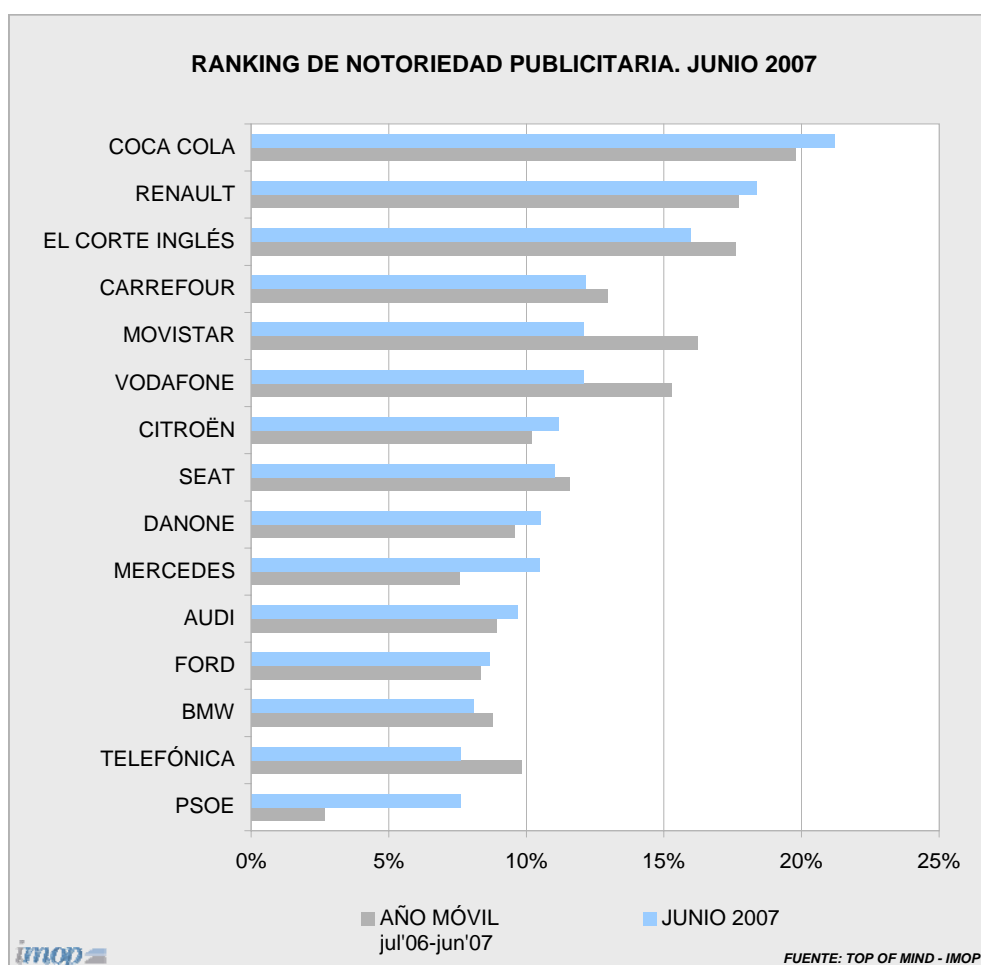


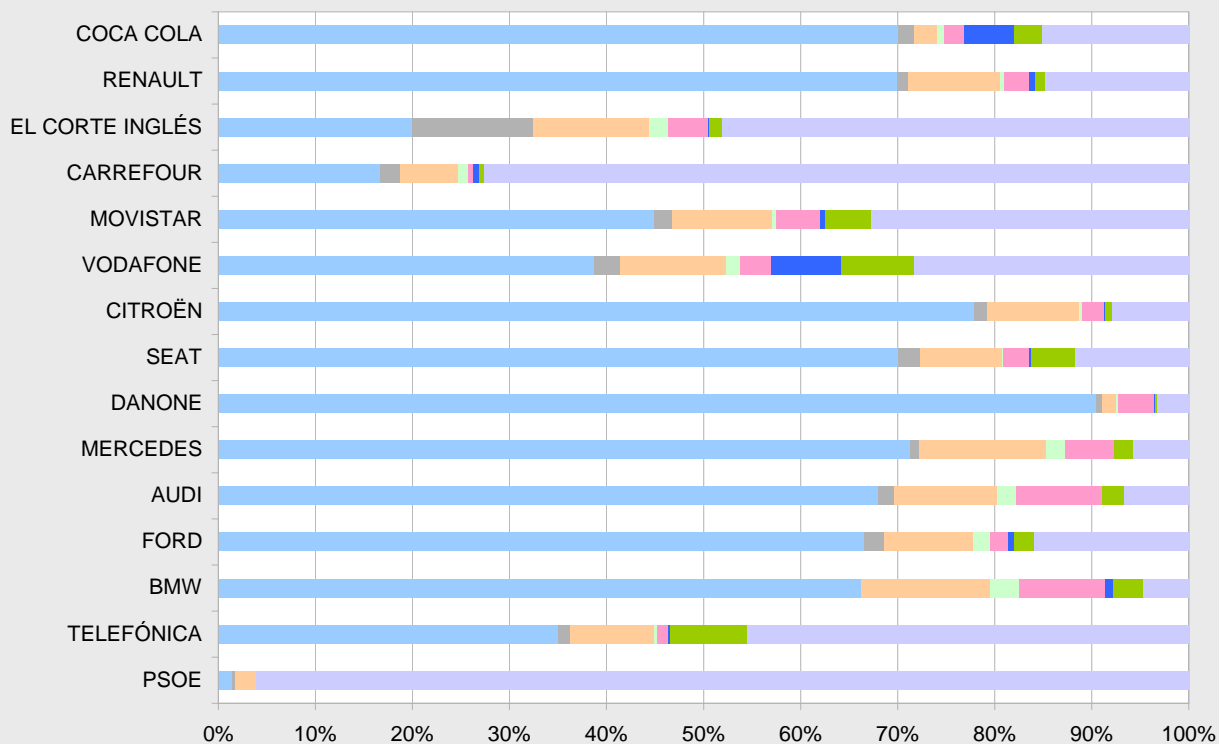
## RANKING DE NOTORIEDAD PUBLICITARIA Y PARTICIPACIÓN DE LOS MEDIOS. JUNIO 2007

	AÑO MÓVIL jul'06-jun'07		JUNIO 2007		RK. MAY 2007	RK. JUN 2006
	NOTORIEDAD	RK.	NOTORIEDAD	RK.		
COCA COLA	19,76%	1	21,21%	1	2	1
RENAULT	17,69%	2	18,35%	2	1	3
EL CORTE INGLÉS	17,59%	3	15,97%	3	5	2
CARREFOUR	12,96%	6	12,13%	4	11	6
MOVISTAR	16,21%	4	12,07%	5	7	4
VODAFONE	15,28%	5	12,06%	6	6	5
CITROËN	10,19%	8	11,18%	7	14	14
SEAT	11,58%	7	11,02%	8	9	7
DANONE	9,57%	10	10,50%	9	12	10
MERCEDES	7,57%	15	10,46%	10	8	17
AUDI	8,90%	11	9,68%	11	13	11
FORD	8,32%	13	8,64%	12	15	13
BMW	8,77%	12	8,06%	13	10	12
TELEFÓNICA	9,82%	9	7,61%	14	16	9
PSOE	2,67%	42	7,60%	15	3	577

