



# GoPro Creators Camp

#GoProBali, 18-21 November 2019



# Video Recap



# Creator Camp Intro

- ♦ To drive awareness about *2019 Fall Product Launch*, we brought together 16 top advocates around the region + 3 Rip Curl Athletes for an epic hangout in Bali, Indonesia!
- ♦ Activities included training workshops co-hosted by GoProFamily: @jitsslo, & @barekiwi; ATVs; White water rafting; full-day sailing on a Phinisi vessel; Snorkeling; & Cultural dinner.



# Objective

- ♦ To increase awareness of the GoPro HERO8 Black, MAX & the GoPro App
- ♦ To generate localized content for marketing product use-cases & the GoPro App
- ♦ To generate buzz on social media through the regional handles
- ♦ To educate & deepen relationship with our GoPro Family



# Total Social Performance



Bali, Indonesia diverse landscape combined with thrilling activities, made it an ideal location for organic content creation for the GoPro Family. Using a relevant event hashtag **#GoProBali**, & mentioning GoPro in their content they were able to share their amazing journey with their audience! The total combined social performance from the creators; regional GoPro IG handles; & RipCurl(Asia) IG handles are as follows;

19

Guests

335

Posts

2.3m

Impressions

221.9k

Engagements

7%

Engagement Rate



# Top Performing Advocates

## Top 5 advocates based on social performance



**Larissa D Sa**  
62.7K Engagements



**Yash Rane**  
21.2K Engagements



**Febrian Febrian**  
15.5K Engagements



**Abudi Alsagoff**  
11.5K Engagements



**joshi daniel**  
9.3K Engagements

# Social & Community Highlights

Post–event, we saw a total of **176 GoPro Awards submission**! From the localized content generated, the GoPro regional social handles (@gopromysg, @goproid, @goproph, @goprothailand, @goproid) took the opportunity & shared **52** pieces of content on their channel to engage with our followers!

## GoPro Creators Camp Awards Challenges

- Best Photo: [Joshi Daniel](#)
- Best Social Moment: [Dan Ng](#)
- Best Recap Video: [Larissa Dsa](#)

\*Click the names to pics/vids

# Post-Event Survey

## Q: What did you like most about the GoPro Creators camp?

*“The whole experience. But above all it really signified and showcase the meaning of being a GoPro Family member”*

*“All the adventure activities! Rightly picked!*

*“How to bring GoPro into your daily life & make all moment super!”*

*“Meet so many great people!”*

*“Learning about how other GoProFamily use their cameras, picked up a few things motivate me to make better content!”*

*“Sharing sessions were really insightful”*

*“Everything about it, the workshops and the activities, also get a chance to meet awesome people!”*

