



FINANCIAL LITERACY – FEED THE PIG™

Campaign Sponsor: American Institute of CPAs (AICPA)

Volunteer Advertising Agency: kirshenbaum, bond, senecal + partners, Facebook Creative Shop

BACKGROUND:

Many young adults have amassed high levels of debt that they struggle to pay off. Simultaneously, they need to be saving for their future. Yet only 40 percent of those in the target audience have more than \$10,000 saved for retirement. The financial behavior of this age group is critical for two reasons:

- 1) They are facing key life stages – home ownership, marriage, starting a family – all of which have significant financial impact.
- 2) They have more working time before retirement, which means that their current financial decisions have a greater impact (positive or negative) on their long-term financial success.

CAMPAIGN OBJECTIVE:

Improve financial literacy among Americans ages 25 - 34 by encouraging them to make savings a part of their daily lives.

CAMPAIGN DESCRIPTION:

The campaign works to show young adults that their peers are succeeding at saving by making good money management decisions every day. The campaign underscores the point for the target audience that when it comes to financial stability, these young adults should not get left behind. The campaign directs the target to its website – FeedthePig.org – which provides tools, information and other resources to help the audience adopt positive savings habits.

TARGET AUDIENCE:

Young adults, ages 25 - 34, particularly those making significant financial decisions such as buying a car or home, starting a family, or getting married.



DID YOU KNOW?

- Seventy-eight percent of adults surveyed use their friends' financial habits to determine their own.
- Almost half of those in the target age group had to use a credit card to pay for necessities like food or utilities in the past year.