



Did you hear the one about the famous financial services brand?

Nothing builds a brand's fame and reputation quite like television. When ING planned to launch in Australia, they faced the typical problem of many financial services companies: how to overcome the perception of being faceless and unapproachable.

Enter Billy Connolly. To project a more accessible, down-to-earth image, the well-known Scottish comic was employed to play the voice of the customer. As Steve Sheppard, Head of Marketing for ING Australia says, 'Through TV we are able to use Billy's distinctive irreverent humour to gain attention, connect with the

public and deliver simple and strong messages about our products and services.' And the results speak for themselves.

Research studies regularly show ING is the leading brand in investment, superannuation and insurance. ING's awareness levels sit above 90% and they track ahead of their competitors in key image attributes associated with the brand.

For more information on the many ways television can build fame for your brand visit thinktv.com.au

To make your brand famous

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