

Audio Branding Award 2011

ING-DiBa

Analysis & Research

Waltraud Niemann

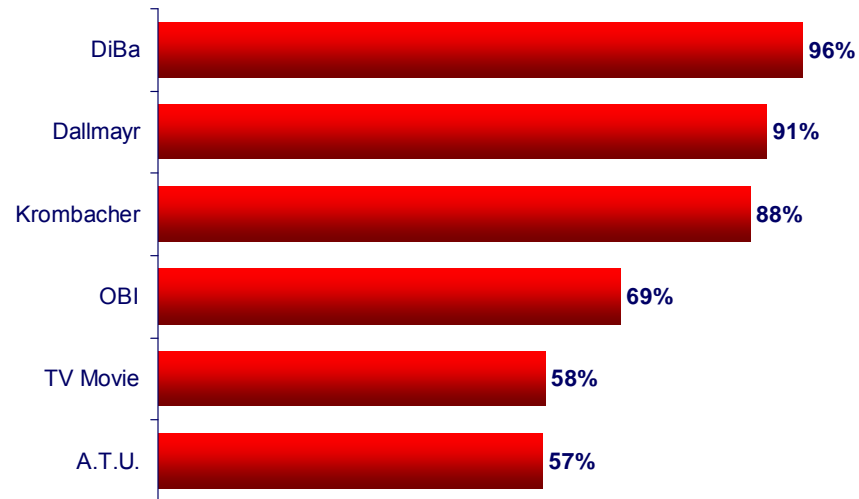
Frankfurt, 12.08.11

www.ing-diba.de

Research: RMS Sound Logo Check 2006

- Measurement of the recall of acoustic sound logos of brands/concerns
- In the test, the ING-DiBa sound logo registers an amazing recall rating of 96%

The question: can you recall having heard any of these jingles before?



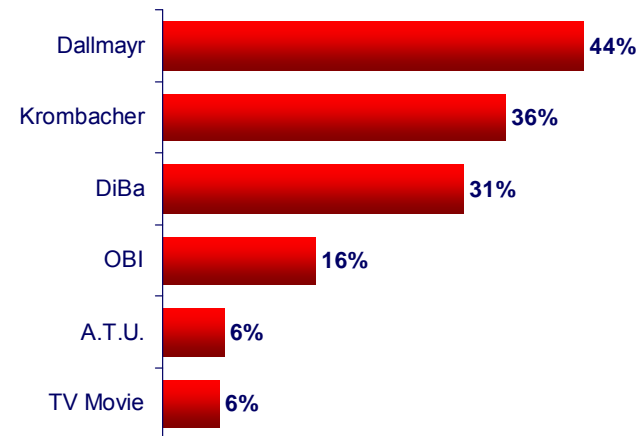
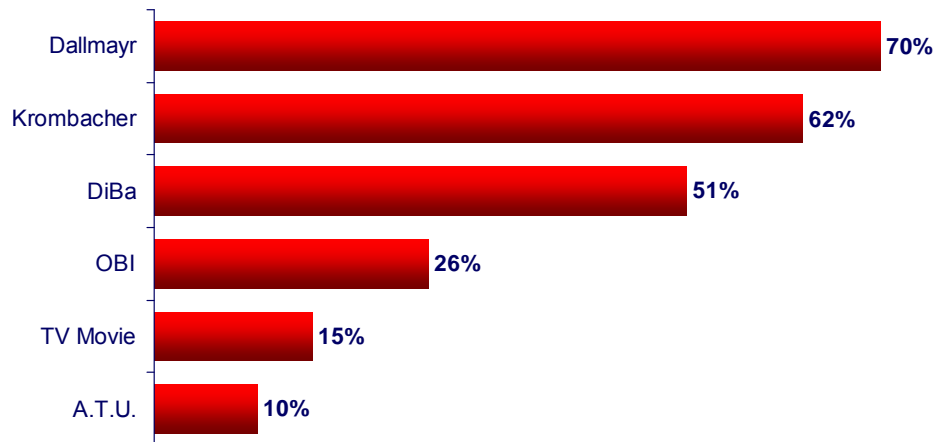
Source: RMS Sound Logo Check No. 10, October 2006, representative CATI survey by TNS EMNID, Bielefeld

Research: RMS Sound Logo Check 2006

- In the rating of favourite jingles (top two), the ING-DiBa sound logo is liked by 50% of the surveyed population
- 31% assigned the sound logo heard to the correct brand/concern (unaided)

The question: how much do you like these audio sequences from ads?
Please rate them on a scale of 1-6, where 1 denotes "I like it very much"
and 6 "I do not like it at all". You can differentiate your answers with the
ratings in-between.

