

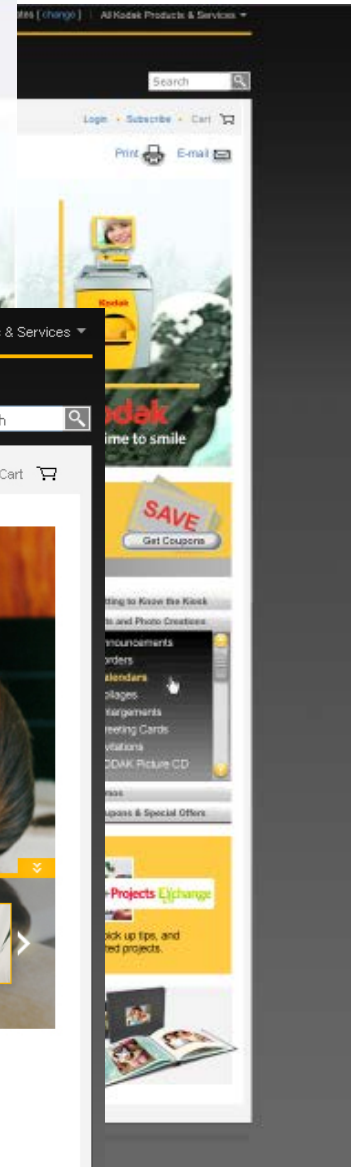
Kodak

Kiosk Digital Marketing 2010 1H



Regional Breakout Sessions:
Sept 1-2, 2009
Kristin Kraus

Bringing it all together online



Kodak United States [change] | All Kodak Products & Services

Consumer Products

KODAK Store | KODAK Gallery | Experience Kodak | Tips & Projects Center | Printing | Help Center

Search

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- Digital Cameras
- Accessories
- Digital Picture Frames
- Digital Video Cameras
- Media Players
- All-in-One Printers
- Printing Supplies
- Software
- Film & Processing
- Single Use Cameras
- KODAK Picture Kiosk
 - Gifts and Photo Creations
 - Announcements
 - Borders
 - Calendars
 - Collages
 - Enlargements
 - Greeting Cards
 - Invitations
 - Picture CD
- Photo Books**
- Thank You Notes

Play

Photo Books

Tell your story, your way, in just minutes!

Product Overview | Show Me How

Kodak

Main Page | Product Training

Home

Picture Kiosk

Kiosk Clerk Training

- Introducing the KODAK Picture Kiosk
- Demos & Selling Tips
- Premium Products
- Inspiring Consumers

Have a specific question about this or other Kodak Digital Products? Go to... [DPT Bulletin Board](#)

Intro
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2009-2010 Key Marketing Programs

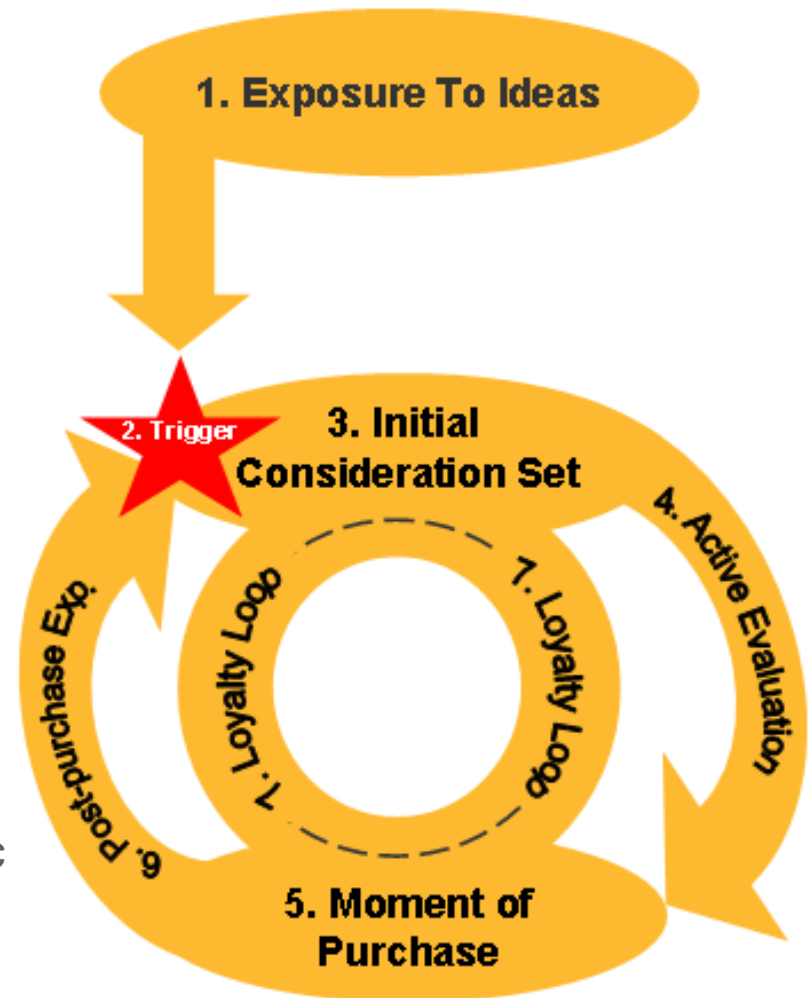
Kodak

- Consumer Web Presence Update
- Social Media
- Online Clerk Training
- CRM

KPK Interactive Strategy & Approach

Kodak

- Leverage our website and social media tools to engage consumers
 - Drive richer awareness, consideration and purchase of premium products
 - Highlight endorsements from consumers
- Shift our KPK web presence from one of “product push” to more conversation and advice
 - Includes consumer product and inspirational ideas, reactions, suggestions, recommendations, etc



Strategy & Approach

Kodak

- Improve our communications materials by incorporating consumer-generated input and feedback
- Enhance the brand - Stronger focus on emotional connection to what's created at the KPK and motivation
- Create a KPK voice -- our global KPK team, personal, insightful, listening, leading, engaged in creating what's next at the KPK



Consumer Website Update

Kodak United States | Home | All Kodak Products & Services

Consumer Products

KODAK Store | KODAK Gallery | Experience Kodak | Tips & Projects Center | **Printing** | Help Center

Search

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KODAK Picture Kiosk Print | E-mail

Getting to know the Kiosk
 Gifts & Photo Creations
 Uploading to Kiosk
 Demos
 Coupons & Special Offers
 FAQs

Print at Home
 Order Online
 Print at a Store
 Picture CD
 Mobile Photography

KODAK Picture Kiosk

Snow day. Kodak it's time to smile.

