

Retail Activation Kit



About **This Kit**

This kit will give you everything you need for standout executions this fall. From new camera lockups to ad templates, brand pages and more, see how HERO8 Black and MAX can come to life in store, online and beyond.



Contents

Product Support Assets

- Finding Assets 5
- Lifestyle Photos 6
- Product Photos 7
- Camera Lineup Charts 8
- Camera Comparison + Compatibility Charts 9
- Sell Sheets 10
- Camera Lockups 11
- Camera Wordmarks 13

Marketing Templates

- Distributor Ads 15
- Retailer Ads 17
- Web Banners 21
- Carousel Banners 25
- Brand Page 26
- Product Description Pages 27

Window Executions

- Campaign Windows 2D Vinyl 29
- Campaign Windows 3D Vinyl, Acrylic + Cling 31
- Evergreen 33

Support

- Support Resources + GoPro Partner Center 35





***Product
Support
Assets***

Finding Assets

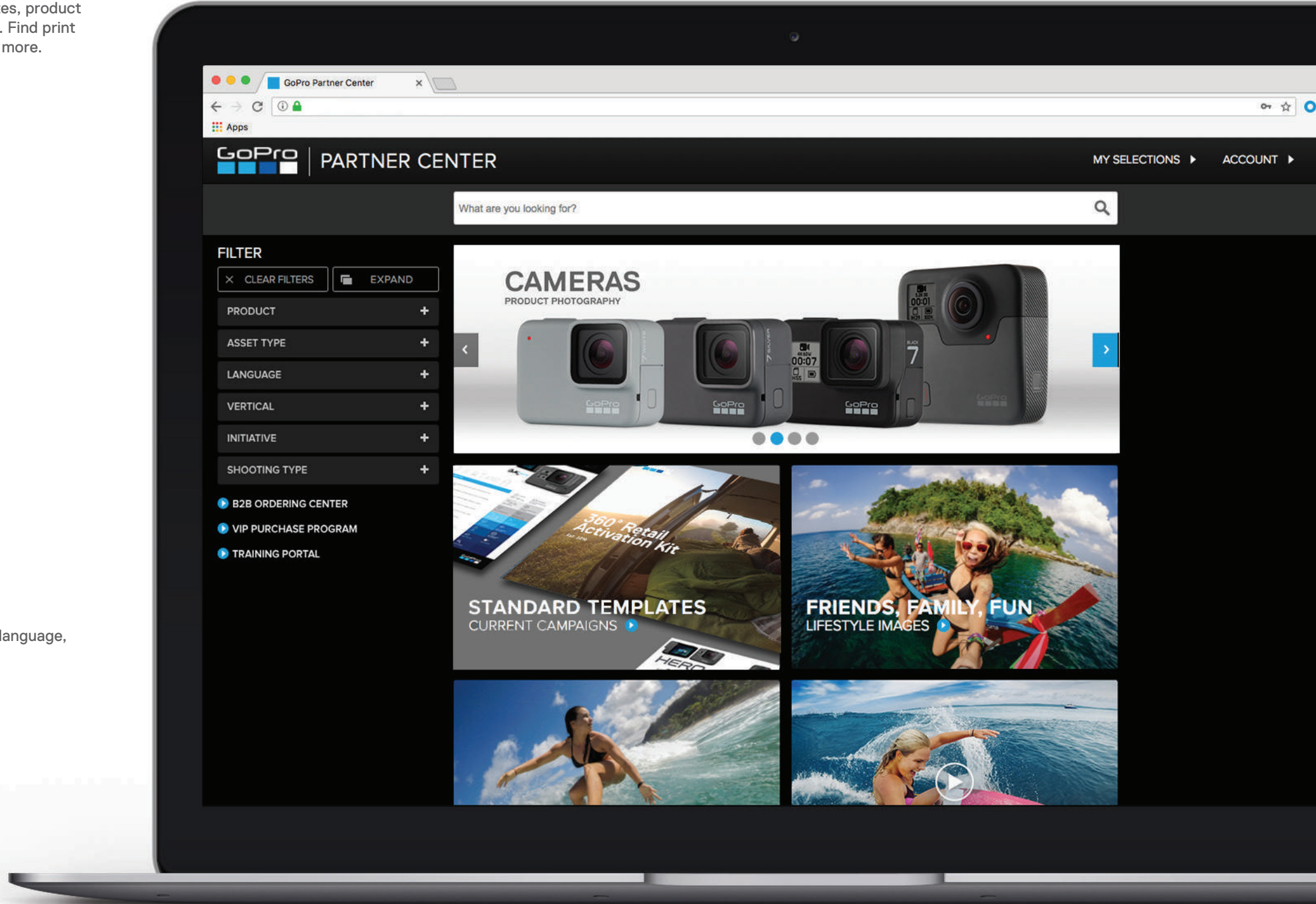
The GoPro Partner Center is your resource for all GoPro-approved images, ad templates, product information and other assets. Easily download photos to use in your GoPro advertising. Find print and digital ad templates and in-store graphics. Access marketing copy, sell sheets and more.

Log in to access the following assets:

- Photos (Lifestyle + Product)
- GoPro Videos
- Product Copy
- Marketing Templates
- Camera Lineup Charts
- Comparison + Compatibility Charts
- Product Sell Sheets
- Seasonal + Bundle Promotional Templates
- Camera User Manuals
- And More

Not seeing the asset you're looking for in the language you want?

We provide most assets in 21 languages. If you need an asset localized into a different language, contact your Channel Marketing Manager.



Lifestyle Photos

Lifestyle photos showcase inspirational moments that are attainable for almost anyone. These are just a few of the new high-resolution images available to you in the Partner Center. Use these photos to support your retail needs and share the stoke. Offered file formats are 300dpi .jpg (RGB) and .tif (CMYK).

HEADS UP: There's more where these came from. Log in to the Partner Center and take your pick.



Product Photos

GoPro product photos are available for in-store promotions, web and print store catalogs and other marketing collateral. Always check the Partner Center for the most up-to-date imagery of GoPro products. On this page you'll find a sample of new high-resolution product photos for HERO8 Black and MAX. Offered file formats are 300dpi .jpg (RGB) and .tif (CMYK).

HEADS UP: There's more where these came from. Log in to the Partner Center and take your pick.



