

INTERVIEW

ING BANK FRANCE



DIGITAL NEWSROOM: HOW ING-FRANCE REDEFINED THE GAME

5 QUESTIONS FOR FLORENCE HOVSEPIAN

Head of Corporate Communication France at ING Bank France.

Since 2015, **epresspack** has been supporting ING-France. Florence Hovsepian, Head of Corporate Communications, explains how epresspack contributed to the development of their digital newsroom. A success story with proven results.

WHY A DIGITAL NEWSROOM?

As a subsidiary of the ING Group, the world's second largest savings bank, ING-France had two objectives:

- 1 to digitise press relations and share its content
- 2 to improve the Company's perception. The bonus, for Florence: "The Newsroom designed by epresspack was a way to link the two entities of our company: ING-DIRECT and ING Wholesale Banking."

Why did you choose the epresspack solution?

■ **Florence Hovsepian**: The features are what seduced us. The epresspack solution is flexible and the interface is simple and user-friendly. The price range also determined our choice, since we had given up on the development of an ad hoc site, which was too expensive and complex. As we already had our SEO strategy, we didn't want to add an extra unnecessary step in the navigation. It was not possible to host the ING Direct site and we needed quantified indicators. Today, the newsroom is moving up in the search results, thanks to the good referencing work carried out by epresspack. This means that our audiences can be directed from the ING newsroom to the ING Direct online banking site. We boosted our brand image, specifically in terms of the promotion of our economic research content.

A REAL BONUS FOR IN-HOUSE TEAMS

- Considerable time savings and the possibility of scheduling our publications
- A streamlining of our tools and budgets
- An effective tool for developing our internal audience and the development of an ambassadors' programme, tasked with relaying the content published by ING
- A new weekly newsletter distributed with epresspack digital solution and the ability for them to share content on social networks.

IN NUMBERS

+45%
increase in the number of unique visitors in 2018

+2000%
increase in the number content downloads relative to 2017

x2
double the number of Tweet impressions in the first 3 months of 2018

Like all epresspack digital newsrooms, the platform designed for ING is 100% responsive, therefore fully functional on any mobile device.

100% RESPONSIVE



In practical terms, has the newsroom changed your communications?

■ FH: Our newsroom is now much more dynamic and highlights the five pillars of our PR approach, with a pop-up, to engage our audiences to subscribe to our newsletter. With the introduction of the platform, our team conducted a more comprehensive rethinking of our content and communication strategy. We have the digital approach to media relations further and the thinking around its usage. We take the epresspack solution in a broader way, offering more advanced features. One example: in our e-pr strategy, pre-programmed tweets redirect our audiences to the digital newsroom. The press releases also drive engagement directly back to our newsroom, this was a key point.

In terms of project management, is it tricky to implement?

■ FH: We have a real relationship with the epresspack teams, who are available and responsive. The digital newsroom was very quickly operational. The tool is evolving with new features, such as a CRM. Some of our business units, in Italy for example, are interested in this solution.

A REAL BONUS FOR JOURNALISTS

- Messages made available to journalists with the greatest reactivity to communicate officially in case of sensitive communication
- More variety in our content, with a focus on the content created by our entities in Europe
- A better visibility of our e-pr actions
- Daily information with various topics the publication of two tweets per day, as well as two LinkedIn posts on our ING and ING-DIRECT feeds.

You mentioned a wider impact... would you say that it helps you to define your strategy?

FH: The digital newsroom is a great stimulus. It enabled us to create a way to broadcast our information and to develop relevant content. We became more independent and free in terms of creation and management of what to publish and when. We no longer depend solely on ING Direct for content, but rather our digital newsroom is now becoming one of their sources of content. This freedom in turn made us more imaginative and more productive, we have developed content that promotes the research work of our economists, Belgians among others. Finally, the digital newsroom is a better window on social networks. We are seeing a distinct growth in our visibility, with a measurable increase in sharing.

The banking sector requires very high security, how can this be guaranteed?

FH: Indeed, our constraints are strong. The initial ad hoc project did not meet our security standards. The epresspack digital platform meets our requirements in every respect-intrusion tests are carried out regularly.



ING figures : from 2015 to end June 2018

	2015	2016	15/16 yo	2017	16/17 yo	2018	
Unique visitors	6 000	30 000	+400%	29 000	-3%	45 000	+43% Estimated 2018
Downloaded documents	0	802		5 354	+568%	6 813	+77% June year on
Downloaded pictures	0	68		153	+125%	2 804	+1783% June year on

Gross figures for the first six months of 2018

- Average number of unique visitors each month (journalists and influencers) **4 000**
- Total number of document downloads in the first 6 months of 2018 **7 000**
including 200 documents downloaded at least once
- Number of posts on social networks in the first six months of 2018 (Facebook, Twitter, LinkedIn) **600**
*Tweet impressions for ING's Twitter **x2** during the first 3 months of 2018 (ING source)*
- Number of video downloads in the first 6 months of 2018 (downloaded at least once) **40**
- A effective archive system **over 30%** of the downloaded items date back to **2015 or 2016**

Discover the digital newsroom ING Bank France : <https://info.ing.fr/>