

Kodak Momentum

Jeffrey Hayzlett
Chief Marketing Officer
Eastman Kodak Company



Facebook
Jeffrey Hayzlett

Twitter
JeffreyHayzlett

Winds of Change



KODAK Momentum: The Transformation

Change or Die

We did it.

So can you.

We can help.

A Kodak Moment



KODAK Momentum: The Transformation



60% of Kodak employees have been with us for less than 5 years.

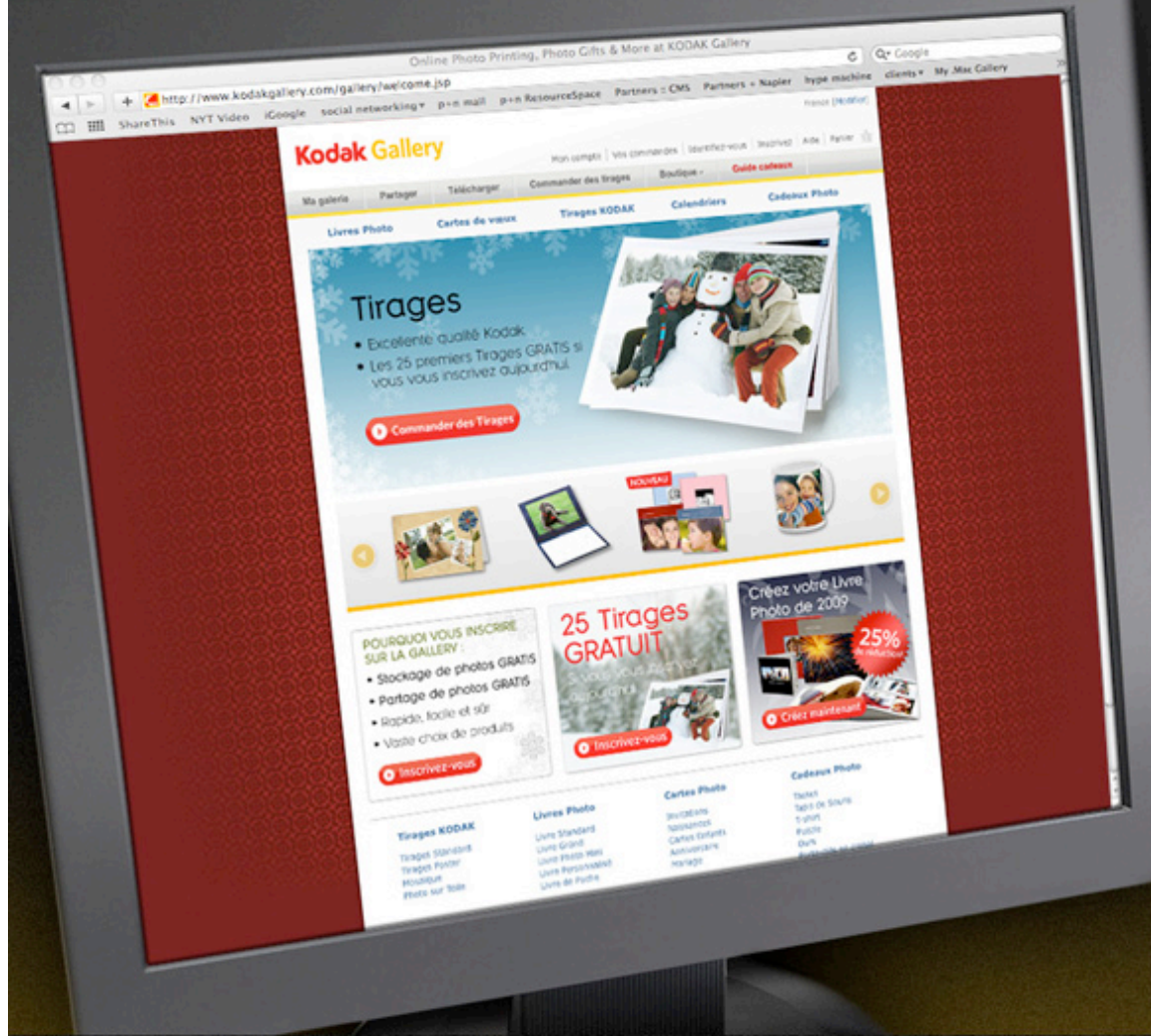


KODAK Momentum: The Transformation



40% of all commercially printed material is touched by KODAK Technology.

