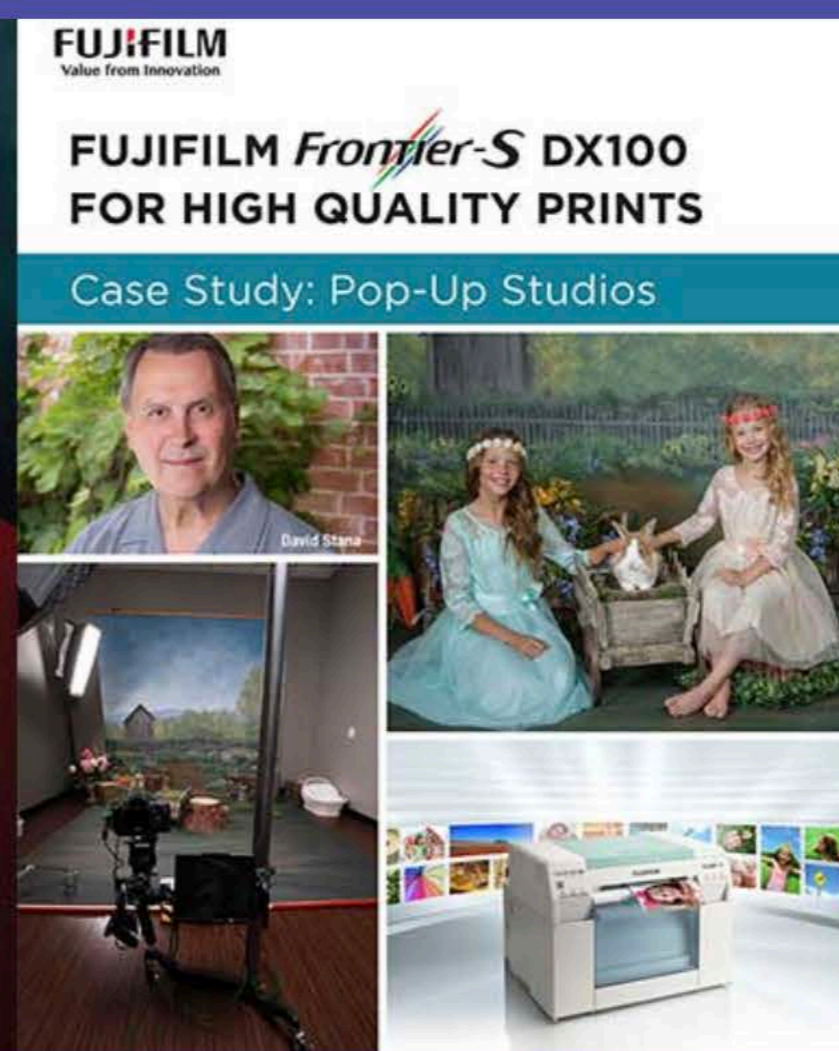
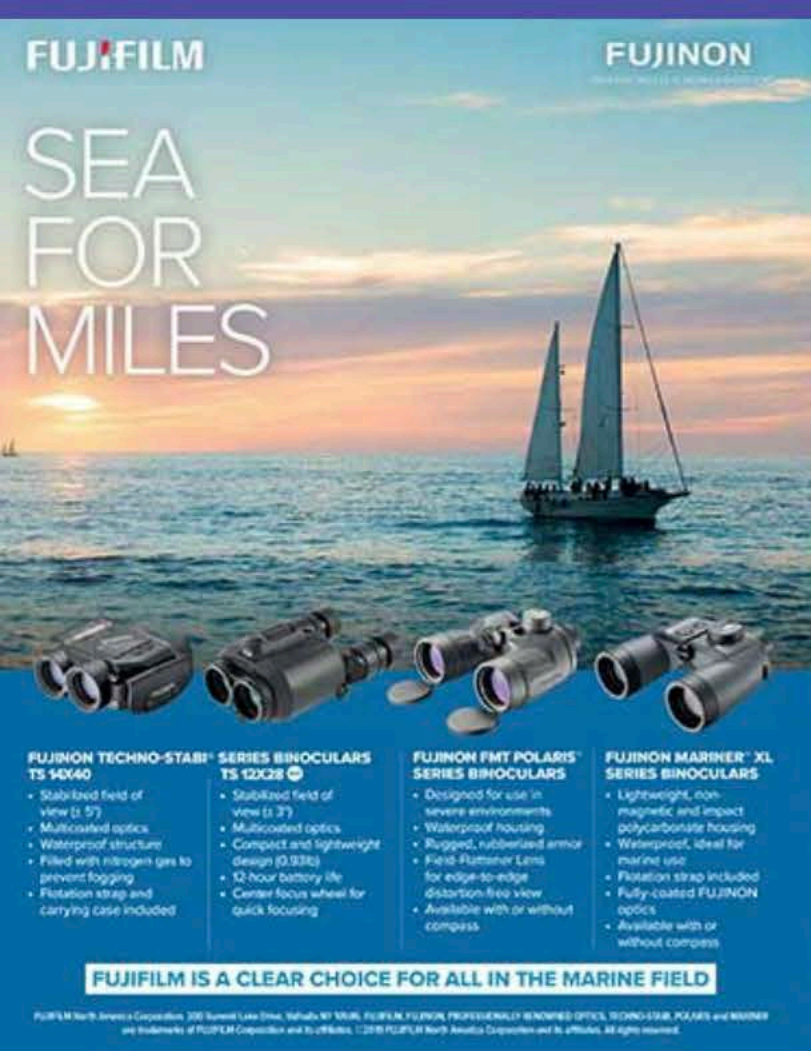


