



Advertising Plan: GoPro

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Advertising & Promotion.

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Executive Summary.

This plan aims to propel GoPro into the next phase of innovation and market leadership by introducing a brand-new product with a focus on engaging with a more family-orchestrated atmosphere. Since its inception, GoPro has consistently set new standards for the action camera industry.

GoPro has been globally perceived as an action camera that is exclusive to extreme sports, though this plan aims to alter that perception. Cameras have become more technologically advanced, thus new products from GoPro must be better than ever before. The industry is changing and is slowly leaving the action cameras behind. In recent years, there has been a strong trend with millennial parents capturing high-quality action moments with their children and families.

After thorough research, we have crafted an all-encompassing strategy to establish GoPro as the premier camera in both the action and family categories. Our goal is to broaden the audience to include families and young adventurers. As a result, this initiative is not just about innovation, but also ensuring that GoPro remains relevant.

II. Situational Analysis.

Action Camera Industry.

In 2019, consumers spent \$2.37 billion on the action camera industry globally. In the United States, consumers spent \$472.4 million; this spending is projected to grow around 62% by the year 2030 for an estimated spending of \$767.2 million in this industry.

(Precedence Research, 2022). Go Pro reported in its SEC filings a revenue of \$1.19 billion that year with a net loss of \$14.64 million. In its most recent 2022 SEC filings, the company reported a revenue of \$1.09 billion with a net income of \$28.85 million. (SEC, 2022)

In the fourth quarter of 2019, GoPro released a press statement claiming to have 93% of the market share of the action camera industry while all others claimed 7% of that share. Some of the competitors in this industry include Insta360, DJI, and Sony. These competitors offer lower prices than GoPro while having similar features.

Company and Brand History.

GoPro was founded by Nicholas Woodman. The company originally started under the name Woodman Labs, Inc., but the name was changed to GoPro in 2004. Nicholas Woodman had a passion for sports and wanted a way to document his surfing experiences. There was no product available on the market that could fulfill his need. He developed a rugged, waterproof photo camera with straps on it so users could snap pictures during their adventurous outings (Rose, 2018). GoPro now offers seven different video cameras for purchase along with a plethora of accessories to accompany them. The company is currently incorporated in the state of Delaware, but it is based out of San Mateo, California.

GoPro states they are “transforming the way people visually capture and share their lives. What began as an idea to help athletes self-document themselves engaged in their sport,

GoPro has become a standard for how people capture themselves engaged in their interests, whatever they may be,” (GoPro). Its website states its values as “make friends: collaborate and include, obsessively share: put consumer interests first, harness the power of wow: exceed expectations, stay agile: be willing to adapt and commit, be a hero: take responsibility. Integrity always;” (GoPro).

Marketing Mix.

Since 2004, GoPro has strived to be innovators and industry trend setters as it boasts the title of creator of the first action camera.

Product.

GoPro’s products “help the world capture and share itself in immersive and exciting ways,”(GoPro). The company offers seven different cameras to meet consumer needs. All cameras available for purchase go by the name HERO followed by what number in the series it is. The cameras are named this because Nicholas Woodman wanted to capture hero action shots. Their cameras offer features such as live streaming and webcam capabilities, time lapse and night lapse modes, slo-mo, etc. Some of the more expensive cameras offer higher filming quality. GoPro, also, offers a subscription service. This subscription offers free camera replacement, unlimited cloud storage, discounts on GoPro’s website, and access to premium editing features in its app. GoPro offers different mounting devices that can be used in tandem with their cameras. They offer cases, batteries, lighting devices, and mods that are also available for purchase.

Price.

GoPro sells its cameras at premium prices. Its cameras range from \$249.99 to \$599.99. With this price comes the camera itself, a charging cord, and a battery. Some of the more expensive models include camera cases and mounts in its packaging. The higher the price of the

camera, the more features and benefits it offers to customers. A micro SD card needs to be purchased separately in order for the camera to operate. GoPro sells SD cards on their site that are provided through a third-party. GoPro cameras are, also, compatible with third-party SD cards, so they do not have to be purchased from their site. Mounts are available for purchase. The lowest price of a mount for a GoPro subscriber is \$7.49 while the price for a non-subscriber is \$14.99. The highest price for a mount is \$90.99 with a subscription; the price for a non-subscriber is \$129.99. All other camera accessories range from \$3.99 to \$259.97 with discounted prices available for subscribers.

