

Client: Kodak

Background:

The most important new product introduction for Kodak in 100 years (digital imaging).

Objective:

Create a sell-in and sell-through program for an entirely new way of generating revenue for Kodak's dealers – a touch-screen-driven, digital imaging 'instant enlargement' system that required a \$20,000 investment on the part of the retailer.

Rationale/Description:

Kodak was trying to sell the cool technology behind the Image Magic Picture Maker. Our research showed that retailers cared about sales per square foot, and in fact were afraid of technology and had no sense of how "some machine" could help them be more profitable. Our test program with Kmart proved that the Picture Maker could generate the highest sales (and profit) per square foot of anything in their store. Hence, our introductory concept became a fold-out 'free trial size' which folded out to the full, six square-foot size of the Picture Maker Kiosk. The piece did triple-duty by acting as a sales presentation tool, direct mail piece and magazine insert. Dramatically demonstrating that this investment represented a "Cash Cow – Without the Cow Part", the 2'x3' foot fold-out highlighted the small space actually needed for the kiosk itself, and focused on the substantial revenue potential, as well as the Retailer Success Program we had developed to help ease the purchase decision.

Results:

Before the Kimball Group became involved, Kodak was struggling with a failing test program with only about 1,500 units placed worldwide. We began the turn-around with a highly-successful test in 217 Kmart stores, which resulted in a sale to equip their entire chain. With those results in hand, we kicked-off a larger sales push with the "Moo Mailer" and other dealer/channel support programs that turned a \$2 million marketing investment into a \$200 million business in less than two years! The number of units in use grew to 10,000 in the United States and 20 foreign countries. The 'Moo Mailer' (and the strategic and tactical work behind it) ranks as perhaps the most successful product introduction concepts ever for Kodak.



Kodak Sales Brochure



Kodak Image Magic Picture Maker



Sears Product Guide

Client: Sony

Background:

Sony is the giant Japanese electronics and entertainment conglomerate known for their aggressive marketing and willingness to make long-term investment in products and services.

Objective:

Numerous materials and promotions were created and implemented with a diverse range of goals including product education for Sony retailers and the retail sales force, and consumer awareness of Sony retailers and products. The goal was to produce a body of effective, targeted work designed to rise above the stereotypical agency attitude of producing an ad and providing an invoice.

Rationale/Description:

To produce results that would keep Sony products and services selling successfully, The Kimball Group focused on the success of the retail channels with atypical advertising materials.

The Sears product guide was distributed to Sears Brand Central retail outlets to educate the sales force on all Sony Products. The easy-to-use brochure allowed their sales teams to offer higher-level and more knowledgeable customer assistance. The Sears product guide reinforced Sony's image as a high-technology leader.

The Chicago Cubs baseball promotion was a hit with the team's loyal fans. It was co-sponsored by Sears, PlayStation, and the Chicago Cubs. Nine Sony products were given away at each of the Cubs' home games – one prize per inning. The give-away matched winning ticket stubs with seat numbers. When a winning seat was called, the ticket holder could redeem their ticket stub for the prize and receive immediate gratification right at the game.

The WebTV Guide was created to educate the customers of Montgomery Wards about WebTV – a Sony product that is widely misunderstood by the public. The guide clearly explained what WebTV is, its features, and how it works. The guide listed benefits with an emphasis on affordable cost, ease of use, and Web sites where customers could get a concept of the variety of information available through WebTV.



Chicago Cubs Promotion



WebTV Guide

STATIONERY SYSTEM: RADIATE



STATIONERY SYSTEM: MONITORSDIRECT

