

Keep It Simple

Cum păstrezi lucrurile simple atunci când totul devine complicat

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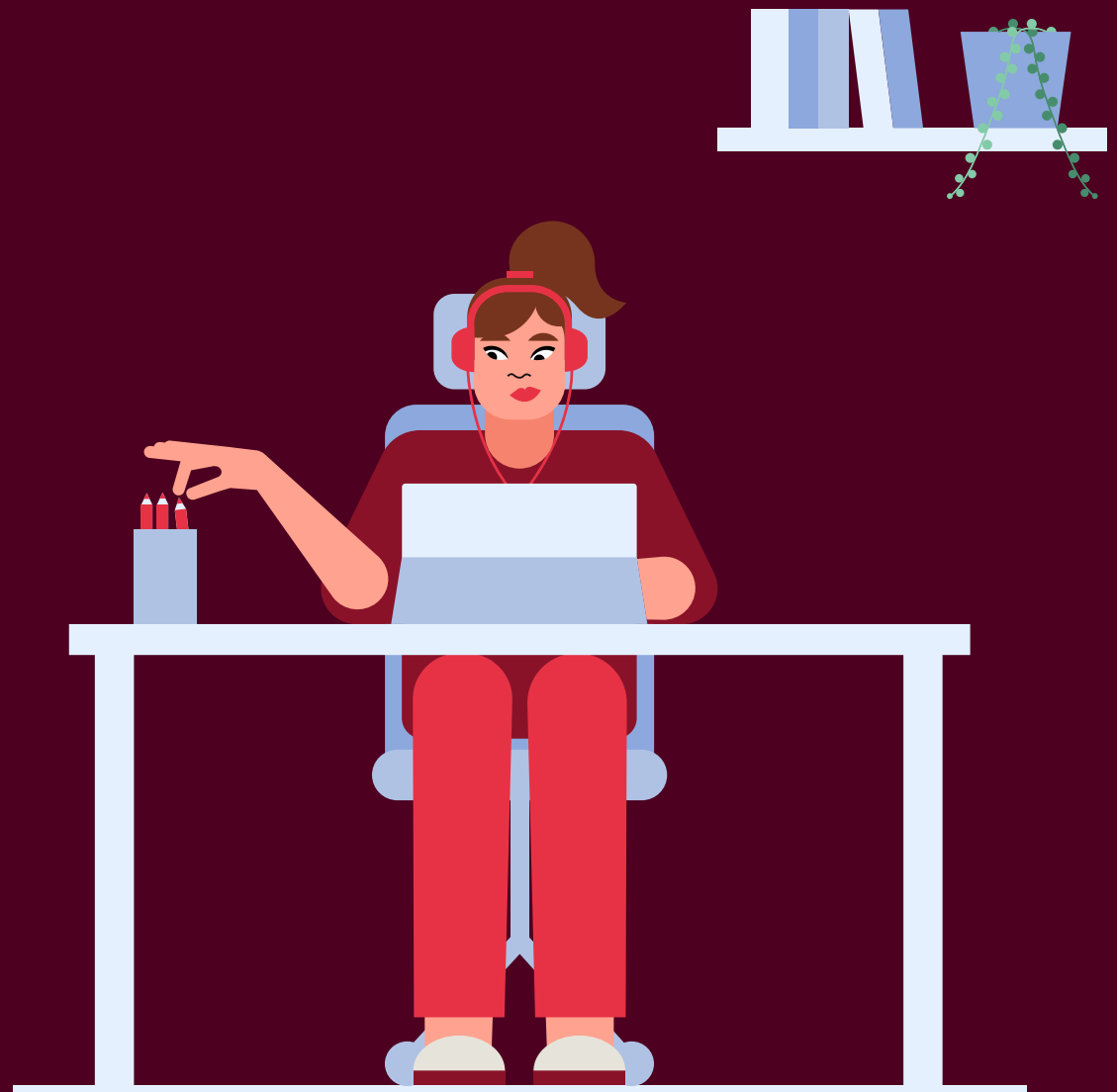
There's no better time to
be alive.

Except if you are a marketer :)

We live in an increasingly complex and cluttered world where we produce communication that people pay not to see.*



*over 1 in 3 web users use adblockers (https://goadfuel.com/the-daily-ad-exposure/)

This is why you probably don't hear very often...



"I wish I saw more ads"

from wise old people when they think about what they wanted to do more in this life.

NOT ONLY CONSUMERS are overwhelmed by the complexity, but sometimes we marketers are too.

New KPIs everyday, platform updates, funnels, funnels of funnels, personas, AI, everything happening all al once. It is hard to keep seeing the forest from the trees.





