

Press contacts

Mike Tetuan or
Chad Peterson
888-200-4062
media@ttaa.org



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TIAA-CREF Begins New Chapter as TIAA

Comprehensive rebranding showcases transformation to a simpler, more customer-centric organization

New name, new look, new experience. Same mission.

NEW YORK, February 22, 2016 – TIAA-CREF today announced it is setting a course for success for its next 100 years by changing its name to TIAA. Along with the launch of a completely redesigned website (TIAA.org) and new logo, the shortened name is the culmination of a multi-year journey that places simplicity, clarity and engagement at the center of the customer experience. A national marketing campaign will highlight the ways in which TIAA continues to innovate and deliver unmatched and personalized financial services to its customers across all life stages.

An award-winning global asset manager with \$854 billion in assets, TIAA is the leading provider of financial services in the academic, research, medical, cultural and government fields, and offers a wide range of financial solutions, including investing, banking, advice and guidance, and retirement services.

“We’re continually evolving to better serve customers in every stage of their lives, today and for generations to come,” said Roger W. Ferguson, Jr., president and CEO at TIAA. “We’ve embraced what makes us unique – we were created to serve the nonprofit community, and built to perform, delivering the outcomes our customers seek to reach and live comfortably through retirement. We support our customers every step of the way as they plan for and reach financial milestones in their lives, just as we have for nearly 100 years.”

“This is more than a name change; this is a game change,” said Connie Weaver, chief marketing officer at TIAA. “We stepped back and listened to the people we serve, who they are and what they need. We know that everyone defines success on their own terms, and we help them evolve and change that definition over time. Our brand today is about meeting our customers wherever they are on that journey to success, and helping them meet their needs and navigate their financial lives in a simple, clear way, with straight talk instead of jargon or legalese.

“Our customers are as diverse as our society, and we serve them all, ranging from educators, maintenance workers, doctors, civil servants, equipment managers and nurses to rocket scientists, administrative assistants, Nobel Prize winners, medical researchers and many more. They dedicate their careers to serving others, and they deserve a financial services organization that’s as passionate about helping them succeed as they are about their life’s work. We are that organization, and these changes reflect not only who we have become, but also epitomize how we deliver an experience that meets people where they are,” Weaver said.

The new name takes the organization full circle from 1918, when TIAA was founded through the vision of Andrew Carnegie to make a difference in the lives of teachers. The name leverages TIAA’s esteemed heritage as a mission-driven organization while becoming easier to say, type and remember.

The redesigned TIAA.org is easier to use, with faster access to information, and simple, direct language complemented by clear, illustrative images. Content and tools geared toward different life stages are front and center, so visitors are quickly directed to the information they need the most and encouraged to learn more. A new emphasis on customer stories lets visitors see how TIAA has helped real people like themselves build financial security.

“When it comes to planning for the future, our research found that many people don’t know where to start,” Weaver said. “The reimagined TIAA customer experience is designed to break through the fear and inertia that people may have when it comes to financial decision-making. Whether our customers are connecting with us on our website, in person, or simply through account statements, we can actively engage them in achieving their financial goals and help make them more confident about their financial futures.”

TIAA developed the new website, logo, advertising and customer engagement model through a highly integrated, multi-agency collaboration to ensure that customers enjoy an integrated experience. TIAA and the integrated team of marketing partners -- including The Martin Agency, Frog, Weber Shandwick and Firstborn -- created a customer experience “grounded in spirited and simple communications that recognize the unique, ever-changing goals and priorities of our customers, and the pressures they face,” said Weaver.

This experience continues through every part of the organization, including new mobile apps and easy-to-read account statements that help customers understand how their portfolios are performing against personal goals. TIAA financial advisors and consultants are available throughout all 50 states to meet with individuals one on one.

A national advertising campaign will launch Feb. 29 across print, radio, television and digital media. The campaign introduces the redesigned “window” logo, which serves as a metaphor for endless possibilities. The window is formed from a dark blue bracket that represents TIAA’s heritage of serving those who serve others, along with a light blue arrow that reflects the organization’s forward-looking, performance-driven culture. By joining service and performance, the logo projects a visual image that helps customers envision and work to achieve their personal outcomes.

The integrated marketing campaign includes video and TV spots that showcase nonprofit professionals on the job and imagining their future. Through the eyes of these individuals, viewers can see their workplaces transform into their goals – a life of exploration for a professor, a child graduating from college for a medical professional, and a custodian taking time to enjoy the natural wonders of the world. The ads demonstrate that though each individual may have a different vision of his or her future, TIAA can help everyone build the financial security to turn hope into reality.

TIAA has delivered on its promises to customers throughout periods of both economic growth and downturn. Its financial strength and stability have been recognized throughout the industry, with top rating agencies ranking TIAA’s financial strength among the leading organizations in the U.S. TIAA also has been recognized with the Lipper Award for Overall Best Large Fund Company, based on delivering risk-adjusted returns, for three consecutive years, an unprecedented achievement in the history of the award.

For more information about TIAA’s new name and logo, and to see examples of the advertising campaign, visit <http://tiaa.new-media-release.com/branding/>.

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About TIAA

TIAA (TIAA.org) is a unique financial partner. With an award-winning track record for consistent

investment performance, TIAA is the leading provider of financial services in the academic, research, medical, cultural and government fields. TIAA has \$854 billion in assets under management (as of 12/31/2015) and offers a wide range of financial solutions, including investing, banking, advice and guidance, and retirement services.

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