During Black Friday, these prices typically drop to offer consumers a discount. GoPro has a tendency to see an increase in sales around this time, especially with the holiday season.

Place.

All GoPro products that are in rotation are available for purchase on GoPro's website. Their products are, also, available on the major online retailer Amazon. GoPro has their products available in brick-and-mortar stores. Retail stores that sell electronics, such as Best Buy and Target, have GoPro products available for purchase. For the advertising plan, it is recommended that GoPro remains accessible through these outlets.

Promotion.

GoPro Rewards.

GoPro consistently offers challenges for GoPro users to participate in on its website. These challenges are called the GoPro Awards. These challenges consist of participants posting photos and videos captured on their GoPro's. If a participant is selected as a winner for the challenge, they are entitled to receive an award. Awards consist of global recognition, cash prizes, GoPro gear, or even a career opportunity with the company (GoPro).

GoPro Million Dollar Challenge.

This past year GoPro created a challenge for consumers to split a grand prize of one million dollars. In order to participate, consumers had to purchase a new HERO11 Black or HERO11 Black Mini. On one of those cameras, they had to film and submit an unedited clip of them doing something adventurous and exciting. Out of all the submissions, GoPro selected its favorites; those who were selected split the one million dollar prize pot.

The “#HomePro” Strategy.

In the midst of the global 2020 pandemic, GoPro created a challenge with a cash incentive to encourage the use of their cameras.. The #HomePro Challenge was a competition for GoPro users to make and submit a video, via social media, shot on a GoPro. Users were to come up with creative videos of how they are staying safe and having fun at home and submit it in hopes of them being selected winners of a cash prize. This challenge allowed GoPro users to promote GoPro’s products for them (GoPro, 2020).

Stage in Product Life Cycle.

Currently, GoPro is the growing stage in the product life cycle. The company released its latest cameras in September of this year. The company released two cameras, Hero 12 Black and Hero 12 Black Creator Edition. The Hero 12 Black is an upgrade of its last Hero camera release. The new Hero 12 Black offers an extra aspect ratio and HDR filming. The Creator Edition offers the same specs as the Hero 12 but comes with a battery grip, microphone modification, an accessory light, and an extra battery. With the most recent Black Friday and Christmas coming up fast, the company is seeing growing sales for its products (Haines, 2023).

SWOT Analysis.**Strengths.**

GoPro has three strengths over its competitors. The company was the first action camera available on the market, so there is a strong brand image for the company. When consumers think of GoPro, they think of action cameras. The second strength this company has is that it is the market leader for the action camera industry. This means that GoPro is many consumers' first choice. The last strength for GoPro is that they have a fluent ecosystem for their products. Its cameras connect to its app for users to seamlessly connect and upload photos and videos to the app.

Weaknesses.

One major weakness GoPro has over its competitors is that it has very little differentiated features. Competitors like Insta360 offer products that have the same features as GoPro's cameras for around the same price.

Opportunities

An opportunity for GoPro is that the action camera market revenue is expected to grow to 62% by the year 2030. This is an incentive for the company to continue producing its products. Another opportunity for the company is the recent development of AI. GoPro can configure an AI program for users. This program can be along the lines of automated video and photo editing.

Threats.

The biggest threat for GoPro is the widespread use of smartphones by consumers. Around 85% of the American population has a smartphone (Kolmar, 2023). These smartphones have cameras on them, giving consumers a reason to not want to buy a GoPro. Market saturation is another threat to GoPro. The company has been operating since 2004, and they have a large capture of the market. More competitors are entering the action camera industry, so it is a possibility that the action camera market is becoming oversaturated.

Marketing Objectives.

The market objective is for GoPro to expand its market. While the company is the leading action camera producer, it should target a different audience outside of the action/sports community. The goal is to expand the market while retaining its current customers.

A short-term sales goal for the company is to generate \$120 million in sales the quarter the new product is released. The long term sales goal is for the company to successfully attach the brand's name to the family camera market by 2027.

III. RECOMMENDATIONS.

Advertising Objectives.