So, how can we simplify our mission

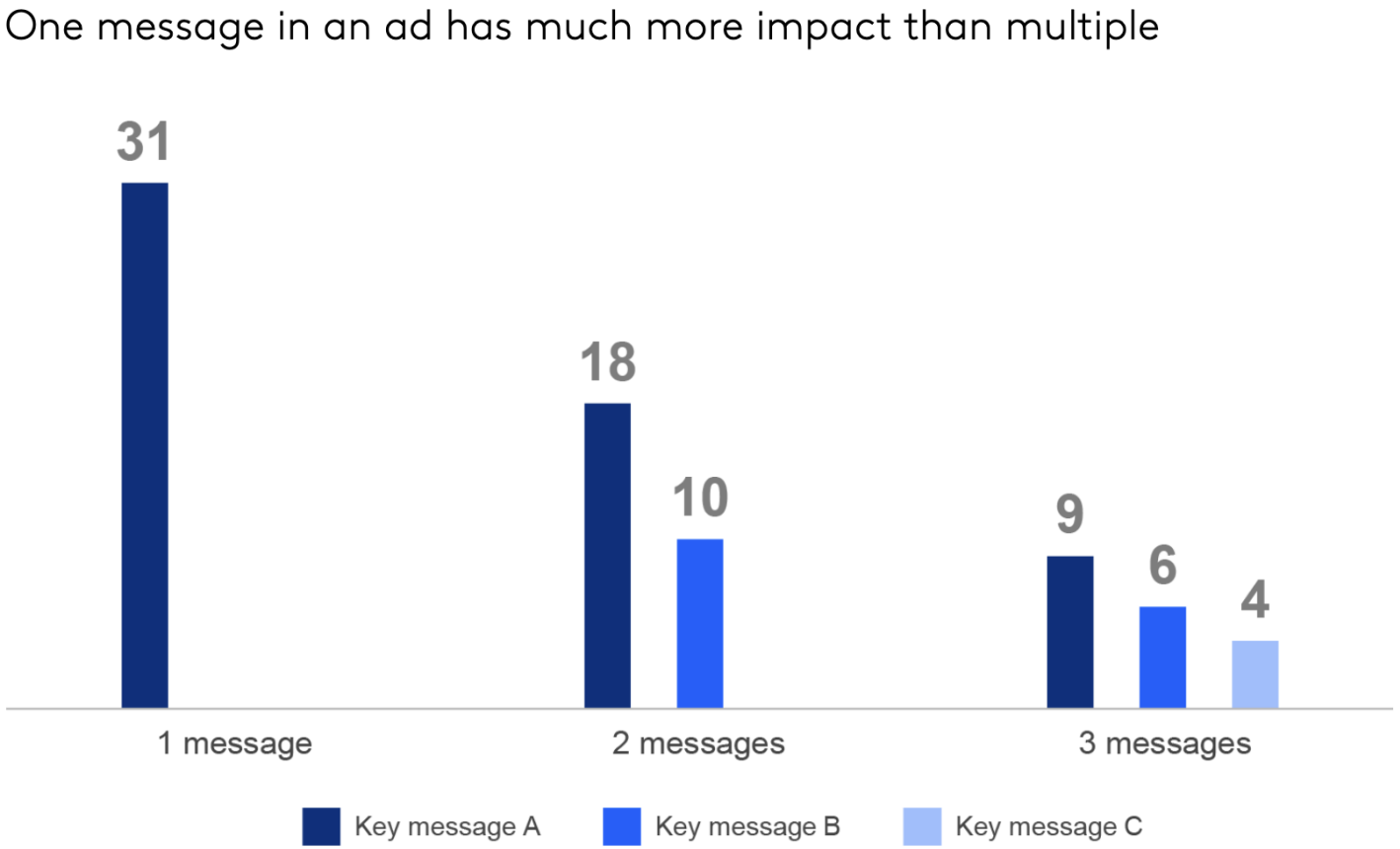
to produce ideas that break through this clutter and stick?



There are several things like budget, creative quality, etc., but I want to focus on those that for me **help guide simplicity in this overly complicated map** we are navigating on:

1. Simpler to be understood

Brands should be single minded when it comes not only to the belief they have, but also to the ads they produce. Being clear on what you are saying is the foundation. We know this in theory, but sometimes practice tells a different story.

