

SUMMER/EASTER PHOTOFINISHING ADVERTISING CAMPAIGN

As you will have read in Kodak Dealer News, our Summer-to-Easter advertising campaign is aimed at increased picture-taking and increased use of Kodacolor film.

That's only half the story!

For you to realise the full potential from each roll of Kodacolor film you sell, encourage your customers to come back to you and ask for Kodak quality photo-finishing—and for additional services like extra prints and enlargements.

So concurrent with the picture-taking campaign, we are running a campaign to promote Kodak photo-finishing services.

The photo-finishing campaign runs from January to June in four 6-week segments:

1. Kodak Quality
2. Extra Prints
3. Enlargements
4. Prints from Slides

1. Kodak Quality Photofinishing. January to Mid-February

To encourage customers to bring their holiday film back to you, the Kodak dealer, for the best in photo-finishing, and ask for the Kodak service by name. A 30-seconds television commercial promotes the quality aspect of the Kodak Photofinishing Service,

stressing the confidence that customers can have in entrusting their precious holiday films to their Kodak dealer. The television commercial is supported by a 5" x 2-column press advertisement in all major cities and towns.

2. Extra Kodacolor Prints. Mid-February to end of March

To encourage customers to order extra prints from their favourite pictures, to send to relatives and friends.

A 30-seconds television commercial promotes the need for extra prints, also the pleasure of having big enlargements of favourite pictures.

A 5" x 2-column press advertisement will appear in all major cities and towns. In addition there is a showcard for your window, and support from a leaflet inserted in completed Kodacolor develop-and-print orders despatched from Kodak photo-finishing laboratories.

3. Kodacolor and Kodachrome Enlargements. April to Mid-May

To promote the sale of Kodacolor and Kodachrome Enlargements as ideal gifts for close friends and relatives. Grandparents, in particular, appreciate framed pictures of their grandchildren; parents, too, love pictures of their sons and daughters. There is extra profit to be made from the sale of

photo-frames.

The same 30-seconds television commercial mentioned in segment 2 (Extra Prints) will be backed up by 5" x 2-column press advertisements, a showcard, and a processing insert in completed Kodacolor photo-finishing orders.

4. Prints from Slides. Mid-May to end of June

There are many people who do not realise that it is possible to obtain Kodachrome prints and enlargements from color slides. And yet, as well as the extra profit it brings you, this is a very useful customer service — for what better way is there for sending copies of favourite slides, taken on Kodachrome or Kodak Ektachrome film, to rela-

tives and friends who do not own a projector. Once again, the 30-seconds television commercial used in segments 2 and 3 will be used to promote the idea of prints from slides. This is supported by 5" x 2-column press advertisements, a leaflet in completed photo-finishing orders, and a colorful showcard for your window or in-store display.

January to June, Kodak advertising will be working for you to promote Kodak Photo-finishing Services, and to encourage customers to bring their photofinishing to you, the Kodak dealer.

Use the point-of-sale display material to identify your store as providing Kodak photo-finishing services.

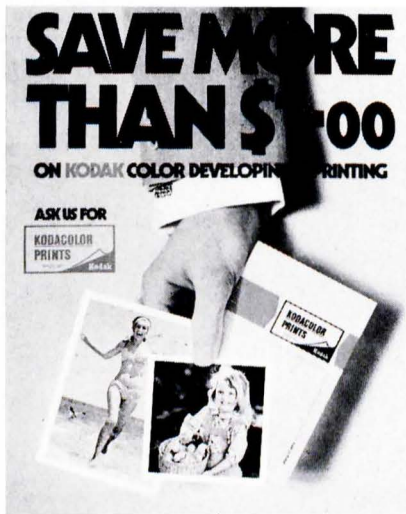
REMEMBER . . . Kodak Photofinishing

- **increases turnover**
- **increases store traffic**
- **creates sales of all your merchandise**
- **brings profit without capital outlay**

BECAUSE . . .

Kodak Photofinishing Guarantees Customer Satisfaction.

NEW PHOTOFINISHING SHOWCARD



The advertising campaign detailed in this edition of Kodak Photofinishing Newsletter starts in the New Year.

Meanwhile, use this new showcard in your window display. Customers will be attracted by the very real saving which the new Kodak Photofinishing prices make possible — one more reason why Kodak Photofinishing means satisfied customers.

The showcard is available from your Kodak representative or branch.

KODAK (Australasia) PTY. LTD.

Branches in all States

AEK