



importance of **owning it**

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Chief Marketing & PR Officer
Ally Financial



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✦ Today

Share with you our **brand journey...** and the importance of having **great agency partners** and **strong internal capabilities.**



It all started 12 years ago when the financial landscape was bleak.

and the
category was
begging for
disruption.



Bank of America.



CHASE 

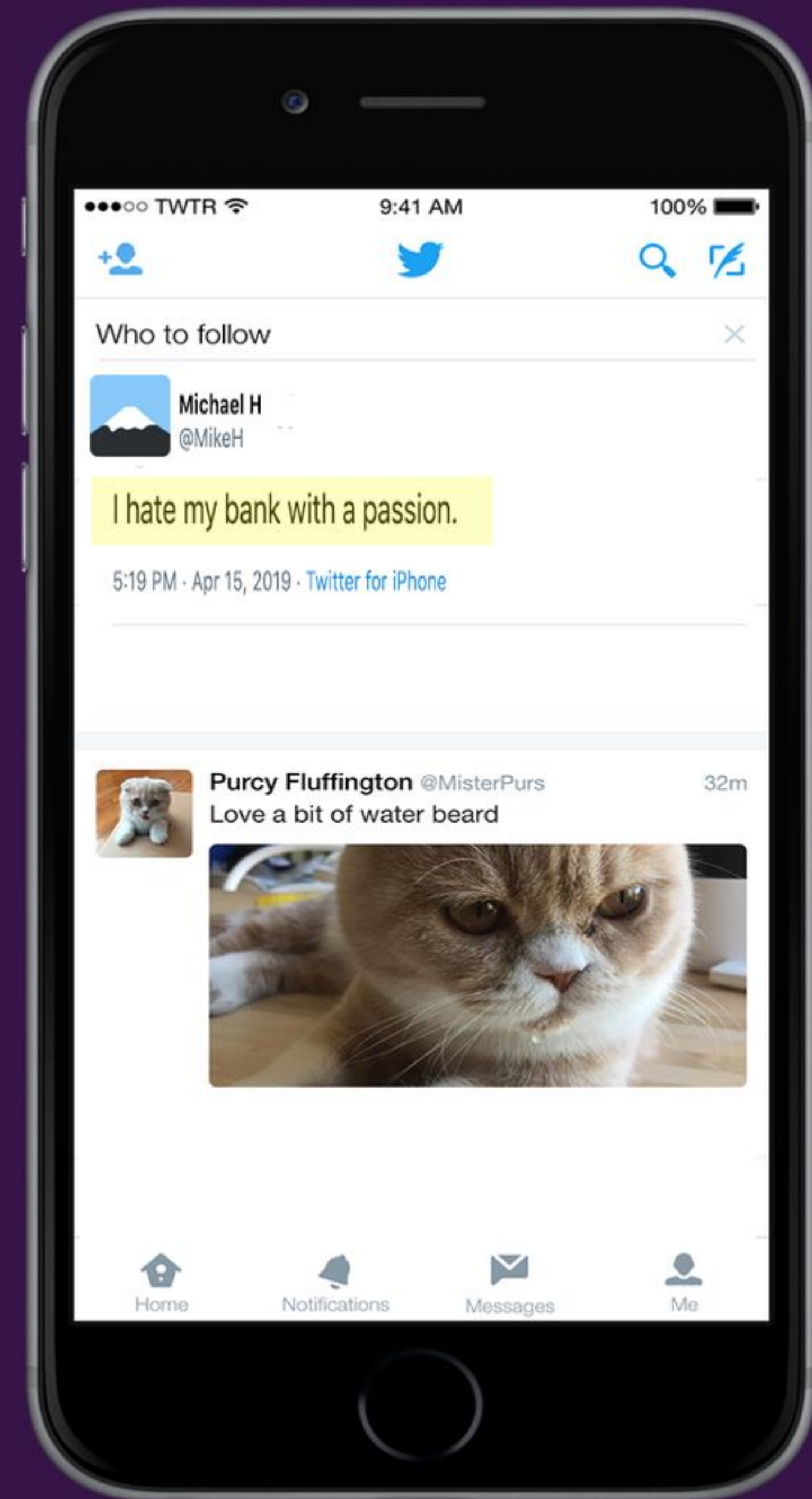
WELLS
FARGO

CapitalOne

TD Bank



we knew we
had a massive
opportunity.



and we knew there
was one thing
nobody was
focused on...

