GoPro Advertising Campaign and Pitch

Jake Meng Gao

California State University East Bay

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Executive Summary

It’s been called “the world’s most versatile camera”, GoPro documented human history in 2012 when Felix Baumgartner dove off the Red Bull Stratos; a weather balloon located 24 miles above the earth’s atmosphere for scientific and weather research. Felix astonished the world, breaking two records, as he descended toward earth at 840 mph before hitting free fall.

Founded in 2002 by Nicholas Woodman, GoPro is the maker and creator of the world’s most versatile camera. Enabling its users to capture and share their most passionate, exciting moments in professional high-definition videography and photography. Capitalizing on traditional advertising, content marketing, and social media, GoPro built a ritualistic fan base in sports enthusiasts, professional athletes, and media production professionals. GoPro’s professional line of wearable and gear mountable cameras are used more collectively compared to any other camera in the market today making it one of the most innovative and successful cameras in the world.

The evaluation of the company’s internal strengths and weaknesses and external opportunities and threats served as the foundation for the strategic analysis of marketing. Some of the greatest design features of the GoPro are the size, durability, and versatility of the camera and outer protective casing enabling it to be worn and carried virtually anywhere. Outperforming its competitors at the same time capitalizing on the build quality; GoPro’s advertising and brand promotion has successfully targeted and acquired professionals from multitude of industry leaders. However, these past marketing strategies left a large portion of the average consumer behind.

With timing being the essence of success, GoPro recently filed for an initial public offering set in the second quarter of 2014. The timing of this IPO creates a crucial opportunity to
transition the average consumer into a GoPro user and acquire more market share. New advertising messages and integrated brand promotions will be utilized to target the travel, leisure and recreation. This plan focuses on the company’s growth strategy suggesting ways in which it can build on existing customer relationships, capitalize on existing marketing strategies on a new market, and introduce new products and services targeted to this specific customer niche.

**Situation Analysis**

**Cultural context**

A brand should possess and express a tetrad of marketable qualities. Mininni (2008) expressed these four qualities as “reasons for being”, “definitive point of view”, “system of beliefs”, and “clear define value and assets”. In other words, in order for a product to attract customers it has to convey a brand of authority and faith in the mind of the customer. Living in a social world where selfies, personalities and individualities bombards social media, the ideology of “self” is the authority and the beholder of faith. Especially in product marketing, the consumer is the entity in the construction of the consumerism ideology. Past advertising and brand promotion was effective in establishing ways to communicate with these individuals in their native language, introduce a belief, and assimilate them into a GoPro community.

Aimed at their most exciting, passionate moments, GoPro was able to translate the user’s visual experience into global media. GoPro was able to facilitate and demonstrate the theory of
the user being both a consumer and producer of media. The ultimate goal was to relate to the user and make them feel at home, be comfortable in their environment, and capturing those passionate moments within that environment. In retrospective, these individuals became GoPro content marketers and formulated the slogan “This is your life…GoPro”.

This ideology permeated through the boundaries of professional sports and revolutionized sports media. The X-Games, surfing contests, snowboarding exhibitions, extreme mountain biking are just some examples where GoPro documented each exhilarating moment and shared it among media consumers; for the first time, viewers were able to live the first-hand experience of professional athletes, drivers, and surfers. Each heart pounding moment on social media translated into a culture of “I want to do that too”.

**History**

In 2002, Nicholas Woodman created the idea of the wearable camera. The evolution occurred when the camera was moved from the wrist to an apparatus that can be attached to any device. GoPro became the first company that solved the issue of how do you captured images and video when people are in their moments of excitement; where it is just too inconvenient to hold the camera or a phone. The GoPro’s is a wearable, adaptable, mountable camera that shoots both photo and video.

