



PROFESSIONAL INVESTMENT ADVISORY SERVICES

# Retirement-Planning Themed EDMs & The Target Audience

Note: You may download respective EDMs from the link below

[Home»](#) [\\*\\*PIAS Resource Library»](#) [Life Insurance Products»](#) [Comparison tables and tools»](#) [EDMs»](#) [Retirement Planning](#)

No.	Headline	EDM	Target audience
1	"It pays to plan for your retirement as early as possible."	 <p>It pays to plan for your retirement as early as possible</p> <p>Reap the benefits of compounding interest to better enjoy your retirement.</p> <p>Find out more. Let's get in touch.</p> <p>PIAS PROFESSIONAL INVESTMENT ADVISORY SERVICES</p>	Young
2	"It's never too early or too late to plan for retirement."	 <p>It's never too early or too late to plan for your retirement</p> <p>Grow your nest egg by investing. Make your money work hard for you.</p> <p>Find out more. Let's get in touch.</p> <p>PIAS PROFESSIONAL INVESTMENT ADVISORY SERVICES</p>	Young and matured

No.	Headline	EDM	Target audience
3	“Protect your retirement savings”	 <p><b>Protect your retirement savings</b></p> <p>Don't let unexpected medical expenses and unforeseen circumstances derail your retirement plans.</p> <p>Find out more. Let's get in touch.</p> <p><b>PIAS</b> PROFESSIONAL INVESTMENT ADVISORY SERVICES</p>	<p>Matured adult who possibly do not have H&amp;S and CI coverage</p> <p>Families with kids</p>
4	“Take control of your retirement years”	 <p><b>Take control of your retirement years</b></p> <p>It is a known fact that women live longer than men. Take steps to be adequately prepare yourself for a longer retirement.</p> <p>Find out more. Let's get in touch.</p> <p><b>PIAS</b> PROFESSIONAL INVESTMENT ADVISORY SERVICES</p>	<p>Women</p>

No.	Headline	EDM	Target audience
5	“Be prepared for longer retirement years”		General
6	“How you fund your retirement matters”		General