

ING News : “Moien” campaign in front of Luxembourg station to celebrate the arrival of ING!



Since Monday 24 April, all ING Luxembourg employees have moved into ING Lux House, the bank’s new head offices in the Grand-Duchy! And on 18 April, the new “Head Office Branch” opened its doors!

To celebrate its inauguration in the « Quartier de la Gare », ING is launching its “Moien” campaign this week by setting up giant letters spelling out the word “Moien” in front of the station entrance.

And on 25 April, a three-day street marketing campaign has started: every morning from 6.30 a.m. until 9.30 a.m., packets of biscuits and cans of multi-fruit juice are distributed to passers-by just in front of the station.

The new ING Luxembourg head office and branch should have a considerable impact on the bank’s brand name: as a challenger in the Luxembourg market, ING wants to increase awareness and visibility in the Grand-Duchy, notably by increasing its presence within a centralised area with high potential like Luxembourg station!

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