



# 2021 Campaign

Testing Materials

A woman wearing a bright yellow raincoat with the hood up is looking upwards with a joyful expression, her mouth open in a smile. She is standing in the rain, with water droplets visible in the air around her. The background is a blurred green, suggesting trees or foliage. The overall mood is one of optimism and resilience despite the weather.

# THROUGH WHATEVER

WITH ALL THE UNCERTAINTY OF THE FUTURE, PEOPLE WANT TO FEEL CONFIDENT ABOUT THEIR RETIREMENT PLAN. IN THIS DIRECTION, WE SEE HOW VOYA HELPS KEEP YOU PROTECTED FROM WHATEVER UNEXPECTED THINGS MAY POP UP.

THIS DIRECTION IS ABOUT PARTNERSHIP AND DEVELOPING A FLEXIBLE PLAN.



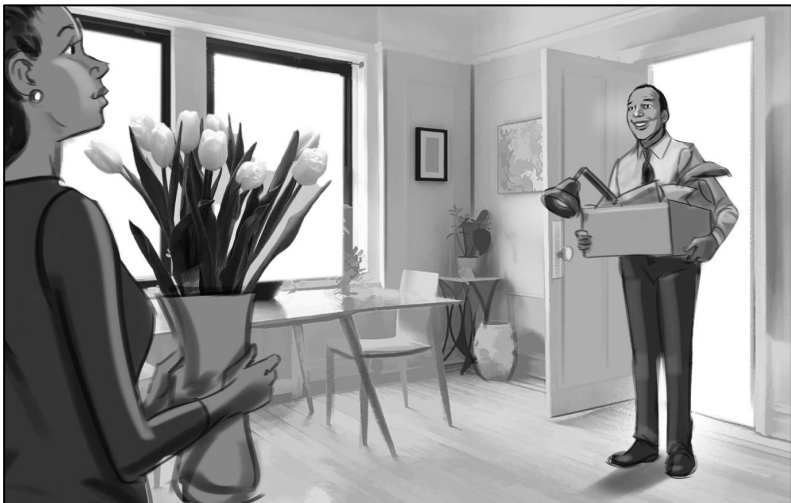
# A LOT FOR ONE DAY



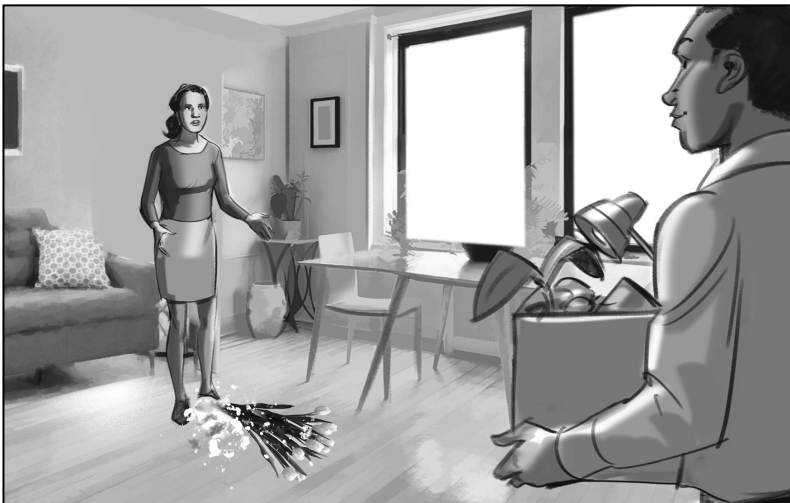
KYLE:  
Our retirement plan with Voya gives us confidence.”



KYLE:  
Like when I told you I quit my job to become a teacher?



KYLE:  
I did it! I finally quit that job!



\*crash\*



MEGAN:  
Or when I told you I was pregnant?

MEGAN:  
They help us take actionable steps towards our future...so we're prepared for...whatever.



MEGAN:  
I'm pregnant.



\*crash\*



KYLE:  
Yeah, that was a lot for one day.

MEGAN:  
But thankfully, Voya was with us every step of the way.

KYLE:  
Then and now.



VOYA SQUIRREL:  
Yeah, that day was bonkers.

VOYA RABBIT:  
But a good bonkers.

VOYA CHARACTERS:  
Well planned. Well invested. Well protected. Voya.  
Be confident to and through whatever.



# THE SKI ACCIDENT



BILL:  
Our retirement plan with Voya gives us confidence.



BILL:  
Like when I missed all that work after my ski accident?



BILL:  
Alright! Let's go gu...



BILL:  
...aaaagh!



PEGGY:  
Right. Your *ski* accident.

PEGGY:  
They help us take actionable steps towards our future...so we're prepared for...whatever.



BILL:  
Did I at least get some air?



PEGGY:  
But thankfully, Voya was with us every step of the way.

BILL:  
And we're still on track for retirement.



VOYA RABBIT:  
At least he stuck the landing.

VOYA SQUIRREL:  
Yeah, I'd give him an 8.

