
ING Launches Newest Phase of its 'Numbers' Campaign

By Editor Test *Wed, Sep 1, 2010*

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ING has rolled out 'Life in Numbers,' a new television commercial that represents the next phase of a two-year-old marketing campaign focused on motivating consumers to prepare for retirement and their financial future. The August 30 launch also coincides with ING's elevation of a redesigned public website.

The ad will air on major broadcast and cable outlets during coverage of professional Grand Slam tennis in the U.S. In addition, the spot will run along with 'Gazillion,' a previous ad, on financial news stations and during network coverage of high-profile sporting events throughout the fall season, including professional golf and professional and collegiate football.

To complement the television commercial, ING will run targeted digital display ads on popular web sites. The media effort will include banners ads on finance sites, a paid search campaign and custom retirement planning news feeds on the www.INGYourNumber.com web tool.

Both television and digital advertising will drive interest to ING's recently transformed public website, www.ing.com/us. The redesigned site provides a streamlined experience for all audiences seeking customized life stage products and services. Consumers starting out, raising a family or preparing for retirement can follow a simple and clear path to desired information, such as customer accounts, products offerings and ING's self-service tools and calculators.

To view the commercial, visit <http://ing.us/about-ing/newsroom/tv-commercials/life-numbers-tv-ad>.

The 'Life in Numbers' spot portrays a series of key moments in one man's life. As upbeat music plays, the main character rapidly enters and exits through doors to several different scenes in his life, stopping briefly to interact with someone or something along the way—at his job; on his wedding day; after the birth of a child; in his family's new home; with his adult kids and their children.

Much of the commercial is filmed from an overhead perspective, offering only a glimpse of the framework within which these scenes are playing out—an oddly shaped hallway here, a curved partition there, and an occasional wall with the color orange.

In the final shot, the camera pulls back to reveal that all these events have taken place within the character's retirement number, which has been on his desk at work all along. The young man looks down with satisfaction, and then caps the number with an orange lid. A narrator explains how life is full of little twists and turns, but that ING can help and that the first step is finding your number.

Past commercials have featured people carrying bright orange retirement numbers as they go about their daily lives. An interactive web tool, www.INGYourNumber.com, enables consumers to calculate their number. In 2009, the advertising evolved to reflect the volatile market conditions and emphasized the

importance of protecting that number. This past February, ING unveiled a spot called 'Gazillion,' which communicated the importance of proactive planning and using your number as a strategy to prepare for future goals.

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