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Kodak gets a better shot at product placement

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Product placement: Kodak Australia has appointed product placement and branded entertainment agency In Shot to exploit these areas for its brands in Australia.

Focusing mainly on Kodak's Digital and Film Imaging Systems division, In Shot will work initially on product placement opportunities and will advise

Kodak on branded entertainment partnership opportunities as they arise.

In Shot MD James Grant Hay said the agency had already identified a number of potential placement opportunities, the new series of *Queer Eye for the Straight Guy* on Network Ten among them.

"Technology innovations have created enormous opportunities for companies to market their products using entertainment vehicles," Kodak DFIS Australia

sia GM Stephen Morley said.

"We have adopted a significant leadership position in digital and will continue to grow our number one market position. Integrating our products with the right content vehicles will help us showcase our innovative technologies."

Grant Hay added: "It is fitting that a company whose reputation has been built for over a century on its world-class imaging capabilities should form part of

our client base. Kodak is the market leader in digital, and we expect to deliver a range of innovations across the industry."

Separately, In Shot, which is in the process of signing up a raft of new clients, according to Grant Hay, has employed Sponsorship Information Services to measure the advertising effectiveness and impact of its TV product placements.