



**“ING understands the importance of a sound investment strategy; which is why we’ve continued to invest in television.”**

STEVE SHEPPARD, EXECUTIVE DIRECTOR MARKETING, ING

ING has become one of Australia’s leading wealth management brands with the help of a carefully considered brand campaign. By using Billy Connolly and television, ING has been able to build its brand and project a more accessible, down-to-earth image than is traditionally associated with large financial institutions. This combination has been successful which is why it continues to be a key strategy for their business to this day. For more information visit [thinktv.com.au](http://thinktv.com.au)

To make your brand famous

