

Sales News

NOVEMBER, 1975

FOUR GREAT SALES OPPORTUNITIES

Early November

New Kodak Tele-Instamatic 608 camera.
Weekend tourism/film promotion.

Late November

Existing-light movie promotion for fastest growing field in photography.

December

Christmas camera gift promotion.

January

Film reminder radio-campaign through summer holidays.

Details of all these exciting opportunities are given in this issue of Sales News.
Prepare now for the best summer ever.

Unique new camera gives normal or telephoto shots 'at the flick of a switch'

It's like two cameras in one!

The new KODAK TELE-INSTAMATIC 608 Camera lets the user change from a normal lens (25 mm) to a telephoto lens (43 mm) at the flick of a switch. Now, by just switching from "norm" to "tele", you increase the image size by 72% from a given distance. Of course, you can change from telephoto back to normal with equal ease.

This is a feature that adds an entirely new dimension to small-camera picture-taking — you really get the choice of taking both types of pictures at the flick of a finger and without moving a step. A mask within the viewfinder indicates the field of view selected and an aiming circle assists in proper camera pointing. A sliding lens cover protects both the lens and the viewfinder.

Here are the details on the many other features available with this camera. But don't forget the big story — your customers can shoot a regular photo using the "norm" setting and get great results. With just the flick of a switch, they can photograph the same image 72% larger! No expensive accessory lenses, just the simple flick of a switch.

The KODAK TELE-INSTAMATIC 608 Camera:

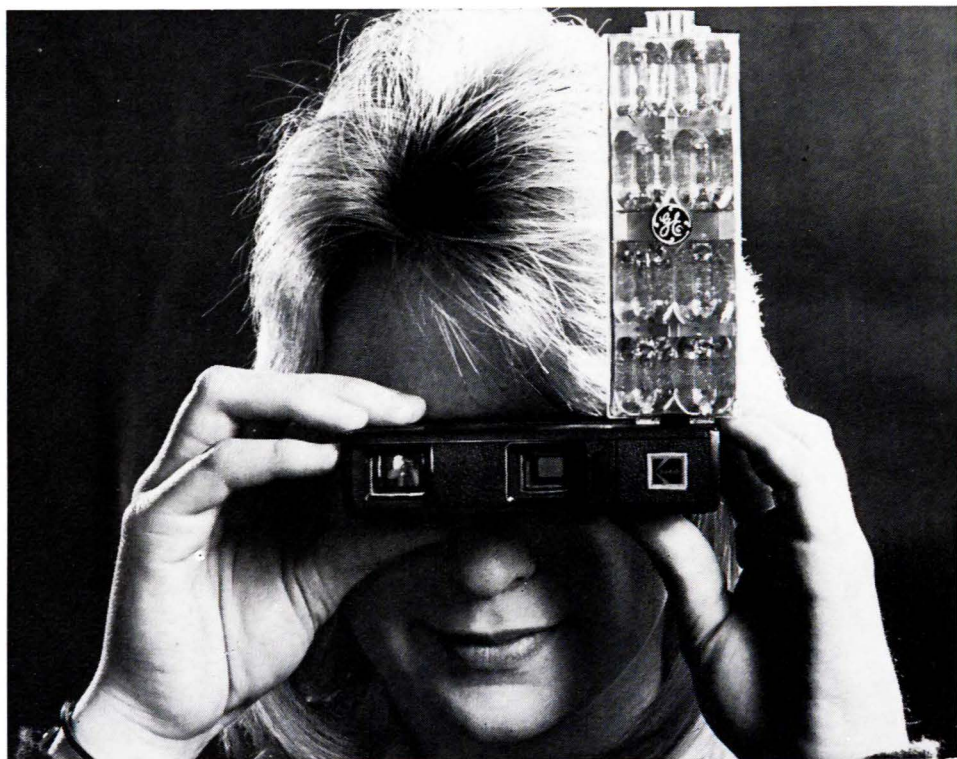
- ★ Weighs only 4 ounces.
- ★ Has two built-in lenses (f/11) — choose a normal 25 mm lens or a telephoto 43 mm lens at the flick of a switch.
- ★ Has a two-speed mechanical shutter. 1/125 second for daylight pictures and 1/40 second for flash.
- ★ Has a viewfinder that adjusts automatically with the change in lens.
- ★ Accepts either flipflash or the new KODAK EKTRON Electronic Flash Unit, Model A.
- ★ Includes an aiming device in the viewfinder for easier centering of the subject.



