

Retirement Commissioner takes humorous approach to a serious question

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Think you can convince your children to support you in your retirement?

Planning on an inheritance from the folks? The latest series of television advertisements from the Retirement Commissioner suggest you might need to find another approach.

Retirement Commissioner Colin Blair said that the new advertisements, launched today, take a humorous approach to a serious question: "how much money will I need in retirement?".

"A lot of New Zealanders are frightened to ask this question – many are scared that the answer will be more than they can afford, and others just don't know how to go about working it out," Mr Blair said.

"In taking a lighthearted approach to these ads we are encouraging people to have a go at finding the answer to this question."

Each of the five television advertisements at the centre of the "How Much?" campaign features a different humorous scenario, which at first seems unrelated to retirement savings.

"Our aim is that members of our target audience will see themselves in at least one of these scenarios, and that this, along with the fun approach, will prompt them to take action," Mr Blair said.

The advertisements prompt viewers to phone the Office of the Retirement Commissioner's 0800 number, or visit the web site, to work out how much they will need in retirement. The advertisements are backed up by a comprehensive retirement planning workbook, an online interactive planner, and a brochure on the "how much?" question.

The "How Much?" campaign is the latest phase of the Offices successful Take Action public education programme, launched in July 1998.

"Take Action has exceeded our expectations. Over 230,000 New Zealanders have received copies of the Retirement Action Planner, and 63 percent of these people say it has helped them to take action on retirement planning.

"However, our research shows us that many in our target audience have yet to figure out how much money they will need in retirement, and how much they will need to save to achieve that.

"This year's campaign is designed to prompt people to address – and answer – these crucial questions. It also promotes the idea of getting started rather than being put off by what may appear to be significant savings numbers. "

To work out "how much?", phone 0800 45 65 85, or visit the web site at www.retirement.org.nz.

For further information:

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