

Brand Strategy: HP

Anwaya Wadnerkar



AGENDA

Brand Overview & Landscape

Market Trend

Target Audience

Strategies

Execution Plan



Brand Overview & Landscape



Brand Overview

History



Identity

- **Core Business:** HP Inc. is a leading provider of personal computers, printers, and 3D printing solutions .
- **Brand Evolution:** Known for innovation and quality, HP has maintained a strong market presence by adapting to technological advancements

Promise

- **Vision:** To create technology that makes life better for everyone, everywhere — every person, every organization, and every community around the globe.
- **Commitment to Innovation:** Continues to drive technological progress with a focus on sustainability and customer-centric solutions.

Personality

“Make it matter.”

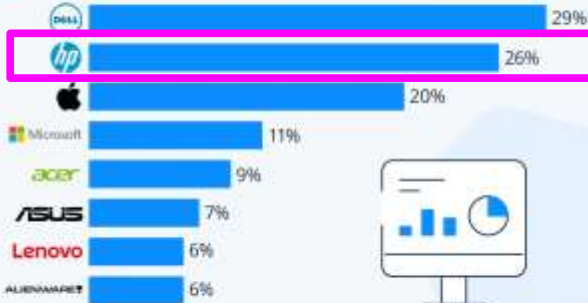
- | | |
|------------------------|--------------------|
| ● Innovation-driven | ● Collaborative |
| ● Inclusive | ● Forward-thinking |
| ● Diverse | ● Trust |
| ● Customer-centric | ● Respect |
| ● Socially responsible | |

Brand Overview

Positioning

The Most Popular Desktop Brands in the U.S.

Share of desktop PC owners in the U.S. who use a desktop PC from the following brands



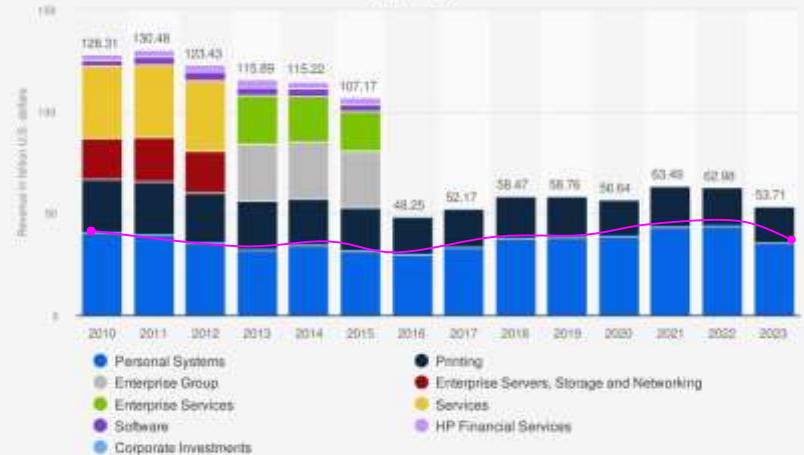
3,724 desktop PC owners (18-64 y/o) surveyed in the U.S. from Oct. 2023-Sep. 2024
Source: Statista Consumer Insights



statista

Positioning within the Company

HP Inc's (Hewlett Packard's) revenue from 2010 to 2023 (in billion U.S. dollars), by segment



Sources:

