

**GoPro**

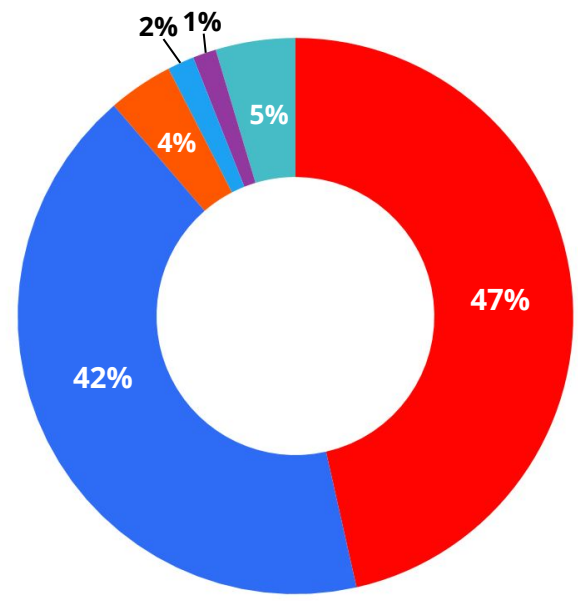
Be a *HERO*.



**How GoPro Powers Their YouTube  
Channel With Incentivized UGC  
Consumer Electronics**

# 47% of GoPro's social traffic in 2020 has been from YouTube.

● YouTube ● Facebook ● Reddit ● Twitter ● Instagram ● Other



# GoPro uses User Generated Content (UGC) to fuel its YouTube channel—with the majority of GoPro’s top performing YouTube videos on their channel being UGC content.

Views: **52M** | ER: **5.42%**



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Views: **19M** | ER: **6.25%**



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Views: **44M** | ER: **6.27%**



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Avg. Channel Views: **3M** | Avg. Channel ER: **0.41%**

**GoPro generates UGC through their GoPro awards program which generated 130K website visits in 2019. This program involves several content challenges which reward contestants with gear, exposure, and cash—giving out \$1M a year to top content creators in total awards.**

### How it works.

- 01 Shoot**  
Capture rad footage of all the things you love to do.
- 02 Submit**  
Upload your favorite photos, raw clips or edits.
- 03 Rewards**  
Get selected, and score cash, gear and global exposure.

**Join a challenge.**  
GoPro Awards challenges are intended to spark ideas and let you know what we're looking for next. If you're

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# GoPro awards are ongoing challenges that tap into to their community and supplies a steady stream of quality content.

## Join a challenge.

GoPro Awards challenges are intended to spark ideas and let you know what we're looking for next. If you're not sure which challenge is right for you—choose Anything Awesome.



VIDEO CHALLENGE

### Million Dollar Challenge

\$1,000,000 is up for grabs. Get your HERO9 and get after it.

[Learn More](#)



PHOTO + VIDEO CHALLENGE

### Anything Awesome Challenge

Send us anything awesome you've captured with your GoPro.

[Learn More](#)



PHOTO + VIDEO CHALLENGE

### #GoProLiveIt Challenge

No one does you like you do. Show us how you #GoProLiveIt

[Learn More](#)



PHOTO CHALLENGE

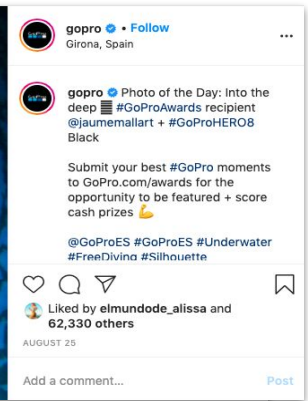
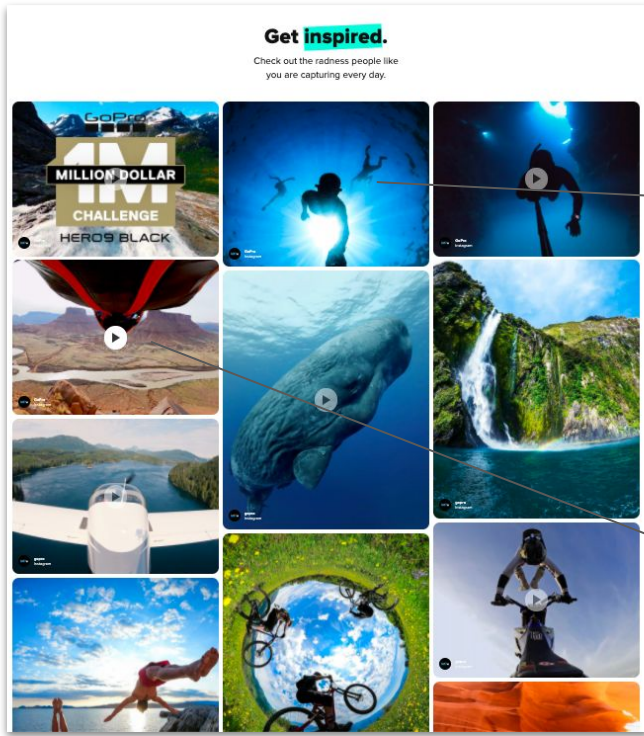
### Photo Of The Day Challenge

Get your best photos recognized by millions of GoPro fans.