## Q: What kind of activities/classes will you like to see for future events?

*“GoPro video editing workshop.”*

*“Color grading, editing”*

*“More sharing sessions from different family members ”*

*“More social media class”*

*“GoPro Cinematography”*

*“More winter event in the snow, and learn how to capture snow sports”*

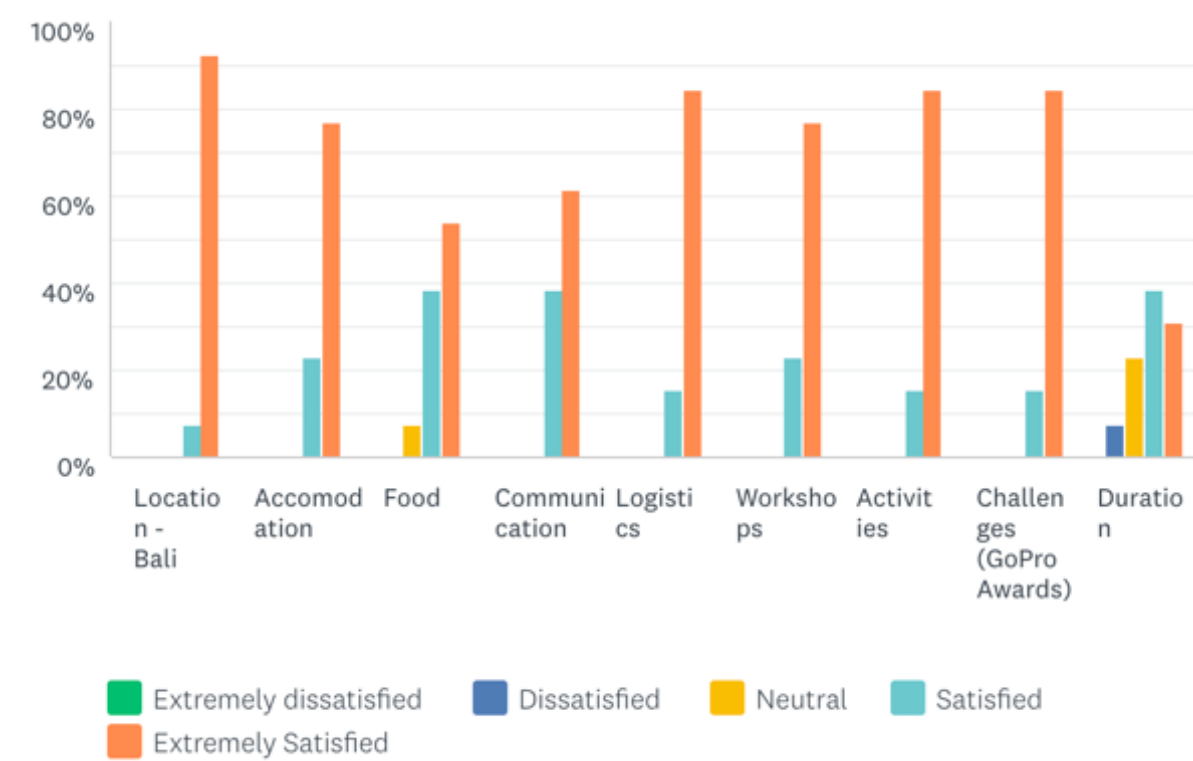
*“Skydiving!”*

*\*Link to survey results - [here](#)*

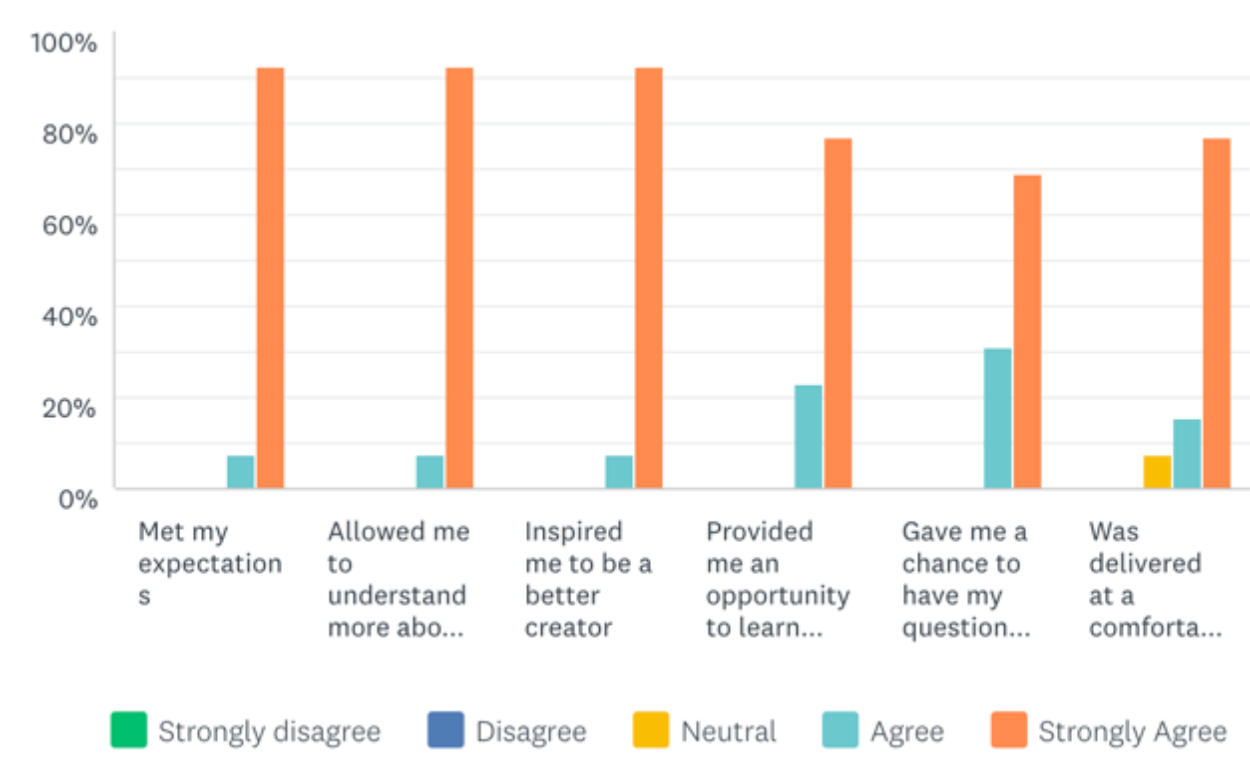