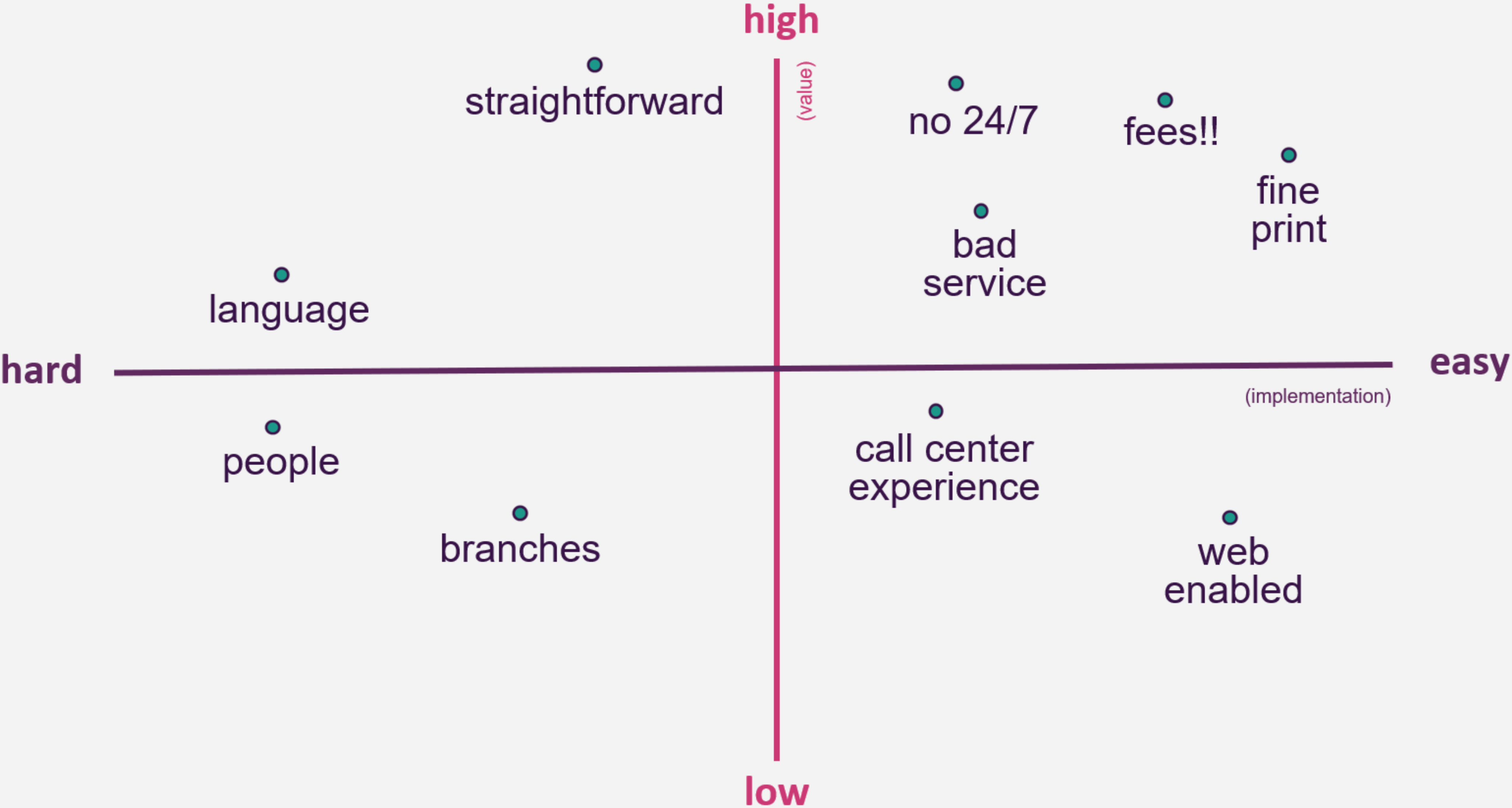


and we knew there
was one thing
nobody was
focused on...

the customer.



#customerpain



welcome to Ally (The OG)



we achieve dramatic brand escalation.

doubled brand value for three straight years.

top 3 fastest growing U.S. banking brands.

awareness

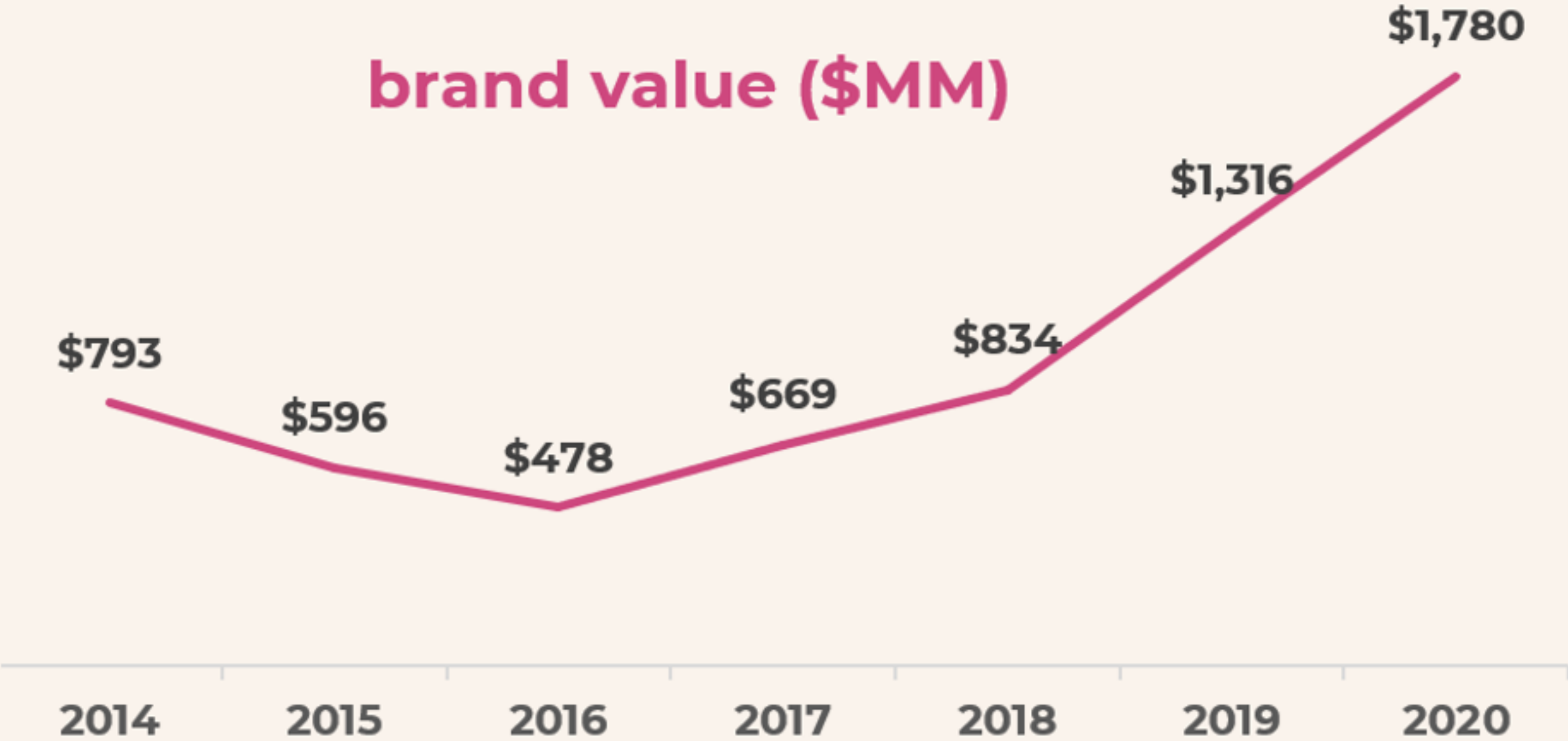
total market awareness **50%**, up 5% YOY

consideration

affluent millennial consideration hit **40%**, 7% more than consumers overall

brand sentiment

social sentiment hit **90%** positive



and uninterrupted **business growth.**

- Over **\$130 billion** in retail deposits
- Over **8.8 million** active enterprise customers
- Consumer auto originations annual reach **\$35 billion**
- Have now **fully scaled** to all consumer financial categories

Named 2020 “**best online bank**” by Kiplinger – 4th straight year

national recognition - marketing awards.



MARKETERS OF THE YEAR NO. 7: ALLY FINANCIAL
AdAge, Dec. 9, 2019

By Judann Pollack
Online bank drives growth and reputation with
unrelenting focus on customers.

Ally Financial Chief Marketing and Public Relations Officer Andrea Brimmer likes to refer to the company's brand as a weapon. If so, it's a weapon of mass seduction.

