
Mass Mutual has a new look

By Editorial Staff Thu, May 18, 2017

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Massachusetts Mutual Life Insurance Company (MassMutual) has replaced its existing decade old logo with a new blue logo with dots that both represent the letter M and symbolize the individual clients that the 166-year-old mutual insurer tries to connect, according to a release this week.

A multi-channel national advertising campaign, including TV, radio, print, outdoor, digital and social advertising will carry the message across the nation. Johannes Leonardo was credited with the creative aspect of the project, The Working Assembly with the logo design and Giant Spoon with the media plan.

In explaining the logic of the new look, MassMutual pointed to some of the financial stresses felt by various U.S. demographic groups, all of which reflected a lack of income, of savings or of an ability to save.

The release cited increased “interdependence” among Americans and pointed to statistics showing that a third of adults ages 18 to 34 live with their parents. Only a third of Boomers expect their money to last a lifetime and Generation X has both dependent children and dependent parents, the release said.

Millennials, the release added, are “the largest living generation,” but their future capacity to save will be blunted by their more than \$1.3 trillion in student debt. MassMutual also noted that median middle class income fell four percent in the past decade and that half of the members of the fast-growing Latino demographic in the U.S. feel “financially unprepared.”

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