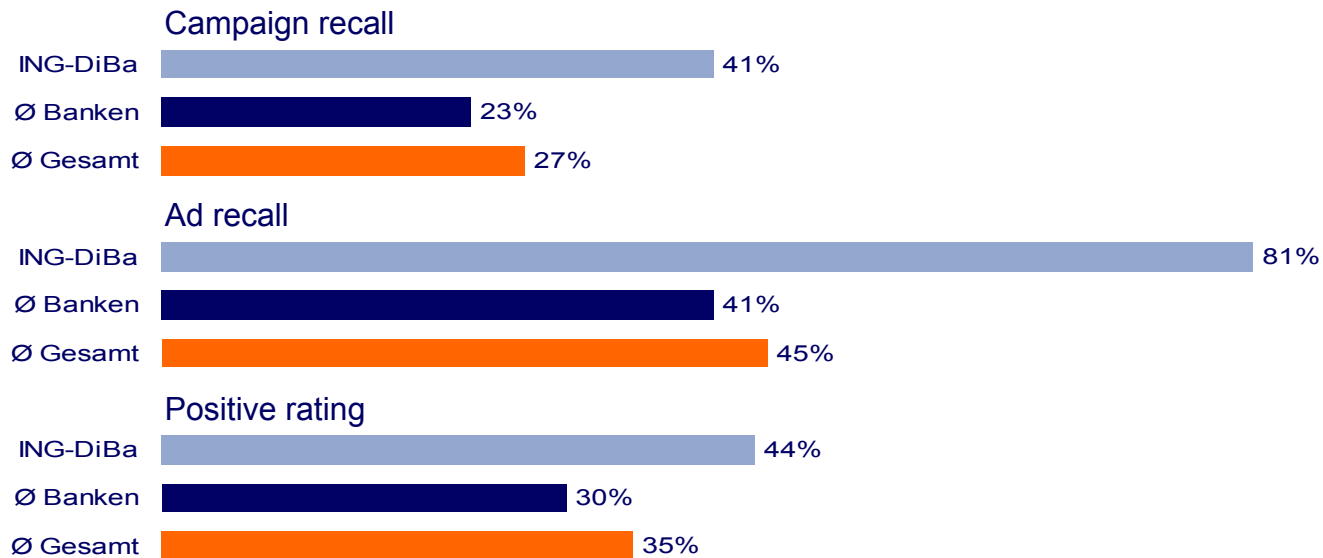
The question: can you say which brand or concern you associate with this
extract from a radio ad?



Source: RMS Sound Logo Check No. 10, October 2006, representative CATI survey by TNS EMNID, Bielefeld

Research: ARD Advertising Sales & Services – Radio Ad Analysis 2010

- Listener survey on performance values and rating of radio ad production and evaluation of effectivity factors against benchmark standards. The radio ad used in the test was “In other words” for ING-DiBa financial services.
- An outstanding 41% of all listeners were able to recall the campaign unaided and more than three quarters (81%), were able to recall the ING-DiBa ad. This means that, in campaign recall, global rating and, above all, in ad recall, ING-DiBa far exceeds the existing benchmark standards for banks.



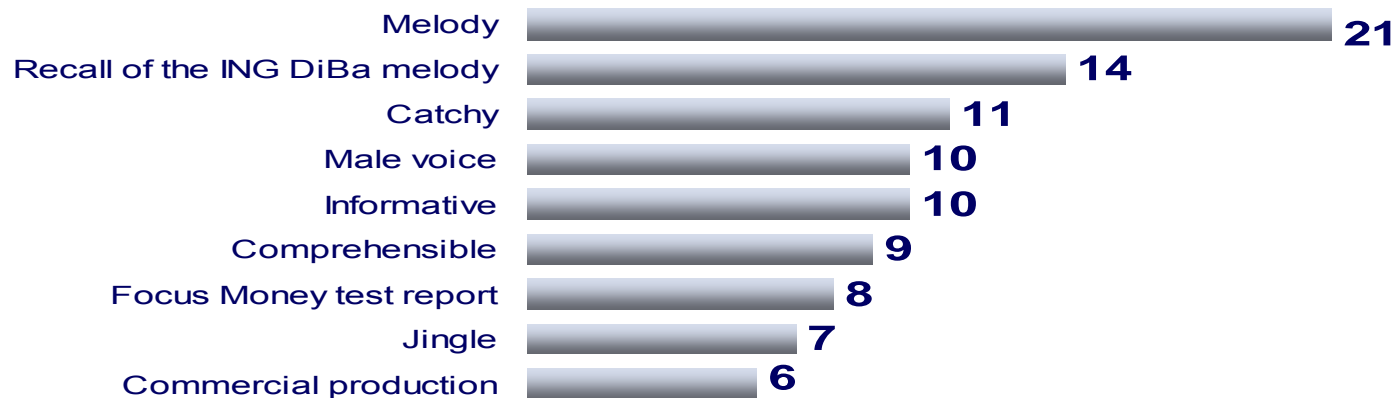
Source: AS&S Radio, Radio Ad Analysis (SARA), May 2010

