

**CANON EOS C50 & RF85mm f1.4L VCM
ANNOUNCEMENT**

RETAILER HANDBOOK

Canon



SUMMARY

The announcement of the Canon **EOS C50** marks an exciting moment for Canon cinema, empowering young filmmakers and creators to elevate their craft with innovative and accessible technology. The EOS C50 is Canon's smallest and lightest Cinema EOS camera.

Canon has also announced a new hybrid lens, the **RF85mm f1.4L VCM**. This brings a new standard for hybrid photo and video creativity.

For retailers, these highly anticipated announcements are a great opportunity to **drive pre-orders**, creating a well-planned journey, driving traffic to the product pages where customers can place a pre-order.



Canon

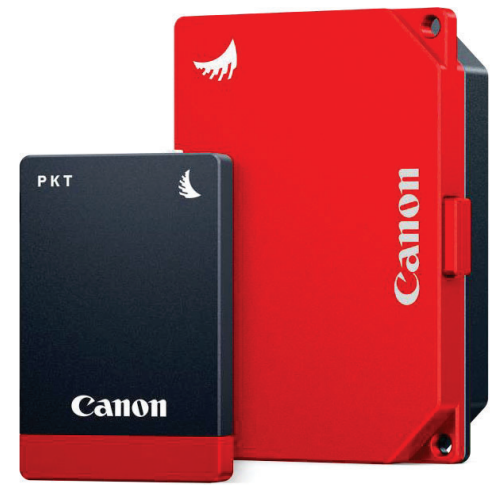
EOS C50 PRE-ORDER OFFER

To celebrate the launch of the new Canon EOS C50, the **first 300 customers** to order, will receive a limited edition kit.

The exclusive limited edition launch kit includes the Canon EOS C50 with two professional-grade accessories.

- **Angelbird CFexpress Card Reader** – Fast, reliable data transfer for professional workflows.
- **Angelbird Media Tank** – High-performance storage, designed to keep your footage safe and accessible.

Both accessories are in a collector's edition red finish – proudly stamped with the iconic Canon logo.



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EOS C50 LIMITED EDITION KIT

The first 300 Canon EOS C50 orders will receive the EOS C50 limited edition kit. There will be a sleeve wrapped around the EOS C50 box, with the two bonus items inside. Sleeve design below.

Note: "Limited Edition Kit" will be in silver emboss foil.

ANGELBIRD

LIMITED EDITION KIT

BONUS
Angelbird Card
Reader and
Media Tank



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WHAT'S IN THE KIT

CFexpress B and
SD Media Tank

EOS C50
Body and Standard
Accessories

CFexpress B
Card Reader



ANGELBIRD

LIMITED EDITION KIT
with bonus Angelbird accessories

CFexpress B and
SD Media Tank

EOS C50
Body and Standard
Accessories

CFexpress B
Card Reader

Canon

CANON AND ANGELBIRD

Exclusively designed in collaboration with Angelbird, this Limited Edition Kit delivers two professional-grade accessories, both in a collector's edition red finish. Made for creators and aspiring filmmakers who demand uncompromising quality and performance, the EOS C50 puts cinematic power in a compact form, and, as a limited run of 300 kits, Canon has included two pro-level essentials to match.

MARKETING ASSETS FOR EOS C50 ANNOUNCEMENT

PRE-ORDER HOMEPAGE BANNERS

Various sizes available



PRODUCT IMAGERY

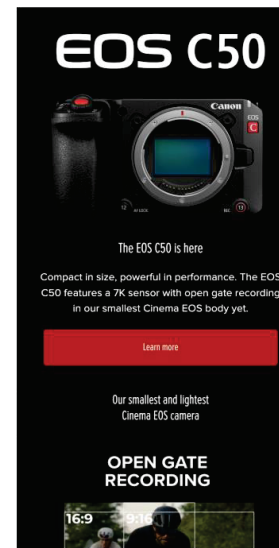
Selection of product and sample images, as well images of the pre-order kit



*Limited to the first 300 kits sold in Australia and New Zealand.

