

Tear-Jerking Ad Attracts 1.5 Million Views With Pro-Life Message

In a world where abortion is celebrated, one company is rebelling with a powerful message—a message that Americans can overcome their circumstances to champion life.

And it's going viral.

Earlier this month, Principal Financial Group, an investment management company based in Iowa, released an ad titled "Graduation." Embedded with pro-life themes, the touching commercial already boasts more than 1.5 million views.

The video follows a man and woman as they develop a relationship, encounter a surprise pregnancy and alter their lives to keep their baby.

"Life doesn't always go according to plan," the words on the screen conclude. "We can help you plan for that."

And, as financial news outlets recently reported, PFG's strategy is paying off.

A year ago, the company released an ad with another pro-life theme: adoption. That video reached more than one million views as well.

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