



NEWS RELEASE

## Ameriprise Financial Releases New Ad Highlighting the Power of Relationships Built on Trust

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New commercial depicts women taking control of their finances with the help of their Ameriprise advisor

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial (NYSE: AMP) today released a new television ad that demonstrates the firm's commitment to helping clients feel confident, connected and in control of their financial lives. The launch of the new 30-second spot, titled "Trust," coincides with International Women's Day. "Trust" depicts a woman reflecting on her long and trusted relationships with the women in her inner circle. Among this group is the woman's Ameriprise advisor, Beth, who was referred to her by one of her closest friends. The spot conveys how Ameriprise advisors cultivate trusted relationships with their clients – by taking the time to understand what's most important to them, and offering comprehensive advice and solutions to help them achieve their financial goals.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20190308005273/en/>

The new ad also highlights that Ameriprise was named #1 Most Trusted Investment Firm in the 2018 Temkin Trust Ratings<sup>1</sup>. It is the latest commercial to debut as part of the firm's successful Be Brilliant® brand platform, which launched in 2015. The campaign showcases how Ameriprise helps clients achieve moments of brilliance in their everyday lives and retirement.

"Our newest ad spotlights the trusting relationships Ameriprise advisors develop with clients," said Marie O'Neill, senior vice president of marketing at Ameriprise. "At Ameriprise we are passionate about helping investors achieve financial confidence and are proud of the work our advisors do every day to empower women financially. Building

trusting relationships with clients is critical in how we help them secure their financial future.”

“Trust” debuts on March 8 and will run during broadcast news programming including CBS Sunday Morning, NBC Nightly News and Meet the Press. It will also air on cable news, entertainment and sports properties including ESPN, Golf Channel, Tennis Channel, CNBC, CNN, MSNBC, Fox News, History, AMC, HGTV and National Geographic.

McCann of Detroit developed the creative for the campaign and Initiative served as the media buying agency for Ameriprise.

“Trust” is the third Be Brilliant® ad to debut this year. In January, Ameriprise launched two other spots, “Choices” and “Familiar Face,” which both highlight the personalized experience Ameriprise provides its clients.

The new spot and other creative can be viewed at [www.ameriprise.com/bebrilliant](http://www.ameriprise.com/bebrilliant), and the **Ameriprise YouTube** channel.

## 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](http://ameriprise.com).

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<sup>1</sup>Ameriprise Financial was rated #1 in the investment industry for trust in the 2018 Temkin Trust Ratings. The Temkin Trust Ratings (TTR) is based on responses to a consumer survey as part of the 2018 Temkin Trust Ratings. See [www.temkinratings.com](http://www.temkinratings.com) for more.

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