

# SO Kodak

Three of today's hottest young recording artists - Drake, Trey Songz and Pitbull - will each answer that question in their own unique way as part of an integrated marketing campaign celebrating what it means to be "So Kodak." The campaign coincides with the introduction of the newest KODAK EASYSHARE Digital Cameras featuring Kodak's exclusive Share Button. The Share Button makes it easy for consumers to share their pictures and videos with their social network.

The campaign draws on the brand's unique position in pop culture to engage young, socially connected consumers. It will feature a series of broadcast spots directed by award-winning director Chris Robinson along with online advertising, radio, exclusive events, social media engagement and consumer promotions.

Kodak will launch its new campaign in New York City on October 5 with a special exclusive performance featuring the three artists.

## INVITATION-ONLY PERFORMANCE ON OCTOBER 5<sup>TH</sup>

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### CHECK OUT THE ARTISTS

VIDEOS



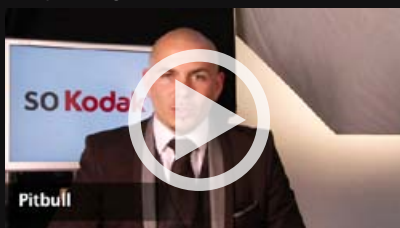
Trey Songz

Trey Songz



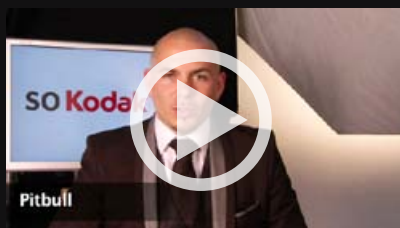
Drake

Drake



Pitbull

Pitbull



Pitbull

Pitbull en Español

PHOTOS



Trey Songz



Drake



Pitbull

### LEARN MORE AND TELL US WHAT YOU THINK

[A Thousand Words](#)



Kodak

[KodakTube](#)  
KodakTube's Channel



### FOR PRESS

#### PRESS MATERIALS

- **SO KODAK** PRESS RELEASE - ENGLISH
- **SO KODAK** PRESS RELEASE - SPANISH
- **KODAK** PRODUCT PORTFOLIO
- **IMAGES**

#### CONTACT

Krista Gleason, Kodak  
krista.gleason@kodak.com  
585.724.5952

Nicole Tehan, Ketchum  
nicole.tehan@ketchum.com  
646.935.4032

[Share](#)

### FOLLOW THE ARTISTS

Trey Songz

[TREYSONGZ.COM](#)



Drake

[ALLTHINGSFRESH](#)



Pitbull

[PLANETPIT.COM](#)

