

# Balancing Money and Life

Citibank ran a \$1 billion advertising campaign from 2001 through 2006 named "Live richly." The campaign, implemented by ad agency Fallon Worldwide, featured bumper sticker length messages that played with the balance between money and life.

The irony of a bank promoting equity loans with these kinds of messages was not lost on everyone. Joseph Lamport took the campaign to task on Salon.com:

"This is, of course, a campaign built on a crucial assumption about consumer psychology that is cynical, diabolical and effective: Telling consumers not to worry about money is Madison Avenue's way of reminding us that we are, indeed, very worried about money, or that we should be. It's all summed up in the ambiguity of the tag line. 'Live richly' manages to sound both genuine and arch at the same time, teasing us with the notion that even if we pretend to think otherwise, we remain obsessed with our personal wealth all the same. 'Live' is good, certainly better than the alternative. 'Richly' is the perfect counterpoise. We can hear the promise of the adjective speaking through the adverb, even while we try to tamp down our more unrealistic expectations for untold riches."

The Rainforest Action Network ran parody ads, claiming that the bank's business practices were bad for the environment and society as a whole.

Whatever your opinion of Citibank and the motives of the campaign, consider the slogans as presented here. How do they correspond to your own values? How do they measure up to the biblical imperative of sabbath limits or Jesus' statement that we can't serve God and Mammon? How might they coax your life back into balance?

Sometimes stopping to smell the roses has nothing to do with smelling. Or roses. Or stopping.

Make sure the people in your wallet aren't all presidents.

Your truly valuable hours will not be found on a time sheet.

Remember, miser is only four letters shy of miserable.

It's a financial statement, not a scorecard.

Collecting interest does not count as a hobby.

Be independently happy.

Money can't love you back.

Go ahead, use the good china.

People make money, not the other way around.

If your livelihood doesn't make you lively, what good is it?

Now playing. Two words we could all use a little more often.

Concentrate on making time instead of money for a while

Your college girlfriend wanted us to remind you that you were once broke and happy.

Don't let your wallet double as your day planner.

Funny how a dozen Ks are better to watch than 401.

**The best debt is one of gratitude.**

For a guaranteed return on investments, try buying flowers.

Some of the most exciting growth charts are on the pantry door.

There is no fluctuation in the strength of the compliment.



There is no such thing as unconditional wealth.

He who dies with the most toys is still dead.

Develop a strong play ethic.

Friends don't depreciate.

**Strange how we make money to spend time.**

Work to Live, Don't Live to Work.

Hugs are on a 52-week high.

The best blue chips to buy are the ones you dip in salsa.

The best table in the city is the one with your family around it.

May the pinstriped suit you love have a number on the back.

Healthy credit is good, but keep an eye on your cholesterol, too.

No one has ever romantically split a piece of pie chart.

You are not silver, gold, or platinum. You are you.



Penny candy is a nickel. Water costs a dollar. Laughter's still a bargain.

Make ends meet. Bend down and touch your toes.

Don't change for a dollar.

Tell your mom you're marrying artsy.

Wouldn't it be great if you could pay for things with a kiss?

There's no preset spending limit when it comes to time with your family.

Go on a spending diet, but don't forget to sneak a little dessert.

Why do we spend our youth chasing money and, when we find it, spend our money chasing youth?

No one comes running down the stairs to hug you when you get to work.

Your assets: Family, Friends, Life, Memories, Kids, Personality, Your smile, Laughter, the air, Freedom, Hopes, Passion, Love, Pets, Dreams, ...

Money can't buy happiness. But it can buy marshmallows, which are kinda the same thing.

Contrary to popular belief, you are not what you drive.

## Don't be late for home.

People with fat wallets aren't necessarily more jolly.

Holding shares shouldn't be your only form of affection.

Funny how nobody ever calls it warm, soft cash.

If it costs an arm and a leg, don't buy two.

Don't wait until someone says "Your money or your life" to remember that they are two different things.

Human decency is up a point and kindness is making a rally.

Happiness is not something to be put on layaway.

Some of the most exciting growth charts are on the pantry door.

Remember, today's must-haves often become tomorrow's what-was-i-thinkings.

## The best moments in life are completely untaxable.

The pens have to be chained to the bank. You don't.

Your magnetism has nothing to do with the strip on your credit card.

Is it creepy to anyone else that people are described as marketable?

Money is not worth loving. Unless you're talking about those little chocolate coins.

Trade smiles.

It's time for a little more hammock and a little less money stress.

The only plastic you should mindlessly throw around is a Frisbee.

Spending like it's going out of style is out of style.

Appreciation should happen regardless of the economic climate.

If you were made of money, you couldn't walk outside in more than a light breeze.

Who needs a working ATM card? It's not about the money, remember?

No, gravitational physics makes the world go around.

When you drink from the cup of life, chug.

Sometimes money can distract you from important things. Like important things.

Your greatest assets are the ones bugging you to raise their allowance.



The upside of this economy: You can be sure she's marrying you for love.

The things you remember most...aren't things.

The golden years have little to do with money.

If you want to indulge your child, spend spend...time.

## Strike it happy.

No one's ever cross-stitched "office, sweet office."

If money grew on trees, you'd have to spend all your time raking. And nobody likes raking.

No kid ever grew up wanting to be Moneyman.

If happiness is just around the corner, turn often.

May your thoughts be as deep as your pockets.

All dreams accepted here.

Remember, the people you work for are waiting for you at home right now.

It doesn't have to cost a lot to live a little.

Have your dollar bills been to more places than you?

A penny saved is a penny earned, but every once in a while, get a gumball.

If you can't get what you want, then you're doing it right.

Thoughtfulness has recently been upgraded to outperform.

Try making time instead of money for a while.



Gospel Living Ministries equips parishes to fulfill their mission: forming and equipping intentional disciples to bring the Good News wherever they go. Learn more at [gospelliving.org](http://gospelliving.org)