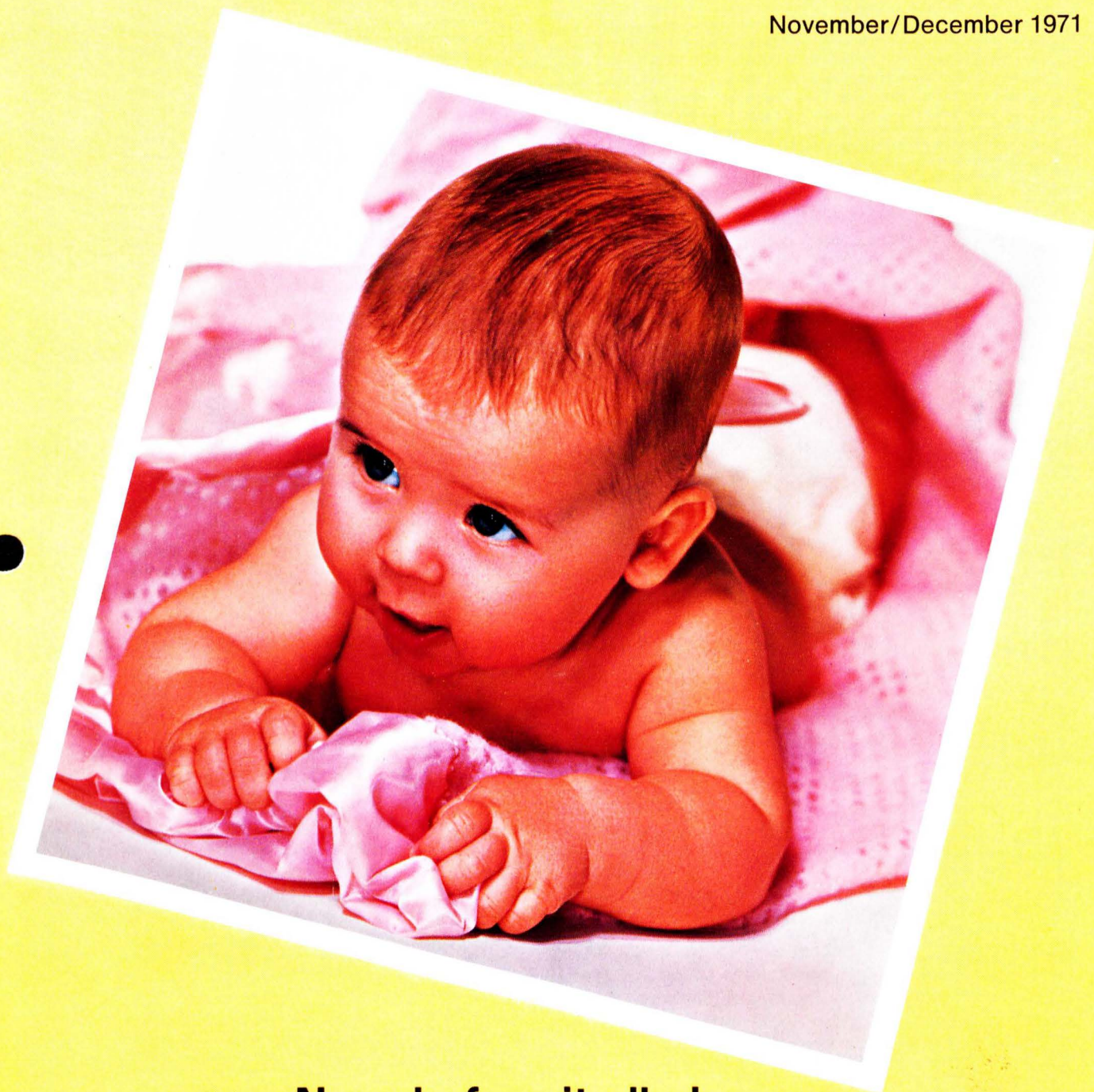


Kodak Sales News

November/December 1971



**Now, before it all changes ...
take a picture on Kodak film.**

(see story inside)

Non-stop Kodak campaign to promote picture-taking during 1972

We started at the beginning of November with a new approach to promote picture-taking. We'll soon launch our big Christmas promotion with full-color advertising in press and magazines, supported by television. In future issues of Kodak Sales News we'll bring you details of what is virtually a non-stop campaign during 1972.

