

## CASE STUDY: BUILDING BRAND FAME

# How a Scottish stand-up helps Aussies sit up and take notice



### Background

When we think 'financial institution' we mostly think of a large, faceless corporation. So when ING launched in Australia they wanted to change all of that to reflect a more accessible, down-to-earth image.

ING engaged Billy Connolly to front its campaigns in the lead up to their brand change from Mercantile Mutual to ING in early 2001.

His first campaign was to introduce ING as the global parent brand of Mercantile Mutual, then to launch the ING brand as the new name.

The use of famous Scottish comic, Billy Connolly, as the talking head of ING's TV commercials was so successful in achieving that aim; he continues to be the face of ING Australia five years later promoting ING's products, services and capabilities in investments, insurance and superannuation.

### Objectives and Challenges

Sales & Marketing Brand Communications Manager with ING, Veronica Phillips, says ING wanted its messages to have credibility with the increasingly sceptical consumer.

"We were looking for a popular public identity, with a humorous, irreverent approach to fulfill the role of the sceptical consumer, rather than someone to be the spokesperson 'voice of the company', as we felt this would have stronger resonance with consumers.

"Billy had exactly the right personality and profile to fit the strategy."

ING Australia's ongoing campaign objectives are to:

- Maintain brand awareness, consistency and integrity
- Increase awareness of ING in individual product categories to help drive consideration
- Maintain our competitive position in relation to key image attributes

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## Target

Males and females between the ages of 40–65 with a household income of \$70K plus and investments of \$50K or more.

## The Campaign

ING's campaigns have been designed to deliver simple, clear messages about what the company offers and what ING can do for its customers.

The bulk of advertising is focused on Free TV with four bursts of 4 weeks each spread across the year between March/April to November. Outdoor, pay TV and print are used to complement and support the primary TV activity.

“Using a talent such as Billy Connolly lends itself to TV executions,” says Ms Phillips.

“Through TV we are able to use Billy's distinctive irreverent humour to gain attention, connect with the public and deliver our clear and simple messages about what ING can deliver for our customers.”

## Results

Within one year of the brand change, ING had established stronger brand awareness and performance against key attributes than it ever had under the Mercantile Mutual brand.

To maintain ING as a leading wealth management brand in Australia, Billy Connolly continues to front ING campaigns.

Ms Phillips says ING undertakes regular brand health research to assess brand awareness, performance against key attributes and effectiveness of communication.

“These show we remain one of the leading brands in wealth management.

“Our awareness levels are above 90% and we are tracking ahead of competitors in key image attributes that are associated with the brand.”

## The role of Free TV

Ms Phillips says the use of Billy Connolly in the TV executions have led to memorable creative executions.

“It's enabled us to keep the messages we are delivering around superannuation, investments and insurance, fresh and interesting.

“Our research shows that TV consistently has the highest level of recall for our advertising. On average, recall for our advertising on TV is 4-5 times higher than any other medium.”

## Who

Client:	ING Australia
Advertising agency:	LOUD
Media agency:	Starcom