

Kodak SLICE: "There With You, Every Step of the Way"

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"The mission of Genesis Advertising Agency is to help long-standing corporations develop modern brand images, while maintaining their traditional values and visions."

Table of Contents

History and Background: The Brand and The Product	1
The Product: Goals, Functions and Features	2
Critique: Advertising and Communications, Blending Old and New	3
SWOT Analysis	5
Creative Brief	6
Positioning Statement	7
Print Advertisement — “Kodak: There With You, Every Step of the Way”	8
Television Commercial — “Kodak: There With You, Every Step of the Way”	10
Radio Commercial — “Kodak: There With You, Every Step of the Way”	12
Public Relations Plan — “Care & Share”	13
Direct Mail Creative Concept — “Care & Share”	15
Measurement of Success	17
Project Contributions	18

History and Background: The Brand and the Product

In 1885, American inventor and philanthropist George Eastman invented roll film, which later led to the invention of motion picture film. Turning his expertise into a business plan, Eastman registered the trademark Kodak in 1888, and founded the Eastman Kodak Company in 1892.

Working with the letter “K,” which Eastman believed was strong and insightful, he and his mother created the name “Kodak” using an anagram set. The name was short, original and memorable. Eastman knew it would stick in the minds of consumers and professionals, alike.

Even from the start, the company had an advertising slogan: “You press the button, We do the rest.” This saying brought out important goals, objectives and values that would help define Kodak for more than a century.

In 1900, Eastman released the Brownie camera. It was inexpensive and basic in design. The cardboard box camera with a simple lens introduced the mass public to photography, and gave birth to the snapshot.

Throughout the 20th century, Kodak manufactured the chemicals needed for its film photography products, and introduced products such as the digital camera, the megapixel sensor (which produced quality prints), and OLED displays (which were thinner, clearer and more sustainable than LCD displays).

In the 21st century, Kodak aimed to live up to its original advertising slogan by making the user experience quick, simple and enjoyable, yet rewarding. The Kodak EasyShare LS633 Digital Camera and the Kodak EasyShare Printer Dock 6000 were developed as the world’s first printer-and-camera dock combination. Users could take high quality full-color photographs, and then print them in 90 seconds without a computer.

Between 2005 and 2007, Kodak introduced more EasyShare cameras. These products were smaller, lighter, and more technologically advanced. The Kodak EasyShare-One Digital Camera was the first Wi-Fi consumer digital camera, and the first that could e-mail photographs.

Kodak is a company with a strong reputation for preserving and sharing the memories and milestones that color our lives and make us who we are. Although Kodak has been an agile enterprise — one that can quickly adapt to changes in the market, industry, product, law, or other significant external factors — in terms of technological advancement, the company now seeks to carry out this principle in its advertising approach, as well.

Unveiling the Kodak SLICE Touchscreen Camera in 2010, the company aimed to promote storage, organization and sharing features that set the product apart. This year, Kodak has requested the help of Genesis Advertising Agency in developing an advertising campaign to successfully market the SLICE. Together we have worked to create a campaign that merges the old and the new, maintaining the values, brand image and tradition that Kodak was founded upon, while emphasizing its transition in the age of digital technology and social media networking.

The Product: Goals, Functions and Features

The Kodak SLICE takes the EasyShare concept to the next level. The camera lets users store, organize and share photos with family and friends, anytime, anywhere.

John Blake, the vice president of Kodak, said the following when the SLICE was unveiled:
“Kodak knows that consumers want the ability to share life’s memories at a moment’s notice, whether it’s pictures that evoke a tear or just the funny everyday moments. The power of sharing and reliving life’s moments drove the development of our new SLICE Camera. It provides instant access to all of your KODAK Moments, and it’s right at your fingertips.”

The SLICE allows users to store up to 5,000 pictures in HD resolution on internal memory. The Slice Album feature retains a small copy of picture files that have been uploaded or deleted from the camera, so that they will always be accessible. Using the Kodak Share button, users can tag pictures for upload directly to the Kodak Gallery, YouTube, Facebook, Flickr and e-mail sites, and the Kodak Pulse Digital Frame.