Picture Kiosk Locator

ZIP CODE: CITY: STATE: FEATURE: *Required field

Find a KODAK Picture Kiosk near you.

SAVE Get Coupons

It's time to **HUG** 00% OFF PHOTO BOOKS, CALENDARS, GREETING CARDS, COLLAGES

Picture Kiosk Calendars

Getting to Know the Kiosk
 Gifts and Photo Creations
 Announcements
 Borders
 Calendars
 Collages
 Enlargements
 Greeting Cards
 Invitations
 KODAK Picture CD
 Demos
 Coupons & Special Offers

Stay connected:

YouTube | Facebook | A Thousand Words | Tips+Projects Exchange

"Smile cam at Rochester Red Wings baseball stadium..."
 "My daughter and I created a storybook she wrote using the kiosk, it was easy..."
 "My 10-year old nephew pitching at a baseball game..."
 Share ideas, pick up tips, and explore top-rated projects.

What makes you smile?
 Be a Storyteller! Send us pictures or a video clip. Show us what you created with your pictures. Tell us what you liked about creating with the Kodak Picture Kiosk. What makes you smile?
 Tell Your Story

Home | About Kodak | Privacy | Site Terms | Affiliates Program | News & Media | Blogs | RSS Feeds | Contact Us | Site Map

- Extend opportunity for consumer interaction and stronger retail activation
 - Incorporate VOC into marketing messages
 - Site becomes “hub” for KPK consumer input, promotions, news, etc.
 - Opportunities for Regional program support – wells built into the WW page designs

- Enhance with new interactive content for premium products and demos
 - Extended stories for this sitelet, viral marketing, PR follow-up
 - Leverage content needed for clerk training

- Updating the brand
 - From “Make Something” to TTS/ black fade for web
 - Leverage new wider page design

- Strong focus on new Locator
- Promotional zones for Regions to leverage
- Highlights latest feeds from social media presence

Kodak United States | [Change](#) | All Kodak Products & Services

Consumer Products

KODAK Store | KODAK Gallery | Experience Kodak | Tips & Projects Center | Printing | Help Center

Search

Log in | Subscribe | Cart

KODAK Picture Kiosk

Getting to Know the Kiosk
Gifts & Photo Creations
Uploading to Kiosk
Demos
Coupons & Special Offers
FAQs

Print at Home
Order Online
Print at a Store
Picture CD
Mobile Photography

KODAK Picture Kiosk

Print | E-mail

Snow day. **Kodak** it's time to smile

Picture Kiosk Locator

ZIP CODE: STATE: CITY: *Required fields

Select Product Find Get Coupons

Find a KODAK Picture Kiosk near you.

It's time to **HOG** 00% OFF PHOTO BOOKS CALENDARS GREETING CARDS COLLAGES

Getting to Know the Kiosk
Gifts and Photo Creations
Announcements
Borders
Calendars
Collages
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Coupons & Special Offers

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[Media Players](#)

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[Single Use Cameras](#)

KODAK Picture Kiosk

[Gifts and Photo Creations](#)

[Announcements](#)

[Borders](#)

[Calendars](#)

[Collages](#)

[Enlargements](#)

[Greeting Cards](#)

[Invitations](#)

[Picture CD](#)

Photo Books

[Thank You Notes](#)

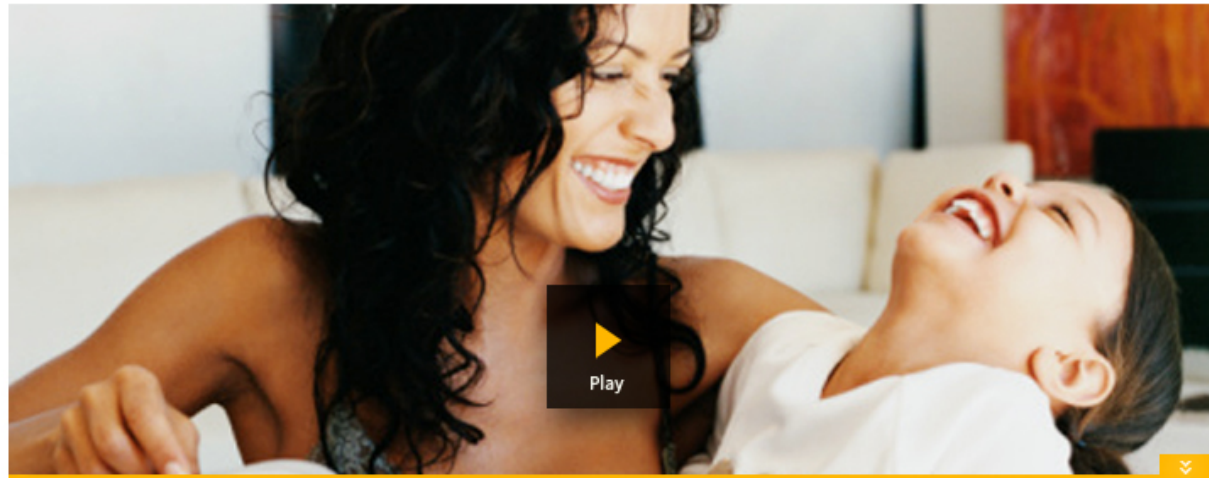


Photo Books

Tell your story, your way, in just minutes!



