

Kodak

SALES NEWS

March/April, 1971

KODAK MAKES IT EVEN EASIER —



FLASH PICTURES WITHOUT BATTERIES!

3 EXCITING COLOR OUTFITS, IN SUPERB NEW-STYLE PACKS!

SIMPLER THAN EVER FLASH — SURER THAN EVER SALES!

Yet another great step in picture-taking simplicity! The New KODAK INSTAMATIC 'X' Cameras—bringing your customers flash pictures without batteries . . . flash pictures without fail. FLASH WITH MAGICUBES!

What a boost for indoor picture-taking; for film and flash sales; for year-round camera business!

Kodak has re-designed the display packs to make Kodak Instamatic 'X' Color Outfits even more attractive in your window. Every outfit comes with its own display stand—the colorful sleeve slips off and folds to support the outfit.

The new showcard acts as a crowner, too.

Note: These new cameras are only available in outfits complete with Kodacolor-X Film, wrist-strap, Magicube, instruction book, and with the Kodak Instamatic 333-X Color Outfit, two PX 825 batteries to power that camera's electronic shutter.

This move to complete outfits follows the current worldwide trend for better presentation and greater convenience. The customer has everything on hand to start picture-taking immediately. As an added feature, the new plastic boxes can be used to store color slides.

3. TELEVISION:

A bright, new 'Jazz Theme' 60-second T.V. Commercial has been prepared. It will go on-air around Australia from March 25th, and will run right up to Easter. After Easter it will be joined by a 30-second commercial and these will run into autumn and early winter.

Here are some stills from this new commercial:



4. LITERATURE:

**Kodak
makes it even
easier**

New
KODAK INSTAMATIC 'X'
color cameras
take flash pictures
without batteries



In addition to the Showcard/Crowner illustrated over, we have produced the following material to assist you in your own in-store promotions!

SLIMLINE FOLDER

This attractive 3-fold, full-color leaflet gives full details of the new cameras for your customers.

Use them as give-aways and place them on your counters in an accessible position.

Note: A single-leaf version of the folder, measuring 5½" by 3¼", is available, too. Place this in your monthly accounts, use it in a letter-box 'drop', or put one in every parcel. For further impact, this smaller leaflet will be used by our processing laboratories as an insert in photo-finishing orders.

Advertising:

Commencing March 25th, our dynamic advertising campaign will drive the 'flash pictures without batteries' message into every home across Australia.

1. PRESS ANNOUNCEMENT:

On March 25th, this full-color, full-spread pre-print will appear in: The Sydney Sun, Sydney Daily Telegraph, Melbourne Sun News-Pictorial, Brisbane Telegraph and the Adelaide News.



Kodak makes it even easier

New Kodak Instamatic 'X' color cameras take flash pictures without batteries.

Drop in a film cartridge. Pop on a Magicube. Flash!

The new Kodak Instamatic 'X' cameras have made it even easier to take pictures by flash—or by daylight. For flash, just drop in the film cartridge, pop on a Magicube and start shooting. The self-powered Magicube is fired mechanically—without batteries. You won't miss a flash picture as long as you stand within 10 ft. of your subject. You can take beautiful color slides and color prints. For real value, you can order the new Kodak Duo Print pictures—one for you, one to give.

Choose from three gleaming new Kodak Instamatic 'X' color outfits. Each contains a camera, Kodacolor film, Magicube, wrist strap and instructions. See them all at your Kodak dealer. He'll show you the easy way to take color flash pictures.

Kodak Instamatic 133-X Color Outfit \$16.95
Kodak Instamatic 233-X Color Outfit \$24.50
Kodak Instamatic 333-X Color Outfit \$43.50

Kodak

This 14 inch by 7 column black and white advertisement will appear in these newspapers during the week commencing March 28th:

Canberra Times
Newcastle Herald
Rockhampton Bulletin
Townsville Bulletin
Cairns Post
Hobart Mercury
Launceston Examiner
Burnie Advocate
Perth West Australian.



Kodak makes it even easier

New Kodak Instamatic 'X' color cameras take flash pictures without batteries

Here's the new Kodak X-flash system that gives you positive sure-fire flash every time! The new Kodak Instamatic 'X' cameras are the only Kodak cameras designed to work with the amazing new self-powered Magicube. No batteries are needed. The flash fires mechanically the instant you press the shutter release to take the picture. There's no risk of flash failure caused by flat batteries. No missed pictures or wasted film. Each Magicube gives 4 sure-fire flashes, and a signal in the viewfinder tells you when a new cube is needed.

