
New York Life's new annuity ad campaign targets wirehouse advisors

By Editor Test Thu, Jun 16, 2011

"The campaign is meant to reinforce the thinking validated by academics, that income annuities are a valuable asset class for retirement portfolios," said Steve Fisher, chief marketing officer for Retirement Income Security at New York Life.

New York Life has launched a business-to-business print and online advertising campaign, targeting wirehouse financial advisors, that highlights the benefits of using guaranteed income annuities in retirement planning. The print ads are currently running in *Registered Rep*, *Investment News* and *On Wall Street* and online ads are appearing on *Ignites*, *FundFire* and *Morningstar*.

"The campaign is meant to reinforce the thinking validated by academics, that income annuities are a valuable asset class for retirement portfolios. Our strategy is to extend the reach of New York Life and guaranteed lifetime income in the wirehouses and regional broker dealer firms," said Steve Fisher, chief marketing officer for Retirement Income Security, New York Life, in a release. "The ad includes a call to action, suggesting that financial advisors rethink retirement income planning to include a guaranteed lifetime income stream."

Both the print and online ad banners direct advisors to a [splash page](#) where they can request the Financial Research Corporation white paper titled "[Income Annuities Improve Portfolio Outcomes in Retirement](#)." Partially funded by New York Life, the white paper discusses the benefits of using income annuities as an asset class in a client's overall portfolio.

"This new campaign positions lifetime income annuities as an asset class within a portfolio and utilizes common investment concepts and terms to promote annuities," said Matt Grove, vice president in charge of Guaranteed Lifetime Income. "Including guaranteed income solutions have been shown to help improve outcomes in clients' retirement portfolios."