VOYA CHARACTERS:  
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VOYA 2021 CAMPAIGN - Through Whatever

# MONEY TALKS

The pandemic has wreaked havoc on the health and finances of millions of Americans. To provide much-needed real-time assistance to Americans, Voya will unite the entire financial community to launch the Money Talks initiative.

In a televised CNBC town-hall special, a panel of advisors from Voya, Charles Schwab, Edward Jones and other participating institutions will answer live questions and provide advisory services free of charge for a month after the event. People can field their questions through social media or through a dedicated hotline.

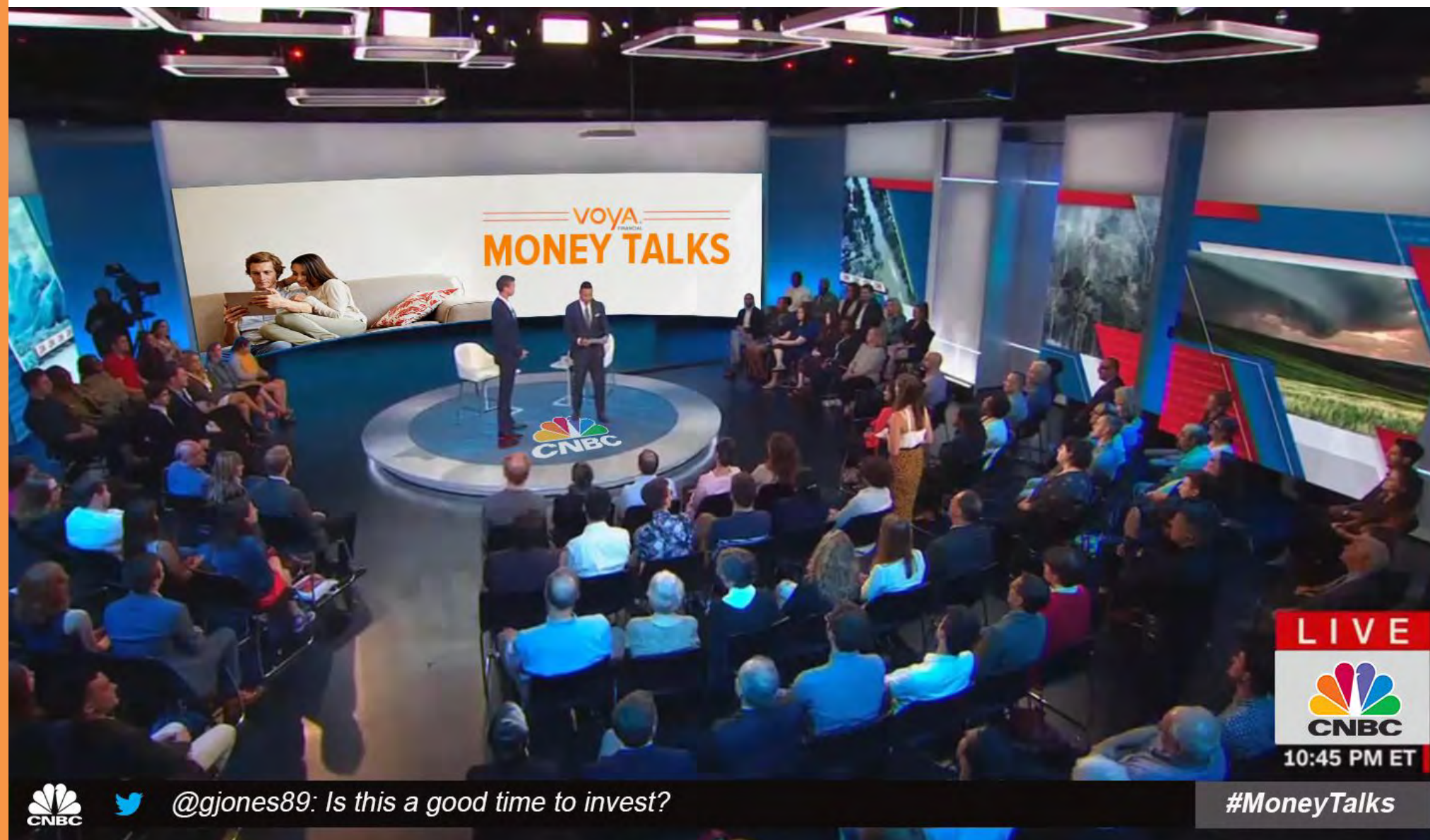




VOYA 2021 CAMPAIGN - Through Whatever

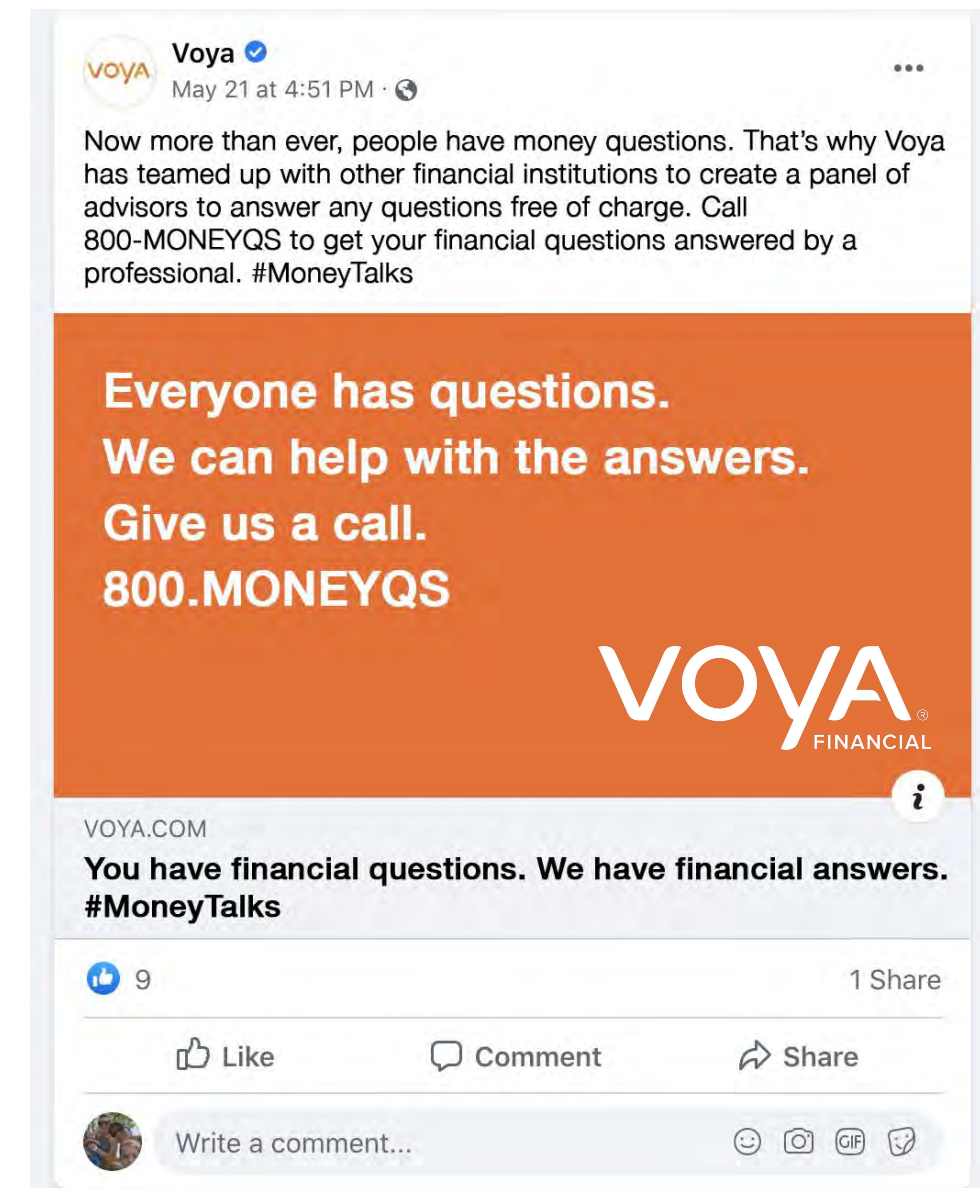
# MONEY TALKS

HOW YOU MIGHT HEAR ABOUT IT...