KODAK Momentum: The Transformation



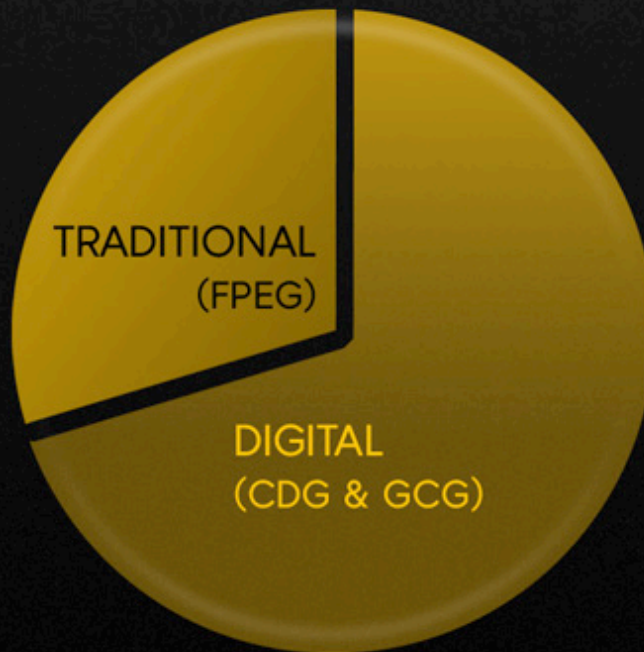
KODAK Gallery has over 75 million members and over 5 billion high-resolution photos.

KODAK Momentum: The Transformation

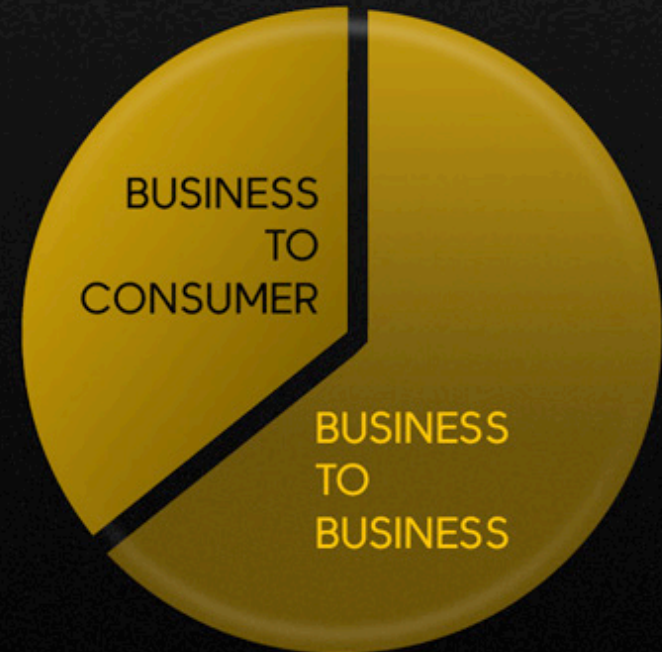


Every Best Picture
ACADEMY AWARD®
ever selected used
KODAK Technology.

KODAK Momentum: The Transformation



The new Kodak is about 70% digital revenues.



The new Kodak is about 60% business to business.

KODAK Momentum: The Transformation



From 13 market share
leading products

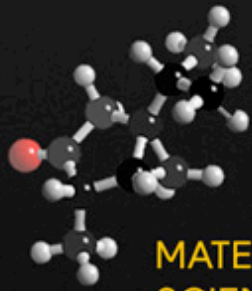
#1

Thermal CTP systems
Digital printing plates
Unified workflow software
(commercial printing)
Production (mid to high volume)
document scanning
Entertainment files
Film capture
Color negative paper
Kiosks and media

Top 3

Production inkjet
Color digital printing systems
(electrophotography)
Distributed (desktop)
document scanning
Digital cameras
KODAK Gallery

KODAK Momentum: Our Science



MATERIALS SCIENCE

Ink/Toner
Media
Nano/Micro
Technology
Intelligent
Materials

Color Science
Visual Perception
Workflow
Image Analytics
and Informatics
Computational Science



DIGITAL IMAGING SCIENCE

APPLICATIONS

CONSUMER:
Consumer Inkjet
Sensors
Gallery
Retail Solutions
Digital Capture



COMMERCIAL:
Image Capture
Unified Workflow
Solutions/Software
Consumables
Equipment

Brand Transformation



Perceptions of Kodak Over the Years

OLD

Trustworthy
Reliable
Caring & Human
Prints &
Memories
Film rolls
Traditional
Not high-tech



NEW

Trustworthy
Reliable
Caring & Human
Prints &
Memories



Why? The Purpose

- Extend our messaging reach
- Showcase our products in action
- Redefine Kodak's tradeshow experience
- Create our own content
- Make us look cool ;-)



Redefining the tradeshow experience

Kodak
Pipeline of Innovation



Surface tables



"K-Zone"



The “K-Zone”

Where did *K-Zone* come from...

