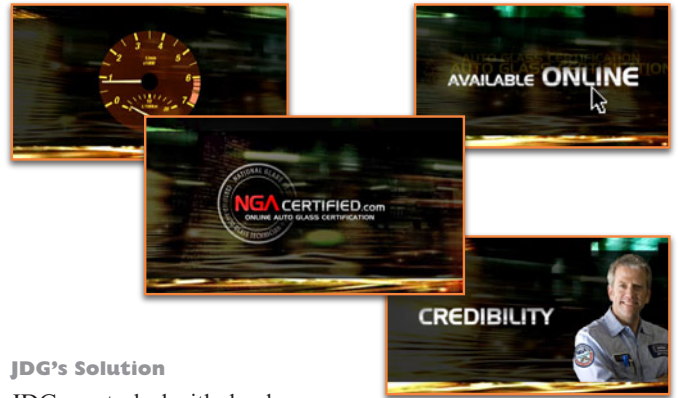


Multimedia Campaign
NGA:
National Glass
Association
Gets in the
Multimedia
Fast Lane

Background
The National Glass Association (NGA) is the largest trade association representing the flat (architectural and automotive) glass industry. NGA represents nearly 4,000 member companies and locations, and produces the industry's leading events and publications. NGA helps industry professionals through education and training programs that raise the level of quality workmanship. They offer certifications in auto glass replacement, auto glass repair, and glass installation for individuals that pass computerized exams.

As of January 2008, NGA will offer online certification testing for auto glass technicians. In preparation of this new-and-improved program, they wanted to launch a multimedia campaign to grow anticipation and create awareness. The key component of the campaign, a multimedia video, debuted at the 2007 Glass of America Trade Show in September, announcing the online certification and its benefits throughout the industry.

"The campaign uses imagery and language that reflect fast, convenient, and reliable service."



JDG's Solution
JDG was tasked with developing NGA's multimedia video for the trade show, in addition to a logo modification and two email campaigns. All of the project's components revolved around the announcement of the online certification program.

The new testing platform is noteworthy within the industry because it affords technicians faster access to certification. Rather than having to travel to designated testing center, and wasting time and money in the process, auto glass professionals can get certified right at work. The shop owners also benefit because their businesses operate more efficiently when employees save time at work.

The campaign was designed to mirror the strengths of online certification by using imagery and language that reflect fast, convenient, and reliable service. The approach was anchored by the tagline, "Get in the fast lane."

The multimedia piece consisted of a fast-paced video that coupled images of revved up speedometers and blurred cars with auto glass technicians. The high-intensity of the video was also reflected in the email campaigns. The first email built awareness that NGA had an announcement to make at the trade show; the second was a follow up to attendees and reiterated the news of online certification. The modifications to NGA's logo were made in concert with the campaign's themes and therefore conveyed the "fast lane" concept.

JDG's solution consistently reflected a high-paced environment; a look and feel that resonates with the auto glass industry while speaking to the benefits of online testing.

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