AdAge

The top-performing marketers of 2019 didn't just buck conventional wisdom. They shattered it
AdAge, Dec. 9, 2019

Read how these 10 brands and companies, which comprise Ad Age's 2019 Marketers of the Year list, climbed their way to the top.

- No. 1: P&G
Medium shot of the Popeyes chicken sandwich
- No. 2: Popeyes
Comedian Trevor Wallace holding a White Claw can
- No. 3: White Claw
Background: A parked SUV. Foreground: A short pole with the words 'drive up' printed on it along with the Target logo
- No. 4: Target
A group shot of barbie dolls dressed in various professional outfits
- No. 5: Barbie
A close shot of Baby Yoda from the Disney+ show 'The Mandalorian'
- No. 6: Disney
Ally Financial team photo
- No. 7: Ally Financial
Greta Thunberg sitting in the middle of a group of children holding various protest signs about climate change.
- No. 8: Greta Thunberg
Child using Microsoft's adaptive controller
- No. 9: Microsoft
The US women's soccer team celebrating their victory.
- No. 10: U.S. National Women's Soccer League



**We knew we couldn't do this
alone... we needed a combination
of internal and external expertise.**

we embarked on an extensive agency search.

the brief



Ally Creative Pitch Brief

Background/Overview

In 2015, The Boston Consulting Group listed Ally among the hottest up and coming brands to watch, alongside brands like Airbnb, Alibaba, Fitbit, GoPro, Hulu, NXT, Oculus Rift, Snapchat, Tesla, Uber and Virgin America... not the kind of brands you would expect to see a bank sitting next to, but it underscores the disruptive nature of what Ally has done.

Ally's legacy dates back to 1919, and the company was redesigned in 2009. At a time when conventional banking practices were challenged, the nation's largest startup created a disruption that has forever changed the landscape of financial services. The value proposition was simple—but at the same time, it was a philosophy to make banking more relevant (by solving pain-points in the customer experience), consistent / reliable, and now a people bank, and now

Objective

We would like to be a brand that people talk about.

Fast forward to 2016, we launched our first-ever unified brand campaign in Ally's history, bringing together the full scope of the company's financial services offerings under the "Do It Right" mantra. The campaign message focused on all of the ways Ally does things right for customers and their finances. From witty commercials depicting Ally people going above and beyond the call of duty to attend to customers' needs, to disruptive in-market tactics like the Ally Lucky Penny and Ally Big Save which conveyed the importance of money mindfulness.

As "Do It Right" continues to build momentum, it has resulted in the highest brand awareness in Ally's history at 50%. Brand favorability almost doubled, growing from 42% to 73%. Our positive social sentiment surged to 85%. But – we believe we can do better.

And while all of these amazing statistics are nice, we do need to drive business goals – or we are all out of a job. Just so you know what we are charged with delivering:

- o \$12B in Deposit growth
- o 85,000 new Invest accounts
- o 90,000 Mortgage leads
- o Reposition auto franchise to help dealers think about the evolution of the automotive landscape to a more digital orientation.

But for the purposes of this assignment, we are going to ask you to be very focused.

Objective

We would like to be a brand that people talk about.

What we know about our customers

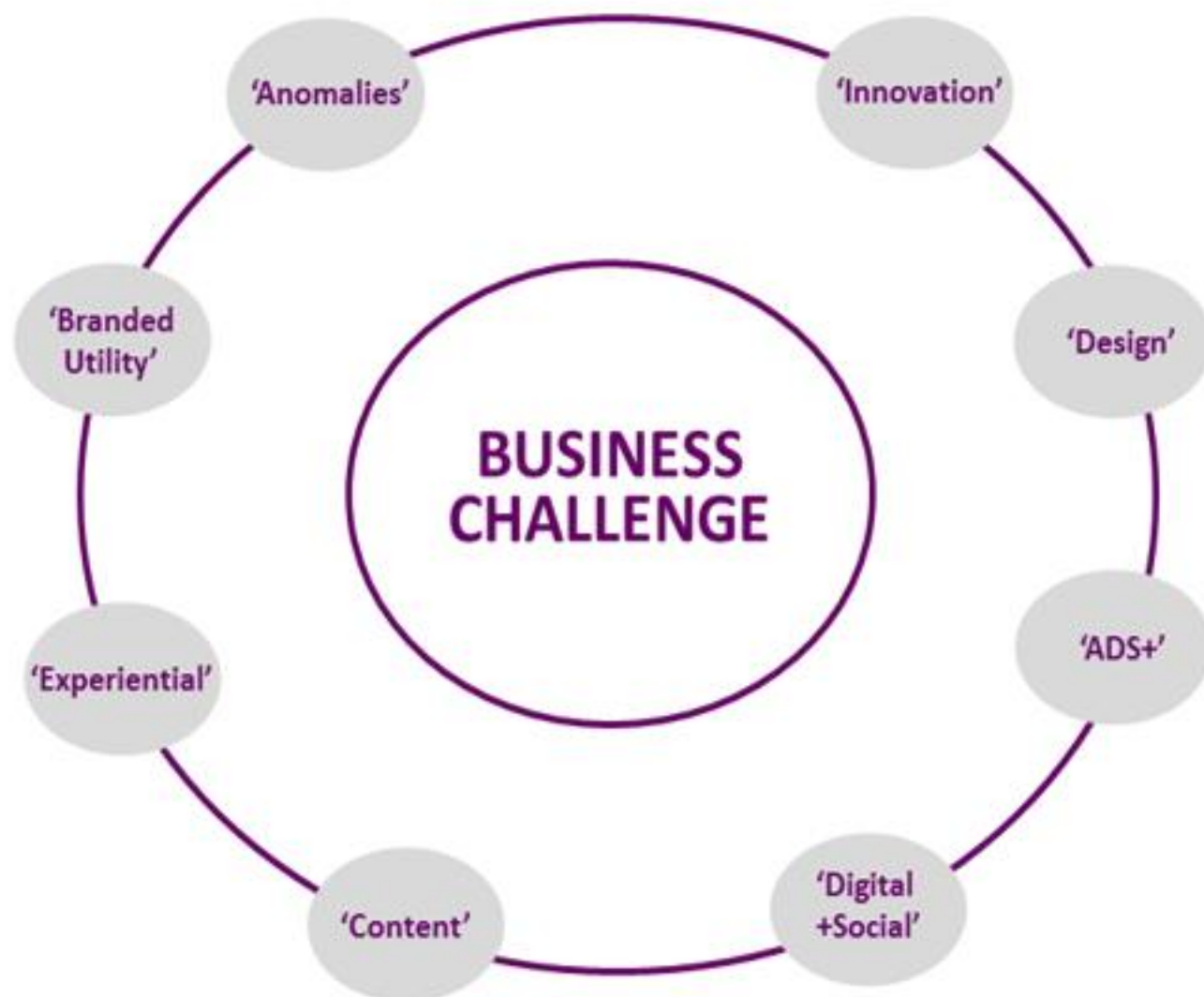
We don't buy based on demographics but rather on audience and psychographics. We appeal to a savings mindset. How would you think about defining our target and finding the white space?

