

Creative Brief: Kodak EasyShare LS443 Digital Camera

Problem

Kodak is a well-known brand in the photography field as a producer and processor of great film and film products. Unfortunately, they have yet to establish themselves as a leader in consumer-level digital imaging.

Product / Background

The Kodak EasyShare LS443 is a solidly built digital camera with the ability to take high resolution, high quality pictures right out of the box. Its compact size and superior construction makes it a fantastic digital camera for everyday family functions and vacations. Mothers and children will love it for its user-friendly, automatic controls, while dad will enjoy the hundreds of high-tech features. The LS443 is bundled with the EasyShare docking system and software that enables simple transfer, print, e-mail and organization of photo images.

Target Audience

Family oriented, married fathers with an affinity for electronics and whose youngest child is under six years old, are the primary target audience. The secondary markets are married women with children, who may also play the role as the main purchase influencer of the primary target market. Both audiences have moderate-income levels, active family lifestyles and are probably buying their first digital camera. They are best served with a camera that has both automatic and manual controls.

Objective

Relying on a trusted brand name, there must be a shift in the target audience's perceptions of Kodak from a film company to a high quality, consumer level producer of digital cameras. This must be accomplished while simultaneously addressing the secondary market and main influencers of the primary market.

Key Promise

The LS443 is a point-and-shoot digital camera that enables any user to easily snap, store and organize professional quality images and easily access the high-performance manual controls.

Support

Using images of children accomplishes two goals. First, it appeals to fathers and mothers on an emotional level, reminding them that their children deserve the best. Secondly, images of children subliminally suggest that the camera is so easy to use, that even a child can operate it.

Personality of Ad

The ad must be kind-hearted, thought provoking and family oriented with emotional appeal towards the primary and secondary audience.