Product Overview



Show Me How

Consumer Content Highlight

Kodak

Kodak

United States [change] | All Kodak Products & Services ▾

Consumer Products

KODAK Store ▾

KODAK Gallery ▾

Experience Kodak

Tips & Projects Center ▾

Printing

Help Center

Search

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[Digital Cameras](#)

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[Digital Video Cameras](#)

[Media Players](#)

[All-in-One Printers](#)

[Printing Supplies](#)

[Software](#)

[Film & Processing](#)

[Single Use Cameras](#)

KODAK Picture Kiosk

[Gifts and Photo Creations](#)

[Announcements](#)

[Borders](#)

[Calendars](#)

[Collages](#)

[Enlargements](#)

[Greeting Cards](#)

[Invitations](#)

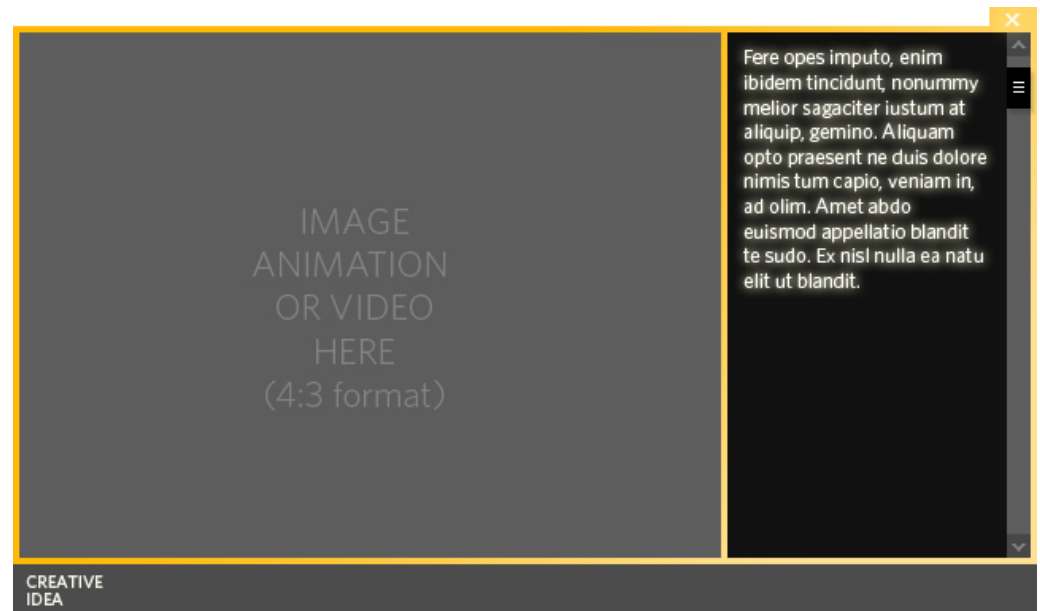
[Picture CD](#)

Photo Books

[Thank You Notes](#)

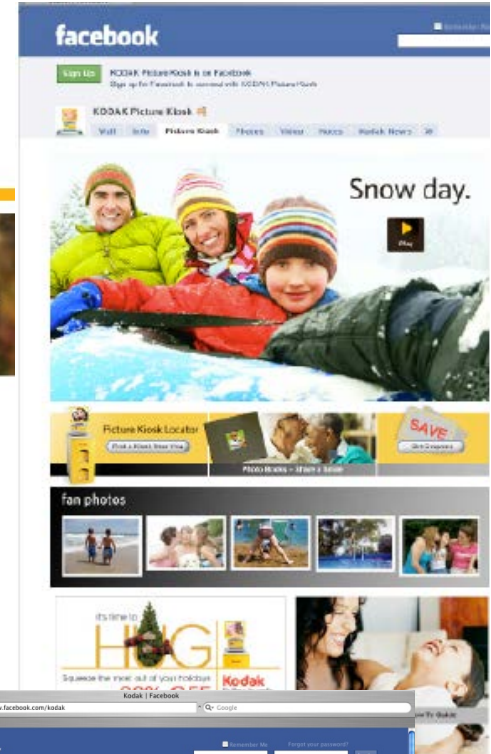


- Callouts for Consumer content include:
 - YOUR STORIES
 - TIME-SAVER TIP
 - CREATIVE IDEA
- Pop-up window displays both visual and text content
 - Including localised content and even video clips as these created



Social Media Strategy

A Thousand Words



Social Media Strategy & Approach

Kodak



Over 76 million consumers used the KPK last year

- Goals:
 - Create opportunities for a conversation among KPK users
 - Provide a direct pipeline for consumer input
 - Enhance marcom materials with consumer insights and direct VOC
 - Provide value-added content (tips, ideas, savings, etc.)
 - Leverage insights to enhance our strategic stance with retailers – “We know consumers better than anyone”

- Approach: Story Tellers - Show & Tell
 - What did you create at the KODAK Picture Kiosk today?

Our Approach & Presence

Kodak

- New “Kiosk channels” within Kodak properties – make all KPK stuff easy to find:

A Thousand Words

Kodak



- 2x month, plus “host” guests – managed WW editorial calendar

YouTube

- Videos from us, links to consumer/retailer videos on You Tube

Tips+Projects Exchange

- Section for projects from Kiosk users

facebook

- Kodak Picture Kiosk page or URL within Kodak – TBD

“Kiosk Channel” Example

Kodak

A Thousand Words

Kodak



- Blog Team creating “Kiosk” Category like Kodak Challenge

- All Kiosk-related blogs are grouped together in one spot - easy link in mktg materials

- A bit of branding for Kiosk within “Kodak Online Today” page and within A Thousand Words Blog

Calendar

Aug 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

RSS Feeds [RSS](#)

[Recent Posts Feed](#)

Categories

- [People](#)
- [Product](#)
- [Tip/Technique/Project](#)
- [Stories](#)
- [Buzz](#)
- [Events](#)
- [Kodak Challenge](#)
- [Company](#)

Fast, fun & easy gifts.