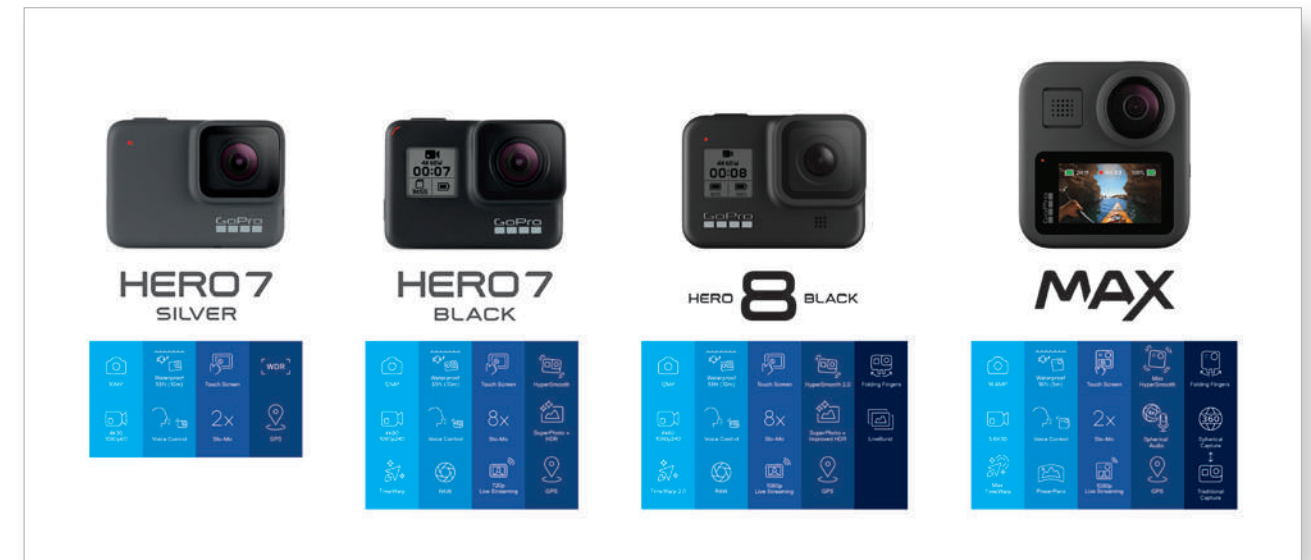
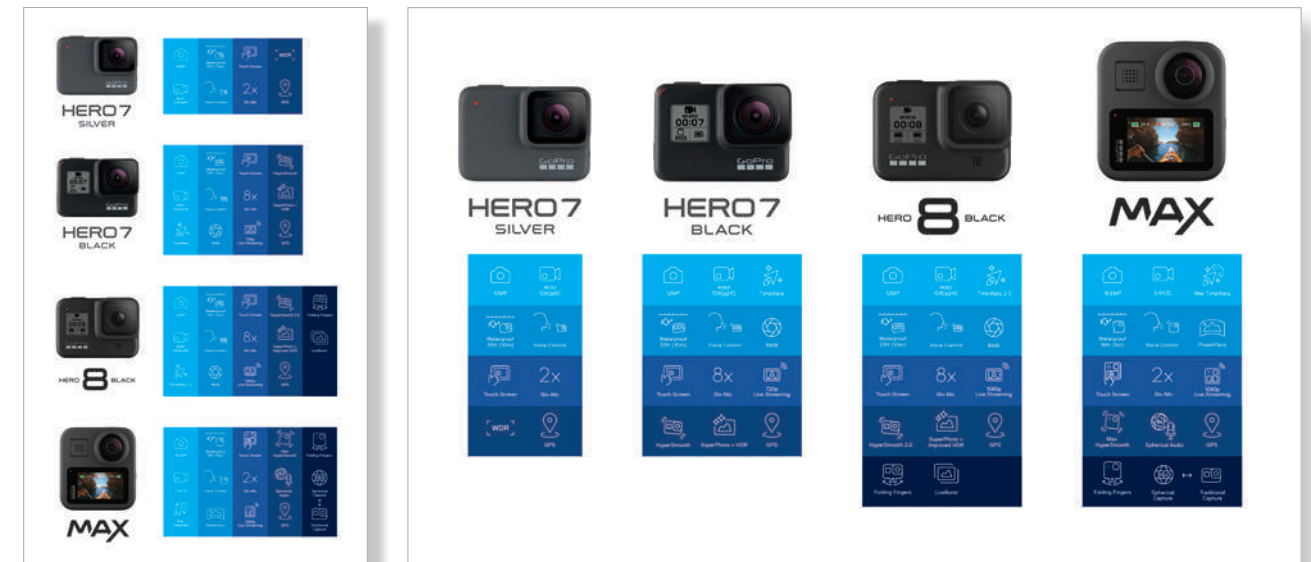
Camera Lineup Charts

By popular demand, we've created the fall HERO camera lineup chart and the full GoPro camera lineup chart in various orientations.

These are good to go—don't modify them in any way. Charts should always remain in their original format with approved colors and camera order.

HERO Camera Lineup Charts

Full GoPro Camera Lineup Charts



Camera Comparison + Compatibility Charts

Get the download on the fall lineup and compatible products with the full camera comparison and accessory compatibility charts.

These are good to go—don't modify them in any way. Charts should always remain in their original format with approved colors and camera order.

HEADS UP: These charts include fall cameras and current mounts and accessories—no legacy products.

Camera Comparison Chart

Key Features	HERO7 SILVER	HERO7 BLACK	HERO8 BLACK	MAX
Photo	10MP + WDR	12MP + SuperPhoto With HDR	12MP + SuperPhoto With Improved HDR	16.6MP 360 Photo / 5.5MP HERO Mode Photo
LiveBurst				
PowerPano				6.2MP Panoramic Photo
SuperPhoto		With HDR	With Improved HDR	
Spherical Video				5.6K30
Reframe				With the GoPro App
Video	4K30	4K60	4K60	HERO Mode 1440p60 / 1080p60
100Mbps Bit Rate			2.7K / 4K	
Battery	Built-in	Removable	Removable	Removable
Rugged + Waterproof	Down to 33ft (10m)	Down to 33ft (10m)	Down to 33ft (10m)	Down to 16ft (5m)
Frameless Mounting With Folding Fingers				
HERO8 Black Mods				
Touch Screen				
Touch Zoom				
Video Stabilization	Standard	HyperSmooth	HyperSmooth 2.0	Max HyperSmooth
Horizon Leveling			With the GoPro App	On Camera + With the GoPro App
TimeWarp Video		TimeWarp	TimeWarp 2.0	Max TimeWarp
Digital Lenses / FOV	Wide	SuperView, Wide, Linear	SuperView, Wide, Linear, Narrow	Max SuperView, Wide, Linear, Narrow
RAW Photo Capture			All Photo Modes	
Settings Presets / Custom Presets				
Customizable On-Screen Shortcuts				
Voice Control				
Wake on Voice				
Time Lapse Video				
Night Lapse Video				
Slo-Mo	2x	8x	8x	2x
Live Streaming		720p	1080p	1080p
GPS				
Advanced Metadata				HERO Mode Only
Protune				
Compatible Housing	Protective Housing (HERO7 Silver / HERO7 White)	Super Suit (Protection + Dive Housing)	Protective Housing (HERO8 Black)	
GP1 Chip				
Auto Cloud Backup With GoPro PLUS				

