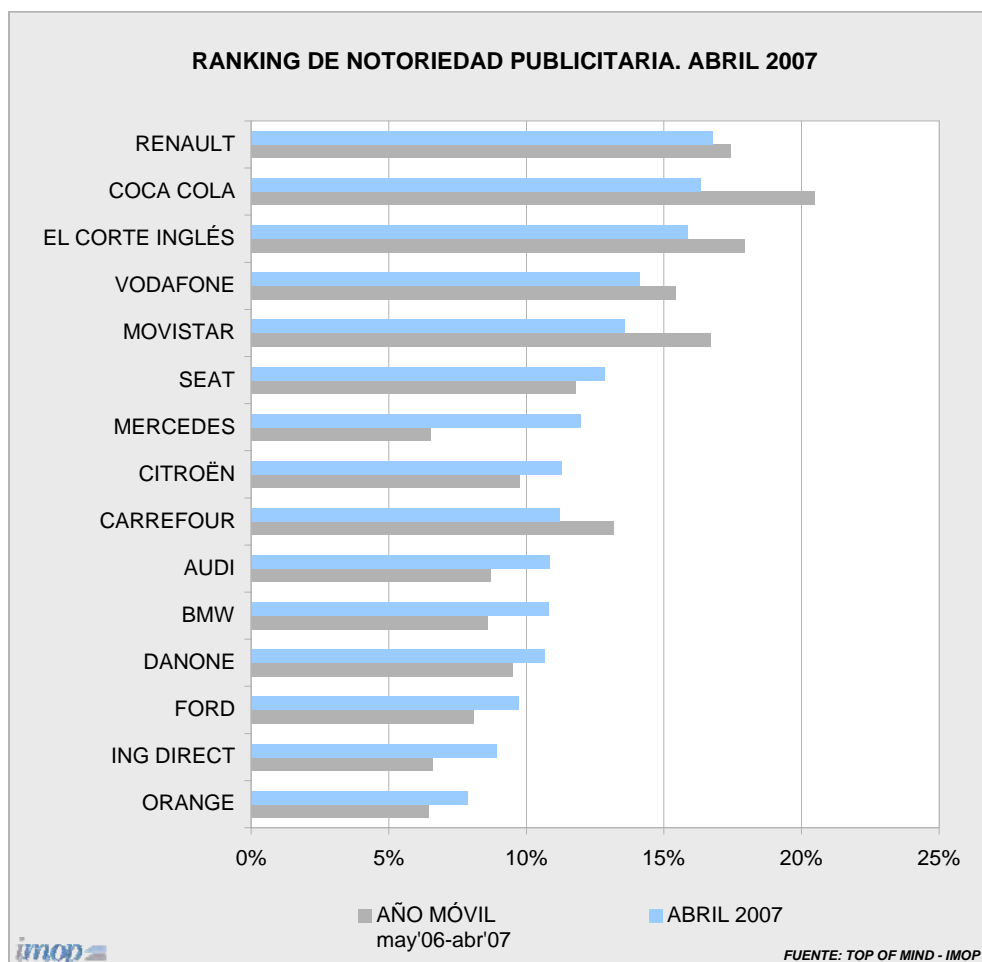


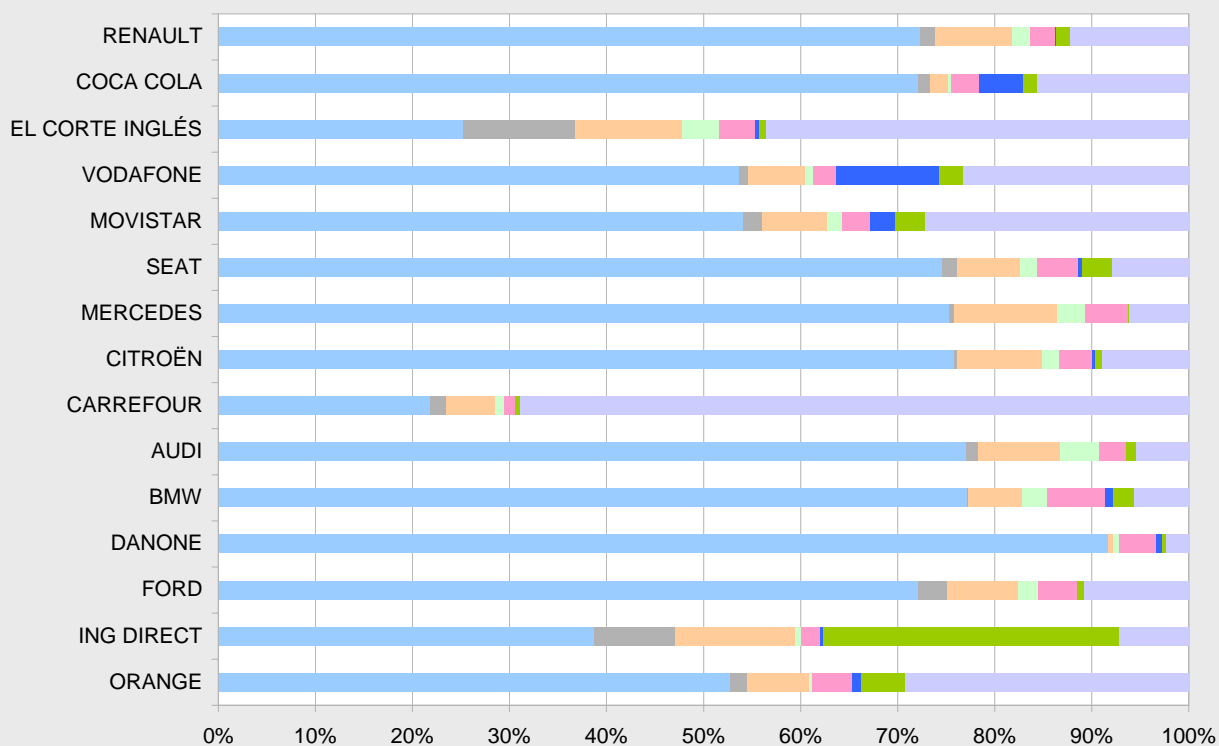
RANKING DE NOTORIEDAD PUBLICITARIA Y PARTICIPACIÓN DE LOS MEDIOS. ABRIL 2007

	AÑO MÓVIL may'06-abr'07		ABRIL 2007		RK. MAR. 2007	RK. ABR. 2006
	NOTORIEDAD	RK.	NOTORIEDAD	RK.		
RENAULT	17,41%	3	16,77%	1	3	1
COCA COLA	20,48%	1	16,31%	2	2	2
EL CORTE INGLÉS	17,94%	2	15,83%	3	1	3
VODAFONE	15,42%	5	14,09%	4	4	5
MOVISTAR	16,67%	4	13,56%	5	5	4
SEAT	11,80%	7	12,84%	6	6	8
MERCEDES	6,51%	17	11,95%	7	14	19
CITROËN	9,75%	9	11,29%	8	9	11
CARREFOUR	13,16%	6	11,19%	9	8	7
AUDI	8,68%	11	10,83%	10	7	12
BMW	8,58%	12	10,81%	11	13	16
DANONE	9,50%	10	10,66%	12	11	6
FORD	8,09%	13	9,69%	13	15	13
ING DIRECT	6,60%	16	8,92%	14	18	20
ORANGE	6,45%	19	7,84%	15	12	----