FUENTE: TOP OF MIND - IMOP

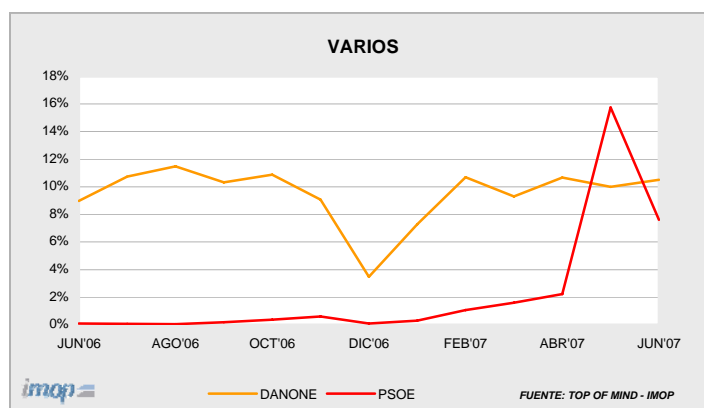
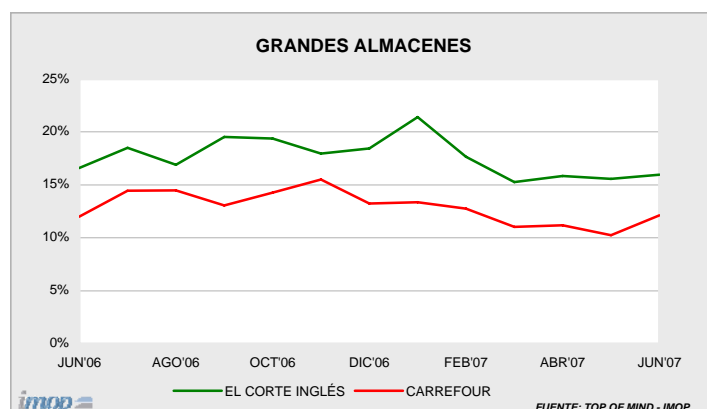
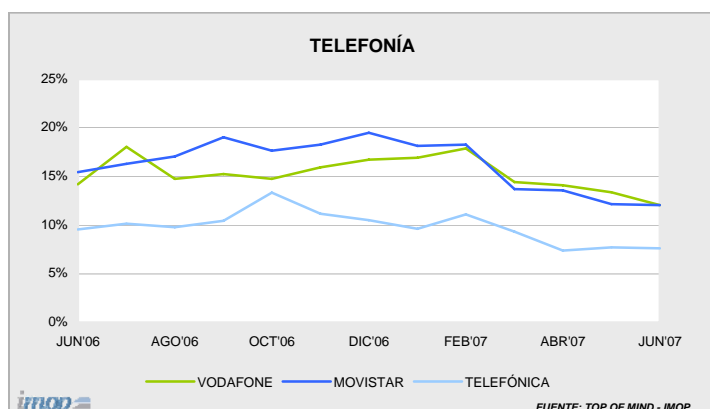
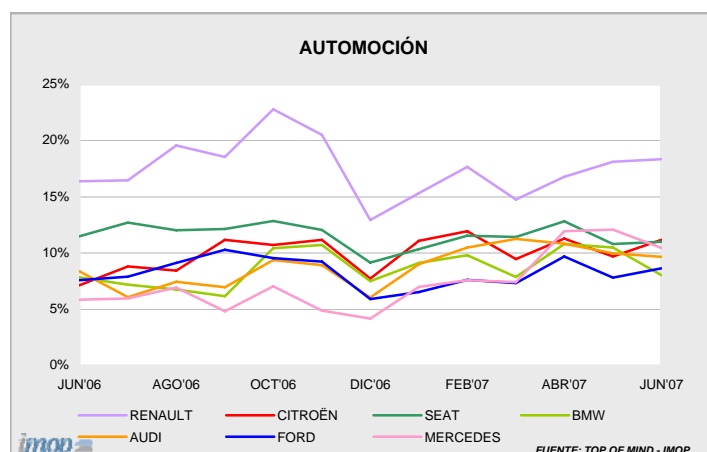
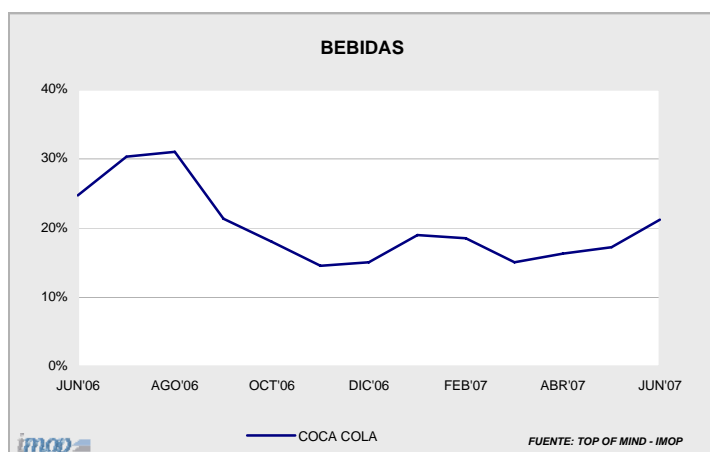