Accessory Compatibility Chart

Mounts	HERO7 SILVER	HERO7 BLACK	HERO8 BLACK	MAX
3-Way Grip (Arm Tripod)				
Bite Mount + Floaty (HERO7 Black / HERO7 Silver / HERO7 White / HERO8 Black)				
Bite Mount + Floaty (HERO8 Black)				
Chesty (Performance Chest Mount)				
Curved + Flat Adhesive Mounts				
El Grande (36in Extension Pole)				
Fetch (Dog Harness)				
Gooseneck				
Grab Bag				
Hand + Wrist Strap				
Handlebar / Seatpost / Pole Mount				
Head Strap + QuickClip				
Helmet Front + Side Mount				
Jawz Flex Clamp				
Large Tube Mount				
Magnetic Swivel Clip				
Max Grip + Tripod				
Pro Handlebar / Seatpost / Pole Mount				
Shorty (36in Extension Pole + Tripod)				
Soft Top + Bodyboard Mount				
Suction Cup				
Surfboard Mounts				
Swivel Mount				
The Handler (Floating Hand Grip)				
Tripod Mounts				
Vented Helmet Strap Mount				
Power Accessories				
MAX Dual Battery Charger + Battery				
MAX Rechargeable Battery				
Dual Battery Charger + Battery (HERO8 Black / HERO7 Black / HERO8 Black)				
Rechargeable Battery (HERO8 Black / HERO7 Black / HERO8 Black)				
Supercharger (International Dual-Port Charger)				

Sell Sheets

These are just a few examples of fall sell sheets for cameras, mounts and accessories. Log in to the Partner Center to access everything you need for fall, and download legacy product sell sheets to support sell-through.

HERO8 BLACK

UPC Code: 81827603380
Model Number: CH4HX-801

This is HERO8 Black—the most versatile, unshakable HERO camera ever. A streamlined design makes it more pocketable than ever, and swapping mounts takes just seconds, thanks to built-in folding fingers. And with the optional Media Mod, you get ultimate expandability to add more lighting, pro audio and even another screen. There's also game-changing HyperSmooth 2.0 stabilization with jaw-dropping slo-mo.

What's Included

FEATURES + BENEFITS

Streamlined Design
The remolded shape is more pocketable, and folding fingers at the base let you swap mounts quickly. A new side door makes changing batteries even faster, and the lens is now 2x more impact resistant.*

HERO8 Black Mods
Vloggers, pro filmmakers and aspiring creators can do more than ever imagined—with quick-loading accessories like flashes, microphones, LCD screens and more. Just add the optional Media Mod to up your capture game.

HyperSmooth 2.0
Smooth just got smoother. Now HERO8 Black has three levels of stabilization—On, High and Boost—so you can pick the best option for whatever you do. Get the widest views possible, or boost it up to the smoothest video ever offered in a HERO camera. Plus, HyperSmooth works with all resolutions and frame rates, and features in-app horizon leveling.*

TimeWarp 2.0
Capture super-stabilized time lapse videos while you move through an activity. And now, TimeWarp automatically adjusts speed based on motion, scene detection and lighting. You can even slow down the effect to real time—saving interesting moments—and then tap to speed it back up.

LiveBurst
Record the moments 1.5 seconds before and after your shot, so you can choose the best single frame for the perfect photo—or an awesome shareable video.

SuperPhoto + HDR
Capture killer "24MP" photos with improved HDR—while in motion or stationary—with reduced blur and serious detail even in low-light areas.

Night Lapse Video
Shoot awesome time lapse videos at night in 4K, 2.7K, 4.3, 1440p or 1080p, all processed in-camera.

Digital Lenses
Framing your shot is as easy as tapping a new digital lens. Now you can toggle between Narrow, Linear, Wide and SuperView.

Live Streaming in 1080p
Share while you're there. Live stream in 1080p on social, get HyperSmooth stabilization as you broadcast via the GoPro app and save footage to your SD card to check out later.

Don't forget to download the GoPro app.

GoPro

MAX

UPC Code: 81827607755
Model Number: CH4HX-201

Classic HERO-style skills. Spherical-capture wizardry. Unbreakable stabilization. Make way for MAX, the most creative GoPro ever. Capture traditional GoPro video and photos or shoot 360 footage of everything around you. Snap a panoramic shot without having to pan—just point and click. Choose a digital lens to capture your footage exactly how you imagine it. And with six mics onboard, you get immersive 360 audio and the best sound we've ever delivered.

What's Included

FEATURES + BENEFITS

Traditional GoPro Capture + 360 Capture
Maximize your creative freedom. With MAX you can shoot traditional HERO-style video and photos or immersive 360 footage.

Max HyperSmooth
MAX gives you unbreakable stabilization by using 180° capture as the ultimate buffer.

Horizon Leveling
In HERO mode, game-changing horizon leveling gives you that silky-smooth cinematic look whether you're getting sideways, flipping through the air or chasing your kids.

PowerPan
Pano without the pan. Take incredible 270° distortion-free panoramic photos without having to scan the horizon. Plus, capture motion shots and epic selfies.

Premium 360 + Stereo Audio
Six mics capture true-to-life 360 audio and deliver the best stereo sound ever from a GoPro.

Directional Audio
Directional audio in HERO mode lets you prioritize sound from either side of the camera, no matter which lens you're using—perfect for vlogging.

Digital Lenses
Choose from four digital lenses in HERO mode to get the shot. Capture video and photos in Narrow, Linear, Wide and Max SuperView—our widest view yet.

Max TimeWarp
Capture super-stabilized time lapse videos while you move through an activity. In HERO mode, TimeWarp automatically adjusts speed based on motion, scene detection and lighting. You can even slow down the effect to real time—saving interesting moments—and then tap to speed it back up.

Intuitive Touch Screen
Be a smooth operator. With a touch screen, it's easy to control your camera. Or frame up your shot, play back footage and snap a selfie in HERO mode.

Live Streaming in 1080p
Shoot in HERO mode and share while you're there. Live stream in 1080p on social, get Max HyperSmooth stabilization as you broadcast via the GoPro app and save footage to your SD card to check out later.

Don't forget to download the GoPro app.

GoPro

MOUNTS

UPC Code: 81827602648
Model Number: FLE3M-001

BITE MOUNT + FLOATY (HERO8 BLACK)

Capture hands-free footage with this versatile bite mount, perfect for POV shots in any environment. It clicks into any quick-release mount for fast swapping or storage, and includes an easy-to-spot Floaty for added security in water. Both can be used on their own, so you're getting two accessories in one.

