

WINNER



▶ MASSMUTUAL – “UNCOMFORTABLE TRUTHS”

BACKGROUND AND CONTEXT

MassMutual faced a formidable challenge: its share of voice had been eclipsed by competitors and the brand needed a way to increase consideration and affinity in a low-interest category. Not one to back down from challenges, MassMutual took this as an opportunity to evolve the way it talks about financial futures. Seeing that many brands in its industry offer generic and unrealistic promises of a rosy financial future, MassMutual decided to courageously tackle the uncomfortable and often stressful topic head-on.

CAMPAIGN OBJECTIVES

The key objectives were to grow brand consideration and affinity as well as gain new customers by establishing a connection between MassMutual and actions consumers can take to address difficult financial conversations.

CREATIVE STRATEGY

Knowing that talking about money can be uncomfortable, MassMutual broke the ice by taking a humorous approach to its campaign. The brand ingeniously used YouTube's non-skippable ad feature to its advantage by starting its videos with different variations of the statement, “This is going to be extremely uncomfortable, you might want to skip it.” After grabbing the viewers' attention, the videos featured families from diverse backgrounds engaging in relatable conversations about preparing for their financial futures and humorously showcased the potential impact of avoiding these tough discussions.

WHY DID THIS CAMPAIGN WIN?

By boldly defying category conventions and leaning into humor, MassMutual's daring strategy paid off. Its authentic portrayal of financial conversations helped the brand break through the clutter and spur people to take action.

Beyond the compelling storytelling, the ad's clever “don't skip” message conveyed to viewers that MassMutual was directly addressing the YouTube audience and helped create an instant and powerful connection.

The brand also brilliantly leveraged the platform to extend its reach by re-targeting light linear viewers on connected TVs, earning it the Big Screen, Bigger Results award.

The brand's exceptional impact on American families, encouraging them to initiate crucial conversations about their financial futures, earned MassMutual the prestigious Grand Prix award.

FROM THE JUDGES

“Spot on – sets up expectations at the start, uses humor brilliantly, and lands the stat and call to action.”

– Amanda Richman

“A challenger brand that is not afraid to tackle tough topics. This video campaign demonstrates a creative and thought-provoking way to start a conversation. You don't have to watch it, but you probably should.”

– Tyler Bahl, VP and Head of Marketing, Activision

WHAT ROLE DID YOUTUBE PLAY?

YouTube played a critical role in unlocking reach and offered MassMutual the ability to tap into a variety of capabilities such as skippable, shorter formats and ad sequencing. MassMutual strategically used skippable ads on connected TVs to drive incremental reach by targeting “light TV viewers” who were unlikely to have seen its TV spots. The brand also adeptly ran ads against custom insurance-interested audiences to ensure optimal reach and relevance.

OVERALL EFFECTIVENESS

MassMutual's refreshingly honest approach was widely successful in sparking action:

53%

of people exposed to the message attributed actions they can take to address uncomfortable financial conversations to MassMutual

10%

lift in affinity and consideration among target audience

+12%

in new customers (6-year peak in customer acquisition)



YouTube Works
AWARDS