

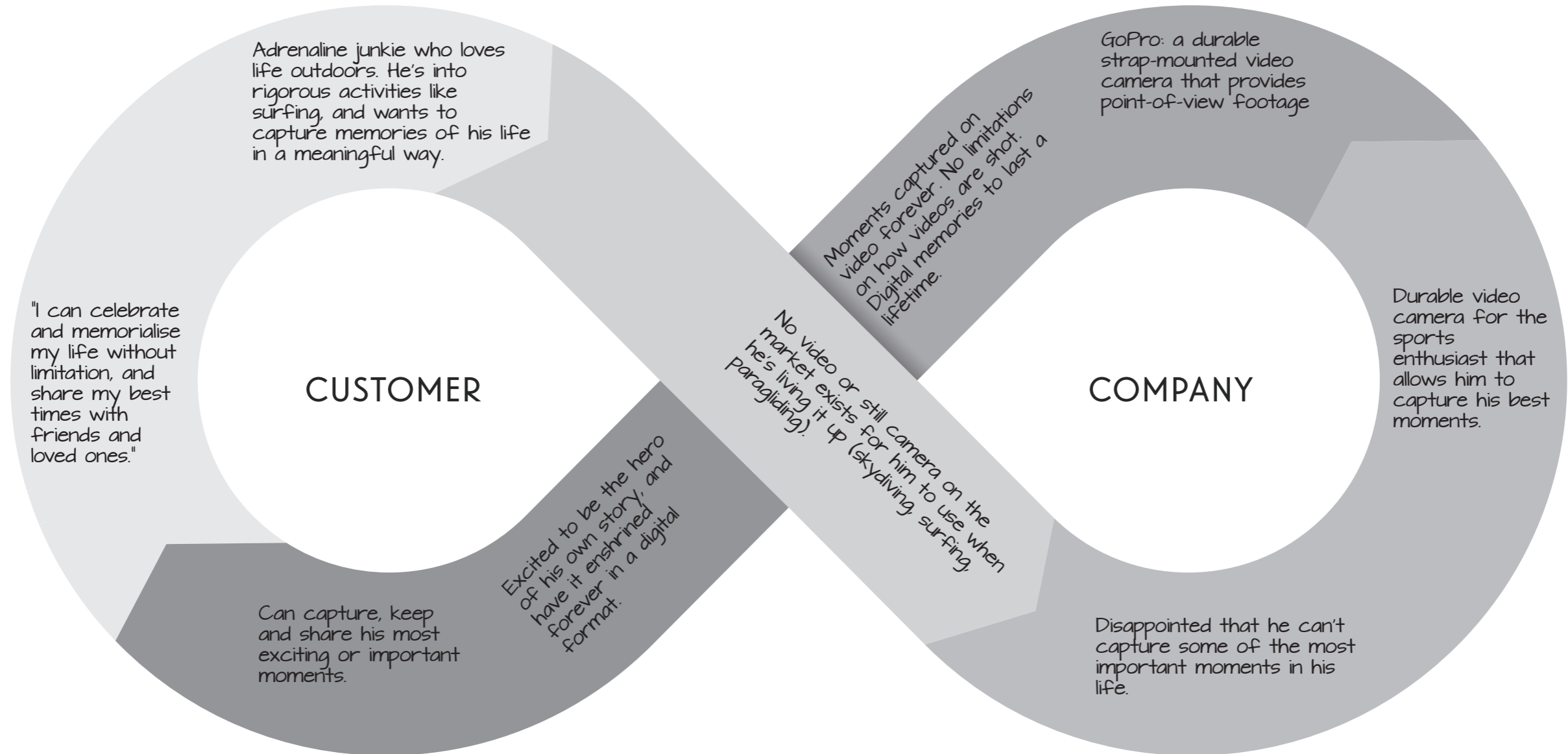
# THE STORY STRATEGY BLUEPRINT

Created for GoPro\*

Date January 10, 2015

## 1. STORY

## 3. PRODUCT



## 4. EXPERIENCE

## 2. INSIGHT