FEATURES

- Easy to use for hands-free POV capture in any environment
- Includes Floaty, an easy-to-spot accessory that keeps HERO8 Black afloat*
- Wraparound design of Floaty allows convenient access to the touch screen
- Integrated mounting buckle makes it easy to capture new POV angles and quickly change perspectives, or securely mount your camera
- Ergonomic, rugged design and food-grade materials ensure comfortable mouth mounting and stable, shake-free footage

WHAT'S INCLUDED

- Bite Mount
- Floaty for HERO8 Black
- Extension Piece With Set Screw
- Thumb Screw

COMPATIBILITY

- HERO8 Black

Lifetime Warranty

The GoPro product is covered by a Lifetime Warranty against defects in materials and workmanship for the lifetime of the product for the lesser of the first purchase or eight years. Products found to be defective will be repaired or replaced. GoPro reserves the right to make alterations under this warranty. Third party repair, use, and loss, abuse or intentional modification of materials cover voids warranty and there will be required for a fee.

Footnotes

*For ages 16+. Bite Mount + Floaty is not a protective mountguard. Use caution during contact activities to reduce face injury.

Warning

*Floaty supports Bite Mount, but it will not support the additional weight of other GoPro accessories.

GoPro

ACCESSORIES

UPC Code: 81827602648
Model Number: FLE3M-001

DUAL BATTERY CHARGER + BATTERY (HERO8 BLACK / HERO7 BLACK / HERO6 BLACK)

Conveniently charge two GoPro batteries simultaneously with this Dual Battery Charger and spare 1220mAh lithium ion battery for your GoPro. It charges via most USB ports. For up to 38% faster charging*, use it with the optional GoPro Supercharger (International Dual Port Charger). Dual LED indicator lights display the charging status.

FEATURES

- Conveniently charges 2 GoPro batteries simultaneously
- Charges via USB port; for faster charging, use with the optional GoPro Supercharger (International Dual Port Charger)
- Dual LED lights display charging status of both batteries
- Includes a spare 1220mAh lithium ion rechargeable battery
- Allows you to charge your spare batteries while you use your camera

WHAT'S INCLUDED

- Dual Battery Charger for HERO8 Black, HERO7 Black or HERO6 Black
- Rechargeable Battery for HERO8 Black, HERO7 Black or HERO6 Black
- USB C Cable 1.5ft (0.45m)

COMPATIBILITY

- HERO8 Black
- HERO7 Black
- HERO6 Black

Limited Lifetime Warranty

GoPro warrants this product for the useful life (not to exceed two years for products with electrical or electronic components, against defects in materials and workmanship. This LIMITED LIFETIME WARRANTY does not cover other products that are commonly used, abused, altered or repaired. Products found to be defective within the warranty period will be repaired or replaced. GoPro reserves the right to make alterations under this warranty. Third party repair, use, and loss, abuse or intentional modification of materials cover voids warranty and there will be required for a fee.

Warning

Charge the battery if it's been damaged. Follow all warnings and instructions in the camera user manual.

Footnotes

*Measured in 77°F room temperature. Charging performance may vary based on charging conditions.

GoPro

Camera Logo Lockups **HERO8 Black** (Preferred)

These are the preferred versions of the HERO8 Black camera logo lockups. Use these versions whenever possible in your marketing executions.

These lockups are good to go—don't modify them in any way. Lockups should always remain in their original format. Keep the HERO8 Black wordmark in black or white when paired with the camera.



Camera Logo Lockups **MAX** (Preferred)

These are the preferred versions of the MAX camera logo lockups. Use these versions whenever possible in your marketing executions.

These lockups are good to go—don't modify them in any way. Lockups should always remain in their original format. Keep the MAX wordmark in black or white when paired with the camera.



Camera Wordmarks

These are the preferred versions of the fall camera wordmarks. Use these versions whenever possible in your marketing executions.

These lockups are good to go—don't modify them in any way. Lockups should always remain in their original format. Keep the HERO8 Black and MAX wordmarks in black or white when paired with the camera.

HERO 7
SILVER

HERO 7
BLACK

HERO **8** BLACK

MAX

HERO 7
SILVER

HERO 7
BLACK

HERO **8** BLACK

MAX

Marketing Templates

AXX



Distributor Ads **HERO8 Black**

We provide distributors with approved print ad templates. The ad template should always remain in the original format.

Need help? Reach out to your GoPro Channel Marketing Manager, and they'll hook you up.



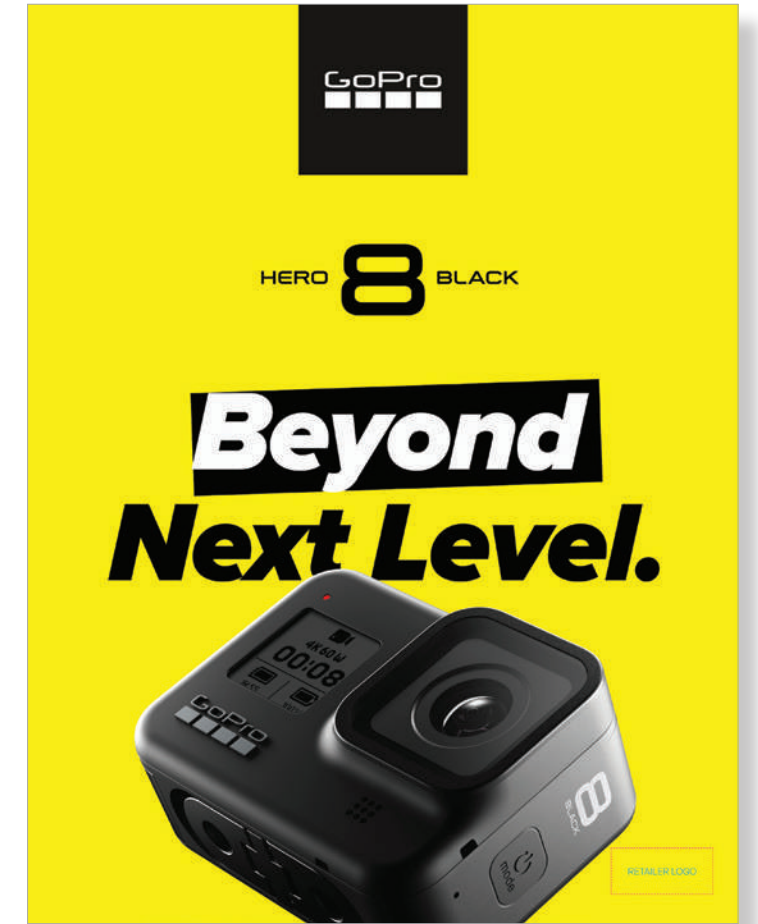
Full-page spread ad

Option A



Single-page ad

Option B



Single-page ad

Distributor Ads **MAX**

We provide distributors with approved print ad templates. The ad template should always remain in the original format.

Need help? Reach out to your GoPro Channel Marketing Manager, and they'll hook you up.



