

Kodak APAC - Brand Transformation



- **Date:** Ongoing
- **Mission**
 - Successfully transition Kodak’s brand from “leader in film” to “leader in digital”.
 - Maintain Kodak’s reputation as the industry standard in image quality, product ease of use and technical innovation.
- **Method**
 - Combine product innovations with corporate messaging to tell the story of Kodak’s transformation.
 - Utilise technology breakthroughs to demonstrate industry leadership (product heroes: inkjet, dual lens etc.). Establish product innovation as a metaphor for corporate transformation.
 - Consistent regional messaging in a local context: Australia, Hong Kong, Korea, India.
- **Measurement**
 - Consistent balance of sales supporting product reviews, consumer lifestyle features and corporate positioning coverage. Successful leverage of local market initiatives:
 - India – Celebrity endorsement
 - Korea – Online community engagement
 - Australia – Outdoor lifestyle sponsorship



credibility **inspiration** credibility **inspiration** credibility