The key feature of the GoPro system would be the outer protective shell which has the ability to rotate upon itself, creating a durable camera that is water and shock prof and can be mounted to anything. This evolution enabled people around the world started to document their everyday lives. From sports to recreation to scientific research, these innovative cameras captured timeless moments and ways people enjoyed their life. Reactions, emotions, and excitements are shared with loved ones, friends, families, and others through social media.
The first GoPro was introduced to the market in 2004 along with the first digital GoPro in 2005. Since then, The GoPro camera has evolved from HD Hero to HD Hero 3+ and HD Hero 3+ Black Edition. The new HD Hero 3+ black edition include key competitive features such as 4K ultra high definition resolution, shooting 12MP photos at 30 frames per second video. It has a super wide angled lens that operates efficiently in low light mode and has built in Wi-Fi with remote. The lightweight and design of the HD Hero 3+ makes it easy to take anywhere. The camera interphase is simple for the user to negotiate. Attachments are versatile and customizable and free editing software is provided by GoPro for those who want to edit their media footage. The new GoPro creates opportunities in brand new markets and consumer sectors outside the realm of only sports.

Industry Analysis

2014 is the year of the wearable cameras. Due to the small design factor, lower power usage, and high performance, sports camera sales drove steadily 12-fold growth in mid-2010 (Romero, 2013). There are four potential applicable markets for this rise in wearable cameras. These include law enforcement, task orientation, smart glass technology, and wearable video capturing devices (Romero, 2013). GoPro, landing in the “wearable video capturing devices” category, is indeed the most successful and recognized brand that exploded on to the market in 2007. The use of the unique camera casing is beyond the capabilities of a regular smart phone. The GoPro market is expected to grow and boom at 79% CAGR from 2012 to 2014 (Romero,
2013). Romero (2013) also estimated that the sports and actions camera business will be a 6.4 billion dollar industry with 40% – 50% growth between 2015 and 2016 globally.

Compared to the traditional camcorder, action cameras differentiated themselves from the traditional market by specialized functions and capabilities associated with individual devices. Compound annual growth rate is forecasted by Futuresource Consulting at 37% for the action camera market from 2012 to 2016. This creates a favorable economic climate and opportunity for GoPro to expand into unexplored markets. However, as more users enter the action camera market, over saturation will occur due to low demand and high supply. In other words, prices for action cameras still decrease as the market saturates. It is also found that bundling accessories with action cameras is favorable among users and these packaged deals account for 77% of sales worldwide (Futuresource Consulting, 2014).

Prophoto, the industry leading source in photographic lighting and equipment estimated 4.4 billion image capturing devices are used globally. These include cell phones, digital camera, action cams, and recording devices. Prophoto states, action cams are a “new species” with “enormous growth potential” (Photokina, 2012). In their study, 400% growths were seen in action cameras alone in Germany. Prophoto also attribute the potential for growth to social media, where the aspect of producing, processing, and sharing of media are increasingly friendly, trendy, and simple.
Market Analysis

GoPro cameras top all competition rivals in action camera sales. According to Mac (2013), GoPro has the highest selling point of view camera on the market. Unlike the original version which was a 35mm film camera, the company’s newest product, HD hero 3+, shoots panoramic, high definition video that has become the standard capturing action sports. Technologically speaking, innovations behind the GoPro camera ostracized the traditional camcorder and took advantage of timing when cell phones were transitioning into digital cameras and camcorders. Mac (2013) attributes the success of GoPro to aggressive marketing and social media strategies. According to IDC data, GoPro was responsible or 21.5% of all digital camcorder shipments nationwide in 2012 (Mac, 2013).

The slogan, “You in HD” and “Pick your location, your passion, record your life, and share with the world” has been successfully advertised and utilized through content media on social media to generate revenue as well as extensive sales. Along with innovative technology, quality, and versatility, high demand has been built for the current market. A high supply-chain has also been met to ensure the prolonged production of GoPro products ensuring the promotion of the brand name within the marketplace.