Hewlett-Packard, HP Inc.
© Statista 2024

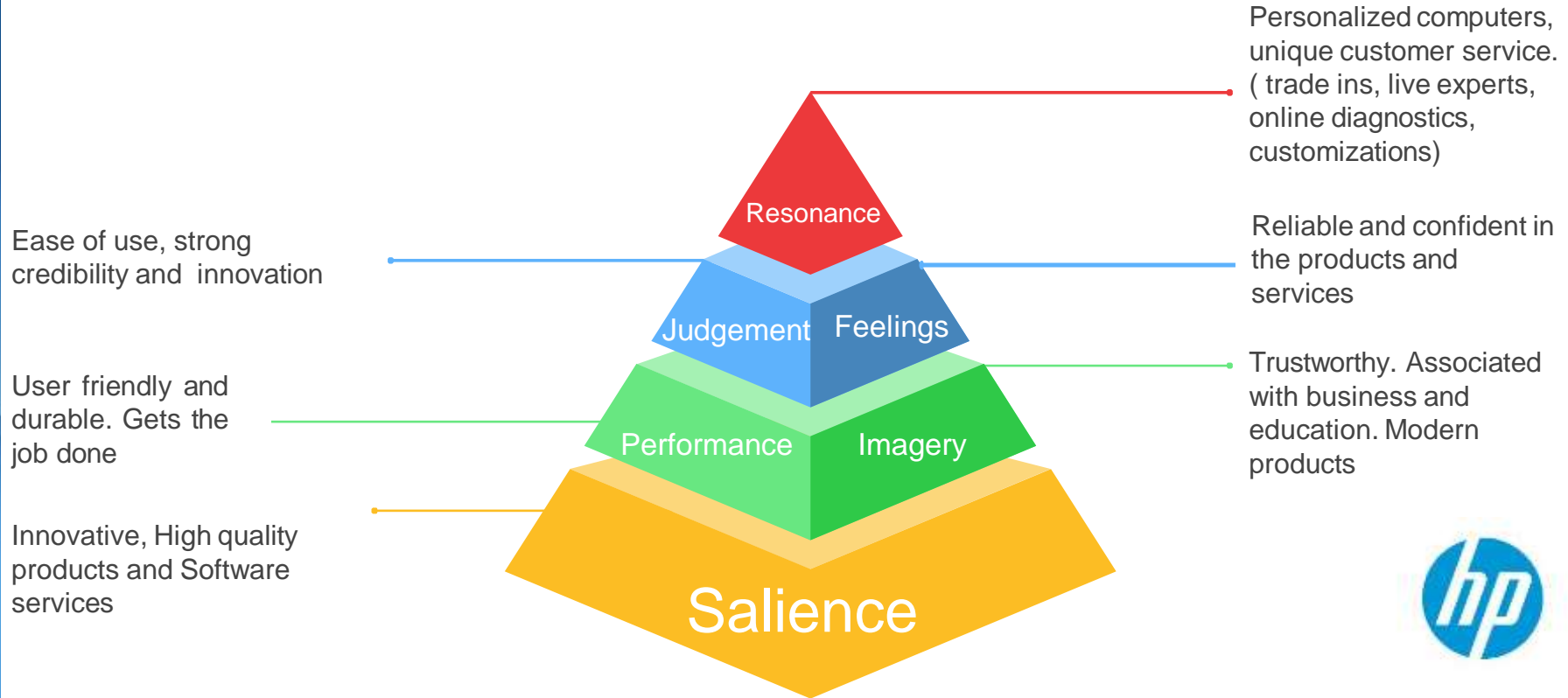
Additional information:

Worldwide, 2010 to 2023

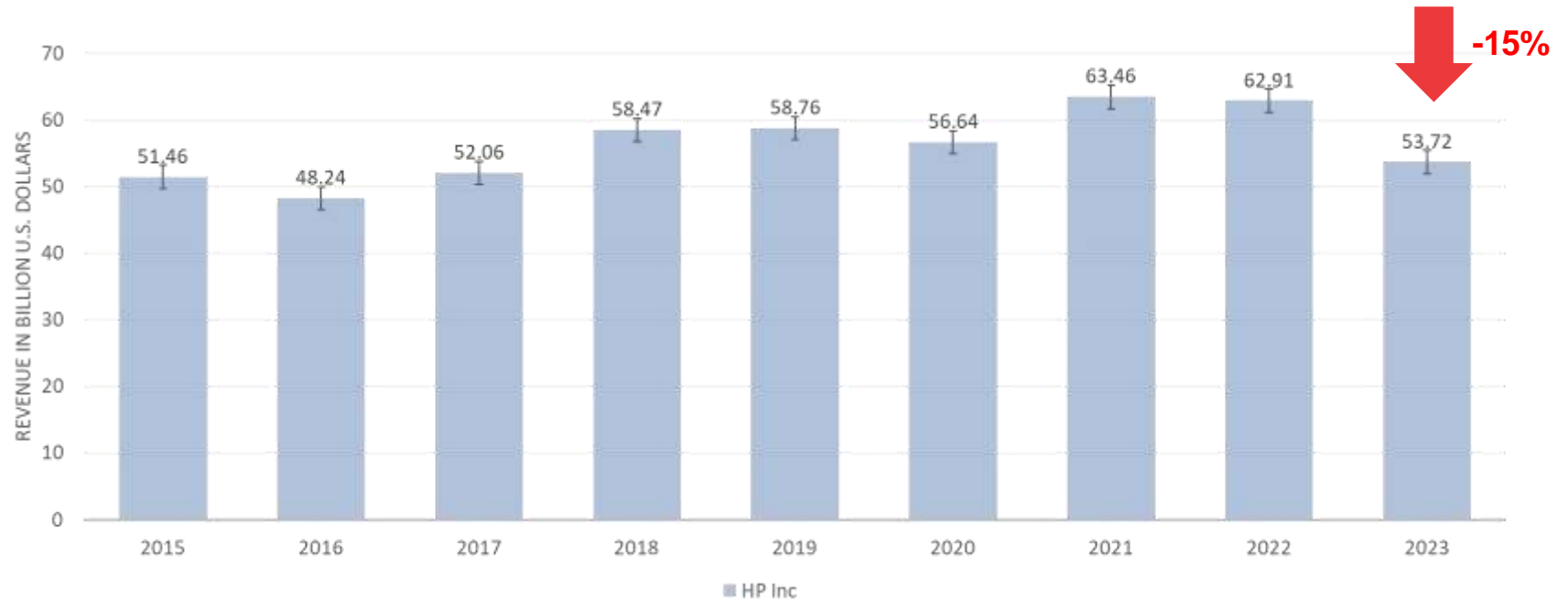
statista



Consumer Based Brand Relationship



HP Revenue Over Past 8 Years



HP SWOT Analysis

S

Global brand recognition.

Strong Market presence.

Access to capital and ability to invest in growing trends

W

Relying on printer and pc sales for company growth and revenue.
Will face headwinds if supply chain is disrupted or change in consumer preference

O

Taking advantage of Market trends and being a key participant in the perspective space

T

Constant technological innovations and growing competitors.
HP was to continue innovate or risk getting left behind.

