

Ed-U-Gram



AUGUST 2004

1120 Avenue of the Americas, New York, NY 10036
Phone: 212 768-7277 Fax: 212 790-1561 E-mail: dmeff@the-dma.org www.the-dma.org/dmef

Now in its 20th Year! Announcing a special program ...

DMEF Collegiate ECHO

INTRODUCTION TO THE ING DIRECT CHALLENGE: A word from your client

ING DIRECT (ING Bank, fsb) established in September 2000, is the fastest growing retail bank in America with over 1.7 million customers and \$20 billion in assets. It offers consumers simple financial products with superior value.

We are offering a choice of **two challenges** for your creative input:

- 1) a project to acquire Orange Mortgage customers
- 2) a project to acquire Orange Savings Account customers

Please choose **either** challenge for your team's submission to the competition; winners will be selected, and awards will be given for each.

ING DIRECT CHALLENGE #1: Customer Acquisition: Orange Mortgage

Your Challenge is to develop a response marketing campaign to convince good and great credit quality homeowners or prospective homeowners of the value of the Orange Mortgage (which is an Adjustable Rate Mortgage) and to submit an application for a purchase or refinance mortgage.

The Orange Mortgage is available as 3/1, 5/1 or 7/1 Adjustable Rate Mortgages (ARMs), which means the rate is guaranteed for the first 3, 5 or 7 years of the loan, and can then adjust annually thereafter up or down based on preset rules. There are no points, no application fee, no prepayment penalties and the lower rate of an ARM can save the consumer thousands of dollars during the initial term. Consumers can apply via phone or the Web site.

THE CHALLENGE

- Research the comparative benefits of an ARM and the consumer mindset.
- Propose the best creative approach and targeting that will reach consumers in the market for a mortgage with the best chance of converting them to apply and fund with an Orange Mortgage.
- The campaign should propose multi-channel solutions including direct mail and /or internet advertising as core elements.

ING DIRECT CHALLENGE #2

Customer Acquisition: Orange Savings Account

Your Challenge is to acquire new Orange Savings Account customers.

The Orange Savings Account is America's highest yield savings account with no fees and no minimums. The yield is usually 4 times the national average. There is no need to change banks – simply move extra cash into your Orange Savings Account from your linked Checking account. The account can be opened via the mail or on the Web site.

Anybody in the US with \$1 and a checking account can open an account. The target market is really more about behavior and mindset (people who save their money) than demographics, although for media purposes the market may be defined as 25 – 55 year olds with household incomes over \$75,000.

THE CHALLENGE

Your challenge is to propose the best targeting solutions based on consumer insights and research, and creative approaches that will ignite a consumer's interest in saving their money at ING DIRECT. The emphasis of this campaign is on multi-channel direct marketing solutions and should include at least two of the following vehicles in addition to any other vehicles you identify: internet advertising, direct mail, email and free-standing inserts.

Focusing heavily on marketing strategy, both challenges call upon the use of direct and interactive marketing elements and involve market research, media planning, creative execution (artwork is not required), return on investment and budgeting.

To enter and to obtain the complete Official Rules Booklet and assignments, faculty advisors click here for the [INTENT TO COMPETE](#) form.

The Rewards of Competition. Prizes will be awarded!

The **Gold Award** winning team member--and faculty advisor--each will receive a scholarship to attend the Direct Marketing Association Annual Conference!

The DMA Annual Conference and Exhibition is the industry's largest event; it draws thousands of business leaders from around the world for networking, case studies and educational seminars.

The **Silver Award** team members and advisor each attend a regional Directing Marketing Day or Conference near their school!

The **Bronze Awardees** receive a collection of direct marketing publications!

Honorable Mention Certificates will be awarded for the:

- *Most Innovative Marketing Strategy
- *Best Media Plan
- *Best Creative Execution
- *Most Efficient Budgeting

Plus, Northwestern University Scholarships!

Students from all winning teams who are accepted in the Medill School of Journalism graduate program in Integrated Marketing Communications (within three years of receiving their undergraduate diploma) will also receive a gold \$2500, silver \$1500 or bronze \$1000 scholarship!

There's even more! Including trophies, plaques, certificates and sponsor gear. See the details in the Official Rules Booklet. (see above or click here for [INTENT TO COMPETE FORM](#))