Tagging is made easy with facial recognition — users can tag a friend in one image, and the SLICE will recognize that face in future images. And with the SLICE’s Search Feature and Face Recognition, users can sort images into folders by person, place, date or occasion.

Some of the SLICE’s additional technical specifications include the following: Intuitive 3.5-inch, 16:9 formatted LCD touchscreen with anti-reflective coating; stunning image quality and brighter, more vibrant details with a 14MP CCD sensor and 5X optical zoom lens; built-in optical image stabilization; HD video capture; Kodak’s exclusive Smart Capture feature, which analyzes scenes and automatically adjusts camera settings to deliver beautiful pictures more often; compatibility with PC or APPLE iLife Software; Li-Ion rechargeable battery included.

We will describe additional features of the product in our SWOT Analysis.

The SLICE is available in black, nickel, and radish. Consumers can purchase the camera for \$279.95 in stores exclusively at Best Buy, or online at Amazon.com and Kodak.com.

Critique: Advertising and Communications, Blending Old and New

Kodak's advertising strategy began with George Eastman's slogan, "You press the button, We do the rest" back in 1888. Eastman was one of the first major industrialists to recognize the importance of advertising, and by 1900 he was allocating approximately \$750,000 a year toward it.

The first traditional print campaign, which began in 1892, was focused on the classic "Kodak Girl." The advertisements depicted girls from different parts of the world and different walks of life developing a hands-on experience with photography in their natural environments, and read, "Take a Kodak with you." One example was the Australian Kodak Girl in a 1911 advertisement.

In the years following, Kodak's traditional print advertising emphasized the photographs as memories in print. Advertisements often referred to printed photos, photo negatives and photo albums. Snapshots captured moments that users could hold on to and look back on, bringing the good times back with ease. One example was the "We'll dream on these snaps...come December!" 1948 advertisement.

The late 1940s and 1950s saw new magazine advertisements in Life, Look, Colliers, and the Ladies Home Journal. The ads reflected the work of Norman Rockwell, and were targeted toward women running family households. The idea was that photography could open up a whole new world for them, with little difficulty. One example depicting a mother, her two children and the family dog read, "Snapshots remember — when you forget."

Even a simple more recent ad shows a man holding a makeshift engagement or wedding ring on a woman's finger. The ring is made from a strip of photo negatives.

In 2001, a shift began when Kodak announced its "Share Moments, Share Life" campaign. It was the first step in building on Kodak's legacy while also working to make the company an industry leader in digital imaging. The campaign emphasized sharing, strengthening the emotional link between photographs and memories.

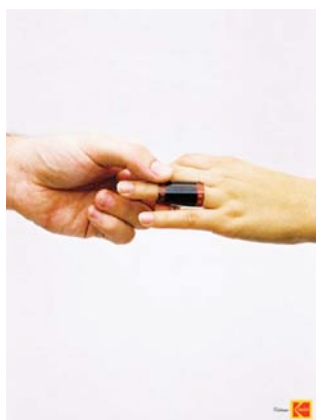
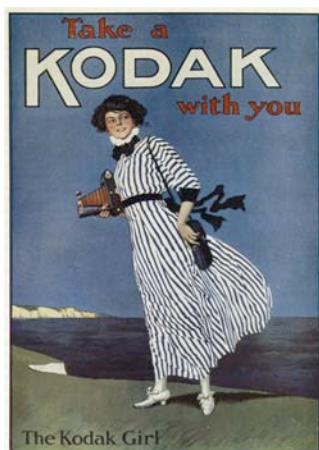
Finally, in 2010, the "Kodak Moment" — a concept used in the 1960s and 1990s — was modernized in a new campaign with the theme, "The real Kodak moment happens when you share." The goal was to associate the emotions behind a Kodak moment with digital sharing tools such as social media sites and e-mail. Leslie Dance, vice president for brand marketing and communications at Kodak said, "The emotional aspects of the brand are what really set us apart from our competitors. I don't think it's something with should ever lose. That said, we have to be relevant."

