



Kodak



HISTORY OF THE COMPANY

We are the Eastman Kodak Company, commonly known as Kodak, we are a technology company focused on imaging solutions and services for businesses. We were founded by George Eastman in 1888 and are headquartered in Rochester, New York, United States.

Kodak is best known for photographic film products. During most of the 20th century Kodak held a dominant position in photographic film, and in 1976, had a 90% market share of photographic film sales in the United States. The company's ubiquity was such that its tagline "Kodak moment" entered the common lexicon to describe a personal event that demanded to be recorded for posterity.

Kodak began to struggle financially in the late 1990s as a result of the decline in sales of photographic film and its slowness in transitioning to digital photography, despite having invented the core technology used in current digital cameras.

TARGET AUDIENCE



Drawn for Eastman Kodak Co., courtesy Collier's Weekly. Copyright 1904, Collier's Weekly.

A Christmas Morning

K O D A K

Where there's a child, there should the Kodak be. As a means of keeping green the Christmas memories, or as a gift, it's a holiday delight.

Kodaks from \$5.00 to \$97.00. Brownie Cameras (They work like Kodaks) \$1, \$2, \$5. Kodak Developing Machines, \$2.00 to \$10.00.

EASTMAN KODAK CO.

Rochester, N. Y.

*Catalogue free at the
dealers or by mail.*

As the world has turned to digital photography, Kodak who specialized in film has been left behind. The need for film has diminished tremendously however Kodak is still the leader in photo printing at kiosks located in grocery and drug stores.

Soccer moms, or women with young children who participate in sports and other activities, are a target audience because they take and print a lot of photographs.

While younger people prefer online photo sharing, new parents and others still print. The company's focus is people who take and print a lot of photos. Kodak needs to target younger consumers to establish brand loyalty; most important is that Kodak redefines its brand for the digital era.

Kodak printers sell for 15 percent to 35 percent more than competitors such as those from Hewlett-Packard and Seiko Epson Corp., while the ink costs about half as much. That enables customers to save an average of \$110 on ink a year.

In 1999, Kodak ranked 16th on the 100 Best Global Brands list compiled annually by consulting firm Interbrand Corp., a subsidiary of Omnicom Group Inc. That was ahead of Nike Inc. and Kellogg Co. However in 2011 Kodak filed for Chapter 11 bankruptcy, which we have emerged from in 2013.

The way back to the top isn't necessarily through an expensive national television campaign or chasing younger consumers. What is most important is defining the brand and getting it in front of the right audience.

LOGO HISTORY

- 1900's** Kodak is the first company to integrate its name and look into a symbol.
- 1930's** Focus moved to the Kodak name and the red and yellow “trade dress” color.
- 1960's** The corner curl was introduced.
- 1970's** The mark retained the red and yellow colors and the Kodak name, but a box and graphic “K” element were added.
- 1980's** A more contemporary type font streamlined the Kodak name within the existing logo.
- Today** The box is gone, simplifying the logo. The rounded type font and distinctive “a” give the name a more contemporary look. Kodak is continuing to use this logo with its sharpened focus on imaging for business.



Circa 1907



Circa 1935



1960



1971



1987

Kodak

2006

COLOR

Kodak's distinctive yellow trade dress, which Eastman selected, is widely known throughout the world and is one of the company's more valued assets.



Kodak trade dress red color represents love, passion, courage, expression and defines the moments of life.

In addition to trade dress colors, the Kodak thirdparty logo includes a distinctive blue color.



TYPOGRAPHY

Kodak is arguably the first company to integrate its brand name and look into an emblem. An emblem that has changed minimally over the years.

In 1971 the logo contained a box and a graphic element “K”. In 1981, the font was slightly modified to give the “box logo” a more contemporary and modernistic feel.



The current version of the Kodak logo was unveiled in 2006, based on a custom typeface drawn by Allen Hori of Identity Design, the design director of the project. The logotype featured a fresh, rounded typeface giving it a simpler and visually attractive form.



Alternatively on our film they use copperplate gothic as an informative border. It is used to tell the user the number of the photo exposure.

PRODUCT & IDENTITY





Over the years Kodak has produced a wide variety of products for photography. Our signature is our rich and colorful photo and movie film. This market quickly spread into cameras and camcorders. However as photography began to move digital so did Kodak, we began to produce digital cameras and everything else needed to use them, this includes batteries, printers, and printing kioskes.

This move in an attempt to corner a market is what stretched Kodak too thin and ultimately lead them to bankruptcy. Today we have stopped producing these unnecessary products and have once again begun to focus on their strengths.



SIGNAGE



Traditionally the Kodak signage was placed on the marques of local businesses because Kodak didn't have any stand-alone stores of our own. Kodak was often times the tent pole of these local photography stores, offering everything from rolls of film to cameras, lens, and camcorders.

This helped Kodak reach a status of ubiquity when it came to film, Mothers who wanted clear bright photos of their children would only buy Kodak film, so the wouldn't miss their "Kodak moment."





Another key advantage Kodak had was that it was an American company, and was able to build a personal bond during World War I and World War II with the American people. Other foreign companies like Canon and Nikon were not able to do this at the time. Kodak also dedicated parts of the company during war times to the research and development of new cameras and technology for the military.

ADVERTISING



These two early advertisements are examples of Kodak's newspaper campaigns. The second is an advertisement from World War I, it was an important campaign for Kodak that returned during World War II. They wanted the soldiers to be able to have a personal record of their time at war.



This advertisement from the early 1900's was part of our marketing campaign to inspire people to take a camera with them when they go out to the country.



During the holiday season, Kodak regularly rolled out a seasonal advertisement. They were typically targeted towards mothers to inspire them to ask for a camera for Christmas.

This advertisement from 1937 is an example of a tie-in endorsement with the Walt Disney Company. Many of Disney's early films were made on Kodak film. Including Disney's first animated feature film, Snow White and the Seven Dwarfs.



In another example from 1937, this advertisement depicts a couple out in nature. It was targeting men to inspire them to buy film for their daytrip with their sweetheart.



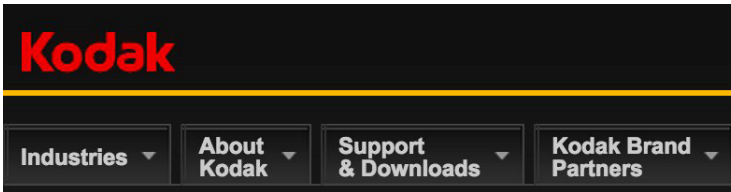
This advertisement from World War II was marketed to soldiers and their families. Kodak is dedicated to serving the US Military and their Soldiers in all the branches.



This advertisement for the Kodak Colorburst from the 1980's is an example of a celebrity endorsement. Kodak worked with many celebrities to help market their products.



WEBSITE



This is the area of Kodak where the recent bankruptcy is most evident. Our logo and colors have gone unchanged since the most recent update in 2006, and our website hasn't been given a facelift in a similar amount of time. Our website is currently a black page with this simple logo and options in the top left corner. It is inconsistent with our projected public image.

For close the 130 years Kodak was at the forefront of cutting edge technology. Our designs through out our height were bold and eye catching. Our goal for the future, is to once again be able to inspire people to go outside and bring their camera.

