Ally Bank Introduces New "Facts of Life" Ad Campaign

Ads underscore Ally's No Branches = Great Rates message

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MIDVALE, Utah, Jan. 12, 2015 -- It's a fact of life: at Ally Bank, No Branches = Great Rates; and today, the direct bank subsidiary of Ally Financial Inc. (NYSE: ALLY), launched a new advertising campaign emphasizing its "facts of life" messaging. The campaign debuts this week first with two online videos, followed by television spots later this week.

Humorous scenarios positioned as "facts of life" highlight situations designed to resonate with viewers, such as "Mute Buttons = Danger." The latest ads build on the positive momentum Ally Bank has seen in its recent efforts to reinforce familiarity among consumers as an online bank that uses the money it saves from not operating expensive branches to provide what is most important to its customers--consistently great rates and an award-winning customer care center staffed to serve its customers any time of the night or day.

"A constant theme in our customer research was that consumers are concerned about ensuring their savings are earning competitive rates, and they also preferred banks whose rates don't fluctuate significantly," said Diane Morais, Ally Bank deposits and line of business integration executive. "The spots are a humorous way to make the point that Ally doesn't just talk about great rates, we have a business model that makes consistently competitive rates part of what we deliver to our customers every day. They can count on that as a fact of life when banking with Ally."

The :15 segments are designed to deliver a simple but impactful message as more people view video, including TV shows, online. The first two online video segments, entitled "Ordering Wine = Pretending to Know Wine" and "Mute Buttons = Danger," are available for viewing in the Ally Media Center. Additional ads with the "facts of life" theme will be introduced online and on television throughout the upcoming months.

Ally Bank's customer-centric approach has fueled its momentum and positioned it as a leader in the online banking space, resulting in average annual double digit growth in retail deposits and customers, as well as a number of noteworthy recognitions. Most recently, Ally was named 'Best Online Bank' for the fourth straight year by MONEY® Magazine (2011-2014) and by Kiplinger's Personal Finance.

Ally Bank used Grey New York for the online video and TV advertising campaign.

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.
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