



## Voya Financial raises awareness of their new brand using LinkedIn’s thought leadership platform

*“In spreading the news about our rebranding, LinkedIn was a very important piece of a complicated puzzle.”*



**Ann Glover**  
Chief Marketing Officer  
Voya Financial

### Challenge: Rebranding without Confusion

When financial services firm ING U.S. rebranded itself as Voya Financial, with an emphasis on retirement planning, the company had to communicate its new name and focus to a very broad audience—including employees, customers, and financial advisors. Reaching out to several audiences with carefully timed marketing campaigns was a complex undertaking, explains Ann Glover, chief marketing officer for Voya. “Seventy-three legal entities had to become Voya Financial in a way that didn’t lose any business. There’s always the potential for confusion about a brand change, and our goal was to bring clarity to the process,” Glover says. “We not only needed to raise awareness of the name change, but educate our stakeholders on what it meant for the market.”

### Solution: Leveraging multiple touchpoints on LinkedIn

To tell the story of the new brand identity, Voya—with guidance from Resolution Media, its digital marketing agency—employed Sponsored Content and Display Ads. “Display Ads helped us quickly build awareness of our new brand’s visual identity,” says Jim Cowser, VP of advertising and brand strategy at Voya.

“Sponsored Content helped us tell our story to very specific audiences.” A homepage roadblock also allowed Voya to be the exclusive advertiser on LinkedIn member homepages a few days after the rebrand was publicly unveiled.

“For both our Display Ads and Sponsored Content, LinkedIn allowed us to target our demographic,” such as affluent professionals and financial advisors, Cowser says. “LinkedIn’s tight targeting combined with the reach made it a platform that we needed to be on.”

Voya also employed a Company Page strategy, advertising strategy to build a wider audience for the Voya Financial Company Page. Employees also helped tell the story by changing their LinkedIn profiles at the same time, with copy developed by the Voya marketing team.

### Results: Achieving measurable brand lift

- More than **2X** increase of brand consideration among target audience (age 45-65) exposed to the ads<sup>1</sup>
- **12 point** increase in aided brand awareness among target audience exposed to the ads<sup>1</sup>
- CTR for Display Ads as high as **1.76%**
- **2X** Company Page Follower growth

# Inspiration for Marketers

With LinkedIn Company Pages for ING U.S. and Voya Financial, marketers could create “home bases” for employees, customers, and financial advisors to visit whenever they sought updates on Voya’s rebrand. “Since the rollout of the rebrand was happening at different times within the company, having two Company Pages helped us manage separate outreach efforts,” says Suzanne Sullivan, head of social media for Voya Financial. “Employees and customers could follow both pages, and share our updates so they could help amplify our story. The Company Pages also showed that even though we had a new name, we were a company with a long history—it helped us build credibility.”

## Display Ads



## Sponsored Content

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<sup>1</sup> Among target audience exposed to the Display Ad vs. control group -- LinkedIn Brand Impact Study 2014.

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