# Post-Event Survey

Majority responded that the opportunity to meet & bond with other creators from around the region are amongst their favorite part of the camp. Some feedback they would love to see more editing workshops for future events, & a handful mentioned that the duration was too short & jam packed with activities!

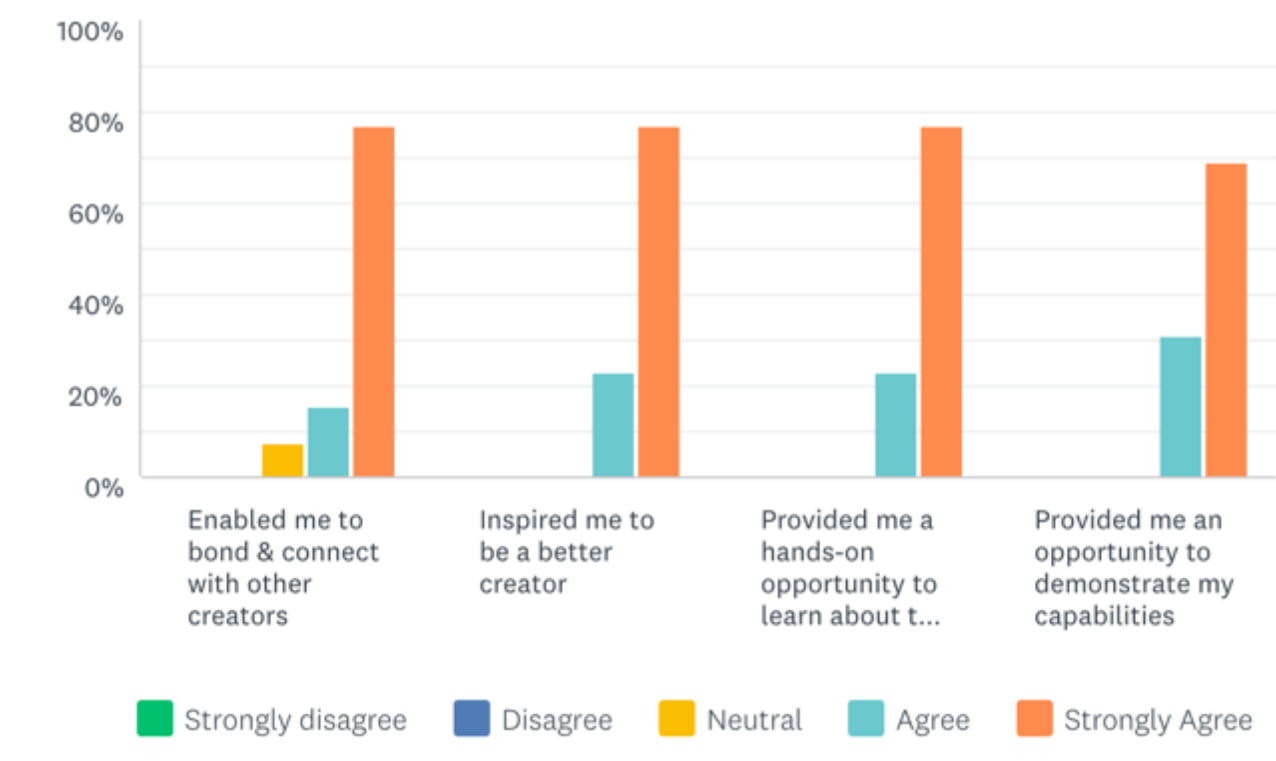
In summary, majority of our guest were extremely satisfied with their overall experience.



