



# Kodak Dealer News

November/December, 1969

## **KODAK SUMMER-TO-EASTER ADVERTISING CAMPAIGN PROMOTES FAMILY PICTURE-TAKING**

*Big, bold newspaper  
advertisements.*

*30-second television  
commercials.*

*15-second radio  
commercials.*

*2½-minute cinema  
color spectacular.*

*New point-of-sale  
leaflets and showcards.*



Please pass this Dealer News on to your staff to read

# The Gift That Keeps on Giving

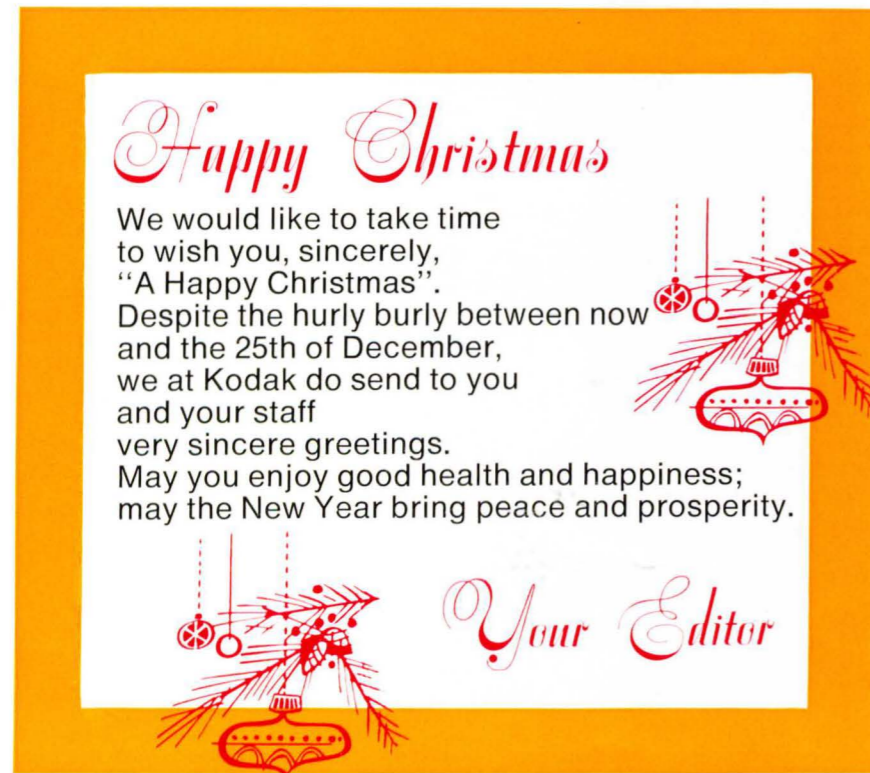
December. The Gift Buying Season is in full swing. Kodak advertising is working hard for you, and will continue to work right up to Christmas Eve on television and in newspapers right around Australia.

But, more than anything at this time of year, it is your attention to window and in-store displays that determines whether or not people will stop and shop in your store.

And people will stop. They want help. They have gifts to buy and money to spend.

Attract customers to **your store**. Encourage them to buy **photographic goods**. Maintain a fresh bright appearance to your windows. Keep the Kodak point-of-sale material well in evidence, supporting a good display of Kodak Instamatic cameras, both still and movie. And don't forget Kodak film.

**Remember, Kodak Instamatic cameras are the gifts that keep on giving — and keep on creating repeat sales of film and photofinishing for year-round profit.**



# ACCENT ON PICTURE-TAKING IN KODAK SUMMER-TO-EASTER ADVERTISING CAMPAIGN

As revealed by a recent market survey — reported in Kodak Dealer News of May/June 1969 — 58% of camera owners use their cameras only infrequently because of lack of opportunity for more picture-taking. They simply don't know what to photograph. Yet there are dozens of little things happening to every family every day which are well worth recording — remembering in pictures. Children grow up. People change. Life passes by and is lost — unless we save it in pictures.

So the theme of the new Kodak advertising campaign, to run during the Summer to Easter period is

