

Challenge

Kodak partnered with Brickfish to create a unique user-generated campaign promoting awareness of the KODAK EASYSHARE AiO printers.

Solution

The Brickfish solution for Kodak was to launch the “Pricey Ink – You’re Fired!” photo campaign.

Promotional efforts were targeted towards consumers of home printers and included promotional efforts that utilized the brand’s sponsorship of the hit show *Celebrity Apprentice*, an email blast to their database, and promotion on their microsite and Kodak.com.

Results

The “Pricey Ink – You’re Fired!” campaign received over 4,000 entries and generated more than 1,100,000 consumer engagements. The campaign was shared on over 4,000 URLs from sites including MySpace, hi5, LiveJournal, Tagged, myYearbook, and Facebook. Each participant spent an average of 20 minutes with the campaign.



“This really is a Kodak moment. The photography is amazing too! I won one of the KODAK 5300 AiO printers...and I gotta say...IT ROCKS!!! A marvelous Kodak Moment. This is a very lovely picture”

- Winner
Pricey Ink - You’re Fired Campaign



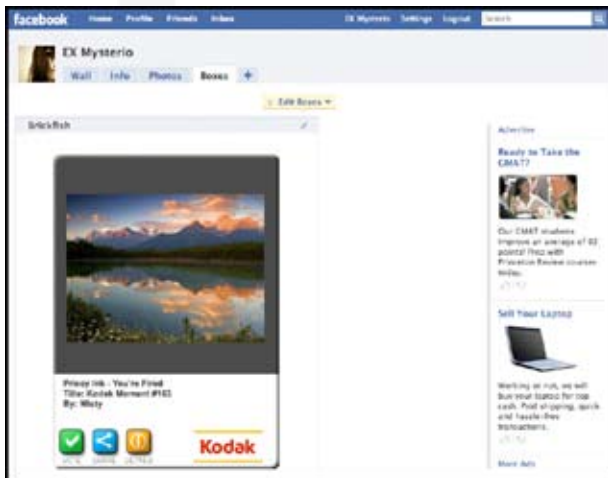
Campaign in Action

Campaign is launched on Brickfish.com® and supported through an email blast and promotion on the Celebrity Apprentice microsite and Kodak.com.



Over 2,600 consumers submitted their Kodak Moment to the campaign.

Consumers share the campaign and their photos with their social networks.



The campaign reaches almost 4,000 URLs and spreads across the country, generating almost 1,100,000 consumer engagements.