

“What does Frank Sinatra have to do with David & Goliath or
How to make Romanians feel they matter?”

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Challenge of end 2014

A Star Wars-style scene with two men in a futuristic corridor. One man has a green lightsaber and the other has a blue one.

ING Life to NN rebranding

1. Do not alienate current customers of ING Life
2. Translate the new NN values in all company touchpoints



YOU MATTER

clear

care

commit

HOT

Insight generation

Censydiam
motivational groups

Debate groups with
our Superconsumers

COLD

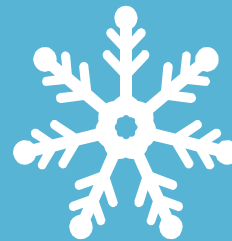
Insight analysis

Research on
researchers

Semiotic analysis on
cultural codes



Hot
More feel
than think



Cold
More think
than feel

Which of the following words was interpreted most extensively?

1. CLEAR

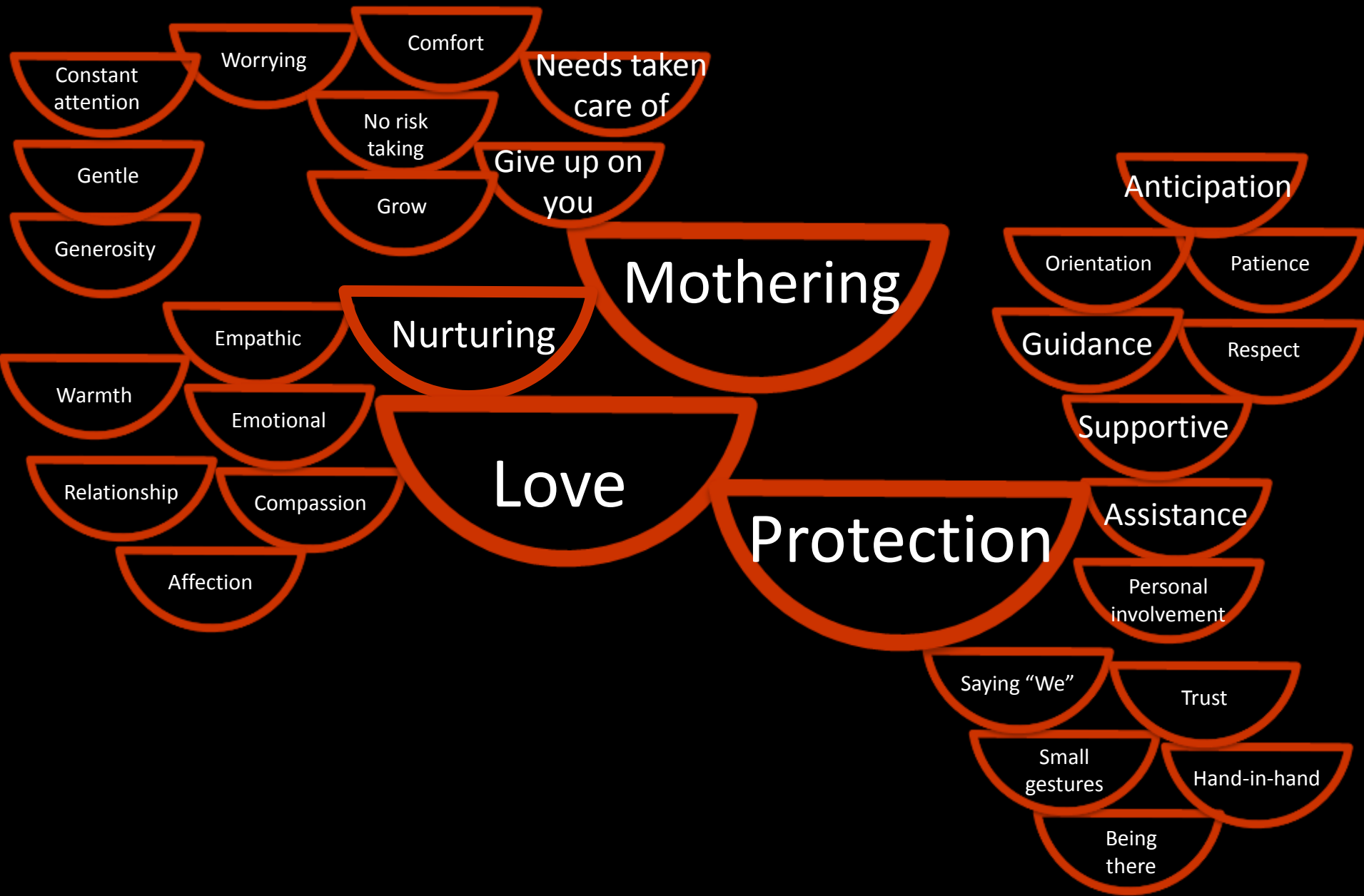
2. CARE

3. COMMIT

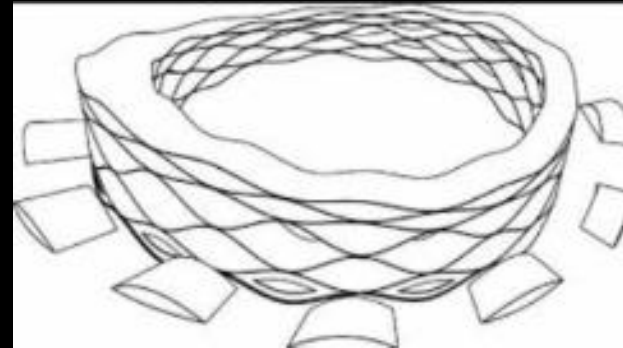
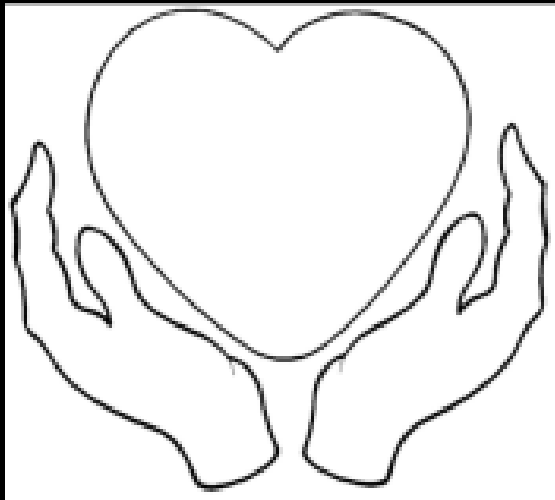
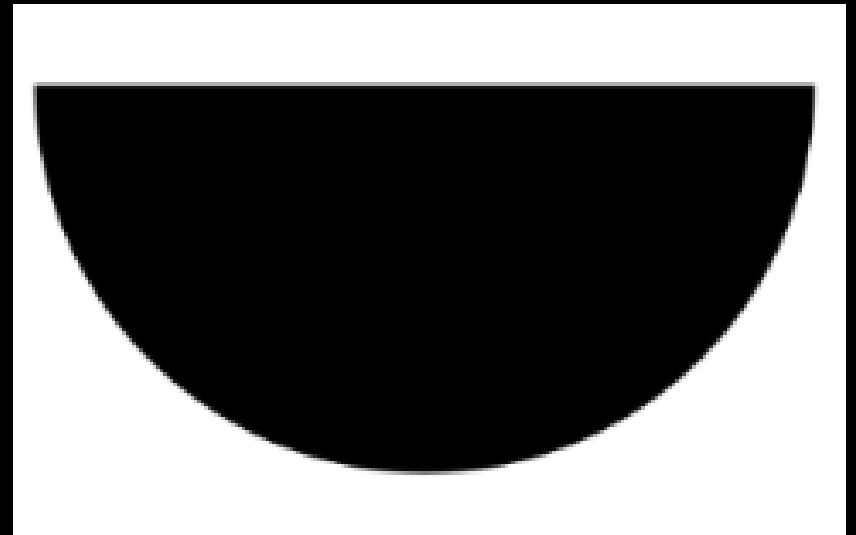
1. CLEAR