the agencies



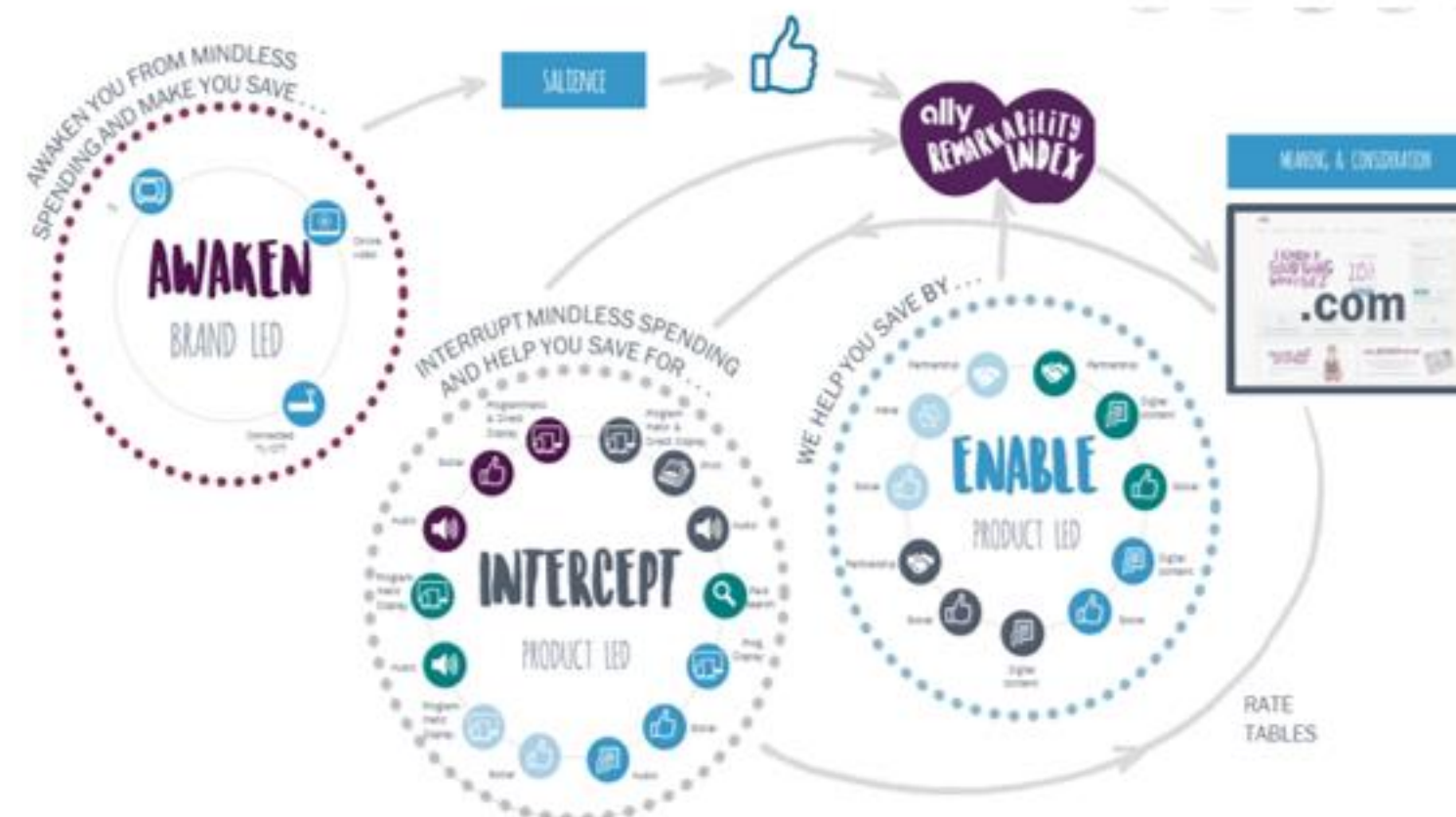
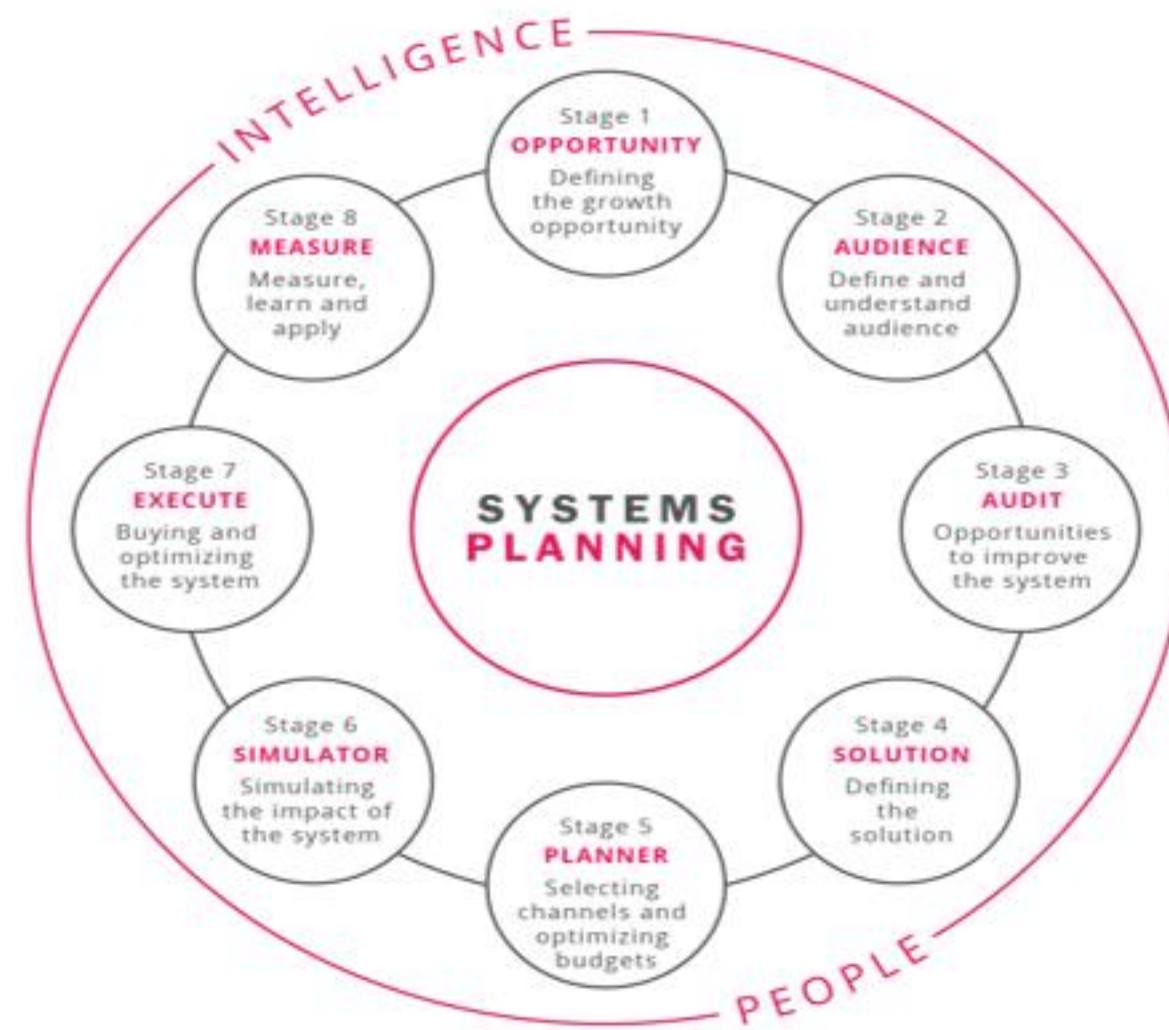
and surrounded ourselves with excellence.

