



Uncomfortable Truths

VIDEO: PAID CAMPAIGN, VARYING LENGTHS

Economic concerns such as market volatility are prompting consumers to be concerned about their finances. Although some Americans have been inspired to save or invest more, many still aren't seeking guidance.

In fact, some Americans aren't speaking to *anyone*, let alone a financial professional. Studies show that 39% of Americans don't have someone they can speak to for trusted advice. But consumers need to address this anxiety, as studies also show that 41% have lost sleep over finances.

This cultural storm of concern, lack of action, and discomfort in asking for advice gave MassMutual permission and urgency to spread awareness of their holistic planning services and continue helping Americans take on the uncomfortable truths of their finances. First we kicked off the campaign with three spots across TV and OLV, with one featuring a dad who processes his financial-related insomnia by making TikToks.

We took this story even further and brought his account to life, with a real handle, "SleeplessPapa51" featuring all of his late night rambles. His entertaining content, from interviewing the family dog to rating late night snacks, attracted empathetic peers across his and MassMutual's accounts- nearly 15,000 and almost a quarter of a million likes. As these users engaged, they encountered comments and prompts to learn more.

Our ecosystem, which also included Radio and Social, garnered almost 100MM impressions, and executions within it drove up to a 9 point increase in Awareness, a 4 point increase in Affinity, and a 12 point increase in Consideration.

