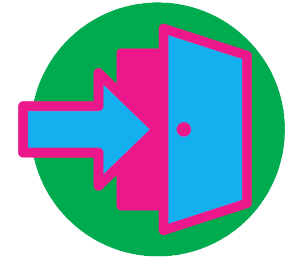


APPLE AND SMART HOME SECURITY?

CONSUMERS INDICATE THAT IS A WINNING COMBINATION

Tech companies are constantly branching out into an increasing number of non-core categories: Google into phones, driverless cars, fiber internet service, and smart watches; Amazon into music, grocery shopping, and original content. Apple is also branching out, but perhaps not with the same speed and breadth as some of its competitors: the latest innovations outside of Apple's core products (computers, phones, tablets, software) were the HomePod, a personal assistant device, as well as upcoming release of original content.



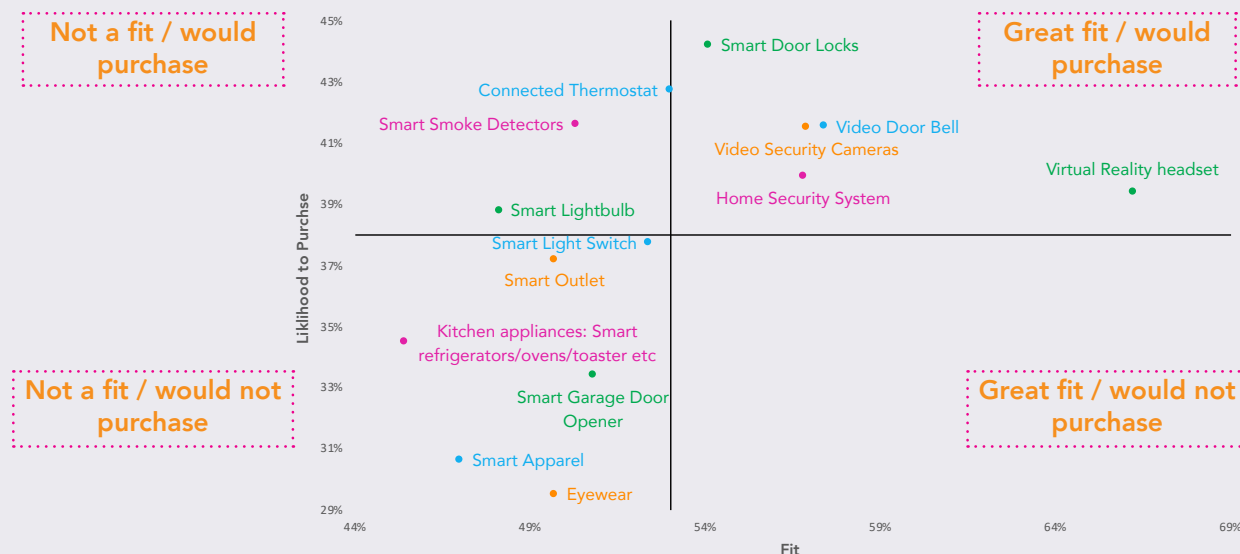
Seeing as though there is a potential area for growth, we decided to conduct a short Brand Stretch study to understand what other categories consumers think Apple would be a good fit for, and whether an Apple product in those categories would be a viable option.

Brand Stretch: A study used to understand in which additional categories consumers think is appropriate for a brand to play in.

RESULTS

Consumers indicate that **HOME SECURITY** is an area that is a good fit for Apple, and these consumers would actually purchase smart home security products if Apple manufactured them. Specifically, the categories seems as the best fit and most motivating include:

- Smart door locks
- Smart video door bells
- Smart video security cameras
- Smart home security system
- Virtual reality headsets



In addition, for more than 8 in 10 consumers, an Apple product in any one of these smart home security categories would be their first product ever in this category.

Brand stretch studies can help companies narrow down a broad list of categories to those which are the most viable when it comes to thinking of diversifying their offerings.

If you are interested in learning more about Brand Stretch or other ways Lab42 can help with your research needs, please contact us at hello@lab42.com.