

Redefined Internet Presence For Well-Known Consumer Brand

Mercury New Media developed an industry-defining website that drives qualified leads to Solar Gard staff. The resulting solution provides broad and deep product coverage, interactive product selection, installer location tools and several innovative dealer recruitment and retention tools.

Mercury New Media developed the initial Solar Gard website in 1998, which functioned to disseminate product information. After several incremental site additions, company managers kicked off a 2003 initiative to market Solar Gard through a refined and expanded Internet presence. The Solar Gard website was revisited once more in 2007 to keep the site's design and content fresh.

The site design makes use of a vast array of professional photography and leverages Macromedia Flash for a rich user experience. The site's Products section provides a detailed education in Solar Gard features, while the Dealer Locator enables site visitors to locate installers in their area.

Multiple content and navigation techniques "funnel" interested visitors to detailed consumer and dealer interest forms. The Dealer's Corner provides reach and communication with the Solar Gard dealer base via marketing and operational file downloads, dealer event schedules, free Internet advertising enrollment and warranty form submission. A password-protected Dealer's Corner enables dealers to download marketing documents.

"Solar Gard has a complex and diverse product line. Mercury's design offers consumers and dealers a variety of tools to help them find what they are looking for and to increase leads generated."

Janice Kall, Digital Media Manager

Results

- 30% increase in online contacts in its first quarter
- 100% increase in total time spent on site
- Dealer Locator yields 180,000 dealer views per year

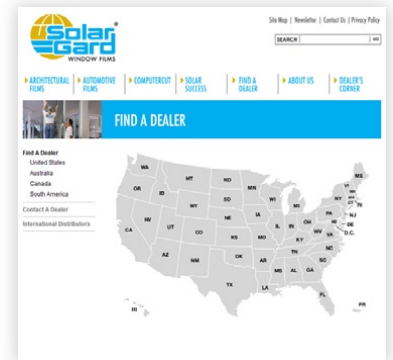
SOLAR GARD WINDOW FILM



The Solar Gard branded home page presents current news and focused examples of product benefits.



The Installations section presents product installations from around the world.



The Dealer Locator provides visitors with direct access to product installers in their area.

solargard.com

For over 30 years, Solar Gard has been one of the most trusted and popular window film lines in the world. Sold through company-owned distribution centers and independent dealers and distributors, Solar Gard window films are installed on thousands of buildings and millions of vehicles worldwide. Solar Gard is manufactured by Bekaert Specialty Films, a subsidiary of the Bekaert Group, a Belgian innovation and technology driven company that develops, produces, and distributes a wide range of metal transformation and coating products worldwide.