anomaly



**INCITE
IMPROVE
INSPIRE**

MEDIACOM

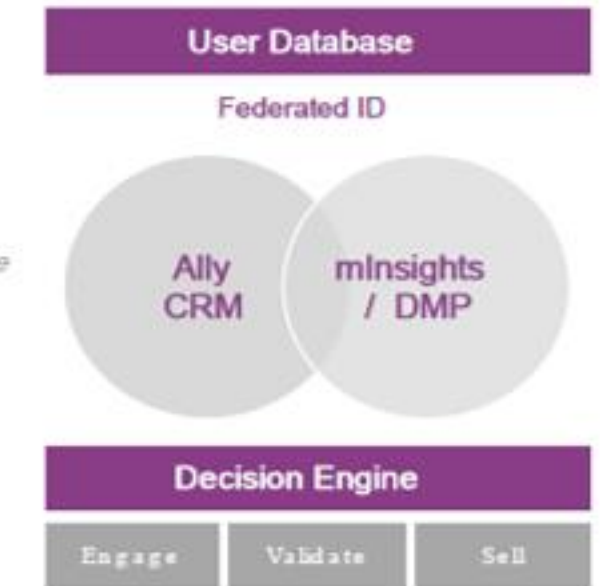


R/GA

1 Recognize

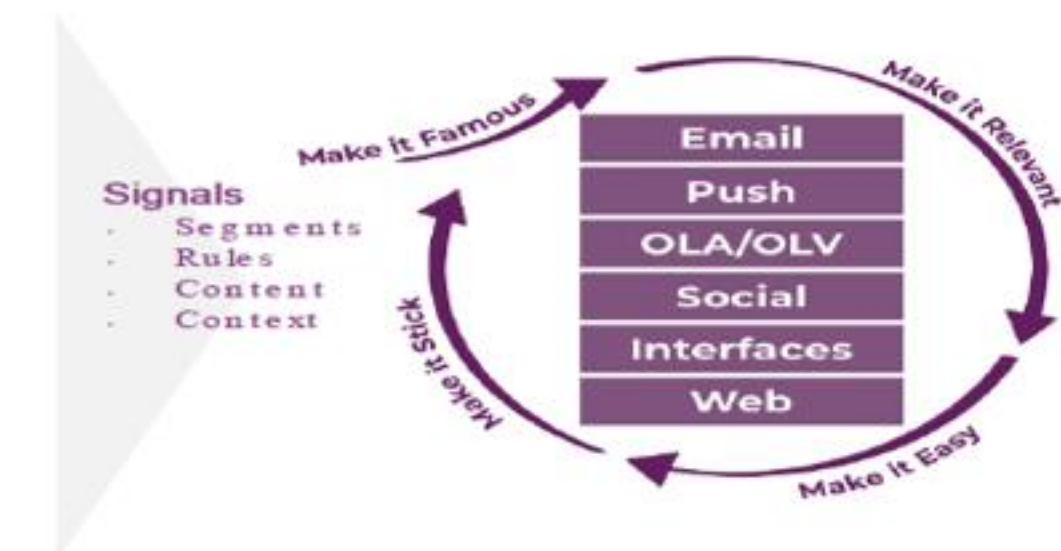


2 Decide



1

3 Deliver



**in parallel to selecting strong
agency partners... we also built
expertise in-house.**

re-imagining our in-house house.



start-up culture

- agile decision making
- aggressive experimentation
- collab/productivity tools

data-led approach

- competitive MarTech stack
- advanced segmentation models
- ongoing A/B testing, learning, apply & pivot

unified vision

- from siloed to centralized objectives
- unified goals, KPIs and measurement
- teams & SMEs supporting multiple businesses

expansion of specialized SMEs

- hands-on-keyboard channel experts: paid search, data/analytics, SEO
- replicating and expanding proven in-house disciplines already in place
- nearly 200 internal UX SMEs

ally video studios.

As part of our **Enterprise Video Strategy**, we built in-house video studios in Charlotte and Detroit

- **Efficient** – dramatically reduce cost while expanding video use across Marketing, Digital, HR and Training
- **Access** – participate in broadcasts with networks like CNBC, Bloomberg, CNN and Fox – with no cost to Ally
- **Expand** – add Facebook Live, YouTube Live and Podcasts to in-house marketing capabilities
- **Convenient** – quickly conduct live video webcasts with internal Kontiki platform across the enterprise
- **Flexible** – ability to use self-service or full-service production per project



our digital – marketing journey.