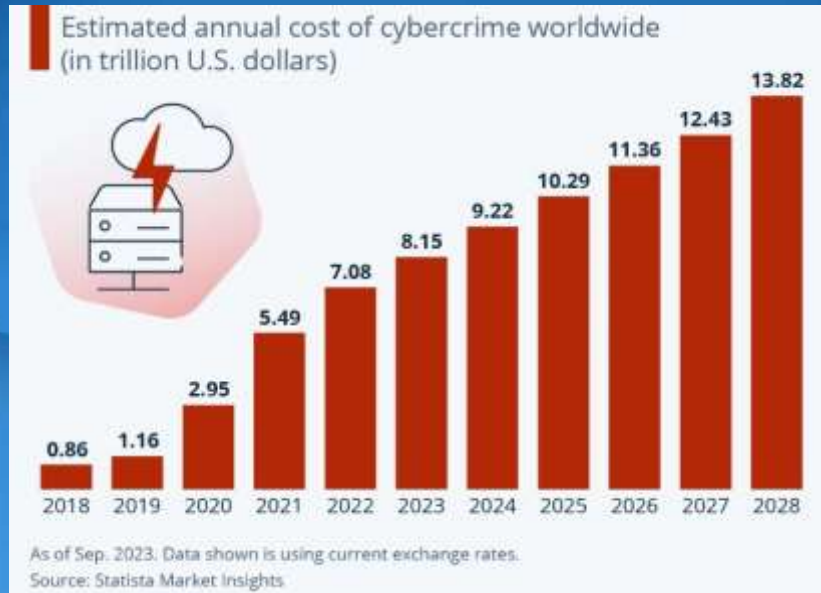


Market Trends

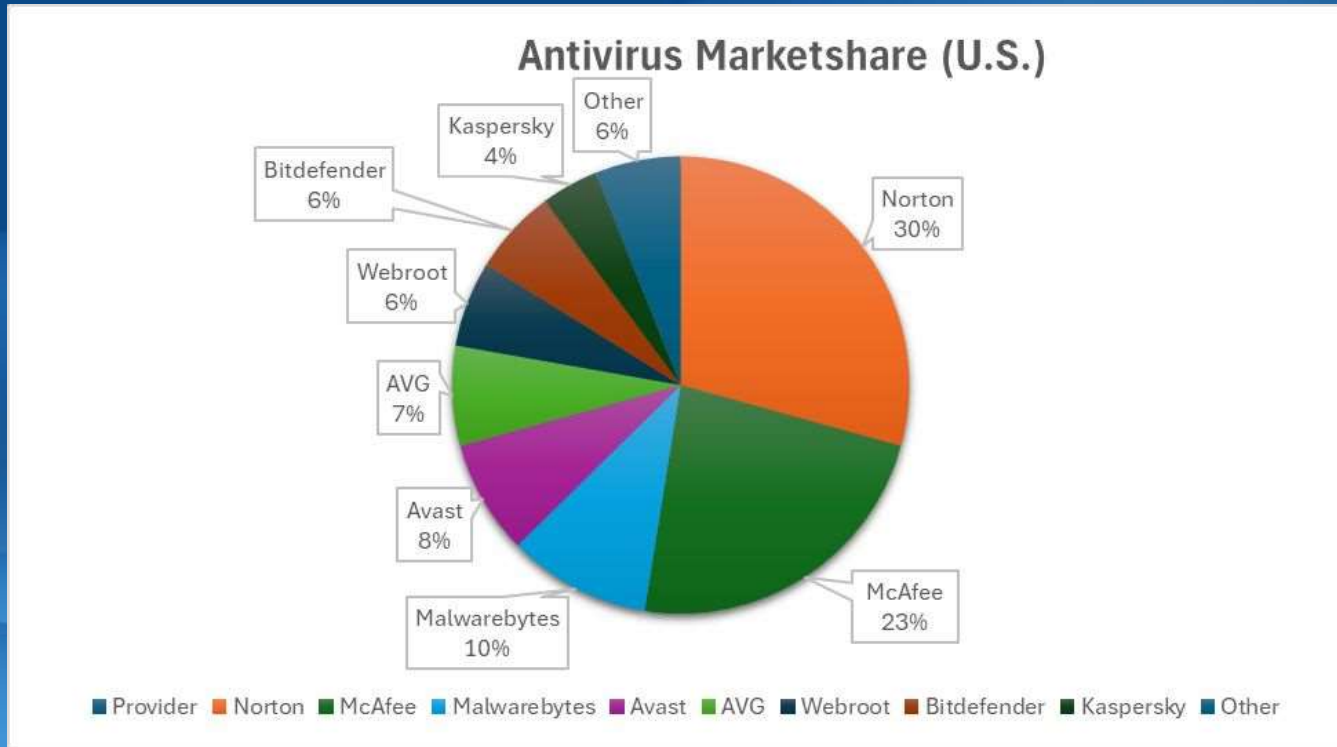


Cybercrime Expected To Grow Over Time

- Cyber attacks are increasing year over year, 2028 projects the cost of cyber crimes to be \$13.82 Trillion globally
- Based on statistics, average screen time is 7 hours for adults
- Median ransomware demand payment is \$350,000



National Market Share Of AntiVirus



- 121 Million Consumers use paid Antivirus service nationally



Top Competitors and Their Approaches to Cybersecurity

Company	Overview	Strengths	Weaknesses
HP (HP Wolf Security)	Est 2020 for HP ecosystem and users	Threat containment that competitors do not have. Isolates malware	For HP devices and is not universal across products
Symantec Norton	Globally recognized, 1990 origins	User friendly, multi device protection. VPN is included in software	Protection is not as robust as other competitors.
Mcafee	Est 1987, gone through several mergers. John Mcafee the creator	UX is simple. Ransomware coverage (reimbursement of \$25,000 loss due to malware)	Does not detect all malware to date. (in a test only blocked 81% of malware URL hosts)
Malware Bytes	Est. 2004, geared to the basic needs of homeusers	Fast computer scans. Detects majority of current malware	No realtime protection (does not prevent installation of malware)
Avast	Est. 1988 in Czech Republic	Network security scanner and frequent updates	User privacy breaches, slow boot time.

- Important features that consumers seek are live reactive protection
- Privacy breaches are a growing concern to users
- Users seek comprehensive threat scans

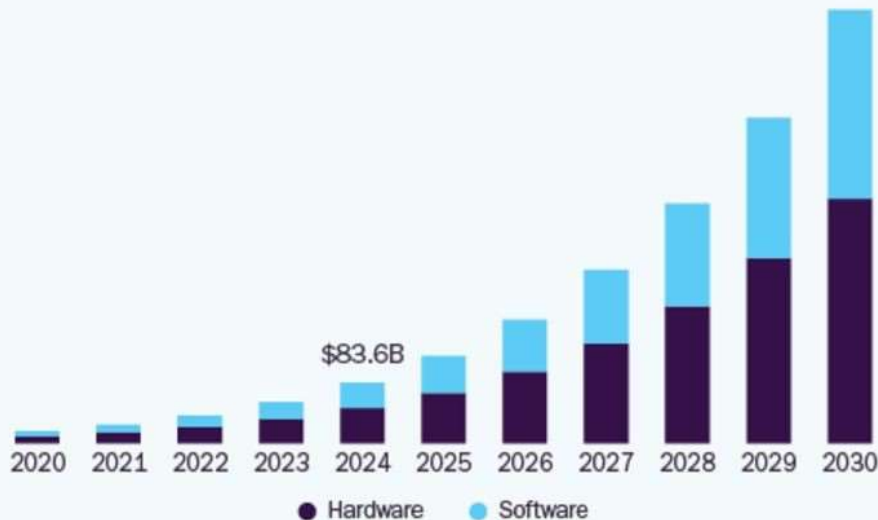


AR/VR market is explosively glowing

- AR Market size is USD 83.65 billion in 2024 growing at CAGR of 37.9% from 2025 to 2030
- VR Market size is USD 22.81 billion in 2024, and is expected to reach USD 131.93 billion by 2029
- The global user base of AR and VR games is estimated to increase to 216 million users by 2025

