

## **Campaign Overview:**

America is facing a looming retirement savings crisis, and future generations will have a lower standard of living due to financial insecurity.

Approximately 2 in 5 households headed by people age 55-64—over 9 million households—have no retirement assets saved at all. People age 50+ are the fastest growing age segment and can expect to pay for a longer retirement.

The creative strategy was informed by research that found the target audience was very resourceful when it came to getting the most out of every dollar in their day-to-day life but weren't demonstrating that same savvy when it came to getting the most out of their retirement savings.

## **Target Audience:**

Late-40s and 50-somethings who have time left to save and are part of the “underserved middle” with an annual HHI income of \$40-\$99K. These individuals have access to employer plans and are a mix of those who have and have not participated.

## **Campaign Objective :**

Motivate Americans (who are at risk) to better prepare for their long-term financial security so they can lead independent and comfortable lives as they age.



## **PSA Description:**

Taking an encouraging and empowering tone, the PSAs celebrate the financial milestones and successes these savvy consumers have already aced—from home ownership, to vacation planning, to financing a child's education—and urge them to apply that same financial know-how to get on track with their retirement savings with tips from our friendly digital retirement coach, Avo, at [AceYourRetirement.org](https://AceYourRetirement.org).

## **Call to Action:**

Visit campaign website, [AceYourRetirement.org](https://AceYourRetirement.org), for a personalized retirement savings action plan.

