



NEWS RELEASE

Ameriprise Financial Debuts New Brand Platform Encouraging Consumers to “Be Brilliant” – Achieve Financial Confidence in Next Chapter of Life

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MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial (NYSE: AMP) today unveiled “Be BrilliantSM,” its new brand platform that shines the spotlight on the long-term benefits investors can gain by working with Ameriprise advisors. The accompanying national advertising campaign illustrates how personal, comprehensive financial planning can help investors achieve moments of “brilliance” in their everyday lives and in retirement.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150921005462/en/>

Ameriprise Be Brilliant. (Photo: Business Wire)

“Be Brilliant” is anchored by two initial TV spots titled “**Passions**”

and “**Inspired**.” “Passions” introduces four individuals who have achieved the financial freedom to pursue their interests through hard work and thoughtful planning. As the scenes unfold, each person’s job title is replaced by one that captures his or her current passions and pursuits—for example, an “accountant” becomes a “volunteer” and an “architect” becomes a “boat builder.” Building on this theme, “Inspired” presents people living life to the fullest because of their relationship with an advisor. For example, a grandfather sits by a campfire with his grandson followed by the statement, “Be There.” Both spots close with the statement, “When you have the right financial advisor, life can be brilliant,” reinforcing the power of a personal relationship with a trusted Ameriprise advisor.

Featuring the song “Day to Feel Alive” by Dutch artist Jake Reese, music plays an integral role in both ads. The lyrics

and melody complement the ads by evoking the emotions clients feel when they are in control of their lives and making the most of each day.

“At the heart of ‘Be Brilliant’ is how our advisors help their clients write their own success stories through comprehensive financial planning,” said Marie O’Neill, Senior Vice President of Marketing at Ameriprise Financial. “The personal relationships our advisors have with their clients extend well beyond their financial portfolios. Our advisors help clients feel confident about their finances and empower them to be exceptional in their daily lives and in retirement. These ads capture that spirit and illustrate our passion for preparing clients for all of life’s possibilities and what can be achieved by working with an Ameriprise advisor.”

The ads debut this morning on CNBC’s “Squawk on the Street” and on FoxBusiness News. They will later air during network evening news programs starting with “Dancing with the Stars” on ABC. The ads will also run during national programming, including NFL games and primetime shows on ABC and CBS such as the season premieres of “Quantico,” and “Hawaii Five-O,” along with “NCIS.” The spots will be seen during Sunday morning and evening news segments as well as a variety of cable news and lifestyle programming on CNN, The Discovery Channel and The Food Network.

In addition to the broadcast advertising, a robust digital campaign will feature digital display, paid search and social media creative. Ameriprise advisors will also engage clients and prospects with the new brand platform. Template ads have been created for advisors to use in their local markets, along with customizable “Be Brilliant” content available for their websites.

“Ameriprise advisors speak passionately about helping their clients achieve their financial goals whether it’s buying a home, funding their children’s education or pursuing their passions in retirement,” said Mel Smart, Executive Vice President, General Manager, McCann Detroit. “We wanted to put clients and advisors at the center of the ads to tell these stories in a simple, yet powerful way.”

Ameriprise is embracing “Be Brilliant” as inspiration for its entire nationwide network of 10,000 financial advisors and thousands of employees. Backed by a strong brand, they are helping clients reach their goals through comprehensive planning, delivered through the firm’s exclusive Confident Retirement® approach. The Confident Retirement approach helps investors build a plan to cover essential expenses; prepare for the unexpected; live out their current lifestyle and create their legacy.

O’Neill added, “‘Be Brilliant’ is our call to action, encouraging and inspiring consumers of all ages to reach out to an Ameriprise advisor to get the advice they need to make the most of their finances and be their best selves.”

The creative materials can be viewed at www.ameriprise.com/bebrilliant, #BeBrilliant and the **Ameriprise**

YouTube channel.

McCann of Detroit, the agency of record for Ameriprise, developed the creative deliverables for the new campaign. Initiative remains Ameriprise's media buying agency.

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for more than 120 years. With extensive asset management, advisory and insurance capabilities and a nationwide network of approximately 10,000 financial advisors, we have the strength and expertise to serve the full range of individual and institutional investors' financial needs. For more information, or to find an Ameriprise financial advisor, visit **ameriprise.com**.

Investment advisory products and services are made available through Ameriprise Financial Services, Inc., a registered investment adviser.

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Ameriprise Financial, Inc.

Chris Reese, 612-678-5410

Media Relations

Chris.I.Reese@ampf.com

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