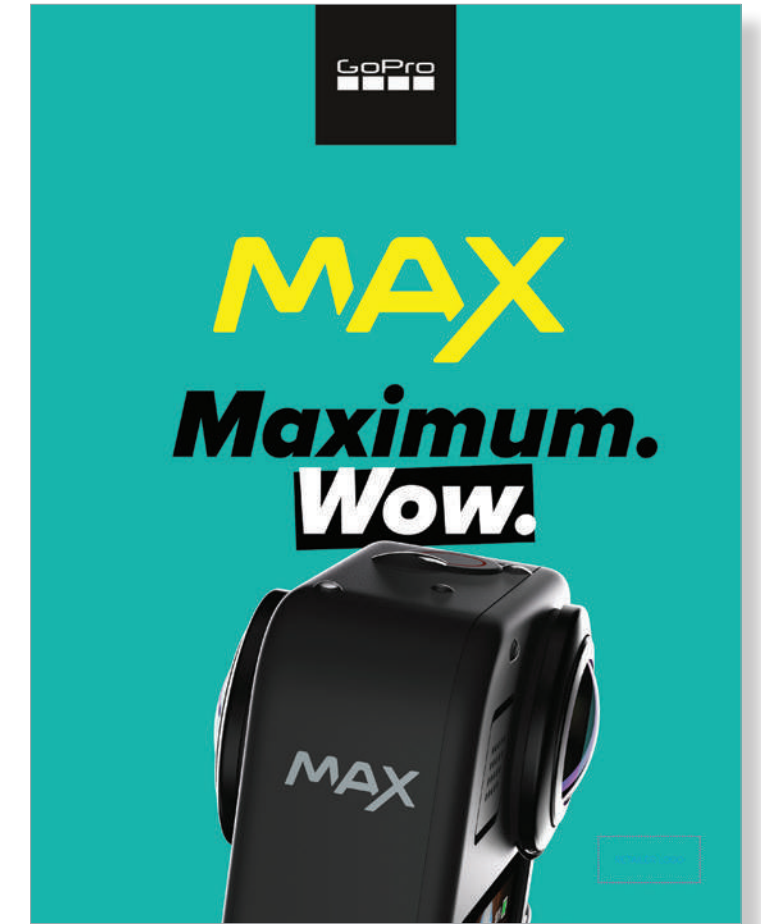
Full-page spread ad

Option A



Single-page ad

Option B



Single-page ad

Retailer Ads HERO8 Black

We provide retailers with approved print ad templates. The ad template should always remain in the original format.

Need help? Reach out to your GoPro Channel Marketing Manager, and they'll hook you up.



Full-page spread ad



Single-page ad



1/2-page ad

Option A

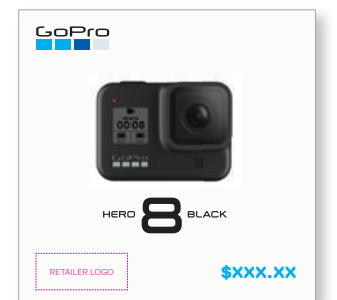


1/4-page ad

Option B



1/4-page ad



Newspaper ad

Retailer Ads MAX

We provide retailers with approved print ad templates. The ad template should always remain in the original format.

Need help? Reach out to your GoPro Channel Marketing Manager, and they'll hook you up.



Full-page spread ad



Single-page ad



1/2-page ad

Option A



1/4-page ad

Option B



1/4-page ad



Newspaper ad

Retailer Ads **HERO7 Black**

We provide retailers with approved print ad templates. The ad template should always remain in the original format.

Need help? Reach out to your GoPro Channel Marketing Manager, and they'll hook you up.



Full-page spread ad



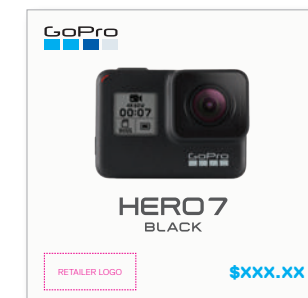
Single-page ad



1/2-page ad



1/4-page ad



Newspaper ad

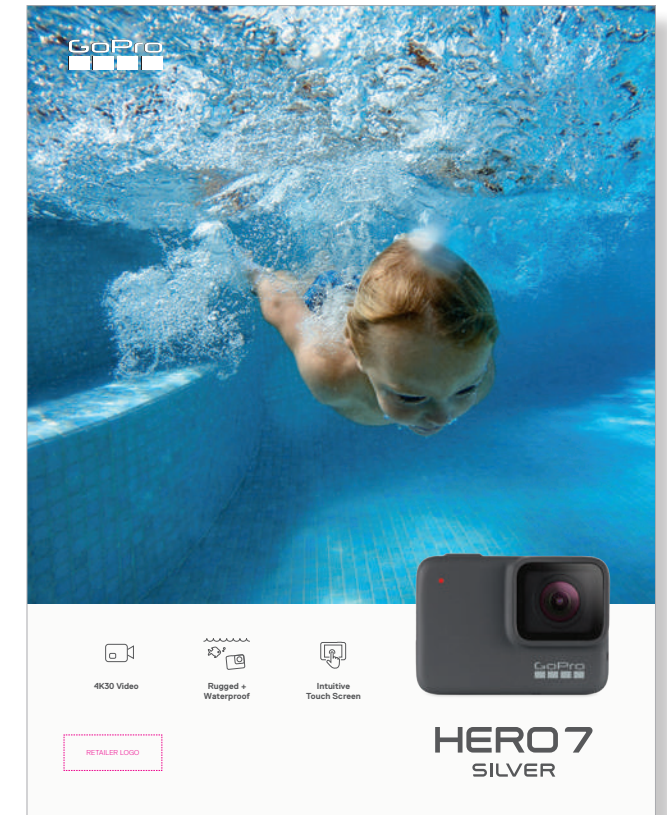
Retailer Ads **HERO7 Silver**

We provide retailers with approved print ad templates. The ad template should always remain in the original format.

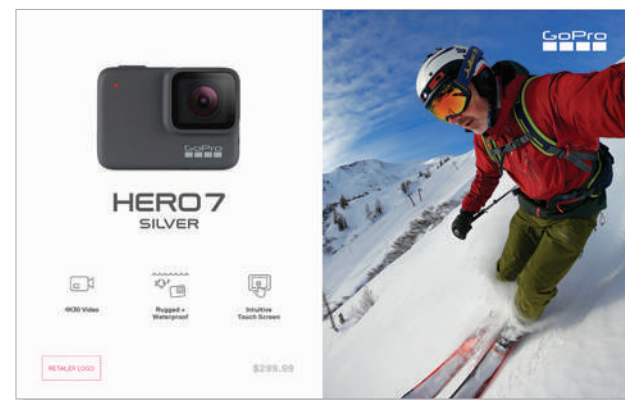
Need help? Reach out to your GoPro Channel Marketing Manager, and they'll hook you up.