Augmented Reality Market

Size, by Component, 2020 - 2030 (USD Billion)



GRAND VIEW RESEARCH

37.9%

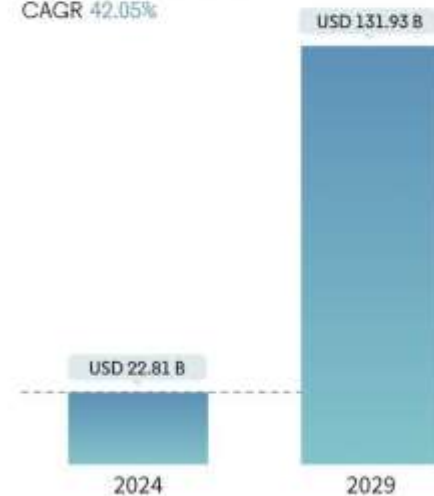
Global Market CAGR,
2025 - 2030

Source:
www.grandviewresearch.com

Virtual Reality (VR) Market

Market Size in USD Billion

CAGR 42.05%



Top Competitors and Their Approaches to Market Trends: AR/VR

Competitor	Key Approach	Market focus
Meta	Consumer-focused VR headsets, metaverse development	Social VR, Gaming
Apple	High-end mixed reality with Vision Pro	Productivity, Entertainment
HTC Vive	Enterprise and consumer VR solutions	Business, Gaming
Microsoft	Mixed reality for enterprise (HoloLens)	Industrial, Healthcare
Sony	VR gaming with PlayStation VR	Console Gaming

- Meta dominates the consumer VR space, with 90% of the VR headset market share in 2023
- Apple's Vision Pro targets high-end users, with 58% of surveyed consumers expressing interest in trying it
- HTC Vive maintains a strong presence in both consumer and enterprise markets
- Microsoft's HoloLens has seen adoption in industries like healthcare and manufacturing



Target Audience



Our Target Audience

Tech-Savvy Consumers

- Ages 18-41 (Gen Z & Millennials)
- Household Income of 70-110k
- Consumers who seek brands that represent innovation and reliability

Rationale

This is the age range that relies on technology the most for school & work and if enough value is given to them this will bring in brand loyalty and word of mouth. They are sensitive to the latest information and easy to resonate HP's value proposition such as innovative technology and sustainability.



Pain Points and Frustrations

Security concern around data usage, Loss of productivity due to hardware/software failures, Lack of device-to-device coordination

Value Proposition for Target Customers

Seamless connection between workplace and home to enhance user comfort and productivity

Casual Wearable AR/VR Goggle

Lightweight and fashionable goggles providing seamless transitions between AR/VR

Sleek Smartwatch

A sophisticated smartwatch that bridges personal and professional tasks



Smart Office Products

AI Hub Device,
Voice-Activated Lamp,
Touch-Sensitive Notepad

Integrated AI Services

Assistant manages
schedules, alerts, and device
connection, AI cyber security



Strategies

**A.I. Adaptive
Cybersecurity**



AR/VR Wearables



Strategy and Plan For A.I. Adaptive Cybersecurity

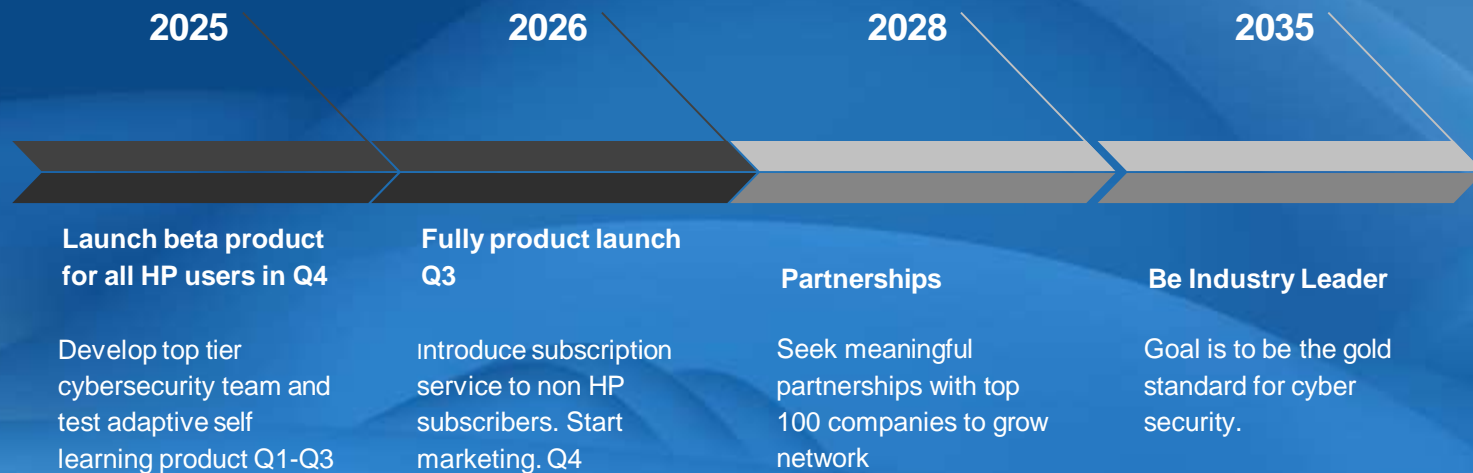
- Brand extension via adaptive Cybersecurity HP the goal is to be the most trusted brand for data crimes
- Target: Tech-Savvy Consumers & Businesses
- Predictive analytics which scans the internet for trending developments in cybercrime. Customer aggregation, threats from users used to train software and update.
- Free for all HP devices. Subscription service for non-HP users



