

“Big Goals, Small Steps”

The Idea

It would be nice to run a marathon, travel to every country in the world or retire without a financial care in the world. But wanting a big goal isn't the same as achieving it. If you break your desire down into manageable steps—lengthening your daily run by a set amount each week, planning a single trip or boosting your 401K contribution, you'll quickly see how small, consistent victories become bigger wins.

Through engaging and insightful custom content, WP BrandStudio will show the Financial Elite, Wealthy Achievers and Flourishing Families among *The Washington Post's* readership how AXA applies this approach in guiding people toward financial futures and dignified retirements.

Program Components

A journalistic narrative that highlights the link between small achievements and long-term goals is complemented by a quiz and graphic elements that bring these concepts to life.

Components include:

- Rich-media article
- Slide carousel
- Interactive goals tool

Rich-Media Article

Big goals are achieved through small, manageable steps—whether it's learning to walk, climbing a mountain or exploring the moon.

That's also true when it comes to achieving our financial goals—small contributions to savings and retirement plans quickly add up.

The rich-media article will take a journalistic deep-dive into this idea, incorporating expert insights and first-person anecdotes to show how the small-steps approach helps people unlock their full potential.

Readers will get the full story on individuals who, through planning and preparation, have realized their dreams one step at a time. They'll get insights into how high achievers break big objectives into a series of tasks—whether to build the next tech startup, win a championship, or simply to enjoy a bountiful retirement.

We'll also illuminate the latest thinking on what drives success when it comes to goal-setting and achievement, including:

- The **psychology** of how progress drives motivation, which in turn drives greater future progress
- The **economics** of how financial goals can be achieved in increments
- Strategies** used by AXA in providing advice for planning for tomorrow in areas including retirement and life insurance



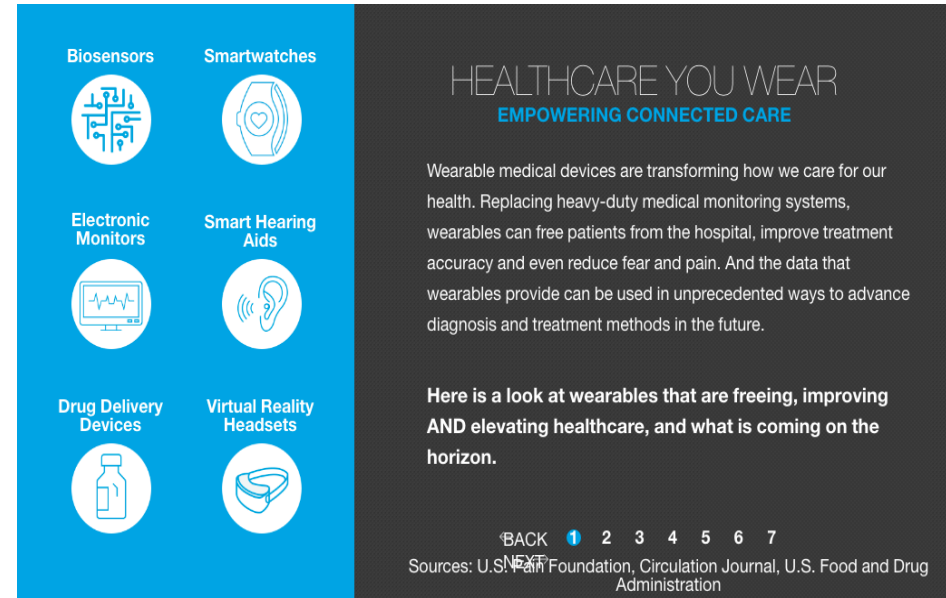
Slide Carousel

As a complement to the rich-media article, engaging, graphically rich slides will visually reinforce the notion that seemingly unattainable goals are nothing more than a series of small steps smartly combined. Each slide will contain one momentous achievement across the spectrum, broken down into small steps.

Example:

Climbing the tallest mountain: It's 19,341 feet to the top of Mount Kilimanjaro, but most people who are moderately fit can make the climb if they take their time.

- **Step: Research** what gear you'll need, including the right boots. Kili is no place for blisters
- **Step: Train** in a hyperbaric tent to simulate altitude
- **Step: Take** a lengthier route that allows plenty of time for acclimatization



Sample WP BrandStudio execution
[Link to live execution](#)

Interactive Goals Tool

We'll give readers a chance to experiment with the power of small, manageable steps through a compelling, highly interactive tool that takes them through a series of daily-life activities and spending opportunities as they look to achieve a series of common goals.

- A colorful graphic journey presents visual “hotspots” that activate on click or hover
- Each hotspot reveals a choice to take a small step toward a goal, like getting fit or enhancing one’s career, as well as objectives that align with AXA’s strengths (e.g. buying a home, planning for retirement, buying a car)

After exploring the hotspots, customized results provide readers with suggestions for how they could achieve their goals more quickly.

Sample journey:

The reader stops at the diner, where the choice is coffee and donut or just the java. A popup explains how the latter means bigger savings and a smaller waistline.

At the office, it’s a question of stairs or the elevator. A popup reveals the amount of calories burned per flight.

A bonus check arrives: 4K TV or start an IRA? Popup: Individual Retirement Arrangements let you save beyond 401k limits

Sample of [relevant WP BrandStudio execution](#):

