

FOR IMMEDIATE RELEASE

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## FRED WILLARD DRIVES HOME MARKETING MESSAGE FOR SYMETRA FINANCIAL

To view the campaign, visit: [www.dontfear65.com](http://www.dontfear65.com)

Problem: How do you stand out in the look-alike, sound-alike category of financial services aimed at retirees and near-retirees?

Solution: Hire one of America's best-known comic character actors and let him dispense highly questionable financial advice.



That's the approach Symetra Financial took recently in a series of web videos starring Fred Willard, best known for his roles in films such as *Waiting for Guffman* and *Best In Show*—as well as a continuing character in the Emmy winning TV series, *Modern Family*.

In a series of online videos, the 71-year-old Mr. Willard is seen on a Sunday drive with an actor playing his 11-year-old grandson.

Grandpa regales his young passenger with a series of observations about growing old ("My 60s were a blur. Not because they went by so fast, but because I was wearing the wrong prescription for my glasses.") and financial advice ("How much money will you need at my age? That's the million dollar question. So give me a million bucks and I'll answer ya.").

A series of title cards are interspersed throughout the two-minute videos, explaining how Symetra financial products can build guaranteed income for life for retirees and near-retirees.

The videos are part of Symetra's ongoing "Don't Fear 65" campaign which encourages seniors to live well, enjoy older age—and invest wisely in reliable annuities that can create an income stream for years to come.

"Symetra is a relatively new brand. Fred Willard is a way for us to gain visibility and tell our story in a way that differentiates us," says Jim Pirak, Vice President of Marketing and Investment Relations at Symetra. "We deliver a serious message in an entertaining and engaging style."

The campaign was created by Seattle advertising agency Copacino+Fujikado. Senior Writer Mike Hayward and Associate Creative Director Shawn Herron came up with the idea. Remedy Films of Seattle produced the videos, now running at [www.DontFear65.com](http://www.DontFear65.com).

## About Copacino+Fujikado

Founded in 1998, the agency has 30 employees and a range of clients that include the Seattle Mariners, Seattle Children's Hospital, CareFusion, the Seattle Aquarium, Symetra Financial, Washington Forest Protection Association and Pacific Place. Copacino+Fujikado has won numerous industry awards and has been named one of the "Best Places To Work in Seattle" by Seattle Business Monthly magazine.

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The screenshot displays the 'don'tfear65' website interface. At the top, there is a navigation bar with the site logo and menu items: 'Living Longer', 'Retirement Planning', and 'Retirement Milestones'. Below the navigation, a video player shows a man and a woman in a car. To the left of the video is a sidebar with links to 'Retirement Calculators', 'Lifetime Income', 'Pension-Like Security', 'I Conquered 65', and 'Value Of An Advisor'. Below the sidebar is a 'Kiplinger's Reading Room' section with a 'LEARN MORE' button. Further down is a 'Find an Advisor' section with another 'LEARN MORE' button and social media sharing options. The main content area features a sub-navigation bar with 'Living Longer', 'Healthy Living', 'Lifespan Calculator', 'Retirement Calculator', and 'Lifetime Income'. The primary article is titled 'A fearless retirement starts here.' and includes introductory text about retirement planning. Below the article is a 'Kiplinger's' section titled 'Lock In Your Retirement Income' with a 'read full article' link. On the right, there is a 'How much will you need?' calculator with a table for 'Income Objectives'.

Income Objectives	
Monthly income needed: (before-tax)	
Annual increases (if any): (%)	