

# Faces of the campaign

## Isla Fisher

Isla becomes the classic paranoid actress after realising that Simon has cast real customers instead of her for ING DIRECTs next ad campaign. In this Isla sees a threat and scrambles to get noticed by Simon in every way possible.



Simon is still the unflappable, nonchalant director. His deadpan reactions are the perfect counterbalance to Isla's flamboyance. In our 2015 ING DIRECT campaign he struggled with a Brand Ambassador who rarely did what she was told and couldn't even pronounce the brand name. Now we see the duo return to battle it out again. This time he is armed with some <u>real</u> ING DIRECT customers, people who behave themselves and know their lines.

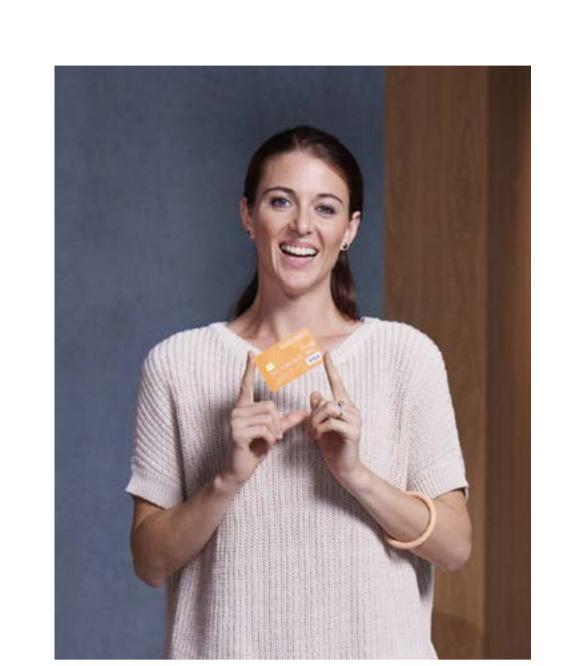


Dimitri is Isla's devoted assistant always immaculately dressed and ready with anything Isla may need, but never quite getting it right or getting the recognition he deserves. Isla can do no wrong in Dimitri's eyes and nothing Isla asks of him is too much. As Isla's jealousy for the talented ING DIRECT customers intensifies however, so do Dimitri's stress levels.



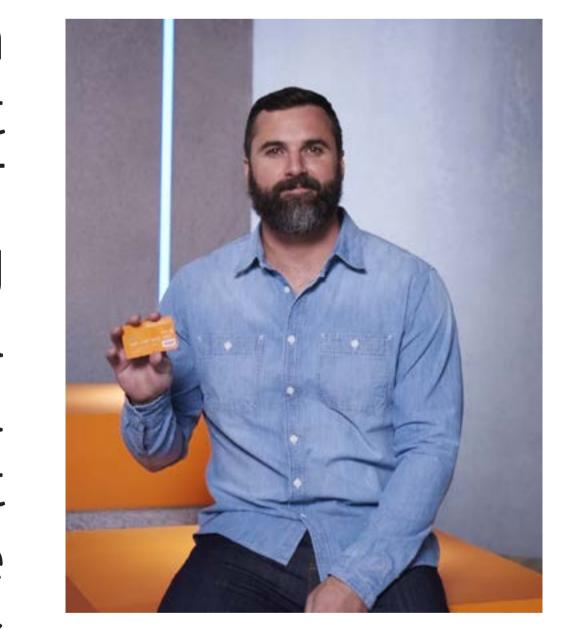
## The customers

I have been an ING DIRECT customer for around 8 or so years (it's been a while so the dates are a bit hazy). I first signed up with ING DIRECT for a savings account as I was a Uni student and there was no ATM card to go with the account, which at the time was exactly what I needed to stop me from heading to an ATM on nights out to withdraw money I didn't really have. So it was the perfect way for me to save as I was saving to buy a house. I've had a couple of home loans with ING DIRECT since then and still have two today. I am married