The first of GoPro's primary advertising objectives is to change customers' perception of the GoPro. While one of the company's strengths is being the first action camera in the market, and leading, one's first perception of a GoPro is 'action' based. In order to capture an audience of families and young adventures, this single use perception must be changed. This can be achieved by appealing to non-athletes, with focus on families and (non-sportive) adventure enthusiasts for a good, comfortable action camera. Our goal is to reach at least 80% of our target audience, with a 4-week span of advertisement to introduce GoPro as family-friendly.

The second of GoPro's primary advertising objectives is to demonstrate the product's capabilities. GoPro will emphasize how practical and easy it is to use GoPro cameras. The advertisements will show families using the cameras while living their daily lives, family vacations, or doing any outdoor activities. Also, highlighting the cameras' amazing features and high quality. For our young adventures, advertisements will show how GoPro cameras are capable of use for children 12 years of age and younger.

Some advertising objectives GoPro will pursue that fall in line with the primary are acquiring new customers by generating enquiries.

Target Audiences.

GoPro was first in the market of action cameras and had the advantage of 'action' being the main brand image for the company. It is the goal of the company to retain the original target audience of adventure enthusiasts and content creators who engage in outdoor activities and seek durable, compact cameras to capture high-quality action footage. Additionally, with the overall advertising objective of acquiring new customers and demonstrating the product's capabilities, our new target audience are young middle-class families who value quality time and making memories together. They want a durable and easy-to-share product that can capture their family moments, with an emphasis on their children's perspective. The target audience includes two age groups: ages 11-26 (Gen Z and younger Millennials) and ages 27-38 (older Millennials and young Gen X). The goal is to target this age group because of the introduction of Gopro Junior, and how it is geared towards the children of our target audience; Generation Alpha to capture their child-like perspective.

This target audience is family-centric and chooses to prioritize spending quality time with family to enjoy creating and capturing memories with their loved ones. These young families have an active lifestyle with hobbies such as hiking, biking, and traveling. Meaning, they value an active lifestyle for themselves and their family. The parents are interested in durable, long lasting equipment with value for their investment to ensure the product stays intact, however it is used.

Competitive Product Advantage.

The current brand expansion strategy established by pivoting GoPro's current brand of specializing in action based activity is to include capturing family moments; which is our theme of "Capturing Genuine Memories". The new brand for GoPro is for our action cameras to redefine the art of preserving and sharing family adventures. Understood by everyone, the value of family is priceless; it's GoPro's mission for consumers to capture and relive those special moments from a first-person perspective. GoPro is there to capture the essence of your family's journey. It is our goal for GoPro's brand to be seen as family inclusive.

Product Image, Position, and Personality.**Tone/Feeling Conveyed.**

When audiences see a GoPro camera, there should be a perception of a trusted family brand. The tone should be similar to that of finding your parents' old tape/video recorders, or when you find old videos you thought were lost; warm and emotionally resonant. Our product is a conduit tool for creating and collecting lasting family memories.

Differentiation From Other Products.

GoPro excels in the market of action cameras by capturing extreme sports/adventures; a purpose which is similar to other competitors. What differentiates us from competitor products is the quality of our products; not just limited to image and video quality, but also build quality and durability, accessories and mounting equipment, advanced features.

IV. Advertising Creative Strategy.**Big Idea.**

The overarching theme of the campaign we have created revolves around "Capturing Genuine Memories". Due to this, our agency has decided to focus on an emotional approach for

this launch. Connecting with our audience on a deeper level will allow us to create a bond between the brand and the audience. By focusing on the emotional aspect, we can evoke a sense of joy, wonder, and love that the launch facilitates. Creating visually appealing narratives that emphasize a new way to adventure with the family and create heartfelt experiences is the aim.

Communication Strategy.

Directness of Message.

Our agency has chosen to take a Soft-sell approach for the directness of the message. Soft Sell will allow GoProJr to have a more emotionally resonant message, which will allow a connection that goes beyond the features of a product. The soft-sell approach will allow GoProJr to create a message that emphasizes the experience the product can allow which will lead to a stronger brand picture and a more positive association with the product.

Storytelling approach.

Our agency has chosen to adopt the slice-of-life approach. With the understanding that GoProJr's essence lies in capturing authentic experiences, we want to aim for relatability to resonate with the target audience. Showcasing a child's first steps to a family adventure, this approach will allow GoProJr to seem versatile and adaptable to each user. Our goal is to show that GoProJr is not just a camera, but a product that can capture and dispense a multitude of rich moments and heartfelt stories that children experience from a new perspective.

