

CASE STUDY: Kodak

Kodak Zi6 and Zx1 Pocket Video Cameras

Testimonial



Susan Chan
Kodak
Marketing Manager
Australasia

“Our unmet challenge was harnessing the power of Word of Mouth in our marketing plans, in a defined, organised and measurable manner. With the help of T garage, we could for the first time create a successful Word of Mouth Program to support a National product launch. We were very happy with the results, and in particular with the strong commitment shown by T garage in making this program work.”

Campaign Objectives

- ▶ Create awareness for Kodak Pocket Video Cameras
- ▶ To associate Kodak with fun, easy to use, good quality
- ▶ To insert the products into the consideration set for purchase
- ▶ To grow Word of Mouth Vibe around this product category for Kodak on a small but highly targeted scale before the main launch of Zx1 in Q2 2009

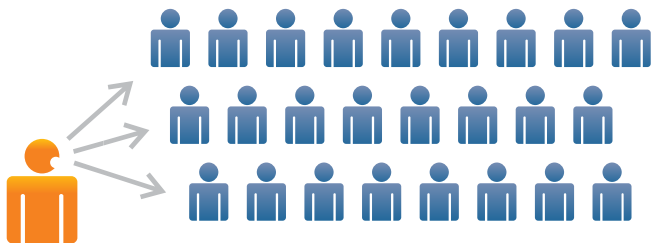
Strategic Approach

- ▶ Engage 45 Influencers in a Word of Mouth program.
- ▶ T garage patented Fractal profiling to invite consumers who are tech savvy and keen digital camera and filming enthusiasts
- ▶ Influencers were asked to post a short video clip online using their own video recording devices and to share the url with their friends and family. The top 45 videos which were most viewed, highest rated and were the most creative received a Kodak Zi6 Pocket Video Camera
- ▶ The Zi6 Agents with their natural passion for the category created another short video clip which they posted in Viber TV which generated significant virtual world reach

Results

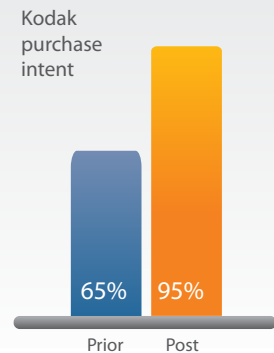
Highly Persuasive Reach > 300,000

- ▶ 648 Influencers identified with 45 passing through the 'creative filter' to become a Kodak Vibe Agent for the Zi6
- ▶ On average, each Agent reached, through their social network, 430 people
- ▶ Pass-on total reach over 3 generations was estimated 302,000



Brand Performance

- ▶ Kodak purchase intent: Prior 65%, Post: 95%. A massive 30% point increase.
- ▶ Net Promoter Score improvement of 63%
- ▶ Brand sales performing strongly over the WoM campaign period



Brand Experience

- ▶ There was over 52,000 Kodak Program page views educating and promoting the Pocket Video Cameras.
- ▶ Physical, real world product experience magnified through face-to-face and virtual Word of Mouth pass-on.
- ▶ 67% of conversations took place face-to-face
- ▶ 88% of Agents thought that Kodak was better than 'all' or 'most' other brands of image capture equipment. An increase of 28% from pre-exposure to brand

We'll spread the word



Consumer 2-way Engagement

- ▶ Over 400 Conversation Reports written by 45 Influencers indicating their level of category and brand engagement
- ▶ Engagement with the Program was shown in creative videos, photos and consumer verbatim.

“We were in a crowd at the museum and everyone wanted to know what it was so in the end I was giving about 50 people a demonstration”

