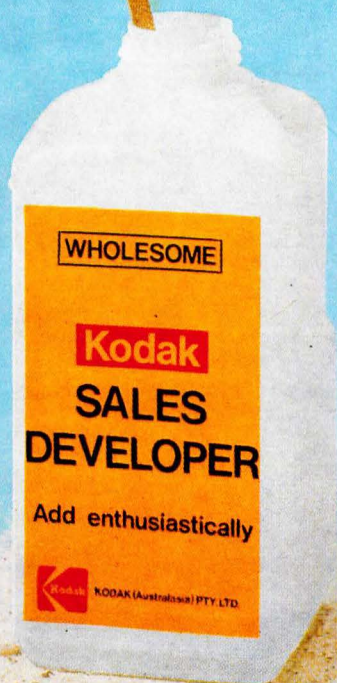




**ALL SET
TO GO..**



MARCH 1973

KODAK SALES NEWS

..COUNTDOWN!

Kodak pocket Instamatic cameras will be launched on the Australian market during the first week of April!

What does this event mean to the photographic industry? It means the introduction of perhaps the greatest development in home picture-taking ever seen in this country! It means simplicity, reliability, quality and the answer to a need for small unobtrusive cameras that take big clear pictures!

This need is confirmed by the massive customer acceptance since Kodak pocket Instamatic cameras were launched last year in the U.S.A. and Europe. The demand has been staggering to the point of embarrassment, hence the delay in Australia.

But, now they are here, and Kodak is determined that they will be launched in a manner befitting their importance.

In the November 1972 issue of "Kodak Sales News" we gave you details on the cameras, films and accessories. In this issue, we announce our plans to launch them.

The pocket concept is impressive—our launch plans are impressive. We want to make sure that you benefit from our efforts. So stock these great new cameras, and make certain you display them. Learn all about them and ensure your staff is equally well informed.

You are on the verge of a new era in picture-taking—join with us and be part of this success story!

OUR SAY

| MEDIA | Week commencing: | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------|----------|
| | April 1 | April 8 | April 15 |
| Peak-time T.V.: Sydney, Melbourne, Brisbane, Adelaide, Perth, Newcastle, Hobart, Launceston, Canberra, Townsville, Rockhampton, Cairns, Wollongong, Orange/Dubbo, Toowoomba/Warwick, Ballarat, Bendigo All other T.V. areas in Australia | | | |
| Large-space B & W press: All major centres Color/B & W magazines: National | | | |
| Radio spots: Mainland capital cities plus Newcastle | | | |
| Transport panels: Mainland capital cities—buses and trams. All Kodak service vehicles | | | |
| Processing Inserts: All Kodak color laboratories | | | |

T.V. PRESS RADIO TRANSPORT PROCESSING INSERTS

As befits such an important event, television will play an important role. A sparkling 30-second commercial designed specifically to launch the cameras will flash on T.V. screens throughout Australia. Over 700 appearances across the country — all at peak times!

This commercial will cleverly play upon the pocketability and portability of the pocket camera — the features that have sparked-off the massive overseas sales. The commercial will go to air in most centres in week commencing April 1. The schedule for your area is depicted in the chart on the right.

The "Pocket" message will also feature strongly in large-space newspaper advertisements during the launch period. Some 60 appearances are scheduled in the daily press, supported by another 50 advertisements in a variety of magazines. This coverage will reach everyone—family groups

through newspapers and magazines like "Reader's Digest", the photo enthusiasts through "Australian Photography", plus ads in a variety of specialist and hobbyist magazines. What's more, some ads will be in full color for added impact!

Radio is the young people's medium and these cameras fall right into their free-and-easy way of life. So there will be nearly 1600 commercial messages beamed-out to them over the launch period, stressing the "fun" and "pocketability" benefits of owning these new cameras. While we're talking about young people, keep in mind

that they represent possibly the largest source camera sales. As a tip to remember, show them a pocket Instamatic camera every chance you get. Stress the fun and portability story, and try for a sale. You won't be sorry you did!

For the past 15 months, we have used large full-color panels on buses and trams. These will be continued for the pocket Instamatic camera launch. New panels — new message — new product! And seen by

thousands of people every day! In addition, every Kodak service vehicle on the road will carry special roof-top panels repeating the same story. How can customers fail to get the message!