- ★ Offers a spring-loaded sliding door to protect both lenses and viewfinder from dust and fingerprints.
- ★ Has a recessed area for pressure-sensitive personal monograms, which are supplied.

The TELE-INSTAMATIC 608 Camera offers several truly outstanding features for a camera weighing only 4 ounces! Here's a camera that's easy to hold, easy to use. And your customers will discover it's also easy on the pocket. So place your orders. Chances are, once your customers see the TELE-INSTAMATIC 608 Camera demonstrated, you'll soon be placing your order for more.

Suggested retail price is \$48.50, for the complete outfit which includes camera, flipflash, 20-exposure Kodacolor II film, wrist strap and instructions.



Big Campaign for Launch of Tele-Instamatic Camera

Kodak will spend more than \$100,000 in November, telling your customers about the benefits of the Kodak Tele-Instamatic 608 camera!

FACTS ABOUT FLIPFLASH

Flipflash is a compact new flash array used with the Kodak Tele-Instamatic camera. Now, eight flashes are available in one small, easy-to-use array that can fit right in the picture-taker's pocket. All flashes face forward, and a colored dot behind each flashbulb disappears after firing to indicate which lamp is used. Shoot four flash pictures, flip over the flash array and shoot another four. It's as easy as that.

No batteries are needed — the flipflash is fired by a small piezo-electric generator built right into the camera. Under most conditions, there's no need for an extender (such as that used with pocket cameras and magicubes) because the lamps are far enough from the camera lens to significantly reduce the "red-eye" possibility. However, a flipflash extender will be available as an accessory (it also enables the flipflash to be used off camera for special effects). Suggested retail prices are:

Flipflash — \$1.96.

Flipflash Extender — \$7.50.

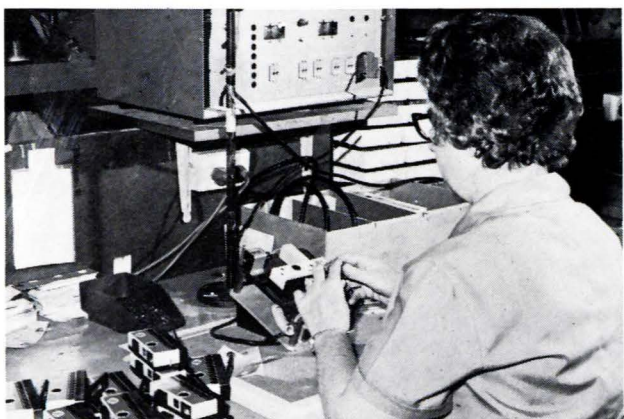
New Instamatic 92 cameras and outfits

The Kodak Instamatic 92 camera is now available as the replacement for the pocket Instamatic 100 camera. Now assembled in Australia, the new model 92 camera will have the "new look" of the previously fully imported camera.

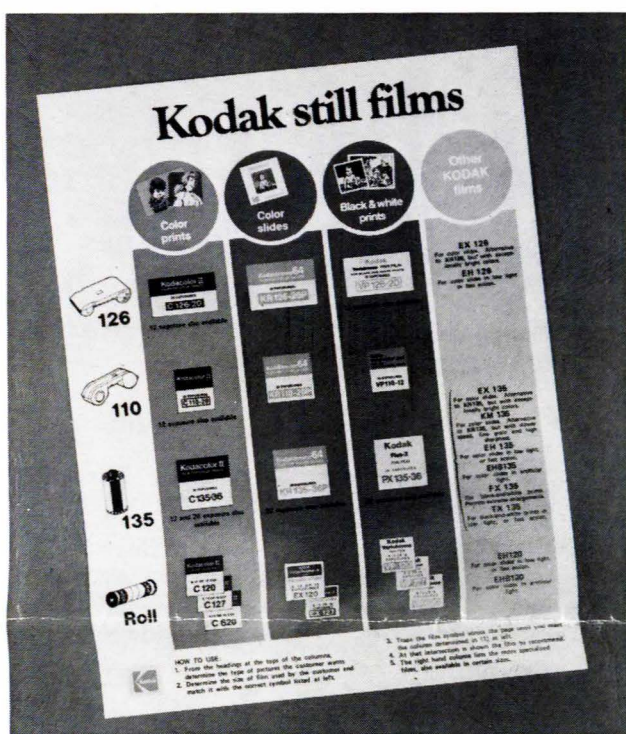
Available in both "camera only" and "outfit" packaging, the Instamatic 92 camera will replace the model 100 outfit and "go-anywhere" kit, stocks of which are now exhausted.