In the past, celebrity endorsements have been utilized to advertise and market GoPro products with success. Celebrities such as pro race car driver Ken block, pro surfer Kelly Slater, and pro snowboarder Shaun White has built a brand culture with great followings. However, GoPro has limited its market share by focusing only on professional sports, celebrities, and
mature users; less active consumers and non-athletes are excluded from advertising campaigns and marketing targets. The price point of the GoPro products is high compared to cheaper brands. Accessories such as mountings and harnesses can increase the final purchase price limiting price conscious consumers. Opportunities for future growth include new technological innovations, emerging markets, social media, and an initial public offering. Threats include maturing and saturation of the current market; as well as intense competition, substitutable electronics, economic downturn, and government regulations.

The travel and leisure industry is a multibillion dollar industry in the United States. In 2012, the U.S. travel association estimates that consumers spending on domestic and international leisure travel accounted for $597 billion dollars. Tetrads of travel characteristics of were identified. First, fewer adults are traveling with children on domestic leisure trips. Second, The 2014 year is also called the “wearable everything” year for technology travel trends paralleling with the bullish market within the wearable camera industry. According to Ekstein (2014), wearable gadgets will definitely change the way consumers travel. These trends create a large opportunity in terms of marketable potential and opens up a large consumer market for GoPro.

**Competition Analysis**

Just what is an action camera? According to Rose (2013), action cameras are built to capture other activities from unique angles using a variety of methods and housing. The GoPro is a small, light, waterproof, and shockproof camera that can handle any activity. The GoPro can record at high resolutions and at high frame rates producing sharp images and vibrant colors. The GoPro hero 3+ is simply the best action camera versus current competitors. Ion, Sony, Panasonic, Garmin, JVC, Drift, and MHD Sport are some of the major competitive brands in the
current market. These six products are compared and contrasted with the GoPro 3+ Black Edition on price, sensor megapixels, resolution, frames per second, mounting options, and battery life.

<table>
<thead>
<tr>
<th>Analy sis of the competition revealed that the GoPro 3+ outstanding compared to the competition’s products in terms of resolution. Higher resolution is equivalent to better contrast, color gamut, overall resolution. Wider lens angle and noise reduction feature during interactive recording are found to be better compared to the competition as well. Underwater testing resulted in crisp images and video, enriched details with outstanding contrast and vibrant colors. Vibrations introduced into the camera are minimal during the active shooting process.</th>
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<tbody>
<tr>
<td><strong>Product</strong></td>
</tr>
<tr>
<td>GoPro 3+</td>
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<td>Contour 2+ (Discontinued)</td>
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<tr>
<td>Sony Action Cam</td>
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<tr>
<td>iON Air Pro 3</td>
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<tr>
<td>Garmin Virb</td>
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<tr>
<td>JVC Addixxion</td>
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<tr>
<td>Drift HD Ghost</td>
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</table>
The contour 2+, made by a Seattle, Washington based company, were discontinued after the company closes doors in 2012 offering no direct competition currently. The Sony Action Cam and Drift HD Ghost offer “a few” or “some” mounting features and options making these products less competitive. The ion Air Pro 3 is a direct competitor versus the GoPro 3+. However, according to Gizmodo, the winner, in terms of image, color quality, and motion handling, goes to GoPro 3+ in side by side comparison tests.

