



NEWS RELEASE

## Ameriprise Financial To Debut New “Real Questions, Real Answers” Ads During Sochi Olympics

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### Tommy Lee Jones Introduces Confident Retirement® approach

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial (NYSE: AMP) will launch its latest national ad campaign, “Real Questions, Real Answers”, on February 8<sup>th</sup> during the Sochi Olympics. The new ads, featuring Academy Award winning actor Tommy Lee Jones in his third consecutive campaign with Ameriprise, highlight the firm’s exclusive Confident Retirement® approach and reinforce the company’s commitment to helping pre-retirees and retirees prepare for and feel more confident about all aspects of their financial future.

The spots, titled “**Lifestyle**” and “**Outlive**”, begin with Jones in a bustling public area asking challenging retirement questions such as, “Can you keep your lifestyle in retirement?” and “In retirement, will you outlive your money?”. The questions simultaneously unfurl on large banners behind him attracting people’s attention. Many of the respondents – and likely many viewers – are uncertain about how to answer these questions, and Jones offers reassurance that there are answers, and that it’s smart to ask for help in finding them. The ads build on the Ameriprise brand by stressing the importance of a one-on-one relationship with a knowledgeable advisor who has the backing of a strong firm that has helped millions of people retire.

“Our clients tell us that when they are truly engaged in an ongoing dialogue with their advisor, they feel better and more prepared,” said Kim Sharan, chief marketing officer and president of financial planning and wealth strategies at Ameriprise Financial. “Often, the first step to feeling more financially secure is asking the tough retirement questions. Our ‘Real Questions, Real Answers’ campaign brings this dynamic to life and underscores that we can help make planning for retirement simple and engaging.”

Ameriprise introduced the Confident Retirement approach in June 2013 and implements it through the company's financial advisors. The process pairs a strong framework with easy-to-use technology to help inspire conversation between clients and their advisors. The approach leads clients to an understanding of their retirement needs based on their individual dreams and goals, and helps advisors figure out how to utilize their assets in retirement to help them achieve their expectations. In fact, 93 percent of Ameriprise clients who have gone through the Confident Retirement approach feel more confident about their retirement.\*

Launching in conjunction with the ads is an interactive online experience called the 3-Minute Confident Retirement<sup>SM</sup> check. Visitors to the experience can answer a set of questions about their retirement preparedness to better understand where they've covered their bases, and to identify items that may be lingering on the retirement to-do list. They can also see how they compare with other Americans. The questions focus on covering essential and lifestyle expenses, preparing for the unexpected and leaving a legacy.

The media schedule is comprised of spots in highly-rated primetime shows including Modern Family, CSI and The Quest season premiere. Cable entertainment and news programs include CNBC, CNN, Fox News and a variety of lifestyle channels. A series of online ads will run on websites like CNN, The New York Times and Sports Illustrated, including homepage takeovers and brand integration sponsorships.

R/GA and Initiative remain the company's creative and media agencies of record.

## About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for 120 years. With outstanding asset management, advisory and insurance capabilities and a nationwide network of 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).

\* Ameriprise Confident Retirement Survey, August 2013

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