



Pittsburg State University

GoPro Advertising Plan

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Table of Contents

1.0 Introduction	3
2.0 Media Objective.....	4
3.0 Statement of Strategy.....	4
4.0 Media Plan Recommendations and Rationale	5
5.0 Media Schedule.....	5
6.0 Budget	6

1.0 Introduction

1.1 Client Overview

GoPro is a brand of highly portable, high quality action cameras. These cameras are frequently used in extreme action sports and activities. They are lightweight, durable, and easily mountable or wearable. They are also very affordably priced, so you don't have to be a professional to purchase one. The primary target audience for GoPro would be action sports athletes. They are young (ages 18-40), athletic, and very active. They are educated with an average household income greater than \$35,000. There are two secondary audiences to consider as well: innovative professional videographers, and amateur documenters. The focus of an advertising campaign for GoPro would be on its function and capabilities.

1.2 Competitive Analysis

GoPro's product category could probably best be labeled as action cameras. Competition began to spring up when Sony launched its Action Cam HDR-AS10 and HDR-AS15 in August of 2012. Sony has upgraded its products since and remains GoPro's closest competitor in regards to marketshare. Its Action Cam line offers many of the same recording features including HD (1080p) recording, durability, waterproof housing, and built in WiFi for select models.

Garmin has also released its own line of HD waterproof cameras. Other competitors include similar products from Contour, Drift, JVC, and Polaroid. Reviewing the specifications of the cameras themselves, GoPro and its competitors boast incredibly similar features and capabilities; it is likely GoPro's competitive edge comes the fact that it was first and therefore more accessories and mounts are available for their cameras. Good marketing likely results in the remaining difference in the action camera marketshare between all competitors.

1.3 GoPro's Client's Stated Marketing Objectives

- 1.3.1 Improve marketshare by 2% by the end of the fiscal year.
- 1.3.2 Increase Summer Sales by 4% compared to last year.
- 1.3.3 Increase Traffic (unique visitors) to website by 15% in second quarter
- 1.3.4 Achieve 10% greater consumer generated content in social media and online sharing sites compared to last year (i.e. YouTube, Twitter, Facebook, Instagram, & Flickr).

2.0 Media Objectives

- 2.0 Increase product awareness in male and female consumers between the age of 18 and 35 using print advertising in national general interest magazines through out the year.
- 2.1 Increase sales by using a spot radio and outdoor campaign early in the year leading to the spring and summer months, targeting major cities and metropolitan areas around popular surfing, skiing, and hiking destinations.
- 2.2 Increase sales in the summer months through national network TV advertising in sports and primetime.

3.0 Overall Strategy

- 3.0 Four media types were chosen.
 - 3.0.1 Magazines will be a continuous year-long campaign featuring different scenes and environments. These will reinforce the imagery of the other campaigns as well as continuously build brand recognition and awareness. See Appendix 3-1.
 - 3.0.2 The purpose of the radio advertising campaign is to build awareness of the need the product fulfills for consumers. It will be a spot campaign targeting markets in areas near popular surfing, skiing, and/or hiking destinations. See Appendix 3-2.
 - 3.0.3 The outdoor advertising will appear in the spring months showing impressive scenes and encouraging the target audience to share they're experiences with GoPro on social networks, as well as driving traffic to the GoPro website. See Appendix 3-3.
 - 3.0.4 Finally, the national TV advertising will provide a final push for summer sales. These will be most aggressive in June. See Appendix 3-4.
- 3.1 All campaigns work together using similar imagery and themes. They all focus on the primary target audience of action sports athletes.
- 3.2 Non used media sorces
 - 3.2.1 Spot television and internet advertising was not used in this campaign because of the wide target demographic. Advertising in these areas requires a narrower audience and would net be cost effective in this campaign.

4.0 Media Plan Recommendations and Rationale

- 4.0 The continuous print campaign will be the primary strategy to meet the objective to improve marketshare by 2% by the end of the fiscal year. The print ads will have consistent appearance and visibility creating a perception of market dominance. The consistent quality and imagery of the ads will reinforce the quality of the product, building the brand image. Achieving the other objectives will also help achieve this.
- 4.1 To achieve the increase in summer sales by 4% compared to the previous year, I chose a strategy using three mediums. The pre-summer radio and outdoor advertising will create an early push for demand. These advertisements also encourage current users of the product to share what they've created with it, increasing product visibility and demand.
- 4.2 The print and television advertising will focus on providing a call to action for the audience to visit the website and watch videos recored with the product. This gives consumers a demo, of sorts, of the product and quick access to more information. Coincidentally, this also gets consumers just a few clicks away from a point-of-purchase.
- 4.3 As mentioned in 4.1, the radio, television, and outdoor advertisements encourage current GoPro-ers to share what they've created with the product, helping achieve the fourth goal. Radio does this by revealing GoPro as a solution to a problem. The outdoor advertisements achieves this through guerrilla marketing and social media tactics. The television advertisements lead by example.