Kodak has a strong web presence on its own site and with its online gallery capabilities, but has not done much extensive marketing for the SLICE elsewhere on the web or in print. It does employ the aforementioned theme, however. The Kodak website's description of the camera includes the following: "You've always kept your pictures close to heart. Now you can have them all right at your fingertips. The real KODAK Moment happens when you share."

The SLICE is a product with a design that is sleek and modern. It's packaging is reflective of those ideals, emphasizing the capability and simplicity of the camera, right at the user's fingertips. The front and back of the camera are displayed on the box, and its three colors are displayed along the side. The product is sold exclusively in Best Buy stores, a retail environment associated with innovation and top-notch technology.

No sponsorships have yet been identified, but Kodak has been praised by the National Association of the Deaf for emphasizing the reality and diversity of teen life in its advertising. And one PR strategy — aside from press releases — used to promote the modernity of the product was a case design competition among accessories students at the Fashion Institute of Technology (FIT) in New York City. FIT faculty members and designer Steve Madden chose the winning design.

Overall, we feel that this campaign can and should be taken to the next level. Our agency has taken on the challenge of creating a campaign that combines all of these elements, combining the old and the new, in print advertisements, television and radio commercials, direct mail pieces and a public relations plan that promotes community involvement and not only making memories, but also making a difference.



SWOT Analysis

STRENGTHS

- Can hold 5,000 pictures
- Touch screen with anti-reflective coating, free from glare
- Brighter and more vibrant details
- HD photos and videos with on-camera editing
- Built in photo album
- Doesn't take up space on memory card
- Can organize entire photo collection
- Can upload and tag pictures (with Share button) directly to Kodak Gallery, YouTube, Facebook, Flickr, e-mail
- Can sort by person, place, event, location or any manual tag
- Name tags carry over to favorite photo management software for easy search
- 5x optical zoom, 14 megapixel quality
- Optical image stabilization
- Automatically detects and analyzes scene conditions
- Automatically sets exposure, focus and ISO
- Reduces noise and clears up dark shadows
- Can save single frames from video
- Sleek, new design
- Small, lightweight and easy to carry around
- Comes in different colors
- Comes with rechargeable battery, USB AC adapter for charging, wrist strap, USB cable and user guide
- One-year warranty
- User friendly
- Easy to set up — ready to go, right out of the box
- Compatible with PC and Apple software

WEAKNESSES

- Have to connect to computer to Share
- Additional memory card not included
- Only comes in three colors: nickel, black, radish
- Doesn't show date or time stamp
- Short battery life
- Some find touch screen confusing and hard to use
- Touch screen sometimes nonresponsive
- Face recognition doesn't always work
- Costs \$279.95
- Slow zoom, focusing and shooting

OPPORTUNITIES

- Position in the front of the store
- Pair with other electronics
- Place around photo items
 - Albums, frames, scrapbooking supplies
- Place by laptops and printers
- Have it out on display for people to try
- Have sales associates demonstrate uses
- Sell combo package with photo album or memory card
- Sell with a case
- Can market directly on Facebook, YouTube, Flickr
- Take advantage of Kodak legacy

THREATS

- Other digital cameras
- More professional cameras
- Video cameras
- Phones with cameras
- Smartphones
- iPod Touch
- Flip Cam

Creative Brief

Objectives: What are we trying to accomplish?

We are trying to advertise the Kodak SLICE digital camera to consumers so that they will buy it instead of competing cameras and products. We want to inform consumers about the camera's special features — such as the touchscreen and the ability to tag pictures and upload them straight to Facebook, YouTube and e-mail sites — that set the camera apart from most others in the digital imaging market today. Our goal is to emphasize the SLICE's storage, organization and sharing capabilities in order to make Kodak the No. 1 choice in the minds of consumers again. We want to bring Kodak back into their lives, and then tweak their perception of the brand.