This post is about recent activities within the DCTO (Office of the Chief Technology Officer) organization of Kodak to recognize and promote the Kodak Challenge. The organization is made up of several hundred

facebook

Kodak Challenge

Become a fan of the Kodak Challenge. Follow the action and tell us your thoughts for this first-of-its-kind competition on the PGA TOUR.

[Connect with Kodak at Facebook](#)

[Follow KodakChallenge on Facebook](#)

Fast, fun & easy gifts.

You Tube Example

Kodak



The image is a screenshot of a YouTube video player. At the top left, the YouTube logo is displayed with the tagline "Broadcast Yourself™". To the right of the logo is a search bar with a "Search" button. Below the logo and search bar are navigation links for "Home", "Videos", "Channels", and "Shows". The video title "kodak clip" is positioned above the video frame, with a share icon to its right. The video frame itself shows a woman with dark hair, wearing a black top, sitting at a desk and smiling warmly at the camera. Her hands are clasped together in front of her. The background includes a desk with a telephone, a printer, and some papers. At the bottom of the video frame, there is a red progress bar, a play/pause button, a volume icon, an "HD" quality indicator, and a full-screen button. The time displayed is 1:22 / 1:24.

What about facebook?

Kodak

- KPK facebook page
 - Creating a personality for the Kiosk
 - Working with teams on best approach
 - Hoping to leverage Coca-Cola branded “tab” approach
 - Will populate with surveys, promotions, news, pictures from around the world, etc.



- WW Assumptions
 - Walk before we run – be prepared for consumers to run ahead
 - Consumer is first priority
 - B2B initial content to follow in concert PMA and B2B CRM launch

- 2010 Roles & Opportunities
 - Blog input welcome – working editorial calendar now with PR and Marcom teams
 - Regional promotions – synch activities for web presence
 - Regional engagement - gather consumer testimonials for website, clerk training content as part of PR outreach

Online Clerk Training

Kodak
Digital Partner Training

Main Page
Product Training ▾
E-Learning ▾
Resources ▾
My Profile
Admin Access
Kodak Store | Printer Friendly | Log out

Home
Digital To Do List ▾

Picture Kiosk Kiosk Clerk Training

- Introducing the KODAK Picture Kiosk
- Introduction - VP
- Getting to Know the Kiosk
- Demos & Selling Tips
- Premium Products
- Inspiring Consumers



Kodak

it's time to smile

Photo Books

Tell your story, your way, in just minutes!



Have a specific question about this or other Kodak Digital Products? Go to...

?

DPT Bulletin Board

Introduction

Fere opes imputo, enim ibidem tincidunt, nonummy melior sagaciter iustum at aliquip, gemino. Aliquamopto praesent ne duis dolore nimis tum capio, veniam in, ad olim. Amet abdo euismod appellatio blandit te sudo. Ex nisi nulla ea natu elit ut blandit.

Aliquamopto praesent ne duis dolore nimis tum capio, veniam in, ad olim. Amet abdo euismod appellatio blandit te sudo. Ex nisi nulla ea natu elit ut blandit

Learning Objectives

- Premo iriure, ventosus vel oppeto ullamcorper
- Dolor eum nutus nulla, in cogo illum
- Luptatum ex letatio odio virtus, in minim conventio
- ulciscor roto, eu delenit tum camur duis aliquam nobis

- Goals:
 - Enable stores with an effective set of tools and content to get and keep their clerks trained
 - Increase upsell of premium products: Provide selling and demo techniques to improve clerk effectiveness with consumers
 - Inspire and activate - Infuse materials with Kodak key messages and real consumer content
- Phase 1: Nov 2009
 - Content focused in 2 key areas:
 - Premium Products
 - Getting to Know the Kiosk
 - Define beta users with Regions immediately - define sell-in for focused localised roll-out



- Leverages Kodak's Digital Partner Training (DPT) Site
 - Secured site – WW enabled
 - Centrally managed – Master set up account, then clerks self-register
 - Smart – profiles will define equipment and products sold
 - Includes Quizzes, tracks completion

Regional funding needed for:

- Customization for Key Accounts
- Optional contests & incentives

The screenshot shows the user profile page for the Kodak EasyShare Digital Partner Training System. The page is titled "Kodak EasyShare System" and "Digital Partner Training". The user is logged in, as indicated by the "Log out" button. The navigation menu includes "Product Training", "E-Learning", "Resources", "My Profile", and "Digital To Do List". The "E-Learning" menu is expanded, showing options like "Inkjet Training Module", "HD Training Module", "New Features", "Features Overview", "Digital 101", "Digital 102", "Photography 101", and "Scene modes". The user's profile information is displayed, including their name (Kristin Kraus), email (kristin.kraus@kodak.com), address (343 State Street, Rochester, NY 14564), store (Kiosk Clerk Training #1), employee ID (000), and notification preferences (No). The user's preferred language is set to English. The page also shows a list of certificates earned, including "photo101 Certificate", "DIG101 Certificate", "DIG102 Certificate", "Output Solutions Certificate", and "HD Training Module Certificate".

