

# GoPro

## **AUDIENCE**

Young adults who aren't your typical thrill seekers. They partake in leisure activities rather than high intensity athletics.

## **INSIGHT**

This audience enjoys the pleasure of everyday activities.

## **ACTION**

We want our audience to realize the versatility of GoPro camera.

## **BARRIER**

Because phones come equip with camera's, many people don't feel the need to buy a camera separate from their phones.

## **ADVANTAGE**

GoPro camera's are built to withstand the toughest conditions, making them stronger and more reliable than other cameras.

## **STRATEGY**

We will show our audience how reliable GoPro is for capture all of life's moments.

