

EASTMAN KODAK SHOPPER MEDIA WORKSHOP



VSN Strategies led a workshop on Intelligent Digital Signage for a cross-functional group of Eastman Kodak, engineering, R&D and marketing executives at the company's headquarters.

SITUATION:

Eastman Kodak, which once dominated the global photographic film industry with overwhelming R&D and manufacturing prowess, has undergone a metamorphosis into a digital imaging business with notable success. One promising area where it might apply its considerable portfolio of technology knowhow is in-store digital signage. While Kodak has decades of experience distributing its own consumer products at retail, it has much to learn about providing marketing communications channels within the store environment.

BACKGROUND:

A senior Kodak R&D director witnessed a presentation by VSN Strategies principal James Tenser at the Digital Signage Expo. Kodak subsequently requested assistance from VSN with opportunity analysis and idea generation.

ACTION:

VSN Strategies led a full-day exploratory workshop at Kodak headquarters that was attended by a group of 10 engineering, R&D and product marketing executives, including the CTO. The session began with a detailed review of the then-present state of the Shopper Media marketplace. The subsequent discussion was highly interactive and centered upon the potential application of existing Kodak intellectual property and knowhow to the development of:

- Shopper Media (Advertising Networks)
- Digital Signage Hardware (Screens and Switches)
- Digital Signage Software (Digital Asset Management)
- Implementation and Measurement
- Technology Development and Licensing

Workshop Deliverables included an Industry Overview slide deck and a Post-Meeting Summary memo capturing the substance of the ideation discussions.

RESULT:

Kodak continues to expand its leadership in consumer imaging and business services. It has not yet revealed any firm plans to enter the in-store digital media business.

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