



A3: CASE ANALYSIS WRITE UP

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SECTION 1: INSIGHTS

I.

When it comes to branding and operating systems, the sample is evenly distributed. In this sense, 51% of the survey own a MacBook (200 people), and 49% own a Windows laptop. However, in the context of all devices having the same retail price, the distribution would change as follows: MacBook would increase by 19 units (56% of total), Windows would decrease by 29 units (41.5% of total), and Chromebook would have 10 units (2.5%). Note that although MacBook increased in total units, it would lose 16 users to Windows, and 3 users to Chromebook.

II.

People who demonstrate the 'Growth Mindset' personality attribute who currently own a Windows OS laptop, when given the choice to pick between different operating systems with the same price, are more likely to stick with Windows OS. Even when they are using different operating systems, there is a significant population who are willing to switch to Windows OS. This being said, Microsoft could reframe their branding to possessing a laptop of this operating system could develop a person's growth mindset.

III.

People who do not like partying or throwing a party, are likely to currently own a Windows laptop and probably would prefer a Windows Laptop. However, the count of people not interested in parties and who prefer a Windows or a Mac is almost the same, if price for both is equal.

SECTION 2: RECOMMENDATION

With all three above insights and external market research considered, our recommendation for Microsoft is to shift their marketing focus towards the individuals that exemplified a certain set of characteristics. Microsoft should be to target the specific set individuals that belong to the “growth_mindset” principal component and “Cluster 1”, as well as the “non_party_person” principal component, with promotions or a more aggressive marketing campaign with Ads/emails, since these people are most likely to buy a Windows Laptop in the future and also are the major users of Windows laptop currently.

As Apple’s marketing style is built on simplicity, and Microsoft’s style is more of accessibility, it does not parallel the fact that these two brands are trying to attract the same consumers. Apple, as a company, has different core values as to Microsoft’s which is why both brands have quite different consumers.

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