Full-page spread ad



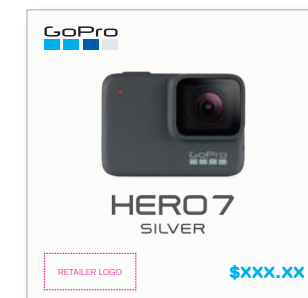
Single-page ad



1/2-page ad



1/4-page ad



Newspaper ad

Web Banners **HERO8 Black**

We provide distributors with approved web banner templates in four general sizes: 160px x 600px, 300px x 600px, 300px x 250px and 728px x 90px. Don't modify the web banners in any way.

If you need a different size, reach out to your GoPro Channel Marketing Manager, and they'll help you out.



160 x 600



300 x 600



300 x 250



728 x 90

Web Banners **MAX**

We provide distributors with approved web banner templates in four general sizes: 160px x 600px, 300px x 600px, 300px x 250px and 728px x 90px. Don't modify the web banners in any way.

If you need a different size, reach out to your GoPro Channel Marketing Manager, and they'll help you out.



160 x 600



300 x 600



300 x 250



728 x 90

Web Banners HERO8 Black | Lifestyle

We provide distributors with approved web banner templates in four general sizes: 160px x 600px, 300px x 600px, 300px x 250px and 728px x 90px. Don't modify the web banners in any way.

If you need a different size, reach out to your GoPro Channel Marketing Manager, and they'll help you out.



160 x 600



300 x 600



300 x 250



728 x 90

Web Banners **MAX** | Lifestyle

We provide distributors with approved web banner templates in four general sizes: 160px x 600px, 300px x 600px, 300px x 250px and 728px x 90px. Don't modify the web banners in any way.

If you need a different size, reach out to your GoPro Channel Marketing Manager, and they'll help you out.



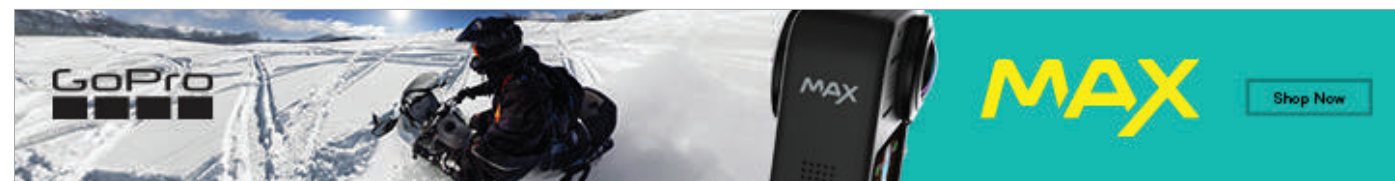
160 x 600



300 x 600



300 x 250

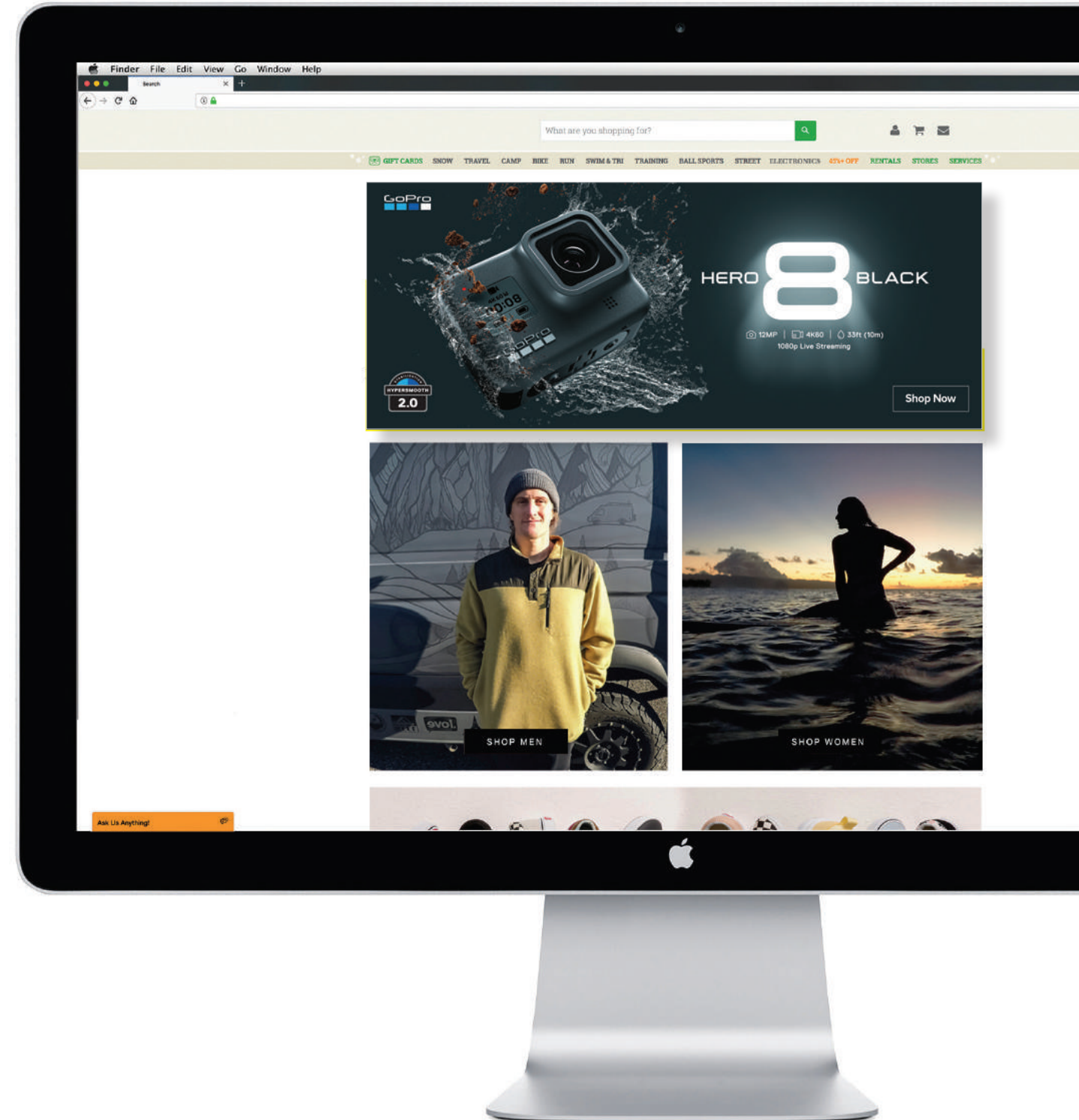


728 x 90

Carousel Banners

We can provide retailers with carousel banners if their websites can't support a full brand page experience. If you need a specific size, reach out to your GoPro Channel Marketing Manager, and they'll help you out.