5.0 Media Schedule

- 5.1 See Appendix 5.1.
- 5.2 Advertising in magazines is cost effective, so they will be continuous year-long. The create constant product visibility and brand awareness, as well as providing a constant call-to-action to bring consumers to the website where they can learn more about the product or make a purchase.
- 5.3 I focused the network televisions spots on the summer months as an aggressive sales driver. These ads would be too expensive to schedule all year long, but if the ads are visually impressive, exciting, and engaging,

they will be remembered months after they stop airing. When a consumer sees a similar image in a magazine ad, they will likely be reminded of the commercial, improving its effectiveness.

- 5.4 The wide distribution in the media and the schedule spreads the brand image to larger markets and strengthens the connection of the product to the lives of consumers.

6.0 Budget

Exhibit 6-1

Budget Distribution

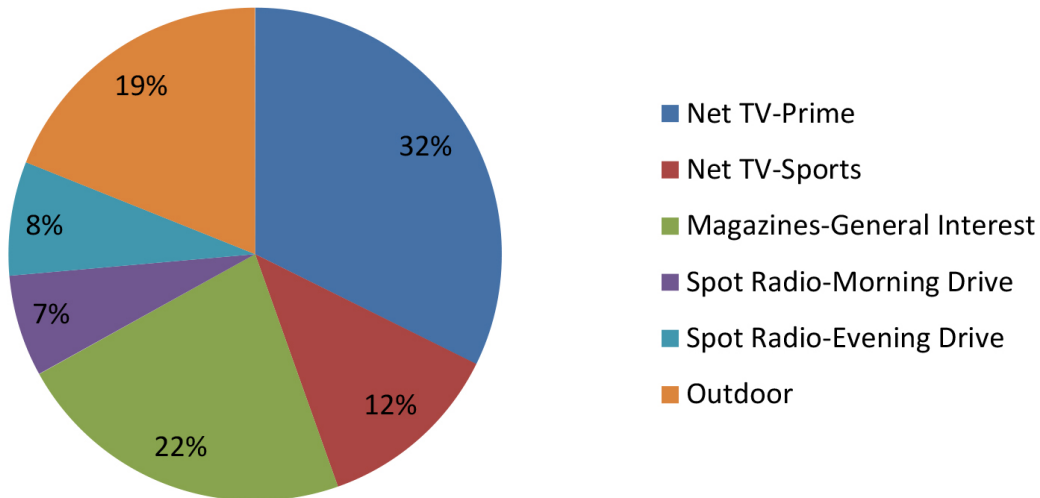


Exhibit 6-1: Year at a Glance

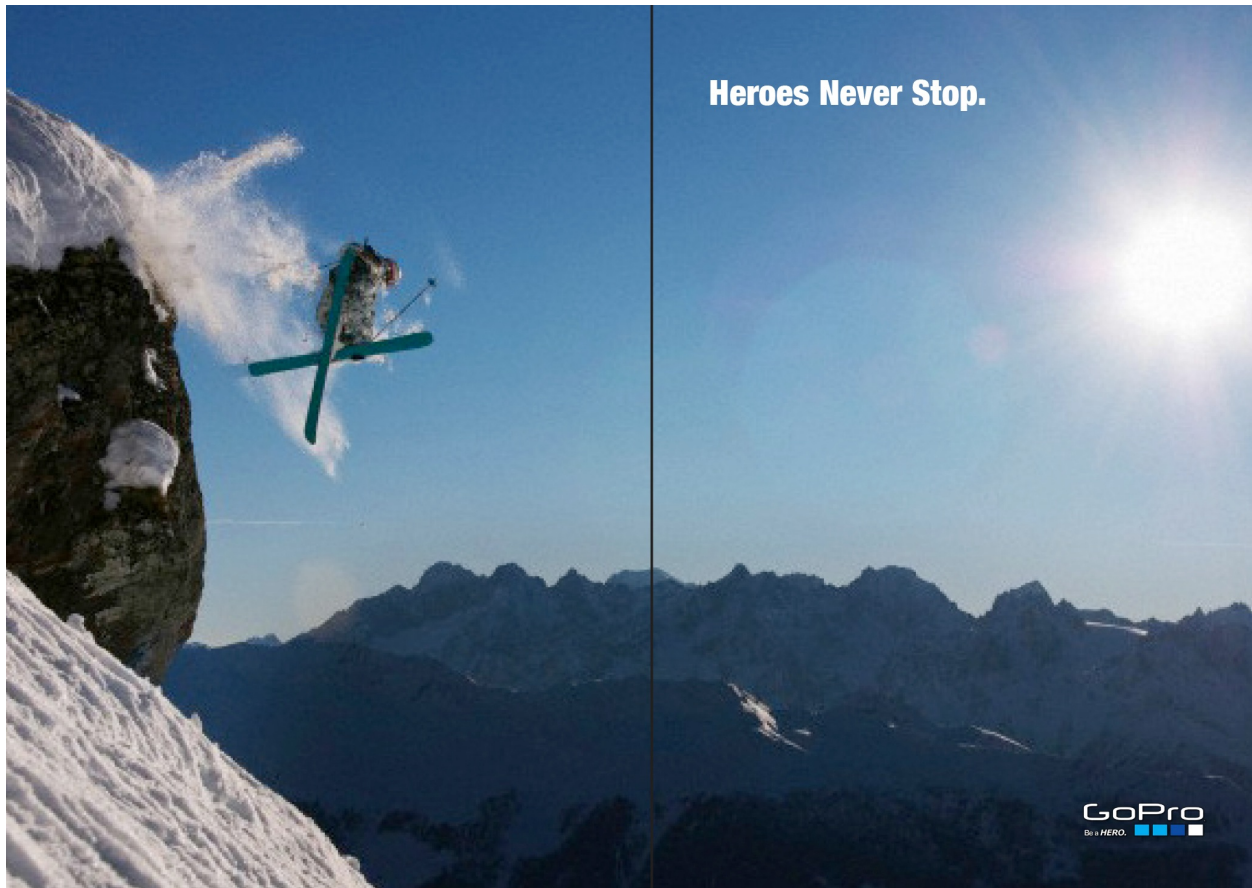
	Reach		Avg Freq		GRPS			\$(000)		
	Goal	Est	Goal	Est	Goal	Est	Balance	Goal	Est	Balance
January	0.0	44.0	0.0	2.2	0	95	-95	0	739.3	0
February	0.0	44.0	0.0	2.2	0	95	-95	0	739.3	0
March	0.0	47.0	0.0	2.4	0	115	-114	0	1557.1	0
April	0.0	46.4	0.0	2.2	0	100	-100	0	1648.3	0
May	0.0	45.4	0.0	1.7	0	75	-74	0	2088.4	0
June	0.0	41.0	0.0	1.6	0	65	-64	0	3246.0	0
July	0.0	41.0	0.0	1.6	0	65	-64	0	2539.4	0
August	0.0	31.5	0.0	1.3	0	40	-40	0	1389.6	0
September	0.0	15.0	0.0	1.0	0	15	-15	0	294.9	0
October	0.0	15.0	0.0	1.0	0	15	-15	0	294.9	0
November	0.0	10.0	0.0	1.0	0	10	-10	0	196.6	0
December	0.0	10.0	0.0	1.0	0	10	-10	0	196.6	0
Total					0	700	-700	15000	14930.525	69.475

National Contingency \$(000): 0

Spot Contingency \$(000): 0

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Appendix 3-1



Heroes Never Stop.



