

# Sales News

DECEMBER, 1977

# KODAK NATIONAL ADVERTISING SWINGS INTO SUMMER

Following straight on from our successful 'Spring' and 'Handle' TV campaigns we swing without a break into the Christmas and summer promotions. Kodak cameras and film will be heavily advertised – in fact we shall be spending \$400,000 to help convince your customers to buy Kodak products during this peak period of the summer season.

## “Pushing the peaks”

We've developed promotions to "push the peaks" and achieve even higher levels of picture taking. Which will in turn, increase photo turn-over for you.

Here are some of the ways Kodak will “push the peaks”.

Kodacolor 400 film.

As you know, we've just launched the new Kodacolor 400 film with extensive press and magazine advertising. This should expand the overall Kodacolor film market.

## Kodak Copyprints.

The launch of Kodak Copyprints opens up a new market in which the growth potential is enormous. To help you capitalise on this, we've produced free vouchers to be included in all "Handle" camera packs, a full-color showcard and voucher offer, a window decal and sticker, an advertisement on the flap opening of one million Kodak color print wallets and a television commercial.

Kodak Summer Movie Festival.

This is really what “pushing the peaks” is all about. We’ll be reaching those people who are already taking pictures and motivate them to take more by sponsoring a series of prime-time and off-peak television movies, throughout January and early February.

This unique advertising programme was specially developed by Kodak, and will impact a minimum of 70% of all people in capital city signal areas an average of at least 10 times. That's real sell-through impact.

During this festival, we'll be running a series of commercials.

The first will be our highly motivating “What a picture” commercial. This will be supported by our barbecue commercial for Kodak Instant cameras and we’ve just produced two new



commercials. A simple but highly effective commercial for Kodak Copyprints, and an action/mood commercial to demonstrate the advantages of fast Kodacolor 400 film.

The schedule below shows how and when all this will take place.

**Please note:**

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

**New. Fast.  
Kodacolor 400 film  
by Kodak.**



**On the move, or in the mood.**



Christmas campaign.

The Christmas campaign is well and truly under way with television, press and magazine promotions. Additionally, you will have by now received copies of the Kodak camera gift guide which illustrates and details the range of 126, 110 and Instant models. This folder has been designed to be used all year round as a selling aid for your staff.

[illegible]



# SUPER CHRISTMAS FILM OFFER CAPS EXCITING YEAR

How better than to wind-up 1977 and face 1978 with an exciting film discount offer from Kodak! Yes, for eleven weeks during the busiest film sales season, you can snap up Kodak films at bargain prices. From November 21, 1977 right through to February 10, 1978, Kodak is offering you extra discounts on the range of quality Kodak film products for conventional still and movie cameras.

## Easy to buy

From the following discount range, you'll find the buy that suits you best. On an assortment basis you can purchase as follows:

Quantity	Discount
1 to 99	Nil
100 to 299	3%
300 to 999	6%
1000 to 4999	10%
5000 plus	14½%

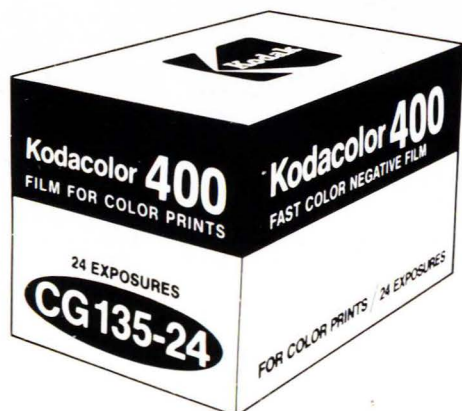
If you are currently buying Kodacolor II film on a 50,000 "family" basis over a twelve month period, we've increased your discount to 19% (110-size film excepted). Furthermore, you can elect to increase your commitment to 100,000 rolls of Kodacolor II film per annum, and during the offer period, you'll obtain discounts up to 23.4%! Ask your Kodak Sales Representative for details.

## Easy to sell

Kodak film is easy to sell at any time, but if you add the magic ingredient of a major TV campaign during the busy month of January, it'll be no effort at all. Right through January on the O/10 network around Australia (Channel 9 in Perth), Kodak is sponsoring the "Kodak Summer Movie Festival" — a selection of top-rating movies at top-rating viewing times.