Ask your Kodak dealer to show you the three new Kodak Instamatic 'X' color outfits. The 133-X camera is the basic low-cost model. The 233-X has "day-the-weather" exposure control and f/6.6 lens. The 333-X has an electronic shutter and an electric eye for automatic exposures. Each outfit also contains a cartridge of Kodacolor film, wrist strap, and a Magicube for taking color pictures by flash. All Instamatic 'X' cameras take great color pictures by daylight. You can also have the exciting new Kodak Duo Print pictures—one for you, one to give. See your dealer now.

Kodak Instamatic 133-X Color Outfit \$16.95
Kodak Instamatic 233-X Color Outfit \$24.50
Kodak Instamatic 333-X Color Outfit \$43.50

Kodak

2. PRESS "FOLLOW-ON"



Take it easy.

Drop in a film cartridge. Pop on a Magicube. Flash!

New Kodak Instamatic 'X' color cameras take flash pictures without batteries

The new Kodak Instamatic 'X' cameras have made it even easier to take pictures by flash—or by daylight. For flash, just drop in the film cartridge, pop on a Magicube and start shooting. The self-powered Magicube is fired mechanically—without batteries. You won't miss a flash picture as long as you stand within 10 ft. of your subject. You can take beautiful color slides and color prints. For real value, you can order the new Kodak Duo Print pictures—one for you, one to give.

Choose from three gleaming new Kodak Instamatic 'X' color outfits. Each contains a camera, Kodacolor film, Magicube, wrist strap and instructions. See them all at your Kodak dealer. He'll show you the easy way to take color flash pictures.

Kodak Instamatic 133-X Color Outfit \$16.95
Kodak Instamatic 233-X Color Outfit \$24.50
Kodak Instamatic 333-X Color Outfit \$43.50

Kodak

To add re-reinforcement to the announcement ads, this related follow-on advertisement will appear in 12 inch by 5 column size for up to 5 weeks in newspapers around Australia.

AN EYE-CATCHING DISPLAY FOR 'SURE-FIRE' SALES SUCCESS!



***Kodak Instamatic 133-X Color Outfit:**
Camera, Kodacolor-X Film, Magicube,
wrist-strap, instruction booklet.
Stock Item No: 0228 Retail Price: \$16.95.

***Kodak Instamatic 233-X Color Outfit:**
Camera, Kodacolor-X Film, Magicube,
wrist-strap, instruction booklet.
Stock Item No: 0230 Retail Price: \$24.50.

***Kodak Instamatic 333-X Color Outfit:**
Camera, Kodacolor-X Film, Magicube,
wrist-strap, instruction booklet, plus two
PX 825 Batteries for electronic shutter.
Stock Item No: 0245 Retail Price: \$43.50.

EXTRA MAGICUBES ARE AVAILABLE AT 76 CENTS EACH (RETAIL) PRE-PACKED IN SLEEVES OF THREE. Stock Item No: 4135

STREAMER



**Kodak makes it
even easier**

**Flash pictures without batteries!
New Kodak Instamatic 'X' cameras**

**This 24" by 8" streamer is a replica of the Showcard/Crowner.
Make sure it appears in your window.**

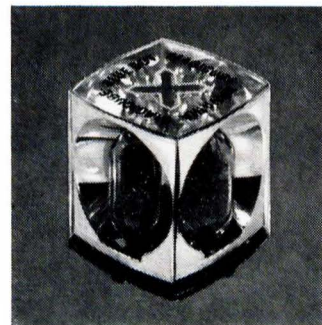
**ASK YOUR KODAK SALES
REPRESENTATIVE FOR SUPPLIES
OF ALL THESE SALES AIDS.**

PLEASE NOTE:

The Kodak Instamatic 33 Camera and 33 Color Outfit will continue to be available. It is important to note that the model 33 and all other non-'X' series Kodak Instamatic cameras will NOT accept the new Magicube. The model 33 camera still requires the accessory flashcube holder, batteries, and the normal flashcube for flash pictures.

How Magicubes work

This is the self-powered Magicube. It's fired mechanically by a probe reaching up through the socket of the new 'X' series Kodak Instamatic cameras. No batteries are needed, and there are no electrical contacts to keep clean. When you try to take a picture with a used Magicube, a warning signal appears in the camera viewfinder to remind you to pop on a new one.



THE ENCLOSED 'STAFF SCHOOLER' HAS ANSWERS TO THE QUESTIONS THAT CUSTOMERS ARE MOST LIKELY TO ASK ABOUT THE NEW 'X' SERIES CAMERAS. WE RECOMMEND THAT YOU AND YOUR STAFF STUDY IT CAREFULLY.

KODAK (Australasia) PTY. LTD. Branches in all States.