Slogans/Taglines.

GoProJr: *Capturing Small Experiences to Create Big Memories.*

Long vs. Short Copy Length.

We found that the most optimal option was to use a short copy length for the launch of GoProJr. A short copy would be the option for social media advertising as this will capture the

attention of the audience quickly. The tagline will always be present on these small social media advertisements to encapsulate the emotional appeal of the product and enhance recall for users to remember the product associated with the slogan.

Visual Elements.

The visual elements in the advertisements will be high-quality images posted from the GoProJr. These images will showcase the product and how the product can make a difference for a family. GoPro's already recognizable logo can be tweaked for a more child-friendly approach, utilizing a color palette that is vibrant will evoke a sense of playfulness and energy that tends to appeal to children. High-quality videos will also be used as they can add dynamism to the advertising campaign. With the emotional approach recommended, these videos will tell a story while demonstrating the product features in a relatable fashion.

Unique graphical considerations.

Two considerations we have included are to strike a balance between uniqueness and simplicity in the advertising imagery. The visuals must appeal to parents and their children. Achieving this involves ensuring that the images stand out through choices such as color, font, and image style. All of this must also have a sense of simplicity to allow both children and their parents to grasp the essence of the product.

Logo/trademarks.

Audio elements.

The style of music holds a significant role in setting the overall tone of the message. Because of this, we concluded that instrumental ambient and uplifting/inspirational music best aligns with the objectives. Instrumental ambient music is known for its calming effects and can invoke a comforting tone. This makes it an ideal choice for the background music highlighting

scenes that spotlight family moments without overpowering the emotional content of the scene. Alternatively, Uplifting and inspirational music creates a sense of optimism and comfort. This style of music better suits the advertisements showcasing the product in the context of family adventures as opposed to sentimental family moments.

V. Advertising Media Strategy.

Media Objectives.

GoPro has made itself known in the social media advertising industry. Providing high-quality and visually appealing content to grab the attention of their target audience. However, we want to incorporate a new style of content while still providing beautifully crafted content. This new style of content will provide young families with a sense of familiarity while still keeping the adventurous GoPro image alive.

Media Channels.

Social Media - GoPro's advertising excels in the realm of short video format. This is attributed to the versatility it offers, allowing individuals to watch a wide array of content and diverse applications of the camera in various environments. Because of this, applications where user-generated content will be key to continue targeting. Leveraging Instagram and TikTok virality for short and impactful videos is an easy and cheap way to market the new product. Influencers can also have a chance to partner up with GoPro for more exposure.

Stream Services - Streaming services are a more expensive option but are crucial positions in the market. With the budget given, seeking a short advertisement will be the plan. After careful consideration, the best strategy is to feature GoPro Jr advertisements within the context of family-oriented and children's films. This approach ensures GoPro hits the target market for the new product and will pique the interest of both children and parents.

Traditional Cable - Choosing specific time slots that align with the target audience will be key. Some examples can be focusing on channels that have a focus on sports, adventures, or family-friendly programs. Showcasing an emotional approach will be the approach for this media channel as these advertisements have the chance to have viewers talk about it on social media platforms.

Timing.

Our agency has researched and found the best time to send out the advertisements for GoProJr.

Release Date.

We plan to release this product in late November of 2024. This will allow us to have the product in the market before the Christmas season begins. With the heightened interest in gift giving, GoProJr will be a great addition to the festivities and allow families to seek new adventures during the holidays.

Seasonality.

Our agency recommends initiating advertising campaigns specifically during the launch, Christmas, and back-to-school seasons. This key timing will allow GoPro to effectively reach and engage with the target audience families and children, while taking advantage of the heightened interest during these peak seasonal periods.

Pattern/Continuity of Exposure.

The primary advertisement strategy that should be considered is the implementation of a seasonal advertising campaign. This is the best opportunity to gain traction from the target audience. Also, because GoPro products allow users to share content regularly, GoPro can

leverage continuous customer advertising on social media. Users can showcase new short videos daily which will amplify GoPro's visibility.

