



Street Glow, Inc. “Glow Viral” with New Advertising Campaign

Everyday consumers are bombarded with exposure to media advertisements that seem to numb the mind and seamlessly flow together. It is up to the marketers develop ad campaigns that successfully deliver their message and stand out among the masses.

Wayne, NJ, August 10, 2006 --(PR.com)-- StreetGlow responded to this challenge by implementing viral ad campaigns that integrate their core products with entertainment - undercar lighting and personality tests. StreetGlow, a four time INC. 500 company, designs and manufactures the most comprehensive line of auto-neon® and performance lighting products available.

StreetGlow's latest viral ad, launched August 1, is centered on its “[what kind of glow are you?](#)” campaign. StreetGlow has teamed with various members of its forums and sponsored show cars to provide the result pictures in a humorous personality test. In this campaign, StreetGlow enthusiasts are invited to take a quick five-question test that depicts their taste in vehicles and customizing. The results depict an image of a 'show vehicle' displaying several eye-catching uses for StreetGlow's accessory lighting with an analysis of the users personality.

“Modified cars & personality...natural connection”

"We knew that linking pictures of cars from our GLOW-OFF to personalities would intrigue & interest, but when people began sending us unsolicited photographs of StreetGlow lighting in their vehicles with taglines about their personality, it confirmed our brand was positively resonating with our core demographic," says John Lauro, chief marketing director, StreetGlow, International. "It gave us the idea to create the 'Glow-Off' Photo Contest and eventually lead to the “What kind of Glow are you?” campaign which identifies people personality traits with the StreetGlow brand and for using of our lighting products.”

Effect of viral advertising

The "What kind of Glow are you" campaign is the first use of viral advertising in the performance lighting field. “This breakthrough of linking personalities with vehicle modifications has been very well received. With an initial release of 11,000 emails to customers on our mailing list, we received a 50% open rate with a 100% click-through” said Lauro “Additionally, preliminary reports show the average user stayed 78% longer browsing the site, than did the direct connection consumer”. With this kind of release, it is easy to see that with only one week into the program, the traffic at StreetGlow.com has risen over 33%.

According to Keith Korchma, National Sales Manager, StreetGlow, Inc. "It's exciting to be a part of an innovative program that links technology and entertainment so seamlessly.”

About StreetGlow, Inc.



StreetGlow defined a new category in the automotive aftermarket with the introduction of Auto-Neon since 1991 and has since inspired a new generation of enthusiasts with its extensive line of performance lighting products. Their cutting-edge line of StreetGlow and OPTX branded products continues to drive new automotive lighting trends and showcase the popularity of this emergent category. Named to the prestigious Inc. 500 list of America's fastest growing private companies for four consecutive years, StreetGlow, Inc. is the number one choice in Auto-Neon and performance lighting products worldwide. For more information, visit www.streetglow.com or www.optxbystreetglow.com

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