**PARTICIPACIÓN DE LOS MEDIOS EN LA CONSTRUCCIÓN DE LA NOTORIEDAD PUBLICITARIA. JUNIO 2007**



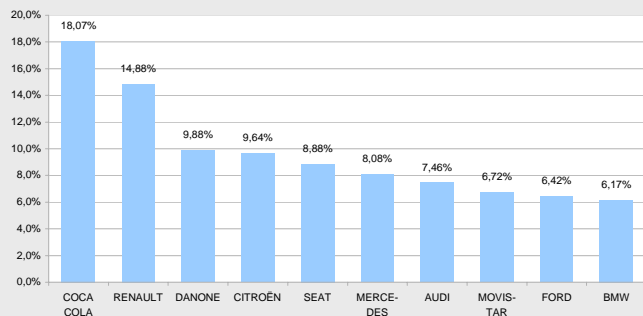
## EVOLUCIÓN DE LA NOTORIEDAD PUBLICITARIA DEL AÑO MÓVIL POR MESES

	TOTAL		JUL'06	AGO'06	SEP'06	OCT'06	NOV'06	DIC'06	ENE'07	FEB'07	MAR'07	ABR'07	MAY'07	JUN'07		JUN'06	
	TOTAL	RK.												JUN'07	Rank.	JUN'06	Rank.
COCA COLA	19,76%	1	30,30%	31,00%	21,34%	18,03%	14,57%	15,05%	18,99%	18,54%	15,07%	16,31%	17,22%	21,21%	1	24,69%	1
RENAULT	17,69%	2	16,46%	19,58%	18,55%	22,77%	20,52%	12,93%	15,32%	17,65%	14,77%	16,77%	18,13%	18,35%	2	16,38%	3
EL CORTE INGLÉS	17,59%	3	18,50%	16,91%	19,53%	19,39%	17,95%	18,45%	21,39%	17,66%	15,27%	15,83%	15,58%	15,97%	3	16,61%	2
CARREFOUR	12,96%	6	14,44%	14,49%	13,06%	14,28%	15,51%	13,25%	13,37%	12,76%	11,02%	11,19%	10,25%	12,13%	4	11,99%	6
MOVISTAR	16,21%	4	16,31%	17,06%	19,01%	17,65%	18,26%	19,49%	18,14%	18,27%	13,69%	13,56%	12,14%	12,07%	5	15,43%	4
VODAFONE	15,28%	5	18,04%	14,74%	15,23%	14,76%	15,94%	16,71%	16,93%	17,86%	14,42%	14,09%	13,36%	12,06%	6	14,19%	5
CITROËN	10,19%	8	8,81%	8,46%	11,19%	10,72%	11,19%	7,75%	11,08%	11,95%	9,47%	11,29%	9,69%	11,18%	7	7,15%	14
SEAT	11,58%	7	12,72%	12,02%	12,15%	12,86%	12,05%	9,17%	10,34%	11,54%	11,43%	12,84%	10,81%	11,02%	8	11,48%	7
DANONE	9,57%	10	10,73%	11,49%	10,32%	10,88%	9,06%	3,47%	7,28%	10,70%	9,30%	10,66%	10,00%	10,50%	9	8,98%	10
MERCEDES	7,57%	15	5,96%	6,95%	4,83%	7,05%	4,89%	4,19%	6,99%	7,60%	7,41%	11,95%	12,08%	10,46%	10	5,87%	17
AUDI	8,90%	11	6,08%	7,45%	6,97%	9,38%	8,94%	6,06%	9,01%	10,49%	11,26%	10,83%	9,99%	9,68%	11	8,39%	11
FORD	8,32%	13	7,92%	9,14%	10,31%	9,55%	9,23%	5,92%	6,55%	7,62%	7,34%	9,69%	7,83%	8,64%	12	7,58%	13
BMW	8,77%	12	7,19%	6,76%	6,18%	10,45%	10,73%	7,51%	9,13%	9,82%	7,87%	10,81%	10,49%	8,06%	13	7,85%	12
TELEFÓNICA	9,82%	9	10,15%	9,80%	10,46%	13,34%	11,17%	10,52%	9,63%	11,10%	9,33%	7,39%	7,71%	7,61%	14	9,55%	9
PSOE	2,67%	42	0,06%	0,04%	0,19%	0,37%	0,60%	0,09%	0,31%	1,07%	1,60%	2,23%	15,75%	7,60%	15	0,10%	577