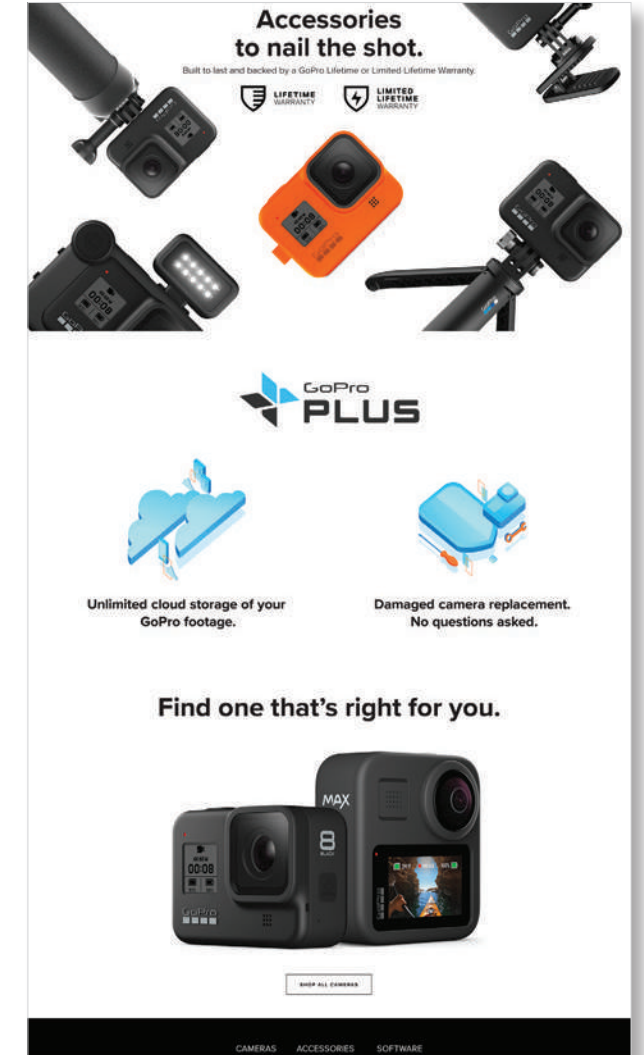
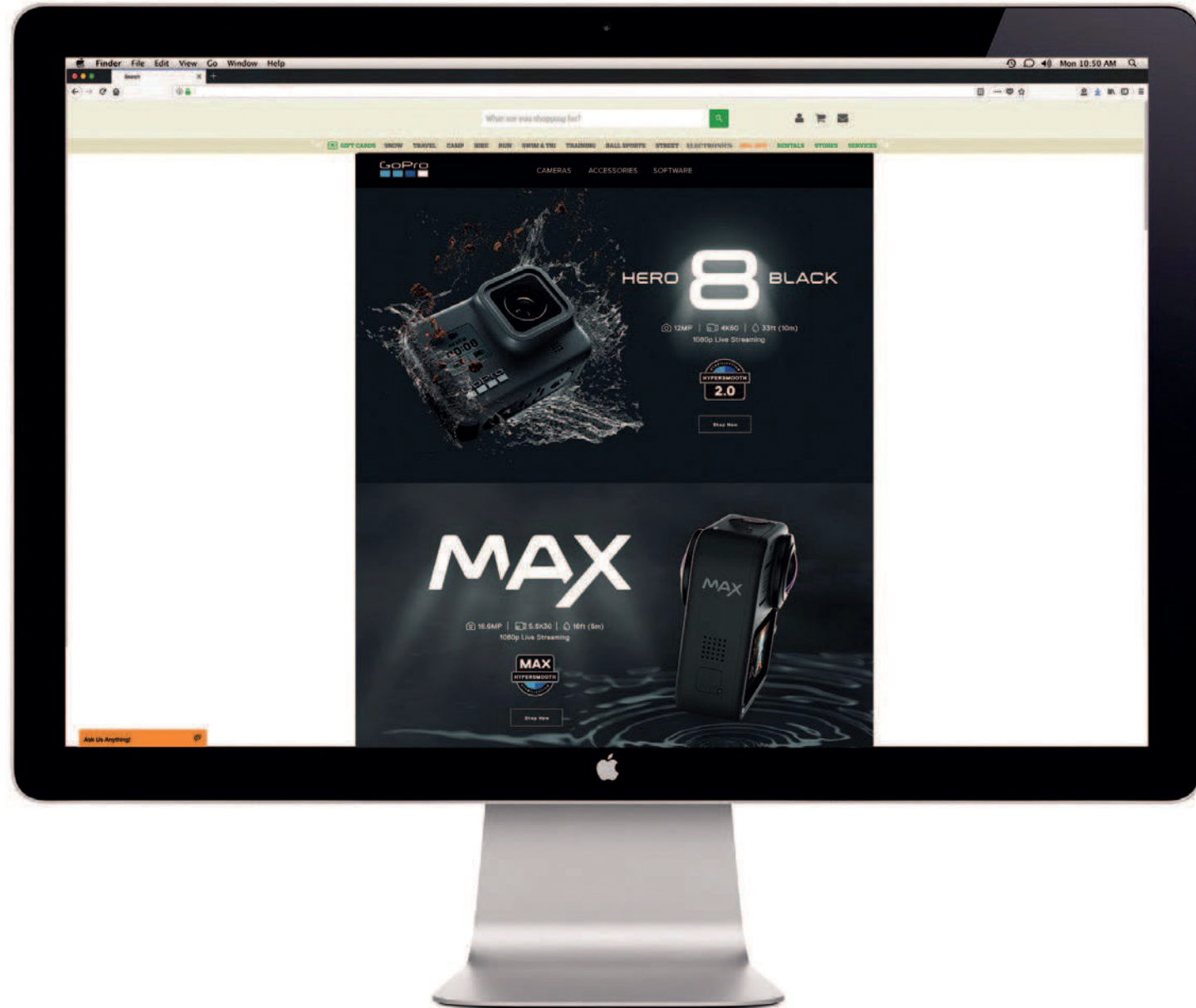
HEADS UP: All new carousel banners not provided by GoPro must be approved by your GoPro Channel Marketing Manager—no exceptions.



