

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](#)



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?

