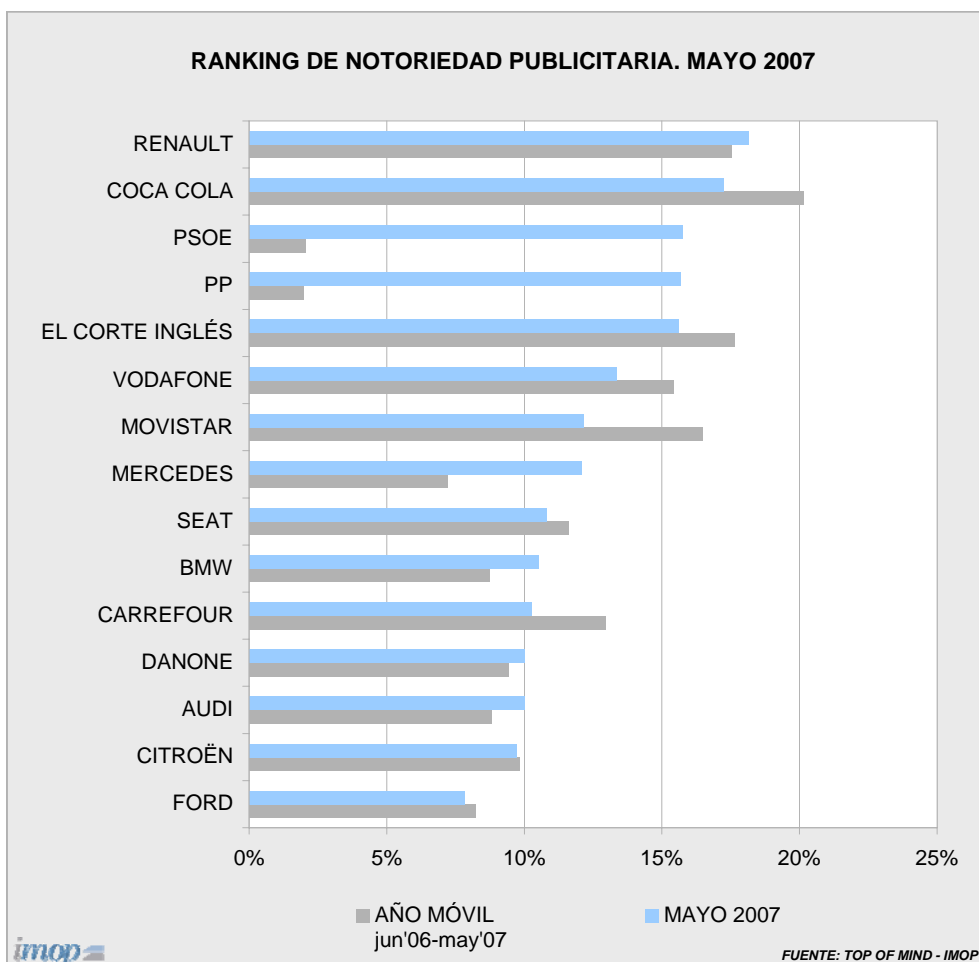


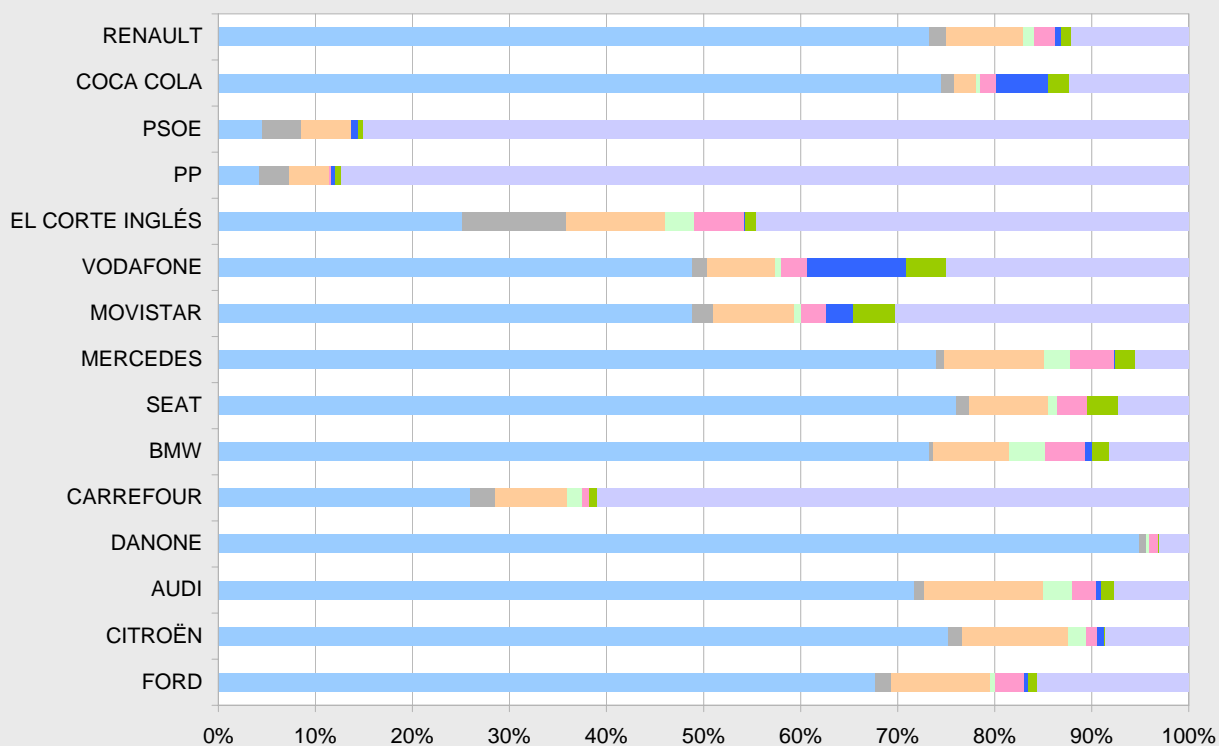
RANKING DE NOTORIEDAD PUBLICITARIA Y PARTICIPACIÓN DE LOS MEDIOS. MAYO 2007

	AÑO MÓVIL jun'06-may'07		MAYO 2007		RK. ABR. 2007	RK. MAY 2006
	NOTORIEDAD	RK.	NOTORIEDAD	RK.		
RENAULT	17,52%	3	18,13%	1	1	3
COCA COLA	20,12%	1	17,22%	2	2	1
PSOE	2,05%	48	15,75%	3	52	837
PP	1,96%	55	15,68%	4	45	----
EL CORTE INGLÉS	17,62%	2	15,58%	5	3	2
VODAFONE	15,43%	5	13,36%	6	4	6
MOVISTAR	16,46%	4	12,14%	7	5	4
MERCEDES	7,19%	14	12,08%	8	7	21
SEAT	11,61%	7	10,81%	9	6	5
BMW	8,74%	12	10,49%	10	11	13
CARREFOUR	12,93%	6	10,25%	11	9	7
DANONE	9,44%	10	10,00%	12	12	9
AUDI	8,79%	11	9,99%	13	10	12
CITROËN	9,83%	9	9,69%	14	8	14
FORD	8,22%	13	7,83%	15	13	18

