

CASE STUDY

Reto



RETO



Founded in 2019, Reto was started by a group of film photography enthusiasts with a focus on not just bringing back the film camera but reinventing it. Their Kodak cameras pay homage to the classics, utilizing retro designs and available in multiple colors with additional features including built-in filters, coated lenses and a threaded adapter to accommodate a tripod.

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Reto's journey began with launching its own branded 3D camera. Unfortunately, they realized that there would be challenges in building a global brand. In addition, they wanted to take advantage of the growing demand for film cameras that was quickly building among younger buyers. In line with Kodak's legacy of innovation, the Reto team created a film saving solution, giving users the ability to capture half frame photos, thereby doubling the number of pictures that can be captured on one roll of film.

The power of the Kodak name even enabled Reto to negotiate a partnership with BT21 – a challenging task considering the brand's popularity. BT21 is a brand and collection of animated characters developed by the South Korean boy band BTS in collaboration with toy manufacturer Line Friends. The special edition camera is co-branded Kodak and BT21. The set includes a strap, carrying case, and character stickers designed for placement on the camera.





“It’s quite difficult to create your own brand from scratch,” stated Vivienne Tsang, Sales and Marketing Director, Reto Production Ltd. “From the onset, Kodak was the first brand that came to mind. When I think about Kodak, I immediately see the red and the yellow colors standing out among packaging, retail signage and billboards across the world.”

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In addition to cameras, Reto offers accessories including camera straps, film cases and camera wraps. Since licensing the Kodak brand four years ago, Reto’s sales continue to beat expectations annually, led by the United States market.

“Reto’s approach to the market is consistent with Kodak’s history of developing innovative film and camera products, said Clara Fort, Vice President of Global Licensing at Eastman Kodak. “The Kodak brand, combined with their technological prowess, will enable them to continue fulfilling the demands of a new generation of film camera users worldwide.”

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