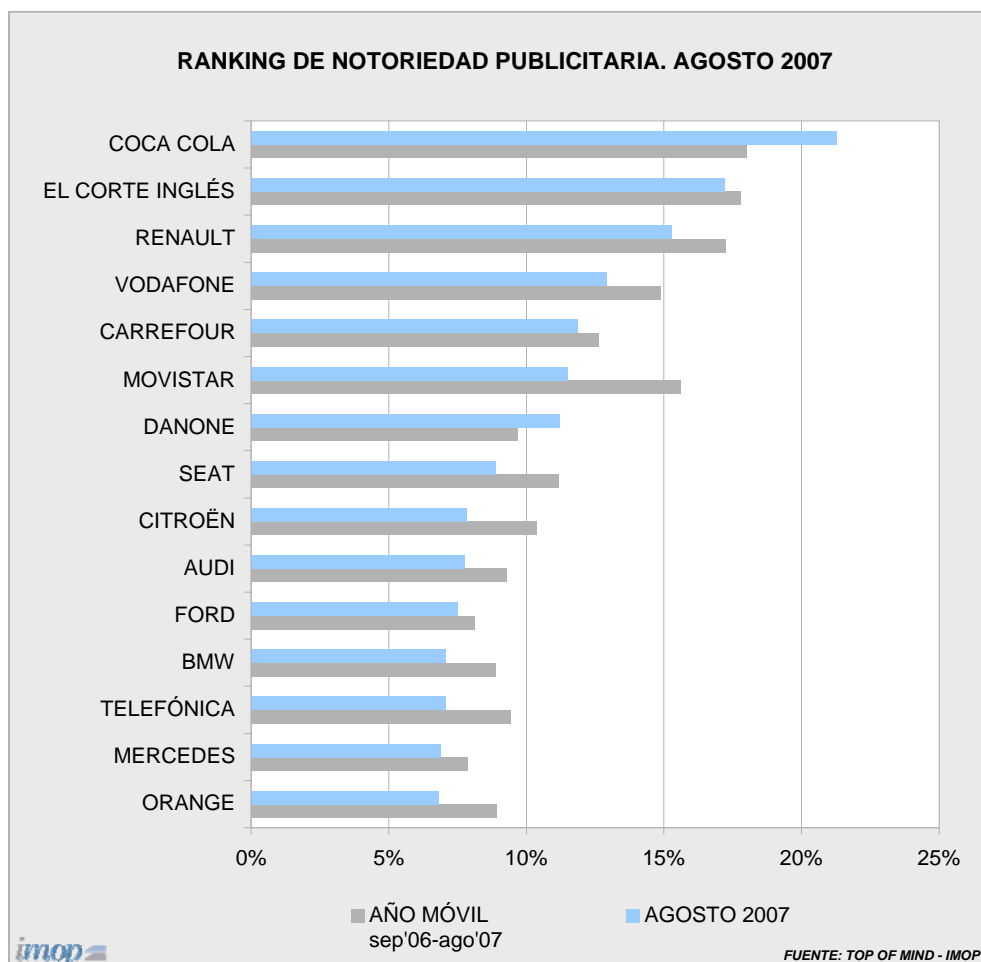


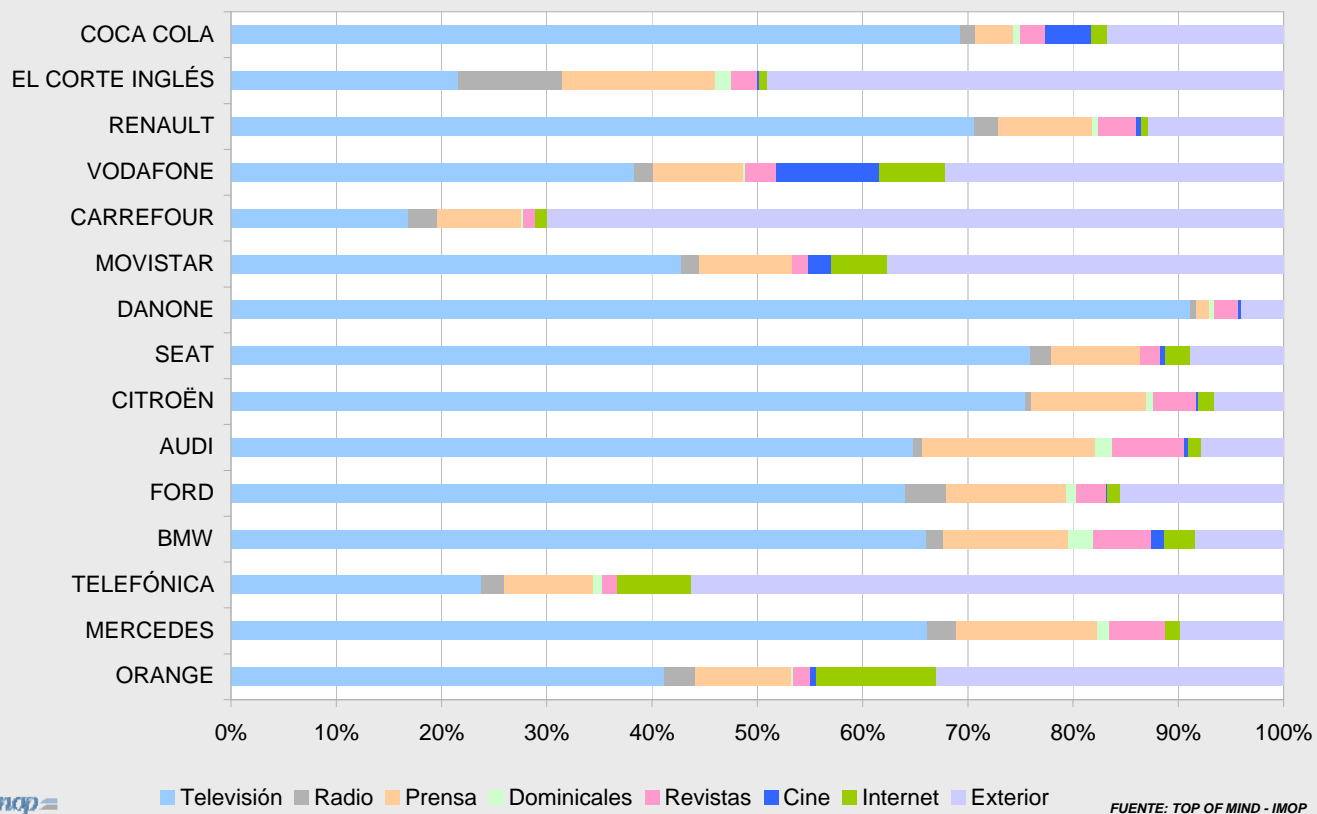
RANKING DE NOTORIEDAD PUBLICITARIA Y PARTICIPACIÓN DE LOS MEDIOS. AGOSTO 2007

	AÑO MÓVIL sep'06-ago'07		AGOSTO 2007		RK. JUL. 2007	RK. AGO. 2006
	NOTORIEDAD	RK.	NOTORIEDAD	RK.		
COCA COLA	17,99%	1	21,27%	1	2	1
EL CORTE INGLÉS	17,79%	2	17,19%	2	1	4
RENAULT	17,24%	3	15,27%	3	3	2
VODAFONE	14,86%	5	12,89%	4	5	5
CARREFOUR	12,61%	6	11,87%	5	6	6
MOVISTAR	15,60%	4	11,50%	6	4	3
DANONE	9,66%	9	11,21%	7	7	9
SEAT	11,14%	7	8,89%	8	9	8
CITROËN	10,35%	8	7,81%	9	8	12
AUDI	9,28%	11	7,74%	10	10	16
FORD	8,12%	14	7,50%	11	15	11
BMW	8,88%	13	7,05%	12	14	18
TELEFÓNICA	9,43%	10	7,04%	13	12	10
MERCEDES	7,84%	15	6,89%	14	11	17
ORANGE	8,92%	12	6,80%	15	13	1.571