Launched DMP

Organize and activate customer data for both offsite and onsite targeting



2015

Launched Attribution

Begin applying regression analysis to understand ALL digital touchpoints in journey



2016

Brought Digital Expertise In-House (SEM/SEO/Affiliate)

Acquired talent in the Invest Acquisition that could be leveraged for Enterprise



2017

Launched Dynamic Personalization 1.0

Use data and segmentation to inform messaging within customer/prospect journey



2018

Up leveled Agencies & Launched Dynamic Personalization 2.0

Organize and activate customer data for offsite and onsite targeting



2019

Output

Data as a Weapon +
Onsite Personalization

Better
Optimization

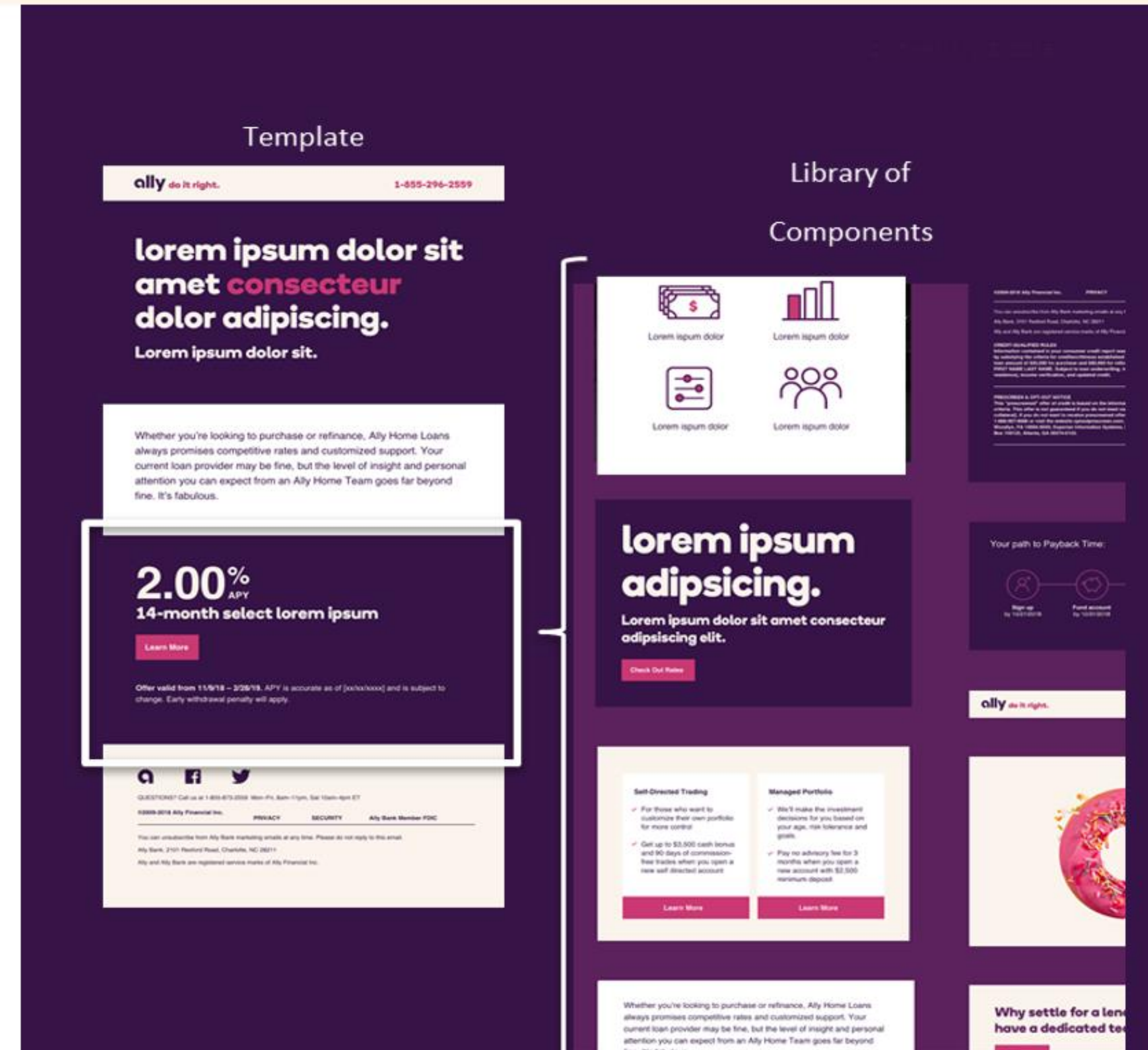
Institutional Knowledge +
Efficiency Gains

Audience led creative
journeys (offsite + onsite)

Advanced data and creative
personalization strategy

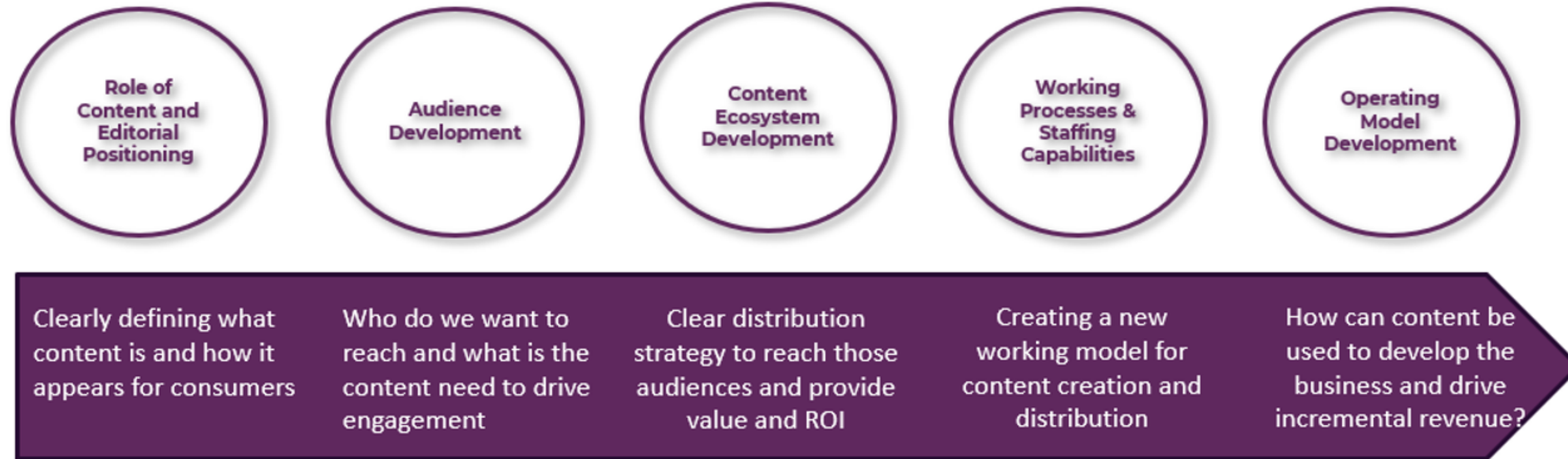
taking a **systems approach** to creative.