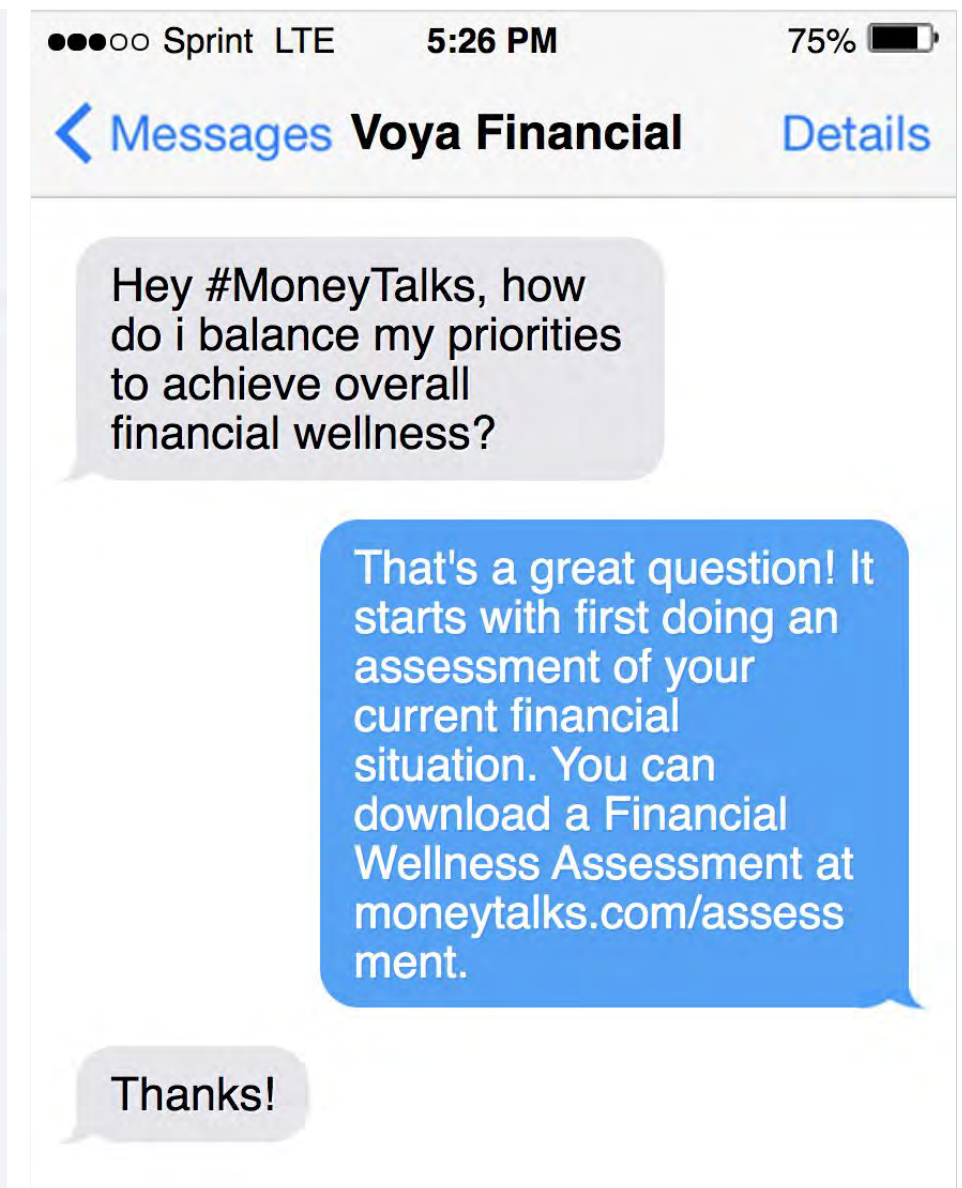
## TOWN HALL

*During a live, televised event, a panel of financial advisors from Voya, Charles Schwab, and other participating institutions will answer financial questions and provide free-of-charge advisory services.*



## DEDICATED ADVISORY PANEL

*For the month after the town hall, a dedicated panel of advisors from all the financial partners will remain on hand to continue answering questions live via phone, text and Twitter.*





A man and a woman are hiking on a wooden trail in a forest. The man, on the left, is bald with a grey beard and is wearing a tan jacket and a blue backpack. The woman, on the right, has short white hair and is wearing a tan jacket. They are both smiling and looking towards the camera. The background is a dense forest with large trees and green foliage. The text "MOVING FORWARD" is overlaid in large white letters across the middle of the image.

# MOVING FORWARD

VOYA KEEPS YOU MOVING TO AND THROUGH RETIREMENT WITH CONFIDENCE, SO LET'S ILLUSTRATE THAT VISUALLY. IN THIS CAMPAIGN, WE WILL SEE PEOPLE CONTINUOUSLY MOVING FORWARD WHILE TALKING TO CAMERA ABOUT VOYA. AS THEY WALK, WE WILL SEE THEM MOVE THROUGH VARIOUS POINTS IN THEIR LIVES.

THIS DIRECTION IS ABOUT MOMENTUM, AND NOT LOSING THAT.



# BECOMING GRANDPA



STEVE:  
My retirement plan with Voya, keeps me moving forward. Even after paying for this...



STEVE:  
Lookin' good, sweetheart," giving her a twirl on the dance floor.



STEVE:  
They help me with achievable steps along the way, offering protection solutions that give me confidence.



STEVE:  
This is my grandbaby...she's cute like her grandpa...



STEVE:  
Voya doesn't just get me to retirement, they're with me all the way through it.



GRANDDAUGHTER:  
Airplane, grandpa! airplane!



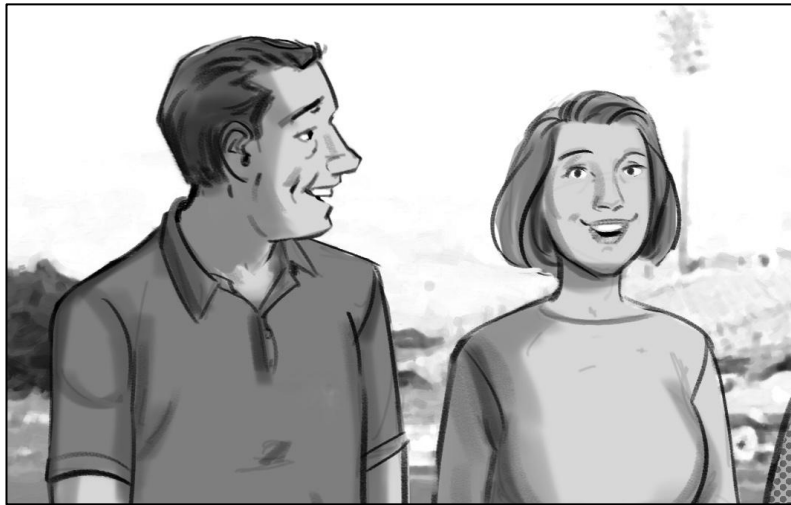
STEVE:  
Later. Got grandpa things to do"