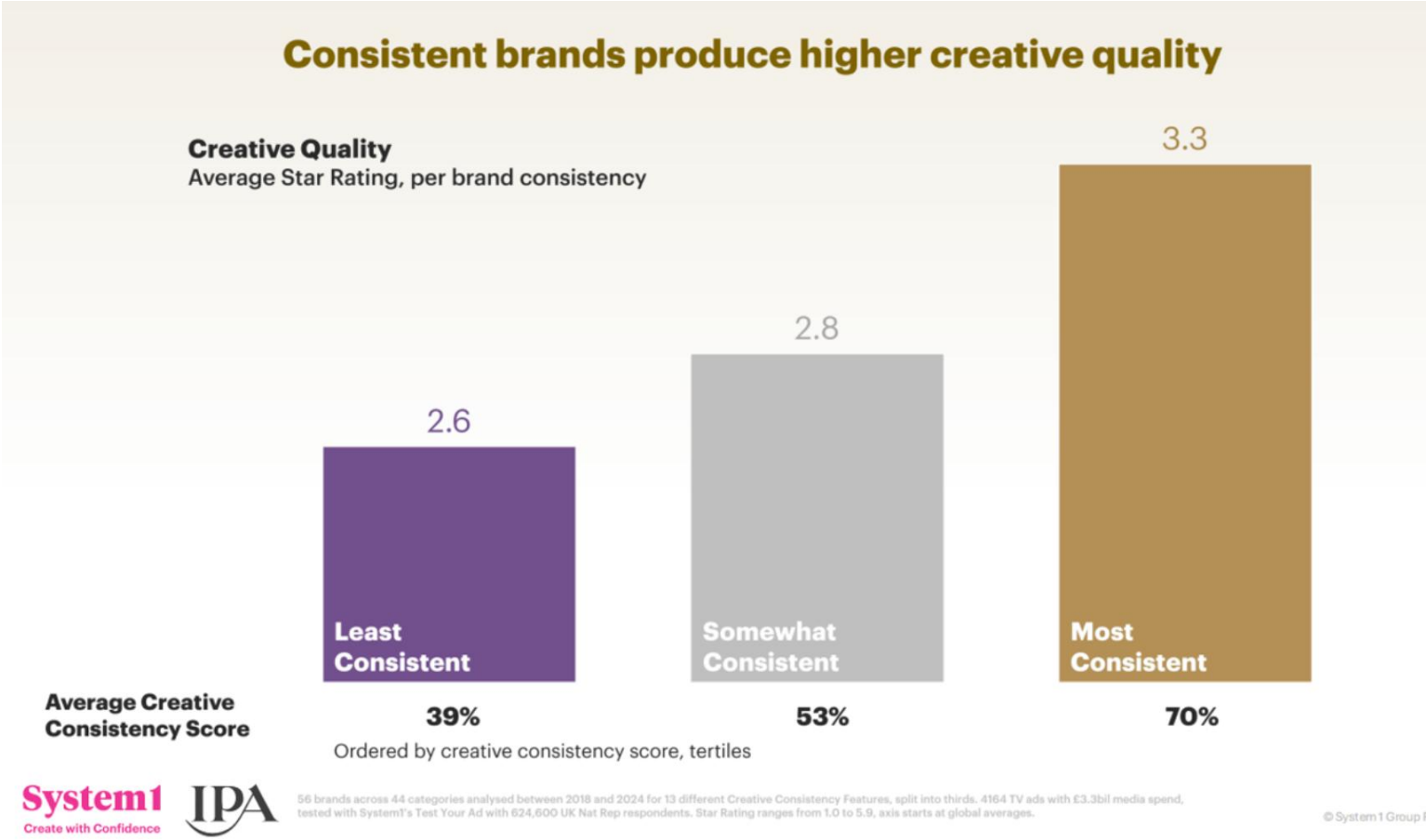


The art of brand strategy and how to get it right

2. Simpler to be accepted and liked

Brands that are consistent in the long run in what they communicate, have a creative compound effect: **they get creatively better with time and achieve better incremental profit***.

campaigns that run over 3 years achieve 20 times stronger incremental profit than those that take under 6 months (source: System 1, the three drivers of creative)

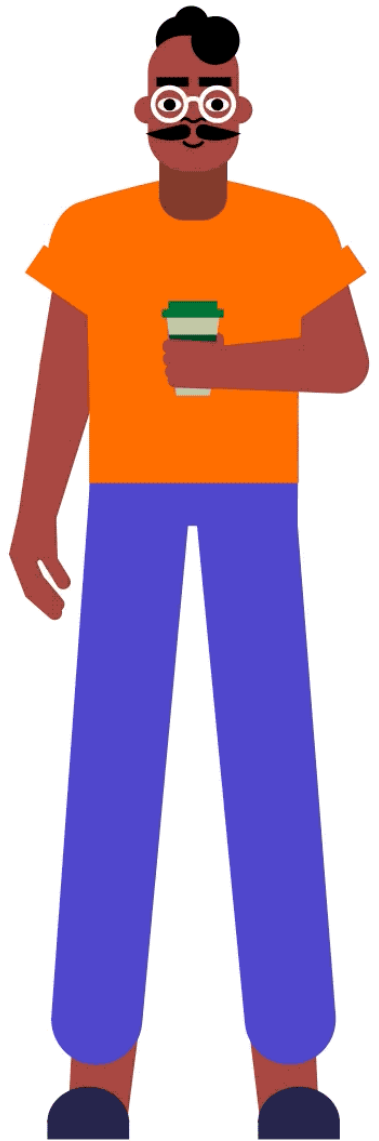


3. Simpler to be trusted and chosen

Brands that bring their belief to life not only through what they say in advertising, but through their products, how they interact with consumers and how they build their internal culture are those that really walk the talk.

