

Product - Mass Mutual :30

Role: Mom

Spec: She is real, honest and should not sound like an announcer. She is strong but kind. She knows how to run her household, but needs some help with finances. So in addition to strength, there's a bit of vulnerability in her voice.

Copy:

Open on a married couple in the morning in their kitchen. He's wearing business attire and reading from his tablet. She's wearing scrubs, packing lunches for their kids. He hands her a cup of coffee.

Cut to their daughter walking downstairs, wearing headphones and a school uniform. We hear the mother's inner thoughts above the din.

MOM: I usually know what to expect.

The dad taps his daughter and motions for her to take off her headphones. She rolls her eyes and complies. Cut to their son making an exaggerated entrance down the stairs.

MOM: Other times, I'm not so sure.

The son runs around the kitchen wearing goggles and has a superhero cape over his school uniform. The mom gives a knowing look to the dad. The dad takes the goggles off his son and sits him down at the table.

MOM: Either way, I want to be prepared.

The mom continues getting everything ready for the day.

MOM: I have today covered. But the future? We may need some help.

Cut to mom herding everyone toward the back door. She kisses her daughter and husband on the head and smooches her son's cheeks. She looks like she feels victorious about making it through another morning as they head out of the house.

Cut to exterior shot of the family leaving their suburban house. The son is back to acting like a superhero as the VO comes up.

ANNCR: Reaching your family's financial goals could be easier than you think. At MassMutual, we've helped families for more than 160 years. Let us help yours.