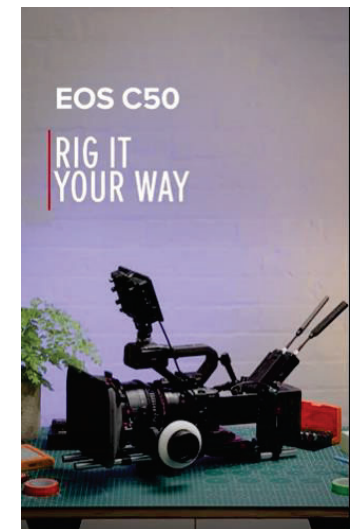
EDM

HTML file EDM featuring EOS C50 and RF85mm f1.4L VCM



SOCIAL VIDEOS

Campaign video in various cut down formats



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ANNOUNCEMENT MARKETING GUIDE

EOS C50 HOMEPAGE BANNER

The EOS C50 pre-order banner should sit on the website homepage.

The banner on the homepage should click through to an EOS C50 campaign page.

Campaign Page – On the campaign page, we recommend using the detailed bonus strap banner and limited edition icon, along with:

1. Lifestyle images highlighting the top 3 features of the camera
2. Introduction copy
3. Copy for each feature
4. Product listing

All website copy has been supplied in the folder.

Product Page – On the EOS C50 product page, we recommend also showing the pre-order bonus banner.



**LIMITED
EDITION KIT**
Angelbird Card
Reader and
Media Tank

Canon

EOS C50 PRE-ORDER COPY

SOCIAL COPY:

Heading: The new Canon C50 and Limited Edition Launch Kit.

Sub-Copy: Level up your filmmaking game and meet the all-new Canon EOS C50, delivering uncompromised cinematic quality without the bulk. To mark its debut, this exclusive kit includes two pro-level essentials. Limited edition. Unlimited creativity.



Canon EOS C50 – Cinematic power without the bulk.



Angelbird CFexpress B Card Reader – Fast, reliable data transfer for professional workflows.



Angelbird Media Tank – High-performance storage, designed to keep your footage safe and accessible.



Both in a Collector's Edition Red Finish – proudly stamped with the Canon logo.

Hurry - limited to only 300 kits.

WHAT'S IN THE KIT



CFexpress B and
SD Media Tank



EOS C50
Body and Standard
Accessories



CFexpress B
Card Reader

Canon

EOS C50 PRE-ORDER COPY

WEBSITE PRODUCT PAGE COPY:

Celebrate the launch of the new Canon EOS C50 with one of only 300 Limited Edition Kits. The Canon EOS C50 has been crafted and built for creators and aspiring filmmakers. It delivers uncompromising quality and performance but without the bulk.

The exclusive Limited Edition Launch Kit includes two professional-grade accessories.

- 📷 Canon EOS C50 – Cinematic power without the bulk.
- 🔗 Angelbird CFexpress B Card Reader – Fast, reliable data transfer for professional workflows.
- 💾 Angelbird Media Tank – High-performance storage, designed to keep your footage safe and accessible.

Both accessories are in a collector's edition red finish – proudly stamped with the iconic Canon logo.

Hurry - limited to only 300 kits.

Whether you're shooting your next short film, documentary or content series, this limited edition kit is built to support your vision from concept to final cut.

WHAT'S IN THE KIT



CFexpress B and
SD Media Tank



EOS C50
Body and Standard
Accessories



CFexpress B
Card Reader

Canon

MARKETING ASSETS FOR LENS ANNOUNCEMENT

HOMEPAGE BANNERS

Various sizes available



SOCIAL VIDEOS

Hero campaign video in various cut down formats



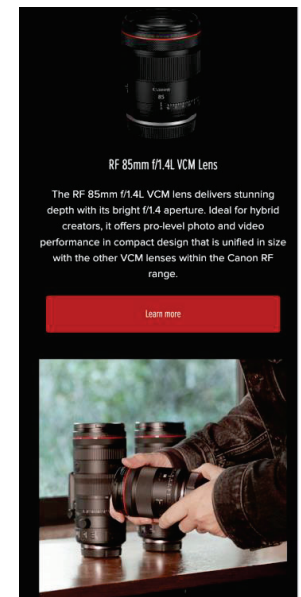
PRODUCT IMAGERY

Selection of images, as well one showing the pre-order kit



EDM

HTML file EDM featuring EOS C50 and RF85mm f1.4L VCM



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ANNOUNCEMENT MARKETING GUIDE

RF85mm f1.4L VCM HOMEPAGE BANNER

The RF85mm f1.4L VCM pre-order banner should sit on the website homepage. This banner should click through to the product page.

All website copy has been supplied in the folder.

On the RF85mm f1.4L VCM product page, we recommend using the pre-order banner to sit beneath the payment options.



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**If you require any additional assets or have questions, please
contact the marketing team at:**

marketingops@canon.com.au