This builds trust and trust is essential:
more that 1 in 2 consumers will ONLY buy brands they completely trust.

(source: Euromonitor International Global Consumer Trends Report)



Now let's see some brands that

tick these boxes

& manage to navigate complexity
and stick around

successfully

Play and playfulness is embedded from **product to consumer touchpoints** (like Legoland and to how their headquarters are designed.)

LEGO



Interacting and meeting in person

HEINEKEN

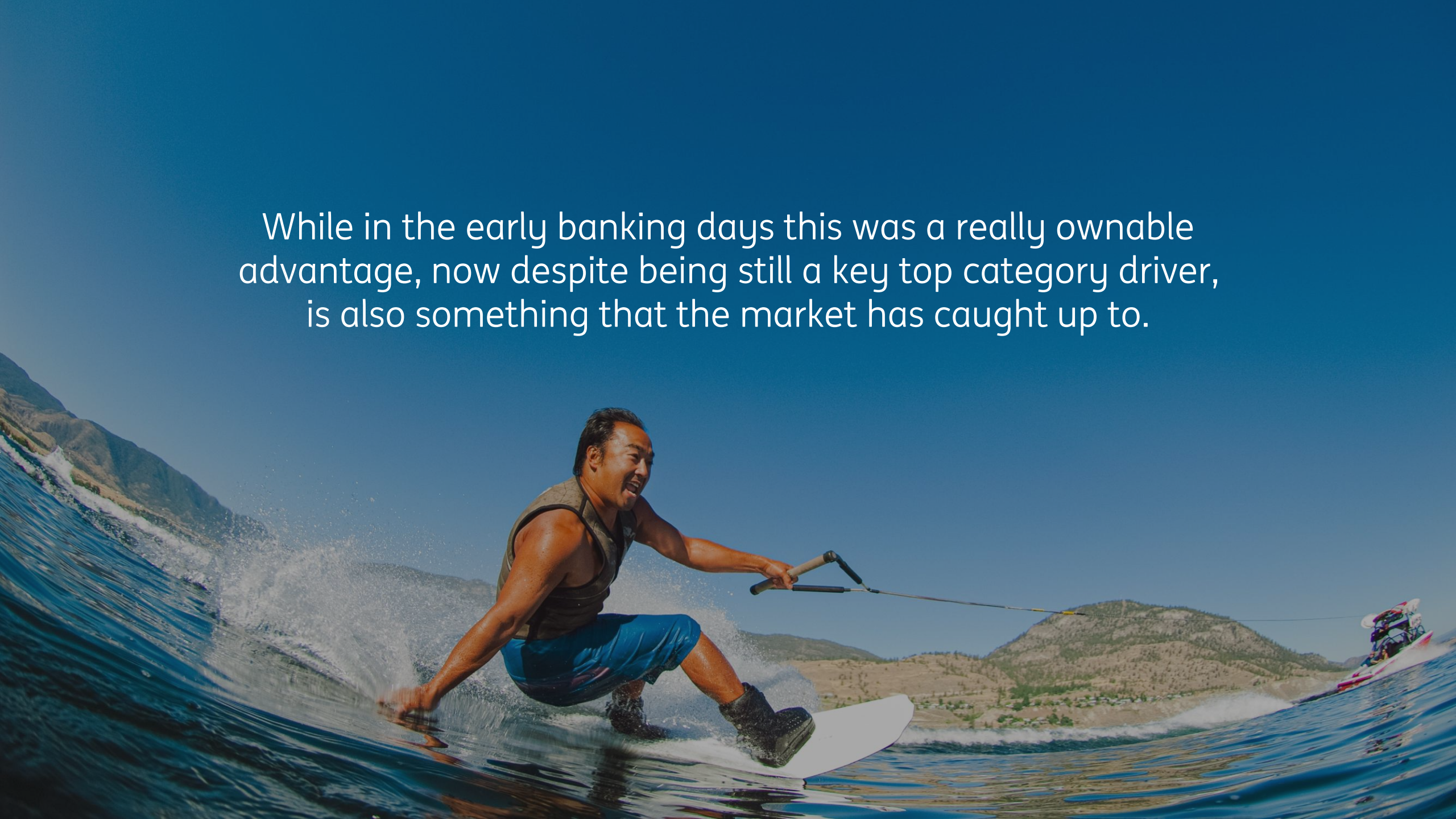


IKEA




We at ING
have simplicity in our DNA.

While in the early banking days this was a really ownable advantage, now despite being still a key top category driver, is also something that the market has caught up to.



However,

this is a core belief that we will continue to follow **no matter what**

and try to apply it whenever we stumble on something complex.



So, how do we manage to simplify the communication?

