***Link:***

<https://www.vancity.com/Investments/InvestmentCalculators/RetirementCalculator/>

**Headline:**

**Free retirement calculator**

**Campaign details: $100 per day for 7 days**

***Positive Frame, Control Message***

**Planning your retirement benefits?**

*Start planning your retirement today!*

***Negative Frame, Control Message***

**Planning your retirement expenses?**

*Start planning your retirement today!*

***Positive Frame, Anticipation Message***

**Savoring your retirement benefits?**

*Start planning your retirement today!*

***Negative Frame, Anticipation Message***

**Dreading your retirement expenses?**

*Start planning your retirement today!*