The model 92 camera only has a suggested retail price of \$19.70 (same as the English model), while the outfit lists for \$22.43.

This camera features prominently in our Christmas advertising and display material, and, with all the features of the 100 model but a lower price, should prove popular with many gift-buyers this year!



Kodak Instamatic 92 cameras are carefully tested for mechanical and optical performance.



New film selection chart helps to sell the right film every time

Produced in time for the summer holidays — a time that always means high film sales — the chart reproduced above will help you and your staff select the right Kodak film to sell no matter what type of camera your customer has, and what type of pictures he wants.

Printed in full color, the strong double-sided chart is coated to give it a longer life. It is ideal for hanging near your film stocks for instant reference. See your Kodak representative now for your copy, while supplies last!

XL GOES UNDERWATER

Reproduced is a photograph showing our senior Queensland representative, Mr. J. White, with a North Coast chemist, Mr. Ian Burnett, who recently won the National Scuba Championship of 1975 at Margaret River in Western Australia. He uses a Kodak XL55 camera in a special under-

water housing, and all his movies were taken on Kodak Ektachrome 160 film. Mr Burnett praises this Kodak film because its high speed allows him to photograph areas not normally possible. Mr. Burnett is an instructor in Scuba, and he speaks very highly of the XL concept.

Trouble Shooters Column

We're approaching the time of year when many people are planning their annual holidays. Everything is arranged — the caravan is booked, clothing is sorted, the car is serviced. But what about the camera? What are the chances that customers will overlook the fact that the camera might need servicing until it's almost too late to do anything about it?

It happens every year — people rush in at the last minute with a camera and ask for an urgent repair job. This places strains on everyone and increases the chances that the camera will not be back before the customer goes on holiday.

So here's how you can be of service. Keep your ears open for the occasion when a customer mentions holidays, then ask him "Is the camera working O.K.?" If it isn't, recommend that it be fixed immediately.

Television advertising in most major cities will provide the major impact of the campaign as it sells the idea of an easy to use camera that takes both normal and telephoto snapshots. Press advertising will back up the T.V. and give your customers the details of the new product. So, you can expect them to be pretty familiar with the Tele-Instamatic camera concept by the time they see the bright colorful showcard and 8-page brochure in your store.

Our advertising message has been carefully researched — the straightforward statement "normal or telephoto snapshots at the flick of a switch" is meaningful to consumers, and they consider the product benefits well worthwhile.

Be sure that your stocks are adequate to meet the expected demand — complete and mail the enclosed order form today!

This way, they will enjoy their holidays, and you will benefit through film sales because customers will appreciate your timely reminder.

So don't forget. If they're going on holidays over Christmas, now is the time to ask, "Is the camera working O.K.?"



SPRING ADVERTISING PROMOTES XL (Existing Light) MOVIE CAMERAS

The new range of Kodak XL movie cameras launched earlier this year proved so popular that we have had difficulty keeping up with the demand! Additional supplies have now arrived, and we'll be telling your customers through T.V. and press advertising late in November.

NEW CAMERA WARRANTED FOR THREE YEARS

Here's a customer benefit that you'll want to be sure and mention to all potential camera buyers. The new KODAK TELE-INSTAMATIC 608 Camera will be warranted by Kodak to function properly for a period of *three years* from the date of purchase.