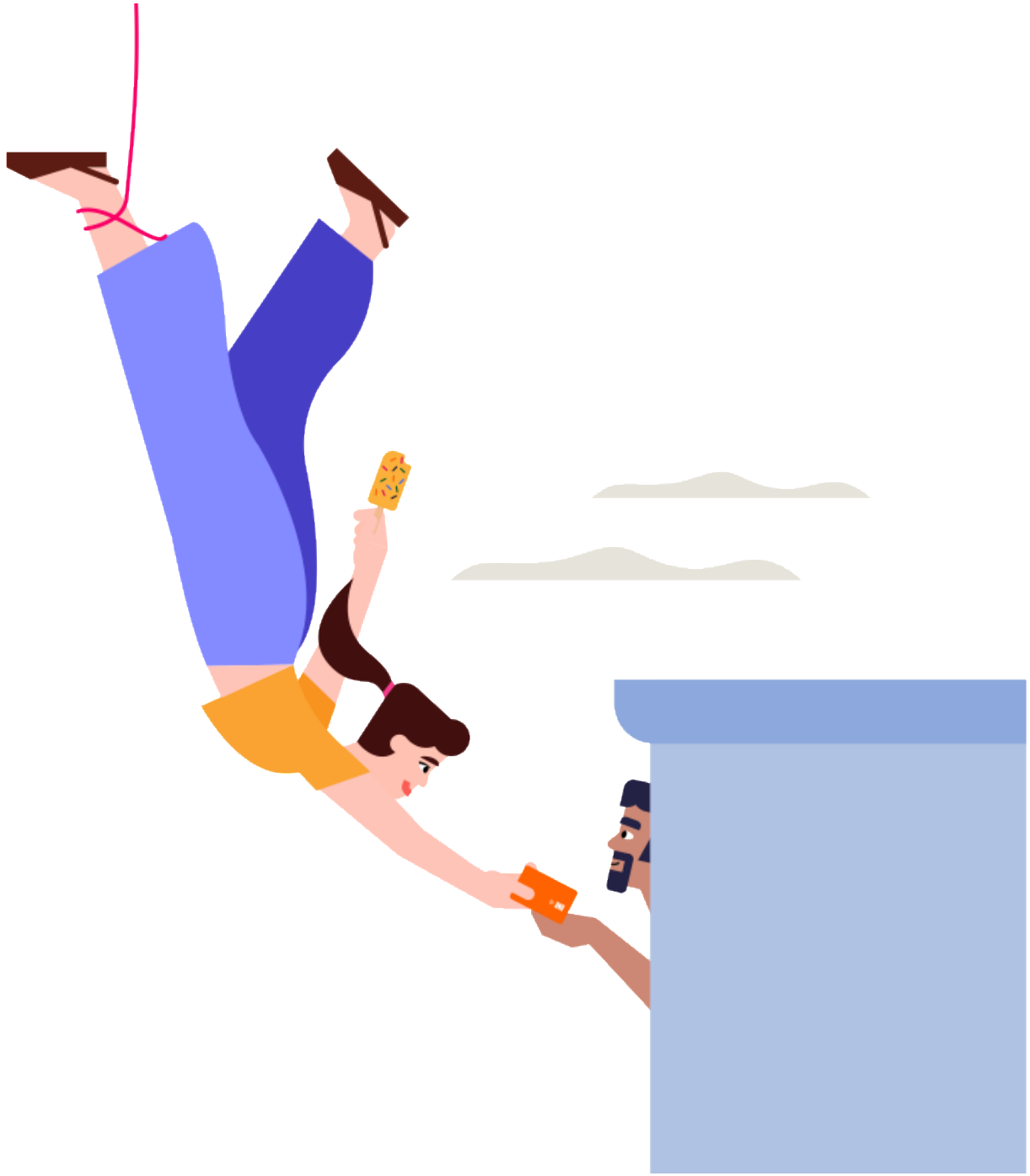
Let’s see it in practice

The simplification mechanics goes deep across our organization

And... as difficult as it gets,

It keeps us on getting the basics right.

Communication builds on top and it makes it more credible



Everyone knows subscriptions.

We all have them.



