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NEW BRAND PLATFORM FOR THE PIONEER OF BRANCHLESS BANKING

The first example of ING DIRECT's new brand platform has hit the airwaves, with Billy Connolly spearheading the new campaign.

ING DIRECT's Executive Director Marketing & Communications, Vic Wolff, said the campaign heralded a new communication direction for the pioneer of branchless banking.

"Since launching in Australia eight years ago, our advertising has been highly rational in nature and what consumers have seen is campaigns which are very rate driven and product oriented," Mr Wolff said.

"With so many players in the market, the online banking sector is no longer just about rates and that's why we're now adopting a much more emotive approach to our advertising.

"ING DIRECT stands for much more than just a great interest rate. We are also about fair treatment of our customers and excellent service.

"Where nasty fees and penalties seem to be the standard, we understand we are dealing with our customers' money and we respect that. These values will be reflected in our new, more emotive advertising approach," he said.

"It will help us to stand out in what is a highly crowded banking environment," said Mr Wolff.

Mr Wolff said Billy Connolly was an ideal representative for the brand. "Like ING DIRECT, he's anything but traditional. And importantly, he is also a voice for consumers," he said.

Billy Connolly, who has an existing association with sister company ING Australia, has been indirectly contributing to ING DIRECT's strong profile in Australia for several years.

LOUD was commissioned to create the new campaign targeting Perth and the eastern seaboard.

LOUD Chief Operating Officer, Lorraine Jokovic, said with Billy Connolly as a powerhouse in terms of cut-through, the campaign is sure to be a great success.

"The West Coast campaign drives ING DIRECT's Savings Maximiser product further into that market. The campaign will be led by television and is supported by radio, press, outdoor and online.

"And in the East, television, press, radio and online are being used to communicate ING DIRECT's mortgage messages to existing and potential home-owners," Ms Jokovic said.

As part of ING DIRECT's new brand platform, and to further reinforce its customer-centric focus, its advertising will also feature a new tagline, "It's your money," the introduction of a life preserver icon and the use of real customer questions and statements.

"The tagline highlights the respect we have for our customers, the life preserver conveys a sense of comfort given we save consumers time and money, and the addition of customer questions and statements reflect the real voice of the consumer," Mr Wolff said.

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For further information, or an interview with ING DIRECT's Vic Wolff regarding the new campaign and the brand's association with Billy Connolly, please contact:

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