Consumer Analysis: Who are we trying to influence? What is the relevant insight?

We are trying to influence young adults between the ages of 18 and 35. This audience includes college students, graduate students, and young people leaving home and heading out into the “real world” on their own for the first time. They are constantly documenting their everyday lives and, as they discover new things, they will want a way to remember and share them. They want to make the most of their time away, while staying connected with friends and family members back home. They use social networking sites such as Facebook and YouTube, and would appreciate the SLICE's direct photo and video upload and tagging features. They are on the go, managing busy schedules and day-to-day lives, so they appreciate devices that save them time and keep them up to date with the latest trends and technology. They also value quality and a strong reputation, which come with the Kodak brand.

Strategy: What's the catalyst to stimulate this change?

We plan to reinvent and modernize the Kodak brand image in the minds of young adults by blending the company's long-standing legacy with its technological innovation. We will link emotions to photography through memories, reminding consumers that Kodak has been there with them throughout their lives, and let them know that the brand will follow them into the future. We also plan to market this camera by promoting the features that allow users to stay connected by easily sharing their photographs with their friends and family members.

Incentives: Why might they believe this?

Kodak has a long-standing history and has built up its name and reputation on quality. The new feature of tagging and uploading directly to popular social networks makes the SLICE stand out/apart from its competitors, and gives the brand a modern feel. Blending the old and the new will remind consumers of their past experiences with Kodak. This may draw up specific memories and feelings of nostalgia, to which they will respond positively.

Tactics: How can we get the message to them?

We will use print advertising, television commercials, radio commercials, an integrated public relations plan, press releases, community outreach, and direct mail and sales promotions to carry out our strategy and achieve our objectives.

Positioning Statement

To young adults, the Kodak SLICE is the first camera that combines a history of quality with innovative technology that lets one organize and tag pictures on the go, and upload them to social networking sites.

Print Advertisement — “Kodak: There With You, Every Step of the Way”

This print advertisement focuses on the Kodak brand and its associations with important life milestones mentioned in our television and radio commercials.

Immersed in a beach setting, we see footprints in the sand where the ocean meets the land. The footprints start out very small and then increase in size, representing different ages.

Accompanying these footprints are different photographs representing important life milestones, such as a baby’s birth or a child’s first time riding a two-wheeler. The age of the subject in each photograph corresponds with its placement near the footprint of the appropriate size.

We see the photographer’s arms and hands holding the SLICE, the screen of which we are looking at. The photographer is using the touchscreen feature, while also illustrating the easy organization of photographs into labeled folders for each milestone event.

The text of the advertisement reads:

Kodak: There with you, every step of the way.

With the new Kodak SLICE, it’s easy to store, sort and share your memories by person, place, date, or occasion. We’ll help you stay organized so you won’t miss a step.

Behind every memory there’s KODAK. In front of every photographer, there’s a SLICE.

This will be one in a series of print advertisements. Additional advertisements in the series will show the “steps” in other settings, such as footprints in snow, in mud, in cement, and in other places.

We will place these print advertisements in magazines such as *Popular Photography*, *People Magazine*, *Star Magazine*, *Us Weekly*, *In Touch Weekly* and *Good Housekeeping*.



There with you, every step of the way.



With the new Kodak SLICE, it's easy to store, sort and share your memories by person, place, date, or occasion. We'll help you stay organized so you won't miss a step.

Behind every memory there's Kodak.
In front of every photographer, there's a SLICE.



Television Commercial — “Kodak: There With You, Every Step of the Way”

This television commercial focuses on the Kodak brand and its associations with important life milestones mentioned in our print advertisements and radio commercial.

The commercial is scripted as follows:

Kodak was there when you celebrated your first birthday,

(Narrated to the clip of a first birthday celebration)

when you took your first swimming lesson,

(Narrated to the clip of a child learning to swim)

when you went on your first date,

(Narrated to the clip of a young couple heading out for a first date)

and when you earned your high school diploma.