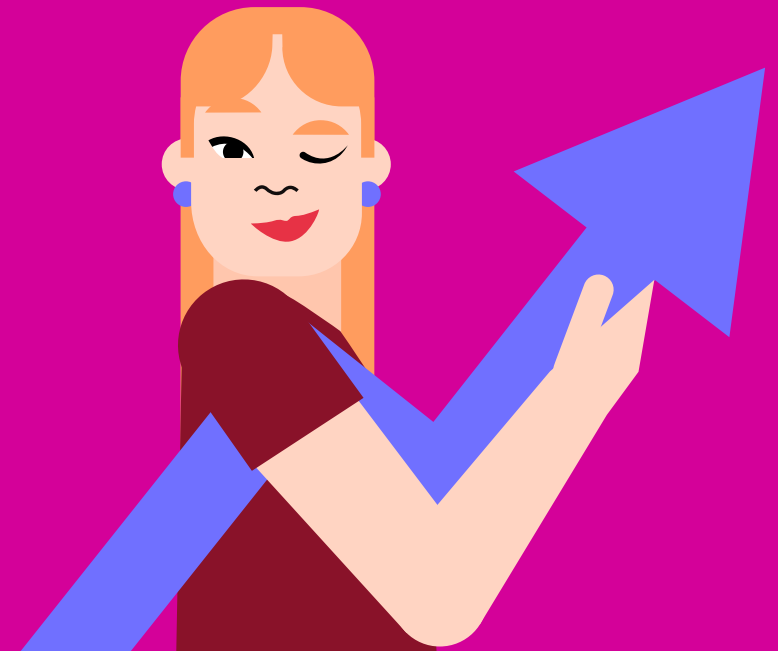


But to pay a subscription for a bank?

And especially one that made its name from NOT charging customers fees? Take that for complexity.

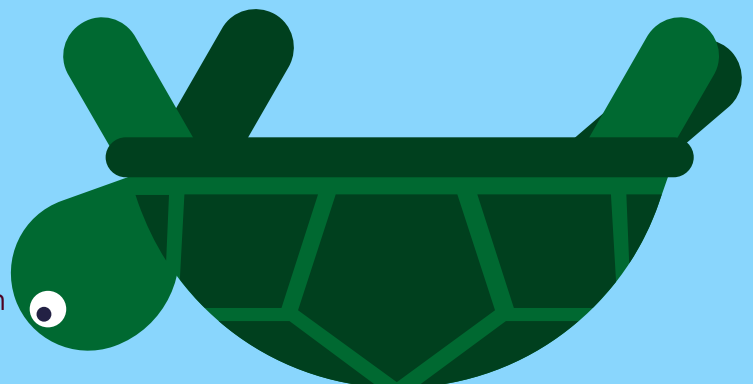
ING More and Extra packages,

filled with so much benefits (from travel or insurance to better FX rates), but – oh well – to pay for.



The challenges were everywhere

- A new type of product, unfamiliar to Romanians as a product and as a habit.
- A paid subscription launch during the cost-of-living crisis.
- An overwhelmed consumer mindset, with people so busy and cluttered that they might press "skip" to the ING packages (no matter what great financial deal they were!) just because it was another to do on their list.
- And a cultural trait of doubting you can get much without a lot of hassle*



*Conform studiilor Geert Hofstede pentru România, oamenii au un impuls interior constant de a fi ocupați și de a munci din greu, considerând că relaxarea sau obținerea lucrurilor fără efort sunt suspecte sau nesigure

Instead of just talking about benefits and price, we knew we had to address the cultural barrier heads on:

We showed people not only how much money they save for these great ING packaged benefits, but also that the reward will be double: **plenty of benefits and zero hassle.**



loads of benefits already curated

by the bank, so you get them all easy without wasting time and money to choose them individually.


And since ING is all about getting real value in a simple, frictionless way, the proof had to be first in the product. And then naturally, we found a creative way to highlight it in communication too.

Banking din plin.

Fără chin.

Value
(willing to pay for)

Hassle-free
(easy, no effort)


do your thing


Un Pachet pliiiiin
de beneficii
pentru fiecare.
Alege Pachetul tău
cu beneficii
ING


