

# News Release

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## **Columbia Threadneedle Investments Launches U.S. Television Advertising Campaign**

**Boston – September 25, 2017** – Columbia Threadneedle Investments (Columbia Threadneedle) today added television as part of its ongoing U.S. advertising campaign. The campaign highlights the benefits of the consistent and collaborative approach that Columbia Threadneedle brings to investing. Building upon a print and digital campaign that began running earlier this year, the new TV spots will promote the belief that consistency is a key driver of investment success.

“We’ve listened to what advisors and investors want in an investment partner when working toward financial goals – consistency, dependability and collaboration,” said Ted Truscott, CEO of Columbia Threadneedle. “In telling our story, we hope investors understand the benefits of our repeatable processes and fully understand our commitment to their financial outcomes.”

Two 15-second TV commercials will showcase repeatable processes leading to positive results. Reinforcing that the company’s goals are aligned with investors’ outcomes, both ads conclude with the tagline “Your success. Our priority.” The ads will run exclusively on CNBC from September 25 through the first week of December.

The first ad, “Consistency Delivers”, features a baseball player perfecting his swing in the batting cage, hitting ball after ball from a pitching machine. The second, “Consistency Reaps Rewards”, uses aspirational imagery of a farming tractor covering a swath of farmland, with lush crops laid out in orderly rows. The ads can be viewed at [www.columbiathreadneedleus.com](http://www.columbiathreadneedleus.com). McCann Detroit was the agency of record for both ads.

“We’re trying TV as part of our mix, with the aim to increase awareness and name recognition with U.S. financial advisors. Since the financial crisis, more and more Americans rely on advisors to achieve their financial goals, such as buying a home, paying for education or saving for retirement,” said Leslie Walstrom,

head of U.S. Marketing. “We want advisors to know that we have the right solutions to support their clients and their practices.”

Columbia Threadneedle began the current campaign on March 6, 2017, with print, digital display, paid search and social, online video and native advertising.

**About Columbia Threadneedle Investments:**

Columbia Threadneedle Investments is a leading global asset management group that provides a broad range of investment strategies and solutions for individual, institutional and corporate clients around the world. With more than 2,000 people, including over 450 investment professionals based in North America, Europe and Asia, we manage \$473 billion<sup>1</sup> of assets across developed and emerging market equities, fixed income, asset allocation solutions and alternatives.

Columbia Threadneedle Investments is the global asset management group of Ameriprise Financial, Inc. (NYSE: AMP).

For more information, please visit <https://www.columbiathreadneedleus.com/>. Follow us on [Twitter](#).

<sup>1</sup>As of June 30, 2017.

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