

**Egg has none of the ingredients of a real bank****Egg: Brand appeals to cash-poor young people with high debts**

Let's be straight: Egg is not a bank, it's a credit card. Same with Mint.

Short-term debt products advertised and managed online, using novelty – the internet, brand name, even shape of card – combined with aggressive rates is a viable, if difficult, business model. But pure online banking is not. Why? Because money matters to people more deeply than most marketers realise.

I am sure that in the focus groups that drive the “innovation” within Egg and its competitors, respondents moan about their current banks and dream of a better service. But at the heart of any banking proposition must be stability, credibility, and a trusted expertise in money management.

Brands such as Egg, Mint and Cahoot will only ever appeal to a niche, youth market where debt is big and credit small – and that doesn't work to create a bank. Like all brands, Egg needs to realise what it is, and has been good at – and that's flogging funny-coloured, or -shaped, or -named credit cards, not building full-service, cross-product banking services.

**Justin Basini**  
Global head of marketing and communications  
Global Banking  
Deutsche Bank  
London EC2

**Online advertising no longer for the niche...**

Toyota GB commercial director Paul Philpott's comments in ISBA's annual report (*MW* July 7) are a clear warning to traditional advertising

agencies either to embrace the digital age and become integrated or suffer dire consequences.

Philpott asserts that “television is no longer a must-have on a media schedule and (one of) the big issues is the growth of the internet and the power of Web advertising”. This comes hot on the heels of Procter & Gamble global marketing chief Jim Stengel cutting US cable TV spend by 25 per cent and terrestrial TV by five per cent, while at the same time shifting spend online.

Latest figures bear witness to the dramatic change in the advertising landscape. About 28 million British consumers now surf the internet and while advertising spend is set to grow by only 2.9 per cent in the UK this year, Zenith Optimedia expects the internet to go stratospheric with a 29 per cent rise.

Most ominous of all for traditional TV-oriented agencies is that the internet now enjoys a greater reach

**Philpott: 'TV not a must-have'**