Un Pachet pliiiiin
de beneficii
pentru fiecare.
ING

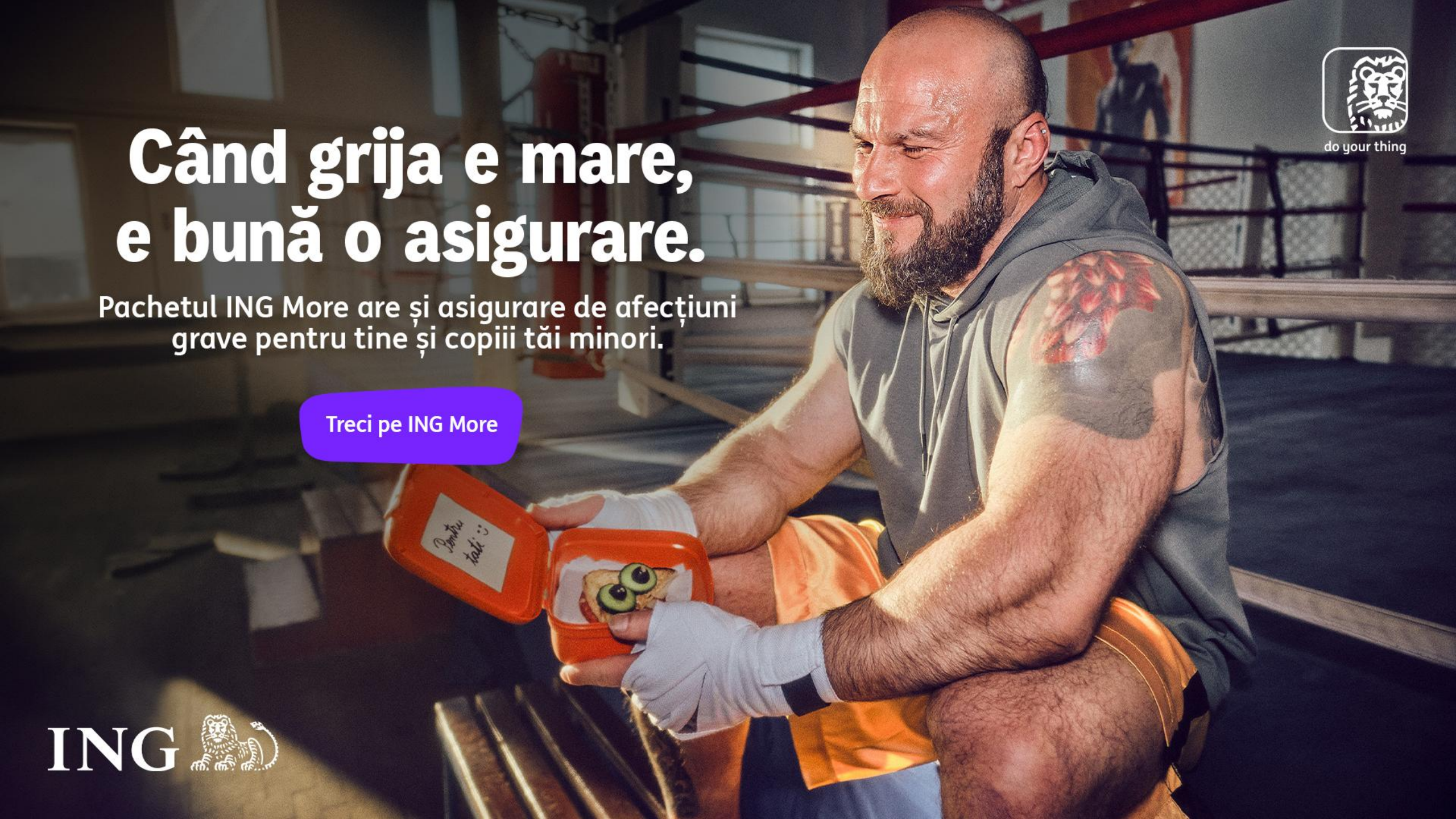

Alege Pachetul tău
cu beneficii
ING

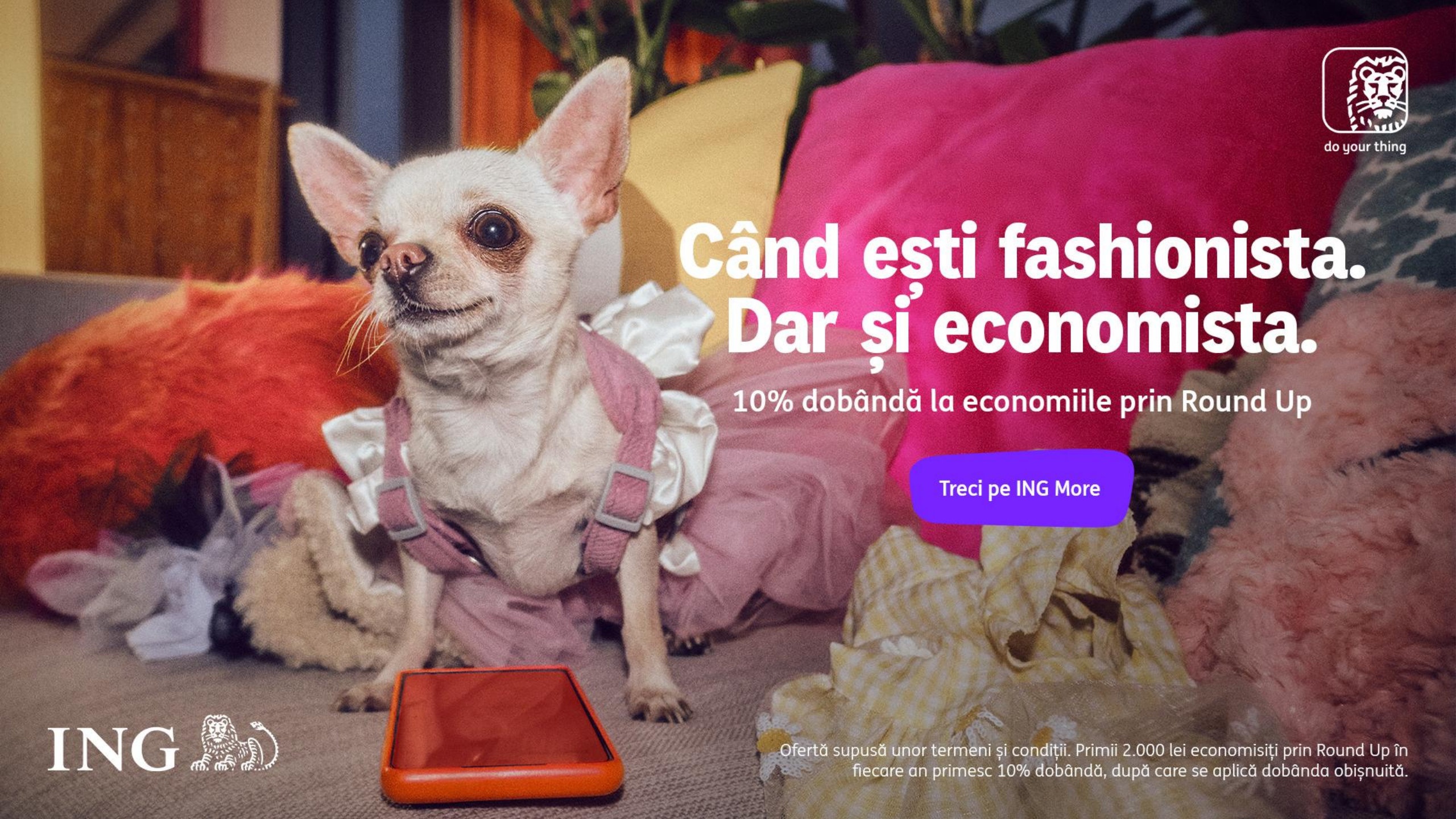

Încearcă ING More!
ING


Încearcă I
ING


do your thing
Banking din plin.
Fără chin.
Cu Pachetele ING.
Alege Pachetul tău
cu beneficii


ING
Banking
din plin,
fără
chin.
ING
Extra
ING
More
ING
Go
do your thing


Când grija e mare,
e bună o asigurare.
Pachetul ING More are și asigurare de afecțiuni
grave pentru tine și copiii tăi minori.
Treci pe ING More
do your thing
ING


do your thing
Când ești fashionista.
Dar și economista.
10% dobândă la economiile prin Round Up
Treci pe ING More
ING
Ofertă supusă unor termeni și condiții. Primii 2.000 lei economisiți prin Round Up în fiecare an primesc 10% dobândă, după care se aplică dobânda obișnuită.


