

7 September 2026

MLC doubles down on retirement with latest brand campaign rollout

MLC has launched the second phase of its retirement-focused brand campaign, encouraging Australians to see how having a plan can help them build a glorious retirement.

The new campaign continues the brand story MLC brought back to market in October 2025, 'A Lifetime in the Making', which repositioned retirement as something built day-by-day, not in one distant moment.

Its latest creative uses the cinematic language of a classic Hollywood heist to challenge the idea that a comfortable retirement requires a dramatic windfall. Instead, it shows that a plan put into action over time, could make the difference.

Renee Howie, MLC's Chief Customer Officer, said the campaign connects MLC's distinctive creative platform with the practical steps Australians can take towards retirement.

"To many Australians, retirement still feels like something that happens later. Our message is that you can start shaping it from the moment you start working, through the decisions you make and the plan you put in place today.

"The new ad has the pace and drama of a short Hollywood heist movie. It plays with the idea that you need an elaborate plot or a lucky break to retire well, when the reality is far less dramatic. You just need a plan.

"That is how this campaign builds on A Lifetime in the Making. A glorious retirement is not created in one big moment. It is built step by step, over time.

"Advertising only works if the experience behind it delivers. Over the past year, we have continued to focus on making it [easier for Australians to join MLC](#), engage with us and take action towards their own glorious retirement.

"The campaign was filmed at Jones Bay Wharf on Sydney Harbour and at other locations across the city.

"It went live on 6 September and is rolling out across television, online video, out-of-home, radio and other platforms, including activity during the NRL and AFL finals.

"The start of spring is a timely reminder to look ahead. The decisions Australians make today can have a powerful impact on the retirement they enjoy tomorrow.

"Your plan will change overtime but that doesn't diminish its power, retirement is a lifetime in the making, and we want it to be glorious for every Australian which is why we want them to start planning for it now."

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**Media enquiries**

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About MLC

MLC is part of the Insignia Financial Group that provides investments and superannuation solutions to corporate, institutional, and retail customers. Its purpose is to create future confidence for Australians through superannuation, professional financial advice, asset management and modern investment platforms underpinned by leading technologies.

As one of the largest wealth managers in Australia, with over 175 years' experience in helping Australians secure their financial wellbeing, the Insignia Financial Group provides services to more than 1.5 million clients (as at 30 June 2025).

Learn more about MLC at www.mlc.com.au.