

**Kodak**

*2nd (Revised) Edition*  
**Kodak Dealer News**

May/June, 1969

## AMATEUR PHOTOGRAPHY IN AUSTRALIA



**KODAK INSTAMATIC CAMERAS**

*...easy-to-use*

**Market survey reveals  
huge sales potential**

**Please pass this Dealer News on to your staff to read**



# AMATEUR PHOTOGRAPHY IN AUSTRALIA

Recently, a market survey was conducted for Kodak in Australia on the ownership, purchase and use of amateur cameras and photographic goods. Some of the important findings of the survey, and the implications as they affect you, the Kodak dealer, are set out below, and highlighted in the charts.

## How big is the market for Kodak Instamatic cameras?

The short answer to that question is "very big." Although 61% of Australian homes have a camera, relatively few own a cartridge loading camera. Of the Australian homes that have a camera, almost 60% own a roll film type — and many of these roll film cameras are old models which get little use. So, counting households where there is no camera, and those whose present camera is "old fashioned," it is assessed that **75% of households\*** are potential customers for a new Kodak Instamatic camera. In addition, there are thousands of children and young people who are potential customers for a second camera in the family.

* Households with no camera	39%
Households with roll film camera (60% of 61%)	36%
Total	75%

## Who does the buying?

Our survey shows that 36% of Kodak cameras are purchased by housewives. Altogether, 49% are purchased by women (including teenagers). What is more, 58% of the film used in those cameras is also purchased by women, and they take 53% of the pictures. The woman customer therefore requires your special attention — she's the key to increased photo business.

## Which cameras are most frequently used?

50% of Kodak Instamatic cameras are used at least once a month. This compares with 28% for roll film cameras and 30% for other cameras. Conversion of some of those roll film camera owners to Kodak Instamatic owners, therefore, is just as important as selling a camera to "non-owners." Since Kodak Instamatic cameras are used more, their owners are obviously better prospects for sales of Kodak film and photofinishing.

## Can people be persuaded to take more pictures?

Even 50% of cameras being used once a month or more is not a very high figure. The key to better photo-sales is obviously greater usage, both of existing cameras and those you will sell in the future. One thing our survey attempted to discover was why people don't use their cameras more often. The biggest single reason given — by 58% of persons interviewed — was *lack of opportunity!* Most people consider they have exhausted their picture-taking possibilities, or have insufficient "special occasions" to justify more picture-taking. So people need encouragement to take more pictures. They have to be shown that "special occasions" are not their only picture-taking opportunities. Pictures around the home — Dad gardening, a family picnic, children playing, indoors and out — everyday things that don't seem important at the time, become a family's most cherished snapshots in years to come.

## WHAT KODAK IS DOING

Kodak advertises on a national scale with campaigns designed

- (a) to promote photography in general,
- (b) to promote Kodak products in particular.

The emphasis is on the fun and simplicity of picture-taking. Campaign themes like "Remember Today in Pictures," "Give Memories, Give a Kodak Instamatic Camera," "Don't Be Afraid of the Dark" and "Too Easy for Words," on television and coupled with radio, magazine and newspaper advertisements, present Kodak products as simple to use, and keep people thinking about picture-taking.

