

KODAK SALES NEWS August 1972

Details inside;

3 Solid T.V. Sales Starters!

**Our T.V. spots will be
easy on the eye**

Kodak



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a customer who has just
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1. NOW, we keep them busy

In the two weeks prior to the August/September School Holidays in Queensland, New South Wales, Victoria, South Australia and West Australia, we will be conducting a solid T.V. campaign, designed to help you clear your shelves of Kodak Instamatic cameras. Here's the plan:

School Holidays can be fun, or they can be boring for children. We've devised this plan to make the coming August/September holidays the best yet—for both you and the kids. A new 30-second camera-selling T.V. commercial has been prepared specially for this period.

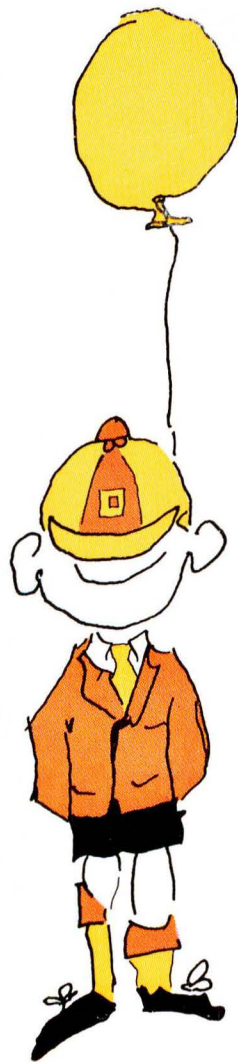
The ad. has been designed to appeal to children, not down at them. In a nutshell, it will convey the message that an Instamatic camera is a worthwhile acquisition—not a 'little kid' toy. It will give them something constructive to do during the holiday period, and in the weeks and months that follow. And when we say that this campaign is solid, that's exactly what we mean. Here are the details:

State	Station	Ads. per week	Weeks commencing
Victoria	GTV-9	15	August 6, 13
	ATV-0	8	August 6, 13
	N.S.W.		
(Sydney)	ATN-7	26	August 13, 20

(Newcastle)			
NBN-3	7	August 13, 20	
Queensland	BTQ-7	22	July 30, August 6
	TVQ-0	8	July 30, August 6
	South Australia		
ADS-7	19	August 13, 20	
SAS-10	12	August 13, 20	
West Australia	STW-9	8	August 13, 20
	TVW-7	9	August 13, 20

Naturally, the commercial will be slotted (where possible) into programmes that school children watch, so you can anticipate a keen response. You will note that by showing the ads. **before** the holidays commence, our message will reach those families going away for the holiday duration.

So be prepared. Your tie-in display of cameras will be the key to a successful promotion. We've provided the impetus—you provide the goods. Ask your Kodak Sales Representative for help in preparing your displays. He also has some other good promotion ideas that you can use. **SO ACT NOW!**



THE **F.I.B.** STORY

In the last issue of "Kodak Sales News", we wrote about the Customer Service experts who assist you in locating films and answering your technical enquiries. But we didn't tell you the whole story! This was not because we overlooked anything, but because we felt that the story of the **Film Identification Bureau** (the F.I.B.) deserved a special mention on its own.

Just what is the F.I.B.? It is a department in Customer Services that goes to incredible lengths to identify and return unmarked Kodachrome and Kodak Ektachrome slides to their rightful owners. Virtually every film handled by the department was sent in for processing with either no name and address on the mailer, or it was returned by the Post Office as being undeliverable due to insufficient or incorrect address. Hundreds of such films are received every month.

The first step in any investigation is to view every slide in the box and to note down any details that might give a clue as to the owner. For instance, we look for the registration numbers on motor vehicles, aircraft and boats. We note the names on graves, business names on vehicles and buildings—in fact,



An F.I.B. operator checking through to find that missing film!

anything that might provide a lead. These are all logged for future reference as customers will often send such details when requesting a search for their films.

