



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

Student Name: Maheshwari Mehta

Student ID: 2531264

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Lecturer's Name: Dr Mustakkima Afrin

Poster – Marketing Strategy Pitch

Term 1

Element 1: Brand Extension Poster Presentation: AppleDesk, a Smart Desk Ecosystem

Introduction and brand extension

- The brand extension is based on the trend of innovation, high-end design, and smooth integration with the existing ecosystem of Apple (Apple, 2024).
- The Smart Desk Ecosystem, AppleDesk, is able to convert the traditional workplace into a smart, interconnected workspace against the backdrop.
- The addition of wireless charging spaces, a touch-sensitive interface, and automatic connectivity with Apple devices makes the desk an additional product to the current offerings of Apple, supporting the ecosystem-driven approach and making the user more productive.



AppleDesk

Innovation on your desk, for a better you

Overview of aligning with sustainability goals

The Smart Desk Ecosystem supports the concept of sustainability with energy-efficient elements, social responsibility in the choice of materials, and less electronic waste because numerous functions are combined into a single system.



In the production, Apple focuses on reducing CO2 emissions while using 24% recyclable materials (Apple, 2025).



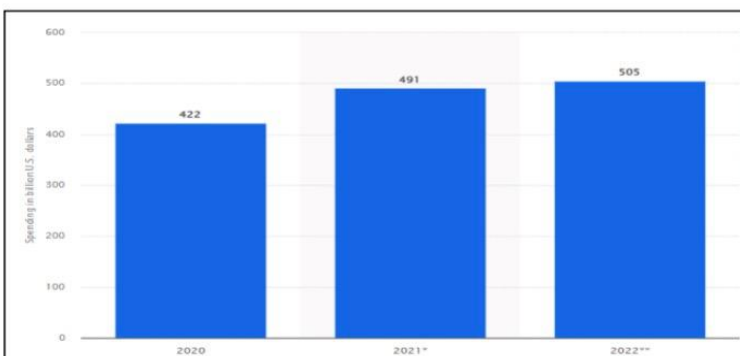
This aligns with the current viewpoint of environmentally conscious consumers, making the brand image sustainably responsible.



(Apple Services, 2025)

Appealing to the current market

- The concept is highly popular in market trends, especially the emergence of hybrid working, smart houses, and the need for technology that improves productivity.
- Customers are demanding more technically integrated products (Elagina, 2022).
- The Smart Desk is convenient, efficient, and minimalist in appearance, which are some core values of professionals and creatives.
- To investors, it represents a new premium hardware line, and it builds on the existing customer base of Apple, but is responsive to the increasing demand for smarter and tech-enabled workspaces (Apple, 2024).



Global consumer spending on technology
(Source: Elagina, 2022)



Apple's sustainability practices
(Source: Apple, 2025)

References

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