

Media release

ING DIRECT customers take starring role alongside Isla Fisher

Monday 30 May, 2016

ING DIRECT is launching its new national advertising campaign on Sunday 29 May, with four customers starring alongside brand ambassador Isla Fisher, bringing to life the experience of banking with ING DIRECT.

The latest campaign builds on the success of the ING DIRECT's 'how banking can be' brand platform which launched in June last year, featuring Isla Fisher and prompting Australians to question their banking experience.

John Arnott, Executive Director of Customers, ING DIRECT, commented: "We've had a great response to Ms Fisher as our brand ambassador and she has played a major role in both raising brand awareness and driving business growth.

"Last year our campaign focused on our industry-leading customer advocacy, inviting customers to share their stories and experience of banking with ING DIRECT. The response was overwhelming, and this year we've been able to take it up a level and give our customers a starring role alongside Ms Fisher, who seems to be struggling with sharing the spotlight!"

In 2015, 27,000 customers share their stories as part of the brand campaign and publicly rated the bank, with 96 per cent sharing positive reviews resulting in an average rating of 4.2/5.

To date, the above the line campaign with Ms Fisher has not only increased brand awareness, but has shifted familiarity and consideration to their highest levels and doubled customer growth.

The latest phase of the brand campaign see customers bringing to life the benefits of banking with ING DIRECT, including use of any ATM across the country for free, no everyday account fees, a range of simple, transparent products and 24/7 Australian-based customer care.

The four customers starring in the advertising campaign have been banking with ING DIRECT from between two and 16 years. They were also selected based on their acting experience.

The above the line campaign launches on Sunday 29 May and includes television, cinema and digital.

Agencies

VCCP Sydney - David Kennedy-Cosgrove, Managing Partner

"Following on 2015's success, this chapter heroes real customers demonstrating how banking can be with ING Direct. The story that unfolds sees Isla get a little too jealous of their brilliant performances, reacting with Hollywood levels of diva'ism. VCCP is incredibly proud to be part of a team that sets an alternative tone in popular culture, showing that banking doesn't have to be too serious."

UM - Ross Raeburn, CEO

"We're excited and proud to be part of the ING DIRECT team, building on the momentum and success of 2015. We continue to analyse, optimise and collaborate, to unearth smart data-fuelled opportunities to bring the campaign to life."

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About ING DIRECT

ING DIRECT changed the way Australians bank 17 years ago by launching the country's first high interest, fee free online savings account. Since then, we've brought this low fee value to home loans, transactional banking and superannuation.

With over 1.6 million customers – and \$34 billion in savings and \$40 billion in mortgages – ING DIRECT has the highest Net Promoter Score of any bank.

Australia's most recommended bank according to Nielsen Consumer Media View.