

Canon Shield

Security Camera

Newsome, Keith

CANON CAMERA COMPANY 6000 Mississauga Road, Brampton, ON. L6Y 5Z7

Table of Contents

Executive Summary	2
Introduction	3
Research Method	4
Results	6
Summary of Results	7
Recommendations	8
Limitations	9
Appendices	10

Executive Summary

The purpose of this report is to examine the current position of Canon cameras and evaluate a conceptual product line of security cameras and dashboard car cameras. In this report we find that security cameras in home are unpopular with older generations of people but have become more socially acceptable and popular with the age demographic between the ages of 18 to 45. We believe that although security cameras are a mature market, that civilian-grade consumer cameras are new to the marketplace and as technology becomes more secure you are going to grow up feeling more complacent and normalized to cameras being in homes and on doors.

Because of this, we think that there is potential for growth in this market as Canon has the legacy name power that is tied to clear camera quality. We believe that an increasing demand for vehicle security services will bridge the gap to get the consumer to consider also purchasing a security camera later down the line, or to consider a subscription service depending on the consumer.

We recommend that Canon invests in creating three product lines of security cameras with different pricing strategies to enable the widest reach possible. There are opportunities to get this young consumer base of ages 18 to 29 who will become loyal customers as security systems and smart homes become increasingly more popular and integrated and everyone's daily lives.

Using Canon's dash camera as a steppingstone to get consumers to try other security services, there should be bundles and promotions for new subscribers for a 24/7 monitoring service or bundled in with Model A which is the model that you pay an upfront cost for compared to the subscription service.

We believe that this strategy will enable Canon to have an immediate impact of the consumer security camera market because of its legacy branding enabling a feeling of nostalgia, security, safety, reliability and quality. We believe that this immediate impact will have a positive impact on company profits.

Introduction

Canon Cameras is a legacy brand that has existed since the 1930's. Canon's founders produced the first widely commercially available 35mm shutter film. (Canon Global, History of Canon, 2025) Using war development as a way to take advantage the times this gave Canon a unique position to be an innovator within the industry, with the first X-ray camera first being developed and created by Canon which is widely a normally accepting thing today.

Today, more cameras are accessible than ever because of cellphones, which are getting better and better cameras. One emerging market for camera companies that could be considered is the security camera and dash camera for automobiles or motorbikes. This report will contain a plan for Canon Cameras to enter the security and dashboard camera markets, which are seeing an increased demand across the Western continent, which is far removed from the competitive landscape of the security camera market in Asia. Companies like Ring and Wyze are emerging in Western markets in the United States and Canada. (K. Newsome, Personal Interview, March 23rd, 2025)

This report aims to provide insight into how Canon Cameras should position themselves within the Security Camera Market and what products Canon Cameras should produce to maximize profits while minimizing losses throughout the production and product testing phases. To understand what products consumers would want in a product,

An interview was conducted with two people who have resided in very different city centers. This interview allows Canon Cameras to find out if they want to have multiple models of cameras available to consumers, and if this might enable Canon to create a security camera product line to ensure that all consumer needs are met.

