

Branding

Building brand and driving business

Key points

> Building one global ING brand

> First-ever global advertising campaign to further build awareness

> F1 marketing programmes unify ING businesses world-wide and generate significant new business

> Ongoing ambition to make it easier for our customers to manage their finances

ING is building one of the strongest retail financial services brands in the world, with 75 million clients in over 50 countries. Fundamental to our branding approach is increasing awareness for the ING brand across the globe. In 2007, ING's first year as title sponsor of the ING Renault Formula One (F1) Team has helped propel the company's visibility around the world, increase awareness and generate business.

BUILDING A LEADING FINANCIAL SERVICES BRAND

Consumer trends indicate that consumers are getting older, wealthier, and increasingly becoming more responsible for financing their own retirement. At the same time, the current environment has made clear what consumers do want from a financial services company: a partner they can trust, expertise, and an easy experience overall.

ING wants to fill this void: in 2007 we began to refine and develop 'easy to deal with' as the key differentiating factor for ING. Already in the last decade we have made significant progress in moving ING from being a 'house of brands' to a valuable global brand in financial services. In 2007 we focused on activating our brand across the world with one consistent look and feel – one logo, one dominant corporate color (orange), and one global advertising campaign. We are becoming a differentiated, global 'branded house': one company, one brand. In line with this, in 2007 the important decision was taken to bring the Dutch retail banking businesses under the single ING brand starting next year.

These initiatives have been instrumental in helping ING build customer loyalty. It enables us to distinguish ourselves from our competitors, attract the best employees and create one common culture.

F1 SPONSORSHIP: FLAGSHIP BRANDING INITIATIVE

ING's inaugural year in Formula One in 2007 inspired the company's first-ever global advertising campaign. Strong TV, print, and on-line advertising, the title sponsorship of the ING Renault F1 Team, and on-track branding helped increase brand awareness among the target audience, which rose from 69% to 74% in selected ING markets. The most significant awareness growth occurred in Central and Eastern Europe and in Asia – key regions for ING's growth strategy. Additionally, the data also indicate a 25% increase in positive perceptions of ING and that, among non-customers, 29% expressed an intention to take up financial services from ING within one year.

Business units have discovered the importance of F1 branding efforts to generate revenues and commercial growth. In all, 42 business 'activations' took place, including ING Direct F1-themed promotions that brought in more than 100,000 new accounts, F1-themed credit cards, and retail promotions that netted tens of thousands of new business leads.

GLOBAL BRAND AMBITION

It is our ongoing ambition to make it easier for our customers to manage their finances, further building on 2007 customer ratings showing that ING outperforms competitors on 'easy to deal with'. We aim to further improve accessibility, increase the speed of our processes and make the information we share with our customers as clear and transparent as possible.