The FUJIFILM Holdings America Corporation Corporate Communications department (HLUS-CC) is a strategic shared services resource for the Americas region.

HLUS-CC offers expertise across a diverse range of specialties including creative positioning/conception, strategy, messaging and design; crisis & issues management; public relations and public affairs strategy and execution; employee communications; copywriting; web development and management; brand management and governance; media planning; print production; trade show support; ...and more.

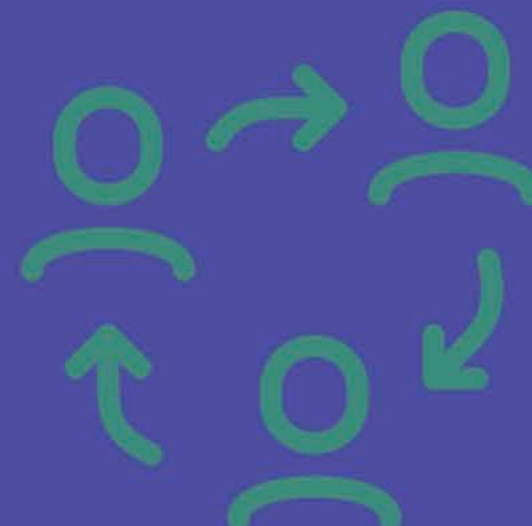
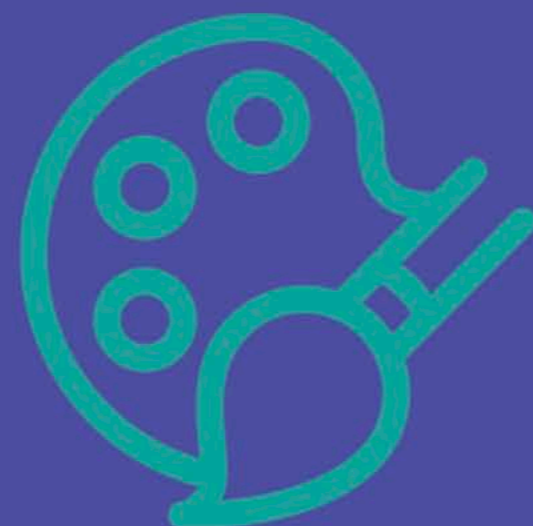
We look forward to collaborating with you on your upcoming campaigns. To work with us, please begin by completing the creative brief linked to the right.