Research Method

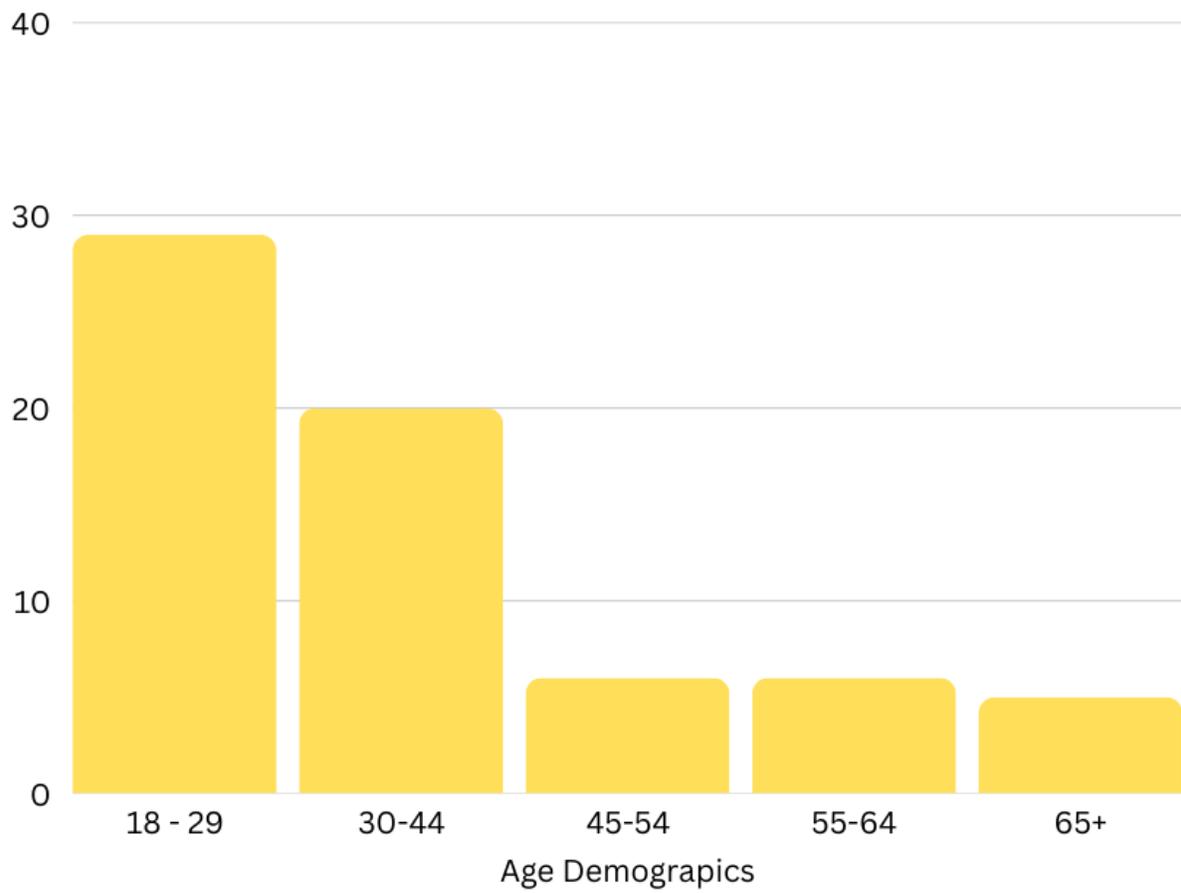
To effectively find the best demographic for Canon's proposed security camera, you need to know the general market Canon wants to launch into. All research methods used in this report consider the North American market. *It is to be noted that some of the research done in the report was done before the current economic uncertainty and shifts in investments in the North American region.*

The data we consider comes from secondary sources due to their inaccessibility, the monetary cost, and the budget for this report. *Although all graphs in this report will have data presented by secondary sources, we have prepared and produced the graphs presented in this report.*

Statistical polling data from the Cato Institute, *which* uses 2000 Americans as its survey size, demonstrates that Gen Z is increasingly supporting surveillance in their homes, with 3 to 10 young *Americans* being more in favour of having cameras outside their home to prevent abuse, illegal activity and domestic violence. (Cato Institute, June 1st, 2023)

We believe that this is due to the generation of 18 to 29 has had cameras in cellphones being normalized which means the next step progression step will be the normalization of security cameras and vehicle dashboard cameras. Using this information, we prepared questions and interviewed two people we thought would fit the correct demographic for a security camera that would be more likely to be a long-term adapter and easier to purchase for their home. Both interviewees had different life experiences and lived in various urban centers with more significant populations.

When interviewing both people and asking the same questions, we found two very different perspectives on personal security and potential privacy concerns. This helps to show a wide range of issues and concerns. This further validates and gives information that allows Canon to have the most successful research possible to incorporate. Please see Appendix B and C for questions asked to interviewees.



SOURCE: CATO INSTITUTE 2023 CBDC NATIONAL SURVEY

Results

The results of the interviews were the following.

Two people were interviewed so that they will be given the pseudonyms Person AB and Person AC.

When interviewed, Person AB, **19**, believed they did not see a point in using a security camera and felt safe in their current environment. They had concerns about privacy, the potential ability to have information and camera footage, and how it could be used nefariously either by a company, hacker, or government.

Person AB was skeptical about how a security camera would be helpful to him because they live in a non-busy city where crime and theft are less likely to occur. If they were going to have a security camera, they would prefer that it be able to be monitored and operated by themselves, with a large storage option.

