

HELLO.

ING BACK TO THE TOP

May 9th 2023 – Final Jury

Initiative



CONTEXT & BRIEFING



do your thing

Goal: Improve marketing effectiveness to generate more digital sales

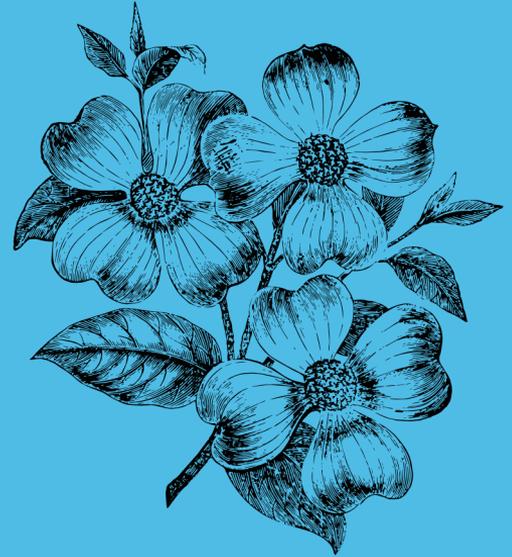
Develop a strong consolidated media strategy with clear guidelines For 2022

*It goes
without saying*

*... but
It's more efficient
when you say it
clearly*



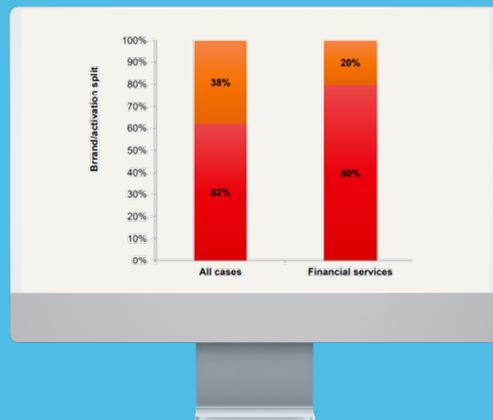
MEDIA GUIDELINES FOR 2022



CONVINCE & REASSURE TOP MANAGEMENT

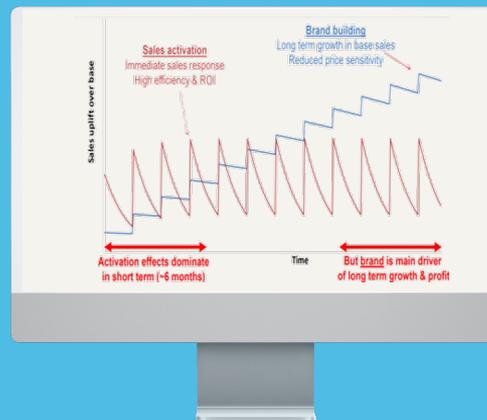
Invest in brand building

80% branding 20% activation is the optimal mix in the financial sector



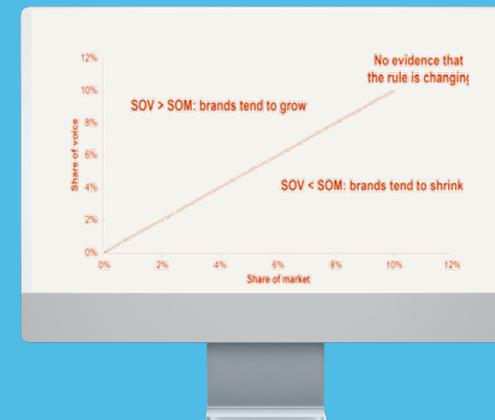
Long term view

Short term strategies result in loss of media effectiveness



Share of voice

In the financial sector, brand growth is very sensitive to share of voice variation



Loss of effectiveness correlates strongly with the shift to short-term strategies
Short-termism increased even further during the covid19 pandemic