Overall Satisfaction



Workshop Satisfaction



Activities Satisfaction

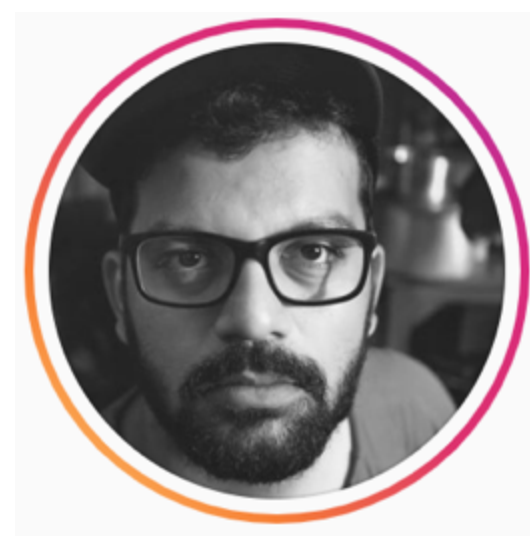
# Appendix



# Guests



**Baki Zainal**  
Malaysia  
[@BakiZainal](#)



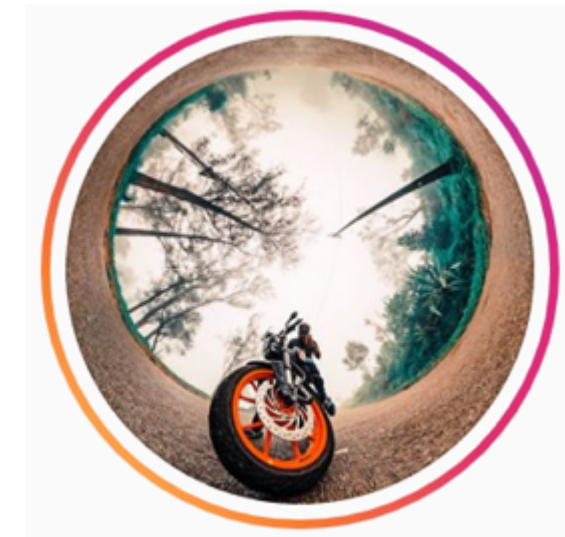
**Yash Rane**  
India  
[@chefyash](#)



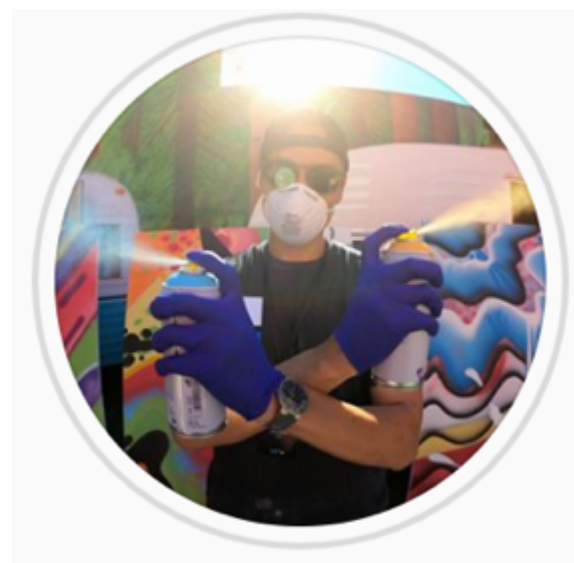
**Febrian**  
Indonesia  
[@\\_febrian](#)



