

Beat: Business

AAG Debuts New Reverse Mortgage Commercial, Information Kit Featuring TOM SELLECK

TV Spots Launched August 1, 2016

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USPA NEWS - American Advisors Group (AAG), the leading reverse mortgage lender in USA, announced on August 1, the premiere of its new television commercial campaign starring the company's new national spokesperson, Emmy and Golden Globe award-winning actor Tom Selleck....

American Advisors Group (AAG), the leading reverse mortgage lender in USA, announced on August 1, the premiere of its new television commercial campaign starring the company's new national spokesperson, Emmy and Golden Globe award-winning actor Tom Selleck. The commercials began running today across cable and national networks including ABC, NBC and CBS.

The announcement comes as AAG unveils a fresh new marketing strategy that aims to correct common misperceptions head-on about reverse mortgage loans and also explain why home equity should be considered as another source of income in the retirement planning process.

The first commercial airing is a :120 second spot entitled, 'Too Good to be True,' and will be followed shortly by two additional commercials. All of the ads will come packaged as both :60 and :120 second spots. AAG collaborated with agency partner Siltanen & Partners Advertising on the new campaign, taking a fresh new approach that is visually more dramatic and compelling than with past commercials. Along with the ads, AAG has debuted a new tagline, 'Bringing Stability to Your Retirement' and created a new, comprehensive information kit that explains how home equity may be used in retirement planning.

With the naming of Selleck as its new spokesperson, AAG is working to increase awareness among senior American homeowners that home equity should be considered as part of a comprehensive retirement planning strategy.

Source : American Advisors Group (AAG)

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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BIRD & Yasmina BEDDOU (Journalists/Directors)

Editorial program service of General News Agency:

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

info@unitedpressassociation.org

info@gna24.com

www.gna24.com