CLEAR MEDIA FOCUS & KPIs



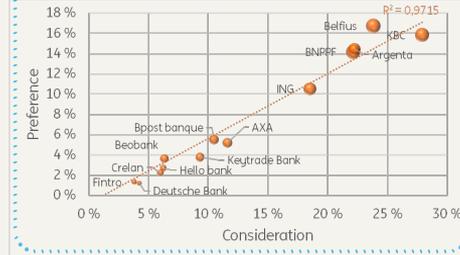
CONSIDERATION

ING consideration decreased in past years
→ **Need for a change in media strategy**

ING Pure brand awareness is high enough
→ **Branding campaign should focus on improving conversion**



PREFERENCE



Sources: Kantar Brand Affinity Monitor 2022



EMOTION & TRUST

Prioritize media which can convey **emotion** (TV-Video) and **reassurance** (financial context, branding content, featuring ING experts)

Re-balance **digital vs classical media** budget allocation

Monitor main KPIs evolution with on-going studies

DETAILED MEDIA FRAMEWORK

	OBJECTIVE	CONNECTIONS STRATEGY	CONNECTION ROLES	KEY CONNECTIONS	RECOMMENDED KPIs
SEE	Generate massive awareness around ING services as the perfect choice for banking made simple	Inspire trust and sympathy through videos & partnerships in relevant contexts (finance/Invest), life stages (current account) or life events (loans & insurance)	<p>Improve perception</p> <p>Fight ignorance</p> <p>Present product concept</p>	<ul style="list-style-type: none"> Screens (TV, OLV) if emotion or explanation needed OOH (if message simple enough) Display Radio/podcast sponsoring if visual aid not necessary 	<p>Measure:</p> <p>Spontaneous awareness of ING as investment bank, spontaneous ad recall for Mobile app</p> <p>Cross-media reach</p> <p>Effective reach per media (TV3+, Radio, 10+ per week for OOH)</p> <p>Cost per reach point, CPM</p>
THINK	Increase consideration. Make the target think "this product or service" can fit my needs.	<p>Explain offer details through trusted supports or events.</p> <p>Relevancy for more efficiency : Message adapted to each target (USP)</p>	<p>Demonstrate</p> <ul style="list-style-type: none"> Experts' professionalism Banking (app) simplicity 	<p>E-mailing</p> <p>SEA</p> <p>Branded context (Print)</p> <p>Experts: events, TV programs</p> <p>Online - Voice activation</p> <p>Magazine & Dailies ads</p> <p>Radio (activation, TOM)</p> <p>Social Ads, Small native (traffic)</p>	<p>Measure: Consideration, brand perception (desirability, trust) and purchase intention</p> <p>Website visits (CPC, cost per visit)</p> <p>Bankers' feedback</p>
DO	Recruit new clients Upsell for current clients	<p>Target hot prospects and in-market individuals</p> <p>Signal based approach</p> <p>Performance based buys</p>	<p>Generate leads: stimulate contact with ING experts</p> <p>Online conversion: drive traffic towards website</p>	<p>Event & Experiential (In-venue activations)</p> <p>SEA</p> <p>Display & social retargeting</p> <p>Affiliation</p>	<p>Measure : sales</p> <ul style="list-style-type: none"> Investment openings (per product) and net inflow current accounts openings Insurance contracts Loans € Online conversions

Cascading choice principle



Initiative

- Rank media based on efficiency score
- KPI based on campaign objective (1 main goal)
 - Use top media at full potential
 - If there is budget left, start using 2nd media

- Aim at efficiency & concentration rather than diversification
- Cost efficiency (better negotiations)
 - Less material complexity

Implemented throughout the year

BRAND BUILDING: VIDEO 1ST & MASSIVE REACH

Best reach & recognition among all ING campaigns since 2020



Best reach & recognition among all ING campaigns since 2020

Experts in the spotlight in trusted context
(Business TV programmes, podcasts, print dossiers, branded content)

EMOTION
&
TRUST

EMOTIONAL LINK WITH BELGIANS

ING now considered as top 2 sponsor of the Belgian football team (ahead Proximus)