(Narrated to the clip of a graduate receiving his/her diploma on stage)

We want to stay with you every step of the way to share your memories, which is why we created the new Kodak SLICE — to give you the quality you deserve and the technology you’ve been waiting for.

(Narrated to clips of a young adult walking outside and putting his/her last few belongings in a packed car. He/she turns back and uses the SLICE to take a photograph of his/her parents standing in front of the house, and then of the packed car. He/she closes the door, places the camera on a dashboard mount, and drives off.)

Behind every memory there’s Kodak. In front of every photographer, there’s a SLICE.

(Narrated to clips of the guy driving away. Through the screen of the camera, still mounted on the dashboard, we see open road. Kodak is by the side — literally and figuratively — of this guy leaving home for the first time to venture out into the world. As he drives forward, the viewer is pulled backward out of the car, and sees him drive away.

We will air this television commercial on standard networks such as ABC, CBS and NBC, on cable networks such as MTV, MTV2 and mtvU, and online on YouTube.

1



A party scene with a baby in the middle, putting his hands in the cake.
Narration: "Kodak was there when you celebrated your first birthday..."

2



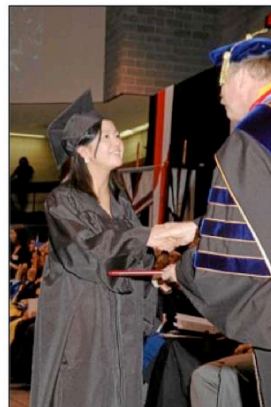
A pool full of children taking a swimming lesson, trying to stay above the surface.
Narration: "...When you took your first swimming lesson..."

3



A young couple heading out on their first date, their parents awkwardly watching.
Narration: "...When you went on your first date..."

4



A girl graduating from high school, and posing for the camera on stage.
Narration: "...And when you earned your high school diploma."

5



A young adult walking outside and putting his last few belongings into a packed car. He turns back and uses the SLICE to take a photograph of his parents standing in front of the house, and then of the packed car.

Narration: "We want to stay with you every step of the way to share your memories, which is why we created the new Kodak SLICE — to give you the quality you deserve and the technology you've been waiting for."

6



He closes the car door, places the camera on a dashboard mount, and drives off. Through the screen of the camera, still mounted on the dashboard, we see open road. Kodak is by the side — literally and figuratively — of the young guy leaving home for the first time to venture out into the world. As he drives forward, the viewer is pulled backward out of the car, and sees him drive away.

Narration: "Behind every memory there's Kodak. In front of every photographer, there's a SLICE."

Radio Commercial — “Kodak: There With You, Every Step of the Way”

This radio commercial focuses on the Kodak brand and its associations with important life milestones mentioned in our print advertisements and television commercial.

The commercial is scripted as follows:

*Kodak was there when you came into the world (baby cry sound effect),
when you rode your first two-wheeler (bell sound effect),
when you passed your driver’s test (engine sound effect),
and when you earned your high school diploma (cheering sound effect).*

Now that you’re headed for bigger and better things, you’re changing, and so are we.

We want to be there with you every step of the way to share your memories, which is why we created the new Kodak SLICE.

With the Kodak SLICE, you get the quality you deserve and the technology you’ve been waiting for. Store up to 5,000 photos, tag your friends with facial recognition, sort pictures efficiently with an easy-to-use touchscreen, and upload images easily online to share with friends and family.

You create the moments. We give you the tools to share them.

Behind every memory there’s KODAK. In front of every photographer, there’s a SLICE.

We will air this radio commercial on FM stations such as 100.3 Z100, 92.3 NOW, 103.5 WKTU, 95.5 WPLJ, 106.7 Lite FM and Fresh 102.7.

For listening purposes, we have enclosed a CD that contains our radio commercial.

Public Relations Plan — “Care & Share”

Background

- Kodak is about making memories but we also want to show that we care about our customers and the community, and we want them to do the same.
- This media plan is designed to get people involved, to create and share more memories with us and with each other.
- It is also designed to promote the SLICE and show how Kodak is moving into the future of digital imaging with new technology.