Full details are outlined in the warranty statement, packed with each of these cameras. This warranty does not exclude any condition or warranty implied by the Trade Practices Act 1974 or any applicable State law.

On television, we'll be re-running the successful commercial first screened when the cameras were launched. With more and more families owning color T.V. sets, this should have an even bigger impact the second time around. The T.V. commercial will be supplemented by the press ad, shown above, and we are reprinting the product folder — ask your representative for supplies.

So, place your order now for:

- ★ Kodak XL320 movie outfits — the most automatic movie camera ever offered by Kodak!
- ★ Kodak XL340 movie outfits — zoom lens but still easy to use!
- ★ Kodak XL350 movie outfits — power zoom for dramatic effects!

Don't forget that by ordering 10 or more XL movie cameras, you qualify for a big *10% discount* off normal trade prices (5-9 units, 5% off). And, you can add any other Kodak cameras and/or projectors in the \$30 to \$300 trade price range, to qualify for these discounts.

That includes many Kodak pocket cameras, Kodak Ektasound movie cameras and projectors, and Kodak Carousel and pocket Retinamat projectors.

Fill in the order form now, and build your display before the advertising starts!

PHOTO~GREETINGS PROMOTION CONTINUES

Kodak Slim-line Photo Greeting Cards remain popular despite the increase in postal charges. Their unique benefit of transmitting a *personal* message works in their favour against conventional Christmas cards.

Our laboratories are still reminding customers to order early, so make sure you have the merchandising material on hand to show customers the new and exciting card designs.

If your store is in either the Melbourne or Sydney metropolitan areas, your customers will have recently seen another burst of T.V. and press advertisements for Kodak Slim-line Photo Greeting Cards, so be especially prepared to meet every customer's needs.

In previous years we have seen a last-minute rush for these cards, and we confidently expect that there are many more customers for you yet. So just keep in mind that customers should place their final orders by **December 5** to ensure delivery to their friends by Christmas!

PLEASE NOTE

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



Brighten Sales with New Flash Unit

Designed for use with the Kodak Tele-Instamatic 608 camera and as an alternative to the flipflash array, the new KODAK EKTRON Electronic Flash Unit delivers about 150 flashes from each pair of AA-size batteries.

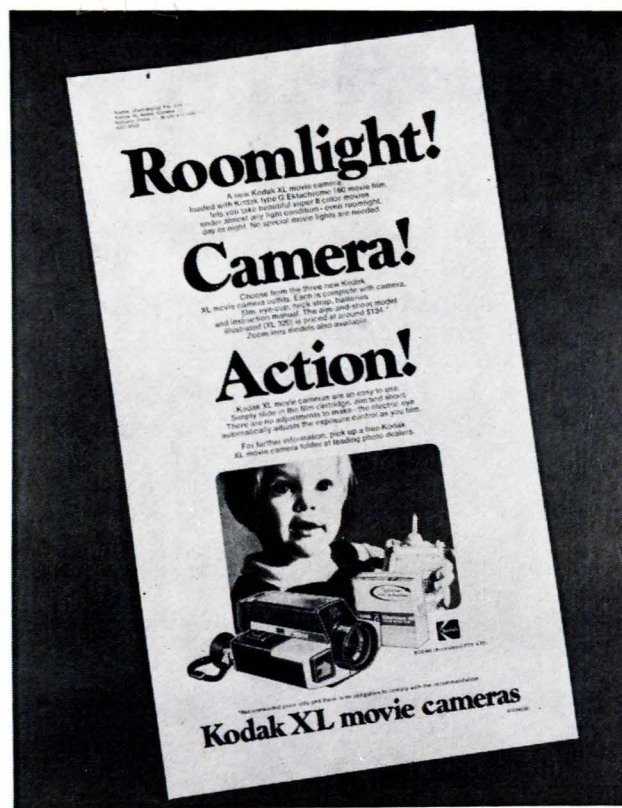
And each unit is good for thousands of flashes. The light from an EKTRON Electronic Flash Unit is balanced to produce good color pictures with daylight-balanced films. Of course, the EKTRON Electronic Flash Unit can also produce good black-and-white shots.

