



# No Goals

**VIDEO: PAID CAMPAIGN, VARYING LENGTHS**

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MassMutual has a long-standing partnership with the NHL to inspire hockey fans to protect their financial futures and the ones they love. The problem is, when many think of protecting their future, it can feel too big, daunting, and lead to inaction.

And while NHL fans may know MassMutual for Life Insurance, the brand had an opportunity to push NHL fans to consider looking at their holistic financial picture, including planning and protection for the future. This means that instead of seeing finances as overly complicated and out of reach, MassMutual aims to inspire people to consider their finances in a broader context. Helping consumers view their finances as one, cohesive, big picture in a holistic plan can help elevate the benefits of individual products by coordinating them to work together.

So this season, MassMutual partnered with NHL Nashville Predators duo Juuse Saros and Ryan O'Reilly to encourage fans to focus on their financial goals. Because while a famous goalie may want to avoid goals at all costs during a game, clear goals in one's financial plan are the key to any secure financial future.

This story came to life in :30s and :15s video that ran on TV during NHL games, driving over 20 million impressions. In addition to this, on social, we shared behind-the-scenes content on our and the NHL's social channels that fans could engage with. The entirety of this campaign drove strong brand health metrics for the brand: a 7 point increase in Awareness, a 3 point increase in Affinity, and an 8 point increase in Consideration.