Appropriateness to message

The advertisements should reference and highlight the new GoProJr. This product's focus is to offer families innovative ways to capture their adventures while ensuring the product's robustness and user-friendly design. Given this, having an emotional approach to the new advertisement campaigns will be crucial for product launch. Demonstrating the durability of the GoProJr will also be a necessity for the advertisements, recognizing that parents are unlikely to purchase an easily breakable camera, especially considering children are typically exuberant. The advertisements should prioritize clarity and transparency while also aligning seamlessly with the current goals of the company

Cost.

After analyzing prior GoPro products, we've determined that the price suitable for GoProJr is \$219.99. The latest price of the GoPro Hero model is \$399, with the mini being \$249. As this product targets young families, we wanted to incorporate a price that was reasonable for the target audience while also considering the profit margin. For the seasonal approach we will be taking, the price for GoProJr will be \$187.50 and the bundle will be \$279.99 with accessories included.

Range.

We aim to reach 85% of parents within the first month through this advertising strategy. Utilizing these platforms effectively will help complete the goal of creating awareness and excitement for the launch of GoproJr. We plan to hit the other 25% during the back-to-school season.

Frequency.

With the addition of influencer partnerships, the frequency average we are reaching for is an average frequency of 7 exposures per follower. The frequency goal will ensure that GoProJr is repeatedly being presented to the target audience without overwhelming viewers.

Gross Rating Points.

The media plan aims to achieve a total of 8.5 Gross Rating Points for the launch of GoProJr. With the social media influencer partnership strategy, reaching 85% with a frequency of 6, totaling GRP to a total of 5.1. On the other hand, the streaming service will reach 85% with a frequency of 4 totaling the GRP for that category to 3.4.

VI. Integrated Marketing Communications**Integrated Marketing Plan.**

To accomplish the marketing objective, GoPro will utilize IMC channels cohesively with prime time seasons, while staying within the recommended budget of \$250,000, to achieve maximum exposure among new target audiences and remain consistent in the competitive market space for relevant products. To accomplish the goal of increasing sales. Advertising channels to be used for the integrated marketing communications structure include social media, google ads, influencer marketing, traditional media, and cable advertising. By utilizing these channels strategically, it is expected to see a significant increase in product-brand awareness, conversion rates, and consistent relevancy in the product category.

Sales Promotions**Consumer.**

While the average rate of a GoPro camera depends entirely on the model, the average cost for the latest models is \$399. However, the GoPro HERO11 Mini; a similar product yet

different from GoPro Jr., is currently priced at \$249.99 on both e-commerce stores; GoPro and Amazon sites, as well as brick-and-mortar retailers such as Best Buy. Promotion/price-off deals will be run at the beginning of the GoPro Jr. launch, utilizing social media channels and influencer marketing to capitalize on the intended ROI of 5:1. Social media, being one of our main channels, will have a large impact on positioning GoPro's new product launch among the targeted audience. The outcome will be expected from strategically budgeting our media objective to market through these channels, and adjusting accordingly to the target audience engagement.

To encourage quick purchases, the product will be launched during high activity seasons; Summer and Winter (Christmas) seasons with a "GoPro Jr. Limited Time Offer" of \$187.50 (single GoPro Jr. Camera), marking the price down from the average cost by 53%, and 25% from HERO11 Mini. There will be a paired option to this promotion to purchase a new camera with child-friendly accessories that are easy to use, promoting independence and sparking adventure among young audiences. Accessories Pack includes GoPro Jr., chest harness, handle extender (replicate model of selfie-stick), and adhesive mounts for the camera. Additional paired promotions will price out at \$279.99; an 18% markdown from the HERO11 Mini + accessories bundle.

These promotional launches will be advertised through influencers and meta-based ads on both Instagram and TikTok. Utilizing both platforms' shops to embed hyperlinks to GoPro's direct website, influencers on the platform TikTok with a large parent of young children to teens following will post an on-screen link within their video ad that allows consumers to directly purchase the product through TikTok shop. Implementing Premiums to provide free accessories

or exclusive add-ons with Jr. Line purchases through influencer-sponsored content will engage the targeted audience.

