

10 Years ING in Bulgaria
10 days of Orange Celebration
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Content: ING in Bulgaria - 10 Years in 10 days

Event 1	Orange lunch” Get closer to media
Event 2	“Start the wrapping of ING building in orange”
Event 3	“Proud to be ING employee” – Orange Day in the office
Event 4	“Orange weekend” – Staff presentations by years
Event 5	“Orange weekend” – Open-door challenges
Event 6	“ING - Open doors for students”
Event 7	“Orange ballet” – ING title sponsor of Introdans
Event 8	Press conference – VIP (E. Boyer, JW Overwater)
Event 9	Bulgaria in 2014 – presentation for BIBA members
Event 10	Clients’ party

Event 1 - “Orange lunch” - Get closer to media

- The rationale - to attract the attention of media, staff, clients and society in a various ways with various instruments and activities, so people will remember and experience the 10th years anniversary of ING in Bulgaria.
 - The key brand elements: ING logo and the orange color - create visibility at each step of the campaign.
 - The message that we communicated: ING - 10 successful years in Bulgaria
“Success is orange!”
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Event 2 - “Start the wrapping of ING building in orange”

- The tenth anniversary of ING in Bulgaria - marked with a grand project – wrapping in orange of the ten-floor bank’s building.
- The goal of the event was to create an element of art in the celebrations, offering an untraditional esthetic experience.
- The vanguard idea, paying honour to the original landscape and architectural projects of the world-famous Bulgarian artist Christo (September 15 to September 22, 2004).



Event 3 - Orange Day in the office

All Colleagues received a present – Magic Cup –
with the logo – ING We are different, You make the difference!



At my request, all colleagues came to the office dressed in orange or having something orange on them. So did Management (see below photo).



Jan Willem Overwater, Country Manager of ING in Bulgaria

Events 4, 5 - “Orange weekend”

- Grand staff party - ING staff presented the live history of ING from 1994 through 2004.
- Multiple open door fun games for staff were organised



Event 6 - “ING - Open doors for students

Students from Sofia Universities were invited to spend half a day at ING

- J. W. Overwater, Country Manager ING Bulgaria - Welcome speech
- K. Maximova – presentation on Financial Markets
- R. Sotirova – ING Pension Insurance Company, presentation on Pension Insurance in Bulgaria
- Questions and Answers
- Tour around ING Bank
- Business Lunch

Event 7 - “Orange ballet” – ING title sponsor of Introdans

•The renowned Dutch contemporary ballet “Introdans” - performance at the National Opera and Ballet.

- The event was sponsored by ING in Bulgaria.
- Invitees – Government officials, ING clients, ING Staff, media representatives.

Event 8 - Press conference – VIP presentations

•Mr. E. Boyer, Mr. P.V Zanten, Mr. J.W. Overwater and Mr. N. Stoykov shared with Bulgarian journalists their confidence in the good future of ING and in the need for the development of top-quality financial services on the Bulgarian market.

•Target media present – Banker, Capital, Pari, Dnevnik, Cash.

•Media coverage – overwhelming.

>Articles:	32
>Radio airings:	10
>TV airings:	2
>Internet articles:	24
>Brand photos:	18

Event 9 - Bulgaria in 2014 - presentation for BIBA members

- Business luncheon with the BIBA (Bulgarian International Business Association) members.
 - Special guest, Mr. Charles Robertson presented – “Bulgaria in 2014”.
 - Target audience – BIBA members, ING major clients, target media
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Event 10 - Clients' party

The official Clients' ceremony – held at the National Museum of History - introduced elements of art in its various aspects. Elegant combination of the Rhythm show of Andrey Batashov, exotic orange flavours once again showed the close connection between art and successful banking.



Award - ING – 10th Anniversary – PR Prize Winner 2004

- At the 5th annual PR Prize 2004 ceremony of the Bulgarian Association for Public Relations held on 28th April 2005, the project "**ING – 10 Successful Years in Bulgaria**" was honoured with **1-st prize award** in the category "**Corporate PR campaign**". Nominated projects in the same category were "Coca Cola" and "Zogorka" campaigns