Person AB could see their position change as they grow older and have more material possessions, as more regulations and protections are introduced to better protect consumers from threats and risks.

When Person AC, **21**, was interviewed, they saw a point in a security camera. Person AC previously lived in an urban city center in Quebec, which has a larger population base than Halifax. Because of this, Person AC has witnessed crime before and is more concerned about protecting themselves, their material possessions, and others.

A Person AC says they feel comfortable with having someone screen and scan their data for people and argue against those worried it could be used nefariously. Person AC voices that lots of this information is already accessible or is easily accessible in the digital age, with phone cameras everywhere.

Person AC says they would purchase a security camera with 24/7 monitoring and finds that this gives them peace of mind, as they don't have to think about it.

Summary of Results

The interview information shows a need for multiple models. Despite being of similar ages, you have two consumers with different needs for a product and service. One consumer wants more control over their privacy and will want to monitor the footage themselves if they are wary of anything stolen or suspicious activity. The other wants peace of mind, not having to check, and being able to go about their day while knowing they will always be protected.

There are also instances where the consumer might have different needs in different locations or have had other past experiences that would motivate the consumer to want a different product.

Because of this, there seems to be a demand for more than one type of product, which has led us to the following conclusion:

Three products should be under the Canon Security umbrella, with other models enabling availability regardless of the consumer's concern. It felt better to include the dashboard camera as a separate model from the security cameras because consumers have different needs.

Potential Security Camera Models		
A	B	C
Physical Hardware and Storage.	24/7 Monitoring with Cloud Storage.	Car Dashboard Camera
Paid Upfront	Need Subscription	Bundled and Seperate and Paid Upfront.

Recommendations

We recommend that three models be created for this product.

Consumers have expressed concern about cloud-based security cameras, so we recommend creating a model focusing on physical hardware and storage systems like a traditional CCTV camera. This enables a more skeptical demographic to have a product they can use without educating or forcing people to transition to newer technology.

The other model we recommend for creating is a 24/7 Monitoring Security Camera; instead of using physical storage, it would have a cloud-based system with smartphone integration. This is for the people who want peace of mind and don't want to go out of their way to monitor their security cameras and manage storage. Because of this, this model will be a subscription-based service, including the camera itself, due to the 24/7 monitoring service provided.

Lastly, we recommend having a product that can supplement well with the security camera, because of this, having a car dashboard camera as a third model makes sense as it is an entry point or first step in becoming more of a consumer of security-based technology or goods. There could be potential options to sell the dashboard separately from the security camera. Or to have it bundled with the other models as a deal or an incentive to buy the security camera.

The marketing of **Model B Camera** must focus on privacy, ensuring that the consumer's privacy and data will be protected from potential theft or malicious use. Whereas **Model A Camera** should be marketed more for corporate use, **Model B Camera** should focus on the newer generation and be integrated into existing smart home systems.

Providing a free **Model C Camera** incentivizes new customers to register for the subscription to the Model B Camera. This gets people to subscribe and understand the benefits of having a security system in their home. This subscription service would have the ability to be expanded on, like increasing the number of cameras you may have.

