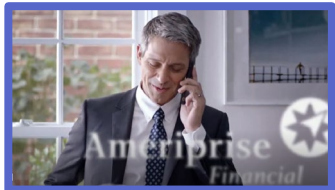


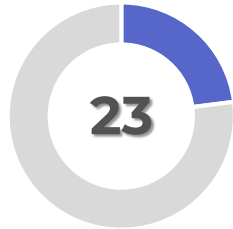
# Comparison of two ads from Ameriprise's "Be Brilliant" Campaign – Performance during Q4 2019



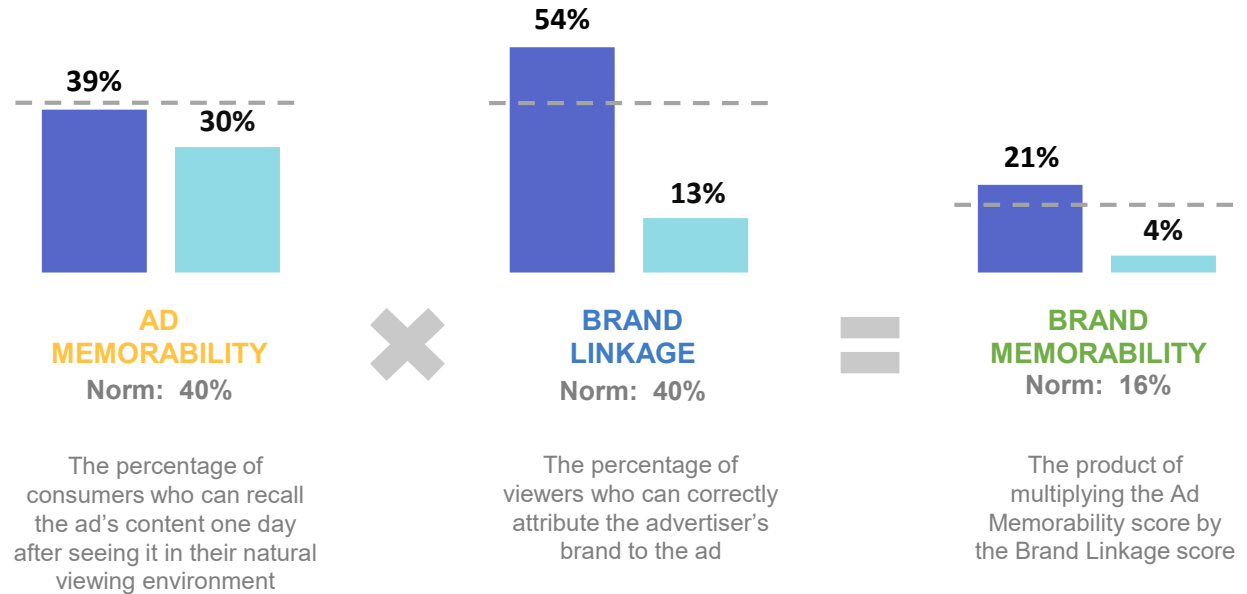
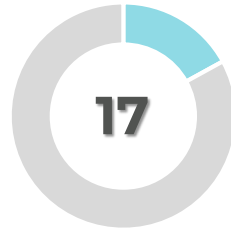
**"Familiar Face" (:30)**  
n=487 evaluations



**"Choices" (:30)**  
n=572 evaluations



Q4 2019 GRPs within Brand Effect Coverage



Source Phoenix Brand Effect ("BE") survey data from Investments & Insurance ads tested during Q4 2019 among U.S. consumers Age 18+. NATIONAL GRPs within Phoenix BE-monitored networks and dayparts; Norms based on the data from n=40,151 ad tests among the above listed brands during Q4 2019.