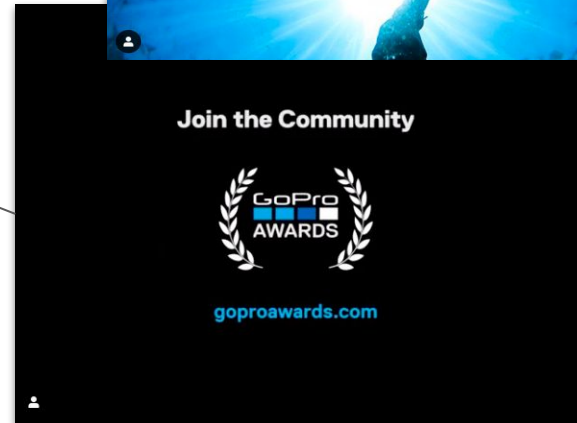
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# GoPro uses content submitted to promote the awards on their social channels creating a positive feedback loop of UGC promoting the creation of more UGC.



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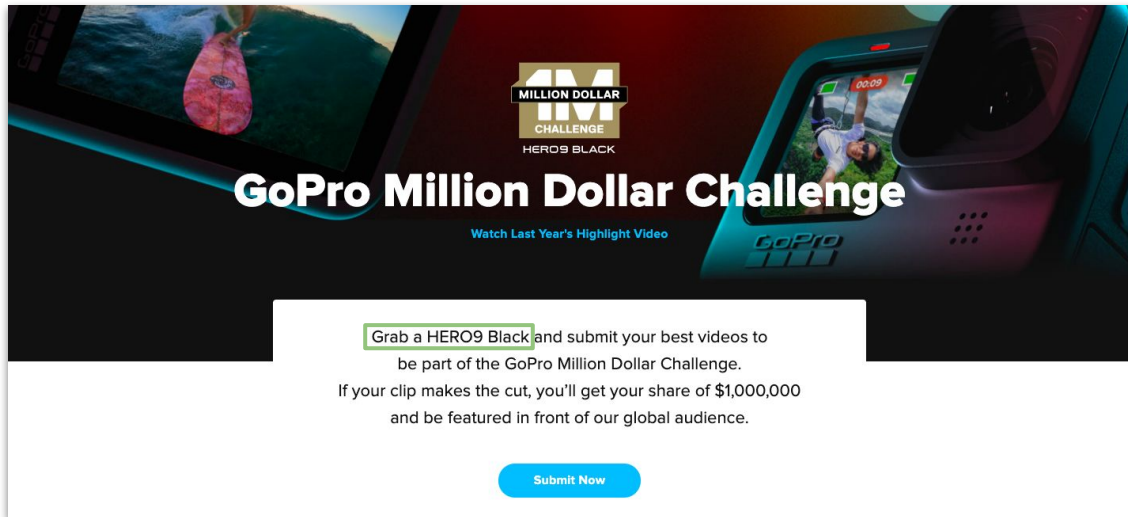


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The largest cash incentive challenge is the [GoPro Million Dollar Challenge](#) which co-launches alongside GoPro's latest camera launch every year and is meant to encourage both the purchase of the newest GoPro and the creation of quality content.