Kodak EasyShare System Digital Partner Training

Log out

Product Training E-Learning Resources My Profile Digital To Do List

[Inkjet Training Module](#)

[HD Training Module](#)

[New Features](#)

[Features Overview](#)

[Digital 101](#)

[Digital 102](#)

[Photography 101](#)

[Scene modes](#)

Kodak Store | [Printer Friendly](#)

Certificates Earned

photo101 Certificate
[Photography 101](#)

DIG101 Certificate
[Digital 101](#)

DIG102 Certificate
[Digital 102](#)

Output Solutions Certificate
[Inkjet Media](#)

HD Training Module Certificate
[HD Training Module](#)

user account info

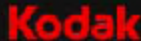
Email: kristin.kraus@kodak.com
Name: Kristin Kraus
Address: 343 State Street
Rochester, NY 14564
Store: Kiosk Clerk Training #1
Employee 000
#:
Notify Me: No
[Edit Info](#)

preferred language
English

Certificate information

Yes, I would like to earn and receive Kodak Certificates, as well as information updates regarding other Promotions and Contest Prizes.
[Update](#)

- 2010 Expansion
 - Additional product selling and demo ideas
 - Incorporate more localised video clips/testimonials
 - New content:
 - Include “How To” for keeping kiosk up and running plus key printers (scope TBD per budget)
 - Likely support 8800/8810, DL2100, 6X printers (7000 Series TBD regional discussions)
 - Key Account Planning
 - Need to scope Key Account participation for funding scope for Regional budgets, common new global requirements
 - Timing:
 - Currently Anticipate March, August, Oct Updates with new content

Digital Partner Training

Main Page | Product Training | E-Learning | Resources | My Profile | Admin Access | Kodak Store | Printer Friendly | Log out

Home | Digital To Do List

Welcome Brian, Thank you for visiting and using the Kodak Digital Partner Training Site. Your best resource for new information and techniques for selling Kodak digital products.

From this site you can access the product training modules, keep up to date with the newest products on the shelves, learn about In Store promotions, and even find ways to become a better photographer. You can check your progress in the To Do List menu and link to your required training to earn certificates, rewards and great prizes for completing your training.

DPT E-Learning, Activities, and Promotions

It's time to **HUG**



Squeeze the most out of your holidays

00% OFF


PHOTO BOOKS
CALENDARS
GREETING CARDS
COLLAGES

At the KODAK Picture Kiosk



[Go to Product Training](#)

Featured Products and Recommended Training



Kiosk Clerk Training





Ullcor opto dolus vel nunc paratus.
Meus ullamcorper enim.

Features:

- Dolus vel nunc
- Camcorper enim
- Ullcor opto dolus

[Click here to learn more >>](#)

Newest Products

 <p>Kodak Picture Kiosk</p> <p>Picture Movie DVD</p>	 <p>Kodak Picture Kiosk</p> <p>Photo Books</p>	 <p>Kodak Picture Kiosk</p> <p>Greeting Cards</p>
 <p>Kodak EasyShare M340 Digital Camera</p>	 <p>Kodak ESP 9 All-in-One Printer</p>	 <p>Kodak Zi6 Pocket Video Camera</p>

Kodak Digital Partner Training

Main Page | Product Training | E-Learning | Resources | My Profile | Admin Access | KodakStore | Printer Friendly | Log out

Home | Digital To Do List

Picture Kiosk Clerk

- Introducing the Picture Kiosk
- Demos & Selling Tips
- Premium Products
- Inspiring Consumers

Have a specific question about this or other Kodak Digital Products? Go to... **DPT Bulletin Board**

Product Training

- V-Series
- Z-Series
- M-Series
- C-Series
- Pocket Video Cameras
- Media Players
- Digital Frames
- Printers
- Inkjet Media
- Picture Kiosks
- Archive

Resources

- Introducing the KODAK Picture Kiosks
- Demos & Selling Tips
- Premium Products
- Inspiring Consumers

My Profile

Admin Access

Introduction - Consumer VP

- Getting to Know the kiosk

Kiosk Clerk Training

Ulciscor opto dolus vel nunc paratus. Meus ullamcorper enim.

Introduction

Fere opes imputo, enim ibidem tincidunt, nonummy melior sagaciter iustum at aliquip, gemino. Aliquamopto praesent ne duis dolore nimis tum capio, veniam in, ad olim. Amet abdo euismod appellatio blandit te sudo. Ex nisi nulla ea natu elit ut blandit.

Aliquamopto praesent ne duis dolore nimis tum capio, veniam in, ad olim. Amet abdo euismod appellatio blandit te sudo. Ex nisi nulla ea natu elit ut blandit.

Learning Objectives

- Premo iriure, ventosus vel oppeto ullamcorper
- Dolor eum nutus nulla, in cogo illum
- Luptatum ex letatio odio virtus, in minim conventio
- ulciscor roto, eu delenit tum camur duis aliquam nobis

The screenshot shows a web interface for 'Kiosk Clerk Training'. At the top, the 'Kodak' logo is on the left and 'Digital Partner Training' is on the right. A navigation bar contains links for 'Main Page', 'Product Training', 'E-Learning', 'Resources', 'My Profile', and 'Admin Access'. On the right side of the navigation bar, there are links for 'KodakStore', 'Printer Friendly', and 'Log out'. Below the navigation bar, a 'Home' link is on the left, and a 'Digital To Do List' button is on the right. The main content area features a large banner for 'Kiosk Clerk Training' with a woman interacting with a kiosk. To the left of the banner is a 'Picture Kiosk Kiosk Clerk Training' section with a list of topics: 'Introducing the KODAK Picture Kiosk', 'Demos & Selling Tips', 'Premium Products', and 'Inspiring Consumers'. Below this list is a 'Have a specific question about this or other Kodak Digital Products? Go to...' section with a 'DPT Bulletin Board' button. The banner itself includes the text 'Kiosk Clerk Training' and a Latin-style placeholder text: 'Ulciscor opto dolus vel nunc paratus. Meus ullamcorper enim.' To the right of the banner is an image of various Kodak products. Below the banner, there are two columns of text: 'Introduction' and 'Learning Objectives'. The 'Introduction' section contains two paragraphs of placeholder text. The 'Learning Objectives' section contains a bulleted list of three items.

