



43%

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

## Advertising Insights

### Bacardi - Roommates

is just ranked in the bottom half of all ads we have tested globally.

#### Why?

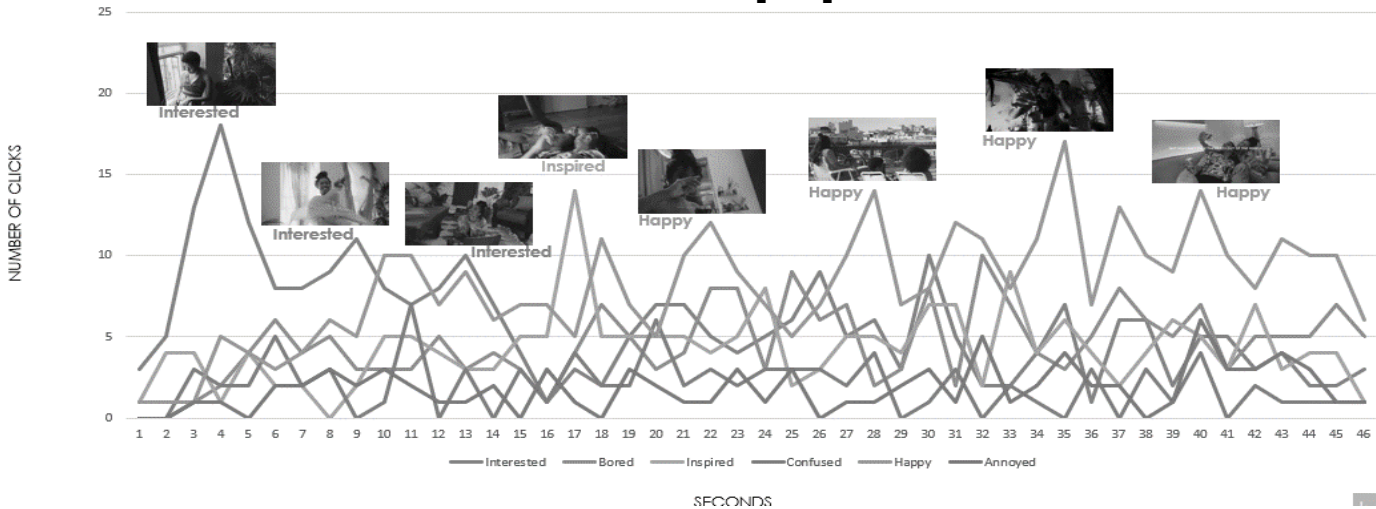
People enjoyed the feel good mood of 'Roommates', empathising with the upbeat content and storyline. Viewers responded positively to Bacardi's alternative approach to the COVID situation, giving them insight into how they can improve their lockdown lives using their product, driving brand affinity and purchase intent. The message was very clear to the audience.

**Click to view the ad [here](#).**



<b>Ad Attention</b> Will it get noticed?	6.0	6.6
<b>Bonding</b> How does it make people feel?	6.0	7.1
<b>Message</b> What does it convey?	70%	76%
<b>Branding</b> Is the link clear?	95%	83%

### 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

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Insight. Create. Inspire.