Brand Page

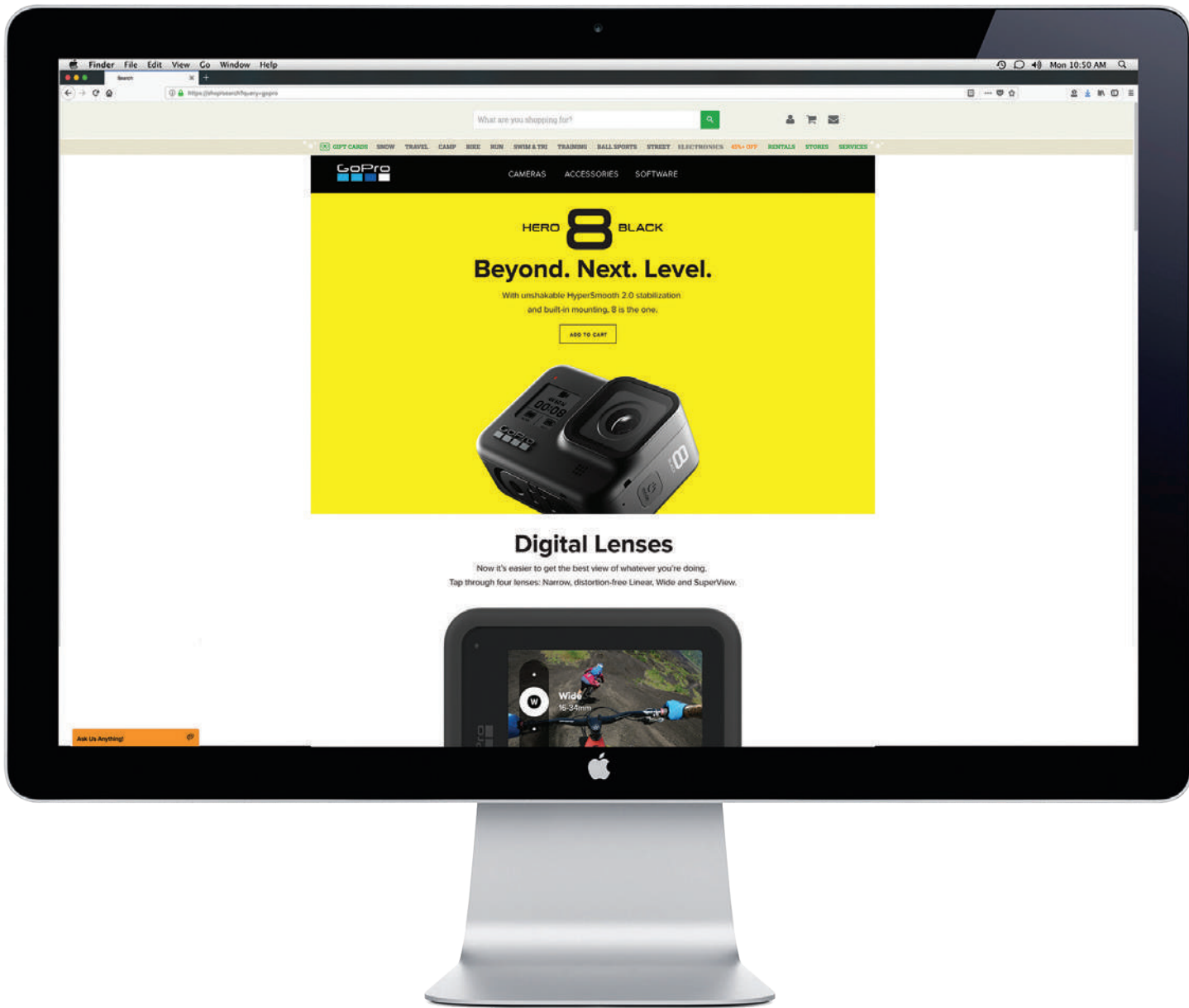
We can provide retailers with brand page options to create a better GoPro online experience.

Our new template supports our full fall camera lineup as well as accessories and software. Reach out to your GoPro Channel Marketing Manager for more details.



Product Description Pages

We can provide retailers with Product Description Pages to create a better GoPro online experience. If you need a specific size, reach out to your GoPro Channel Marketing Manager, and they'll help you out.



HERO 8 BLACK

Beyond Next Level.

Digital Lenses

HyperSmooth 2.0

TimeWarp 2.0

SuperPhoto + Improved HDR

LiveBurst

MAX

Night Lapse Video

High-Fidelity Audio

Rugged + Waterproof

GoPro App

Voice Control

MAX Maximum. Wow.

HERO + 360 Camera

Max HyperSmooth

Digital Lenses

Reframe

PowerPano

360 Audio

Max TimeWarp

Rugged + Waterproof

GoPro App

Voice Control



Window **Executions**

Campaign Windows **HERO8 Black | 2D Vinyl**

Have a retail partner that's interested in creating a GoPro window wrap? Awesome. Below are a few examples of how the fall campaign might look on their storefronts. Tailored content is available. Reach out to your GoPro Channel Marketing Manager to get the ball rolling.

HEADS UP: All window vinyls must have GoPro-approved imagery—no exceptions.



Campaign Windows **MAX | 2D Vinyl**

Have a retail partner that's interested in creating a GoPro window wrap? Awesome. Below are a few examples of how the fall campaign might look on their storefronts. Tailored content is available. Reach out to your GoPro Channel Marketing Manager to get the ball rolling.

HEADS UP: All window vinyls must have GoPro-approved imagery—no exceptions.



3D Windows HERO8 Black | 3D Vinyl, Acrylic + Cling

Have a retail partner that's interested in creating a 3-dimensional GoPro window? Sweet. Here's how that might look with fall campaign content.

HEADS UP: All window vinyls must have GoPro-approved imagery—no exceptions.



Printed vinyl backdrop

Vinyl die-cut adhesive on glass

Headline direct print or die-cut adhesive to clear plexi suspended from ceiling

Router cut gator or direct print to vinyl on the inside of the window

3D Windows MAX | 3D Vinyl, Acrylic + Cling

Have a retail partner that's interested in creating a 3-dimensional GoPro window? Sweet. Here's how that might look with fall campaign content.

HEADS UP: All window vinyls must have GoPro-approved imagery—no exceptions.

Vinyl die-cut adhesive on glass



Printed vinyl backdrop

Headline direct print or die-cut adhesive to clear plexi suspended from ceiling

Router cut gator or direct print to vinyl on the inside of the window

Evergreen Windows

We offer an evergreen window wrap for retailers that want to keep it up for more than six months. These awesome wraps outlast seasonal or product launch-based content.



Support

MMA



Support Resources

- Cameras
- Mounts
- Accessories
- Software + App
- Product Updates
- Product Manuals
- Shipping + Returns
- Policies
- And More

GoPro Partner Center

Looking for GoPro photos, ad templates or product copy? The GoPro Partner Center is your resource for the following GoPro-approved assets:

- Photos (Lifestyle + Product)
- GoPro Videos
- Product Copy
- Marketing Templates
- Camera Lineup Charts
- Comparison + Compatibility Charts
- Product Sell Sheets
- Seasonal + Bundle Promotional Templates
- Camera User Manuals
- And More





Thanks



Rely only on high-grade motorcycle action cameras & accessories offered on our virtual shelves.