



## **Engauge Sparks Transformational Marketing Approach for NGK** *Agency Launches Destination Website for Popular Spark Plug Manufacturer*

**December 16, 2008, Columbus, Ohio** – Engauge, a total marketing solutions agency, recently launched a new web presence for NGK that has reinvented the spark plug manufacturer’s communication with a key target audience, the performance artisan.

“The client understood that traditional marketing methods were not necessarily the best way to connect with this audience,” said Jason Bergeron, VP and group creative director at Engauge. “We set out to create a place online for these very passionate enthusiasts who view engine performance as an art.”

While NGK enjoys an enduring product line and a very loyal customer base, the company was lacking an identity that allowed it to connect with this distinctive group. The website, [www.ArtofFast.com](http://www.ArtofFast.com), gives NGK an edgy attitude and creates a true destination for brand loyalists and performance enthusiasts alike.

Visitors to the site navigate with a virtual steering wheel, clicking into one of several robust and unique points of engagement:

- NGK Community – a hub for enthusiasts that allows them to create a profile, start a blog, post pictures and videos, and even launch vehicle challenges with other members.
- The Manual – an illustrated “Guys' Guide to Being a Guy” with topics such as “How to Cook Steak with a Blowtorch.”
- Custom Babe Racing – an interactive game that lets users outfit a babe of their choice and race her against other babes.
- Other components of the site include wallpaper and image gallery, “You've Been NGK'd” video collection, industry events calendar, NGK products page, and featured driver profiles.

Mike Schwab, director of NA sales and marketing for NGK’s aftermarket division said, “We needed a transformational approach to connecting with this target group, and we gave Engauge a long creative leash to connect NGK products with these young performance artisans, without overselling them on our products. This type of marketing is letting go of control and allowing our customer to guide the dialogue with NGK.”

**Engauge background:** [www.engauge.com](http://www.engauge.com)

Engauge, a portfolio company of Halyard Capital, is a total marketing solutions agency, dedicated to delivering transformational ideas that move someone – to act, to choose, to believe in a brand. The agency focuses on discovering true insights, developing ideas with real

impact, and then measuring that interaction and gauging the results. Engauge's three Centers of Excellence combine the disciplines of branding, digital, and direct marketing to partner with clients such as Kraft Foods, Best Buy for Business, Chick-fil-A, The Home Depot, Sony, Logitech, NGK, and Huntington Bank. The company has offices in Columbus, Austin, Atlanta, Pittsburgh, and Orlando.

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Contact: Rick Kamel (RK Public Relations) 312-775-8399 or Stephanie Critchfield (Engauge) 404-601-4348 [rkamel@rcn.com](mailto:rkamel@rcn.com) or [scritchfield@engauge.com](mailto:scritchfield@engauge.com)