So, no matter how you look at it, Kodak products will be prime profit-earners for you this Christmas and Summer.

## 24 Gives 'Em More!



Four more exposures at NO extra film cost! That's the value-added message behind the change to 24-exposure 135-size KODACOLOR II and KODACOLOR 400 films.

Replacing 20-exposure 135-size Kodacolor II and 400 films, new 24-exposure size means 20% more pictures with a lower cost per print as the price from Kodak is the same.

And the timing couldn't be better. With Christmas and Summer just around the corner, just think about the extra film processing business coming your way!



## Kodak Copyprint Promotions

Here is a summary of the range of promotions and selling aids we've developed to help you increase the awareness and potential of Kodak Copyprints.

And what a potential they offer — beautiful copies of virtually all standard-size prints (including most Instant prints) — without the need for negatives.

Our promotion involves a range of offers, including some items enclosed in a kit soon to be distributed by your Kodak representative.

- 1. Free vouchers in "Handle" packs**  
All camera packs of The Handle "contain a free voucher for a Kodak Copyprint made from a Kodak Instant color print.
- 2. Full color showcard/voucher offer**  
Not only have we produced an eye-catching showcard showing same-size reproductions of a Kodak Instant print and a Kodak Copyprint, but we've included a voucher offer to enable you and/or your staff to get free samples of Kodak Copyprints. We recommend that these samples be stuck onto the showcard over the reproductions. In this way you have a ready-made selling aid showing "personalised" sample prints of you and/or your staff.
- 3. Window decal/stickers**  
We've a small but colorful decal and sticker for you to place on your window, counter or showcase etc. to "tell" your customers that you can arrange "Kodak Copyprints" for them.
- 4. Kodak color print wallet promotion**  
We're running a special advertisement on the flap opening of a million Kodak color print wallets during the key picture-taking season over Christmas and into the New Year.
- 5. Press advertising in photo-sections**  
Photo-sections and features in daily press provide an effective way to reach active and interested picture-takers so we've prepared a special 20cm x 2 cols advertisement for you to use to promote the availability of Kodak Copyprints.

Why not talk with your Kodak rep about running a Kodak Copyprint promotion?

## Two-Litre Processing Kits Now Available For New Ektachrome Films

New 2-litre Ektachrome E-6 processing and developer kits are now available for the "do it yourself" darkroom enthusiast.

A detailed instruction booklet showing how to successfully develop the new Ektachrome E-6 process films is included. Extra copies of this booklet are available on request.

When ordering, ask for:  
Processing Kit — Cat. No. 442 3208  
Developer Kit — Cat. No. 494 1829

Trade prices, plus 15% sales tax:  
Processing Kit — \$15.00  
Developer Kit — \$11.75

## NEW 126~SIZE CAMERA NOW AVAILABLE



Introducing the KODAK INSTAMATIC 177-X Camera Outfit. Replacing the 155-X outfit, this new camera features a fixed-focus 43mm, single-element f/11 lens, with a two speed shutter (1/80 sec. for bright sun, and 1/40 sec. for hazy sun and flash). The shutter speed is manually set by adjusting the lens barrel.

### New 1977 KODAK Beach Girl



The new 177-X camera is sold in outfit form, complete with 20-exposure Kodacolor II film, magicube, wrist strap and instructions.

Like all Kodak cameras, this model is covered by a 3-year warranty.

Trade prices start at \$19.85 plus tax. When ordering, ask for Cat. No. 472 7095.

Our new, young, lovely lady is Debbie — she can help bring customers into your store during the holiday season. Keep her prominently on display and she will remind customers to get their Kodak film now — and remember all their fun in pictures.

## Kodak Processing Services Price Change

Effective December 1, 1977 the price structure for the developing of color negative films changed so that the charge now covers all sizes of films regardless of the number of exposures. A small premium has been included in the developing charge for Kodacolor 400 film (or similar).

The new prices are:

	Suggested Retail Prices
Developing of Kodacolor II film (or similar) regardless of number of exposures.	\$1.25 per roll
Developing of Kodacolor 400 film (or similar) regardless of number of exposures.	\$1.60 per roll

These prices apply to the developing component of all color negative film D & P orders and apply equally to "develop only" orders.