Kodak Digital Partner Training


Main Page | Product Training | E-Learning | Resources | My Profile | Admin Access | KodakStore | Printer Friendly | Log out

Home | Digital To Do List

Picture Kiosk

Kiosk Clerk Training

- Introducing the KODAK Picture Kiosk
- Demos & Selling Tips
- Premium Products
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Have a specific question about this or other Kodak Digital Products? Go to... 

[DPT Bulletin Board](#)

Kiosk Clerk Training

Ulciscor opto dolus vel nunc paratus.
Meus ullamcorper enim.

Kodak it's time to smile

Introduction

Fere opes imputo, enim ibidem tincidunt, nonummy melior sagaciter iustum at aliquip, gemino. Aliquamopto praesent ne duis dolore nimis tum capio, veniam in, ad olim. Amet abdo euismod appellatio blandit te sudo. Ex nisl nulla ea natu elit ut blandit.

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Learning Objectives

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- ulciscor roto, eu delenit tum camur duis aliquam nobis

Digital Partner Training

[Main Page](#) | [Product Training](#) | [E-Learning](#) | [Resources](#) | [My Profile](#) | [Admin Access](#) | [Kodak Store](#) | [Printer Friendly](#) | [Log out](#)

[Home](#) Digital To Do List

Picture Kiosk

Kiosk Clerk Training

- Introducing the KODAK Picture Kiosk**
 - Introduction - VP
 - Getting to Know the Kiosk
- Demos & Selling Tips
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Photo Books

Tell your story, your way, in just minutes!



Kodak
it's time to smile

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[DPT Bulletin Board](#)

Introduction

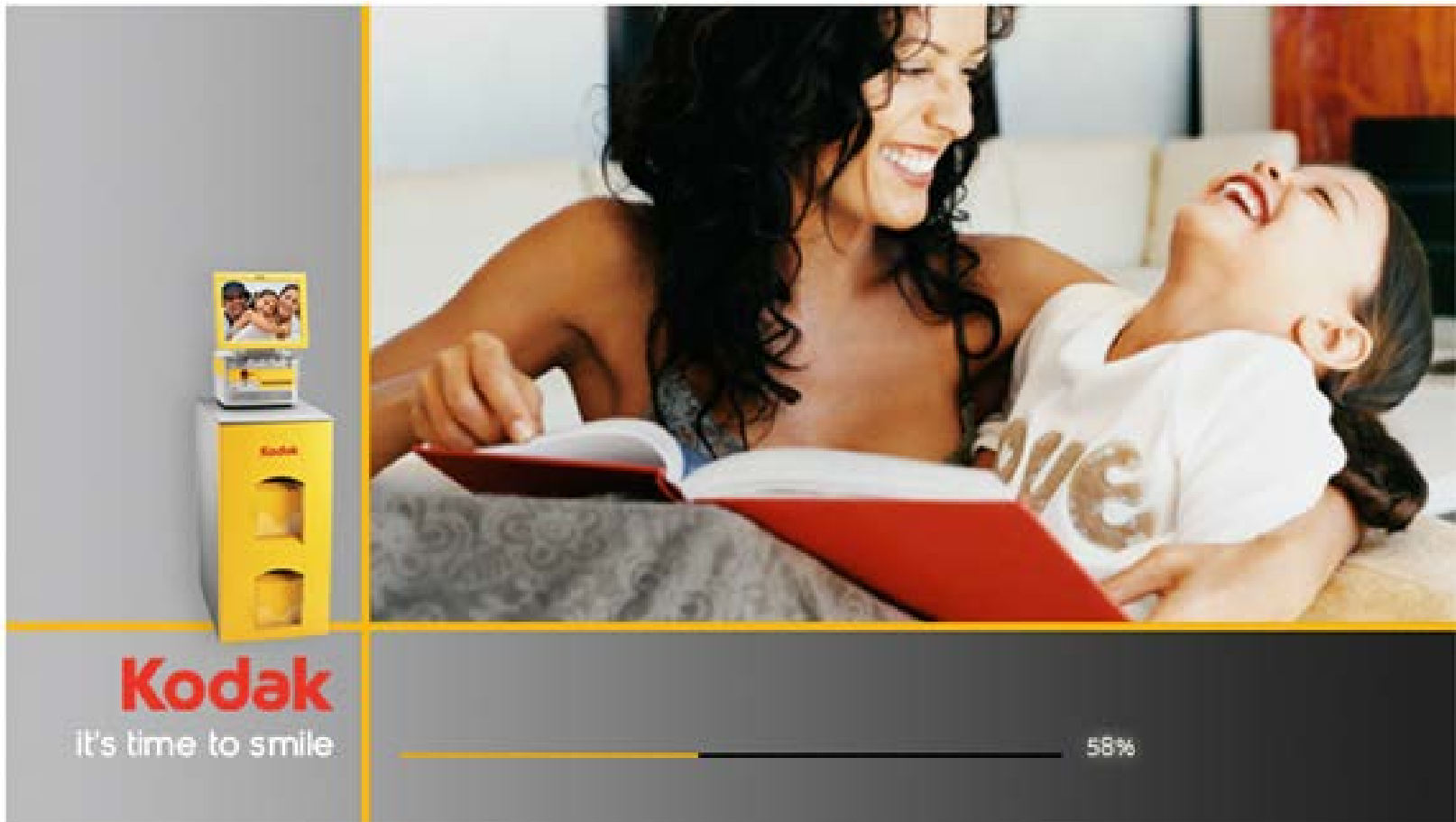
Fere opes imputo, enim ibidem tincidunt, nonummy melior sagaciter iustum at aliquip, gemino. Aliquamopto praesent ne duis dolore nimis tum capio, veniam in, ad olim. Amet abdo euismod appellatio blandit te sudo. Ex nisl nulla ea natu elit ut blandit.