MEET THE TEAM

Joe Metzger

VP Corporate Communications
joseph.metzger@fujifilm.com



Wendy Lamanna

Dir Digital Marketing Comm
wlamanna@fujifilm.com

Crystal De Souza

Karen Piehler

Sr Manager Creative Services
kpiehler@fujifilm.com

Kim Raiola
Robert Crump
Scott Lavalley
Matt Wylong

Christine Jackman

Sr Manager Corporate Comm
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Robert Wallace
Dan Carpenter

Danielle Brown

Sr Manager Corporate Comm
danielle.brown@fujifilm.com

Marissa Confredo



The Fujifilm Creative Services Department is a company-wide creative resource, offering expertise in graphic design.

Our specialty is creating results through careful review of our clients' needs and goals. In addition, we are experienced in working within Fujifilm's brand guidelines.

We look forward to working with you on your upcoming projects. To work with us, please begin by downloading the Creative Brief and emailing it to Karen Piehler – kpiehler@fujifilm.com

If you are interested in using our services please click the button to download and fill out our creative brief and we'll happily start.



DIGITAL DESIGN

- Web banner marketing
- E-blast marketing
- Website design
- Social media assets
- Custom logos

PRINT PROMOTION

- Brochure design
- Billboards
- Posters
- Ads
- Packaging
- Point of sale/display
- T-shirt design

VIDEO

- Corporate
- Commercial
- Video billboards

TRADESHOW

- Planning, design and execution
- Logistics
- Show contracts
- Hotel selection/contracts
- Badges
- Coordinating printed graphics

PRINT/PRODUCTION

- Management
- Direct mail
- Fulfillment



Our print production services ensure you receive the best price, and top quality for your print project. We have a comprehensive bidding process, and long-standing relationships with Fujifilm Graphic Systems approved vendors.

We look forward to working with you on your upcoming projects. For any print production, premium request or fulfilment projects, please begin by downloading the Creative Brief and emailing it to Kim Raiola – kraiola@fujifilm.com



Print Service and Direct Mail

Print Services Offered

Brochures, sell sheets, posters, pocket folders, packaging and pos displays. Custom displays, header cards, die cutting and lamination.

Offset, digital and wide format printing.

Matching of PMS colors, metallic and DayGlo inks and finishing options like aqueous coating and spot varnishes and uv printing.

We use FUJIFILM approved vendors to accomplish your objectives while supporting other divisions/companies within Fujifilm.

Direct Mail Printing

Personalized match mailings as well as direct mail campaigns and self-mailers. Fulfillment services and our printing vendors can make this happen. We can target customer's categories and specific household requirements including purchasing of lists.

List purchasing and Data Processing and basic presort and NCOA to fulfilled and mailed.

Same Day Holiday Cards in Sets
Envelopes included with all cards.

- 4x8 Photo Cards**
Set of 20
Was \$792
Rollback \$792
- NEW 4x8 Card Stock Stationery Cards**
Set of 20
Was \$1788
Rollback \$1788
- NEW 5x7 Card Stock Stationery Cards**
Set of 20
Was \$2688
Rollback \$2688
- NEW 5x7 Card Stock Stationery Cards**
Set of 20
Was \$2488
Rollback \$2488
- 5x7 Photo Cards**
Set of 20
Was \$1188
Rollback \$1188
- 5x7 Linen Stationery Cards**
Set of 20
Was \$1488
Rollback \$1488

Availability varies by store.

A gallery of Good Cheer
MADEWHILE YOU SHOP

- A. 12x12 Four Canvas \$19.96
- B. 11x14 Photo Canvas \$29.96
- C. 8x10 Mounted Photos \$32.96
- D. 5x5 Mounted Photo \$8.96

Walmart Photo
702 SW 8th Street
Bentonville, AR 72716-6611

Smile bright and Give Joy

Happy Holidays

Fulfillment, Rebates, Sweepstakes, Print On Demand

Fulfillment Processing Fujifilm has a contract with a comprehensive suite of fulfillment services combining the following:

- Order fulfillment
- Warehousing
- Pick Pack and Ship
- Custom kitting and shipping Website for ordering POP and Sales Materials Dedicated Account Management Team Custom Fujifilm Website for Rebates or Buy one get one Telemarketing and customer support call center Real time ordering

Sweepstakes

Our fulfillment vendors can also offer processing and fulfillment of sweepstakes winners and is a certified vendor. We also have an outside company to prepare sweepstakes rules and complete all sweepstakes bonding if necessary.