**Abudi Alsagoff**  
Malaysia  
[@abudialsagoff](#)



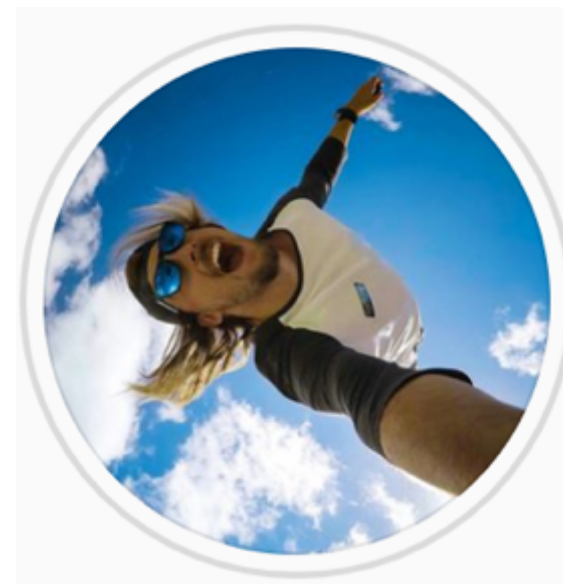
**Joshi Daniel**  
India  
[@joshidaniel](#)



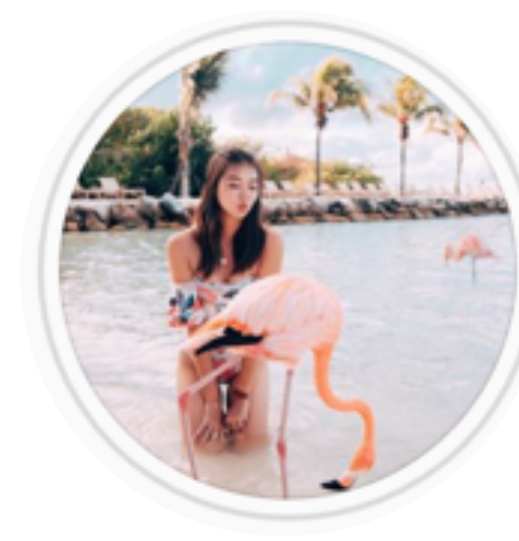
**Johnny Lo**  
Taiwan  
[@jitsslo](#)



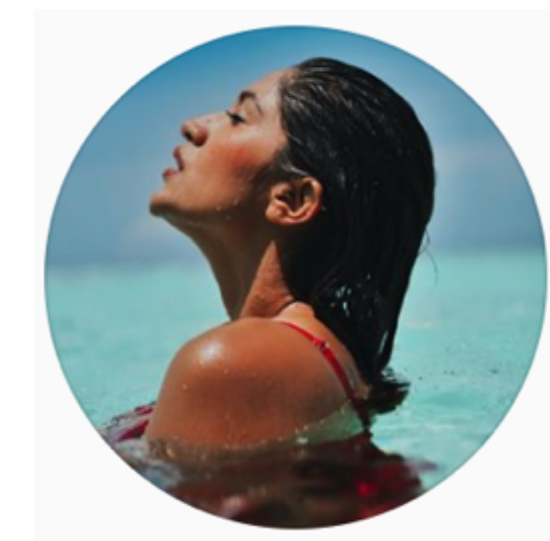
**Nicole Aloha**  
Thailand  
[@nicolealoha](#)