- What I saw at CES two years ago
- We can generate our own content – and do it better!



Debut: Print'09 / B2B

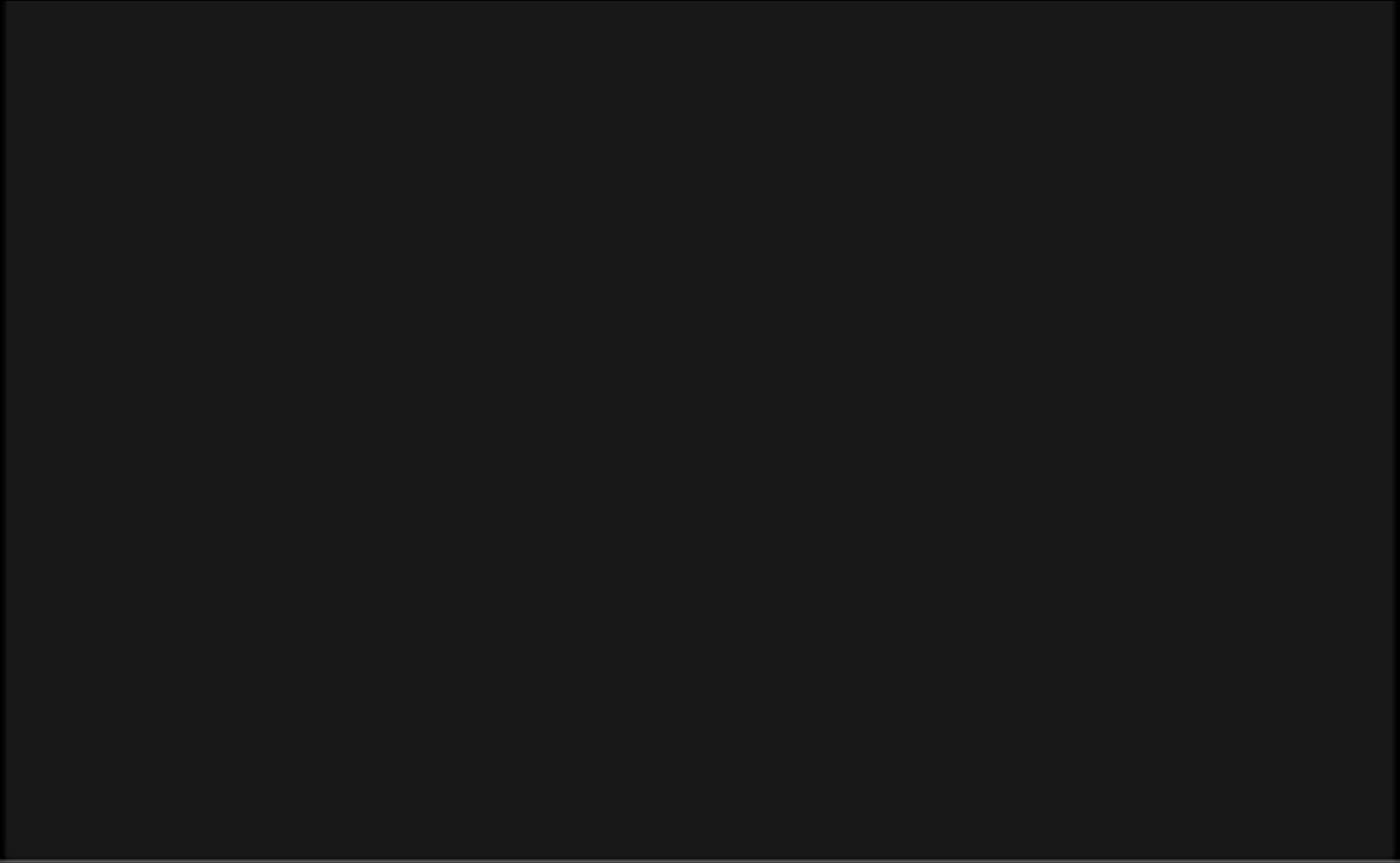
Panelists included:

Linda Sawyer, Deutsch CEO
Shelly Lazarus, Chairman O&M
Scott Dadich, Creative Director, WIRED
...and many more

Topic titles included:

“What’s Print got to Do with It?”
“It’s Not Easy Being Green”
“Transform Your Business”

Highlights from Print'09



K-Zone @ CES was...