We've had a lot of experience in promoting photography — the kind of experience which tells us that some things will work while others won't. So we know before we start that the techniques we propose to use in this mammoth programme are going to bring the public into your premises to buy photo-goods.

You'll be happy to know though, that we don't even trust our own experience in matters of big campaigns. We are constantly probing and delving into the market with surveys, etc., to make sure that we have the "feel" of what the public want in terms of their very personal pictures. We even know the kind of people they are, the kind of pictures they take, the kind of pictures they want to take, and most important of all, we know how to make it easy for them to take those pictures. Because that's how they want it — EASY! The easy way is the Kodak way.

We've told you a little bit about our new campaign, and already you will have seen some of the action in magazines, and on trams, buses, etc. You will have noted our new slogan "Now . . . before it all changes, take a picture . . . on Kodak film". This slogan was no accident. We recently conducted an "in depth" consumer survey to endeavour to determine the public attitude to photography. The survey brought out a lot of things that we already knew, but it also brought into sharp focus one or

two things that we'd been inclined to take for granted. One of the things which came through strongly was that it was not sufficient to merely remind people to take pictures — it is necessary to present them with a challenge — to jolt them into the realisation that things are changing so fast that they can't afford to wait — they must do it NOW! Hence, our new approach — "Now . . . before it all changes".

Now that you have had the opportunity of seeing this advertising in action, you will have realised that it's a very promotable idea.

It's promotable because it plays upon emotions — pictures of babies, puppies, kittens, the new house, new car, swimming pool — your customers have one or more of all these things. They're proud of them, they love them, they want pictures of them — all they're waiting for is a jog from you! Give them the jog in the form of a good photo display using pictures, preferably local pictures with which they can identify themselves.

So dress up for Christmas the Kodak way — use your Kodak Christmas Display Kit to good advantage. If you need even more material than is contained in the kit, your Kodak representative will be happy to oblige. This promotion will guarantee a lot of business. Make sure you get your share of it!



This pretty girl is Karen Poppi, aged just 17 years. She's a sales girl employed by Don Lawie, a chemist of Babinda, Queensland. An enthusiastic member of Rural Youth, Karen recently entered the 1971 Rural Youth Demonstration Speech Contest, and became State Reserve Champion for a speech on the subject of the Kodak Instamatic 233 Camera. She attributes much of her success to a Kodak Dealer Sales Course conducted by the Townsville branch of Kodak earlier this year.

We don't pretend to train them as orators, but we do guarantee to send them back knowing what they're talking about.

An hour to spare?

Daylight saving has descended on most states of Australia and most people (there are notable exceptions) have taken to it very cheerfully. We noticed quite a crowd at the local public golf course the other night. Normally, at that hour you'd be quite safe taking the dog for a walk, but now the air is filled with easily identifiable flying objects.

Makes us wonder at the other evening activities made possible by daylight saving. More barbecues and parties? Time to work with the children on their hobbies? A game of cricket? A run on the mini-bike? Evening swimming at the beach or local pool?

It all adds up to extra daylight hours for relaxation, and most important of all, an extra hour each day for picture-taking.

This is the year to put that little extra effort into the promotion of

photography. Do you have an hour to spare? Take a good look at that photo display, smarten it up a little — there are customers waiting!

Worth while?

A "long-time" Kodak man sent a short note to Kodak Sales News a couple of weeks ago. We thought you'd like to read an extract.

"My mother recently showed me her parents' photo album containing family pictures dating back to the 1890's. We spent a very interesting hour or two discussing people long since departed, but whom I remember vividly from my childhood.

"My own children delight in watching movies of themselves, which we took as long as 15 years ago. I wonder at the pleasure their own children will have in seeing these films in twenty, thirty or more years from now.

"There are few things as enduring as pictures. Surely, we must all take great satisfaction from thinking of the pleasure we will be giving over the next fifty or more years through the product that we sell."

That's worth a thought — isn't it?