FUENTE: TOP OF MIND - IMOP

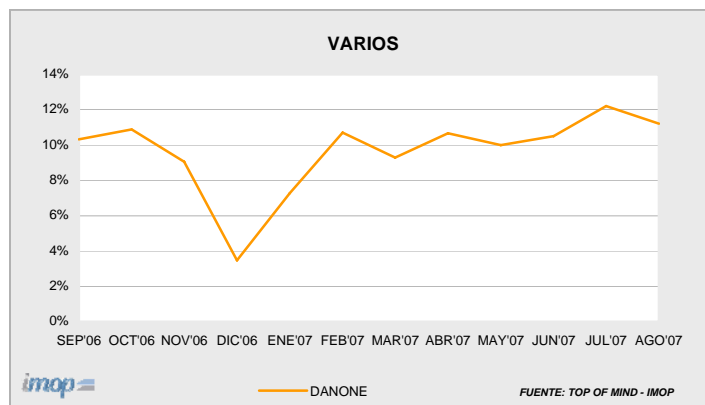
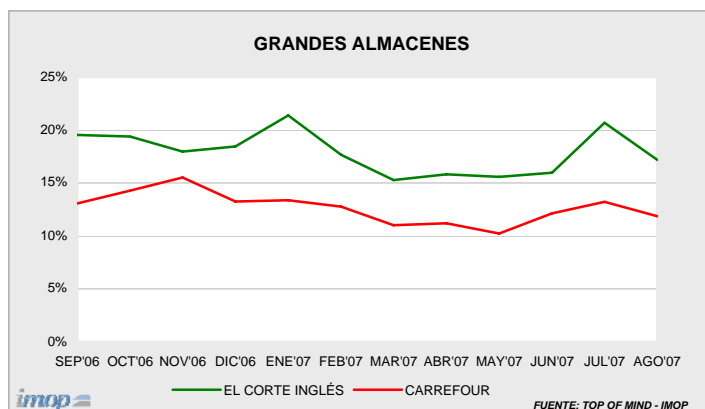
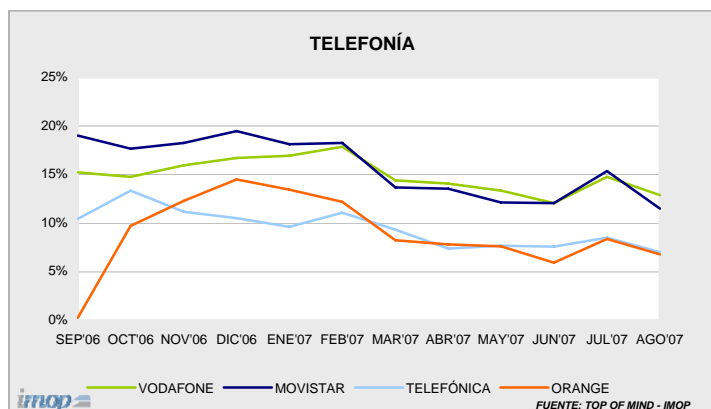
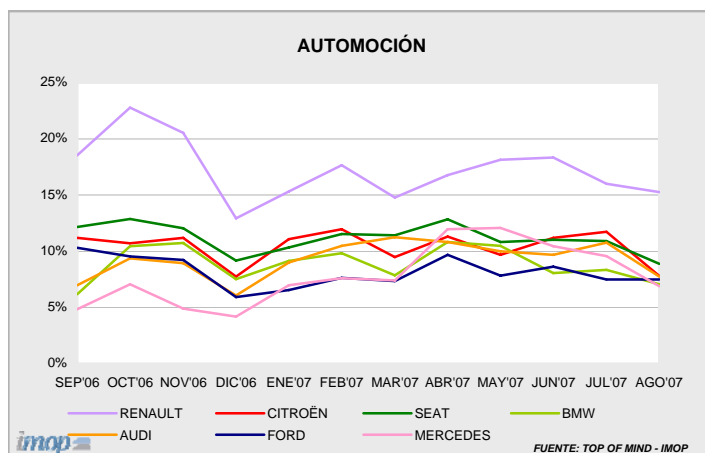
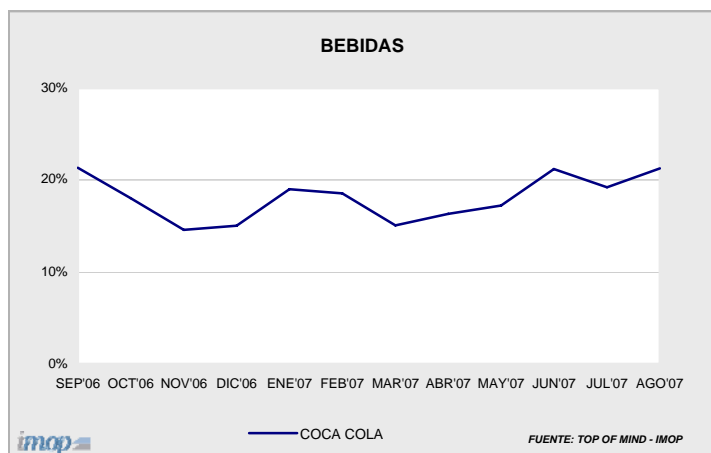