After analyzing social media channels for current advertising campaigns; 1,591 videos, 1.78 million subscribers, and 416.6 million views were found on YouTube specifically. Compared the Contour 2+, Sony Action Cam, and ion Pro 3, GoPro consumers out produces its competitors by 1000%. In other words, GoPro not only built a reputable following among its current consumers, but also a solid foundation in the action camera industry. This product has transformed the company’s ideologies and mission into mainstream consumer culture.
<table>
<thead>
<tr>
<th>Strength</th>
<th>Weakness</th>
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<tr>
<td>• Innovative Technology</td>
<td>• Low Market Penetration</td>
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<tr>
<td>o Camera with protective case,</td>
<td>o Focused on sports, targets</td>
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<tr>
<td>accessories, and production</td>
<td>professionals, and current users</td>
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<tr>
<td>software</td>
<td>only</td>
</tr>
<tr>
<td>• Quality and Versatility</td>
<td>• Price – Expensive</td>
</tr>
<tr>
<td>o High quality product, water</td>
<td>o High price point, $199 - $399</td>
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<td>prof and shock prof</td>
<td></td>
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<tr>
<td>o Hands free media production</td>
<td>• Accessories – Extra Expenses</td>
</tr>
<tr>
<td>with mountable camera</td>
<td>o Wearable mounts and harnesses</td>
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<tr>
<td>• Demand and Supply Chain</td>
<td>• Marketing Concentration</td>
</tr>
<tr>
<td>o High demand from content</td>
<td>o Limited market, less active</td>
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<tr>
<td>marketing and appeals to large</td>
<td>consumers and non-athletes are</td>
</tr>
<tr>
<td>sports based audience</td>
<td>excluded</td>
</tr>
<tr>
<td>• Brand Name</td>
<td>• Single Lens Attached to a Camera</td>
</tr>
<tr>
<td>o Initial Public Offering filed</td>
<td>o Cannot switch lenses, limited to</td>
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<tr>
<td>in third quarter of 2014</td>
<td>wide angle view only</td>
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<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
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<tr>
<td>• New Services and Innovations</td>
<td>• Maturing Markets</td>
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<tr>
<td>o Possible partnerships and new</td>
<td>o Existing markets has been</td>
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<tr>
<td>products entering the market</td>
<td>saturated</td>
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<tr>
<td>• Social Media</td>
<td>• Intense competition</td>
</tr>
<tr>
<td>o Advertising brand promotion</td>
<td>o Competitive products have</td>
</tr>
<tr>
<td>opportunities</td>
<td>substantially lower price points</td>
</tr>
<tr>
<td>• Emerging Markets and Growing</td>
<td>• Substitutable Electronics</td>
</tr>
<tr>
<td>Economy</td>
<td>o Cell Phones</td>
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<tr>
<td>o Travel and leisure</td>
<td>o Digital SLR’s</td>
</tr>
<tr>
<td>o Medical</td>
<td>o Compact digital cameras</td>
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<tr>
<td>o Security</td>
<td>o Other competing media recording</td>
</tr>
<tr>
<td>o Safety</td>
<td>devices and prototypes</td>
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<tr>
<td>• Initial Public Offering</td>
<td>• Economy</td>
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<tr>
<td>o Stock options and brand</td>
<td>o Purchase of cheaper alternatives</td>
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<tr>
<td>awareness for consumers will</td>
<td></td>
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<tr>
<td>generate revenue as well as new</td>
<td>• Government Regulations</td>
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<tr>
<td>customers</td>
<td>o legal ramifications on personal</td>
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<td></td>
<td>privacy</td>
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Target Market Profile

Past marketing and advertising efforts have identified two solid markets which are composed of 80% of the entire market share of wearable cameras. The primary market is active adults’ ages between 21 to 45 and a secondary market of teens and young adults between the ages of 12 to 19. Past marketing efforts were directed primarily at consumers that have adopted an extreme sports lifestyle. Media contents directed towards the consumer involved high-risk, niche-based, and sports oriented individuals. These individuals reside closer to the younger, single, group oriented area of the consumer profile.

Based on the industry and SWOT analysis, the travel and leisure industry is a potential market for GoPro consumers. Demographically, advertising, marketing, and integrated brand promotions should be targeted at both male and female, employed, 21 to 45 years old, in intimate relationships or newly married, with income of 62,000 or more per year, and usually takes 2 to 3 vacations per year. These consumers tends to be early adapters of new technology, loves to travel and discover new destinations, willing to spend their income, and be willing to document their goals, aspirations, travels, hobbies, and aspirations to share on social media. These consumers are also easy decision-makers, brand loyal, and favor quality over price.

Psychographically these consumers have a common way to plan vacations and others online. They often consult travel blogs, guides, and magazines. They often seek out good deals for extended vacations and place high value on videos in photography that’s taken on their vacation as historical memory. They are willing to share these documented memories with family and friends as well as others on social media that have similar interests, hobbies, and culture.
There is a second group which is the young adult category between the ages of 18-21. They tend to travel with their friends and companions on short social outings and trips that fit their hobbies and interests. This group is the highest group of social media users in front of the 22-45 categories. They love to share their “selfies”, vacation photos and videos on social media and 47% of this category is reported to use the internet as their source of information. This group also spends an average of 29 or more hours per week online distributing and consuming media.