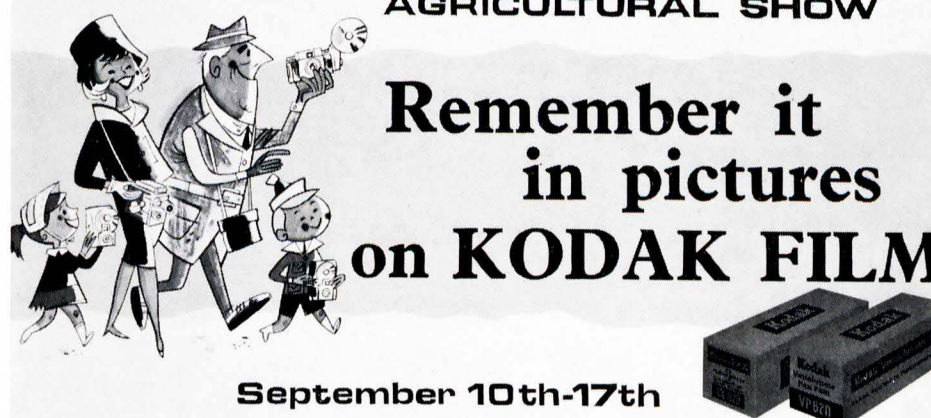
## WHAT YOU CAN DO

**Tie-in** with local events, so that people think of the events as picture-taking occasions.

**NULLAMOOLOO AGRICULTURAL SHOW**

**Remember it  
in pictures  
on KODAK FILM**

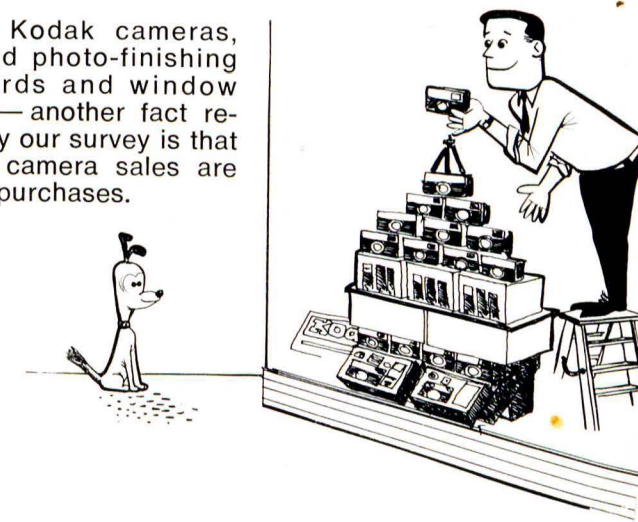
**September 10th-17th**



**Promote** photography in your district with local advertising.



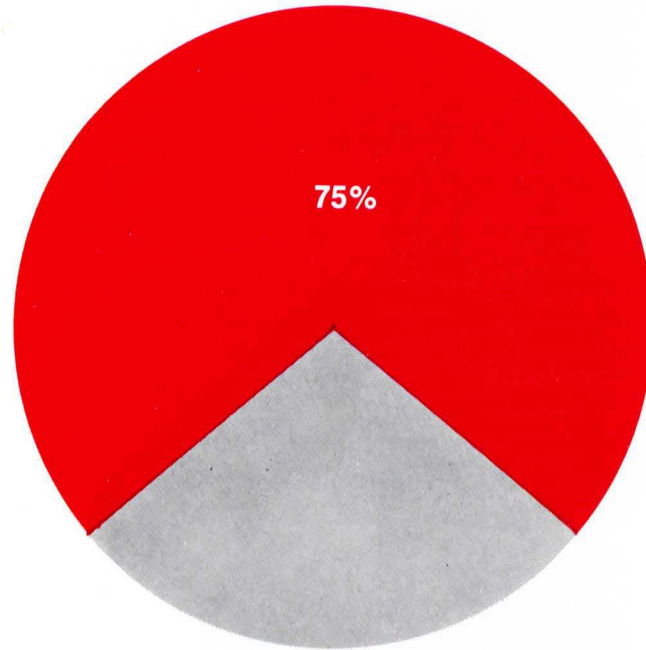
**Display** Kodak cameras, films and photo-finishing showcards and window stickers — another fact revealed by our survey is that 33% of camera sales are impulse purchases.





# THE POTENTIAL MARKET for Kodak Instamatic cameras

Of all homes, 75% have a roll film camera or no camera at all.

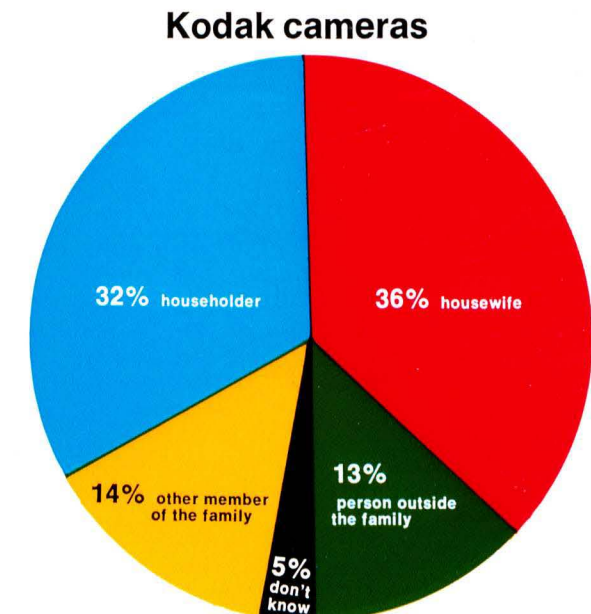
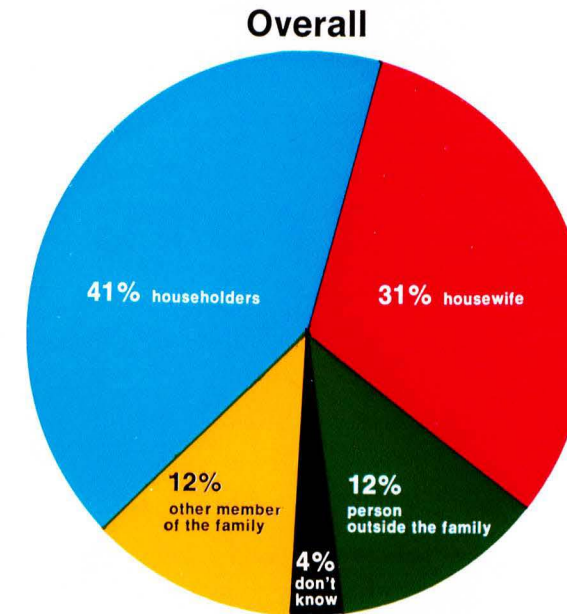


This means that 75% of Australian households are potential customers for a new Kodak Instamatic camera.

