

Saving for Retirement Assets & Guidelines for State Offices

About the Campaign

In October 2021, AARP and the Ad Council launched a new, women-targeted effort, called We Say Save It™ as part of their broader *Saving for Retirement* public service advertising campaign. This campaign was produced in partnership with creative agency, 22squared.

This new creative inspires women to say “save it” to the old-fashioned advice and empty excuses that have surrounded women and money for years. The messaging empowers them to take control of their futures by investing in their independence. The unapologetic approach of the campaign reframes how women think about retirement savings and challenges them to actively save 2%, or 2% more, of their income toward their retirement.

The PSAs direct viewers to WeSaySaveIt.org where they can find resources to help boost their retirement savings, including a free online three-minute chat with “AvoSM,” a digital retirement coach that offers users a free personalized action plan for saving for their retirement. Women are also encouraged to visit the site for more information about the “2% Challenge” and the intention behind saving at least 2%, or 2% more, of their current income toward their retirement.

Our Target

Women 40-60, especially those with a HHI of \$40-99K.

Many women have encountered messages, both spoken and unspoken, that tell them that they are bad with money-- but we know that’s not true. Women budget. They pay bills. They save for a rainy day. And they can save for retirement.

The goal of our campaign is to give women the inspiration they need to overcome the cultural barriers telling them they can’t do this and give them the tools to show them how to save for retirement. As a result of these challenges, women are 80% more likely than men to live in poverty in retirement. (Source: [National Institute on Retirement Security](#))

Creative & Media Available

- Television: 2 executions (Manifesto :60 and :30, 2% Challenge :30)
- 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: 2 executions that mirror the television PSAs (Manifesto :30 and 2% Challenge :30, each in 1:1 aspect ratio) and 2 graphic treatment videos (in :15 and :06 in 16:9 aspect ratio)
- Social content: static assets amplifying the We Say Save It™ campaign language

- Print: 1 execution in 7x10 magazine, 11.5x21 newspaper B&W; and 11.5x21 newspaper 4C. *There is also the opportunity to resize to publishers' specs for a nominal fee*
- Outdoor: 2 executions, each in standard 30-sheet and bus shelter sizes; *there is also the opportunity to resize to publishers' specs for a nominal fee*

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 with outreach to the local media.

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](#).
- 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 or Shani Hosten and we can discuss your needs further

Other Materials Available

If you are interested in the above tactics but not the We Say Save It™ 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.adcouncil.org/campaign/saving-for-retirement> , and similar promotional opportunities to what is outlined above are available.

Contact Mary Liz Burns from AARP 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:

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