
ING U.S. to rebrand as Voya Financial

By Editor Test Thu, Apr 11, 2013

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ING U.S. has announced plans to rebrand in about two years as Voya Financial. The company “believes the new brand identity will support its mission to make a secure financial future possible — one person, one family and one institution at a time,” according to a release.

“Our vision is to help working Americans prepare for the important financial journey they face. We want to be known as the company that understands and supports their diverse needs as they seek to advance their retirement readiness — in essence, to be *America’s Retirement Company*,” said Rodney O. Martin Jr., CEO of ING U.S.

ING U.S.’ Amsterdam-based parent, ING Group, has previously announced its base case plan to divest ING U.S. through an initial public offering (IPO). ING U.S. will start operational rebranding following the proposed IPO.

The operational rebranding process is expected to take approximately 24 months once it is started, and ING U.S. would not use its new name and logo commercially until the operational rebranding process has been completed. The Voya Financial identity would, however, be reflected in the company’s new ticker symbol (NYSE: VOYA) upon completion of the IPO.

Until the rebranding is complete, ING U.S. will operate “business as usual” with its current “ING U.S.” name and brand assets.

Choosing the new name

“The Voya name reminds us that a secure financial future is about more than just reaching a destination. Preparing for it should be like taking a voyage and having positive experiences along the way,” said Ann Glover, chief marketing officer of ING U.S. “Our new identity supports the idea of envisioning the future while closely aligning with what the ING U.S. brand is already known for — proactively and optimistically guiding Americans on their journeys to and through retirement.”

The name also brings to mind bright, vivid colors and will incorporate the use of orange.

“We are partial to the color orange. It’s differentiating, optimistic and associated with ING in the U.S.,” added Glover. “While we’ll grow into a new shade of orange, the memorable, distinctive color will remain.”

U.S. brand evolution

Although ING has operated in the United States for decades, the ING brand was not introduced through

advertising in this country until 2001. Since then, the company's branding efforts have received national awards for creativity and effectiveness. They have included the trademark ING "Bench" campaign, as well as an integrated marketing effort that calls attention to knowing and planning for your retirement "Number."

Last month, the company launched "Orange Money," its newest creative campaign that underscores the importance of carefully managing your retirement dollars. This concept supports ING U.S.'s focus on advancing retirement readiness, and will help bridge the future transition of ING U.S. to Voya Financial.