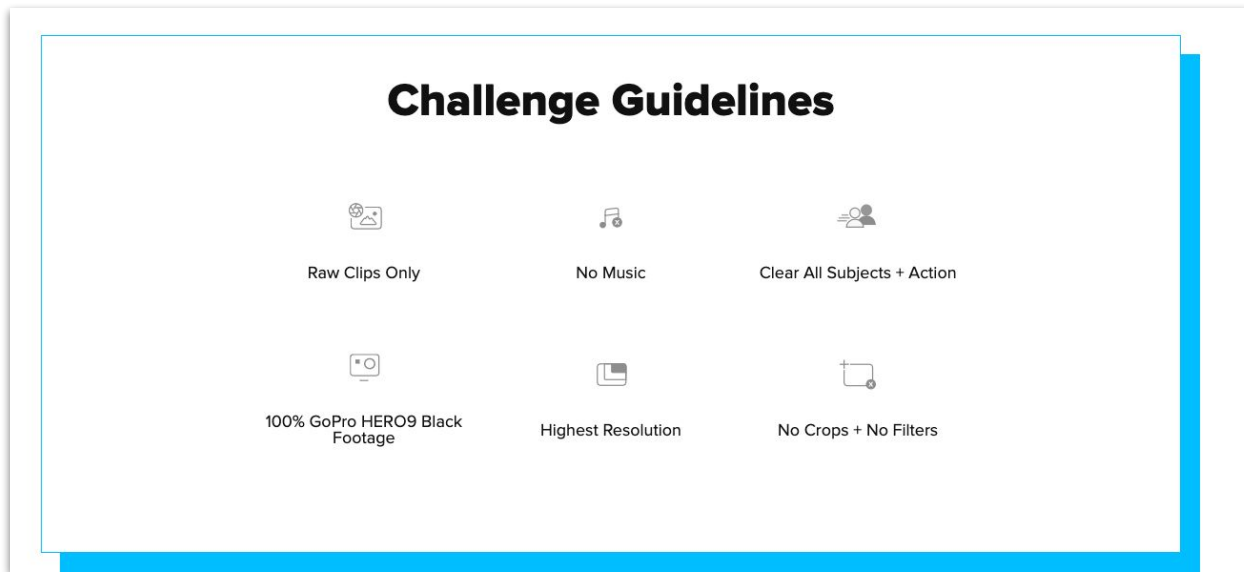


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**Contestants have three months to film & submit content that conforms to the contest guidelines such as raw clips only, no music, and 100% GoPro HERO9 Black footage.**





**At the end of the Million Dollar Challenge, GoPro creates a highlight reel featuring all of the winning videos. The last challenge GoPro had 42K clips submitted and 45 creators split the million dollar prize.**



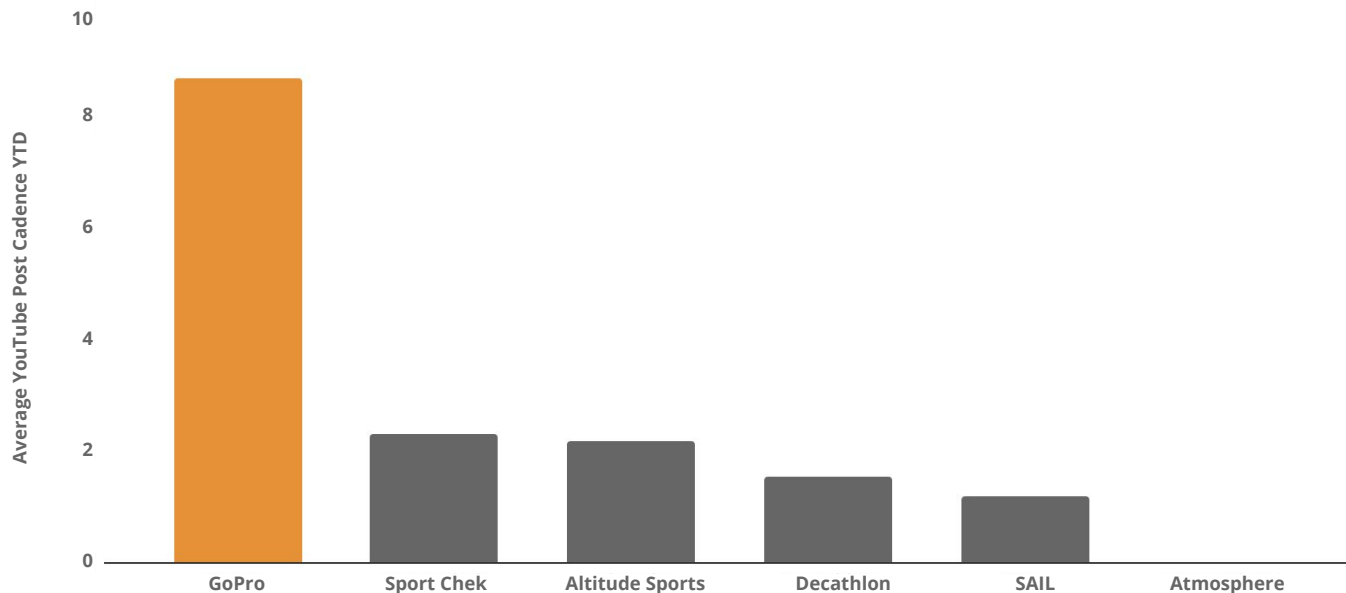
#GoProMillionDollarChallenge #GoPro

GoPro Awards: Million Dollar Challenge Highlight in 4K | HERO8 Black + MAX  Save

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The highlight reels generate tons of video views - this one had 4.3M views

Looking at the YTD average YouTube post cadence, **GoPro** posts 4x more often a month than the competitive set. This is largely due to their UGC strategy which allows GoPro to post more frequently.



# Key Takeaways

## From the GoPro YouTube Case Study

**Tactic — Awards Program For UGC:** GoPro is leveraging their community to create content for their social channels through their [GoPro Awards](#) program. This allows GoPro to create a self-fulfilling system that provides a lot of high quality content as well as promotes their products.

**Tactic — Time Giveaways with Product Launches:** GoPro coincides the launch of their newest camera every year with their biggest challenge: the [GoPro Million Dollar Challenge](#) which generated 42K submittals in 2019. The strategy is threefold.

First, this challenge promotes the purchase of GoPro's new camera as all footage submitted must be filmed on their latest release. This also helps showcase the camera's new features (clearer video, bigger screen, camera stabilization, etc.) in an organic way.

Second, GoPro is able to compile a massive database of content that can then be repurposed for other uses on their social channels throughout the year.

Last, the allure of the "million dollars" creates a large incentive for customers to join the challenge which increases the size of GoPro's community of creators.