VOYA CHARACTERS:  
Well planned. Well invested. Well protected. Voya.  
Be confident to and through retirement.



# GROWING UP



AMY:  
Our retirement plan with Voya, keeps us moving forward.



AMY:  
Go Kevin!!! That's my boy!"

TED:  
Nailed it!



AMY:  
It's personalized to fit *our* life, with achievable steps that give us confidence in our future.



AMY:  
Smile!

ALL:  
Graduation Selfie!



TED:  
And not just to retirement...

AMY:  
...Voya stays by our side all the way through retirement.

TED:  
Ready Kev?

KEVIN:  
I was born ready.



AMY:  
Go Kevin! That's my boy!



VOYA CHARACTERS:  
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# HIRE SOMEONE SPECIAL

Studies show, companies that champion people with disabilities have 28% higher revenue and 30% higher profit margin. However, despite being valuable to employers, 67% of adults with disabilities are unemployed.

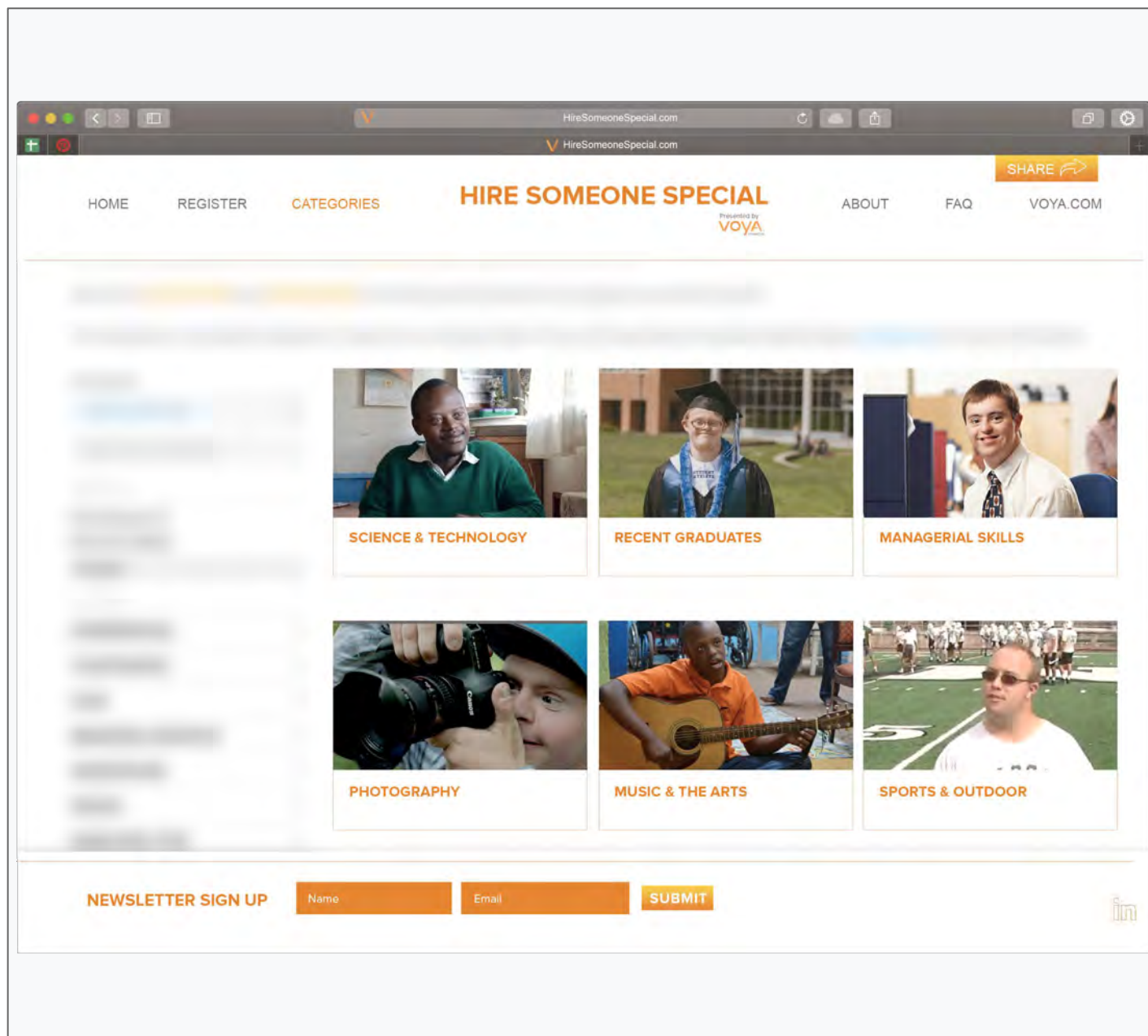
At Voya, we understand the importance of an inclusive workforce so we're launching HireSomeoneSpecial.com, a website dedicated to helping candidates with special needs find the job of their dreams. Through this website, employers will be able to search through a large database of qualified candidates that both fit their needs and increase the diversity in their company.





