



NEWS RELEASE

Ameriprise Financial Launches Next Phase of "Be Brilliant" Ads to Inspire Investors

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MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial (NYSE: AMP) unveils the next chapter of its "Be Brilliant[®]" brand platform with new ads showcasing the benefit of working with an Ameriprise advisor. The ads feature personal, touching stories that depict how investors can achieve their goals before and during retirement. This extension of "Be Brilliant" continues to emphasize the message, "With the right advisor, life can be brilliant."

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

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The new creative includes three, 30-second television spots that portray investors achieving their long-term financial goals with the help of an advisor. "**Checking In**" focuses on a woman embracing life's next stage by embarking on an entrepreneurial endeavor. "**Meet Chris**" emphasizes the desire to give back in retirement and features a couple who retires on their terms by becoming foster parents. "**Alumni Day**" highlights the strength of family connections and the value of planning for a loved one's future, showing a father and daughter on a college visit.

"Our 'Be Brilliant' platform has resonated with consumers and advisors on a deeply personal level and it embodies the optimism that many of us have for the future," said Marie O'Neill, senior vice president of marketing at Ameriprise. "In this next chapter, we're celebrating the financial confidence and empowerment that clients can experience when they are able to achieve their financial goals. At Ameriprise, we believe in the power of lasting advisor relationships – which is captured in the overall spirit of the new spots."

“Meet Chris” and “Alumni Day” debut this week during NBC Nightly News and the show Bull on CBS. They will air on major networks including primetime spots on CBS during Criminal Minds and NCIS. The ads will also run during national programming and lifestyle segments including Fixer Upper on HGTV, throughout NCAA coverage on ESPN, the PGA tour on Golf Channel, and Modern Family on USA Network. “Checking In” will join the lineup in September.

A robust digital campaign will complement the new television spots including online advertising, social media creative and new customizable “Be Brilliant” content available for advisors to build stronger connections with clients.

“For Ameriprise advisors, helping their clients achieve their financial dreams is at the center of everything they do,” said Mel Smart, Executive Vice President, General Manager, McCann Detroit. “It was important to us to continue telling the ‘Be Brilliant’ story by showcasing vignettes that capture the essence of that powerful message.”

Ameriprise celebrated the one year anniversary of “Be Brilliant” in September 2016. The original campaign kicked off with two television spots titled “Inspired” and “Passions,” a broadcast advertising strategy and cross-channel integrated marketing content. “Be Brilliant” is a mantra of inspiration at Ameriprise and is echoed throughout the firms’ entire nationwide network of 10,000 financial advisors.

The new ads and creative materials can be viewed at www.ameriprise.com/bebrilliant, and the **Ameriprise YouTube** channel.

McCann of Detroit, the advertising 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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