FUENTE: TOP OF MIND - IMOP

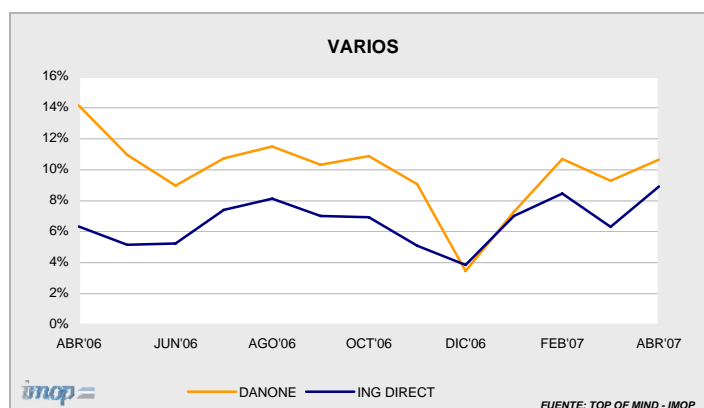
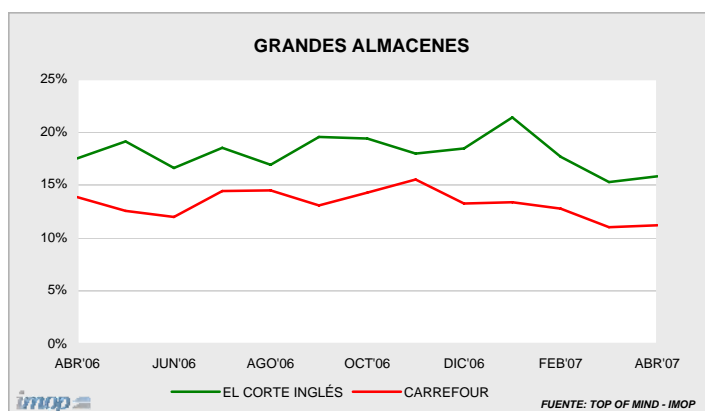
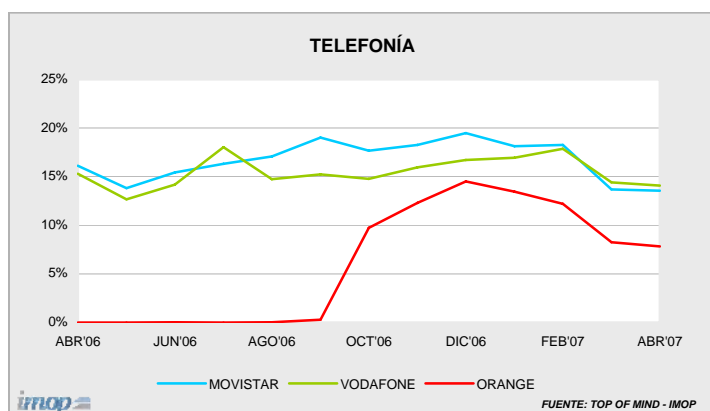
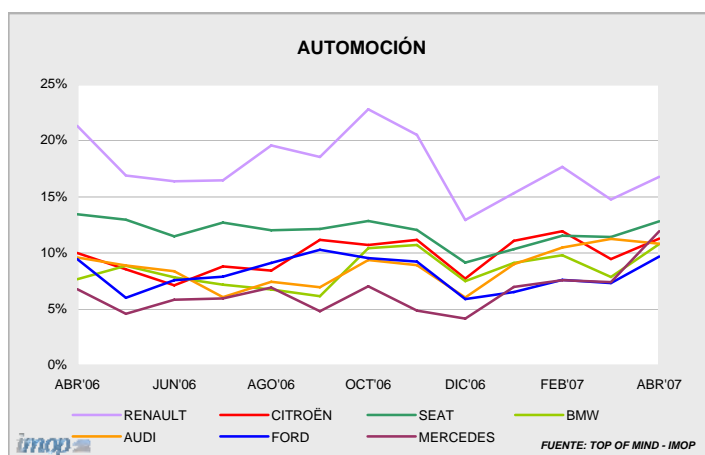
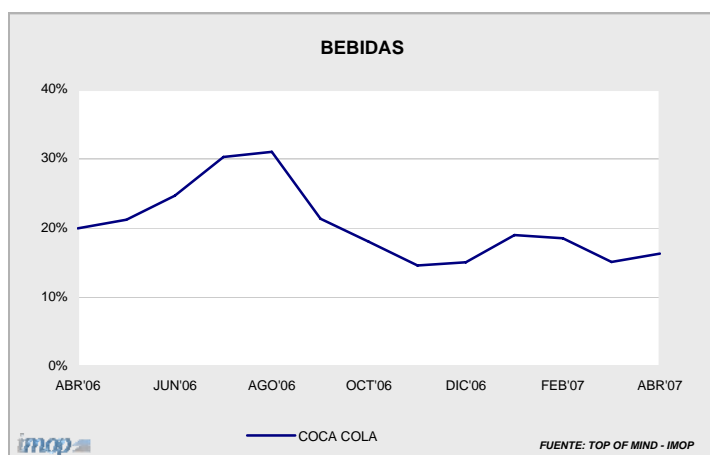