- a “View”-like environment
- streamed live (CES, Print’09) or posted daily (PMA, IPEX)
- topical, covering issues related to our category not product speed/feeds
- @CES: 30 live panels, with 50 guests

K-Zone Highlights from CES

K-Zone Content@CES

I was impressed with the K-Zone vids and watched them all. Kodak clearly values the opinion of women.
- @RobynsWorld (Mommy Blogger)

Panelists included:

Soleil Moon Frye, Punky Brewster

Illena Douglas, Indie and Streaming star

Jill Zarin, Housewives of New York

Chris Brogan, President New Mktg Labs

Rob Barnet, MyDamnChannel



Topic titles included:

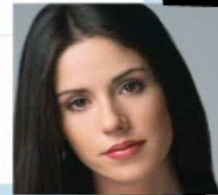
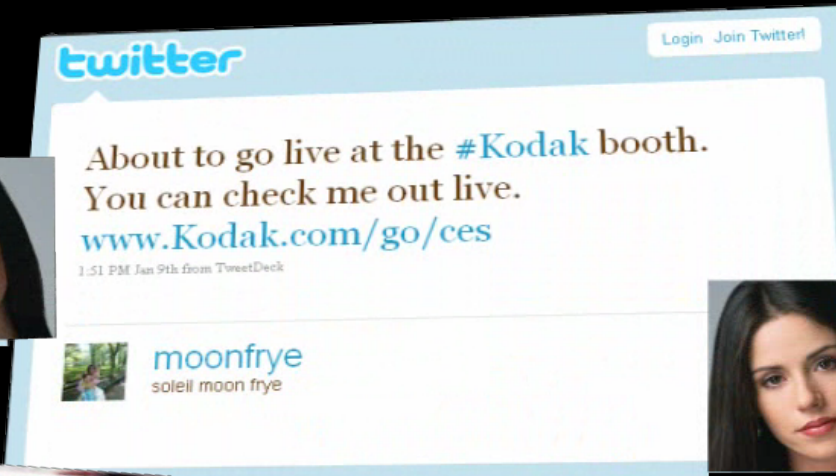
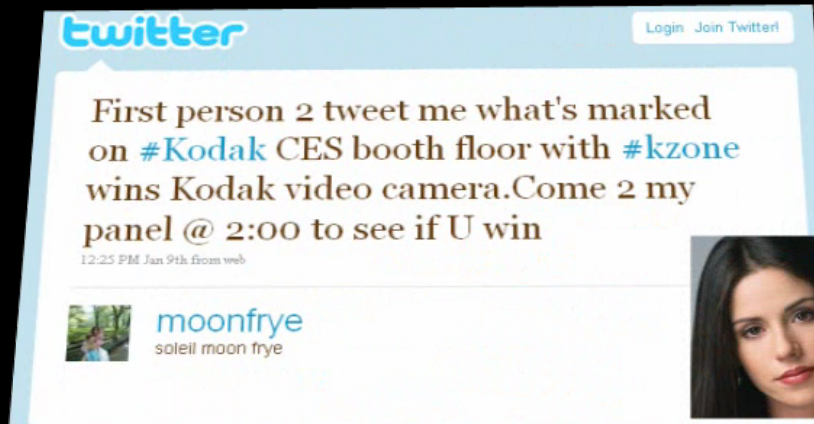
“Help! My Mom Friended Me on Facebook!”

“Home is Where the Photo Is”

“The New CMO. The Chief Memory Officer”

“Hi, My Brand Name Is...”

Added awareness – Realtime



@moonfrye – 1.4M followers

@mrskutcher – 2.6M followers

K-Zone @ CES, by the numbers...

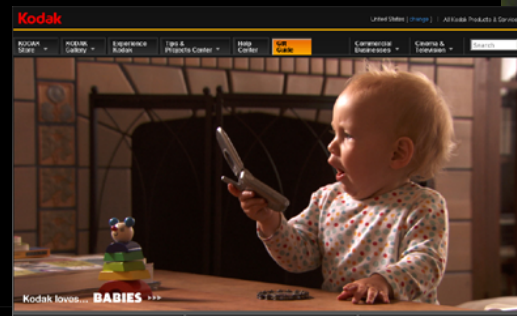


- Garnered 71,459,584 impressions
- Had 140 media placements
- Filled the booth every hour on the hour

“Step & Repeat”

All content created is published to multiple Kodak channels if applicable:

- Social: YouTube, Facebook, Twitter, Blogs, Flickr
- Internal: Employee communications and facilities
- Kodak.com
- Times Square
- CRM E-mails





6 more examples of Kodak video love...

**If a picture is worth
a thousand words...**

**...a video must be
worth ten thousand!**

Kodak PlaySport

Kodak PlaySport
Video Camera

High adrenaline
and high definition.



YouTube, KodakTube, and Inkjet



Kodak it's time to smile™

VIDEOS OVERPAYMENT CALCULATOR FAIRLY PRICED INK

WHAT COULD YOU DO IF YOU DIDN'T OVERPAY FOR INK?