Mounting the EKTRON Electronic Flash Unit on the camera is simple. A spring-loaded bracket lets the user securely attach the flash unit quickly and

easily. A *safety interlock* turns off the unit when the bracket is pushed shut.

And here's another selling point. The EKTRON Electronic Flash Unit may be used with the KODAK Flipflash Extender for a variety of off-camera modelling effects, and to reduce the possibility of red reflections in the subject's eyes. And the unit's brief flash (1/1000 second) cuts down camera and subject motion.

If your customer is looking for added convenience, be sure to demonstrate the KODAK EKTRON Electronic Flash Unit. It may put a brighter light on your sales outlook! Suggested retail price is \$46.15.



Now Available Silk~Prints and Enlargements from Slides

Something that's been worth waiting for. At long last your color slide customers will now be able to order KODAK Color Prints and KODAK Color Enlargements printed on elegant silk-finish paper! We are sorry it has taken a while, but now that the special silk-finish paper is available, we're sure customers will welcome the change.

From Monday, November 3, 1975, all prints and enlargements from slides will be printed by Kodak on silk-finish paper. Note that glossy-finish prints and enlargements from slides will no longer be available.

The prints, which now have a new name — KODAK Color Prints — will also feature the same borderless rounded-corner format as prints made from color negatives.

The enlargements, now called KODAK color enlargements, will be printed on silk-finish paper as well, but these will have a white border as usual (except the 18 x 25 cm, 28 x 28 cm and 28 x 35 cm sizes which will continue to be borderless).

The change in print format also means some slight alterations to the finished print sizes. Therefore, effective with the new format, the nominal metric print dimensions will be as follows:

From *square* slides — 9 x 9 cm.

From *rectangular* slides (except 110-size) — 9 x 12.5 cm.

From *110-size* slides — 9 x 11.5 cm.

The recommended retail prices will remain unchanged. Prints from square slides still have a recommended retail price of \$0.51 each, and prints from rectangular slides will still have a recommended retail price of \$0.56 each.

Discontinued Products

We regret it has become necessary to increase our repair charges from November 1, 1975, and to remove certain items from our repair schedules. In addition, certain repair classifications are no longer available for a number of discontinued products. The details are as follows:

Charges:

Increased repair charges apply to all items listed in the repair section of the November 1, 1975 Kodak Price List — Consumer Products and Services, a copy of which was mailed with this issue of Kodak Sales News.

Discontinued items:

The following products will no longer be repaired after December 31, 1975. They have *not* been listed in the latest price list:

Brownie Starmite II Box camera
Kodak Retina Automatic I camera
Kodak Retina Automatic II camera
Kodak Retina Automatic III camera
Kodak Cavalcade 510C still projector
Kodak Cavalcade 540 still projector
Kodak Cavalcade 511Z still projector
Kodak Cavalcade 500BX still projector
Kodak Special 16mm movie camera
Kodak Royal 16mm movie projector
Kodascope 16mm movie projector
Viewmaster viewers
Kodak projection screens
Brownie flashgun
Kodablitz flashgun
Supermite flashholder
Kodak Instamatic flashholder
Readymatic slide changer.

Discounted services:

Major repairs and/or general overhauls will no longer be available for the following products. For details refer to the November 1 price list:

Kodak Instamatic cameras: models 25, 28, 55-X, 100, 104, 133, 133-X, 200, 204, 233, 304, 333, 333-X, 355-X.
Kodak Automatic 8 movie camera.
Brownie Model 2 movie camera.
Kodak Instamatic M12 movie camera.

Time-and-material repairs:

The following products are now only repaired on a time-and-material basis:

Kodamat slide changer
Universal slide changer
Timers (Smiths, Junghams, Stag, Gralab).