Print Services

Our fulfillment center offers Print on Demand opportunities, so instead of storing and warehousing certain brochures they are printed and shipped so there are no storage costs associated with the order.

The fulfillment Center also offers the print and maintenance of the Fujifilm resources website that has the current Fujifilm Business Card templates for all the separate Fujifilm business cards.

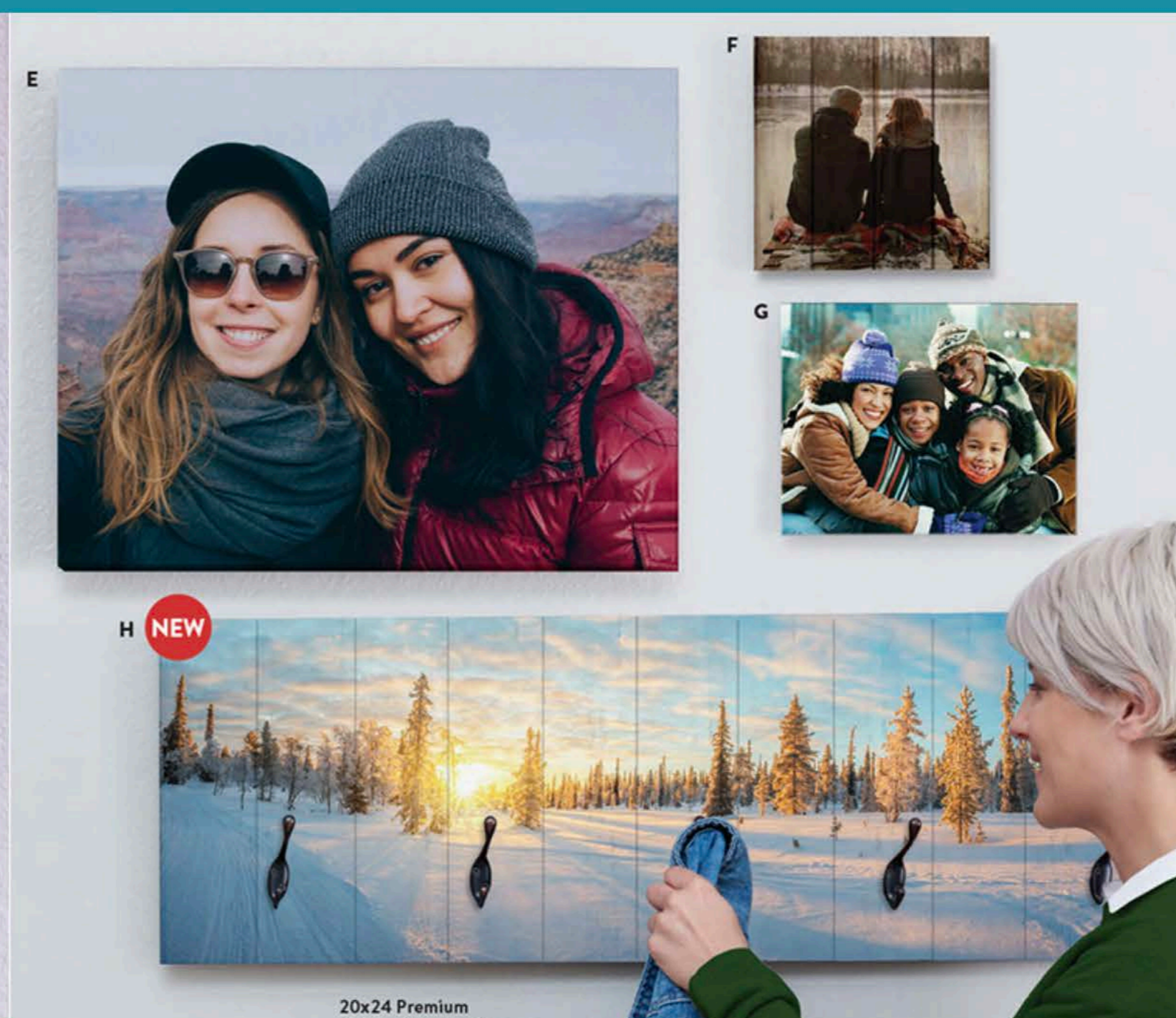
Premium Sourcing and Production

Whether you are looking for a specific branded item or just want to brain storm some ideas, we have several vendors that make us a one-stop source for promotional items of all types, shirts, sales awards and all other branded promotional products. If you are not sure what you want let me know and we will do some research on the appropriate items for your promotion or event.

We are able to keep pricing down by utilizing items purchased already by other Fujifilm Companies as a tag on their order and are normally able to provide any samples you may need free of charge. We can source both in USA and custom overseas products with the appropriate lead times.

The possibilities are endless and are only limited by your imagination.