Many pocket Instamatic cameras will be bought by people who already own another camera. To reach these buyers, we will place special processing inserts into every order leaving our Processing Laboratories in April.

One insert will be placed in every Kodacolor processing order to stress the pocketability and print quality features. Another insert will be used in all processed Kodachrome films making the point that pocket Instamatic cameras are the ideal camera for quality color prints.

MEDIA

Peak-time
Sydney, M
Brisbane,
Perth, Ne
Hobart, L
Canberra,
Rockham

Wollongo
Orange/L
Toowoomb
Warwick,
Bendigo

All other
in Austral

**Large-space
press:**
All major

**Color/B &
magazines:**
National

Radio spo
Mainland
cities plus

Transport
Mainland
cities—bu
trams. All
service ve

Processing
All Kodak
laboratori

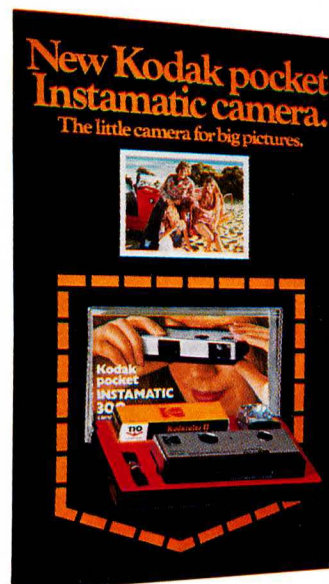
YOUR SHOW

We are very confident that Kodak pocket Instamatic cameras will sell in large numbers! This in part will depend on your efforts to display and promote them effectively.

The right steps have been taken to promote them on a national level. How actively will you use the following items to turn customer interest into sales?

Everything has been designed to help you make sales. There are two attractive display pieces, a buyer's guide to assist customer selection, product leaflets to explain things further, a film cabinet card to catch the eye, plus a clever little "pocket" motif for your staff to wear over the pocket of a shirt or uniform to spark-off a sales conversation!

Most importantly, there are free advertising aids available too. You can conduct your own personal "pocket" advertising campaign using any of the elements which range from individual product newspaper blocks to the 30-second T.V. launch commercial you can adapt for your own use. Your Kodak Sales Representative has the "know-how" and the material to get you off to a flying start!



1. Combined Showcard/Outfit Stand

This unit stands 18½ x 11½ in. and depicts the campaign theme. It features a cut-out platform which hinges down from the bottom and locks into position to provide good security for the outfit.



2. Display Box

Measuring only 6 x 6 x 6 in., these neat little boxes will carry one outfit and depict actual-size prints on two sides. These can be used in combination with the showcard to display the whole range of outfits.



3. Film Cabinet Card

A small card measuring 14 x 7¼ in. to fit on top of your Kodak film cabinet. Carries the message, "New Kodak pocket Instamatic camera—The little camera for big pictures—As shown on TV".

4. Buyer's Guide (not illustrated)

This handy ready-reference will assist you and your staff when discussing individual models with a customer. Measuring only 18 x 12 in., the guide sets out details of each camera in a clear and concise way. It is designed so it can be hung on the wall within easy reach.

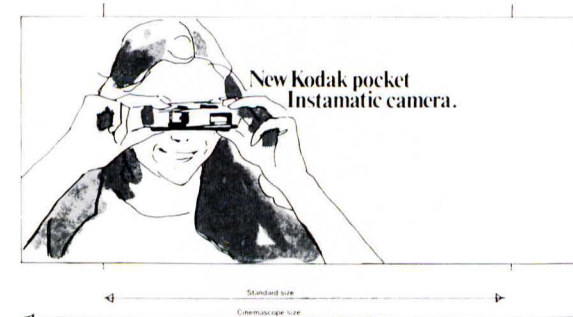


5. "Pocket" Motif

A simulated pocket with a camera protruding. Slips neatly over the pocket of a shirt or uniform and is sure to spark customer interest.

8. Product Folder

Supplies of a full-color product folder are freely available. The folder covers every camera as well as the films and other accessories. Make sure you have plenty on hand!



6. Cinema Screen Slide

Local cinemas and drive-ins are a very effective way to advertise your store. We can provide you with a cinema slide carrying your own name and address. Both slide and message provided free of charge!