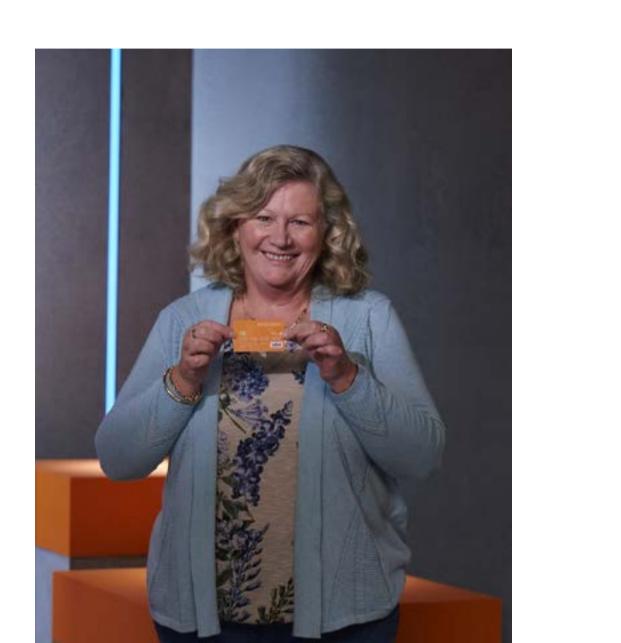
with a daughter and a bub on the way. I worked in IT Operations for 10 years before giving it all away to follow a dream to start my own business. Last year my husband and I opened The Farm Wholefoods with the aim to franchise. We opened our first franchise last year and have 2 more in the pipeline this year and hope to head over to the States and take the business with us. I also like to run and used to run at a high competitive level. Nowadays I run recreationally and have unfinished business with the marathon (I am yet to do one). Melbourne marathon 2017 is the goal!

I joined ING DIRECT in 2003. I have always had a problem with saving money with a regular bank, I always found that there was no incentive to save. Once I joined ING DIRECT I noticed that the interest rate I was receiving was really helping me stay on track. Within 6 months I had saved enough to buy my first motorbike, something I had wanted for a long time. Now it was just a old postmans bike..... but at 23 years old I thought I was Fonzy on that thing!! Since that first experience I have used my ING DIRECT savings



maximiser to save for various things..... Another motorbike, deposits on 2 apartments, holidays, long term savings and for the last 2 years I have been using it for something that means more to me than all the material possessions in the world. See my sister and I are very close and she has had it a little tough in life, being a single mum to 2 beautiful boys. She lives in WA but we both grew up in QLD and most our family is there. After her 38th birthday I set up a separate account and have been putting a little bit in that account every week for almost 2 years now. That little bit every week has now matured to over \$4000 so I can surprise my sister with an overseas holiday on her 40th birthday. Something she would not normally be able to do.

I remember working with a bunch of (dare I say) "pommies" in a recruitment agency in the City quite a few years ago now. One of the guys approached me telling me I should open an "Orange" bank account as there was a promotion and if I did they would put in- I think it was \$23 or \$53- to your new account. I said yeah right, but I did, and they did and I've been with them ever since! I have 2 accounts, my Orange Everyday and one that's labelled as Savings that I use as my Trust Account for my Business. Moving funds



from one account to the other is instantaneous and a blessing. I had my home loan with ING DIRECT and I was a very happy camper. I was enticed to move to one of the "Big Four" but I can tell you I truly can't wait to move it back (I think it's May next year but it will happen as soon as I can work it) Nothing worked smoother than when everything was in one place. I admit to having other accounts over the period of time since opening my ING DIRECT account but ING DIRECT kept winning me back, nothing has been easier. Even the off chance of a cheque coming in can be banked at a Post Office (which are open Saturday mornings!) Oh yeah = talking with Customer Support is easier - and "nice". As to the technology, I LOVE the App and the fingerprint login and the ability to do/ see things instantly, I've even grown fond of the Orange (must admit to it not being one of my favourite colours but it seems to be entrenched into my life now - I'm an SES Volunteer - and I even have orange clothes in my wardrobe). Whatever you're doing ING DIRECT, keep doing it. You need a stronger presence and I think you should take over the world - Oh OK a bit strong, but yes, I do love my ING bank.

I'm 28 and I am a model/actor from Sydney - yes I'm a slashy. I love my job, travelling and not taking myself too seriously. I have been with ING DIRECT since 2015 and originally joined just for a savings account. I had been told by so many people that ING DIRECT was the only savings account worth having. I now also have the Orange Everyday Account and have been using it everyday. A friend of mine told me she switched to ING DIRECT for that very reason. I also knew I was meant to be a part of the ING DIRECT family



after I auditioned for the commercial, when a homeless man in Redfern shouted to me "Excuse me lady, you look like Isla Fisher, you know - Borat's wife!"