Research: ARD Advertising Sales & Services – Radio Ad Analysis 2010

- If we add together the likes that refer to the sound logo, we see that 42% of the population surveyed say they like the music/the melody/the jingle.

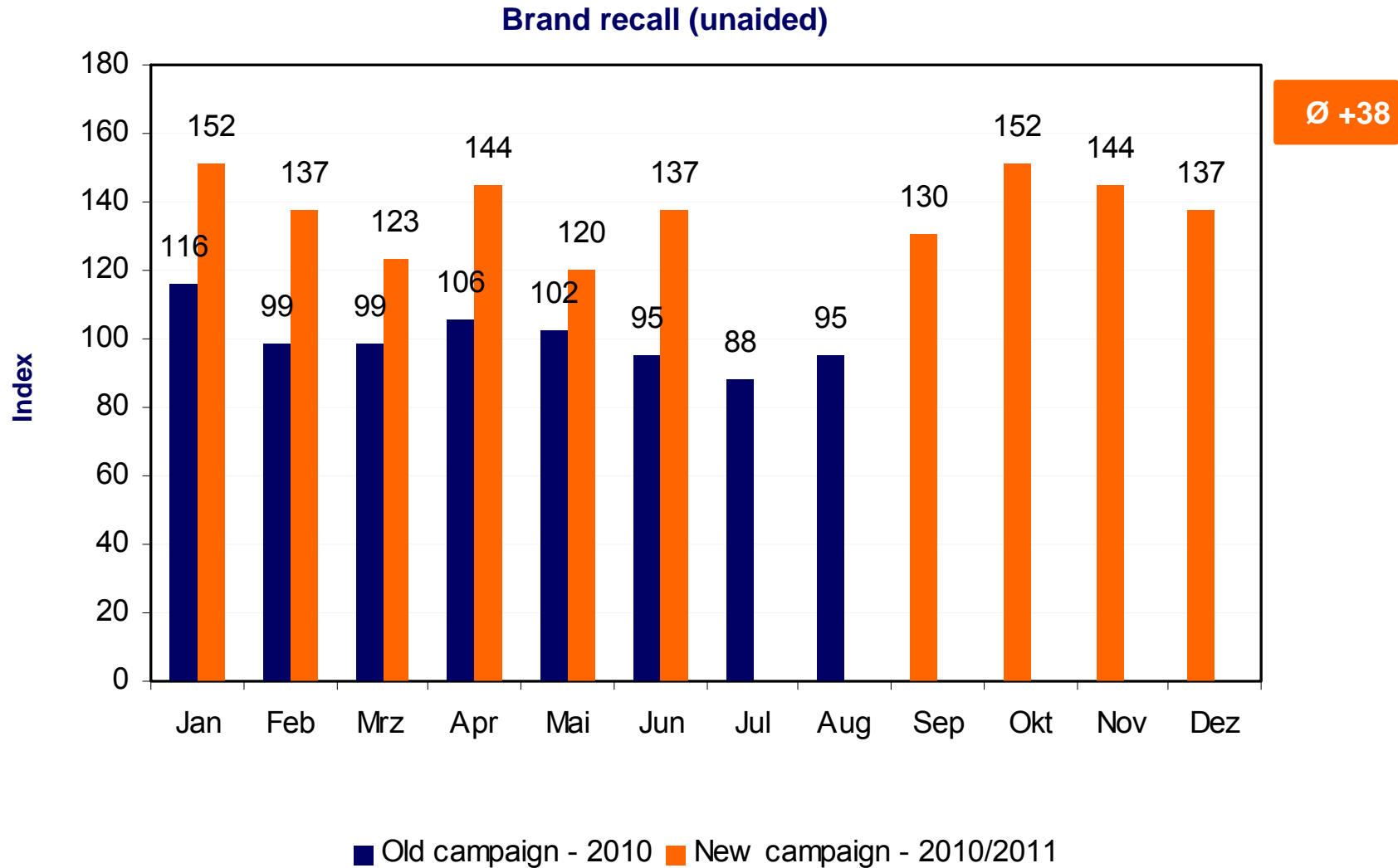
Likes and Dislikes

What do you like about this radio ad? open multiple answers >5%



Source: AS&S Radio, Radio Ad Analysis (SARA), May 2010

'Before & After' (brand evolution 2010/2011)



