

New Ads Show Ally Will Do "Seriously Anything" for Customers

Witty commercials highlight Ally's newly launched digital financial services products; reflect commitment to customers

DETROIT, Aug. 7, 2017 -- Ally Financial, a leading digital financial services company, today released the next series of ads in its Do It Right brand campaign, which focus on going the extra mile to help customers. The new series, called "Seriously Anything" includes five new online video and TV spots. Several ads highlight Ally's newly launched products—including [Ally CashBack Credit Card](#), [Ally Home](#) loans and [Ally Invest](#) — while all reflect the company's relentless focus on helping customers achieve financial well-being.

"Nearly one year after the launch of 'Do It Right', we're taking our brand promise one step further with fresh ads that demonstrate that our team will do 'Seriously Anything' to help our customers," said Andrea Brimmer, Chief Marketing and Public Relations Officer at Ally. "The new ads portray Ally associates going above and beyond the call of duty to support customers as they make important financial decisions, like buying homes, investing money and saving. All of the ads feature our signature humor and wit, but the underlying message is that we take serving customers and doing right by them extremely seriously."

The new ad series includes one enterprise brand commercial and four product-specific commercials that highlight Ally's wide assortment of digital financial services including award-winning online banking products and new Ally Home loan offerings from Ally, online brokerage and wealth management from Ally Invest and the Ally CashBack Credit Card.

New Spots

The new "Do It Right" ads kick off with the 0:30 "[7500 Allys](#)" spot, featuring a woman going about her day, with an Ally associate swooping in at key moments to help her avoid unnecessary purchases and save more money. The ad depicts the associate interrupting her while watching an infomercial and foiling a potential impulse buy at a store.

["Dream Home"](#) highlights the newly launched Ally Home loan offering from Ally Bank. It presents a couple planning to purchase their first home but experiencing some challenges. An Ally Home TeamSM member is with the couple each step of the way as they search for houses, helping them get a great mortgage rate while avoiding amusing obstacles like a creepy neighbor and a ceiling that's far too low.

["Laundry"](#) features a woman using her Ally CashBack Credit Card as a way to save more money. Meanwhile, her Ally associate is also looking for other ways to help her save, and suggests scaling back TV channels and instead inserting more drama and comedy into her life. The spot features an appearance by comedian, actor, and talk show host Arsenio Hall.

["Commute"](#) highlights the benefits of Ally Bank savings accounts. It depicts a man looking for sources of savings in his daily life, with the help of his Ally Bank associate. She helps him start a carpool with coworkers and considers several other more humorous ways for him to get to the office.

"Future" focuses on investing as a means to help prepare for the future through Ally Invest, Ally's newly launched online brokerage and wealth management product. The spot, which will go live later this month, features a family and Ally associate playing golf, and then shows a future where their children and grandchildren might also be playing golf one day.

About "Do It Right"

The "Do It Right" campaign was Ally's first enterprise brand campaign, and launched in September 2016 with a collection of punchy television and online video ads focused on customer centricity. The series included eight TV and online ads and a collection of print ads featuring real Ally associates from across the country. The campaign helped to unify the Ally brand as the company expanded its product offerings. The campaign resulted in a 9 percent increase in brand awareness for the company.

About Ally Financial Inc.

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial services company and a top 25 U.S. financial holding company offering financial products for consumers, businesses, automotive dealers and corporate clients. Ally's legacy dates back to 1919, and the company was redesigned in 2009 with a distinctive brand, innovative approach and relentless focus on its customers. Ally has an award-winning online bank (Ally Bank Member FDIC and Equal Housing Lender), one of the largest full service auto finance operations in the country, a complementary auto-focused insurance business, a growing digital wealth management and online brokerage platform, and a trusted corporate finance business offering capital for equity sponsors and middle-market companies.

The company had approximately \$164.3 billion in assets as of June 30, 2017. For more information, visit the Ally press room at <https://media.ally.com> or follow Ally on Twitter: @AllyFinancial.

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Deposit products are offered by Ally Bank, Member FDIC. In addition, mortgage products are offered by Ally Bank, Equal Housing Lender, NMLS ID 181005. Credit and collateral are subject to approval and additional terms and conditions apply. Programs, rates and terms and conditions are subject to change at any time without notice.

The Ally CashBack Credit Card is issued by TD Bank, N.A.

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