America is being overcharged for inkjet printer ink and it's costing us more than we realize. So at Kodak, we asked people to show us what they could do if they weren't overpaying for ink.

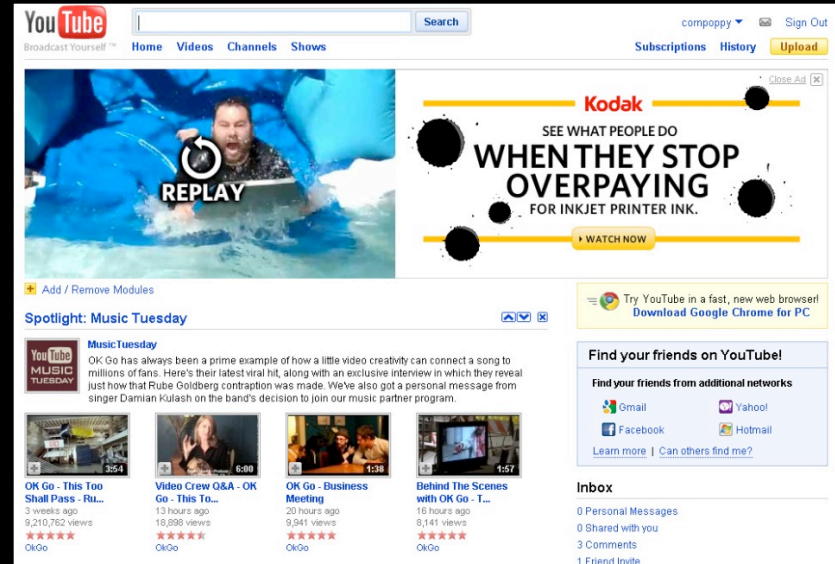
2,025
AGW Root Beer Barrel Hard Candies

\$110 HOW MUCH ARE YOU OVERPAYING FOR INK? START CALCULATING

KODAK ONLY USES FAIRLY PRICED INK LEARN MORE

*Results based on average ink costs of leading consumer inkjet printers using average annual print volumes of 150 k46 in. color photos (printed on KODAK Ultra Premium Paper, glossy finish & highest quality photo papers from other manufacturers), 500 black text pages and 500 mixed color graphic pages using standard cartridges available in single quantity pricing (i.e. no multi-packs, high capacity, combo packs, value packs or special promotions). Actual results may vary. For more information click here

Our YouTube channel: KodakTube



YouTube Broadcast Yourself™

Home Videos Channels Shows

Search

compoppy Sign Out

Subscriptions History Upload

Kodak SEE WHAT PEOPLE DO WHEN THEY STOP OVERPAYING FOR INKJET PRINTER INK. WATCH NOW

Add / Remove Modules

Spotlight: Music Tuesday

MusicTuesday

OK Go has always been a prime example of how a little video creativity can connect a song to millions of fans. Here's their latest viral hit, along with an exclusive interview in which they reveal just how that Rubie Goldberg contraption was made. We've also got a personal message from singer Damian Kulash on the band's decision to join our music partner program.

OK Go - This Too Shall Pass - RL...
3 weeks ago
9,210,762 views
★★★★★
OK Go

Video Crew Q&A - OK Go - This To...
13 hours ago
18,898 views
★★★★★
OK Go

OK Go - Business Meeting
20 hours ago
9,941 views
★★★★★
OK Go

Behind The Scenes with OK Go - T...
16 hours ago
8,141 views
★★★★★
OK Go

Find your friends on YouTube!

Find your friends from additional networks

Gmail Yahoo! Facebook Hotmail

Learn more | Can others find me?

Inbox

0 Personal Messages
0 Shared with you
3 Comments
1 Friend invite

- Use of 9 YouTube “stars”
- 47.9M impressions, Great CTR
- Over **256,000** Hours of Brand Exposure Time
- Over **11,000** Hours of Brand Interaction Time

User generated content contest with Best Buy

- Thousands of views
- Extend our message
- Engage retail partner
- Fun!



We Support the Stream!



STREAMY AWARDS.

Streamy Award for Best Ensemble Cast went to *Easy to Assemble*



Illeana Douglas accepts
on behalf of the large
ensemble!



STREAMY AWARDS.

@JeffreyHayzlett and @zadi (Diaz) presented the award



Learn...

Top 10 Tips for Shooting Video

Simple tips that will help you shoot great videos

Excerpts:

- Capture the action
- Add variety to your shots - Low, high, wide, close-up
- Take extra footage to tell the whole story



tips & projects  change

Workshop: Shooting Great Videos

In-depth online workshop covering:
camera basics, shooting techniques, lighting and audio tips.