Objectives

- To remind people that Kodak has been there from the beginning and that, with the SLICE, the company is moving into the future to help them create memories.
- Show people that Kodak cares about their customers and the community.
- Bring more attention to the SLICE camera.

Strategies

- Launch a competition where the audience will be participating actively to create memories.
- Emphasize how Kodak cares about the community and wants its customers to be active and help their own communities to create long-lasting memories.
 - *“For more than a century, Kodak has been there to help you count your memories. Now we want you to help make your memories count.”*
- Stress the special features of the SLICE to show how it stands out from other cameras.

Audiences

- Former and current Kodak customers
- Young adults (18-35)
- Middle and upper-middle class
- Community leaders

Key Messages

- Kodak has been there from the very beginning and is moving into the future, along with its customers.
- Kodak cares about its customers and the community, and knows that one person can't do everything, but everyone can do something.
 - We want to recognize and show appreciation for these people who are helping others to make a difference and make their memories count.

Tactics

- Launch the “Care & Share” competition to encourage people to log on to the SLICE website and upload a picture, showing how they are helping their communities, together with 250 words explaining their work and what they would want to do if they won.
 - People will be active by going on to the page and voting on the contestants.
 - The winner of each state will receive \$10,000, which will be used to help his/her community through a project.
 - The winner will receive a Kodak SLICE camera for his/her personal use.
 - Use Direct Mail, other advertisements and press releases to increase knowledge about the project.
 - Link to contest through Facebook ads.

Direct Mail Creative Concept — “Care & Share”

- Small box that resembles the Kodak SLICE camera
- Mailing address label sticker on front of the camera box
- On the back of the box, the camera “screen” will have a message that reads, “[INSERT RECIPIENT NAME], We want to know what you’re doing to make your memories count.”
- Inside they will find a photo of someone helping to improve his or her community, while creating lasting memories.
- On the reverse side of the photograph will be text that reads:
 - *For more than a century, Kodak has been there to help you count your memories. Now, we want to see how you’re helping your community do the same.*
 - *Care and Share!*
 - *WIN A NEW KODAK SLICE AND \$10,000 for your community*
 - *To learn how to enter, visit us online at www.kodakslice.com/careandshare*
- *Inside the camera box we will list the features of the camera:*
 - *Store up to 5,000 pictures*
 - *Organize images into folders with ease*
 - *Tag friends using facial recognition*
 - *Capture photo and video content in High Definition*
 - *Upload straight to Facebook and YouTube*
 - *And so much more!*
- Free giveaway inside — a silicone bracelet (resembling the “LIVESTRONG” bracelets) that reads, “I Care & Share.” Bracelets will come in the SLICE colors.

For viewing purposes, we have enclosed a prototype of our direct mail creative concept.



For more than a century, KODAK has been there to help you make your memories count. Now, we want to see how you're helping your community do the same.

Care and Share!

**WIN A NEW
KODAK SLICE
AND \$10,000
for your community**



To learn how to enter, visit us online at www.kodakslice.com/careandshare.

Measurement of Success

To measure the success of our advertising campaign for the Kodak SLICE, we plan to analyze the number of cameras sold in stores and online.

We also plan to record the number of contest entries on the “Care & Share” website, as well as the number of users who log on. We are interested in reviewing their clicking habits, and whether or not they cast votes.

Project Contributions

Each week, we brainstormed and developed ideas for each component of the project in a team effort.

In putting together the final presentation for our advertising campaign, we split the project responsibilities as such:

Keri: History and Background: The Brand and the Product; The Product: Goals, Functions, and Features; Critique: Advertising and Communications, Blending Old and New; creation of the print advertisement; creation of the radio commercial.

Åsa: Creation of the television commercial storyboard; Public Relations Plan; creation of the Direct Mail Creative Concept; Measurement of Success; conclusion for the presentation.

Together: SWOT Analysis; Creative Brief; Positioning Statement; PowerPoint presentation; final editing of the project.