Primary research for this ad campaign includes one-on-one interviews with current a targeted consumers that fit the target market profile. These consumers will receive a survey based on their media, vacation, and action camera technology usage. Copy testing of advertisements include, print, broadcast, and billboards will be assess prior to launch. Target market media practices will also be assessed to gain better knowledge regarding the target market.

**Objectives**

The overall objective is to create a market demand for GoPro in the travel and leisure industry in the United States with traditional and new media. In order to create the demand, brand awareness must be generated within our target market. Advertising and marketing campaigns must be targeted and centered toward both geographic and psychographic analysis of the target market. Advertising efforts will be split unevenly with 15% going toward traditional marketing and 85% focused on social media and online advertising. GoPro will continue its current partnerships with the Redbull brand and Relativity Media as well as sponsors celebrities and sporting events such as the Sochi Winter Olympics. Content marketing efforts will be focused on disseminating consumer produced media on social channels via the World Wide Web to promote branding and product appeal.
There will be an evolution and transformation from extreme sport’s based mentality and behavior in consumer attitudes towards GoPro. The goal is to present the action camera as an easy, operable, portable device that can be carried and utilized similar to a smart phone. This will eliminate a major consumer problem of carrying too many image capturing devices while traveling. The GoPro campaign will also eliminate the need of a bulky camera; preventing theft or destruction of one’s cell phone while both hands are occupied during leisure activities.

Secondary objectives include overcoming negative feedback by current market by emphasizing the adaptability and unique features and increase brand switching by converting one time users to repeat users. Social media will be utilized to generate good customer reviews and publish user content. The goal here is to gain emotional attachment between the product and consumer. Currently there are over millions of views and “likes” for GoPro video on social media; however, travel and leisure based content have far less. Advertising efforts will be directed towards disseminating the message, “this is your life, join the fun...GoPro” along with more travel based content.

Budgeting

GoPro spent roughly $15.5 million on advertising in 2011. In 2011 GoPro generated roughly $250 million in revenue. GoPro continues to increase sales year after year. GoPro plans to increase spending to approximately $30.3 million in 2014. GoPro is a thriving business that plans to increase advertising in order to reach a broader audience. GoPro plans to advertise through television, and billboards. GoPro ran a commercial during the Super Bowl in 2014, which will help increase sales. GoPro plans to increase sales and generate roughly $500 million. GoPro plans to reach out to new audiences. In order to be successful with increasing sales, GoPro plans to expand their current marketing strategies. GoPro’s budget increase for
advertising to nearly double what they spent on advertising in 2011 will ensure sales increase. GoPro will continue to use blogs to market their products. This should cost GoPro roughly $10 million. The advertising budget for 2014 allows for upwards of $30 million. The increase in budget comes from higher sales revenue. GoPro will continue to explore unique advertising options. GoPro expects to spend roughly $10 million in television advertising. The other $10 million will be spent on billboards and miscellaneous. Justification for any overages spent on advertising will be due to production and sales increase. We will budget accordingly throughout the year in order to track whether or not to increase advertising spending. Moving forward GoPro has room to adjust the advertising budget based on their strong sales history in years past.
### Creative Brief

