

50%

add+impact[®] Effectiveness Score

Advertising Insights Menulog – Did Somebody Say Menulog

Menulog is effective, ranking in the top third of delivery ads.

Why?

Snoop Dogg was well received and grabbed peoples attention. Viewers identified with the food and vibe which made the ad relevant and persuasive. Additionally, the celebrity personality made the ad credible and different. The branding was well integrated leaving people with a strong connection with Menulog.

[Click to view the ad here](#)

Top
25%

Of all Delivery
Category Ads

Top
35%

Of all 8000+
Global Ads

Ad Attention

Will it get noticed?

6.0

6.5

Bonding

How does it make
people feel?

6.0

6.9

Message

What does it convey?

70%

80%

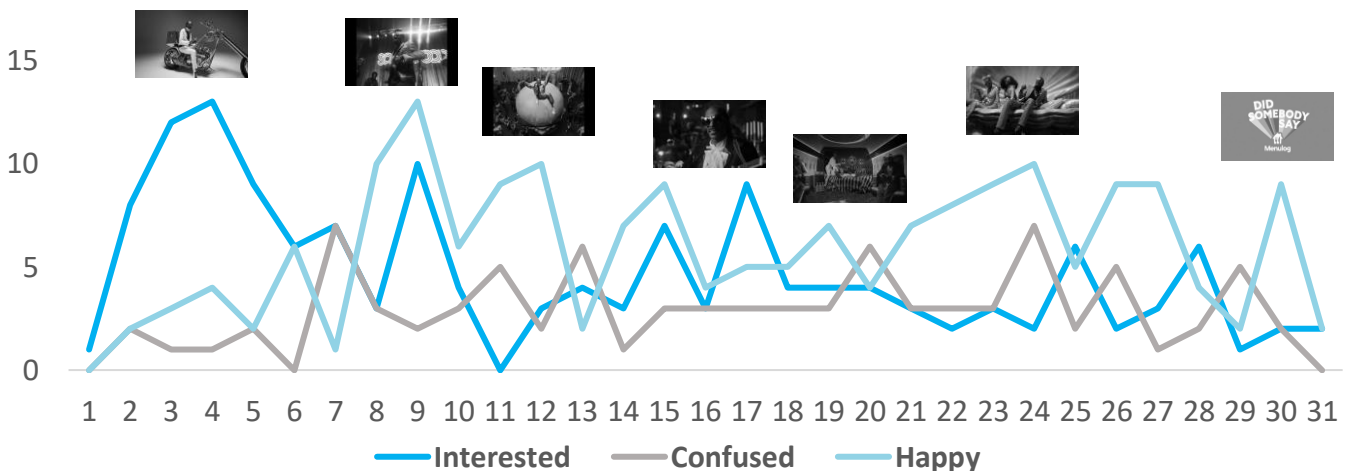
Branding

Is the link clear?

95%

98%

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.