PARTICIPACIÓN DE LOS MEDIOS EN LA CONSTRUCCIÓN DE LA NOTORIEDAD PUBLICITARIA. AGOSTO 2007



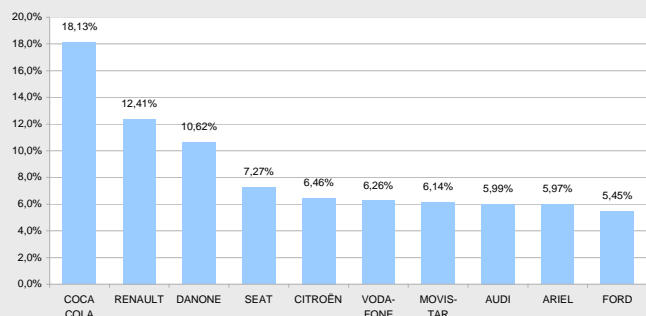
EVOLUCIÓN DE LA NOTORIEDAD PUBLICITARIA DEL AÑO MÓVIL POR MESES

	TOTAL		SEP'06	OCT'06	NOV'06	DIC'06	ENE'07	FEB'07	MAR'07	ABR'07	MAY'07	JUN'07	JUL'07	AGO'07		AGO'06	
	TOTAL	RK.												AGO'07	Rank.	AGO'06	Rank.
COCA COLA	17,99%	1	21,34%	18,03%	14,57%	15,05%	18,99%	18,54%	15,07%	16,31%	17,22%	21,21%	19,22%	21,27%	1	31,00%	1
EL CORTE INGLÉS	17,79%	2	19,53%	19,39%	17,95%	18,45%	21,39%	17,66%	15,27%	15,83%	15,58%	15,97%	20,68%	17,19%	2	16,91%	4
RENAULT	17,24%	3	18,55%	22,77%	20,52%	12,93%	15,32%	17,65%	14,77%	16,77%	18,13%	18,35%	15,99%	15,27%	3	19,58%	2
VODAFONE	14,86%	5	15,23%	14,76%	15,94%	16,71%	16,93%	17,86%	14,42%	14,09%	13,36%	12,06%	14,78%	12,89%	4	14,74%	5
CARREFOUR	12,61%	6	13,06%	14,28%	15,51%	13,25%	13,37%	12,76%	11,02%	11,19%	10,25%	12,13%	13,23%	11,87%	5	14,49%	6
MOVISTAR	15,60%	4	19,01%	17,65%	18,26%	19,49%	18,14%	18,27%	13,69%	13,56%	12,14%	12,07%	15,35%	11,50%	6	17,06%	3
DANONE	9,66%	9	10,32%	10,88%	9,06%	3,47%	7,28%	10,70%	9,30%	10,66%	10,00%	10,50%	12,21%	11,21%	7	11,49%	9
SEAT	11,14%	7	12,15%	12,86%	12,05%	9,17%	10,34%	11,54%	11,43%	12,84%	10,81%	11,02%	10,91%	8,89%	8	12,02%	8
CITROËN	10,35%	8	11,19%	10,72%	11,19%	7,75%	11,08%	11,95%	9,47%	11,29%	9,69%	11,18%	11,72%	7,81%	9	8,46%	12
AUDI	9,28%	11	6,97%	9,38%	8,94%	6,06%	9,01%	10,49%	11,26%	10,83%	9,99%	9,68%	10,77%	7,74%	10	7,45%	16
FORD	8,12%	14	10,31%	9,55%	9,23%	5,92%	6,55%	7,62%	7,34%	9,69%	7,83%	8,64%	7,48%	7,50%	11	9,14%	11
BMW	8,88%	13	6,18%	10,45%	10,73%	7,51%	9,13%	9,82%	7,87%	10,81%	10,49%	8,06%	8,33%	7,05%	12	6,76%	18
TELEFÓNICA	9,43%	10	10,46%	13,34%	11,17%	10,52%	9,63%	11,10%	9,33%	7,39%	7,71%	7,61%	8,53%	7,04%	13	9,80%	10
MERCEDES	7,84%	15	4,83%	7,05%	4,89%	4,19%	6,99%	7,60%	7,41%	11,95%	12,08%	10,46%	9,58%	6,89%	14	6,95%	17
ORANGE	8,92%	12	0,31%	9,73%	12,31%	14,50%	13,45%	12,20%	8,25%	7,84%	7,63%	5,95%	8,38%	6,80%	15	0,03%	1569