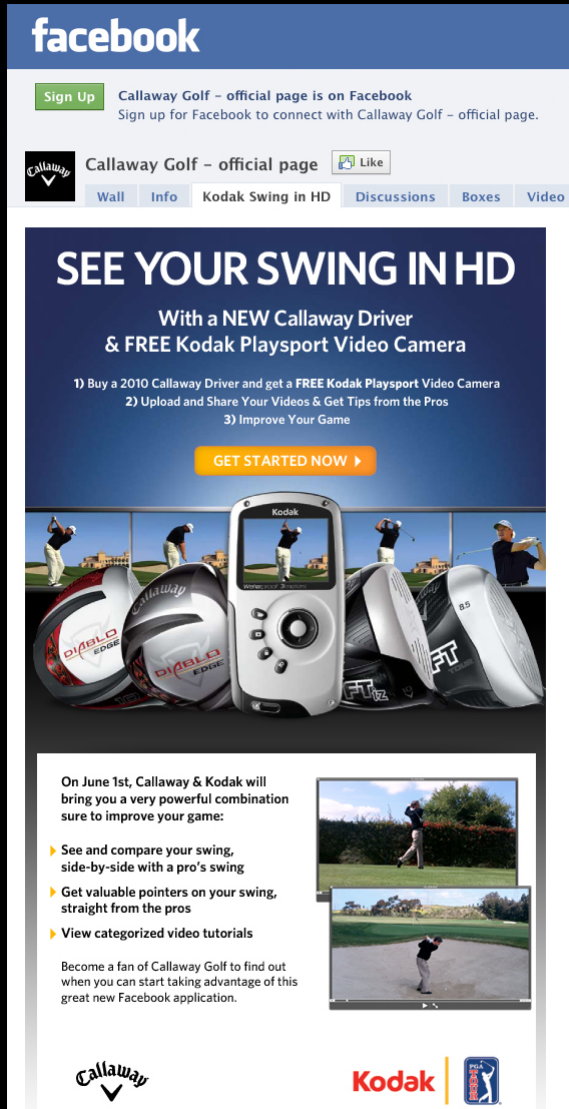
Learn how to:

- Get the shots you want
- Make best use of available light
- Move your camera for best effect
- Capture good clean audio

<http://www.kodak.com/go/videotips>



Callaway & Kodak - Interactive



The screenshot shows the Facebook page for Callaway Golf. At the top, there's a blue header with the Facebook logo. Below it, a green 'Sign Up' button is next to the text 'Callaway Golf - official page is on Facebook'. A 'Like' button is also visible. The page name 'Callaway Golf - official page' is displayed with a 'Like' button. Navigation tabs for 'Wall', 'Info', 'Kodak Swing in HD', 'Discussions', 'Boxes', and 'Video' are shown. The main content area features a large blue banner with the text 'SEE YOUR SWING IN HD' and 'With a NEW Callaway Driver & FREE Kodak Playsport Video Camera'. Below this, a list of steps is provided: 1) Buy a 2010 Callaway Driver and get a FREE Kodak Playsport Video Camera, 2) Upload and Share Your Videos & Get Tips from the Pros, and 3) Improve Your Game. An orange 'GET STARTED NOW' button is at the bottom of the banner. Below the banner, there's a section titled 'On June 1st, Callaway & Kodak will bring you a very powerful combination sure to improve your game:' followed by three bullet points: 'See and compare your swing, side-by-side with a pro's swing', 'Get valuable pointers on your swing, straight from the pros', and 'View categorized video tutorials'. At the bottom, there's a text block: 'Become a fan of Callaway Golf to find out when you can start taking advantage of this great new Facebook application.' The Callaway and Kodak logos are at the bottom.

facebook

Sign Up Callaway Golf - official page is on Facebook
Sign up for Facebook to connect with Callaway Golf - official page.

Callaway Golf - official page Like

Wall Info Kodak Swing in HD Discussions Boxes Video

SEE YOUR SWING IN HD

With a NEW Callaway Driver
& FREE Kodak Playsport Video Camera

1) Buy a 2010 Callaway Driver and get a FREE Kodak Playsport Video Camera
2) Upload and Share Your Videos & Get Tips from the Pros
3) Improve Your Game

GET STARTED NOW ▶

On June 1st, Callaway & Kodak will bring you a very powerful combination sure to improve your game:

- ▶ See and compare your swing, side-by-side with a pro's swing
- ▶ Get valuable pointers on your swing, straight from the pros
- ▶ View categorized video tutorials

Become a fan of Callaway Golf to find out when you can start taking advantage of this great new Facebook application.