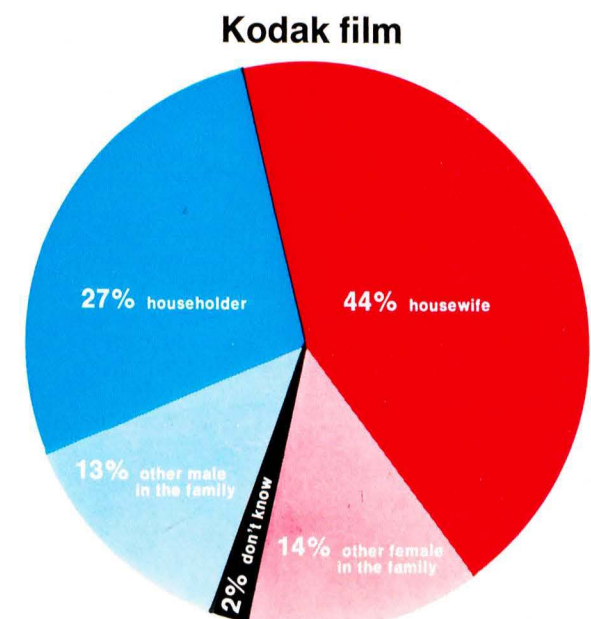
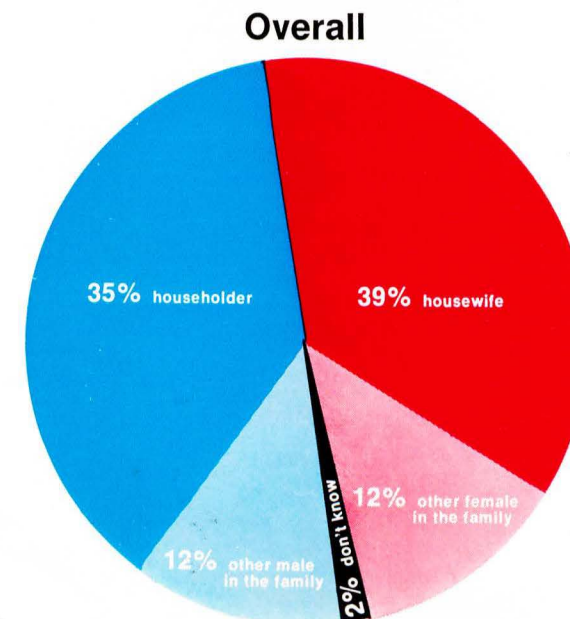
## What Should Kodak Dealers Do to capture this market?

1. Tie-in with Kodak's national advertising.
2. Promote photography through local advertising.
3. Display Kodak Instamatic cameras.
4. Talk photography to your customers.
5. Show pictures you have taken yourself.

# WHO BOUGHT THE CAMERA in camera-owning households?



# WHO BUYS THE FILM?





**Set up and feature** a separate photo-department handling easy-to-use Kodak Instamatic cameras and outfits, and staff it with an alert trained assistant. Your Kodak branch will give you details of their Dealer Sales Training Programme.

**Most important,** talk about the fun of picture-taking at every opportunity. Enthusiasm is contagious. And to sell pictures—show pictures. Pictures taken by you and your staff will do more than all the advertising ever written, to convince your customers that picture-taking is easy.

Probably no other branch of retailing today has such a tremendous potential for growth as photography. But to realise this potential, the public must be encouraged, persuaded and convinced that photography is easy; photography is fun; photography is something they want.

**With a huge, new market waiting to be tapped, someone in your town is going to make a good profit—will it be you?**

## **STOP PRESS**

### **PRICE REDUCTION ON KODAK RETINA S1 and S2 CAMERAS**

as from 1st May 1969 the following prices apply

**Stock Item No. 0201.** Kodak Retina S1 camera with case, **now \$47.50**

**Stock Item No. 0202.** Kodak Retina S2 camera with case, **now \$69.50**

SEE YOUR KODAK REPRESENTATIVE  
AND FEATURE THESE FINE CAMERAS AT THE NEW LOW PRICES

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

Branches in all States

A. E. KEATING PTY. LTD. **AEK**