

Ally Bank Launches New Ad Campaign Aimed at the Skeptics

Latest ads underscore customer service approach and ease of doing business with Ally Bank

MIDVALE, Utah, Sept. 23, 2013 -- Ally Bank, the direct banking subsidiary of Ally Financial Inc., today launched a new advertising campaign highlighting its leading customer service approach and the ease of banking with Ally. The latest ads illustrate Ally Bank's understanding of innate consumer skepticism when it comes to banking, in general, and aim to debunk common misconceptions consumers may have about Ally's direct banking model, in particular.

"When customers come to Ally Bank, they tend to stay with us because of our commitment to offering leading customer service and innovative products and features," said Diane Morais, deposits and line of business integration executive for Ally Bank. "Still, we know there are consumers that may be hesitant to try a new banking experience, and this campaign tackles some of the questions that may exist when considering a direct bank."

A common thread throughout the new campaign is the "Your Money Needs an Ally" tagline. The print ads will primarily emphasize Ally products and features, such as Ally's Raise Your Rate CDs, as well as the Bank's ability to offer consistently great rates and no monthly maintenance fees to help customers grow savings faster. The television and online video advertising illustrates interactions with call center representatives to demonstrate that an Ally customer can have a high-touch banking experience without a branch. An underlying theme is how Ally Bank's direct banking model allows it to pass savings to customers through 24/7 customer service and no hidden fees.

Morais continued, "These ads highlight both the human faces of our customers and the great people behind Ally Bank. We understand our customers' priorities for their money and realize the importance of providing them the option to speak to a service professional any day, at any time, whenever they have questions. We strive each day to turn skeptics into believers by exceeding our customers' expectations in every way."

The Bank's award-winning features and customer service have fueled consistent growth in both retail deposits and customers, from \$7.2 billion in retail deposits and 160,000 customers at the beginning of 2009 to \$40 billion in retail deposits and 734,000 customers in July 2013.

Ally Bank used Grey New York for the advertising campaign, which encompasses broadcast, print and online placements.

About Ally Bank

Ally Bank is a direct bank in the U.S. that offers a straightforward approach to banking with no minimum deposit required to open an account, no monthly maintenance fees and 24/7 live customer service. A subsidiary of Ally Financial Inc., the Bank offers online savings, interest checking, money market accounts, certificates of deposit with terms ranging from three months to five years, and IRA Plans and products. Member FDIC.

For more information, visit the Ally media site at <http://media.ally.com> or follow us on Twitter @ally.

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