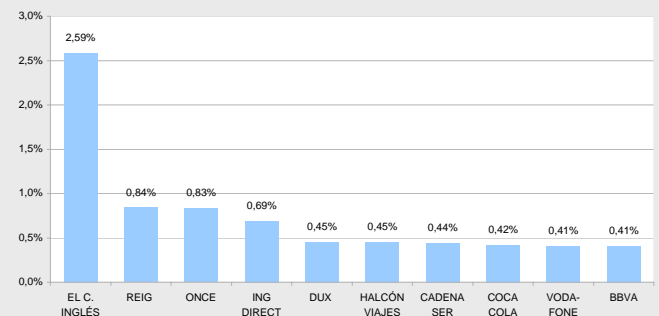


## RANKING DE NOTORIEDAD PUBLICITARIA POR MEDIOS. JUNIO 2007

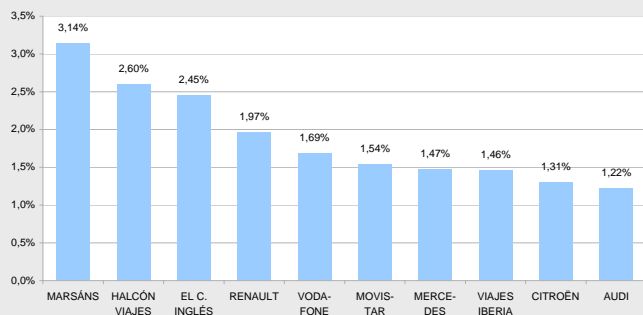
### TELEVISIÓN (Jun. 07)



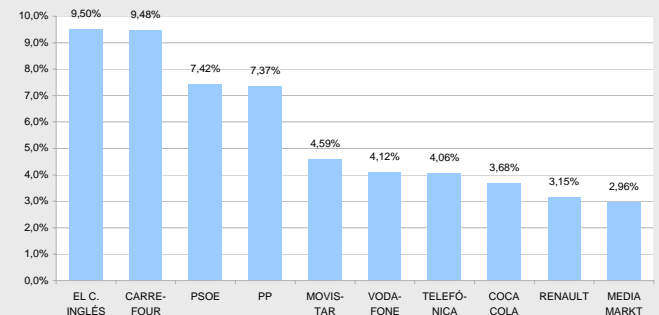
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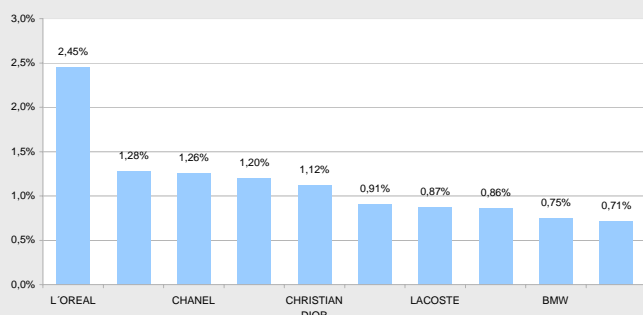
### PRENSA (Jun. 07)



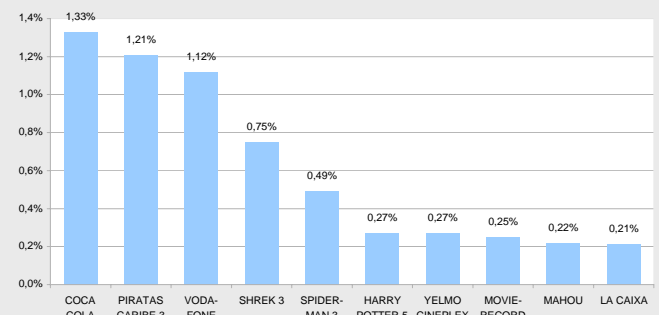
### EXTERIOR (Jun. 07)



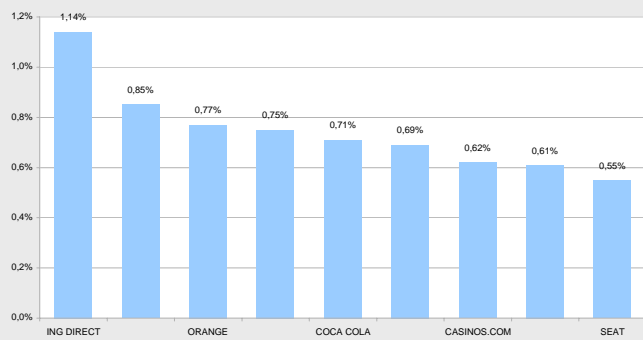
### REVISTAS (Jun. 07)



### CINE (Jun. 07)



### INTERNET (Jun. 07)



### SUPLEMENTOS (Jun. 07)

