Northwestern Mutual Launches New Brand Campaign "Spend Your Life Living"

Campaign encourages people to make the most of life today while also planning for tomorrow

MILWAUKEE, Dec. 28, 2017 /PRNewswire/ -- Northwestern Mutual, a leading financial security company, announced today the launch of a new brand campaign called "Spend Your Life Living." Many people are stressed about their finances and saving for their future retirements, making it challenging to make the most of life's moments now without feeling guilty. The campaign's goal is to reframe people's idea of planning for their financial futures, and help them feel empowered to make the most of enjoying life every single day.

"Our research uncovered the constant struggle Americans are experiencing between living for now and saving for later," said Aditi Gokhale, Chief Marketing Officer, Northwestern Mutual. "People are in a balancing act of how they can enjoy today while preparing for tomorrow, and this results in massive anxiety. This campaign shows how Northwestern Mutual helps our clients plan for the important moments in their lives so they can make the most of every single day."

Through focus group research, Northwestern Mutual found that the tension between living for now and saving for later was universal for people regardless of demographics. This same research concluded that people will seek (and act on) planning for the lifestyle they want to live, including vacations, career aspirations, and passions. People were most responsive when they felt empowered to make things happen now and not miss out on moments with family, or experiences like travel.

Advertising agency GSD&M (Austin, Tx.) worked with Northwestern Mutual on developing the overall brand campaign and created four TV spots for "Spend Your Life Living" that will air throughout 2018. The ad spots — called "Backyard Bliss," "This Call's for You," "Fish Out of Water" and "Ocean, Whoa" — tap into each of the consumer insights. Spots will begin to launch during the Cotton Bowl on December 29 and again on ABC Network during Dick Clark's New Year's Rockin' Eve and will be featured across numerous platforms including print, digital, and social.

As the presenting sponsor of the 2018 Rose Bowl Game®, for the fourth consecutive year, Northwestern Mutual will also bring the new campaign to life with a large-scale event on January 1. Northwestern Mutual is taking over part of the tailgate outside of the Rose Bowl stadium to recreate a massive end zone, encouraging fans to join and share their best touchdown dance on social media with #SpendLifeLiving. The Northwestern Mutual "Touchdown Dance" will also be recreated at the College Football Playoff National Championship game on January 8.

Prior to the game, the company is also hosting the Northwestern Mutual "Rose Room" — an elegant and organic room filled with roses and vines. Adding to the Rose Parade festivities, the "Rose Room" will be set up at the end of the parade route January 1-2, offering a unique photo opportunity for passersby. The company will also have a float in the 129th Rose Parade® presented by Honda, titled "Letting Kids Be Kids," which will highlight its national philanthropic cause on childhood cancer and celebrate the joy of summer camp.

"These activations are all about giving people meaningful moments and elevating their experiences at events they are passionate about," added Gokhale. "They're already at the game cheering on their favorite college football team, but now they're able to experience what it would be like to do their own touchdown dance in the end zone. We want this moment to be a special, shareable experience that they'll remember beyond game day."

For more information about "Spend Your Life Living" and Northwestern Mutual, visit NM.com or join in on the social conversation using #SpendLifeLiving.

About Northwestern Mutual
Northwestern Mutual has been helping families and businesses achieve financial security for 160 years. Through a distinctive, whole-picture planning approach including both insurance and investments, we empower people to be financially confident. We combine the expertise of our financial professionals with a personalized digital experience to help our clients navigate their financial lives every day. With $250.4 billion in assets, $28.2 billion in revenues, and more than $1.6 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.4 million people who rely on us for life, disability income and long-term care insurance, annuities, brokerage and advisory services, trust services, and discretionary portfolio management solutions. The company holds more than $100 billion of client assets as a part of its wealth management company and investment services. Northwestern Mutual ranks 97 on the 2017 FORTUNE 500 and is recognized by FORTUNE® as one of the "World's Most Admired" life insurance companies in 2017.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company (NM),Milwaukee, WI (life and disability insurance, annuities, and life insurance with long-term care benefits) and its subsidiaries. Northwestern Mutual and its subsidiaries offer a comprehensive approach to financial security solutions including: life insurance, long-term care

insurance, disability income insurance, annuities, life insurance with long-term care benefits, investment products, and advisory products and services. Subsidiaries include **Northwestern Mutual Investment Services, LLC** (NMIS) (securities), broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company® (NMWMC) (fiduciary and fee-based financial planning services), federal savings bank; and Northwestern Long Term Care Insurance Company (NLTC) (long-term care insurance).

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