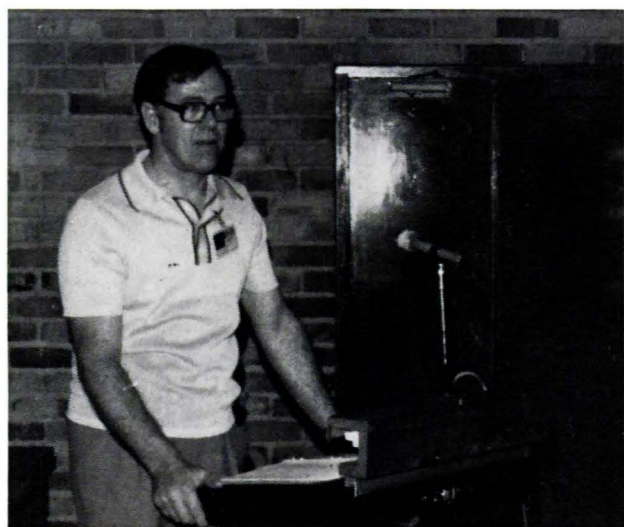
January is picture time

From your busy photo counter you probably know that the school holiday period from Boxing Day to the end of January is a great time for picture-taking. Kodak however doesn't intend to take that for granted. It will conduct an extensive radio campaign in all States primarily to remind people to take pictures.

The spots will appear during the Thursday to Sunday period as an immediate reminder to those on holiday as well as the weekenders. The purpose of course is to remind every holiday-maker not to forget his camera as he leaves home.

The film demand (processing too) should be big so make sure you hold good stocks of all popular sizes.

KODAK MAN DETAILS NEW MARKET OPPORTUNITIES AT P.I.C. SEMINAR



At the recent Photographic Industry seminar at Surfers Paradise, Kodak's Consumer Markets Manager, Ian Docker, suggested new marketing opportunities for photo dealers.

In his talk entitled "Know your customers by the pictures consumers take," Docker summarised the findings of recent Kodak market research into consumers' picture-taking habits. "The pictures your customers take," he said, "can be considered as 'people' pictures or 'place' pictures, with by far the bigger number being people pictures."

"Your customers also take either color prints or movies, or slides. If they take color prints or movies they are almost certainly 'people picture' takers. If they take slides, they are very strongly biased to being 'place picture' takers. Of these segments of the market, the color print and movie part is growing rapidly. The slide market is stationary.

"So we can see that people pictures are the type of pictures that will be taken more and more into the future, and after all, this is perhaps not too surprising. As affluence increases, people have more leisure time and more activities they can indulge in. And so they have the opportunity more often to record their pleasures, and to store their memories, capture them and put them away.

"Yes, there is still a big scope for people-type pictures, for color prints and for movies.

"Color print users, irrespective of the type of cameras they have, be it a 126 camera, a 110 camera, or a 35 mm camera, all take 'people-type' pictures. So, when you are next talking to a photo customer and trying to serve his needs, remember this second fact, that it doesn't matter which sort of camera he uses, basically his need is likely to be 'people-type' pictures.

"If you think in terms of the sort of pictures customers are going to take, this may help you better to serve them for the equipment they will want. Of course, their consumption of color print film — which typically in the first year of the use of a camera may run as high as 5 to 10 rolls of film — certainly adds up to a lot of business for your store.

"The third fact that we want to highlight is that currently somewhere between 1 in 3 and 1 in 4 of all color prints are taken by flash. The ease and success of flash pictures stimulates more picture-taking by extending the usefulness of the camera. It is likely, in the near future, that as much as one-half of all color prints will be taken by flash — through the use of such simple-to-use items as magicubes, flip-flash, and simple electronic flash units.

"So — color prints and flash should be sold together, and if this means extra training for your sales staff — go to it!"

New Names for KODAK Processing Services

As part of a world-wide link-up between Kodak processing laboratories, we have changed the names of our film processing services. This means that customers who go overseas and have their films processed by a local Kodak laboratory will be able to order their favourite service without any confusion or misunderstandings.

What do these changes mean to you and your staff? In reality, your job becomes easier. We've dropped such names as Kodacolor silk-prints in favour of an easily remembered name, KODAK Color Prints. Where we offer a choice of surfaces, as in the case for most color negative film sizes, you simply have to state whether the customer wants the standard silk-finish format, or the optional glossy-finish format. Our latest processing envelopes will highlight the difference for you, so when these arrive in the near future your job becomes even easier.

