



GoPro®



Reese, Mikkel, & Anne-Solene

Introduction to GoPro

- GoPro was founded in 2002 by Nick Woodman
- We are an action camera company
- Made to record extreme activities





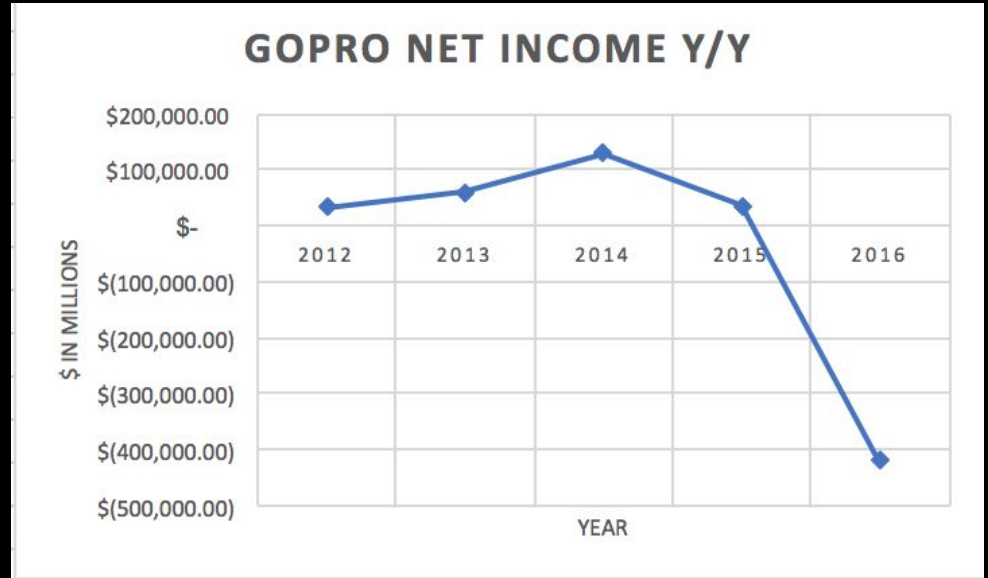
Competitors

- ION
- Sony
- Polaroid
- Smartphones



Internal analysis

- Revenue decline (Net loss \$400 mill 2016)
- Units shipped reduced by 28%
- 53% of all units sold in America
- Rely on single product line for revenue
- Large market share, Low market growth



Opportunity

- More than 125 million households in America
- Large, and approachable market segment
- Re-positioning to increase our target segment
- New product launches



Marketing Environment

- Social Forces
- Technological Forces
- Economical Forces



Market Strategy

- Reposition the company
- Goal: to appeal to more consumers
- Target market: Families





Action Plan

- Create an everyday camera : Life 1
- Available in 2018
- 10-15% market cap
- Customer loyalty

GoPro Life 1 Commercial





Sources

- https://pbs.twimg.com/media/Bt1D6J5CEAAeN_g.jpg
- <https://vimeo.com/246736158>
- <https://www.fastcompany.com/3064066/gopro-looks-to-the-skies>
- <https://www.theverge.com/circuitbreaker/2017/9/28/16373978/gopro-hero-6-black-4k-video-60-fps-available-now>
- https://www.youtube.com/watch?v=lyTv_SR2uUo
- <https://www.youtube.com/watch?v=D4iU-EOJYK8>
- https://www.adorama.com/ion1011l.html?gclid=CjwKCAiA9rjRBRAeEiwA2SV4ZdypvQfPE2pSmN-n222C2x12XQHWqyiur_QmOm5TmNeOakRVw_urxoC46QQAxD_BwE
- https://www.bestbuy.com/site/sony-x3000-4k-waterproof-action-camera-white/5639309.p?skuId=5639309&cmp=RMX&extStoreId=527&ref=212&loc=1&ksid=08af402e-d002-453d-ad02-6a35f337d543&ksprof_id=14&ksaffcode=pg248333&ksdevice=c&lsft=ref:212,loc:2
- <https://www.polaroidcube.com/shop/polaroid-cube222>
- https://www.instagram.com/p/BcQgJ_bllfd/?taken-by=gopro