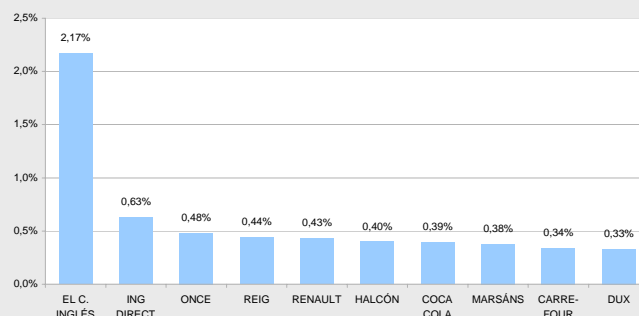
RANKING DE NOTORIEDAD PUBLICITARIA POR MEDIOS. AGOSTO 2007

TELEVISIÓN



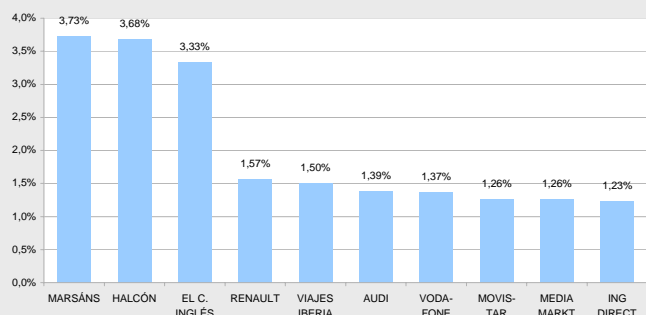

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RADIO



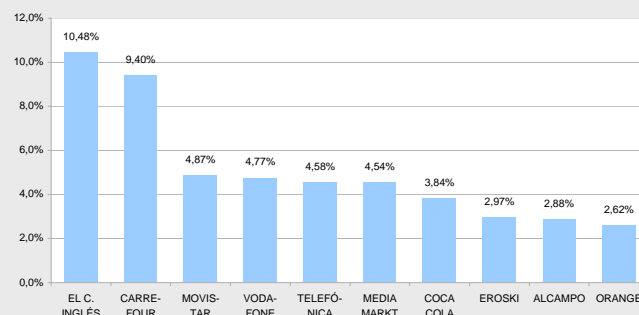

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PRENSA



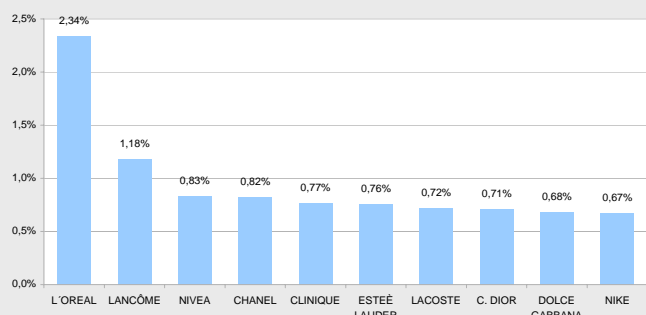

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EXTERIOR



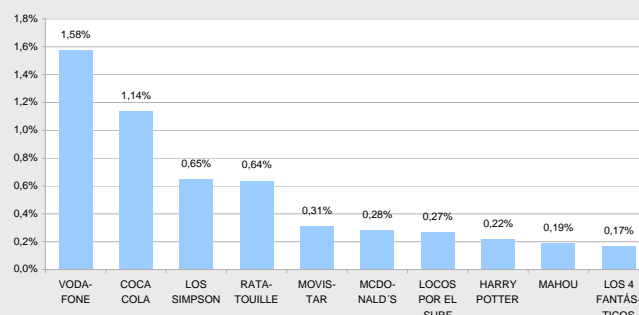

