



NEWS RELEASE

Ameriprise Financial Names FCB Its Creative Agency of Record

2020-02-18

Agency's San Francisco office selected to help the firm continue to evolve its brand as it approaches 15th year as independent company

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial (NYSE: AMP) today announced it has selected San Francisco-based FCB West as its creative agency of record after a competitive review. Ameriprise will work with FCB West as it continues to evolve its brand, which it successfully established in 2005 when it debuted as an independent, publicly traded company. The new relationship will build on past campaigns that have driven awareness of Ameriprise's reputation as a leading wealth manager focused on helping clients feel confident about their financial future. FCB will also help Ameriprise appeal to younger mass affluent and affluent investors entering the firm's target market.

"We're proud of the success of the Ameriprise brand over the last 15 years, and we are excited to partner with FCB West to build on our terrific momentum," said Marie O'Neill, senior vice president of marketing at Ameriprise. "FCB's fresh strategic thinking, strong analytical capabilities and innovative creative will help showcase our financial advice value proposition to even more households."

The agency's scope also includes work for Columbia Threadneedle Investments. FCB West will be responsible for integrated brand creative and strategy for both organizations.

"We're thrilled to partner with Ameriprise and Columbia Threadneedle Investments as their lead creative agency," said FCB West Chief Creative Officer Karin Onsager-Birch. "As pioneers in comprehensive financial advice, a seemingly rational but actually very emotionally charged service, the opportunity to partner in helping raise



awareness and growing their brands is incredibly exciting.”

Work from FCB West is expected to launch later this year. Media planning and buying were not part of the review and will remain with the New York-based agency Initiative.

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for more than 125 years. With extensive advisory, asset management 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**.

About FCB

FCB (Foote, Cone & Belding) is a global, award-winning and fully integrated marketing communications company with a heritage of creativity and success dating from 1873. Named Cannes Lions 2019 North American Creative Agency of the Year and a 2019 Ad Age A-List global top 10, FCB focuses on creating “Never Finished” campaign ideas that have the power to transform brands, businesses and communities. With more than 8,000 people in 109 operations in 80 countries, the company is part of the Interpublic Group of Companies (NYSE: IPG). Visit **fcb.com** or follow @FCBglobal on Instagram and Twitter and FCB Global on Facebook.

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Source: Ameriprise Financial, Inc.