2. CARE

3. COMMIT

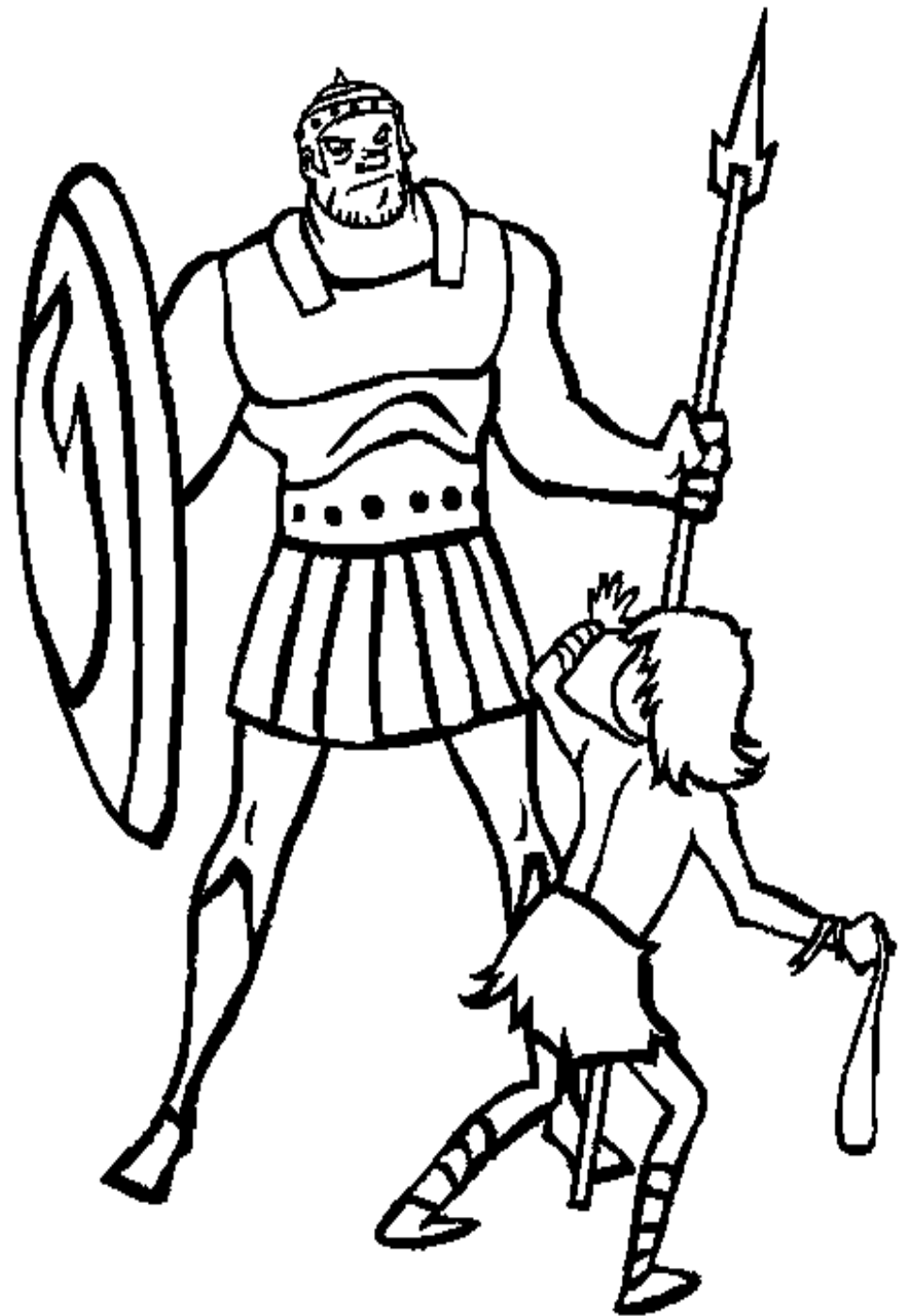


Mind*Cloud exercise: the size of the bubble indicates the number of mentions





David
vs.
Goliath





You matter to
inspire and
become a role
model for
others.



**So we inspire
you to
become the
best version of
yourself.**

A person is shown from behind, juggling a large, glowing fireball. The fireball is a large, billowing mass of orange and yellow flames, resembling a mushroom cloud. The person's arms are outstretched, holding smaller flames in their hands. The background is dark, making the fire stand out.

You matter

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