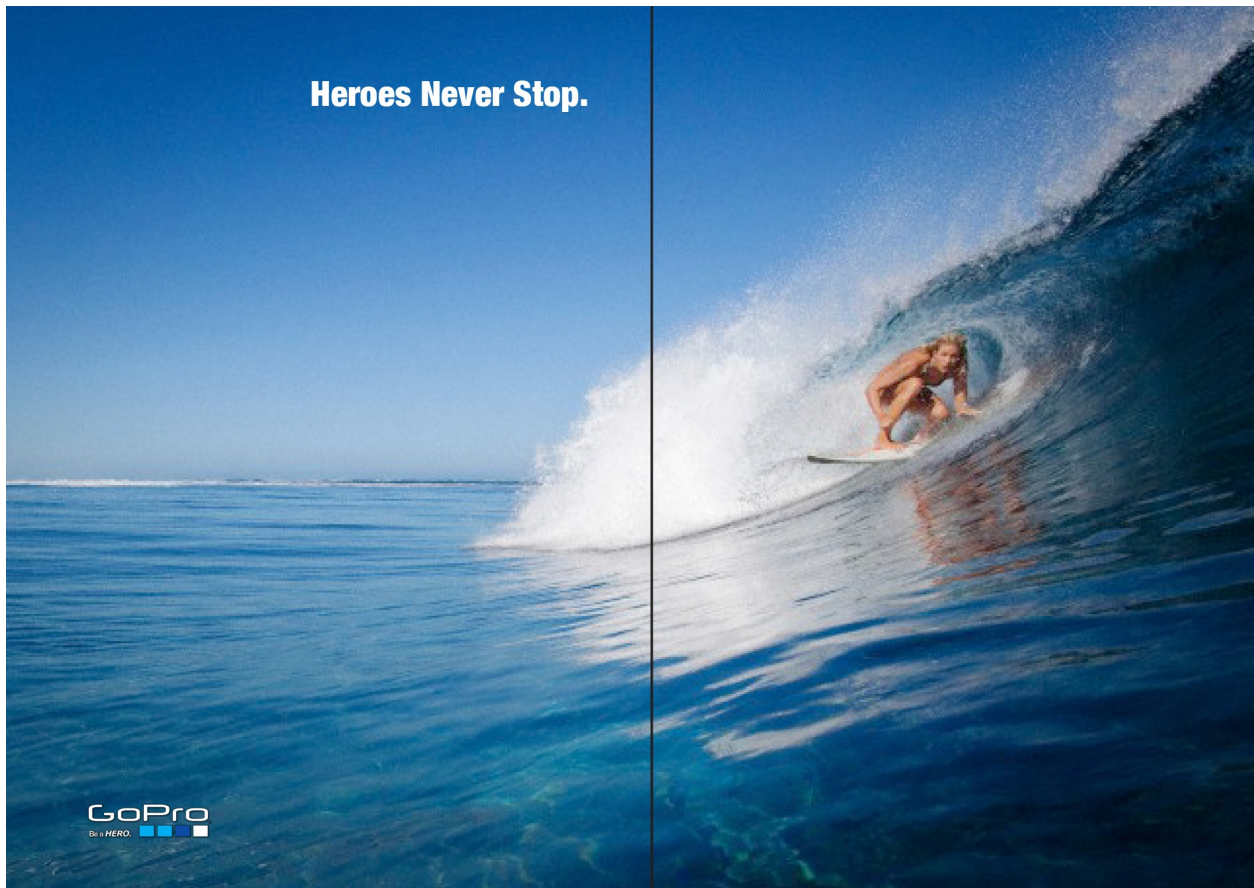
Capture your experience and share it with the world!

A hero challenges the limitations of the world around them and has a view of their own. The versatility of a GoPro camera allows it to follow a hero anywhere they go. Visit gopro.com/channel to see what other Heroes are up to.



Heroes Never Stop.





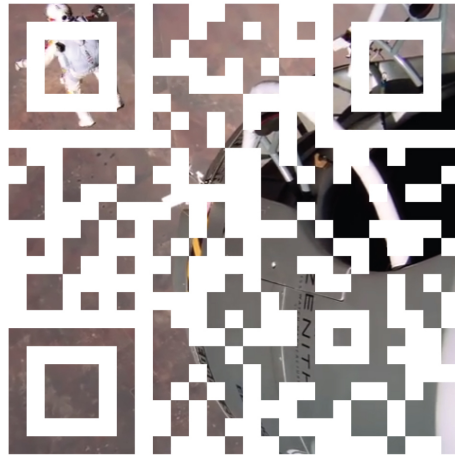
Appendix 3-2

Name: Kevin Chrisjohn Contact Info: kpchrisjohn@gus.pittstate.edu Client: GoPro		Title: Next Time... 30 sec
[Start Background Track]	MINIMALIST, BUT MOVING CHAMBER COMPOSITION	
[Male Voice] (or DJ live read)	<p>What did I do on my vacation?</p> <p>Well, a lot. But the greatest time I had was skiing down this mountain with my friend.</p> <p>Oh man, I wish you were there. It was incredible.</p> <p>We started on top, nearly at the summit.</p> <p>It was a beautiful sight, but the best part was going down.</p> <p>Dodging the rocks and weaving through the trees.</p> <p>It was an adrenaline rush.</p> <p>And there were drifts, great for jumps...</p> <p>Oh some of them scared the hell out of me.</p> <p>I wish I could show you. Words just cannot do it justice.</p> <p>Next time I'll get a GoPro.</p> <p>They're really quite affordable and I can mount it right on the helmet, or maybe the ski pole.</p> <p>Maybe I'll get two!</p> <p>Ah! You just need to see it!</p>	
[End Background Track]	FADE OUT MUSIC QUICKLY	