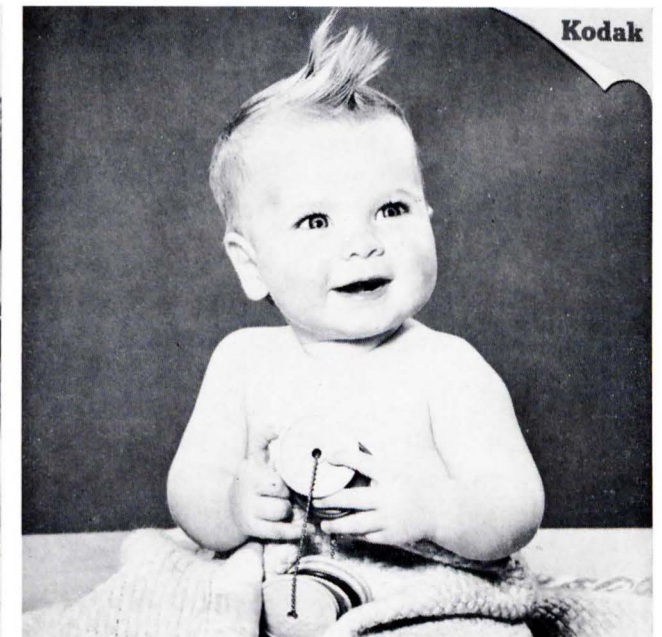
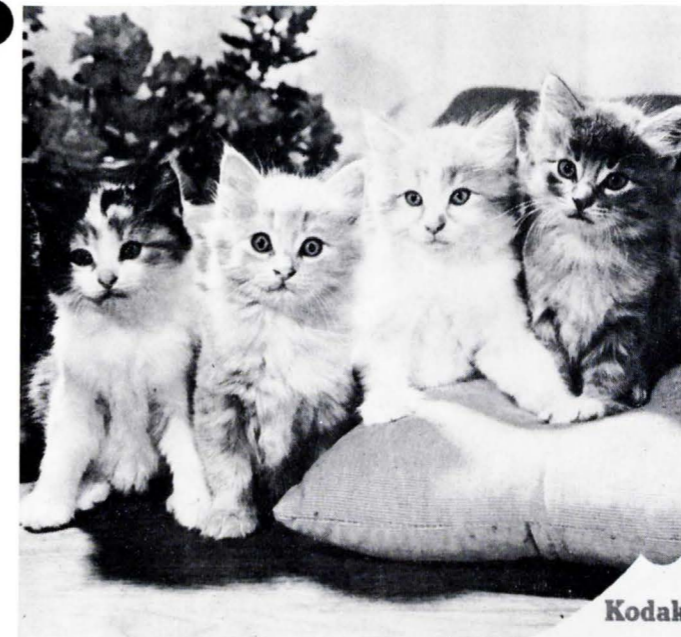
**The Andrews Family Remember the Little Things —**

**Save your Life on Kodacolor film**

We know that most people remember the big things — but they forget the important little things. The aim of this campaign is simply to encourage people to use their cameras to remember the little things.

The advertisements feature a typical suburban family and the thoughts of the mother

— Betty Andrews — who resolves to remember in pictures the little things of her family's life which would otherwise be forgotten. This resolve is made when Susie, her young daughter, loses a tooth—a "little thing" which, Betty Andrews realises, has changed her daughter for ever.



Two new prestige showcards. See next page for these and other Summer-to-Easter campaign details.

## **PRESS**

A series of 10" x 7-column newspaper advertisements will appear in all capital cities and main provincial centres throughout the campaign period. These advertisements feature a number of "little" incidents in the daily life of the Andrews family.

## **TELEVISION**

Similar situations to those depicted in the press advertisements will be seen in 30-seconds television commercials to be screened at peak viewing times in all major cities.

## **RADIO**

As the main objective of the campaign is to get existing cameras into use, a concerted effort is especially needed at the beginning of the campaign. During January, therefore, a series of 15-seconds radio commercials will be used to back up the campaign. These will be broadcast at the rate of 30 each week in all capital cities. They tie-in to the main campaign with the reminder to "Remember the little things" and with the tag-line "Save your life on Kodacolor film".

## **CINEMA**

From January to April, a 2½ minutes color spectacular commercial on the memories theme, will be screened at drive-in and hard-top theatres around Australia.

## **POINT OF SALE**

Kodak Picture Guides, a trio of leaflets that proved popular with customers last year, have been fully updated and, complete with a new counter dispenser, will be available for you to display and distribute immediately after Christmas. One leaflet deals with Kodak films (color and black-and-white), one with Kodak Instamatic cameras (still and movie) and the third leaflet contains picture-taking hints and ideas.

Use Kodak Picture Guides to answer customers' enquiries, then give them the leaflets to take home.

Two new 20 x 20-inch prestige showcards back the picture-taking campaign with appealing examples of the kinds of pictures every family would like to take. Use these as a centrepiece for window or in-store displays with impact.

This is a picture-taking campaign. Pre-Christmas advertising and display sells the cameras. Good display after Christmas, particularly tied to Kodak film and photo-finishing, will get those cameras out into the sunshine and in use.

**KODAK (Australasia) PTY. LTD.**

Branches in all States

# Questionnaire

## KODAK CHRISTMAS ADVERTISING DISPLAY MATERIAL

Each year we devote an important part of our advertising budget to providing display materials and literature for you to use in your store.

We believe this to be a worthwhile expenditure. But, to help us plan and produce the right kind of material for your future window and in-store displays, may we ask you to take a few minutes to complete this questionnaire.

(Please tick ✓ the appropriate answer or square.)

1. Did you use the Christmas display materials? Yes/No
2. If yes, did you use in window?  for what period .....  
in store?  for what period .....  
in both?  for what period .....
3. Did the main showcard act as a "stopper" and encourage enquiries about Kodak camera gifts? Yes/No
4. Will you use it during the final two weeks before Christmas? In window  in store
5. Was the size of the main showcard suitable?  too large?  too small?
6. Are you using the camera stands and outfit crowners consistently during December? Yes/No
7. How did you distribute the Kodak Christmas Gift Guide? Mail  Hand  Counter
8. Will you be using the Holiday Film Showcard Pre-Christmas?  After Christmas?
9. Are you receiving sufficient Kodak display materials (other than Christmas)? Yes  too much  not enough
10. Do you use the Kodak Summer Girl Showcard Yes/No 6-12 months  3-6 months   
1-3 months  less than 1 month
11. Any suggestions for display items that would help you increase photo-sales?  
.....  
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Dealer's name and address (optional)  
.....  
.....

Signature.....

Thank you for your help. Please mail the questionnaire to us in the envelope provided as soon as possible. No postage stamp is required.

**KODAK (Australasia) PTY. LTD.**