

Mass Mutual 'Stand by You'

CASE STUDY SNEAK PEEK



'The 2018 Superbowl saw a brilliant game play out between the Philadelphia Eagles and the New England Patriots. However, off the field, the battle between the big brands was just as intense. With 30 second slots costing upwards of US\$5 million, how did brands cut through to capture the hearts and minds of consumers?'

Background

Mass Mutual felt 2017 featured an array of bleak and depressing headlines. For its end of year campaign it took a different tone, focusing on the positives the year saw when Americans aided other Americans. The ad meant to promote positive brand feeling, insinuating that the insurance company will help Americans out in their time of need.

The Solution

Evaluate whether 'Stand by You' was able to effectively cut through and communicate its message, whilst improving brand feelings towards Mass Mutual.

Check out the ad [here!](#)

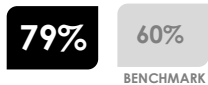


The Results

KEY PREDICTOR MEASURES



ATTENTION
Will the ad get noticed?

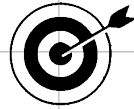


BONDING
Does it strengthen brand feelings?



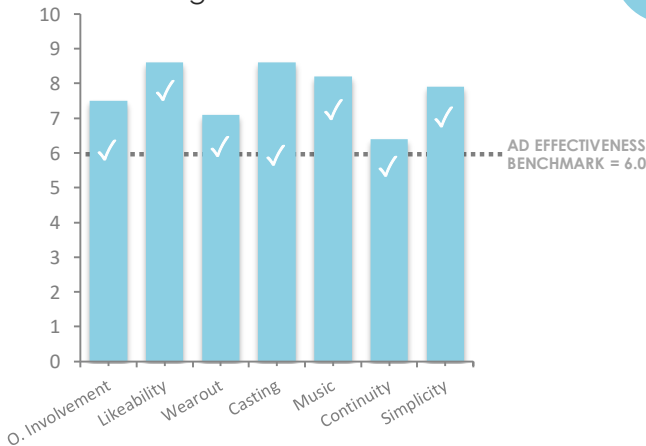
MESSAGE TAKEOUT
What messages are communicated?

BRANDING
Is the brand the hero?

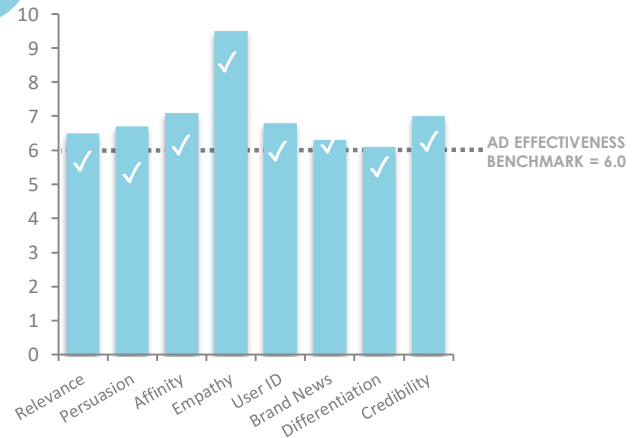


DIAGNOSTICS

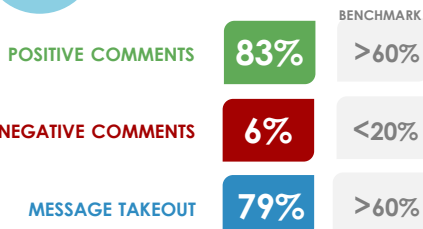
Attention Diagnostics Strengths & Weaknesses



Bonding Diagnostics What is driving Brand Feelings?



Qualitative Analysis
What are they saying?



"Gives you a warm feeling seeing people doing nice things for other people. The world needs more of this."

"Almost made me cry, grateful for people who care."

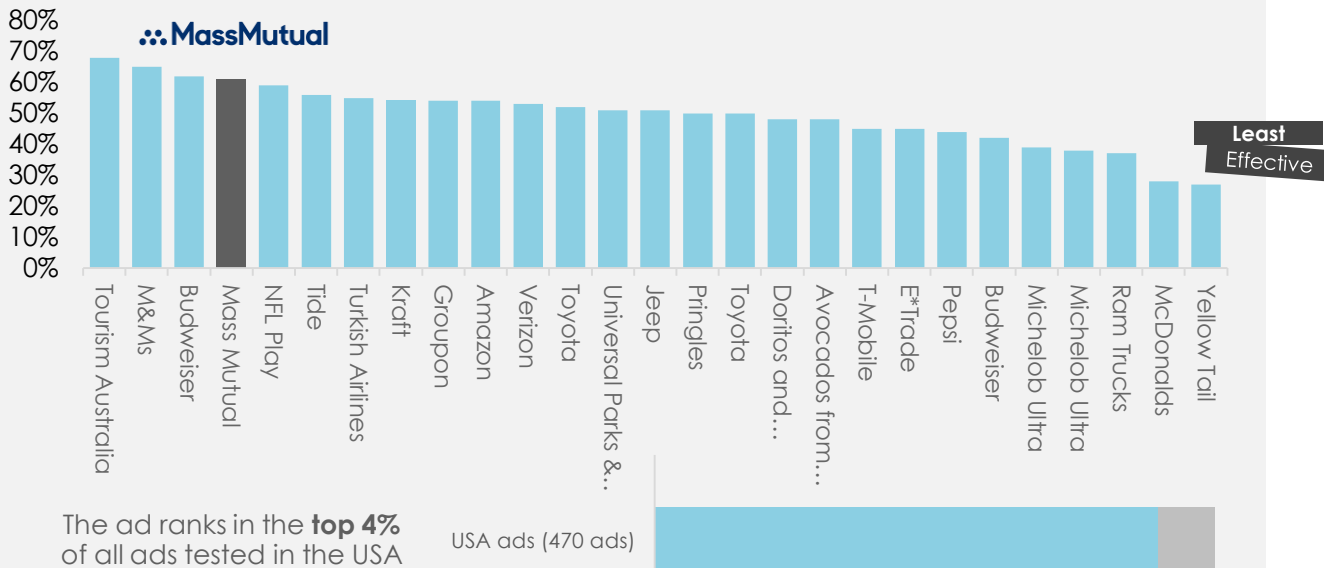
"Inspirational and makes you have faith in humanity."

"Inspirational and makes you have faith in humanity."

INSIGHTS

When compared against the other 27 ads tested as part of our 2018 Superbowl Study, 'Stand by You' ranks 4th.

Most
Effective



Least
Effective

ADD+IMPACT® RANKING



66%

Recognized
the song

89%

Thought the music fit
the Mass Mutual brand

- 'I'll Stand By You' (The Pretenders) was extremely effective at tying the ad together. It is well recognised and it fit the Mass Mutual brand perfectly.
- Disappointingly few viewers can correctly name the brand behind the commercial, indicating the ad needs to better link with Mass Mutual. Only 74% could name the brand when prompted, and only 1% spontaneously mentioned the brand.
- 'Stand by You' successfully forms a bond between Mass Mutual and the viewer, thanks primarily to a fantastic empathy score.
- Over half the viewers would consider sharing this ad online with family and friends, well above benchmark. Much of this can be put down to the ad's moving story.



This was just a glimpse at what insights we can uncover!
Talk to us about some of the exciting new tech we're using,
including real-time reactions and eye tracking