

GoPro Brief



Problem

MVP Travel are in need of more recognition and exposure, their sales currently do not match their ambition and believe they could be more successful. Their aim is to gain more customers and grow as a business.

As a relatively small, independent business their budget for the marketing campaign is more modest, it is not realistic to pursue over ambitious, large productions.

Objective

To attract potential customers through a marketing campaign in association with GoPro. Offer customers a discount on the trips if they record their experience on a GoPro. The aim is to boost sales if MVP are in partnership with a large company with a renowned name and a larger customer base.

Target

Mediated towards American Sports fans who are based in the United Kingdom. There is no particular Psychographic group in mind when marketing this company but in terms of Socio-Economic groups, we have a target audience of A to C1 in mind because the trips and packages MVP offer are once in a lifetime esque trips, not budget holidays.

Solution

Offer customers a discount on MVP Trips, as well as a discount on a GoPro. This will be offered on a contracted premise that customers must record a majority of the trip on the GoPro, which can then be used in an advertising campaign to represent MVP. We believe that this will be very effective because the video advertisements will be made up of actuality footage, it will show the real life experiences of the customers and this says to future or potential customers that this is exactly what they can experience if they travel with MVP.

It is important that customers must sign a contract stipulating that in return for this deal, customers must return with footage that can be used in a video advertisement. This will ensure that MVP will get something in return for this deal and the customers can have the amazing experience at a discounted rate.

Requirements

Customers will be provided with a basic shot list making them aware that they will be shooting for the footage to be edited, a demonstration of the GoPro (we chose the GoPro as it's very user friendly, compact, high quality and has stabilization technology). The final edit will show a range of experiences that genuine customers have lived themselves.

Budget

As stated, MVP have a relatively small budget but considering the footage will be accumulated by the customers, rather than a camera op, the budget will mainly be going on editing costs and music royalties.

