



# Marketing...

## Inspired by Marketing Research?

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[www.ing.com](http://www.ing.com)

**FILM**

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Why should a “Banker” become  
“Marketeer of the year” ?

# Because ...

## ***... Banks are the best place to be for a really integrated marketing approach***

- End to End value Chain: from product development to cross channel distribution
- Playing ground for all facets of Direct Marketing
- Intense competitive Battle Field
- Deep change in market expectations
- Open for creative marketing approach
- Central role of marketing in Retail Banking, especially at ING

# I really believe that Marketing initiatives will be controlled by our customers

- Expect relevancy → USP
- Search for best deal → shopping around
- Need for multiple touch points → customer experience
- Ask for interactivity → digital natives
- Look for identification → creative, different & solid
- Like “no-fuzz” → to the point



***Life is complicated ...***

***... Marketing approach should be simple***

# The role of marketing has always been to promote sales

- Prove your results
  - KPI's
- Prove the value of the brand
  - Loyalty
- Prove the impact of the campaign
  - Net sales effect
- Prove that marketing is not a cost but a revenue driver
  - Look at bottom line

# How to navigate in the future?

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- Keep client centricity
- Keep focus on key objective (sales): touch point tuned to target group
- Keep Brand Essence
- Keep consistency in off- and online
- No taboo
- Best of class Direct Marketing
- Stay ahead in Digital Marketing

# What do you expect from a Marketeer?

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- Entrepreneurship
- Business understanding
- Push into Border line
- Manage metrix
- Be passionate about data
- Be loved and hated

# Consumer Insights

## Creating Knowledge and Translating It into Actions

1

### Building a **Holistic View** on the Consumer

→ **Understanding** attitudes, motivations, behavior, trends

→ **Storytelling**



2



**Actionable Insights** driving

- **Tactical & Strategic Decisions**
- **New business development**

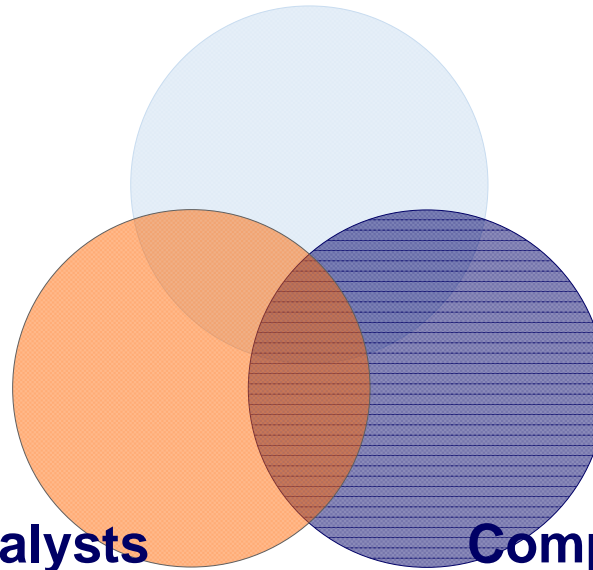


1-pager to top management

# Integrated Business Focused Approach



**Consumer Insights**



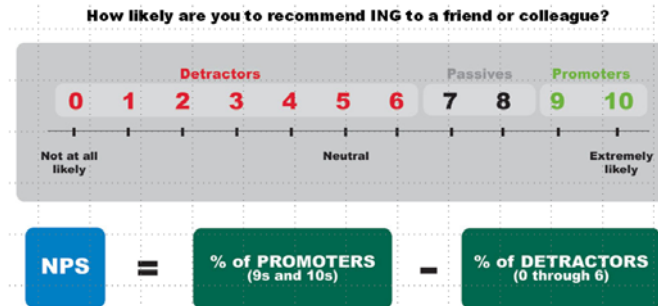
**Business Analysts**

Internal Data:  
Modeling, Segmentation, Campaigns...

**Competitive Watch**

ING in the marketplace

# Illustration: Net Promoter Score



- **ING Group** initiative
- **Online surveys: transactions and relationship**
- Collecting **instant customer feedback** and **acting upon it**
- **Triggers** → person to act → converting detractors into promoters & stimulate referral
- **Embedding NPS** into our organization → catalyst for product and process design...
- Link with **Business Analysts**: closing the loop



**NPS**  
**is about**  
**GROWTH**  
**not about**  
**satisfaction scores**

# A fundamental change happened within the Marketing department



***Obsession with Marketing Must's***

## **From**

- Art
- Nice idea / Gut feeling
- A bit for everybody (product/segment)
- Pleasant campaign

## **To**

- Science
- ROI driven
- Prioritization
- Effective sales oriented brand building



***Rigorous execution***

- Hierarchical, too many decisions deferred to the top
- Being late happens, rework happens

- Empowered decision making embedded in process
- First time right



***Recognized and Pivotal***

- Marketing one among many functions
- Bank sector no match with FMCG for top marketers

- Marketing is unrivaled talent developer within the bank
- Exciting new frontier for top marketing talent

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