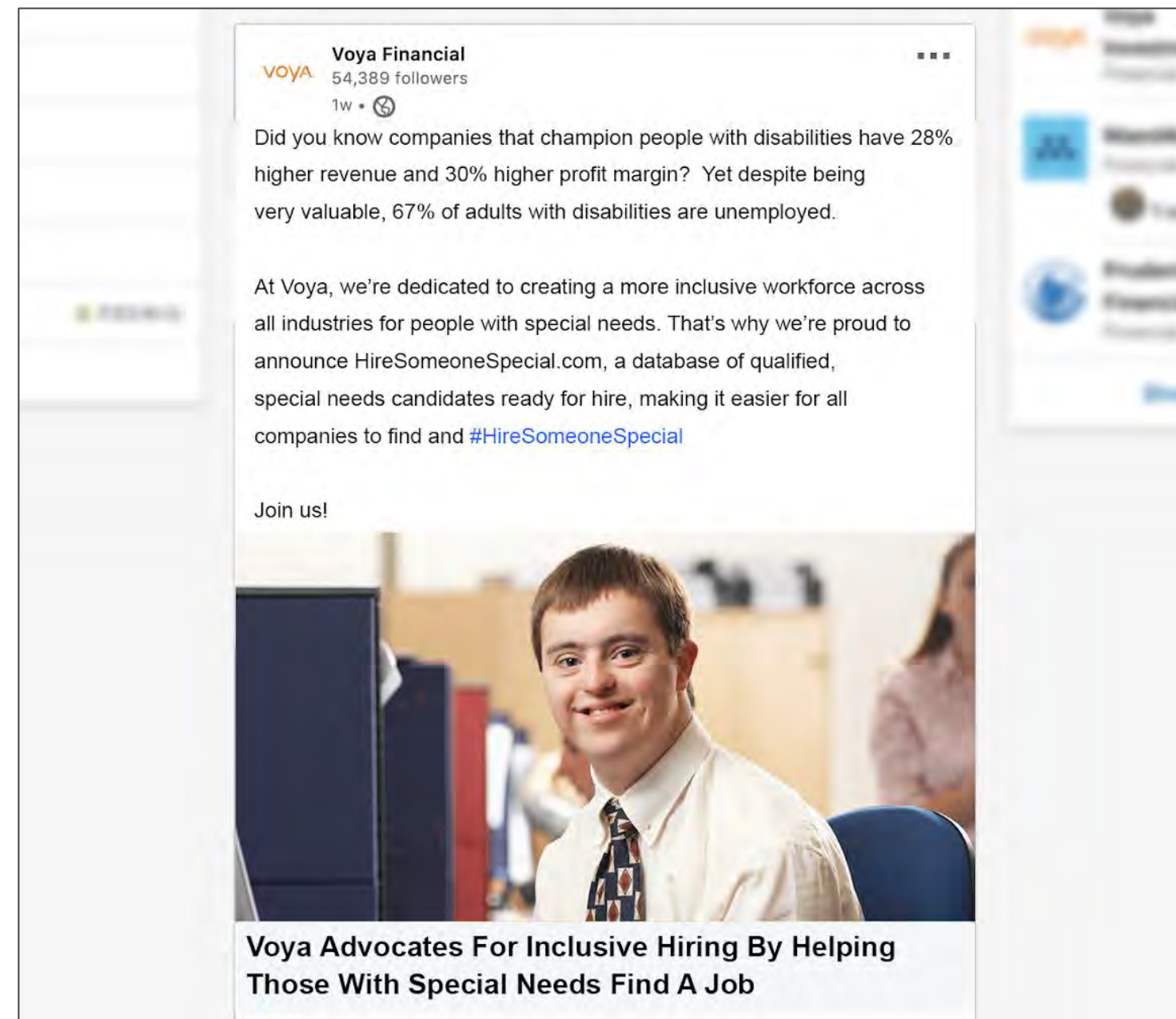
# HIRE SOMEONE SPECIAL

*HOW YOU MIGHT HEAR ABOUT IT...*



## WEBSITE

*HireSomeoneSpecial.com will include a searchable database of all the candidates for hire.*



## LINKEDIN

*Voya will announce the launch of HireSomeoneSpecial.com with a post on LinkedIn.*



## TWITTER

*Participating companies can share the news on social media and challenge others to join them.*



A man with glasses and a beard, wearing a dark t-shirt, is holding a young child in a striped shirt. They are both looking up at a red playground structure with rings. The background is a blurred green field with trees. The image has a semi-transparent dark overlay.