Pros	It is a growing concern and there is value to capture. If successful can elevate HP's brand equity. Growing business
Cons	Leaders like McAfee, Norton and Windows Defender maybe already researching into this space. Expensive endeavor if it fails.



Execution & Timeline For A.I. Adaptive Cybersecurity



Adaptive Cybersecurity

Risk	Mitigation Strategy
User Personal Data Concern	Allow users to opt out of data sharing. Make privacy policy comprehensible to users when they agree to the terms.
Cybersecurity Breaches	Hire for the best talent in the cybersecurity industry by offering competitive compensation. Hire former hackers and white hackers as staff. Regular software development and audits
Little to no adoption by non HP users	Freemium services to attract hesitant users. Focus on marketing based on value and partner with Technology KOLs



Marketing Tactics For Adaptive Cyber Security



Strategy and Plan For AR/VR Wearables

Develop lightweight AR glasses for tech-savvy professionals and consumers seeking immersive experiences without travel or complex setups

- Leverage HP's PC hardware expertise for powerful, compact AR glasses
- Focus on comfort and style for all-day wear
- Develop a robust ecosystem of AR applications
- Partner with content creators for unique experiences
- Integrate AI for personalized AR interactions



Pros	<ul style="list-style-type: none">• Aligns with HP's strengths in hardware and enterprise solutions• Taps into growing AR wearables market (projected \$19 billion by 2024)• Meets demand for remote work and virtual tourism (72% of workers prefer hybrid or remote options)
Cons	<ul style="list-style-type: none">• Significant R&D investment required• Competitive market with established players• Potential privacy concerns (68% of consumers worry about AR data privacy)



Execution & Timeline For AR/VR Wearables



Risks To AR/VR Wearables

Risk	Mitigation Strategy
Data privacy concerns (68% of users worried)	Implement end-to-end encryption, transparent data policies, and user controls
Potential for distraction and misuse	Develop safety features like auto-pause when in motion, clear usage guidelines
Cybersecurity vulnerabilities	Regular security audits, over-the-air updates, and partnership with cybersecurity experts
Physical discomfort or health issues (47% report eye strain)	Ergonomic design, adjustable settings, and clear health guidelines for users
Limited content ecosystem	Invest in developer tools, content partnerships, and open standards for AR applications
High initial costs deterring adoption	Offer financing options, subscription models, and clear ROI demonstrations for businesses

Marketing Tactics For AR/VR Wearables

- Limited-time offers for early adopters
- Bundle deals with HP PCs and printers
- Enterprise pilot programs with personalized support

- Exclusive AR content for HP customers
- Regular software updates with new features
- Community platform for sharing AR experiences and tips (92% of consumers trust peer recommendations)

Awareness

Consideration

Conversion

Loyalty

- Influencer partnerships showcasing AR experiences (84% of millennials trust influencer recommendations)
- Virtual product launches in immersive environments
- Targeted social media campaigns highlighting use cases
- Interactive AR demos in retail stores (62% of consumers want to try AR before buying)
- Virtual try-on experiences for online shoppers
- Webinars and virtual events showcasing business applications



Competitive Response

Response	Incumbent (Apple, Microsoft)	Direct Competitor (Dell, Lenovo)	Indirect Competitor (AWS, Cisco)
Counterattack/ Escalation	Further investment in AR/VR technology and ecosystem building to expand market share	Enter and compete in building their own ecosystem	Acquire a PC manufacturing company and combined it with existing software service
Avoidance	Focus on wearable devices and do not enter the office category	Focus on improving competitiveness of PC production, not expanding business	Focus on software business and do not produce devices
Co-operation	Introduce HP's service/hardware into their ecosystem	Improbable	Propose the introduction of their software into the HP ecosystem



