

CONSUMER ELECTRONICS

Mr Porter surfs in GoPro sales with creative documentary

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Video still from Mr Porter's documentary

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Online retailer Mr Porter is ushering in the addition of action video camera brand GoPro to its digital shelves with an online documentary that shows off the product's ability.

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Mr Porter is building an audience surrounding pro surfer and filmmaker Mikey DeTemple through an online documentary that only used GoPro cameras for filming. The new film is promoting Mr Porter's addition of GoPro products to its database.

"GoPro is a powerful tool for capturing personal and professional expression," said Michael Becker, managing partner at mCordis. "It can be used for simple, unscripted activities, or as illustrated in this video, used to craft emotionally and visually engaging footage across a spectrum of environments, including private and public ones, on the streets and the beach, from first and third person, or in the waves.

"There are few cameras as accessible and versatile as the GoPro," he said. "This story shows that a GoPro helps you tell your story."

Shooting for sales

Mr Porter will now be selling GoPro products, which boast well with the male audience it caters to. The retailer partnered with Mr. DeTemple to film the documentary about his life.

The professional surfer lives in New York City and finds any chance he can to ride the waves. He is always on call for the waves, ready to run off to the beach whenever he finds out that the surf is worth catching.



Mr Porter's docu video

Mr. DeTemple has a pacemaker of which his heart is dependent on. He is currently on his sixth pacemaker.

Mr Porter's video

The Urban Surfer was shot entirely on a GoPro Hero5 and followed Mr. DeTemple from the city to the shore while he chases the waves. He narrates over the footage, detailing his life and how he worked to have a job that gives him the freedom to surf at any time.



Mr. DeTemple surfing in the documentary

Footage of a cityscape opens with Mr. DeTemple walking through New York in a suit while carrying a surfboard. He is shown getting his morning coffee, traveling through the subway and working with a surfboard by his side.

Mr Porter

The online retailer also brought back its past recommendation column by tapping the most popular and knowledgeable social influencers with an emphasis on travel, dispensing advice on the best services, products, dining and experiences.

The Style Council is an editorial catalog that provides an account of all the best places to go, provided by exclusive curators known for their consumer influence and knowledge on related subjects. Mr Porter's online content platform also integrates with booking platforms such as Open Table and Uber for a seamless experience that helps consumers decide on what to do in the moment ([see more](#)).

Mr Porter brought its editorialized commerce to a new channel with the launch of an Apple TV application devoted to its video content.

The brand's Apple TV app connects to user's mobile devices, enabling them to shop the looks seen on screen as they watch. While other luxury labels have emerged on Apple TV, this first-of-its-kind shoppable app represents a new concept in luxury retail ([see more](#)).

"While one piece of content does not build a brand and drives sales alone this content certainly contributes to the effort to achieve both objectives," Mr. Becker said. "For and GoPro marketing the footage helps express the possible, shows what people can do with it.

"It shows that the GoPro is not just a tool for the X Games adrenaline junkie jumping off a cliff, but a tool that can be used to share a personal story, a story of an every-day person, with everyday aspirations, in everyday situations," he said. "Mr Porter's story is a powerful one, one that aligns with GoPro's overall brand promise, the promise that you can live your life to the fullest and share your experiences with others, even in the face of personal opposition."