Saving for Retirement

Assets & Guidelines for State Offices

**About the Campaign**

In October 2019, AARP and the Ad Council launched a new, African-American / Black women-targeted effort as part of their broader *Saving for Retirement* public service advertising campaign. This campaign was produced in partnership with an African-American / Black female-owned agency, JOY Collective.

This effort, grounded in consumer insights, uses language and scenarios authentic to our target’s experience to both underscore the urgency of this action and promote easy-to-use and free tools to help boost her retirement savings today.

The free, three-minute online chat and customized tips and resources at AceYourRetirement.org will equip her with specific, personalized strategies to enhance her retirement savings – ultimately leading to feelings of confidence and preparation.

**Our Target**

African American / Black women 45-60. Our target is at the center of her family’s economy, but she earns a fraction of what white men and women earn.

Additionally, generations of societal bias against her mean she may never have received the knowledge or tools to help her boost her retirement savings.

She gives selflessly to others and is focused on caring for and supporting family, friends, and other loved ones. She’s smart and savvy, but in balancing the pressures of life, she may have difficulty sticking to her plan. As such, her retirement saving methods often lack strategy and consistency.

She is a Shero. Now she can feel like that in her retirement saving efforts.

**Creative & Media Available**

* Television: 3 executions, each in :30, :15 and :06
* Radio: 2 executions, each in :30 and :15
* Digital banners: 1 execution in 300x250; 160x600; 300x600; 728x90; 300x50; 320x50; *there is also the opportunity to resize to publishers’ specs for a nominal fee*
* Social video: 3 executions, each in 1:1 aspect ratio with burned-in captions; multiple lengths will be available: :30, :15, :12, and :06
* Social content: static assets amplifying the Shero campaign language
* Print: 3 executions, each in 7x10 magazine and one additional standard magazine size, TBD; 1 execution in 11.5x21 newspaper B&W; 1 execution in 11.5x21 newspaper 4C. *There is also the opportunity to resize to publishers’ specs for a nominal fee*
* Outdoor: 3 executions, each in standard 30-sheet and bus shelter sizes; *there is also the opportunity to resize to publishers’ specs for a nominal fee*
* Posters: 3 executions, available for download from AARP’s Fulfillment Center; *there is also the opportunity to resize to publishers’ specs for a nominal fee*
* Handouts: 1 “mini-mag,” available for download from AARP’s Fulfillment Center

**How to Use Assets**

As your state office is working to promote financial wellness resources to your constituents, you can use AARP and the Ad Council’s consumer-tested and resonant messaging and creative to promote retirement savings in your community.

Here’s how:

Encourage local media to run the new Saving for Retirement campaign creative in your community

* The Ad Council and AARP’s *Saving for Retirement* campaign is a public service advertising effort, which means it relies on the media’s generous donation of time and space to get this important message out.
* You can contact the local media in your community and ask them to support this important issue.
* We have developed several resources that will help you outreach to the local media, available here.

Use posters and handouts from AARP’s Fulfillment Center at local events

* We have developed posters and informational packets that can be easily accessed from AARP’s Fulfillment Center.
* Use these assets at your next event to promote a free, easy-to-use, and tested resource for boosting retirement savings: AceYourRetirement.org.
* If you are interested in custom and co-branded content, reach out to Mary Liz Burns and Allie Baum (details below) and we can discuss your needs further.

Promote the campaign message and creative on social media, using pre-scripted social copy and assets

* We have developed pre-scripted tweet copy and assets to help you easily promote this message to your community. Access these materials [here](http://aceyourretirement.adcouncilkit.org/?utm_source=TheLinks&utm_medium=presentation&utm_campaign=AC_SHER&utm_content=BRND_AABW_EN_).
* You can also develop your own social media communications around this issue; talking points are available to help shape your content.

Coordinate with AARP and the Ad Council on earned media opportunities in your area

* AARP and the Ad Council are conducting extensive earned media outreach with national platforms and media outlets particularly relevant to our target audience.
* You can help amplify this message within earned media in your community by pitching the issue and campaign as part of your media outreach strategy. The talking points and resources available here will help support your pitch.
* If you are interested in offering an AARP spokesperson to talk specifically about this issue and campaign in your community, reach out to Mary Liz Burns and Monica Hunter (details below) and we can discuss your needs further

Work with the Ad Council on a case-by-case basis to use new campaign creative in local paid media opportunities

* We recognize there may be interest in including this new creative in a paid media buy in your community. This is something that must be evaluated on a case-by-case basis.
* If you are interested in exploring further, please reach out to Mary Liz Burns and Monica Hunter (details below) and we can discuss your needs further

**Other Materials Available**

If you are interested in the above tactics but not the Shero campaign creative, AARP and the Ad Council also have opportunities available for promotion among a broader audience.

The creative is available for preview here: <https://www.psacentral.org/campaign/saving-for-retirement>, and similar promotional opportunities to what is outlined above are available.

Contact Mary Liz Burns and Monica Hunter (details below) to discuss your needs further.

**Questions?**

We are here to help make promoting financial wellness and retirement savings in your community as easy as possible. Any questions, please contact:

* Mary Liz Burns, Director, Communications Strategies, Financial Security, AARP

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* Monica Hunter, Campaign Manager, Saving for Retirement, Ad Council

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