FUENTE: TOP OF MIND - IMOP

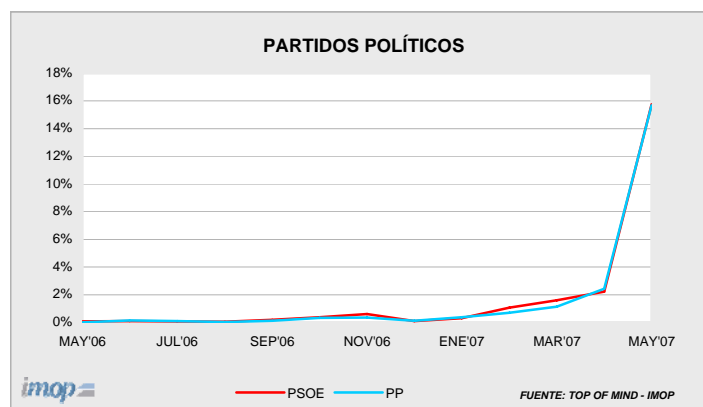
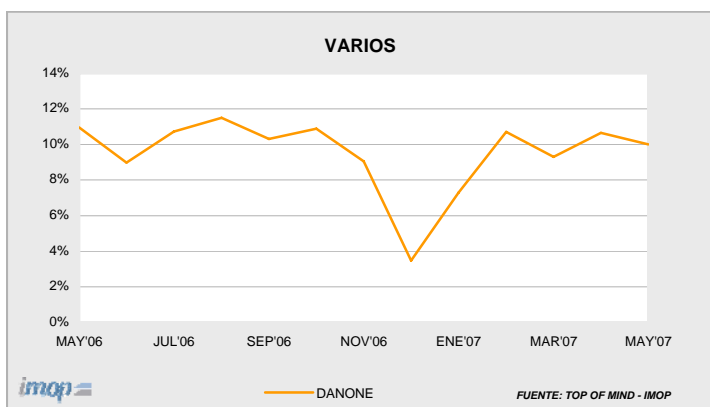
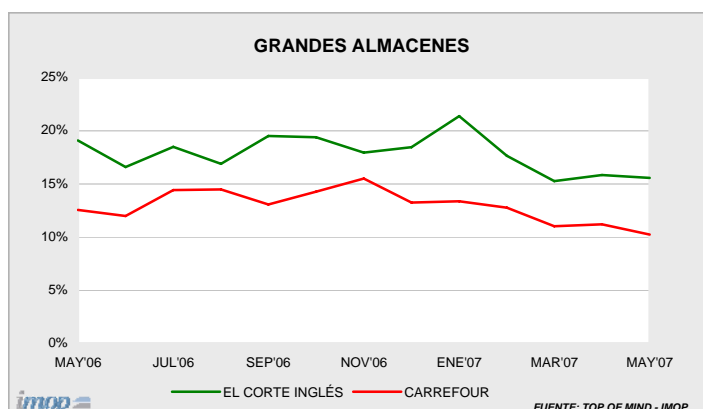
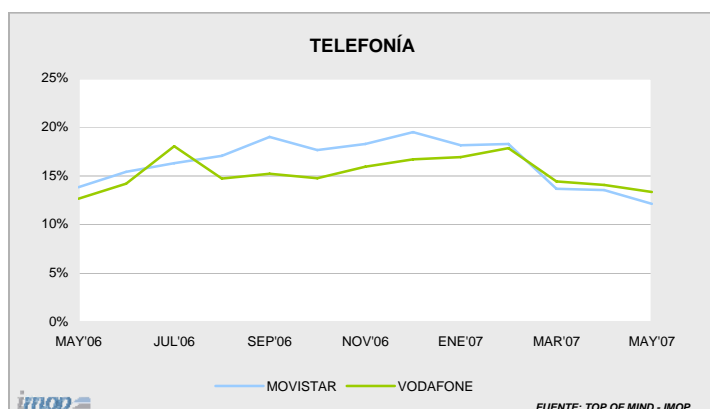
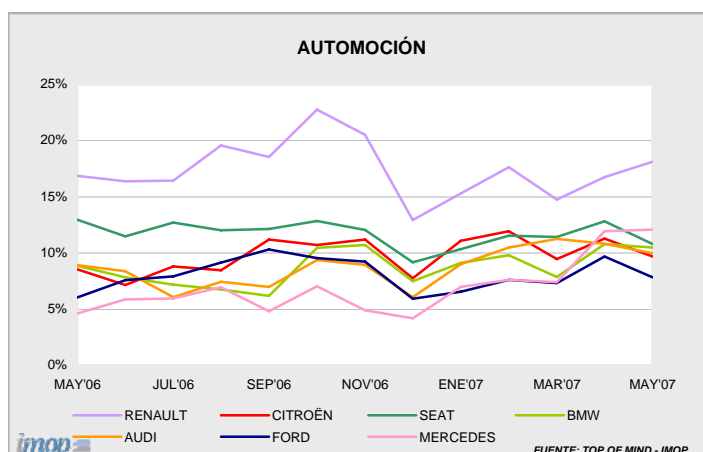
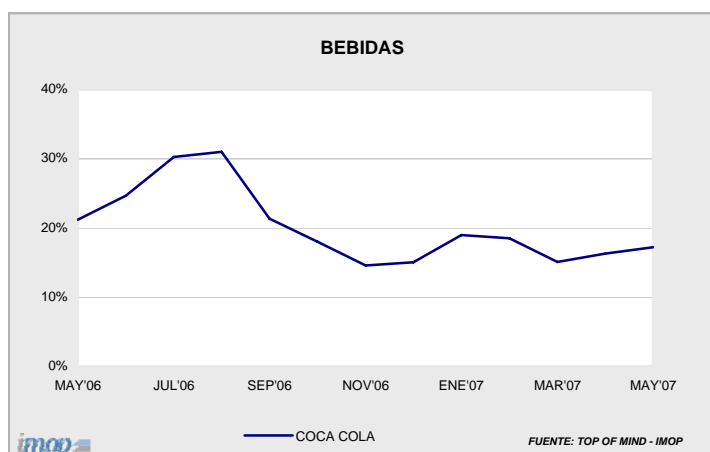


