

# 50%

## add+impact<sup>®</sup> Effectiveness Score

### Advertising Insights RM Williams Hugh Jackman

R.M Williams ad 'Statement of Support for Hugh' features well known celebrity Hugh Jackman talking about RM boots, in boots and well, not much else. The ad is in the top 40% of all retail ads & ads we have tested globally and has high talkability & shareability.

#### Why?

People really connect with the humour. They feel the ad is witty and entertaining and they like Hugh. The creative is also different from other ads out there so its helping to differentiate RM Williams from other brands. This is all helping to leave people with good feelings towards the RM Williams brand.

Click to view the ad [here](#)



**Ad Attention**  
Will it get noticed?

**6.0**  
Retail ads range from 4.9 – 8.5

**6.7**

**Bonding**  
How does it make people feel?

**6.0**  
Retail ads range from 5.7 – 9.7

**7.0**

**Message**  
What does it convey?

**60%**

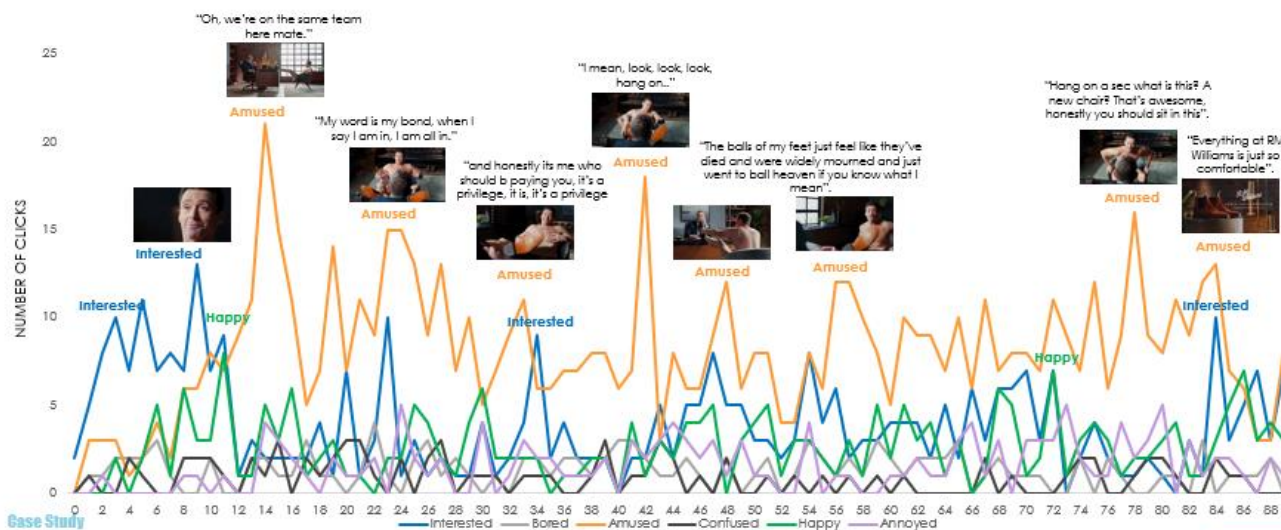
**82%**

**Branding**  
Is the link clear?

**95%**

**87%**

### How does it make people feel?



Please email [hello@lumaresearch.com](mailto:hello@lumaresearch.com) if you would like a copy of the full report

**Luma**  
Insight. Create. Inspire.