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REVISTAS



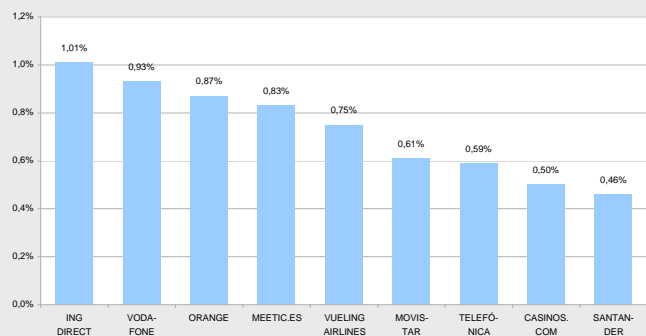

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CINE



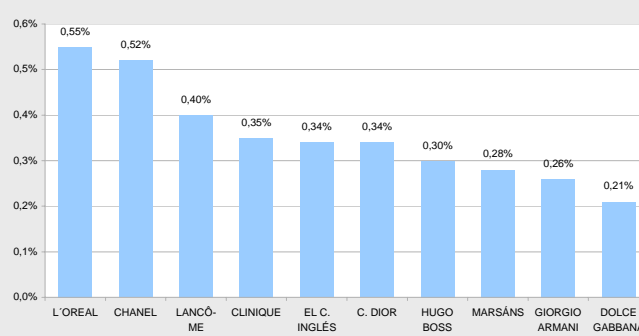

FUENTE: TOP OF MIND - IMOP

INTERNET




FUENTE: TOP OF MIND - IMOP

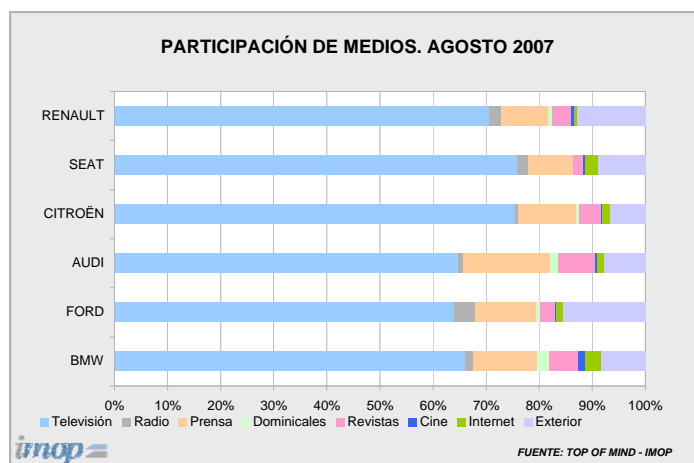
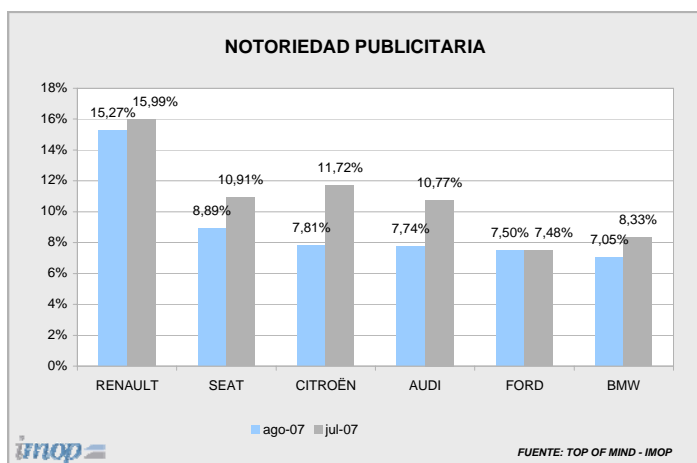
SUPLEMENTOS



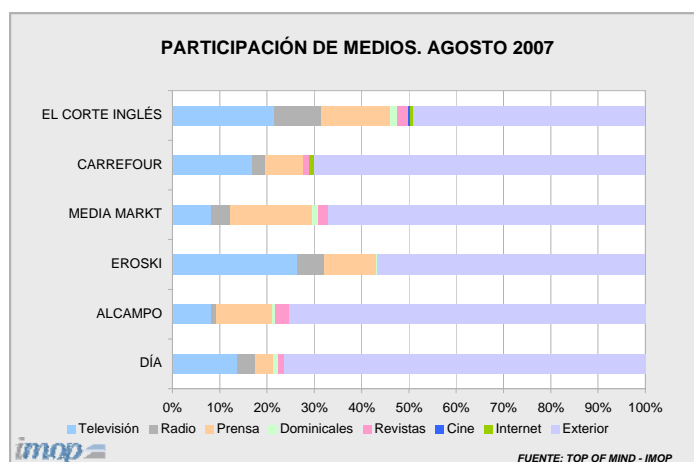
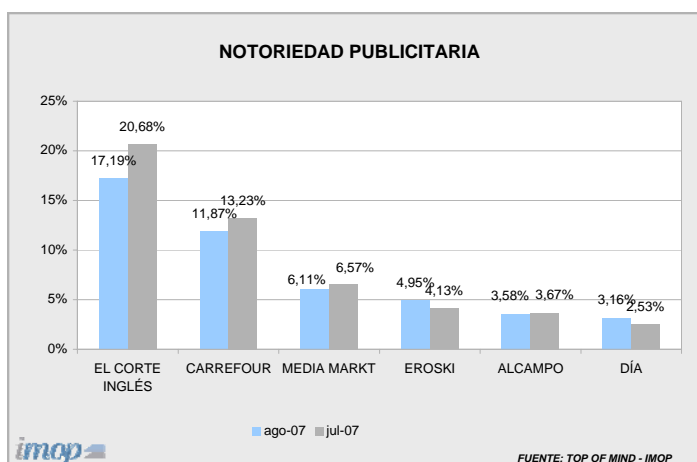

