Ally to Launch New Augmented Reality Experience During Game Day Ads

"The Ally Big Save" encourages consumers to save when spending is tempting

SANDY, Utah, Jan. 25, 2018 -- Ally Bank, Member FDIC, today announced the launch of The Ally Big Save, an interactive mobile game aimed at making savings dreams a reality on February 4, the day of the Big Game. The Ally Big Save is an augmented reality-driven game that challenges consumers to think critically about their savings goals through the visualization of a virtual dollar drop. Available for download from February 1 through game day, The Ally Big Save also gives players a chance to win cash to be used toward their savings goals.

"On a day and stage where America is being flooded with messaging to spend big, Ally wants to inspire consumers to focus on saving for something bigger to make a more meaningful impact on what matters most to them and those they care about," said Andrea (Riley) Brimmer, chief marketing and public relations officer at Ally. "As the company that disrupted financial services with the first online-only bank built around the needs of its customers, we felt that disrupting the market on the biggest day of advertising with this non-traditional approach is perfectly fitting."

"The Ally Big Save" – How it Works

- When users download and open The Ally Big Save app, they will be prompted to enter a savings goal that is important to them (i.e., a new home, college tuition, dream wedding, etc.).
- During commercial breaks, users will see money falling across their screen. Using AR to interact with the environment in their house, users will see dollars piling up on their furniture or floors.
- Users will then be challenged to collect as many points as they can by dragging the falling money on their screen into a virtual piggy bank.
- Each commercial break will be a new chance for the player to increase their high score to submit for an opportunity to win a cash prize to help them reach their identified savings goal.†

The Ally Big Save aims to provide consumers with fun and engaging tools to help them think differently about their savings goals in a way that is more interactive than viewing traditional advertisements.

The Inspiration Behind "The Ally Big Save"

To create The Ally Big Save, Ally spoke with real Americans about their savings dreams and what motivates them to put money aside. And while the goals ran the gamut from saving for education to having an emergency savings fund for unplanned veterinary bills, the wish to improve life by achieving long term financial goals was common throughout.

For example, Pam is saving for a home. It's a goal that she's dreamed of since growing up in a housing project in New York City, and one that she's working towards. Pam was recently promoted to a Manager of Client Services at Dress for Success in Charlotte, North Carolina, where she helps other women to also achieve their dreams of economic independence.

Shadman is a scholarship recipient of The TEAK Fellowship, a New York City-based program that helps talented students from low-income families further their education. Shadman is studying engineering and saving to give back to his parents for all of the sacrifices they made to come to the United States in hopes of giving their son a better future.

Savings goals can be very difficult for many to realize. According to a 2017 GOBankingRates survey, more than half of Americans (57 percent) have less than $1,000 in their savings accounts. Americans are also reporting feeling financially strapped, with two-thirds (63%) of Americans saying they can't handle an unexpected $500 car repair or a $1,000 emergency room bill.

"Ally is built to 'Do It Right' with financial services and products that help customers focus on saving for a better life for themselves and others," added Brimmer. "Through our augmented reality experience, we hope to give Americans the tools to visualize a future where their savings goals are attainable – with the support of a true ally."

The Ally Big Save mobile app is available for download on iOS and Android phones.

To learn more about "The Ally Big Save," and view official game rules, please visit www.allybigsave.com. Share your savings story and "Ally Big Save" game experience by using #AllyBigSave on social media.

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 $164.0 billion in assets as of Sep. 30, 2017. For more information, visit the Ally press room at http://media.ally.com or follow Ally on Twitter: @AllyFinancial.

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† No purchase necessary. Open only to legal residents of the 50 United States and D.C. who are 18+ and age of majority at time of entry. Game play available only during commercials in the pro football championship game telecast on 2/4/2018 beginning at 6:30 p.m. EST. Entries must be completed by 11:59 pm. EST on 2/6/2018. Winner(s) will be selected after end of entry period. See Official Rules for complete details, requirements and restrictions. Void where prohibited. Sponsored by Ally Bank, Member FDIC.

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https://media.ally.com/2018-01-25-Ally-to-Launch-New-Augmented-Reality-Experience-During-Game-Day-Ads