To continue building consumer engagement, conducting a digital contest campaign through social media platforms would increase brand awareness and conversion rates for our new product launch. This contest, among TikTok and Instagram users, would post their own content regarding the details of the campaign. For example, GoPro's previous #HomePro Challenge awarded social media users to post their best home video content with cash amidst the worldwide lockdown in 2020 (CoSchedule, 2022). Millions of people contributed to the challenge by sharing uplifting content, generating positivity during a dark time, curated by GoPro. To continue building customer loyalty and increasing consumer brand love, we will continue to embed coupon codes in automated email campaigns for customers to pursue growing their GoPro gear.

Trade.

Curate eye-catching point-of-purchase displays in all retail locations for maximum exposure, and attract attention at the point of purchase. To increase brand love among retailers, GoPro's Account Management team would collaborate and foresee trade incentives or exclusive deals to retailers to achieve sales targets. Running contests for retailers with rewards based on the volume of Jr. line sales will increase engagement and brand loyalty/love, in turn, returning on our ROI through sales. Proceeding with building trust and recognition within the business community, GoPro will participate in industry trade shows and organize special events to display GoPro's latest innovative products.

Sales Staff Support.

GoPro would provide sales aids such as brochures, product guides, and FAQs to assist sales staff at all retail locations. Along with developing audiovisual materials for training sessions to educate sales teams about GoPro's Jr. Line's features and benefits.

Multi-Channel Approach.

To maximize GoPro's new image and target our selected audience, we will utilize Social Media as a part of our Direct Marketing Campaign. Our target audience uses social media (i.e., TikTok, Instagram, X, Pinterest, and Facebook) daily, so emphasis on GoPro's family-friendly Jr. Line with a touch of new professional features. Using social media will be more effective and accessible to engage Gen Z and Millennials.

The second channel of this approach will include the use of Google Ads for the launch of the Jr. Line. Google Ad Campaigns will display enticing content and video advertisements that will provide online visibility, allowing us to capture audiences' attention at all times of their internet use. As this increases visibility, this also heightens the awareness of GoPro as the line expands. Utilizing Google Ads will capitalize on conversion rates due to the convenience of the captivating advertisements.

Influencer Partnerships will also be accommodated within this approach. Trustworthy influencers will endorse GoPro, through social media, increasing the credibility of the brand since influencer followers/fans believe them to be trustworthy and remain loyal to their opinion of products, such as GoPro's new image. This will be better used for promotional purposes, as mentioned in Sale Promotions under Consumers.

Traditional Media will be another approach taken for multi-channel marketing. Targeting Millennials or Gen Z parents/kids utilizing television through streaming services, GoPro advertisements of the new GoPro Jr. line will be displayed randomly throughout the show/movie

selected, to ensure an impression of the advertisement. These streaming services may consist of Hulu, Paramount+, Disney Plus, Peacock, YouTube, and HBO Max. The advertisements will be seen less throughout the year and heightened through the holidays. The additional channel of traditional media we will segment for is radio, accounting for our target audience's drive time listening to kid-friendly radio stations.

Cable Advertising is the last channel we will service advertisements through to target families. Displaying family-oriented commercials/advertisements through the lens of the GoPro Jr. Line will cater to the audiences of the networks chosen. This will help us to reach more families, as many families take advantage of holiday specials on specific Networks.

Public Relations.

Traditional and Digital PR Tactics.

Engagement in publicity will generate media coverage through press releases and media pitches, highlighting the GoPro Jr. Line's new features. Hosting launch events to engage within the industry community will help to create buzz around the Jr. Line from the inside out, attracting people to know more about the new product. Identifying important relevant sponsorships and partnerships will enhance brand visibility, as it opens a mix of markets and offers opportunities on both ends of partnerships.

For example, in 2012, GoPro announced a partnership with Shaun White; a three-time Olympic champion snowboarder. The prerogative of this partnership was for GoPro to capture his skills through their action-made cameras, as they can sit perfectly on a halfpipe wall due to their size and professional features. The reach of this YouTube partnership advertisement was 1.5 million people, most of whom felt inspired by the video advertisement, gathered from comments (CoSchedule, 2022).

Another example of GoPro's previous partnerships is their 2016 GoPro x Red Bull campaign. This strategic partnership allowed both brands to convey a sense of spontaneousness and adventure, targeting thrill-seeking individuals. For this content, GoPro shared a point-of-view imaging technology for Red Bull exclusively (CoSchedule 2022). The purpose of this partnership was to amplify both brands' collective international reach and encourage the world to "live a bigger life" (CoSchedule, 2022).