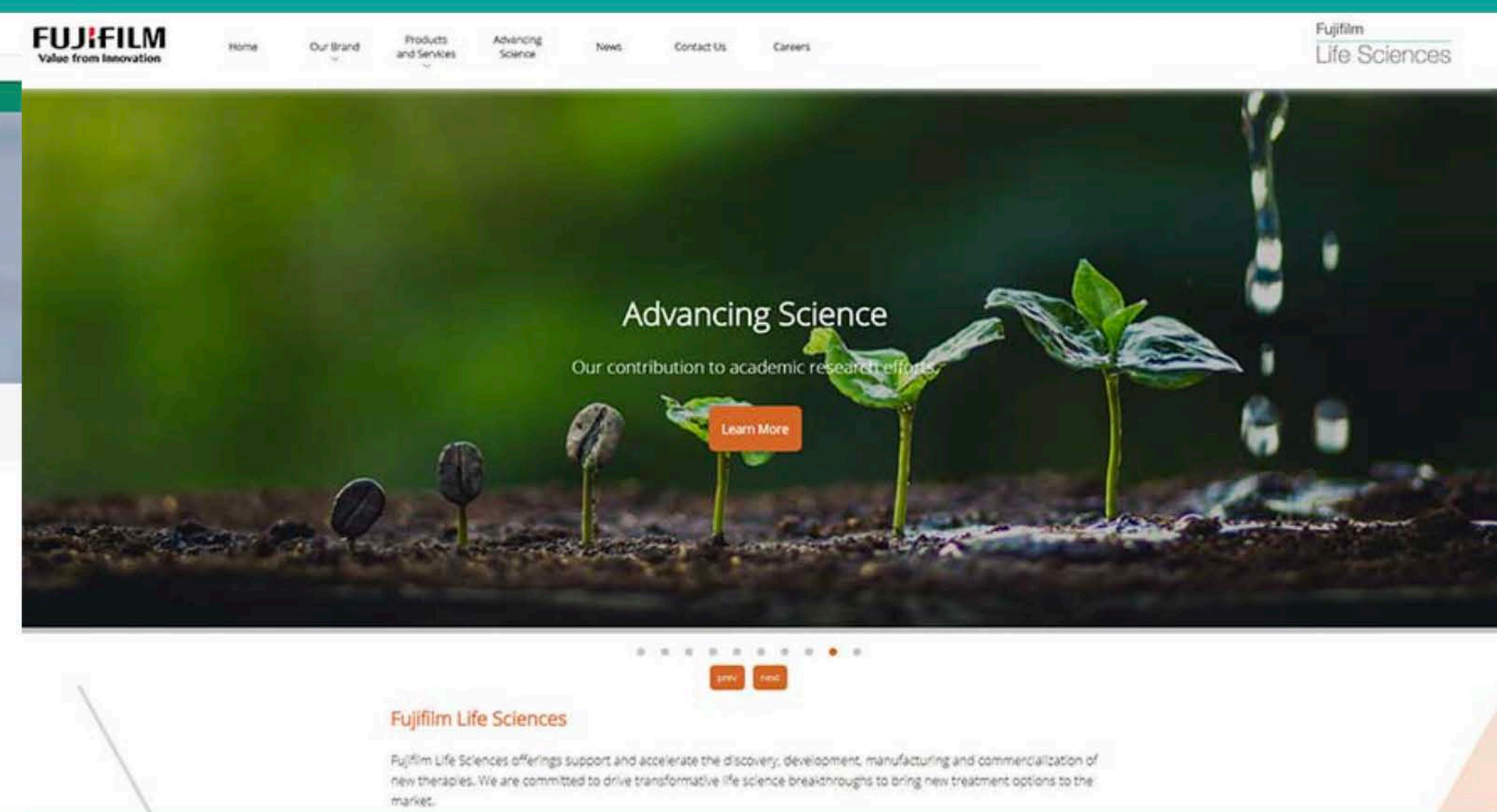
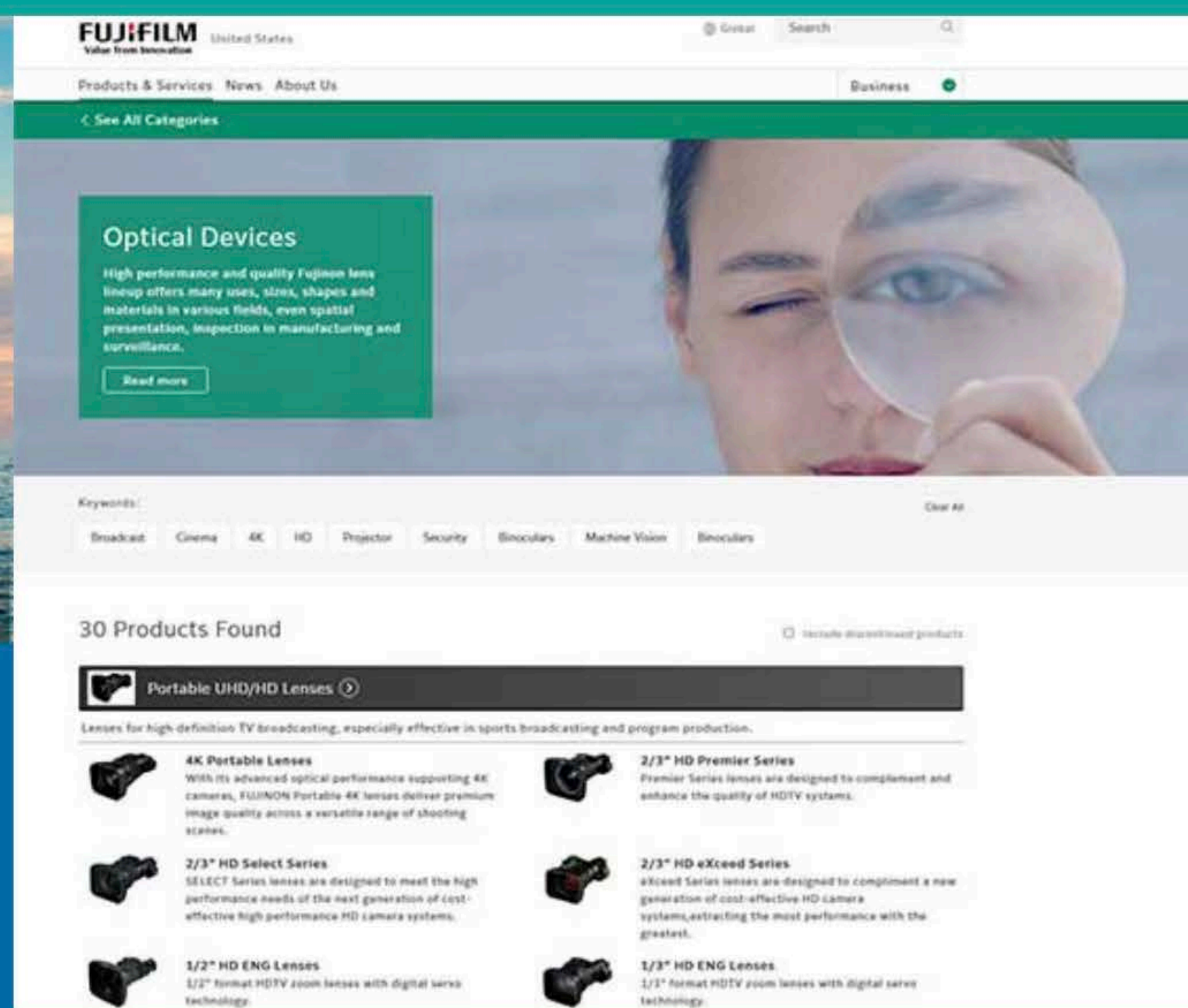
If you'd like our support, please fill out a creative brief and submit to Kim Raiola kraiola@fujifilm.com.