- **flexibility**
- **brand consistency**
- **ease of build**
- **dynamic capabilities**
- **shared digital asset management library**



expansion of content.

5 workstreams to accomplish the task:



editorial center of excellence
singular voice | editorial board | content producers

real-time content for timely events
cultural | thought leadership | trending

content management platform (CMP)
digital asset management | analytics dashboard

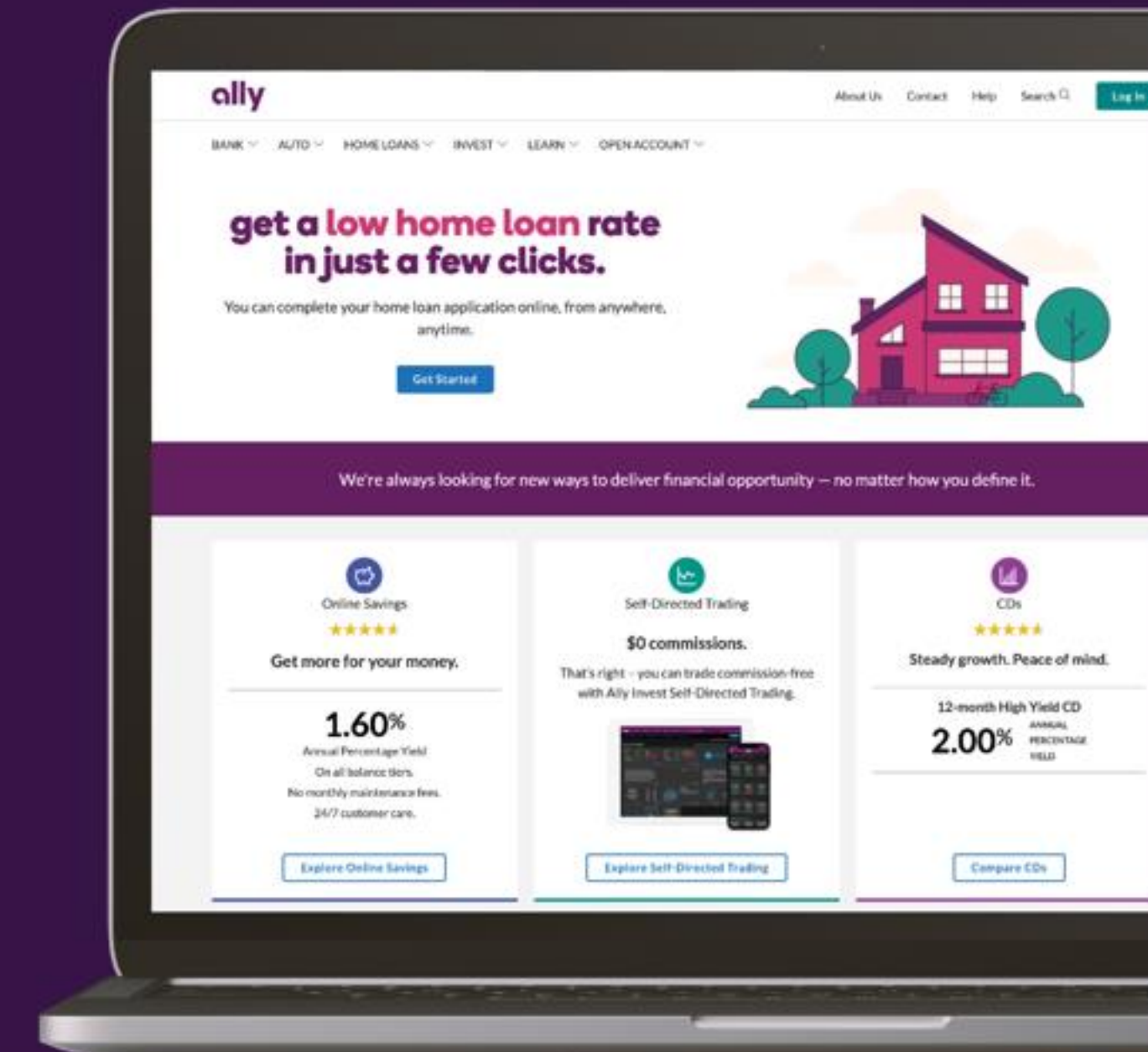
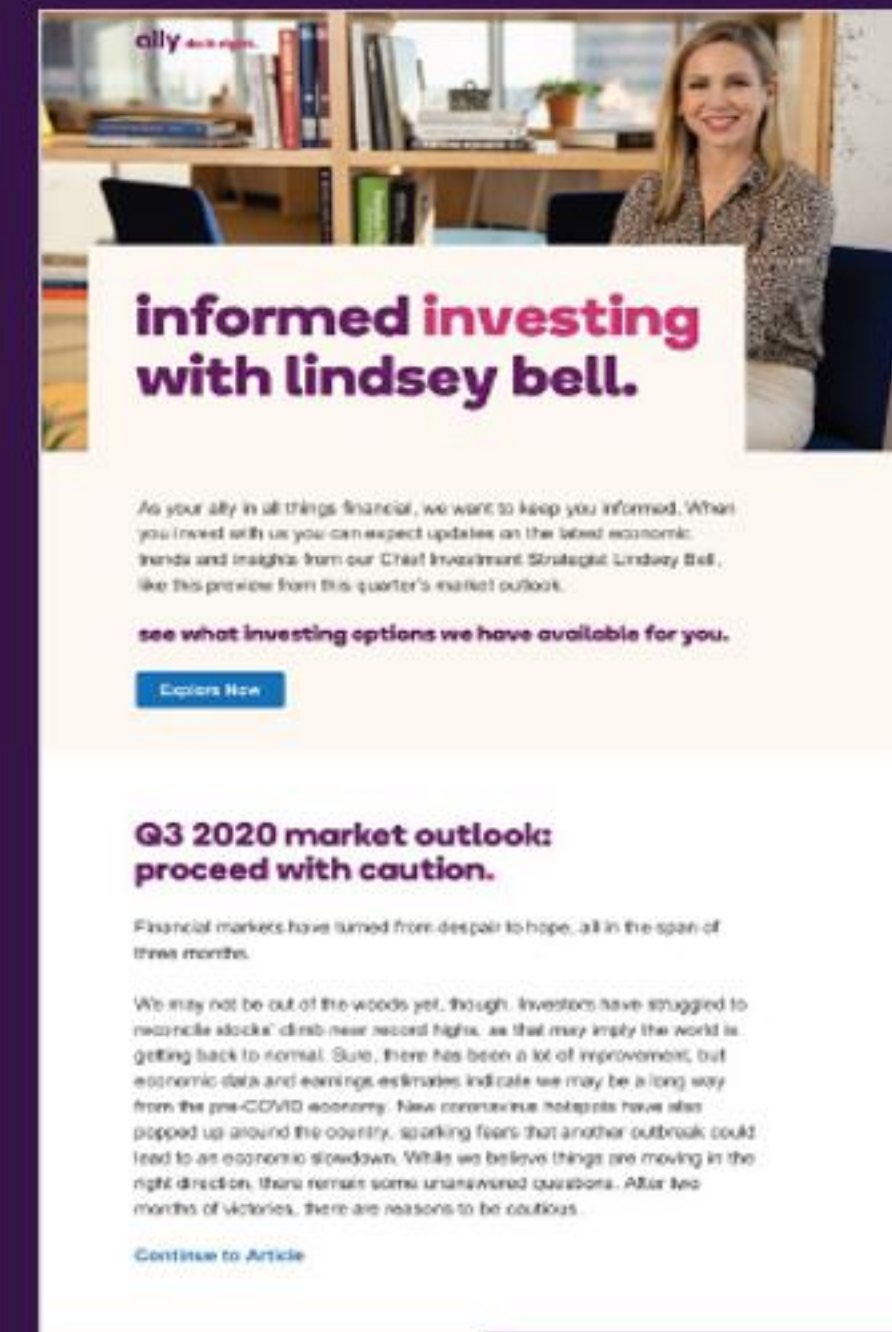
advanced targeting, analytics and attribution