Future Considerations

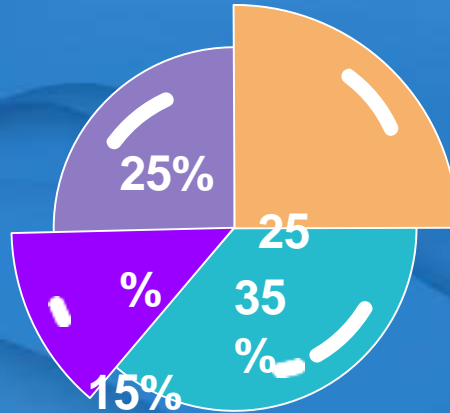
Looking at the consumer market we would like to divide our future consideration into two parts. After the priority evaluation of our strategies we will make steps into short terms or immediate action and long term or not so big a threats.

Short term



We will immediately focus on the current market trends and pivot our strategies to align with HP's vision: 'To create technology that makes life better for everyone, everywhere — every person, every organization, and every community around the globe.'

Our primary focus will be addressing immediate concerns and investing to shift our strategies accordingly.



Long term

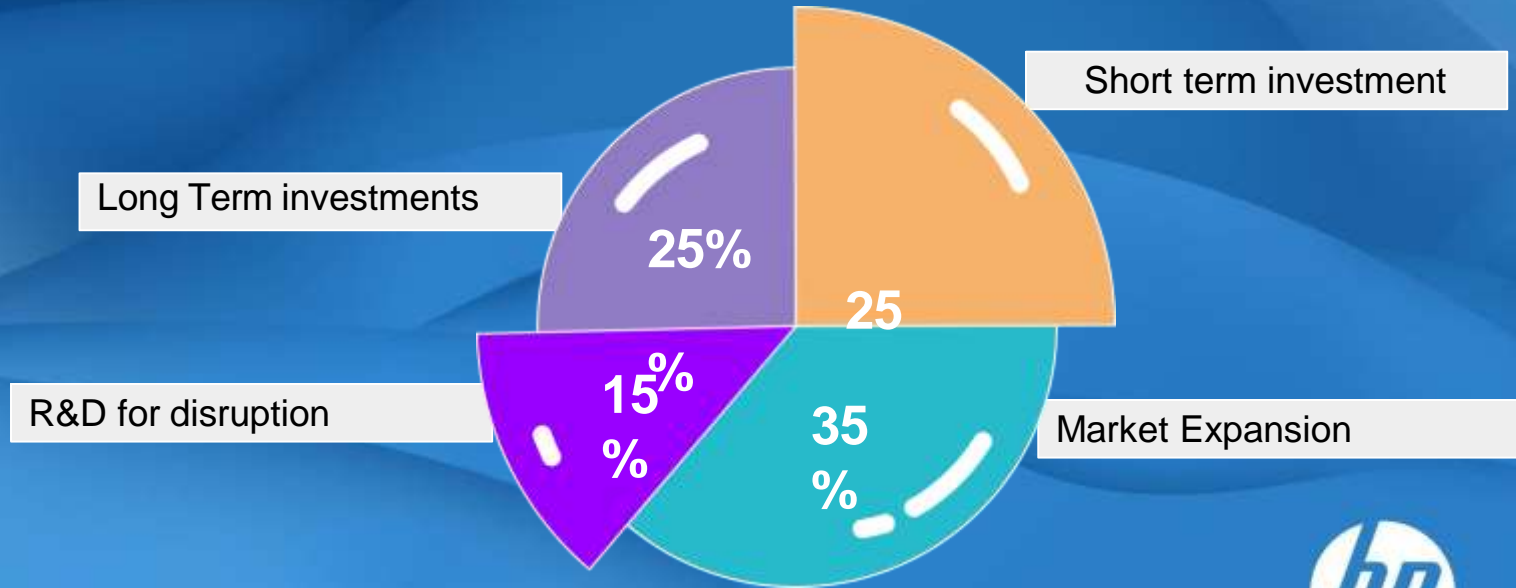


We will proactively address potential market disruptions in consumer behavior and technological advances that could impact the business in the long run. To stay ahead, we will invest in R&D to capitalize on emerging opportunities.

As a major tech company, we plan to invest approximately \$50M in R&D to mitigate or tackle these disruptions.

Budget

We will invest in our strategies in short term and long term. We will make sure we have enough capital in the market and have enough budget to pivot in case of any pivot required.