<table>
<thead>
<tr>
<th>Agency</th>
<th>Jake M. Gao</th>
</tr>
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<tbody>
<tr>
<td>Client</td>
<td>GoPro</td>
</tr>
<tr>
<td>Brand</td>
<td>GoPro 3+ Black Series</td>
</tr>
<tr>
<td>Project</td>
<td>“Join the fun!”</td>
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<tr>
<td>Date</td>
<td>03/14/2014</td>
</tr>
<tr>
<td>Author</td>
<td>Jake M. Gao</td>
</tr>
<tr>
<td>Purpose</td>
<td>Introduction of new product to new potential market</td>
</tr>
<tr>
<td>Creative Opportunity</td>
<td>The trendiest, new, wearable gadget that records your life</td>
</tr>
<tr>
<td>Media Mix</td>
<td>Broadcast, print, billboards, kiosks, and social media</td>
</tr>
<tr>
<td>Message Objective</td>
<td>Brand promotion and brand recall</td>
</tr>
<tr>
<td>Tone</td>
<td>Look!! No hands required!!</td>
</tr>
<tr>
<td>Key Consumer Opportunity</td>
<td>Give the consumer a product to record their most passionate and exciting travel moments on vacation</td>
</tr>
<tr>
<td>Message</td>
<td>This is your life. Join the fun…GoPro</td>
</tr>
</tbody>
</table>

**Copy Strategy**

Copywriting for broadcast creative brief
Copywriting for print media:

Copywriting for Billboard
GoPro is currently being used by sports fanatics and adrenaline enthusiast. Audiences are beginning to recognize the brand because GoPro is responsible for many of the footage being filmed in a first person or the “selfie” point of view. Although GoPro has seen an increase in sales through this use of the product, advertising the brand to the travel and leisure audience will help GoPro reach new heights and become global household name. The media plan is designed to reach new users through different methods of advertising. Each method will be distinct from the other depending on the media type and audience reach. Five different medium will be utilized.

These include:

1. Broadcast media: The Travel Channel and The Discovery Channel
2. Print Media: Conde Nast Traveler, National Geographic Magazine, and National Geographic Traveler Magazine
3. Billboards: will be placed near or around airports for visualization and internalization. Increasing media on social media is extremely important to gain views and likes.

4. Digital Kiosks will be installed in airports, hotels, shopping centers, and retail outlets that display the GoPro brand as well as user content.

5. Social Media will be based on consumer and user content to promote trends in travel and leisure as well as adventures and excursions. Contests will be conducted to attract more social media users to the GoPro website. Detailed information will be published on Facebook, YouTube, Twitter, and other social media outlets.

The campaign will be launched during the first quarter of 2015. Retail kiosks will be negotiated and placed in targeted locations through travel agencies and destinations. Media messages will be launched in the second quarter of 2015 on both broadcast channels and print media. Social media contests for free GoPro’s and free destination and excursion trips will be given away for the best user content will be initiated. Submitted user medium will be utilized during the third quarter as well as print media to generate more brand awareness. Winners will be picked during the fourth quarter in time for the holiday season to generate higher sales figures and increase the company’s bottom line.

**Evaluation**

The advertising campaign media will be evaluated prelaunch, during launch, and post launch. Targeted focus groups will be utilized to analyze the media message as well as the creative designs for the GoPro camera. Redesign will be based on analysis during campaign launch. These will be conducted quarterly by evaluating sales figures, audience, and product penetration. The analysis will be accompanied with post online surveys distributed via GoPro
website and social media sites. Broadcast mediums will be evaluated based on their cumulative gross rating points which include reach time frequency, percent of user exposure, and percent of user exposure to advertisements. Social media measurements will be based on the number of views per content video, number of hits per website advertisement, and number of like per social media outlet. The main goal of achievement is overall consumer involvement in the promotion, distribution and brand awareness of GoPro.
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Worldwide Action Cam Market to Achieve Nearly Two Million Unit Shipments in 2012.


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Appendix

Billboard Design

Story of My Life

Magazine Cover and Advertisement
GoPro Advertising Campaign and Pitch

Power Point Presentation

GoPro History & Culture
- Nicholas Woodman, 2002
  - Capturing High Definition Video and Photography
  - Versatility and Adaptability
  - Innovative and Successful
- The User Experience and Focus
  - Transition of Experience to Media
  - Capture Passion and Share Excitement
  - The Ultimate “Selfie”
  - “This is Your Life… GoPro!”

