THE STORY STRATEGY BLUEPRINT

Created for GoPro* *Date* January 10. 2015

1. STORY

Adrenaline junkie who loves life outdoors. He's into rigorous activities like surfing, and wants to capture memories of his life in a meaningful way.

"I can celebrate and memorialise my life without limitation, and share my best times with friends and loved ones."

CUSTOMER

Can capture, keep and share his most exciting or important moments.

Excited to be the hero of his own story, and have it enshrined forever in a digital format.

3. PRODUCT

GoPro: a durable strap-mounted video camera that provides point-of-view footage

Moments captured on video forever. No limitations on how videos are shot. Digital memories to last a lifetime.

COMPANY

Durable video camera for the sports enthusiast that allows him to capture his best moments.

No video or still camera on the market exists for him to use when he's living it up (skydiving, surfing, paragliding).

Disappointed that he can't capture some of the most important moments in his life.

4. EXPERIENCE

2. INSIGHT

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**For illustrative purposes*