

client case study:



The ING Financial Markets division, based in New York, wanted to show how they think and more importantly – act, differently than other international commercial banks. And they sought to provide their sales force the tools they need to present and cross-sell their products in a memorable, branded way.

challenge:

The Financial Markets division was seeking a singular voice to convey their distinct personality - and their identity as a NY-centered operation with global reach; and they needed this identity to work within the carefully developed ING Master Brand guidelines.

obstacle:

ING FM is comprised of an extremely wide array of products and services, many of which are under-known by their core prospects. We needed to not only craft a vibrant FM sub-brand identity, but also develop it in such a way that it could accommodate a broad range of specific types of financial services reaching all around the world and across many markets.

solution:

We developed “FM” brand iconography and a tone of voice that leveraged the power of the ING master brand, and carried this through a series of posters and print ads, product sell sheets, meeting material templates, and a comprehensive new sales brochure. But, we didn’t end there. We extended the work to trade show booth, trade ads, and even environmental branding in the form of decoration for their home office.



Corporate Identity: Designed new logo for the Financial Markets division of ING.



Posters: The offices of ING now proudly display their corporate brand values with a collection of posters created to remind the work force of the division’s identity.



Trade Show Experience: Full corporate communications and identity for trade show booth including branded premiums items.



Brochure: Conceptualized, designed, wrote, and produced a brochure that describes full product/service suite in a uniquely branded way.



Print Ads: Developed print ads for global finance publications emphasizing ING FM’s mix of global reach and local knowledge.

- **ING Financial Markets now has a unified corporate identity package.**
- **Print campaign became mantra of the division’s philosophy.**
- **Developed a comprehensive Corporate Brochure for sales force.**