FUENTE: TOP OF MIND - IMOP

RANKING DE NOTORIEDAD PUBLICITARIA POR SECTORES DE ACTIVIDAD. AGOSTO 2007

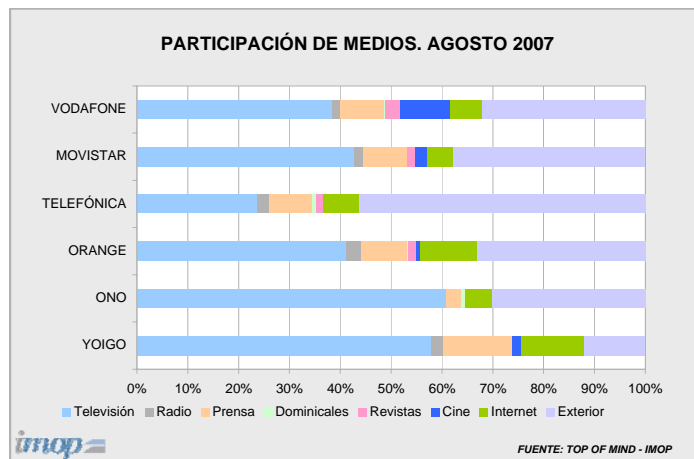
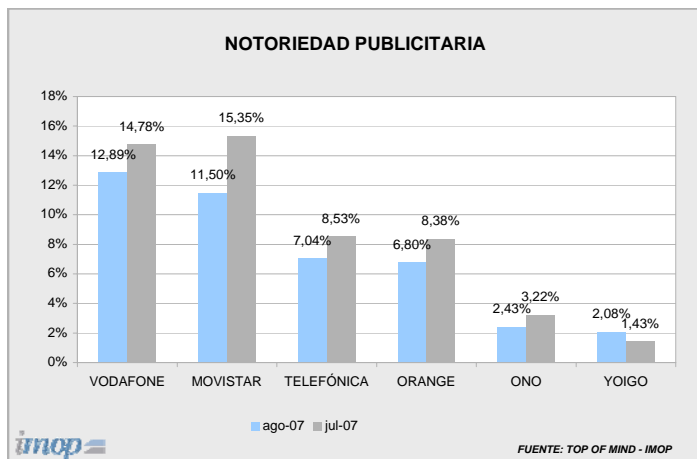
AUTOMOCIÓN



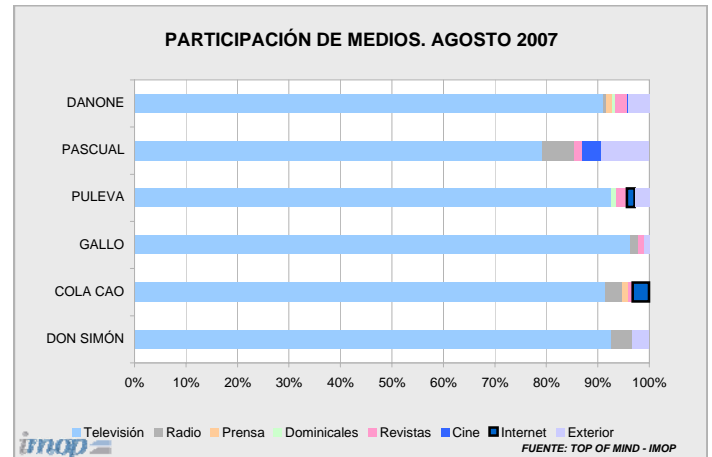
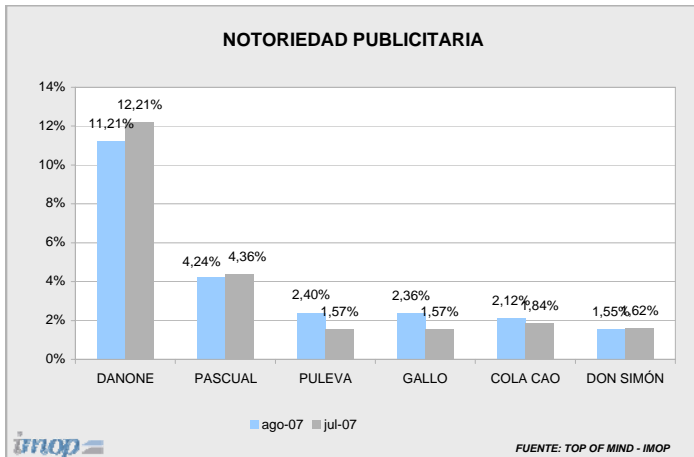
GRANDES ALMACENES