# VOYA PROUD

VOYA HAS ALWAYS BEEN ABOUT HELPING CUSTOMERS TO AND THROUGH RETIREMENT. THAT HAS NEVER BEEN MORE IMPORTANT THAN NOW, AFTER THE TUMULTUOUS NATURE OF 2020.

THIS CAMPAIGN CELEBRATES REAL AMERICANS' STORIES OF OPTIMISM AND SUCCESS THROUGH THIS UNCERTAINTY, AND HOW VOYA HAS SUPPORTED THEM THROUGH IT.



# AMY THE SERVER



VO:  
This is Amy. She was a waitress. Then, in 2020, her restaurant closed.



AMY:  
So, I used that crazy time to come up with a “crazy” idea that allowed me to continue my passion for serving food: volunteering at my local food bank.

VO:  
And now?

AMY:  
I’m a full-time Foods Manager at that local food bank.



VO:  
More like a full-time inspiration.



AMY:  
Well, I wouldn’t say all that.



VO:  
We know – that’s why we’re saying it for you. Because we’ve got your back. Which is why, while Amy was out working hard for others, Voya was by her side making sure her retirement plan worked just as hard for her. You know, ‘cus she had other things to focus on. Like being Amy... the inspiration.



AMY:  
No, just Amy who went from serving hamburgers to serving hope.

VO:  
... Exactly.



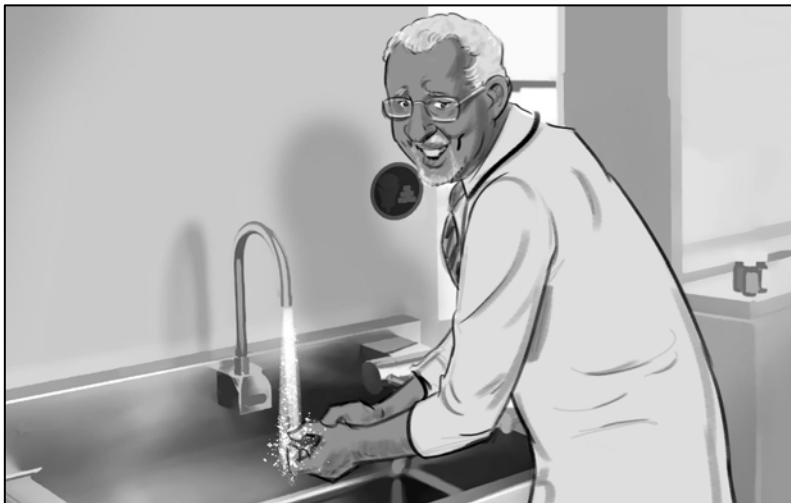
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# DR. B



VO:  
This is Dr. Mark Berry. He had planned to retire in early 2020. But then, 2020 happened.



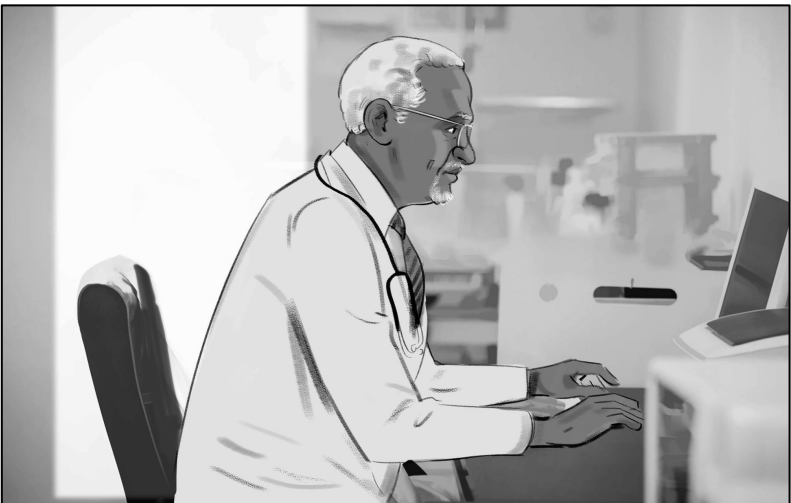
DR. BERRY:  
So I went to work in the ER.



VO:  
Ya hear that? He went to work in the ER! Why? Because Dr. Berry is a superhero.



DR. BERRY:  
I wouldn't call myself a superhero.



VO:  
That's because you're also humble, but trust us, you are. And while Dr. B was out there being amazing, Voya was by his side making adjustments for his *new* retirement plan. No, it's not superhero level stuff. But we're honored to serve those who are. Thank you, Dr. Berry. You the man.



DR. BERRY:  
I don't know about that.

VO:  
See? Humble.