7. Other Advertising Aids

Decide for yourself the best way to promote your own sales of pocket Instamatic cameras and then ask your Kodak Sales Representative to supply you with the following free advertising aids.

You can choose from individual product blocks and build your own ad around them, or we can provide a selection of made-up blocks to fit a 6 in. x 2 column space.

Local radio and television stations can be used too. There are live or recorded radio scripts available as well as copies of the 30-second T.V. launch commercial. Each one can be readily adapted for your own personal advertisement.

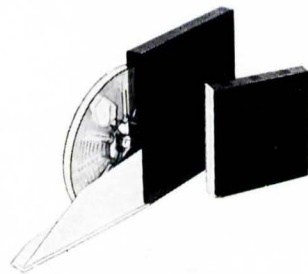
What else is new?

Rayco Frames

These popular and attractive frames are now available in four new sizes in addition to the existing $3\frac{1}{2} \times 3\frac{1}{2}$, $3\frac{1}{2} \times 5$, 5×5 , 5×7 in. sizes. Here are the details:

| Stock Item No. | Size | Suggested Retail Price |
|-------------------------|----------------------------------------|------------------------|
| 0190 Rayco Photo Frame— | $4\frac{1}{2} \times 6\frac{1}{2}$ in. | \$2.05 each |
| 0191 Rayco Photo Frame— | 6×8 in. | \$2.55 each |
| 0089 Rayco Photo Frame— | 8×10 in. | \$3.15 each |
| 0117 Rayco Photo Frame— | 10×12 in. | \$4.05 each |

Tuscan Reels



Here are two new products that will be keenly accepted by home-movie fans. New Tuscan reels and cans are available in two sizes—200 and 400 feet. Both can be used for either super 8 or double 8 mm movies.

Attractively presented in durable plastic file cans, the reels feature graduated

markings in metres and feet. They are keenly priced with attractive bulk-buy discounts for you:

| Stock Item No. | Size | Suggested Retail Price |
|-------------------------|----------|------------------------|
| 2309 Tuscan Reel & Can— | 200 feet | \$1.10 each |
| 2312 Tuscan Reel & Can— | 400 feet | \$1.75 each |

Prices firmed for 'Pocket' Projectors

The suggested retail prices for the new Kodak pocket Retinamat projectors have now been finalised. They are as follows:

| Stock Item No. | Product | Suggested Retail Price |
|----------------------------------------|-----------|------------------------|
| 0116 Kodak pocket Retinamat projector— | model 210 | \$139.00 each |
| 0120 Kodak pocket Retinamat projector— | model 610 | \$179.00 each |

Please note—

The suggested retail prices set out herein are suggested prices only and there is no obligation to comply with the suggestion.

Silk-surface Kodacolor enlargements

Another first from Kodak! As from March 1, your customers will be able to order Kodacolor enlargements printed on the same elegant silk-surface paper as Kodacolor 'Special' prints!

What is more, they will be available AT THE SAME PRICE as the normal glossy-surface enlargement! All sizes will include the usual white border.

Silk-surface prints are becoming very popular and you can be sure that enlargement customers will also keenly accept this new finish. So, to help you promote this to your customers, your Kodak Sales Representative will shortly supply you with a colorful window streamer and showcard.

We'll tell your customers too through a special insert in all Kodacolor processing orders leaving our laboratories in March. So here is your chance to generate extra sales by building your own in-store promotion around this very promotable service!

New D & P sales aids available

Color processing by Kodak offers your customers three important benefits—Price, Quality and Choice! Your sales are ensured by our continuous national advertising plus the benefits of sound promotional advice from your local Kodak Branch.

This year we are planning several major processing sales campaigns, so it is vital that you and your staff are equipped to answer every customer enquiry. Soon you will receive the following aids that will make your job much easier:

***New Counter Mat:** We have produced an attractive new mat depicting the most popular processing services. This will also be available as a window streamer.

***New Processing Services Counter Folder:** You will find this most helpful. It shows every popular Kodak still film and the range of processing services that are available. Keep this handy on the counter!

***New Customer Processing Services Leaflet:** This leaflet is a handy give-away. It is right up to date and lists all the major processing services. Ask your Kodak Sales Representative for supplies.

***New "Processing by Kodak" Window Streamer:** Our new processing symbol is featured strongly in all our processing advertising campaigns. You can identify with this symbol of quality by placing this window streamer replica in a prominent position.