PARTICIPACIÓN DE LOS MEDIOS EN LA CONSTRUCCIÓN DE LA NOTORIEDAD PUBLICITARIA. ABRIL 2007



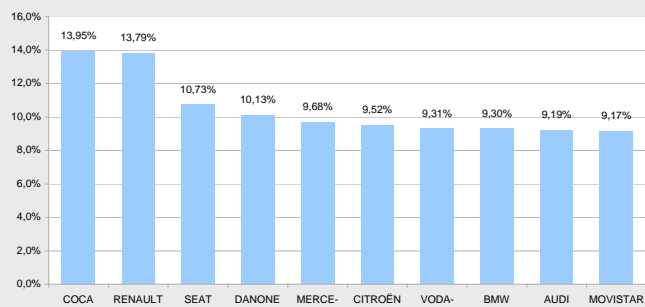
EVOLUCIÓN DE LA NOTORIEDAD PUBLICITARIA DEL AÑO MÓVIL POR MESES

	TOTAL		MAY'06	JUN'06	JUL'06	AGO'06	SEP'06	OCT'06	NOV'06	DIC'06	ENE'07	FEB'07	MAR'07	ABR'07		ABR'06	
	TOTAL	RK.												ABR'07	Rank.	ABR'06	Rank.
RENAULT	17,41%	3	16,88%	16,38%	16,46%	19,58%	18,55%	22,77%	20,52%	12,93%	15,32%	17,65%	14,77%	16,77%	1	21,29%	1
COCA COLA	20,48%	1	21,22%	24,69%	30,30%	31,00%	21,34%	18,03%	14,57%	15,05%	18,99%	18,54%	15,07%	16,31%	2	19,96%	2
EL CORTE INGLÉS	17,94%	2	19,11%	16,61%	18,50%	16,91%	19,53%	19,39%	17,95%	18,45%	21,39%	17,66%	15,27%	15,83%	3	17,52%	3
VODAFONE	15,42%	5	12,68%	14,19%	18,04%	14,74%	15,23%	14,76%	15,94%	16,71%	16,93%	17,86%	14,42%	14,09%	4	15,28%	5
MOVISTAR	16,67%	4	13,83%	15,43%	16,31%	17,06%	19,01%	17,65%	18,26%	19,49%	18,14%	18,27%	13,69%	13,56%	5	16,12%	4
SEAT	11,80%	7	12,97%	11,48%	12,72%	12,02%	12,15%	12,86%	12,05%	9,17%	10,34%	11,54%	11,43%	12,84%	6	13,45%	8
MERCEDES	6,51%	17	4,61%	5,87%	5,96%	6,95%	4,83%	7,05%	4,89%	4,19%	6,99%	7,60%	7,41%	11,95%	7	6,81%	19
CITROËN	9,75%	9	8,56%	7,15%	8,81%	8,46%	11,19%	10,72%	11,19%	7,75%	11,08%	11,95%	9,47%	11,29%	8	10,01%	11
CARREFOUR	13,16%	6	12,56%	11,99%	14,44%	14,49%	13,06%	14,28%	15,51%	13,25%	13,37%	12,76%	11,02%	11,19%	9	13,85%	7
AUDI	8,68%	11	8,91%	8,39%	6,08%	7,45%	6,97%	9,38%	8,94%	6,06%	9,01%	10,49%	11,26%	10,83%	10	9,60%	12
BMW	8,58%	12	8,87%	7,85%	7,19%	6,76%	6,18%	10,45%	10,73%	7,51%	9,13%	9,82%	7,87%	10,81%	11	7,68%	16
DANONE	9,50%	10	10,96%	8,98%	10,73%	11,49%	10,32%	10,88%	9,06%	3,47%	7,28%	10,70%	9,30%	10,66%	12	14,14%	6
FORD	8,09%	13	6,04%	7,58%	7,92%	9,14%	10,31%	9,55%	9,23%	5,92%	6,55%	7,62%	7,34%	9,69%	13	9,48%	13
ING DIRECT	6,60%	16	5,17%	5,25%	7,42%	8,13%	7,02%	6,94%	5,09%	3,86%	7,01%	8,47%	6,32%	8,92%	14	6,33%	20
ORANGE	6,45%	19	----	0,03%	----	0,03%	0,31%	9,73%	12,31%	14,50%	13,45%	12,20%	8,25%	7,84%	15	----	----



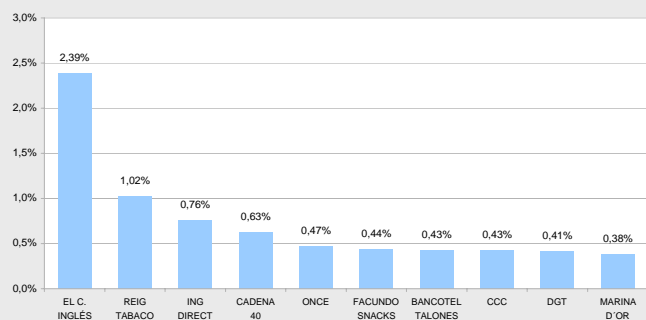
RANKING DE NOTORIEDAD PUBLICITARIA POR MEDIOS. ABRIL 2007

TELEVISIÓN (Abr. 07)