Beginning an active involvement in Cause-Related Marketing can amplify brand loyalty/love among clients and customers. Aligning the Jr. Line with a social or environmental cause, donating a threshold of proceeds to such a cause, can enhance brand image. This involvement can also intertwine with the enhancement of exclusive promotions and contests for awareness and engagement. Lastly, maintain an updated and informative website with consumer testimonials, product details, and the latest news about GoPro's current events/engagement within the industry and community.

VII. Implementation/Tactics.

Staffing.

Account Management/Account Service Team.

For the implementation of the product launch of GoPro Jr., it would be beneficial and necessary to assemble a dedicated team for Account Management/Account Service, who is responsible for overseeing the implementation of the integrated marketing communications strategy for GoPro's Jr. Line. The team will comprise individuals with diverse skills, which include marketing, sales, project management, and public relations.

Coordination of Effort.

Within the Account Management team for this new product launch, it is crucial that we foster collaboration among team members to ensure a smooth and coordinated effort across all channels of the IMC plan. Team meetings to discuss progress, address challenges, and refine strategies as needed will be implemented regularly.

Qualifications.

Selected team members with relevant experience and qualifications in marketing, sales, trade marketing, promotions, direct marketing, public relations, and event management will be involved in the implementation of the IMC plan through the Account Management team. Assignment of specific roles will be based on individual strengths and expertise to maximize efficiency.

Calendar.

Tasks to be Performed.

1. Consumer Sales Promotion

- a. Develop and execute pricing strategies and promotional discount codes.
 - b. Oversee the creation and management of contests and premium efforts.
 - c. Coordinate with advertising agencies for the creation of ad specialties and promotional materials among various platforms.
2. Trade Sales Promotion
- a. Work with sales and distribution teams to implement point-of-purchase displays and promotional decals.
 - b. Design and execute trade incentive programs, contests, and events.
 - c. Plan and coordinate GoPro's presence at trade shows and special events.
3. Sales Staff Support
- a. Create and distribute sales aids, audiovisuals, and training materials for the sales team.
 - b. Conduct training sessions to ensure staff is well-versed in GoPro Jr. product features and benefits.
4. Direct Marketing/Response
- a. Develop and execute social media content/sponsorships, Google Ads, influencer partnerships, and traditional media marketing.
 - b. Monitor and analyze the performance of direct marketing initiatives and adjust strategies accordingly.
5. Public Relations
- a. Oversee the creation and distribution of press releases, media pitches, and promotional materials.

- b. Coordinate the planning and execution of launch events, sponsorships, and cause-related marketing campaigns.
- c. Manage relationships with key media/marketing contacts and influencers.

Key Dates for Implementation

- Month 1-2:
 - Formulate detailed plans for consumer and trade sales promotions.
 - Develop and finalize sales aids, audiovisuals, and training materials.
- Month 3-4:
 - Launch consumer sales promotions, including price-off deals
 - Initiate trade sales promotions and incentive programs.
- Month 5-6:
 - Execute direct marketing campaigns, including social media sponsored ads, Google Ads, influencer partnerships, and traditional marketing (TV, streaming services, radio, and cable).
 - Begin public relations activities, such as press releases and media pitches.
- Month 7-8:
 - Implement trade shows and exhibit participation among target audiences.
 - Continue and expand public relations efforts, including events and sponsorships.
- Month 9-10:
 - Evaluate the performance of implemented strategies based on real-time market feedback.
 - Maintain an active online presence and engagement through various channels.
- Ongoing:

- Regularly review and adapt strategies based on real-time market feedback.
- Maintain an active online presence and engagement through various channels.

This timeline provides a general overview of the key dates for the implementation of the IMC strategy for GoPro's Jr. product launch.

VIII. EVALUATION.

Formative Research.

Since GoPro wishes to reposition itself and rebrand its image, there are two types of market research that will be used in order to have a narrower perspective of which path it should follow. Conducting pre-launch surveys, focus groups, and content analysis to measure initial response, then test campaign elements using feedback from the audience and psychological measures.

It is crucial to know the market (or at least a new target audience) when trying to launch new products or just rebranding, so using some market research techniques will be very useful. Some of those techniques are inquiry and empathic design.

