aesthetics and high-quality products.

The retail stores of Apple are also physical evidence, which is both modern and immersive environment representing the brand image. The products display, lighting, and the layout is well designed to make a focus on innovation and quality.

Moreover, the Health app has a standardised visualisation, intuitive design, and presentation of data, as the digital interface is simple to use. These elements together help to reinforce the brand image and ensure that every interaction with the product fits Apple's position of premium (Apple Inc, 2026).



Figure 7: Apple's Health App Interface (Apple Inc, 2026)

Element 4: Reflection (Kolb's Experiential Learning Cycle)

Experience

In this assessment I created a brand extension strategic direction for Apple Inc. by adding the Health+ Smart Ring to its wearable product portfolio. The process included the creation of a poster presentation and the complete marketing strategies portfolio, including the STDP analysis and the 7Ps marketing mix. I have applied different marketing theories into a real organisation e.g. segmentation, positioning, and different product strategy. The poster creation required that I present ideas visually and concisely in a way that the experience of creating a written portfolio required deeper critical analysis and justification using academic concepts.

Reflection

Initially, I found it difficult to apply theoretical models directly to a real organisation. My approach initially was more to explain theories like segmentation and marketing mix

generally and not specifically in relation to Apple's strategy. This ensured that my arguments were less effective. However, as I went through it, I became better in being able to relate theory to practise. For example, I became able to draw a distinct link between the ecosystem strategy of Apple and behavioural segmentation and product augmentation.

The other issue was making the poster appealing and convincing. I understood that I needed not to only add information but it was also important that content should be visually clear and powerful. This helped me to develop more skills in breaking down complex concepts into simple and delivering them in an effective manner.

Conceptualisation

This project helped me to understand the importance of brand extension strategy in promoting the development of the business. I learned that to be a successful brand extension, like the Apple Health+ Smart Ring, needs to draw on the strengths of the company, in particular, its ecosystem and its brand equity. This also gave me a better understanding of segmentation and targeting, and how Apple specifically targets high income, 'tech-savvy' consumers especially to remain premium.

Moreover, I realised that differentiation and positioning play an important role in the competitive markets. The capability of the Apple to bundle its products and ensure data privacy is an aspect that many competitors cannot emulate. The use of the 7Ps marketing mix also highlighted the fact that all the elements have to work collectively to offer the same brand experience.

Application

I would be much more concerned with the usage of real data and market evidence to justify my arguments in any further project making them more persuasive. My time management would also be an effort to balance because I would have ample time to master both written text and presentations. Furthermore, I would like to improve my skills in critically assessing the strategies rather than merely implementing the strategies.

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