Callaway Kodak

Coming to Callaway's
Facebook page on **June 1st**

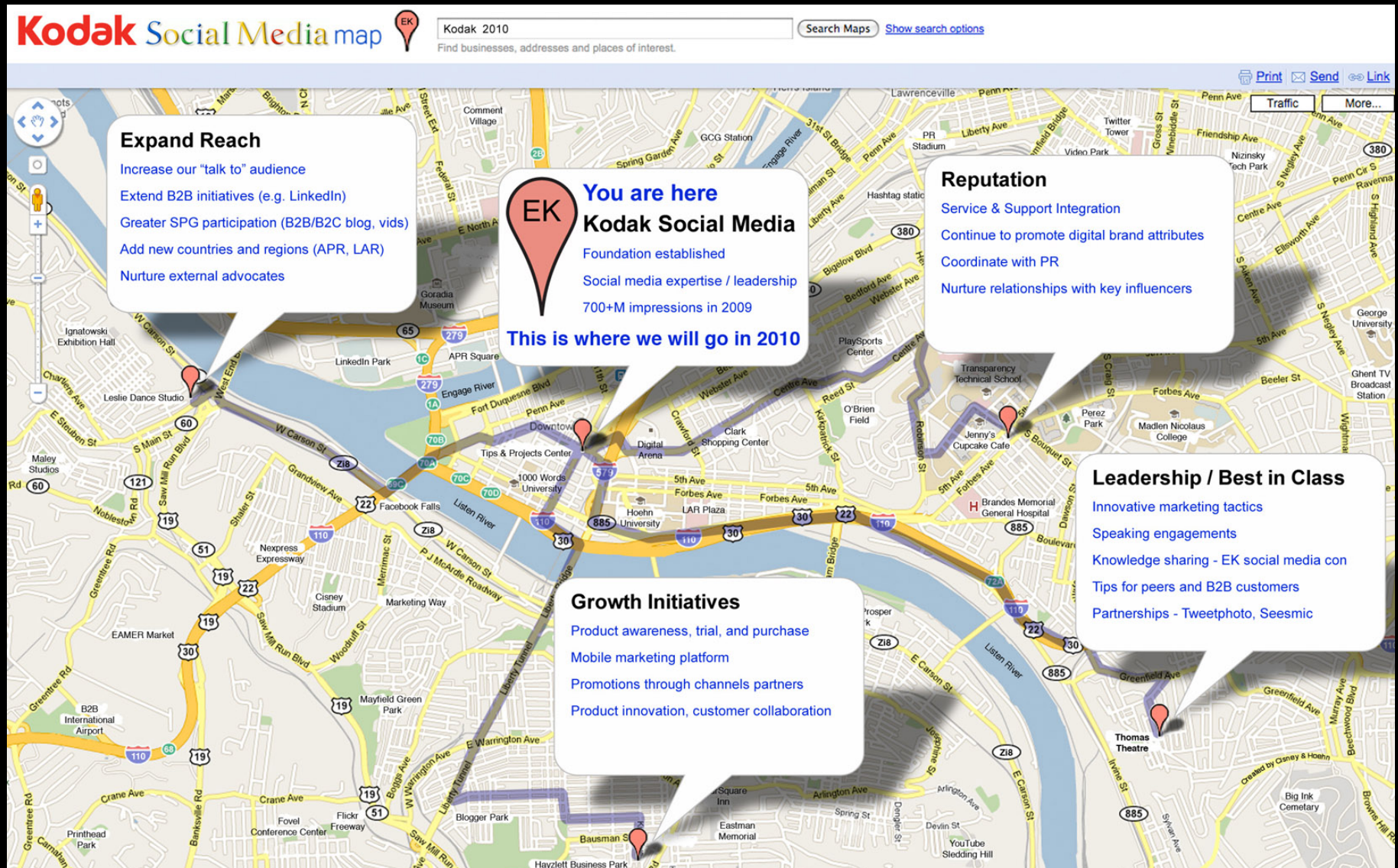
- Upload your swing sequence video
- See side-by-side comparisons of your swing and a Pro's
- Get valuable pointers straight from Callaway Master Staff
- View Categorized Video Tutorials

(long game vs. short game)