From comprehensive advertising and results-based solutions to full service web management, design and development, Marketing Services offers the expertise you require to build your brand and customer base.

Below is a list of our services. If you are interested in discussing your project with us, please contact Wendy Lamanna - wlamanna@fujifilm.com.

If you are interested in using our services please Click the creative brief button to download and fill out our creative brief and we'll happily start.



WEBSITE MANAGEMENT AND DEVELOPMENT

- Develop websites on secure platforms
- Ensure website software is up-to-date with latest versions
- Domain name and website security purchases and renewal management
- Implement and manage contests and sweepstakes
- Meta tag development & implementation
- Search engine optimization

ONLINE ADVERTISING PLANNING, BUYING & POST ANALYSIS

- Content marketing pay per click & cpm content marketing
- Pay per click & cpm advertising
- Banner and interactive rich media advertising
- Social media advertising after rich media advertising
- Email marketing and list purchasing
- Search engine marketing (SEM)

PRINT ADVERTISING

- Newspapers
- Magazines
- Journals

EMPLOYEE COMMUNICATIONS

- Content management and communications

BROADCAST ADVERTISING PLANNING, BUYING & POST ANALYSIS

- National & cable Television
- National & spot radio
- cinema

OUTDOOR ADVERTISING

- Billboards



Fujifilm's full-service public relations team delivers expertise across public/media relations, thought leadership, executive and employee communications, community relations, social media and more. Our team has the business acumen to match our media savvy, driving programs to instill media interest and overall excitement in the brand. Public relations will work with your team to help develop programs that drive awareness among key customers, prospects, partners and influencers.

We leverage our strong relationships with all Fujifilm companies in North America as well as our ties with global Fujifilm company offices including our headquarters in Japan.

Let us help you translate your ideas into impactful strategies and initiatives. We stand ready to support you across the following services and beyond.

If you'd like our support, please fill out a creative brief and submit to Christine Jackman - Christine.jackman@fujifilm.com or Danielle Brown - Danielle.brown@fujifilm.com;



Press Relations

- Public relations campaign planning
- Spokespeople identification, training
- Media tours, satellite media tours
- Interview scheduling, preparations
- Strategic pitching
- Product placement
- Content development, including press releases, fact sheets and more.
- Media briefs
- Proactive market tracking & idea generation
- Executive thought Leadership, byline articles
- Awards and speaking opportunities
- Keeping the media and your stakeholders apprised of corporate developments, operational and technological milestones, customer wins
- Customer case studies
- Crisis communications support
- Media training

Content Marketing

- Customer case studies
- Technical whitepapers
- Video scripting and storyboards
- Copywriting/editing

Fujifilm Central

- Content management and communications
- Content development
- Business announcements
- Employee notifications
- Internal newsletters

Tradeshaw

- Trade show briefing
- Press conferences
- Special events

Social Media

- Facebook
- Instagram
- Pinterest
- LinkedIn
- Executive thought leadership POV on personal LinkedIn channel
- And More...