PARTICIPACIÓN DE LOS MEDIOS EN LA CONSTRUCCIÓN DE LA NOTORIEDAD PUBLICITARIA. MAYO 2007



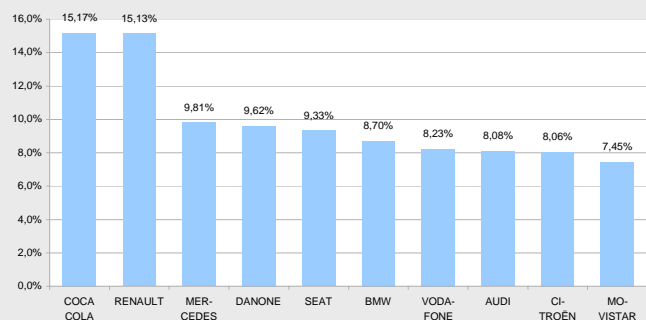
EVOLUCIÓN DE LA NOTORIEDAD PUBLICITARIA DEL AÑO MÓVIL POR MESES

	TOTAL		JUN'06	JUL'06	AGO'06	SEP'06	OCT'06	NOV'06	DIC'06	ENE'07	FEB'07	MAR'07	ABR'07	MAY'07		MAY'06	
	TOTAL	RK.												MAY'07	Rank.	MAY'06	Rank.
RENAULT	17,52%	3	16,38%	16,46%	19,58%	18,55%	22,77%	20,52%	12,93%	15,32%	17,65%	14,77%	16,77%	18,13%	1	16,88%	3
COCA COLA	20,12%	1	24,69%	30,30%	31,00%	21,34%	18,03%	14,57%	15,05%	18,99%	18,54%	15,07%	16,31%	17,22%	2	21,22%	1
PSOE	2,05%	48	0,10%	0,06%	0,04%	0,19%	0,37%	0,60%	0,09%	0,31%	1,07%	1,60%	2,23%	15,75%	3	0,07%	837
PP	1,96%	55	0,15%	0,09%	0,02%	0,11%	0,33%	0,34%	0,12%	0,37%	0,69%	1,13%	2,44%	15,68%	4	---	---
EL CORTE INGLÉS	17,62%	2	16,61%	18,50%	16,91%	19,53%	19,39%	17,95%	18,45%	21,39%	17,66%	15,27%	15,83%	15,58%	5	19,11%	2
VODAFONE	15,43%	5	14,19%	18,04%	14,74%	15,23%	14,76%	15,94%	16,71%	16,93%	17,86%	14,42%	14,09%	13,36%	6	12,68%	6
MOVISTAR	16,46%	4	15,43%	16,31%	17,06%	19,01%	17,65%	18,26%	19,49%	18,14%	18,27%	13,69%	13,56%	12,14%	7	13,83%	4
MERCEDES	7,19%	14	5,87%	5,96%	6,95%	4,83%	7,05%	4,89%	4,19%	6,99%	7,60%	7,41%	11,95%	12,08%	8	4,61%	21
SEAT	11,61%	7	11,48%	12,72%	12,02%	12,15%	12,86%	12,05%	9,17%	10,34%	11,54%	11,43%	12,84%	10,81%	9	12,97%	5
BMW	8,74%	12	7,85%	7,19%	6,76%	6,18%	10,45%	10,73%	7,51%	9,13%	9,82%	7,87%	10,81%	10,49%	10	8,87%	13
CARREFOUR	12,93%	6	11,99%	14,44%	14,49%	13,06%	14,28%	15,51%	13,25%	13,37%	12,76%	11,02%	11,19%	10,25%	11	12,56%	7
DANONE	9,44%	10	8,98%	10,73%	11,49%	10,32%	10,88%	9,06%	3,47%	7,28%	10,70%	9,30%	10,66%	10,00%	12	10,96%	9
AUDI	8,79%	11	8,39%	6,08%	7,45%	6,97%	9,38%	8,94%	6,06%	9,01%	10,49%	11,26%	10,83%	9,99%	13	8,91%	12
CITROËN	9,83%	9	7,15%	8,81%	8,46%	11,19%	10,72%	11,19%	7,75%	11,08%	11,95%	9,47%	11,29%	9,69%	14	8,56%	14
FORD	8,22%	13	7,58%	7,92%	9,14%	10,31%	9,55%	9,23%	5,92%	6,55%	7,62%	7,34%	9,69%	7,83%	15	6,04%	18