Using in-house data & analytics to drive insightful segmentation and omni-channel targeting strategies

Next Best
Action Models

Behavioral /
Transactional
Triggers

Ongoing
Customer
Profiling



relationship deepening
as a driver to **scale**
new businesses.

get a low home loan rate in just a few clicks.

You can complete your home loan application online, from anywhere,
anytime.

Get Started



Self-Directed Trading

\$0 commissions.

That's right – you can trade commission-free with Ally Invest
Self-Directed Trading.

our online application is available whenever you are.

We've designed our home loan application to fit into even the busiest
schedules. Apply online, anytime, from anywhere.

Get Started



Managed Portfolios

bye advisory fees. hello free automated investing.

Thanks to math, science, and Ally Invest's experts, we're offering investing
free of advisory fees. Start investing with as little as \$100.



key priorities

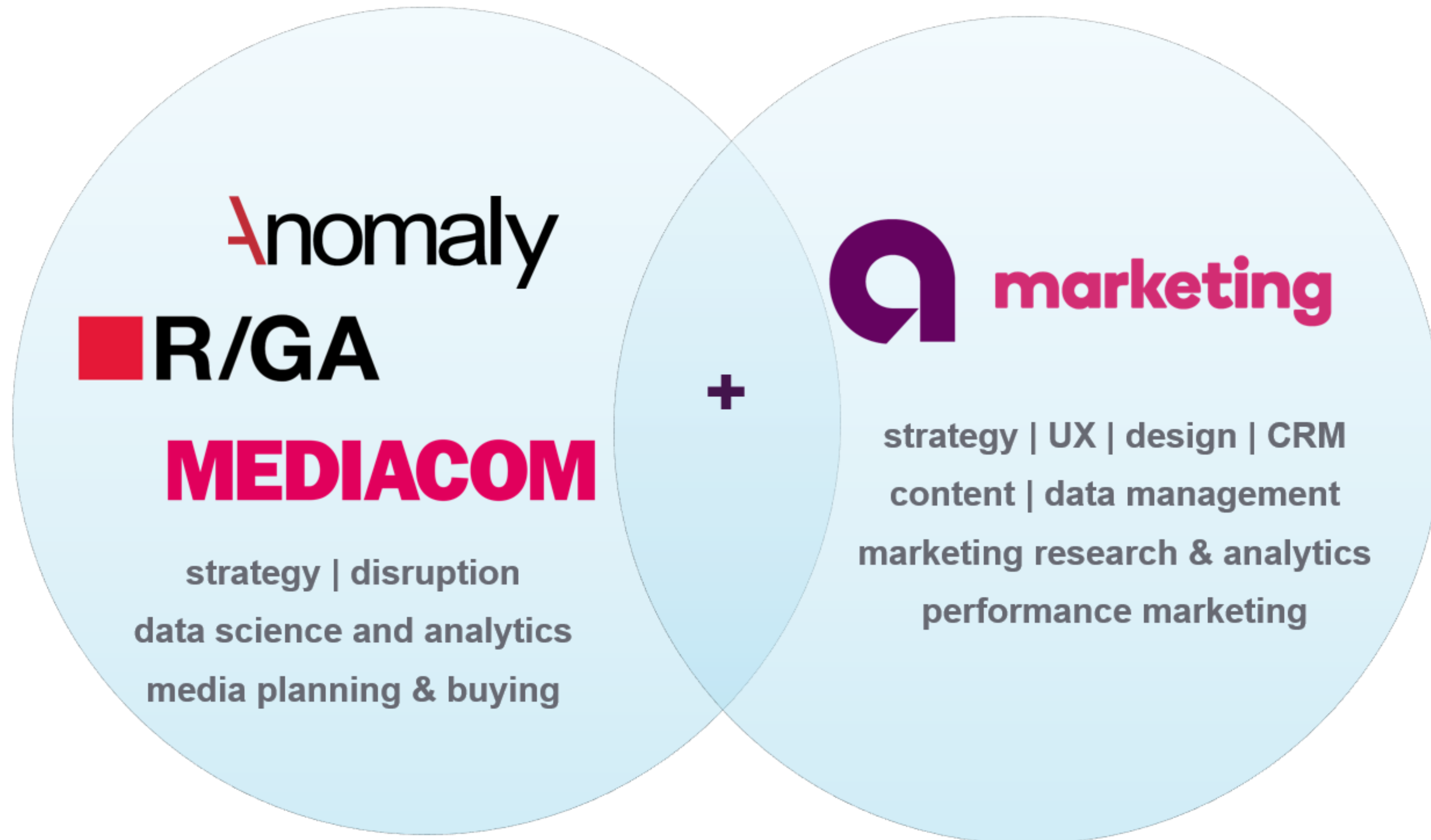
moving forward

1. Bring “system” thinking to agile creative development for speed and personalization (AEM/DAM)
2. Reorganize around Enterprise Content team with eye on thought leadership
3. Continue to evolve and expand advanced measurement (MTA / MMM)
4. Grow relationships through advanced analytical models and precise targeting
5. Control our data destiny through next level architecture (CDP, AI, Prospect Database)



best of both worlds.

world-class agencies + powerhouse marketers



ally do it right.

@andreabrimmer