

ACTION '73..

KODAK
Sales
News

JANUARY
1973

- it does make a difference

Kodak film

Reload now with

Kodacolor

COLOR PRINTS

MADE BY KODAK



..JUST FOR OPENERS!

DYNAMIC PROCESSING AND FILM PROMOTIONS!

Metropolitan press, radio, "Reader's Digest", T.V., point-of-sale material, processing inserts — a happy blend in the first of the dynamic action-packed Kodak promotions for 1973!

January is picture-taking month, and these advertising campaigns are designed to ensure a good start to your photo sales.

1. The Processing Story — "Now, Kodak offers a choice of Kodacolor Prints."

This campaign makes the most of two major elements of Kodak's processing services — the famous yellow print wallet and the popular range of color prints available from Kodak, namely, Kodak Duo Print Pictures, silk-surfaced Kodacolor Special Prints, and the normal bordered Kodacolor print.

By tying together these three products in one strong campaign (made even stronger by the inclusion of stills from our famous "Dog with muddy feet" T.V. commercial), you can be assured of keen public demand for color processing by Kodak.

This campaign will run right through January and will involve large, spot



NOTE: Dyes used in Kodak color photographic materials, like other dyes, may in time change. This product, therefore, will not be replaced for, or otherwise warranted against, any change in color.



KODAK (Australasia) PTY. LTD.
MELBOURNE . . . AUSTRALIA

KC35059G

Share your memories with others . . .
order extra prints and enlargements now!

color press ads in mainland capital cities, a double-page full-color spread in the February issue of "Reader's Digest", plus radio commercials and a processing insert in every Kodacolor film processing order leaving our laboratories in January.

For your part, the campaign will work well! It provides the motivation, the choice of product, and the assurance of proven customer acceptance for "... color processing by Kodak".

So, get ready for action! Brief your staff on the range of color prints and enlargements available from Kodak (after all, the pictures people take at Christmas are the ones they most want to share). Also, check that you have supplies of Kodak Color Processing Envelopes and all the related stationery, including re-order folders, plus the new window decal illustrated below. For supplies of any of these items, please contact your local Kodak branch.

ASK FOR
**COLOR
PROCESSING**
BY **Kodak**

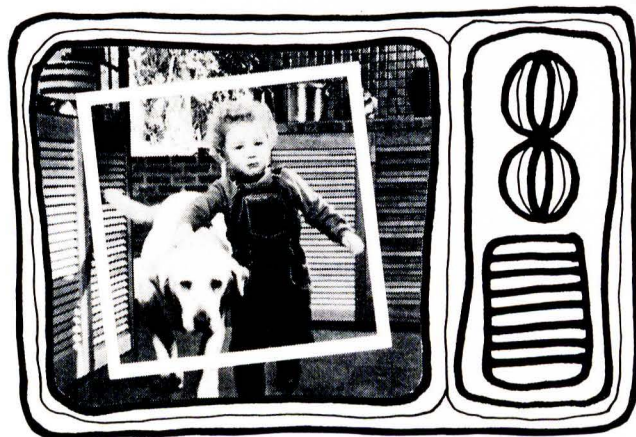
2. The Film Story — “Take a picture now, on Kodacolor film.”

Running in conjunction with the processing campaign, the Kodacolor film advertising opens up a second avenue for increased photo sales this summer.

The campaign commenced on Boxing Day 1972, and will extend to the first week of February. The major medium is television. We have produced a special 10-second “pull-out” commercial from the popular “Dog with muddy feet” commercial. The theme — “Take a picture now, on Kodacolor film . . . in the yellow box . . . it’s made by Kodak”, gives a strong back-up to your film sales.

In addition, a radio campaign will remind your customers along similar lines, with the added “plus ” that the commercials will also promote 20 and 36-exposure Kodacolor films, by pointing out the savings in cost-per-picture from these longer length films.

For further emphasis, we will provide you with a window streamer (shown below) drawing attention to the longer length films,

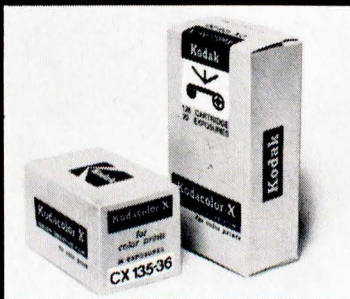


plus a Kodak film cabinet card which illustrates a still from the T.V. commercial with the message, “You’ll forget, but pictures won’t. Use Kodacolor film . . . as shown on T.V.”.

That’s it. Two exciting and effective campaigns that will ensure a good start to your 1973 sales of Kodak products and services. Each year at this time we say with confidence that your sales will continue to grow — 1973 will be no exception!

Two Kodak films that cost you less per picture

36
exposure
135-size Kodacolor-X
film



20
exposure
126-size Kodacolor-X
film