Appendix 3-3

#BeAHero





Scan with your smartphone

GoPro
Be a HERO

Appendix 3-4



Kevin Chrisjohn	Creative Director (or whatever)	SPOT LENGTH: 30 Sec
GoPro	kpchrisjohn@gus.pittstate.edu	SPOT TITLE: The Heroes



:03



:06



:08

Okay *breath* Here we go.	*calm exhale* You've got this.	Bring it! ... Let's go!
Low, soft quiet music begins	Music builds...	musical impact point at "let's go!"
<i>motoX bike engines, etc...</i>	<i>hum of a airplane engine + wind</i>	<i>ocean waves</i>



:10



:13



:15

	screaming	
Music from now on is epic...		
<i>... louder...</i>	<i>wind sound increase, plane decreases</i>	<i>ocean waves louder</i>



:17



:19



:21

Come on! Come on! Come on!		Got it!
	<i>parachute opens</i>	



:23



:25



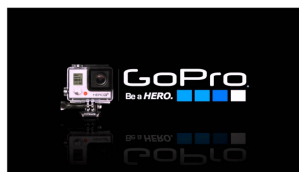
:27

Whooo!	That was amazing!	Ha Ha!
		Scene ends on sustained fading chord
<i>cheering crowd</i>	<i>sound of landing/feet on the ground</i>	<i>ocean is quieter</i>

Male Actor ^

Female Actor ^

Male Actor ^



:30

sustained chord fades

Appendix 5-1

Target Demo: All Adults ages 18-34														Total Across	
Medium	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
Net TV-Prime \$(000)					10 459.9	40 1839.7	40 1839.7	15 689.9						GRPS: COST:	105 4829.3
Net TV-Sports \$(000)				5 202.4	10 404.8	10 404.8	10 404.8	10 404.8						GRPS: COST:	45 1821.5
Magazines-General Interest \$(000)	15 294.9	15 294.9	15 294.9	15 294.9	15 294.9	15 294.9	15 294.9	15 294.9	15 294.9	15 294.9	10 196.6	10 196.6		GRPS: COST:	170 3342.2
Spot Radio-Morning Drive \$(000)	40 209.5	40 209.5	50 261.9	40 209.5	20 104.8									GRPS: COST:	190 995.2
Spot Radio-Evening Drive \$(000)	40 234.9	40 234.9	50 293.6	40 234.9	20 117.5									GRPS: COST:	190 1115.9
Outdoor \$(000)			1309 706.6	1309 706.6	1309 706.6	1309 706.6								GRPS: COST:	5235 2826.5
National Only Area															
GRPS	15	15	15	20	35	64	64	40	15	15	10	10		GRPS:	320
\$(000)	294.9	294.9	294.9	497.3	1159.6	2539.4	2539.4	1389.6	294.9	294.9	196.6	196.6		Cost:	9993
Reach	15	15	15	18.9	28.7	41	41	31.5	15	15	10	10			
Avg. Freq.	1.0	1.0	1.0	1.1	1.2	1.6	1.6	1.3	1.0	1.0	1.0	1.0			
Spot Only Area															
GRPS	80	80	99	80	39									GRPS:	379
\$(000)	444.4	444.4	1262.2	1151.1	928.8									Cost:	4937.6
Reach	34.4	34.4	37.9	34.4	23.9										
Avg. Freq.	2.3	2.3	2.6	2.3	1.7										
Spot + National															
GRPS	95	95	114	100	74	64	64	40	15	15	10	10		GRPS:	699
\$(000)	739.3	739.3	1557.1	1648.3	2088.4	3246	2539.4	1389.6	294.9	294.9	196.6	196.6		Cost:	14930.5
Reach	44	44	47	46.4	45.4	41	41	31.5	15	15	10	10			
Avg. Freq.	2.2	2.2	2.4	2.2	1.7	1.6	1.6	1.3	1.0	1.0	1.0	1.0			