ING recognized as top 2 sponsor of Red Devils (ahead of Proximus)

Best reach & recognition for investment products since 2020

CREATING TRUST

Use context targeting (finance, investment) and put ING experts in the spot light



Experts in the spot light

Branded content & event participation

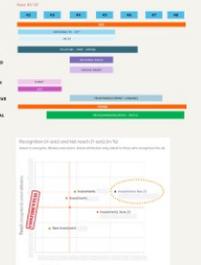
INVESTMENT: CONSIDERATION FOCUS

Best reach & recognition for investment products since 2020

- Size: TV & Online video (optimise Reach 3+), Radio (shorter spots to increase frequency), digital audio
- Think: Social, Display, native, branded content
- Do: SEA
- Post test: specific TV & Radio media impact & creative likeability studies (MIP) on top of ING study

Results

- Best ING investment campaign since 2020 (reach & recognition)
- TV: budget +12% vs wave 1 (increase reach 3+), attribution +23%
- Radio: budget: 24% vs wave 1 (shorter spots), attribution +100% (higher frequency)
- Video: 3,4M video viewed (+34% vs planned), Display: CPC -27% vs planned



PRECISION TARGETING

Context and geo-localisation



- Reach affluent people : digital billboards
- airport business lounge
 - around luxury shops
 - areas where people's revenues are higher + programmatic buying for time targeting (Monday-Friday, commuting hours)
- Programmatic
Out of home



Reach affluent targets without waste: digital OOH & programmatic

Always-on layer: Display, Social, SEA

In-Market
Retargeting

Creative automation

On-going optimisation on lower funnel KPIs

PRECISION
&
ACTIVATION

ACTIVATION

Black Days – Convenience Loans: Digital sales x5

- Great briefing from ING, incl. clear objectives & learnings from the past
- Objective: boost digital sales for convenience loans (... Sales **CONVERSION** visits)
 - Timing: November – December 2022

Momentum : campaign around Black Friday, a moment when people might need financial help to take advantage of interesting promotions.

Solution : Full digital & mobile first campaign with Social, Display, Native and search.

- Behavioural targeting (in-market for loans/home appliance/electro/wedding...)
- Interest targeting : electro, Technophiles, travel...
- Test of Amazon Data & DSP (furniture, home appliance, travel products...)
- Use ING GDP segments
- Creatives : Focus on Electronics before & during black Friday
- Optimize campaign towards page visit (not only clicks)

Results

- 2x more clicks than planned
- Total sales x2, digital sales x5
- Yearly objectives exceeded (total sales, digital sales, mobile sales)



Digital sales x 5, Total sales x2

Capture leads generated
by offline media

Drive quality traffic
towards ING's website

Focus on Digital sales growth

CONFIDENTIAL

Consideration
Which of the following bank would you consider when taking up new banking products & services ?



New media strategy implementation

Initiative



CONFIDENTIAL

ING Digital sales





Initiative





From

To

<i>Short term</i>	●.....●	<i>Long term</i>
<i>Individual campaigns</i>	●.....●	<i>Consistent strategy</i>
<i>Media Metrics (CPC, CPM, CTR)</i>	●.....●	<i>Brand KPIs</i>
<i>Pre-defined media budget</i>	●.....●	<i>SOV based budget definition</i>
<i>Lower funnel focus (activation)</i>	●.....●	<i>Mid-funnel (consideration)</i>
<i>Clicks</i>	●.....●	<i>Efficient reach</i>
<i>Client / Supplier</i>	●.....●	<i>Partners & Teams</i>
<i>Complicated position</i>	●.....●	<i>Back to the top</i>



*“In the end of 2021, We’ve globally chosen our media agency to deliver us competitive advantage through the use of smart data and technology to drive more effective and integrated media decisions in every occasion. And we are **very happy** that we were able to achieve this even in the first year of the relationship.”*

*Hande YILDIZ, ING Belgium,
Head of Media, Marketing Intelligence & Production House*



do your thing



Q & A