Where such details are available, the F.I.B. will write to Motor Registration Branches, seeking names and addresses of the owners of vehicles shown on the slides (we are charged a fee for each search). Other avenues are

2. NEXT, an ‘Excellent’ idea!

Immediately following the School Holidays campaign, we will launch an equally intensive T.V. promotion for movies with Kodak XL movie cameras and Kodak Ektachrome 160 movie film.

Both these new products have caught the imagination of every active or would-be movie maker, and this campaign will ensure that their interest will be expressed in sales of both cameras and film—sales that **you** can make.

The 30-second T.V. commercial that has been prepared is aimed towards the most likely customers for super 8 movie equipment—families with young children. It will convince them how they can make home-movies under any light condition, and capture the formative years and happy moments of their children's lives.

The campaign will run solidly for two weeks and this schedule gives you full details:

State	Station	Ads. per		Weeks commencing
		week		
Victoria	GTV-9	15		August 20, 27
	ATV-0	8		August 20, 27
N.S.W.				
(Sydney)	TCN-9	23		Aug. 27, Sept. 3
(Newcastle)	NBN-3	7		Aug. 27, Sept. 3

Queensland	BTQ-7	22	August 13, 20
	TVQ-0	9	August 13, 20
South Australia	ADS-7	19	Aug. 27, Sept. 3
	SAS-10	12	Aug. 27, Sept. 3
West Australia	STW-9	8	Aug. 27, Sept. 3
	TVW-7	9	Aug. 27, Sept. 3

Naturally, we have selected prime viewing times for the appearance of this commercial, and viewers can expect to see it several times between 6 p.m. and 10.30 p.m.

So, once again be ready for customer enquiries. Place your orders for both cameras and film now! Ask your Kodak Sales Representative for brochures and display material, and make sure that you and your staff are fully familiar with both products.

3. THEN, it's motivation magic

Hard on the heels of the major campaigns that we've just outlined, comes another series of promotions that will keep you busy! Come September, all those cameras you've sold will be clicking merrily away, and to make sure that your customers keep coming back for more film, we will again be on T.V. and in other media. The advertising pressure will be kept on right through to Christmas!

It's too early to announce full details of each campaign, but you can rest assured that each will strongly bring home the picture-taking message.

But we can tell you that during September there will be three weeks of T.V. in the capital cities and one week of T.V. in selected country areas. In addition, the "Reader's Digest" will feature a full-color ad., and Kodak messages will spring up again on trams and buses.

In October and November the pattern is much the same. Lots of T.V., color advertising in "Reader's Digest", and the transport ads. will continue.

Christmas will be another story, and this year we're planning what we expect to be our best campaign yet. But, like we said—that's another story. So, for the time being, think and promote Kodak products and services. Our advertising support will ensure you sales success, all you need to do is put us up front!

F.I.B. cont'd

tried too. If, for example, the subject matter includes scenes from a country town or district that can be identified, a print (at our expense) is taken from a slide and forwarded to the postmaster of that town, along with a covering letter asking if he can identify any of the people in the picture. On many occasions we have traced the customer through these sources.

When customers write in asking for a search, the F.I.B. sends them a check list to be completed. This list has 165 categories covering virtually every possible circumstance regarding subject matter, film type, point of despatch, etc. From the completed check list we conduct a thorough search among the slides we are holding.

The key to this search is called the Termatrix System which operates on the principle of elimination. As each film is viewed by the F.I.B. staff, it is possible to compare the details shown on the customer's check list with pre-recorded details of each film held, and by eliminating the films that don't exactly match the details on the check list, they arrive at the most likely film.

If the operator is completely satisfied that the film matches the customer's facts, it is forwarded with a covering letter. If there is still some doubt, further information is sought from the customer. It is not until positive identification is made that the film is sent.

