
JOHN HANCOCK FINANCIAL LAUNCHES CAMPAIGN FOR LITTLE KNOWN MUTUAL FUNDS



MUTUAL FUNDS Boston-based John Hancock Financial will launch a new ad campaign in order to promote of its mutual funds business. The group is most well known for its insurance services and affirmed that notion with surveys that proved it true. The company has hired Hill Holliday to create a print, TV and internet marketing campaign in order to bring attention to its array of mutual funds. The company has 43 retail mutual funds, as well as other financial products. Hancock's mutual funds are well regarded in the investment community. Morningstar has rated 21 of the funds between four and five stars. Chief executive for John Hancock Funds admits, "Nobody knows us. That's the problem."

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