Aliquamopto praesent ne duis dolore nimis tum capio, veniam in, ad olim. Amet abdo euismod appellatio blandit te sudo. Ex nisl nulla ea natu elit ut blandit.

Learning Objectives

- Premo iriure, ventosus vel oppeto ullamcorper
- Dolor eum nutus nulla, in cogo illum
- Luptatum ex letatio odio virtus, in minim conventio
- ulciscor rofo, eu delenit tum camur duis aliquam nobis

- Clerk clicks to start – opens window

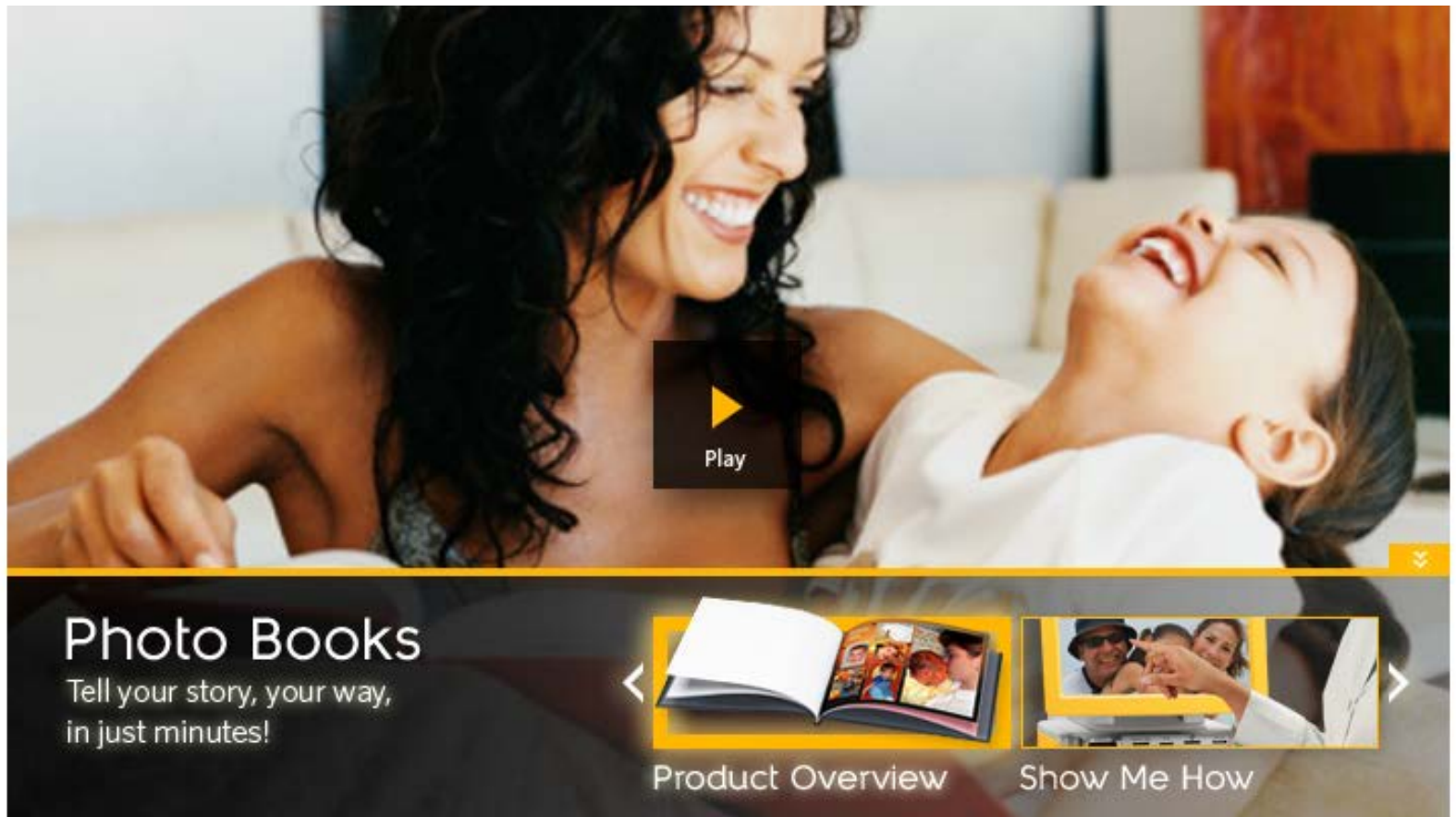


The image shows a woman with long dark hair and a young girl lying on a couch, both laughing joyfully as they look at an open photo book. The woman is holding the book, and the girl is leaning back with her head tilted. To the left, a yellow Kodak photo book printer is shown next to its box, which features a photo of a family. The background is a simple indoor setting with a white sofa and a red wall.

Kodak
It's time to smile

58%

- Most content is identical to new content for KPK consumer site ... with enhancements for clerks visible only on DPT site



Play

Photo Books
Tell your story, your way,
in just minutes!