S.W.O.T
- Strength
  - Innovation, Quality, Versatility, and Brand Name
- Weaknesses
  - Lost Market Penetration
  - Prices
- Opportunities
  - Integration into Media
  - Potential Markets
- Threats
  - Intense Competition and Economic Dependency

Target Market
- Travel and Leisure Demographics
  - 21 - 45 Years Old
  - Men > Women
  - In Relationships and Travel in Groups
  - Income of $62,000 - $75,000
- Psychographic Analysis
  - More Adventurous
  - Open to Exploring
  - Easy Decision Makers
  - Technology Savvy
  - Open to Spending Income
  - Brand Loyalty
  - Seeking New Travel Destinations Continuously

Industry and Market
- Image Capturing Industry
  - 4.4 Billion Image Capturing Devices
  - Sony Carey “New Species” with Huge Potential
  - 400% Growth in Germany
- Action Camera Market
  - 24% Growth in 2015
  - 2018: 8 Billion Tips at 1.7 Billion Dollars
  - Growth Attributed to Social Media Trends
  - Producers and Consumers

Competition
- GoPro Features
  - Unique Angles, housings, and mountings
  - High Resolution, High Frame Rates, Vibrancy
- The Competition
  - Sony Action Cam
  - ION Air Pro 3
  - Osmo Cinematography

Objectives
- Introduction of Product to New Market
  - Market and Advertise to Target Market
  - Aligning Consumer Needs with Product
  - To Improve Market Share
- Generate Brand Awareness
  - Adding More Content Marketing
  - More Proactive Social Media
  - Build Product Image
  - Create Brand Culture
  - Brand Rogers

“Do not follow where the path may lead.
Go instead where there is no path and leave a trail.”

Ralph Waldo Emerson
GoPro Advertising Campaign and Pitch

Advertising Budget 2014 - 2015
- (18%) of Total Advertising Budget
- Broadcast Media Kit
  - $1,000 per commercial or $1,500/Minces per broadcast
- Print Media Kit
  - Magazine: $1 / Pays Color: $155,500
  - Magazine: $1 / Pays Color: S/W: $90,020
- Digital Billboards
  - $1,500 - $1,500/Minute
- News

Media Strategy
- Segmentation:
  - The Frequent Traveler
  - 21-45 years
  - Teens and Young Adults
- Target:
  - Mass and Niche Marketing
- Content Advertising
- Positioning
  - Differentiates, Addresses, Articulates

Social Media
- Media Content Marketing (65%):
  - Best Brand Content
  - Based on "Views" and "Share"
  - YouTube 1,000 Videos
  - 1.70 million subscribers
  - 148.8 Million Views
  - GoPro Red Bull Strides - 15.3 Million Views
  - GoPro Lanes - 14.3 Million Views
  - GoPro Hero 3 - 20.3 Million Views
  - Facebook, Vimeo, Google+

Media Plan
- Commercials
  - The Travel Channel
  - Discovery Channel
- Print Media
  - Comms Near Traveler
  - National Geographic Magazine
  - National Geographic Traveler

Media Plan Cont.
- Social Media
  - YouTube
  - Vimeo
  - Facebook
  - Twitter
  - Google+

Evaluation
- Traditional Media
  - Pre-launch Focus Groups
  - Post-launch Online Surveys
  - Quarterly Sales Figures
- Cumulative View Rating Points
  - Reach/View Frequency
  - % of User Exposure
  - % of User Exposure to Advertisements
- New Media
  - "Views", "Hits", and "Likes"
  - User Involvement

Media Plan Cont.
- Billboards
  - Displayed near Airports and Hotels
- Showcase Photography Captured by GoPro Users
- News
  - Airports
  - Shopping Centers
  - Retail Outlets
  - Hotels

Media Execution
- First Quarter
  - Pearl Quest
- Second Quarter
  - Digital Media Releases
  - "To Your Life, Join the Fun!"
- Social Media for "Selfie Day"
- Third Quarter
  - Video Contest Introduction to Advertising
  - Jon Baker
- Fourth Quarter
  - Winners Picked via Social Media