<http://www.facebook.com/Callaway>

2010: The Kodak Social Media Map



FollowUs and Tips

www.kodak.com/go/followus



Kodak is finally getting back its mojo
<http://bit.ly/MCDcf>

blogs

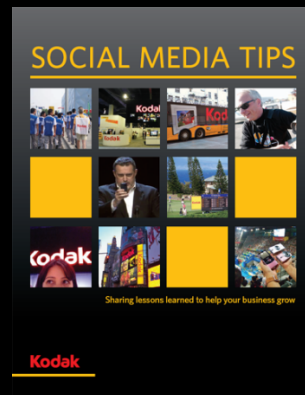
facebook

You Tube™

flickr™

twitter

Social Media



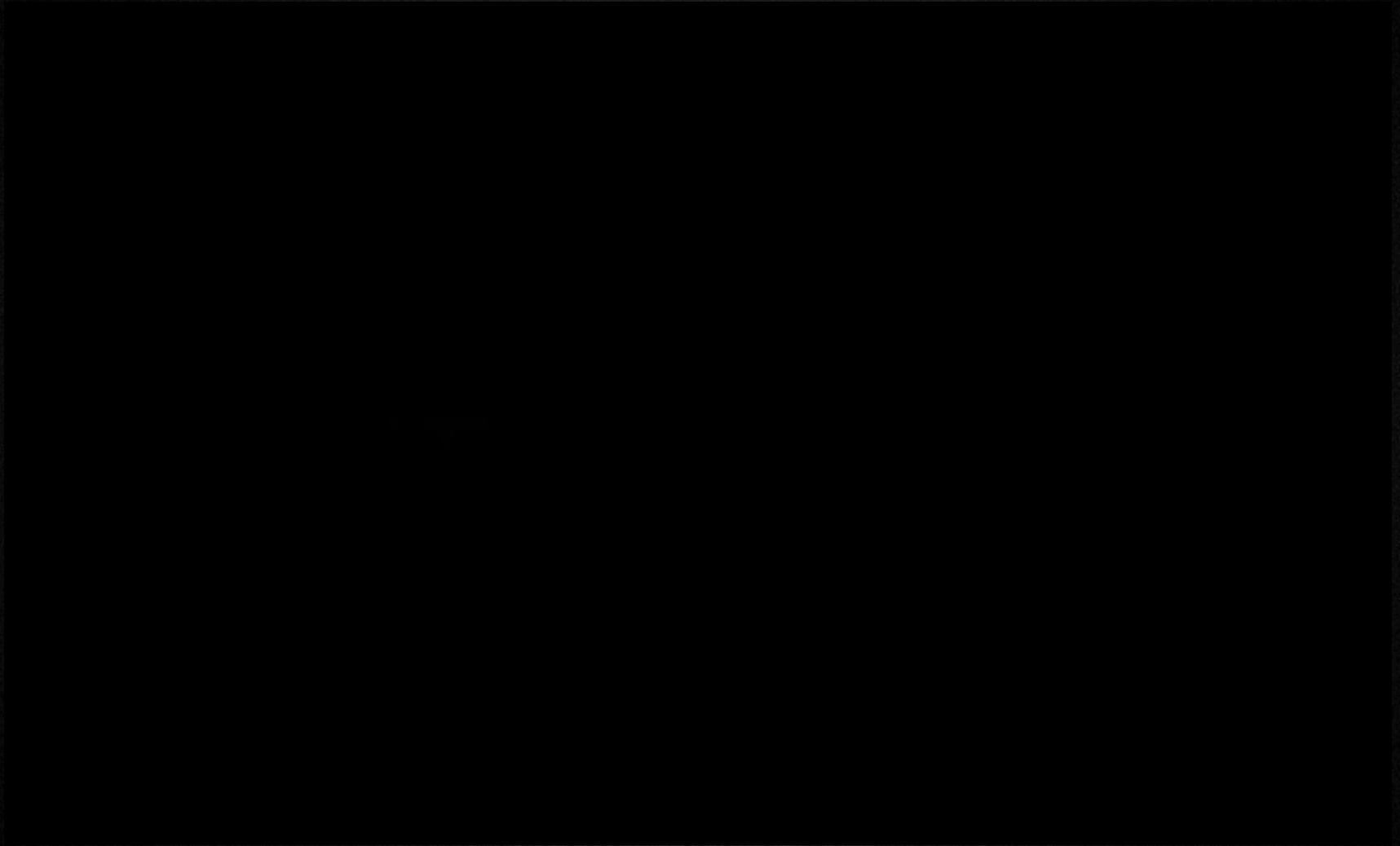
Mobile



Changing the human
fabric of relationships
takes time.



Time To Smile



KODAK Momentum: Our Soul



KODAK Momentum: The Soul and Science of Imaging

Only Kodak creates *emotional technology* that makes it easier to make, manage, and move images and information so people can strengthen relationships.



People don't
take pictures,
they capture
memories,
moments.



When people
share pictures,
the emotional
value of their
images increases.

If moments
aren't shared,
they lose
their power.



A close-up, high-resolution portrait of a woman with dark skin and dark hair, looking slightly down and to the side with a gentle smile. The lighting is soft, highlighting her facial features. The background is dark and out of focus.

The real KODAK Moment
happens when you share.

Our Insight

My memories are what
make me, me.

It's my moments that define
me, that make me special...
but, it's only when I share them
that I become complete.



Reactions



Kodak Momentum