**Chris Rogers**  
South Africa  
[@chrisrogers](#)



**Amelyn Beverly**  
Singapore  
[@amebeverly](#)



**Larissa**  
India  
[@larissa\\_wlc](#)

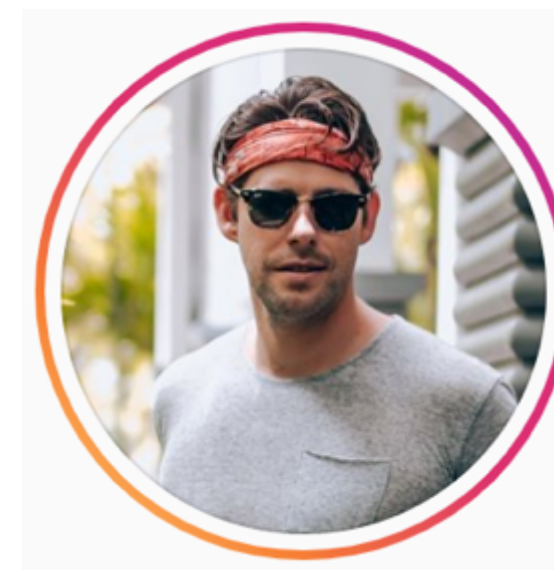
# Guests



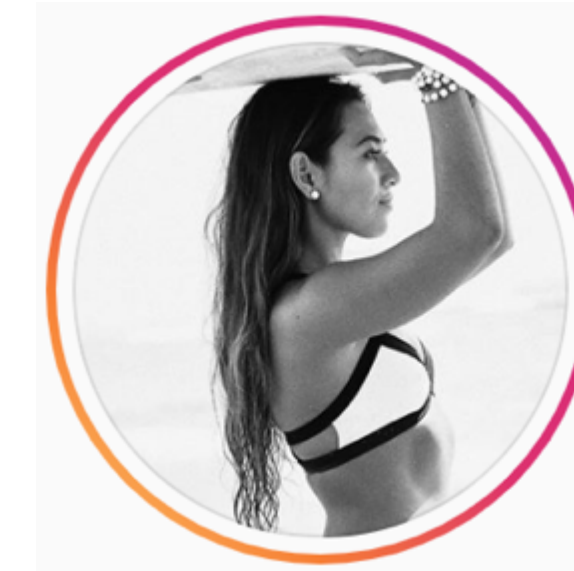
**Kyle Mulinder**  
**New Zealand**  
[@barekiwi](#)



**Madi Ross**  
**Thailand**  
[@madiross](#)



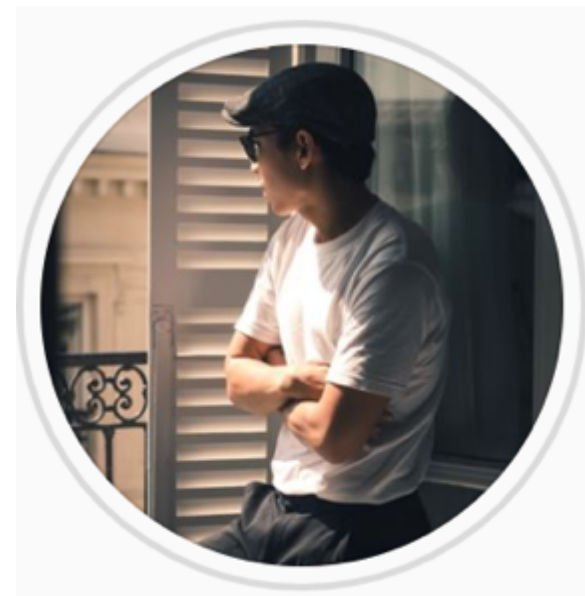
**Mike**  
**Philippines**  
[@makingithappenvlog](#)



**Diah**  
**Indonesia (Rip Curl)**  
[@didiahrayay](#)



**Ryan Berti**  
**Indonesia**  
[@berti.statementprod](#)



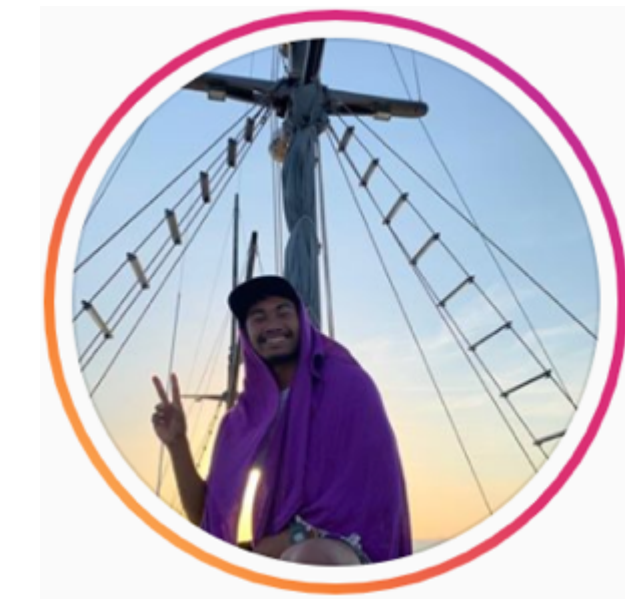
**Dan Ng**  
**Singapore**  
[@lifewithdan](#)



**Pia Gabriel**  
**Philippines**  
[@piagabriel19](#)



**Taina**  
**Indonesia (Rip Curl)**  
[@taina.surf](#)



**Ketut**  
**Indonesia (Rip Curl)**  
[@ketutagus\\_](#)

**Thank you.**