

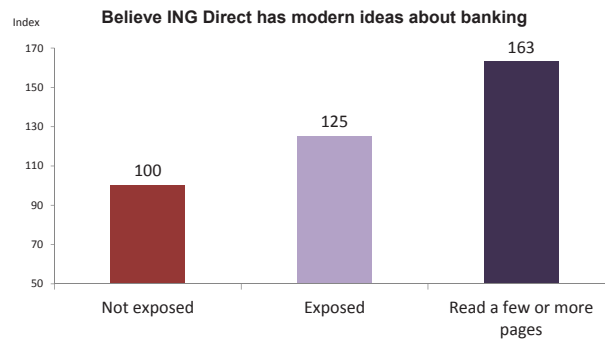
CASE STUDY

PROVING NEWSPAPERS WORK: FOR FINANCIAL

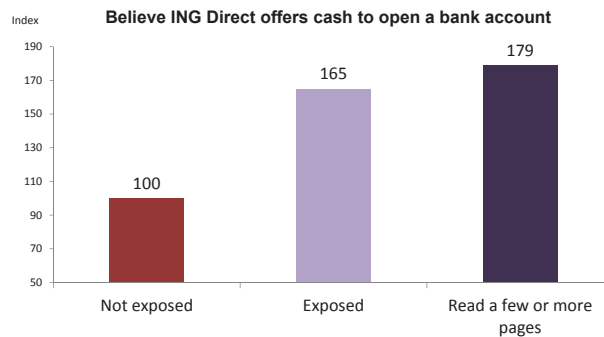
The Results

Totum Research undertook a study to determine the impact of the newspaper advertising. It found that ING's newspaper ads were very effective especially for approximately half of readers that were so interested in the message that they read more pages of it.

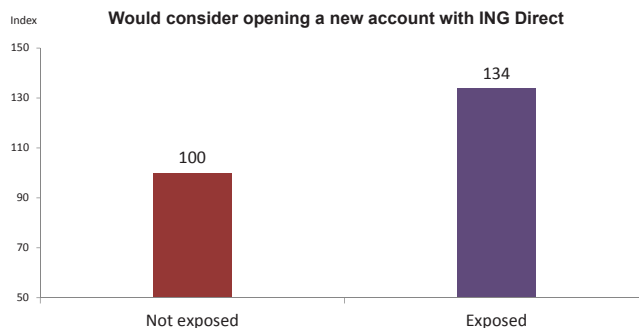
The newspaper ads helped reinforce ING's positioning with Canadians. This chart shows that the belief that ING has modern ideas about banking grew even more significantly with increased readership of the ad pages.



One of the key enticements, to ensure that readers would take action, is the offer of \$50 to begin doing business with ING. This message is effectively delivered through the newspaper communication.



Finally, and most importantly, exposure to the newspaper advertising increased the likelihood of opening a new chequing or savings account with ING by 34%!



This newspaper campaign was both breakthrough and compelling. And the initiative worked – with consideration of opening an account jumping dramatically!

For further industry information, go to www.newspaperscanada.ca