We are very proud of the F.I.B. It has a very good record of returns — in fact, most missing films are returned to the rightful owners. But, wouldn't it be much better if the customer didn't have to wait? You can assist by reminding every color-slide-film buyer to make sure his full name and address is clearly marked on the mailer — these comments apply whether he buys Kodachrome film or a Kodak Ektachrome Pre-Paid Processing Mailer.

New Rayco Frames

One of the most attractive and popular range of frames, the Rayco series has now been extended by two new sizes — 5 x 5 in., and 5 x 7 in.

Attractively finished in white and gold, these all-metal frames in the two most popular enlargement sizes will be a welcome and profitable addition to your sales of photo accessories.

When ordering, ask for;

Rayco Color Print Frame — 5 x 5 in. Stock Item No. 0269. Suggested Retail Price: \$1.80 each.

Rayco Color Print Frame — 5 x 7 in. Stock Item No. 0270. Suggested Retail Price: \$2.25 each.



Please Note:

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

BRINGING THEM BACK ALIVE!



Here is one Photo Dealer who believes in keeping in touch with his customers. Mr. Noel Wright, of Noel Wright Photographics, Bundaberg, Queensland, is shown here about to forward to Kodak 47 rolls of Kodachrome film for processing on behalf of a customer who has just returned from an overseas tour!

In these days of low-cost overseas travel, many people are taking-off to see the world, and here is your golden opportunity to look after their total photo needs. So, if a customer mentions his travel plans, why don't you sell him his film (and camera) before he goes? Help him in other ways too, by recommending that he exposes a test film in his camera and checks other equipment before he leaves, also suggest that he insures them against loss or theft. And do as Noel Wright did—offer to take care of the film processing when the customer returns!

Full Details will Assist Us Both

On the odd occasions when it becomes necessary to contact our Customer Service people, it will speed-up your enquiry if you can give them full details of the order. The best way to do this is by noting all the pertinent details on the 'Dealer's Record' panel of the photo-finishing envelope when you are filling the order out for the customer. Take care to write down the customer's name and address, as well as what was ordered, showing for instance, the film type, negative sizes and enlargement sizes. This information will also be useful when tracing forgetful customers and checking invoices.



"For You, Dear. I Got the Raise!"

FLASH FANTASY



...now indicates, many ideas about... does and flash... ten have you... function at... hundred... off in a vain attempt to capture action hundreds of feet away. IT JUST ISN'T POSSIBLE!

So, here are some handy tips to pass on to customers. They will save you hours of time in explanations, and will save customers' money spent on wasted film and flashcubes.

1. Watch the Distance: Stand within the distance range recommended in the camera manual or on the flash unit. The recommended range for indoor flash with most modern simple cameras is between 4 to 9 feet. With adjustable cameras, the distance range is greater,

but follow the instructions all the same. Flash pictures taken with the subject further than the distance recommended will produce underexposed pictures, and flash pictures taken too close will produce overexposed pictures.

2. Watch the Background: Use a plain background to direct all attention to the subject. Try to keep the subject 6 to 8 feet from the background, as otherwise the flash will cast a dark, distracting shadow. DO NOT shoot head-on into mirrors, windows or shiny walls, as glossy surfaces reflect light from the flash directly back to the camera lens, causing a glare to appear in the picture. To avoid this, position the subject away from a glossy background, or shoot at an angle to the background.

3. Avoid 'Red-Eye': This condition is caused when people or animals

are photographed facing into the camera lens. Under these circumstances, the flash penetrates the open pupils of the eyes and reflects off the back of the eyeballs—as such, it picks-up the blood vessels located there, causing the reflection to appear red. This can be overcome by shooting at an angle to the subject's face, or, if the camera being used accepts Magicubes, it is possible to fit a Kodak Magicube Extender which increases the angle of the flash to the lens, thus overcoming the problem.

4. Check the Contacts: If the camera relies on batteries to power the flash unit, regularly check and clean all electrical contacts. Do not leave batteries in the camera when not in use, thus avoiding the possibilities of leakage. Also, they should replace the batteries at least once a year.