1. Market Research Techniques: Inquiry.

When a well-established company or product like GoPro wishes to target a new audience, one of the most important activities is inquiry. The most common research tools marketers use to gather information are surveys, focus groups, observations, lead users, etc.

- Surveys, focus groups, and observations:

Ask customers what they know about GoPro, and what they think about making its image more family-friendly. Customers (and the public in general) will be able to provide helpful insights about that new approach because GoPro is already widely well-known. Only information that is considered useful will be taken into consideration. Since GoPro cameras already exist, and many people are familiar with them, they will be able to offer more specifications about how the cameras can be easily accessible for families as well as change its current sports image.

- Lead users:

They can help GoPro achieve their new goals. Lead users could present what their needs are, and GoPro would be able to find solutions. Many companies seek lead users to spot what customers want and are doing, and this is easier since GoPro cameras already exist, so they can make suggestions based on their experience.

2. Market Research Techniques: Empathic Design.

With an empathic design, an unarticulated need will be addressed to better understand it. This research technique will allow GoPro to draw customer needs that no one knows how to express. It can also be used for the development of various enhancements such as adding features that kids will love, colorful cameras, including funny stickers to personalize the cameras, etc. Either inquiry or empathic design is ideal since the new target audience for GoPro is known as young middle-class families (including Gen Z and younger Millennials).

Progressive/Concurrent Testing.

After sending out surveys and gathering all the data necessary to attract both parents and their children, there will be a monitoring phase. During that phase, questionnaires, studies, and

in-market performance will be tracked. Afterward, the campaign strategies will be adapted accordingly based on real-time feedback to optimize the campaigns' effectiveness.

Evaluative Research (Success of Campaign).

After putting out content on social media and through marketing campaigns featuring GoPro's family-friendly image, it will be important to assess customers' memory of the new image and get direct responses. Also, evaluate campaigns' persuasion, count the responses, and sales results. Moreover, track brand awareness, preference, and market share to measure all the campaigns' success.

IX. BUDGET.

PROPOSED SPENDING/ ALLOCATION BY CATEGORY.

1. **SOCIAL MEDIA:** 40 percent of total budget, around \$100,000.
 - **Platforms:** Instagram, X, TikTok, Facebook, Pinterest.
 - **Rationale:** Easy to engage with Millennial parents and Gen Z while emphasizing GoPro's family-friendly features.
2. **GOOGLE DISPLAY AND VIDEO ADSs:** 25 percent of the budget, \$62,500.
 - **Rationale:** Perfect to enhance GoPro's online visibility, capturing audience attention during internet use as people in the USA spend on average seven hours and four seconds per day online (Howarth, 2023).
3. **INFLUENCER PARTNERSHIP:** 25 percent of total budget, around \$25,000.
 - **Rationale:** Leveraging influencer credibility for promotional purposes. Partnering with celebrities/influencers that offer content related to families and kids and talk about their features, etc... will bring more credibility to the new image.

4. **TRADITIONAL MEDIA:** 5 percent of the budget, around \$12,500.
 - **Platforms:** TV, streaming services, and radio.
 - **Rationale:** Reaching diverse audiences still engaged with traditional media.
5. **CABLE ADVERTISING:** 15 percent of total budget, around \$37,500.
 - **Rationale:** Showcasing GoPro as family-friendly during prime time for broader family-friendly during prime time for broader family reach.

The budget is based on a balanced budget/approach, taking into account many factors such as competitors' spending, profits, and market share. Having in mind competitor spending will allow GoPro to maintain a competitive advantage over the camera industry (smartphones and other digital cameras). Also, it is crucial to emphasize GoPro's family-friendly image on a big scale while allocating/using the budget adequately with effective promotions. This budget is designed to steal significant market share through diverse channels.

Contingency plan: Five (5) percent of the total budget, around \$12,500, will be used as contingency funds to address unforeseen circumstances or any potential opportunities during the campaign.

Competition: Continuous monitoring of GoPro's competitors' strategies and spending to adapt and maintain competitiveness in the industry/market. Any adjustments to the budget will be made in case there are any shifts in trends or similar situations during the campaign since the professional and/or digital camera landscape is highly competitive.

Profit or Sales Growth or Declines: Regular assessments of profitability and sales growth to ensure that the budget aligns with business objectives. Again, any adjustments will be made according to any changes in expected or unexpected outcomes.

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