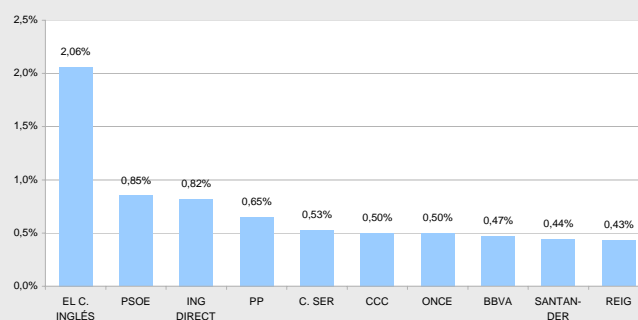


RANKING DE NOTORIEDAD PUBLICITARIA POR MEDIOS. MAYO 2007

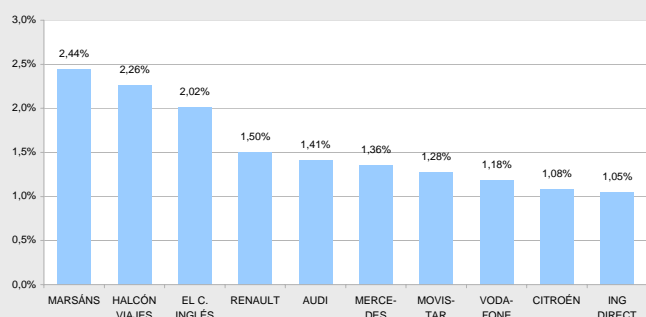
TELEVISIÓN (May. 07)



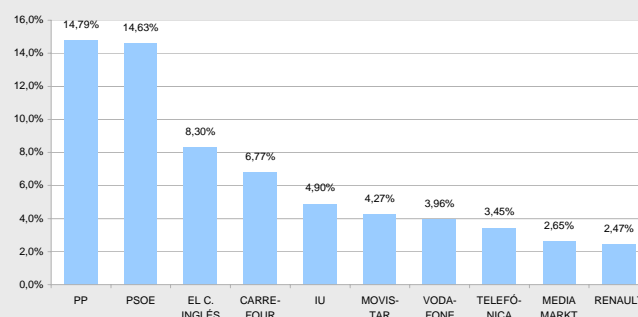
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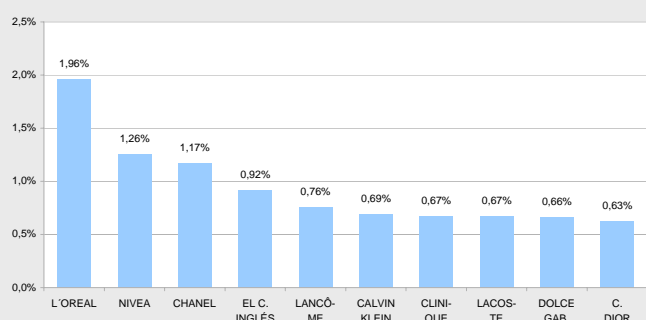
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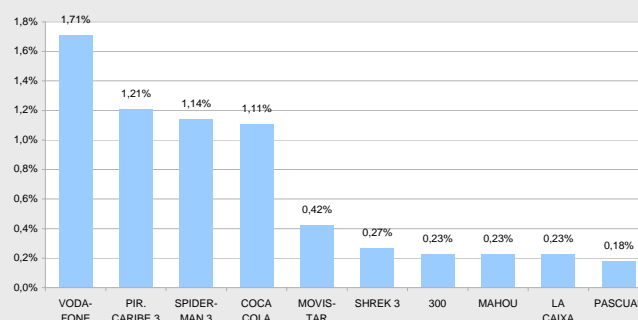
EXTERIOR (May. 07)



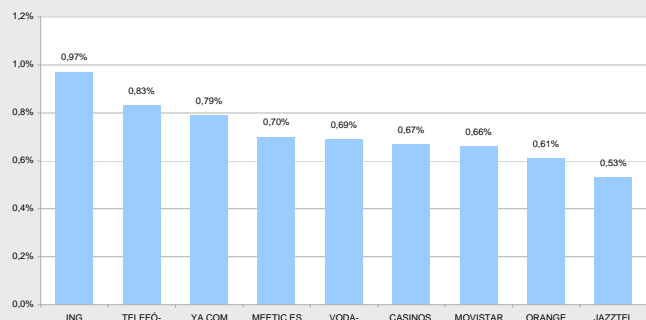
REVISTAS (May. 07)



CINE (May. 07)



INTERNET (May. 07)



SUPLEMENTOS (May. 07)

