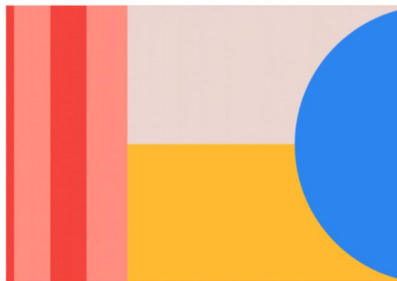




Andrew Rhee, Mike Koyama, Alec Bildstein



October 15
New York City

Come see a few new things Made by Google

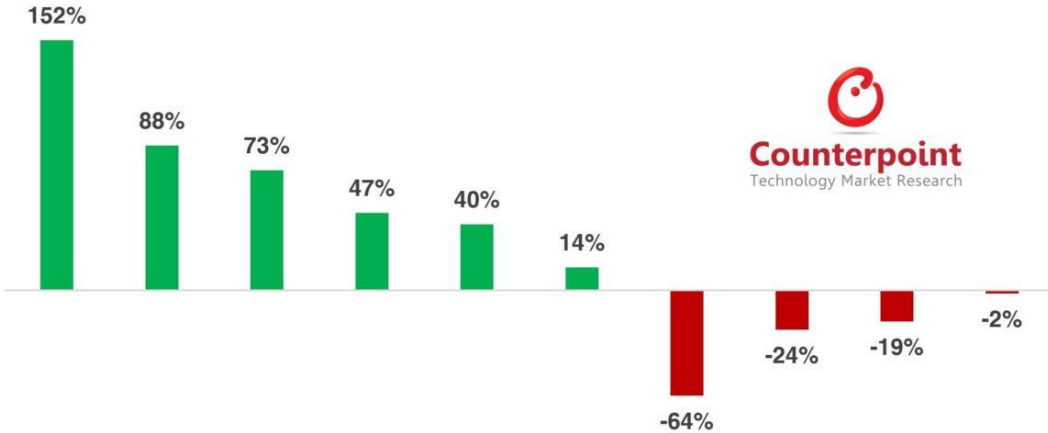


Pixel 4
Pixelbook Go
Pixel Buds
Nest Mini
Nest Wifi



Q2 2019 YoY Changes by Select OEMs

OnePlus Google Alcatel Motorola Coolpad Apple ZTE LG Samsung Total



Shopping Product



SWOT Analysis

Strengths

- Strong brand image
- Diversified business
- Vast market share
- Tons of data

Opportunities

- Mobile device users
- Android OS and services (Google Play)
- Cloud computing

Weaknesses

- Privacy policy
- Overdependence on single revenue source
- Minimal physical presence

Threats

- Growing competition (Facebook, Amazon)
- Antitrust legislation
- Market adaptation and censorship

Product Mix

Phones	Laptops	Smart Speakers	Earbuds
Pixel Pixel XL Pixel 2 Pixel 2 XL Pixel 3 Pixel 3 XL Pixel 3a Pixel 3a XL Pixel 4 Pixel 4 XL	Chromebook Pixel Pixelbook Pixelbook Go	Home Home Max Home Mini Nest Hub Nest Hub Max Nest Mini	Pixel Buds Pixel Buds 2

Brand Equity

Brand Awareness

Perceived Value

Brand Loyalty

Brand Associations

Sources

<https://www.androidauthority.com/smartphone-market-share-us-q2-2019-1020683/>

https://www.theverge.com/2019/10/15/20908095/google-pixel-4-xl-event-news-products-announcements-updates-highlights?fbclid=IwAR36BEVq2XdMKregkxhbG1r_5Pao8MUovOp0dgD0uA4jV4qyHOIFD0GOS4bs

<https://www.businessinsider.com/google-pixel-4-should-you-upgrade-pixel-3-camera-price-2019-10#the-pixel-4-is-300-more-expensive-than-the-pixel-3-and-there-arent-too-many-good-reasons-to-spend-an-extra-300-on-the-pixel-4-1>

<https://www.businessinsider.com/google-pixel-4-event-live-blog-all-announcements-2019-10>

<https://gs.statcounter.com/search-engine-market-share>

<https://gs.statcounter.com/vendor-market-share/mobile/north-america>

<https://www.cnn.com/2019/07/22/tech/google-street-view-privacy-lawsuit-settlement/index.html>