



Kodak - Brand Integration & Olympic sponsorship leverage

The Kodak logo, consisting of the word "Kodak" in a bold, red, sans-serif font, is centered between two horizontal yellow bars.

Key message

- As Top Sponsor of the Olympic Games, Kodak wanted to leverage their sponsorship of Torino Winter Olympics 2006 and use the Games to promote their new Digital Photo Solutions.
- Kodak also wanted to reposition the brand on a younger target audience: shift from Tradition & Emotion to Modernity & Passion

Markets

- Key countries: UK, Germany, France, Italy, Spain, the Netherlands, Scandinavia, Russia, Poland, Greece, Turkey

Targets

- Upmarket, Women, Youth

Environment

- Wintersports & Winter Olympic Games



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On the road to Torino '06

Optimize Kodak association with Wintersports through an association with Eurosport strong brand: “Winterpark” by Kodak.

- Eurosport Winterpark

- 800h broadcast on Eurosport & Eurosport 2
- 1 European out of 2 tuned into Eurosport’s Winterpark across the season - 143 million viewers

- On-air & online presence

- Integrated logo in the on-air & online look of the Winterpark.
- Rectangle ads & buttons on the Wintersports section

- Communication support

- Use of “Winterpark by Kodak” composite logo in all promotion.
- All PR activities fully Kodak branded (press releases & conferences, programmes, TV listing magazines).



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Kodak

During Torino '06 Winter Olympics

Eurosport's challenge was to develop a multimedia concept that would allow Kodak to fulfil its brand transformation needs: innovation and modernity.



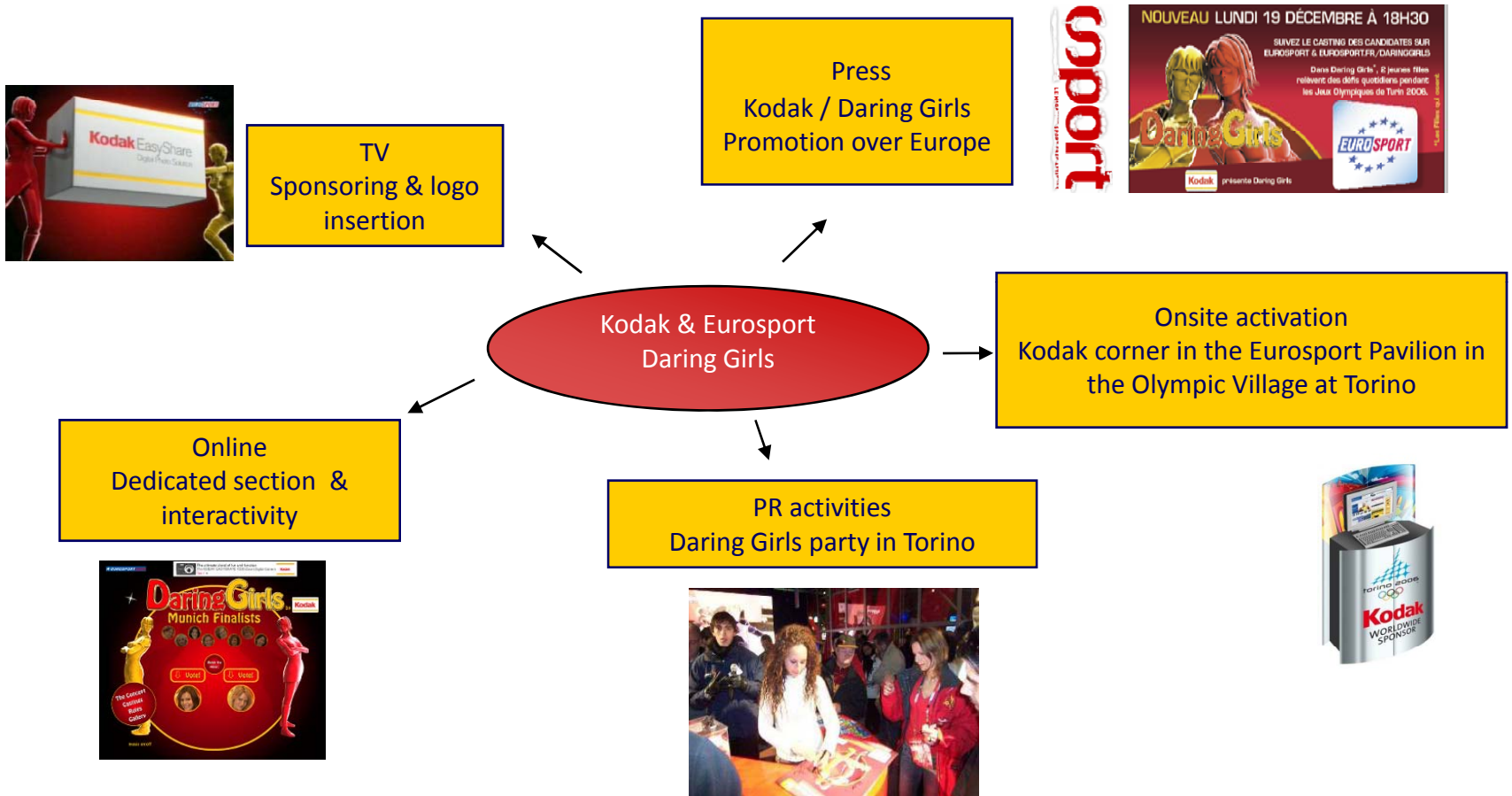
- Daring Girls tailor-made program

- A fun and interactive TV show where two young women carried out challenges at the Olympics, giving viewers a glimpse of the atmosphere behind-the-scenes.
- Complete look & feel integration on all Eurosport platforms contributed.
- A concept structured in 3 phases:
 - ⇒ Recruitment (*Nov–Dec 2005*). Online registration & pre-selection for the casting.
 - ⇒ Casting (*Dec 2005 – Feb 2006*). 4 sessions in 4 cities - Selection by jury & online votes.
 - ⇒ The Games (Feb. 10th–26th, 2006). Daring Girls competition around daily challenges.

- Olympic Sport Instant

- Vignettes series showing the best moments of the day: best moves, emotional instants, medals ... build on Kodak's brand heritage as "image expert" through a customized on-air look with camera effects.
- Leverage on the sports theme and a modern & young angle to bring modernity/passion and friendship to Kodak's brand.

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The Kodak logo is displayed in red text, centered between two horizontal yellow bars.

Benefits & results

- The campaign came to a high during the Olympic games in Torino. These games were the most successful ever on the channel: 140 million viewers - 31 million per day.
- A huge success for Daring Girls:
 - 28 million different viewers followed the adventures of Kathi & Fabie on Eurosport.
 - 25,000 subscribers played and voted on eurosport.com
 - Kathi was the winner of the game & had the opportunity to be a reporter for Eurosport in Germany during the football FIFA World Cup.
- Being an official Olympic sponsor & being present on Eurosport through the Daring Girls sponsorship and advertising allowed Kodak 3.5 times more unprompted recall amongst Eurosport viewers than non-viewers.

Testimonial from Antoine Dreyfus, Director Consumer marketing:

"The association between Kodak & Eurosport on the « Daring Girls » program was a successful & innovative approach to further enhance our long history of Olympic Sponsorship. With this program, we managed to reach a target group which is not familiar with Kodak digital offering."

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Daring Girls recruitment spot



Billboard integrating the new V570



Logo Insertion



Internet Ad Rectangle



Olympic Sport Instant



Billboard integrating the new V570



Internet Ad Rectangle