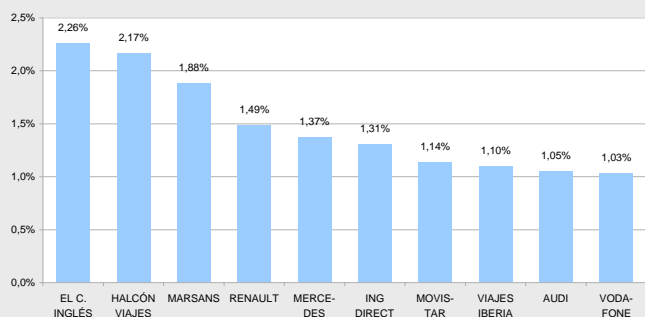

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RADIO (Abr. 07)



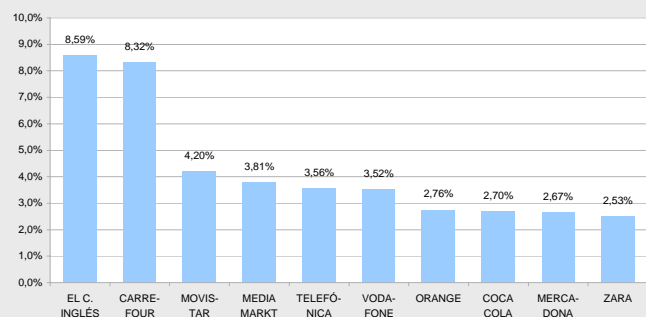

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PRENSA (Abr. 07)



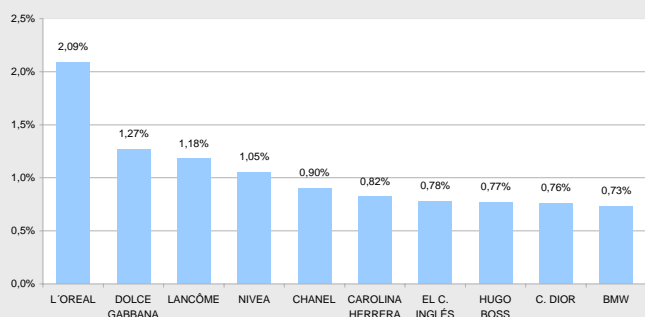

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EXTERIOR (Abr. 07)



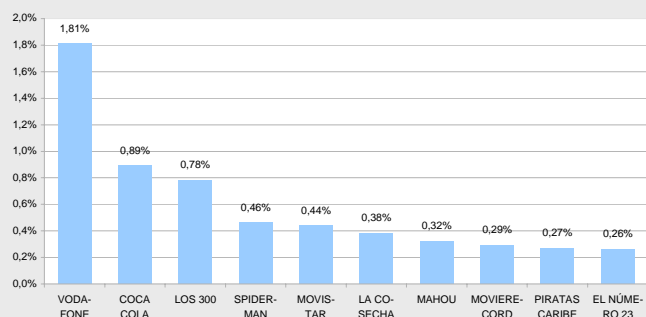

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REVISTAS (Abr. 07)



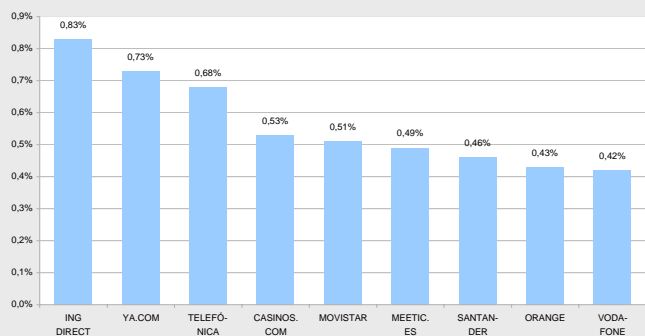

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CINE (Abr. 07)



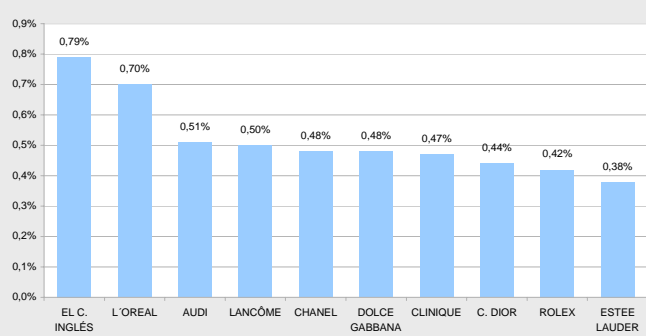

FUENTE: TOP OF MIND - IMOP

INTERNET (Abr. 07)




FUENTE: TOP OF MIND - IMOP

SUPLEMENTOS (Abr. 07)




FUENTE: TOP OF MIND - IMOP