VOYA CHARACTERS:  
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# THE HERO FUND

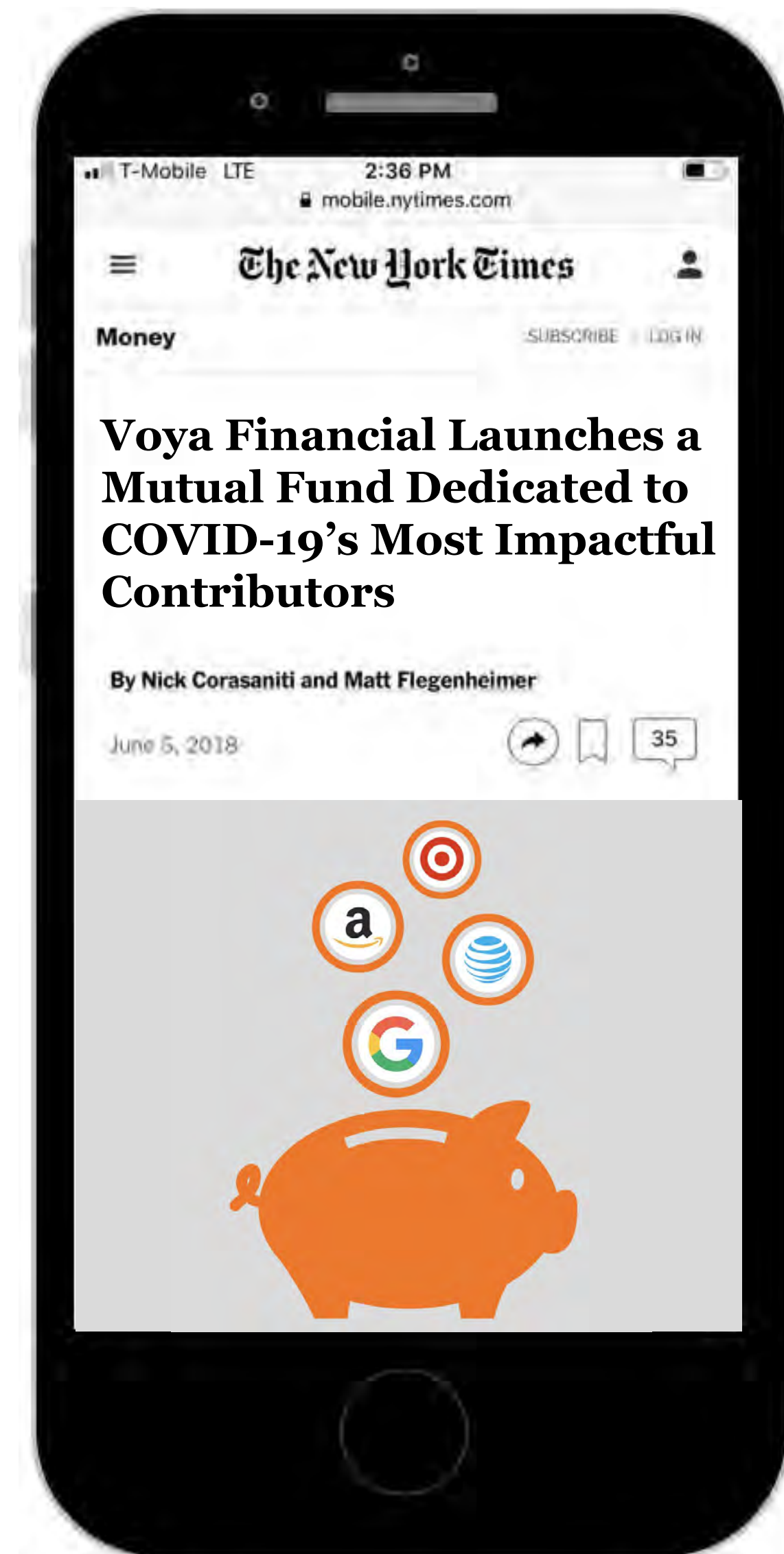
During COVID-19, so many companies stepped up to make miracles happen. Whether they adjusted their assembly lines to create new resources or just gave to those in need, they used their power for good. At Voya, we want to invest in the companies that invest in helping others. That's why we're creating the Hero Fund, a mutual fund comprised solely of companies that made a difference during the pandemic. This way, investing isn't just helping your retirement savings, it's also helping make the world be a better place.

## EXAMPLES:

Ford changed their assembly lines to create ventilators.

Adobe offered free resources and services to people out of work.

Anheuser-Busch created hand sanitizer.





# THE HERO FUND

HOW YOU MIGHT HEAR ABOUT IT...



## NEWS COVERAGE

*Financial shows like Mad Money would mention The Hero Fund.*

*“Voya Financial offers a mutual fund celebrating companies that help the greater good.” - Jim Cramer*



## PR EVENT

*Voya will ring the opening bell of the Stock Exchange alongside CEOs from some of the companies featured in The Hero Fund mutual fund.*



**Thank you**