

Radio Builds Consumer Trust For ING Direct

Objective

Establish ING Direct as a “trusted” direct bank in consumers’ minds. Reinforce the benefits of the high-interest Orange Savings Account to overcome consumer hesitation to open an account with a direct bank.

Media Strategy

Select a launch market and support the launch with advertising that engages consumers and interacts with them in a personal way.

Radio Plan

Use Radio air personality endorsements to build trust with local listeners

Results

A record number of accounts were opened in one day, with incremental accounts per day up 353 percent. “Utilizing the DJ endorsements proved to be a tremendously effective consumer contact point for the ING Direct brand,” stated Jurie Pieterse, Head of Marketing Communications at ING Direct.

ING Direct is a completely branchless banking service that offers customers fast and simple access to traditional products such as savings accounts and mortgages via the Internet. ING Direct’s high-interest Orange Savings Account sets the online bank apart from traditional banks that offer the online experience only as an extension of their branch-based model.

Online banking had been gaining popularity with consumers due to the ease of use and the attractive interest rate. Without a physical presence in Phoenix, consumers exhibited some hesitation and were cautious about opening accounts or mortgages with them online.

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To reinforce the benefits of its product offering and bring legitimacy to its brand, ING Direct needed to establish itself as a “trusted” banking partner. The brand supports about one new market launch each year and had identified the fast growing Phoenix market for the campaign.

The ING Direct team at StarLink Worldwide knew that Radio engages consumers in a very personal way, and that listeners have a trusting relationship with on-air personalities. Radio’s strong local presence also added to its efficiency in achieving the goal of the launch. They utilized Radio’s assets to build a bridge of confidence between ING Direct and consumers.



“Understanding customer’s hesitations with online banking, we encouraged Radio DJ’s to test out and chat about the Orange Savings Account,” explained StarLink Media Director, Anne Nomellini. “The fact that these DJ’s - who listeners trust - talked seriously about how great it was, added authenticity and built trust in the ING Direct brand. DJ’s spoke with great enthusiasm about the ease of using INGDirect.com and calling 1-800-ING-DIRECT, spreading the word about the terrific, unbelievably high interest rate.”

The Radio on-air was supported by a synergistic cross-platform campaign, with an enormous orange ING Direct Blimp ride giveaway contest. Drivers could listen to the Radio shows and watch the blimp float through Phoenix in a synergistic cross-platform campaign.

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