



Not Trending | Uncomfortable Truths

VIDEO: 30 SECONDS AND UNDER PAID SINGLE ENTRY

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.

This came to life in a :30s spot featuring a dad who processes his financial-related insomnia by making TikToks (which we also took to TikTok).

The spot alone garnered 12 million impressions and drove strong brand health metrics for the brand: a 7 point increase in Awareness, a 1 point increase in Affinity, and an 8 point increase in Consideration.