Coincident with the name changes, we are printing new in-store aids to support your sales efforts. These new aids will include the 1976 Kodak catalogue, a colorful counter mat, and a processing services folder. The latest price list enclosed with this copy of Kodak Sales News also lists the new names.

Here are the new names (and the names they replace) of the more popular processing services:

New name	Old name
KODAK Color Prints (silk finish)	KODACOLOR Silk-prints
KODAK Color Prints (glossy finish)	KODACOLOR Glossy-prints
KODAK Color Enlargements	KODACOLOR Enlargements
KODAK Color Prints (silk finish)	KODACHROME Prints
KODAK Color Enlargements	KODACHROME Enlargements

Who are they — those one-eyed men?



Who are they, those one-eyed men who stalk you wherever you are?

Most of them are just like you and me. Our research shows that the average movie-maker is definitely an amateur. He is aged between 20 and 40 and has a wife and children. He takes movies featuring his family, his home, his pets and his favourite sport. At home he also has a cartridge-loading still camera which he uses frequently and takes many indoor shots and uses lots of flash-cubes.

His movie camera is also cartridge loading but he takes very few indoor shots. His basic aim is to get the best result with the greatest of ease. He is hesitant therefore to make life more difficult by trying to make indoor movies with all the added paraphernalia.

He doesn't know that he can load this movie camera with a high speed film like Ektachrome 160 type G film and shoot away indoors without a movie light. He doesn't know the film exists and he doesn't know that it

fits most cameras. Even if his camera won't take shots in dim conditions indoors like Kodak's existing-light movie cameras, it will still take good movies in a brightly lit room.

He doesn't know this, but YOU do. So, next time you see him around, offer him some advice and offer him a film that will take indoor movies without a movie light. He'll appreciate your suggestion — and so will you.

Christmas gifts that really 'click'...



This is the theme of Kodak's giant Christmas gift promotion. In fact it's the same theme as last year when consumer research revealed that it caught the attention of prospective camera buyers.

Photographic gifts are as good as most other gift ideas when it comes to family needs — there's sure to be someone in most families who wants a camera and chances are there's to be a suitable choice somewhere in the wide Kodak range.

This is the point you should remember when gift buyers come into your store seeking solutions to their gift-buying problems.

Hopefully by mid-December many of these prospects will already have seen the vast Kodak advertising and be presold. It makes your job so much easier when the customer knows what he wants and expects to pay for it.

Kodak advertising is designed to do just this. It will help the customer to reach the right buying decision in the knowledge that the gift he gives is backed by a good name and reputation.

Every commercial television station in Australia will carry Kodak commercials. Most metropolitan daily newspapers will carry back-up advertisements giving the product details to reinforce the T.V. promotion. This Australia-wide media advertising will be backed by selected national magazine advertising plus inserts in most processed film — orders leaving Kodak laboratories during November and early December.

To make sure you can promote photo gifts, Kodak has already issued attractive window display stands for use with pocket Instamatic outfits. In addition, there will be available soon a special picture-type display card for you to use as a window feature for Kodak photo gifts — see reproduction. Ask your Kodak representative for details. In the meantime, make sure your camera stocks are good and plan your promotions locally so that you become the "camera gift centre" of your neighbourhood.

KODAK Promotes Weekend Tourism

The advertising will follow the popular pattern already used during Winter and Spring when radio spots were used in all mainland capital cities inviting people to move out into the nearby country and catch it all on Kodak film.

The campaign basically reminds city dwellers of the exciting tourist attractions that exist with a day's drive from home. And it is a well-known fact that once people are on the move there's every chance they'll take pictures — particularly if they're reminded.

Some of your customers are bound to be on the move with the Spring weather so be sure you know about it and use the opportunity to promote film sales — and remind them to return the films to you for processing. By that means you get to know them better and build goodwill as well as your photo business.

The radio spots will be very timely — your customers will hear them pre-weekend and over-weekend so that they don't forget to ask for "the film in the yellow box" before they leave. On Sundays, you may even feel like a run yourself. Anyway, listen for the spots on most popular stations.