Take it from the beginning

Here are some pertinent facts about conducting a photographic business:

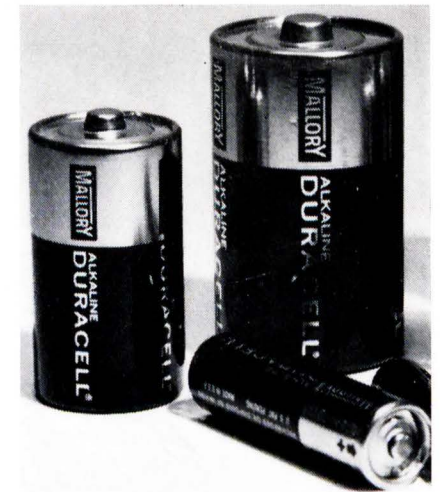
1. Unless a person owns a camera, he will not take any pictures.
2. A person who takes pictures is a customer for film and photo-finishing.
3. Most cameras are bought just prior to Christmas.

It follows that the only way to expand a photographic business is to stock, display and sell cameras.

The dealer who does not stock cameras is a little like the doctor who doesn't handle midwifery cases — he is not looking to the future.

New Alkaline Batteries by Mallory

A new generation of alkaline batteries has been introduced by Mallory Batteries (Australasia) Pty. Ltd.



The new Duracell batteries have higher energy capacity than any other alkaline batteries available up to now, made possible by an entirely different internal construction, with fewer parts allowing for an increased volume of energy-producing materials in the battery.

Featuring a new copper and black label design, the batteries will be manufactured in all popular sizes for use in radios, cameras, torches, tape recorders, and other consumer products.

Initially the "AA" size battery or MN-1500 will be first available with the "D", "C", "AAA" and 9 volt battery being phased in during the first few months of 1972.

Good presentation pays off

We know of a dealer who had taken a lot of trouble to gather a collection of color slides of his locality, and to offer duplicates for sale to tourists.

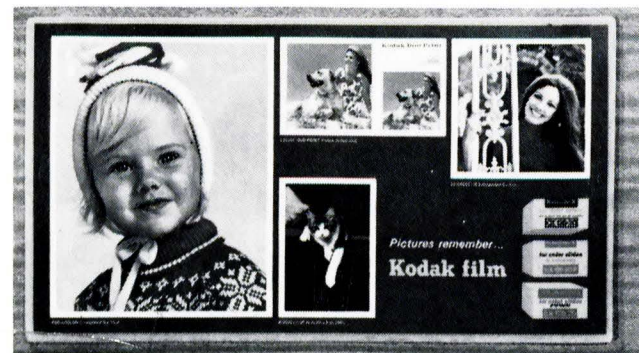
But what was the best way to present them for sale?

He chose a Kodak Carousel projector plus a Kodak Ektalite Screen. This way, he shows the views as the customer would see them at home — and he has an unpaid salesman working for him eight hours or more each day. It's all in the presentation!

New Dealer Selling Aids

They're designed to help you sell photography

Counter Mat



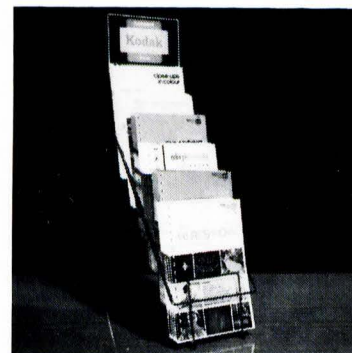
This smart counter mat will remind your customers of the color prints and enlargements they can obtain from Kodacolor negatives. In addition to the mat, we are preparing a wall chart which sets out nearly all services available from Kodak color and black-and-white films. Later on, we'll be distributing a handy little container to hold orders for Kodak photo-finishing.

Outfit Display Stand



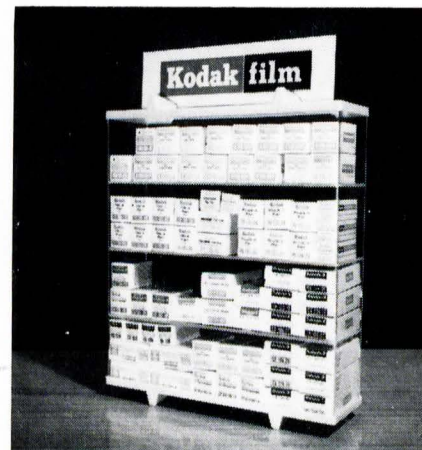
This new stand accommodates 3 Kodak Instamatic Outfits. Very compact, it will be at home either in your window or on your counter—a strong reminder to those who haven't begun to take pictures the easy way.

