

## **MOM: Ideas for FUN, Digital Ads:**

#1:

From slide 18 in PPT: (#18): The two lines that are same length; but one looks longer.

### **Larger Ad:**

Image:

A Line

B Line

Copy:

Which line is longer?

A.

B.

C. (Same)

If you guessed A or B – it's perception deception. And it could cause bad investment decisions.

Link:

Get Smart!

OR

Link:

Find out how!

#2: (This is a play on tracks and tricks, signaling the brain can trick us when we least expect it, if we don't understand how to prevent it.)

### **Tiny Ad:**

Image:

Railroad Tracks

Copy:

Caution: Brain Tricks Ahead!

Link:  
Invest Smarter

**Larger Ad:**  
Image:  
Railroad Tracks

Copy:  
Caution: Brain Tricks Ahead!

Your brain can actually trick you into making bad investment decisions. But you can learn to outsmart your brain!

Link:  
Get Smarter

#4.

Image: (The Joker from the card deck or a 'trickster' of some sort)

Copy:

Your brain can trick you into dumb investment decisions!

Link:  
Outsmart Your Brain

#5: From Slide #42

Image (Use the slide, as is)

Copy:

Agree or disagree?

I dislike losses more than I like gains.

Link:

Invest Smart!

#6: (From slide 46)

Image: Pix of a Bank ... the epitomy of solid, safe: Name on Bank: Safe Bank

Copy: Are you going broke, safely?

Link:

Invest Smarter!

#7: (From slide 53; coming up short. Strategy needs long-term focus!)

Image:

A Runner breaking thru the tape at the finish line, winning the race!

Copy:

Long-term investing is a Marathon – not a sprint!

Link:

Run Long!

#8: (From Slide 59. Use same pix of man just standing there.)

Image:

From the slide of man standing still

Copy:

Don't just do something... stand there!

Do you tend to buy high and sell low. Just stop and focus on the long-term!

Link:

Invest Smart

#8: (From slide #86)

Image: (Block of color)

Copy:

Who is More Confident About the Stock Market?

A) Those who track it

B) Those who don't

Link:

Find Out!

#9: (From #98; Herd Mentality)

Image:

Sheep all going in the same direction

Copy:

Don't Follow the Herd. Learn from the Pros!

OR...

Ignore the Herd.

OR...

Part of the herd mentality? Break away and learn smart Investing strategies.

Link:  
Invest Smarter!

#10: (From slide 110)

Image:  
Exactly as it is on the slide.

Copy:  
Which investment risk are you more likely to accept?  
A) 1 in 6 chance of success  
B) 83% chance of failure

Link:  
Find out why!  
OR...  
Invest Smart

#11: (From slide #143)

Image:  
Same image in this slide (diversified in stocks and bonds only)

Copy:  
Well diversified, right?  
Wrong.

Link:  
Invest Smarter!