do your thing
Vacanță pe Riviera.
Dar cu asistență rutieră.
Și cu asigurare de călătorie.
Treci pe ING More
ING


Princess
Iubești poveștile
cu prințese?
Ai Disney+ inclus.
Treci pe ING Extra
do your thing
ING

So, in this complex world, it's good to go back to the basics.

1.

Find your belief and stay true to it. Express it simple and single minded.



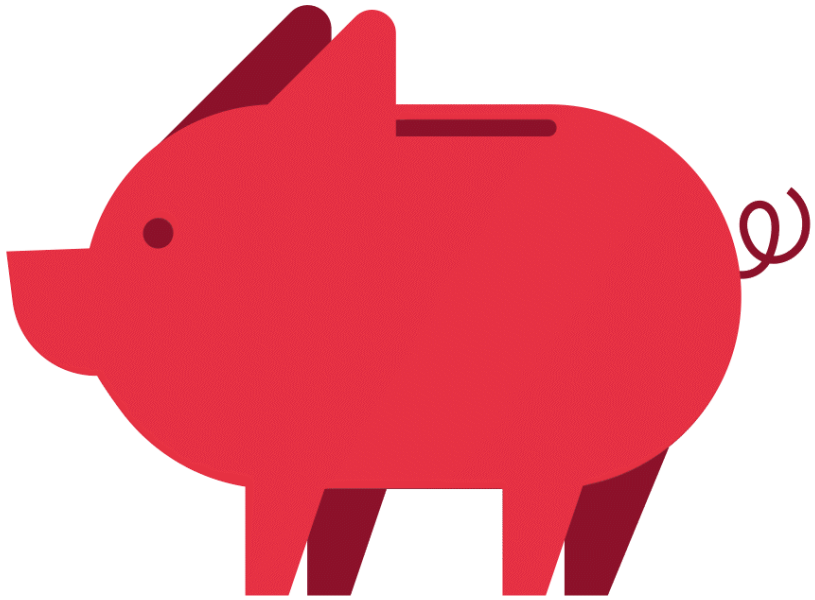
2.

Find constant, consistent ways to nurture it in the long run



3.

Make it your red thread from product to organization and then to finally to communication.





And this way, you'll make it simpler for people to trust & choose your brand too.

Marketing will probably never get more simple on its own.



But it will be as simple as we make it.



Thank YOU!

www.ing.com