

27%

add+impact[®]
Effectiveness Score



Advertising Insights Commbank Can Lives Here

Can Lives Here did not perform well overall. Only its bonding score made benchmark.

Why?

While there were positive feelings about the ad, it was confusing and hard to follow. People tune out and are unclear of the message the ad is trying to convey. The subtle brand references also get missed so branding is weak.

Click to view the ad [here](#)

Bottom
21%

Of all Finance Ads

Bottom
17%

Of all 8000+ Global Ads

Ad Attention

Will it get noticed?

6.0

5.6

Bonding

How does it make people feel?

6.0

6.5

Message

What does it convey?

60%

54%

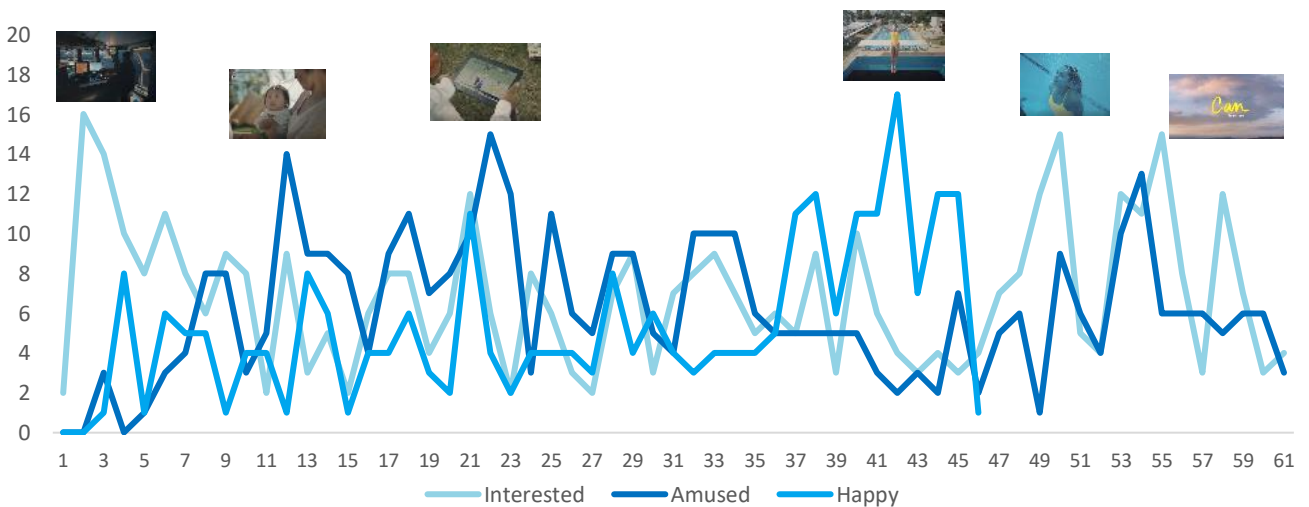
Branding

Is the link clear?

95%

70%

How does it make people feel?



Please email hello@lumaresearch.com if you would like a copy of the full report

Luma
Insight. Create. Inspire.