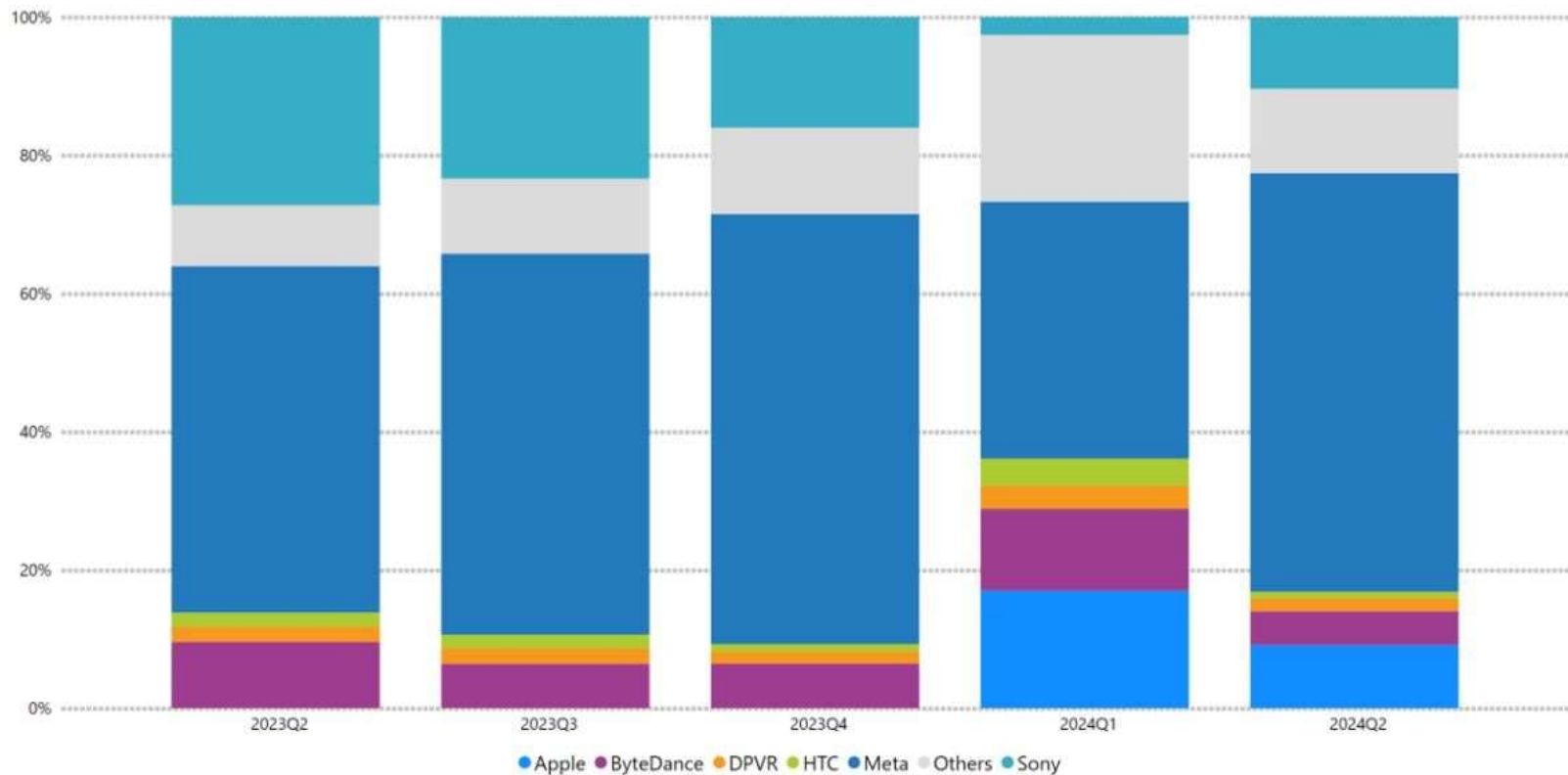
Thank You



Appendix



Global Market Share AR/VR Overview



Competitive Analysis

Competitor	Direct/Indirect	Area of Focus	Perception
Dell	Direct	Strong enterprise presence, customizable products	Reliable, business-focused
Lenovo	Direct	Wide product range, competitive pricing	Value for money, innovative
Apple	Direct	Premium brand image, ecosystem integration	High-quality, user-friendly
Amazon Web Services	Indirect	Cloud Computing and Services	Market leader in cloud services
Cisco Systems	Indirect	Networking Equipment	Reliable hardware & software
Accenture	Indirect	IT Services and Consulting	Leading providers of enterprise- grade solutions