Book Stands



This is one of two types of book-stand which are available to dealers who carry fairly large stocks of Kodak books on photography.

Film Cabinet



Carries a large stock of all the popular types and sizes of Kodak film. Film cabinets of this type are proven sales builders.

Transport advertising



This picture of a Melbourne tram shows how our new advertising plans for tram and bus advertising will be

presented to the public. The picture will be changed regularly, the message will remain the same.

Advertising in color

We all know of the consumer preference for color pictures in the form of color slides or color prints. This year, we will be using color more than ever in our campaigns. The tram advertisement shown above illustrates a color print. More advertisements in color are planned for travel and general magazines to present picture-taking as your customer wants it — in color.

This advertising will help you to sell more cameras, and that means more film and photo-finishing sales. So, don't miss the bus — start planning your 1972 promotions now, and get a rub-off from that giant promotion we've been telling you about.

Your display material is on its way

Because of delays, we will not wait for your Kodak representative to deliver your Christmas display material to you, but will rush it through by any means available.

Make it work for you at once by unpacking the kit and displaying the point-of-sale material enclosed.

KODAK LAUNCHES "LITTER HERE" CAMPAIGN

A New Step in Pollution Control



A new "Litter Here" symbol will be used on Kodak films to encourage users to dispose of wrappers in the proper place.

How many times have you visited one of nature's beauty spots — perhaps an ocean beach, a picnic resort, or a fern gully—and found the natural

beauty of the place despoiled by the carelessly dropped evidence of the people who have been there before? An empty can, a chocolate wrapper or an empty film box or wrap.

Kodak is launching an international campaign in an attempt to alleviate visual pollution, especially in relation to natural resources. The campaign, which is part of the Company's active concern for maintaining a healthful environment, will feature one of the most widely circulated anti-litter messages ever printed. At the heart of the campaign is the symbol of a stylized trash container formed by the words "Litter Here".

Many types of photographic film are made by Kodak at their Coburg plant near Melbourne. The "Litter Here" symbol will be used as a repeat design on the plasticised heat seal wrapper for millions of rolls of amateur films. They include sizes 127, 120, 620 and 126 color and black-

and-white, 35mm black-and-white and super 8 movie films. The waterproof wrapper protects films before use from any deterioration which could be caused by high humidity: it is discarded when the film is loaded into a camera. Hopefully, in the future when wrappers are discarded people will take heed of the message and dispose of them properly.

Mr. John C. Habersberger, Managing Director of Kodak in Australia, has offered the design to the Keep Australia Beautiful Council, for use in its campaign against litter pollution.

The symbol has not been copyrighted or registered and is available to other companies who share Kodak's interest in this aspect of environmental preservation. Kodak hopes that other manufacturers will adopt the idea for their own use in designs on packages, bottles, cans, etc., in fact any product which has a disposable container.

AMENDMENTS TO DEALER PRICE LIST

EFFECTIVE 1st NOVEMBER 1971

| Catalog Page Number | Stock Item Number | PRODUCT DESCRIPTION | Suggested Retail Tax Incl. Price | Dealer Price — Plus Tax | | Sales Tax Rate |
|---------------------|-------------------|---|----------------------------------|-------------------------|--------|----------------|
| 17 | 2329 | KODAK INSTAMATIC M66 Movie Projector with zoom lens | 161.00 | 1-4 | 100.00 | 15% |
| 10 | 4104 | Flashbulbs, AG1-B Capless Blue, each | 0.11 | Carton 10 | 0.70 | 27½ % |
| | | Flashbulbs, PF1-B Capless Blue, each | 0.11 | Carton 10 | 0.70 | 27½ % |
| 28 | 2533 | EL-AN-DE SAFELIGHT LAMP 5 x 7 in. | 11.45 | | 7.45 | 15% |
| | 0136 | MASKING Board, EL-AN-DE 6½ x 8½ in. | 7.50 | | 4.40 | 27½ % |
| | 0137 | MASKING Board, EL-AN-DE 8 x 10 in. | 8.70 | | 5.10 | 27½ % |
| | 0138 | MASKING Board, EL-AN-DE 10 x 12 in. | 9.10 | | 5.35 | 27½ % |
| | 0139 | MASKING Board, EL-AN-DE 12 x 15 in. | 11.30 | | 6.65 | 27½ % |

KODAK (Australasia) PTY. LTD. Branches in all States

AEK