Limitations

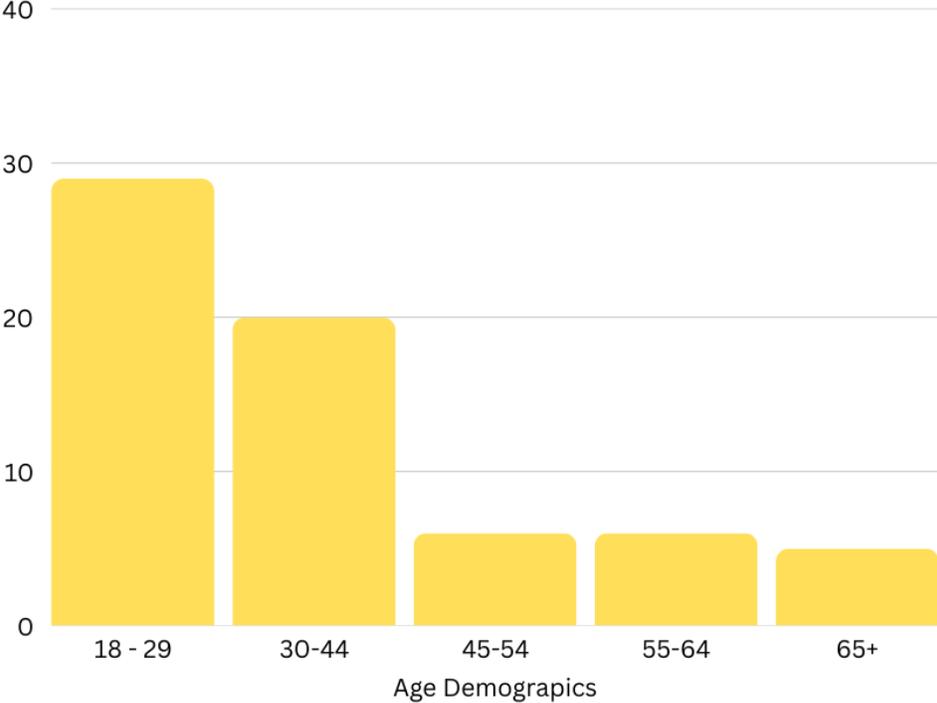
Some Limitations that may arise when trying to bring a security camera to market include privacy concerns. Emphasis on marketing and branding around encryption for **Model Camera B** is crucial, ensuring that, with **Model Camera A**, consumers know that it also has privacy-respecting features, such as custom recording settings and a local storage option. More so, there needs to be a focus on encryption, two-factor authentication and guarantees of compliance with local regulations. The perceived insecurities of technologies will still drive customers away, and to also prevent any culpability when it comes to any potential breaches of data within Canon's data systems.

Canon would be entering a very crowded and oversaturated market with competitors, such as Blink and Eufy which are large in North American markets. What is to Canon's benefit is its lasting brand legacy in imagery. Amazon owns Blink, and Anker owns Eufy. Although Amazon's branding is powerful, the product is a separate system. We think being able to use the Canon brand has a deep-rooted history within North America and is forever associated with professional quality.

Because we will be working with an established brand, we must ensure that the product is advertised correctly and does not overpromise features that cannot be delivered. When marketing the product, we need to attempt to focus on and explain the product's benefits in a way that the consumer can understand. This is so that the customer isn't alienated and is not overwhelmed with information. This is important with **Model Camera A**, because it is positioned towards an older audience.

Appendices

Appendix A



- What is your age group?

Under 18

18 – 24

25 – 34

35 – 44

45 – 54

55+

- Are you familiar with security cameras or dashboard cameras for vehicles?

Yes

No

- How often do you use a security camera or dashboard camera in your vehicle?

Daily

Weekly

Monthly

Rarely

Never

Appendix B

0 – Never owned, never used

1 – Very Dissatisfied

2 – Dissatisfied

3 – Neutral

4 – Satisfied

5 – Very Satisfied

- How do you prioritize the following factors when buying a security camera or dashboard camera?

Price

Image/video quality

Brand reputation

Ease of installation

Storage capacity

Additional Features

- What features or improvements would you like to see in a security camera or dashboard camera?

Appendix C

References

Anderson, C. (2025, March 23). *Market Research Report Questionnaire* (K. Newsome, Interviewer) [Personal communication].

Ekins, E., & Gygi, J. (2023, June 1). *Nearly a Third of Gen Z Favors the Government Installing Surveillance Cameras in Homes*. Cato.org. <https://www.cato.org/blog/nearly-third-gen-z-favors-home-government-surveillance-cameras-1>

Grand View Research. (2025). *Grand View Research*. Grandviewresearch.com. <https://www.grandviewresearch.com/industry-analysis/smart-home-security-camera-market>. Industry Analysis .

Newsome, O. (2025, March 23). *Market Research Questionnaire* (K. Newsome, Interviewer) [Personal communication].

Statistica. (2025). *Smart Security Cameras - North America | Market Forecast*. Statista. <https://www.statista.com/outlook/cmo/smart-home/security/smart-security-cameras/north-america>

Wilson, K. (2024, September 18). *From Smart Homes to Sustainability: Gen Z's Blueprint for the New Household*. Insights in Marketing. <https://insightsinmarketing.com/from-smart-homes-to-sustainability-gen-zs-blueprint-for-the-new-household/>