Product Overview

Show Me How

- Products are featured with large stills, video clips and animations to make the product come alive

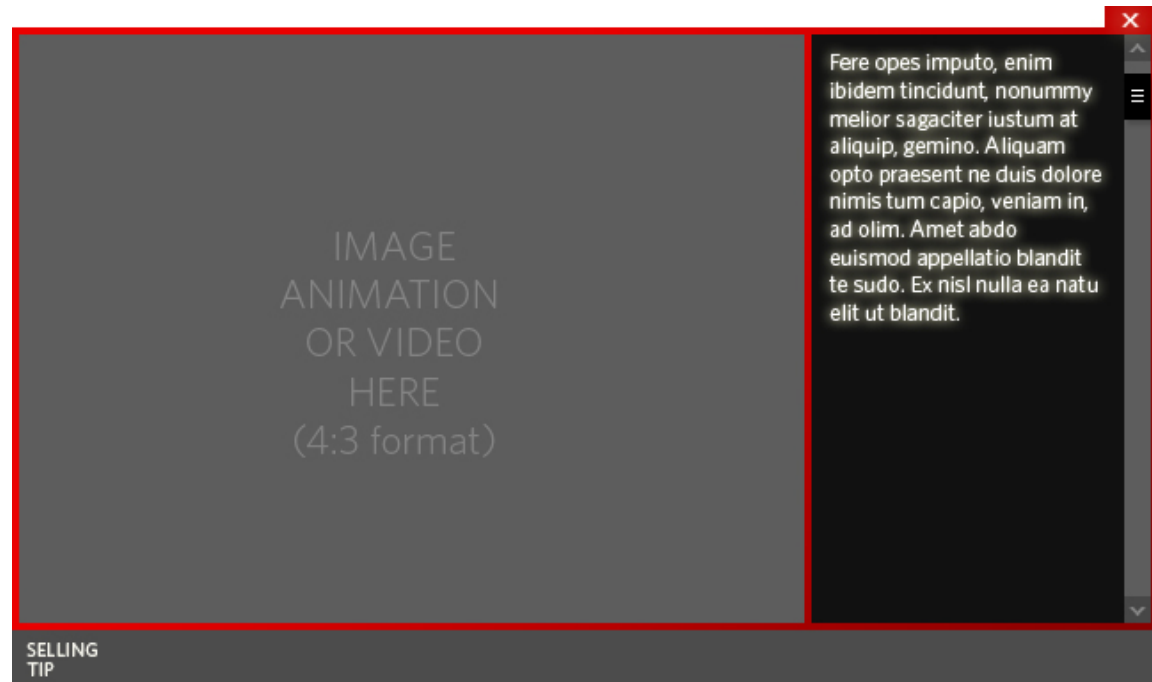


Clerk Content Highlights

- Callouts for Clerk content include:



- Pop-up window displays both visual and text content
 - Including localised content and even video clips as these created



Digital Partner Training

Main Page | Product Training | E-Learning | Resources | My Profile | Admin Access | Kodak Store | Printer Friendly | Log out

Home Digital To Do List



Welcome Kristin, Thank you for visiting the Kodak Digital Partner Training Site. Your best resource for new information and techniques for selling Kodak digital products.

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DPT E-Learning, Activities, and Promotions

It's time to



Squeeze the most out of your holidays


00% OFF

PHOTO BOOKS
CALENDARS
GREETING CARDS
COLLAGES

At the KODAK Picture Kiosk



Kodak
It's time to smile



Promotion in effect
Nov 20 thru Dec 1,
2009.

[Go to Product Training](#)

Featured Products and Recommended Training



Kiosk Clerk Training





Ullcor opto dolus vel nunc paratus.
Meus ullamcorper enim.

Features:

- Dolus vel nunc
- Cam corper enim
- Ullcor opto dolus

[Click here to learn more](#)

Newest Products

<p data-bbox="880 986 1103 1008">Kodak Picture Kiosk</p>  <p data-bbox="996 1086 1112 1129">Picture Movie DVD</p>	<p data-bbox="1170 986 1392 1008">Kodak Picture Kiosk</p>  <p data-bbox="1170 1108 1286 1129">Photo Books</p>	<p data-bbox="1460 986 1682 1008">Kodak Picture Kiosk</p>  <p data-bbox="1576 1086 1653 1129">Greeting Cards</p>
<p data-bbox="880 1165 1112 1208">Kodak EasyShare M340 Digital Camera</p> 	<p data-bbox="1170 1165 1306 1208">Kodak ESP-9 All-in-One Printer</p> 	<p data-bbox="1460 1165 1576 1208">Kodak Zi6 Pocket Video Camera</p> 

Kodak Digital Partner Training

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Home Digital To Do List

Picture Kiosk Kiosk Clerk Training

- Introducing the KODAK Picture Kiosk
- Demos & Selling Tips
- Premium Products
- Inspiring Consumers

Have a specific question about this or other Kodak Digital Products? Go to... ?

[DPT Bulletin Board](#)

TARGET

Kiosk Clerk Training

Ulciscor opto dolus vel nunc paratus.
Meus ullamcorper enim.

Kodak
it's time to smile

Kodak

Introduction

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Aliquamopto praesent ne duis dolore nimis tum capio, veniam in, ad olim. Amet abdo euismod appellatio blandit te sudo. Ex nisi nulla ea natu elit ut blandit.

Learning Objectives

- Premo iriure, ventosus vel oppeto ullamcorper
- Dolor eum nutus nulla, in cogo illum
- Luptatum ex letatio odio virtus, in minim conventio
- ulciscor roto, eu delenit tum camur duis aliquam nobis

CRM Re-Activation & WW Support



CRM Activation in 2010

Kodak

- Goals
 - Re-establish & energize activities WW
 - “Best Practices” understood and in place
 - Opt-in for ecoupons, other programs
 - Integrating activities with databases
 - Gather and manage testimonials for broader use

- Includes both Consumer and B2B Programs
 - Leverage new toolset and infrastructure from CMO
 - Create B2B database for each Region/country
 - B2B = Direct from Kodak & Distributor assets
 - Goal is for B2B program to replace much of trade ad spend

- Timing:
 - WW to deliver initial Guide & Templates, program ideas in Feb
 - Kodak-generated B2B goal to start in Feb (depends on Regional engagement/readiness)
 - Initial Consumer assets ready Feb. Guides and program ideas April launch
 - Goal is for updated Content feeds/assets delivered 45 days before initial Regional planned use