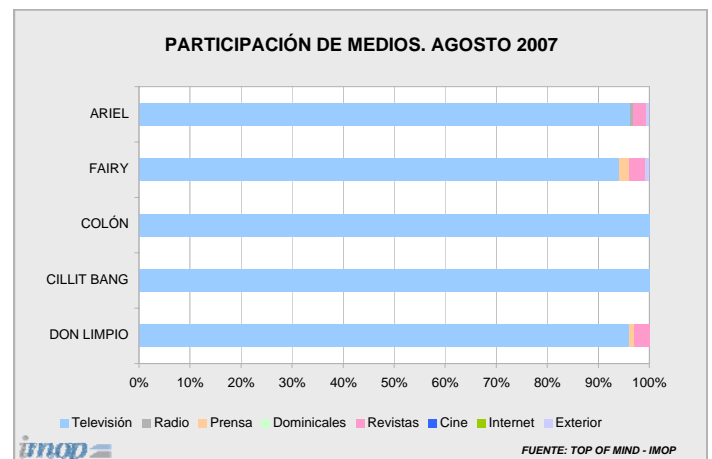
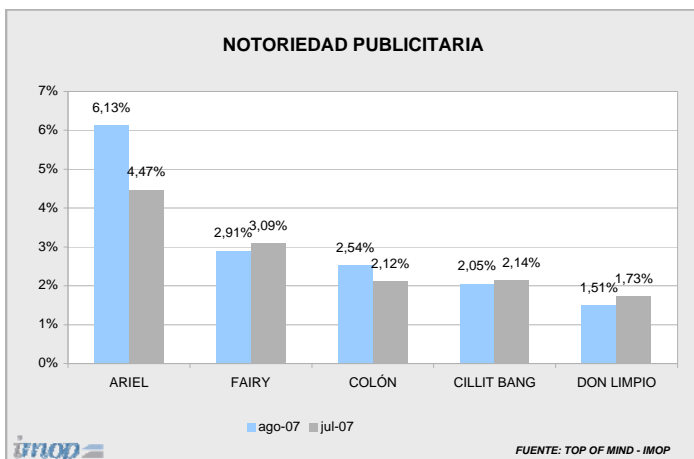
TELEFONÍA



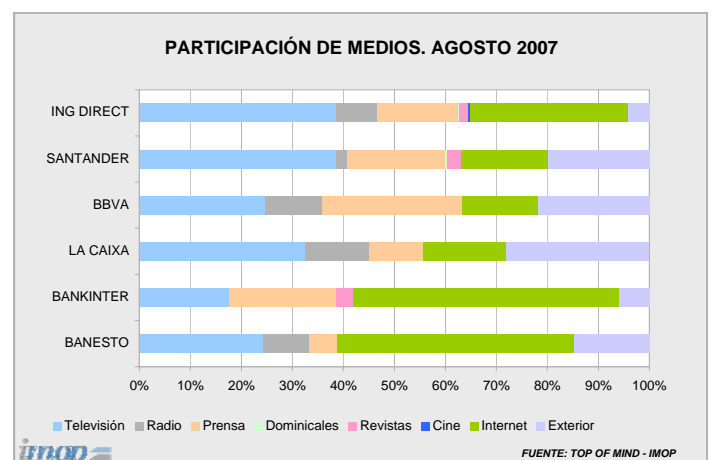
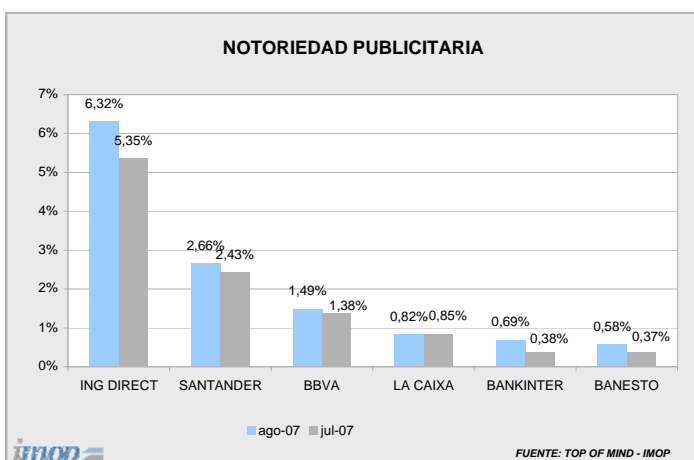
ALIMENTACIÓN



LIMPIEZA DEL HOGAR



SECTOR FINANCIERO



SECTOR ENERGÉTICO