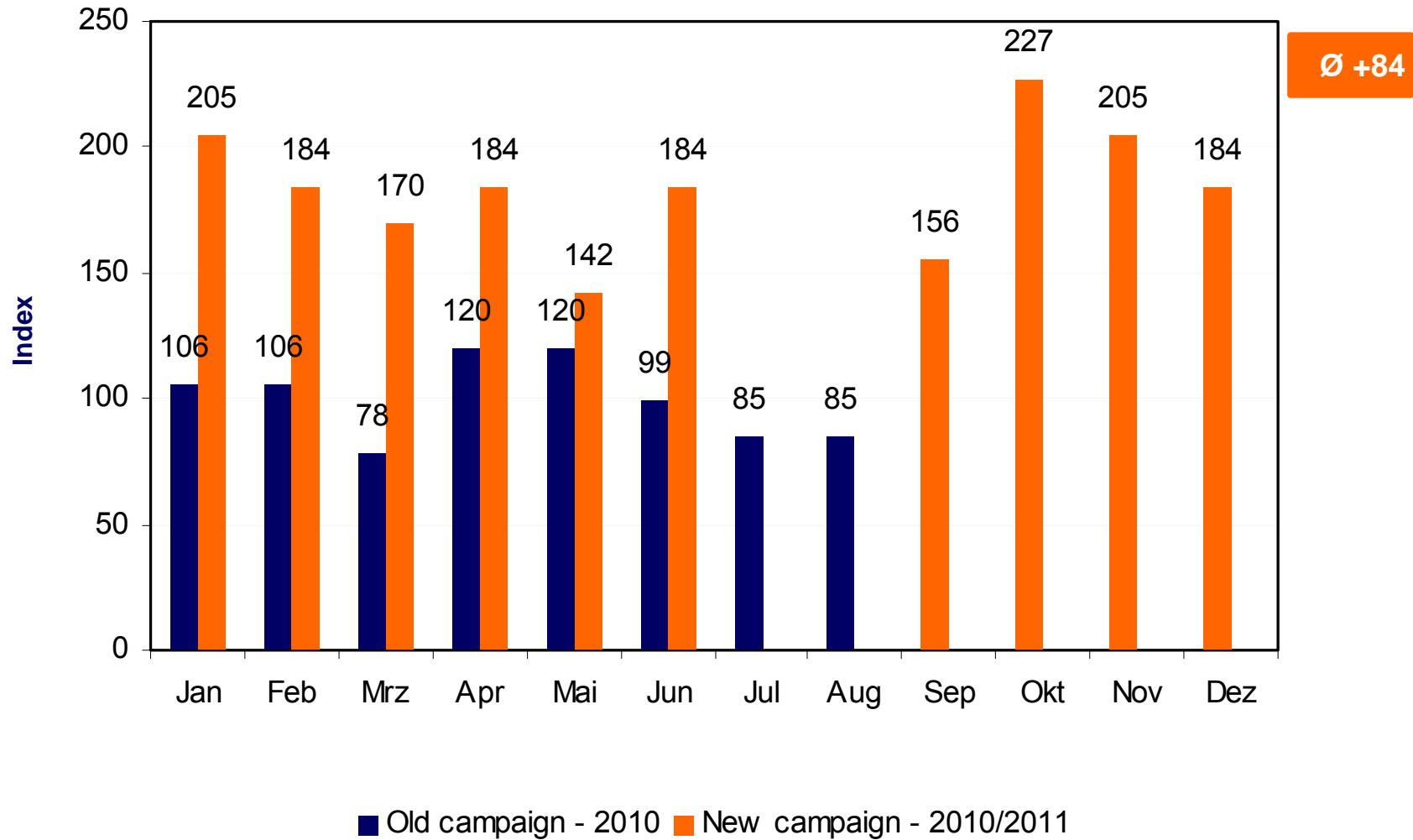
Basis-Index: average value January – August 2010 – old campaign

Source: Brand and Ad Tracking by TNS Infratest January 2010 – June 2011



'Before & After' (brand evolution 2010/2011)

Ad recall (unaided)



Basis-Index: average value January – August 2010 – old campaign

Source: Brand and Ad Tracking by TNS Infratest January 2010 – June 2011