

GoPro and Dell

A narrative-style video portraying the GoPro and Dell partnership for success



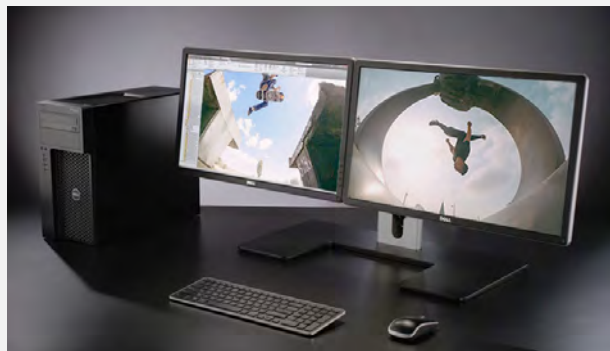
Audience & Objectives

Audience

Consumers and businesses interested in the best products for creating unforgettable photos and videos. Audiences will see this video via website landing pages, social media, events and marketing presentations.

Objectives

- Build excitement for the GoPro brand and current/future products.
- Build excitement for Dell's brand and displays, desktop and mobile workstations.
- Show how GoPro's partnership with Dell helps GoPro grow its business and offer fantastic solutions to its customers.



Story Elements

Format: Interviews plus B-roll

We will base the video on content captured through on-camera interviews with key members of the GoPro team, for example, Ben Frokey and James Shee. We will intercut b-roll footage to visually reinforce that content. That footage could include:

- Product shots and demo footage from GoPro's marketing library
- Shots of the interviewees from GoPro collaborating with other GoPro team members as well as the Dell account team
- Footage of Dell displays and workstations in use at GoPro
- Footage of Dell monitors and workstations from Dell's marketing library



Video Outline

Opening (0:10)

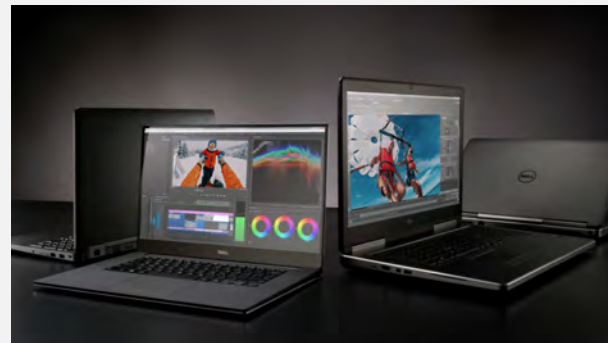
Over up-tempo music, we see a quick montage of great video clips sourced from the GoPro library intercut with GoPro product shots and users on Dell workstations and monitors. Through voiceover, we hear quick soundbites from the interviewees setting up the story.

Interviewees Intercut with B-roll (2:20)

- Who is GoPro: mission, history, market leading products.
- Why Partner with Dell?
 - Initial business challenge, solution and benefits
 - Collaboration to address other challenges – workflow performance, efficiency of Dell tower and mobile workstations, Application compatibility and optimization
 - Working together to address future products and workflows – 8K, VR, HDR, Omni

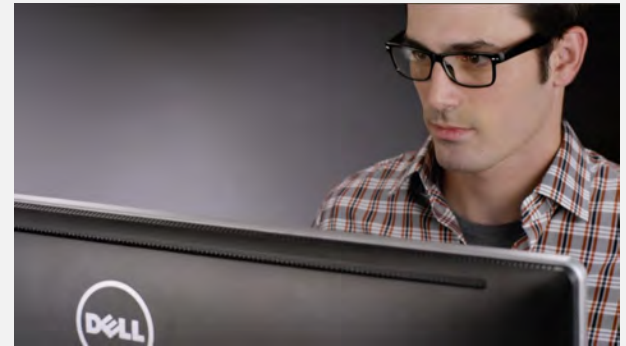
The Close (0:30)

We see a closing montage of incredible video clips as we hear final thoughts on the benefits of the GoPro-Dell partnership.



Sample Interview Prompts

- Please tell us about GoPro: history, mission, products, workflow/pipeline challenges related to media creation, management, packaging and delivery.
- What was your first collaboration with Dell? What challenge did you address and how was it solved? What were the benefits to GoPro and its customers? Please share any metrics, if possible.
- As your partnership with Dell has evolved, what other challenges are you addressing? What are the benefits to GoPro and its customers?
- Can you please describe what Dell solutions you are currently using? Why did you choose each and what benefits have you accrued as a result? These could be performance metrics, application integrations/certifications, etc.
- Where is GoPro growing its business from here? New products and technologies? What challenges might those new products generate for GoPro (and/or its users) with respect to media creation, management, packaging and delivery?



Production Timeline

March

- Kickoff call with GoPro and Dell team
- Identify GoPro interviewees and film date
- Develop interview prompts

April

- Film interviews and B-roll at GoPro
- Begin video editing and approvals

May

- Final editing and approvals
- Delivery



Contacts

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