

Change your super  
Change the future

39%

add+impact®  
Effectiveness Score

## Advertising Insights

### Hesta – Change Your Super Change the Future

is ranked in the top xx of all ads we have tested globally.

#### Why?

Change Your Super Change Your Future cuts through and is engaging, with the younger audience enjoying the messages and the older group liking the entertainment factor. Strong brand feelings are built using the sustainable investment ideas, with this being something that encourages viewers to join the fund.

[Click to view the ad here](#)

Aged 18-44  
Top

30%

Of all Finance  
Ads

Aged 45+  
Top

60%

Of all Finance  
Ads

#### Ad Attention

Will it get noticed?

6.0

Retail ads range from  
4.9 – 8.5

6.3

#### Bonding

How does it make  
people feel?

6.0

Retail ads range from  
5.7 – 9.7

6.7

#### Message

What does it convey?

70%

49%

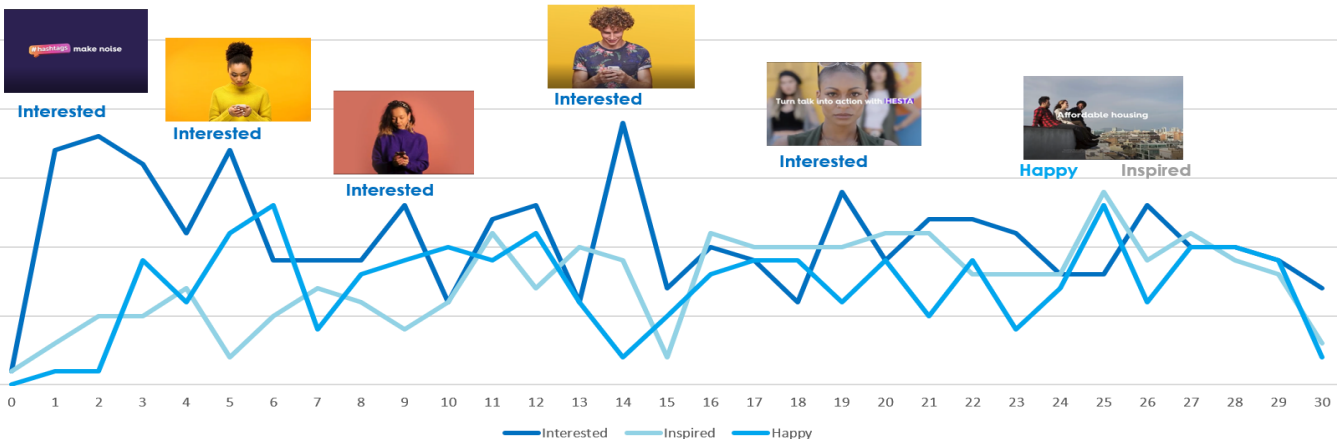
#### Branding

Is the link clear?

95%

86%

## 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.