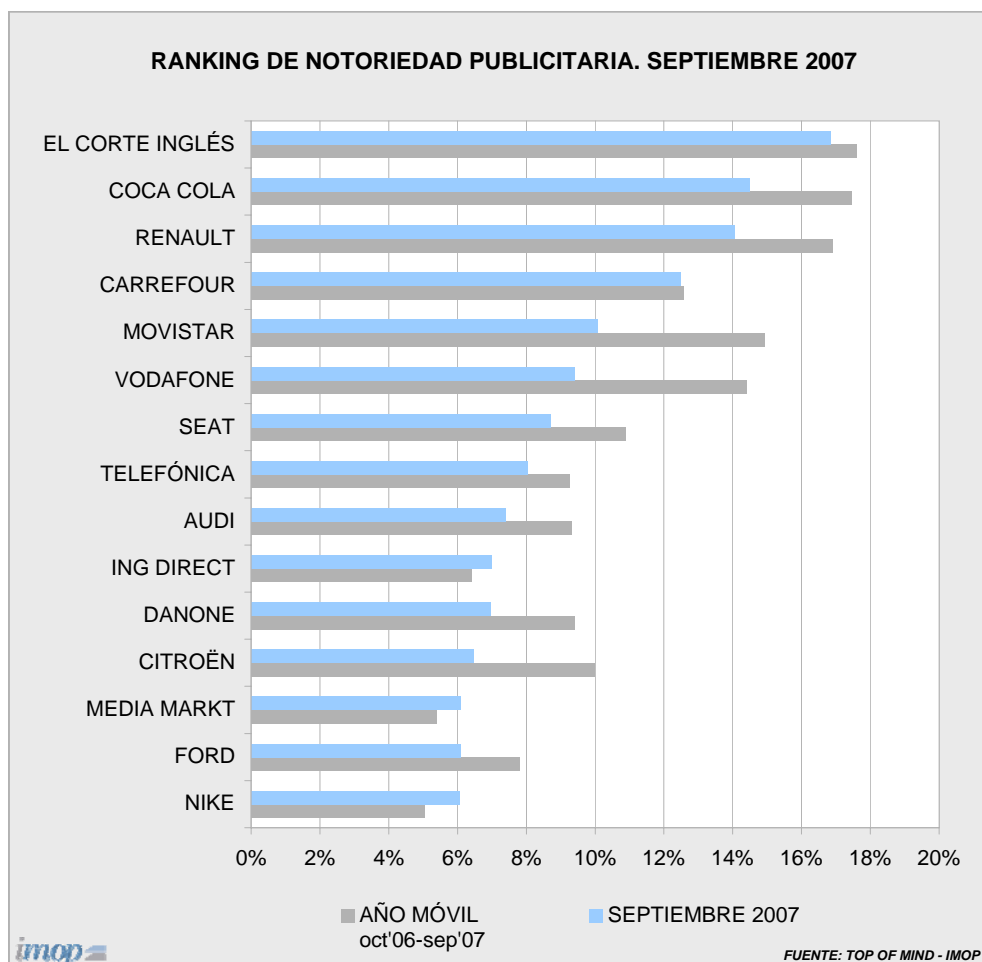


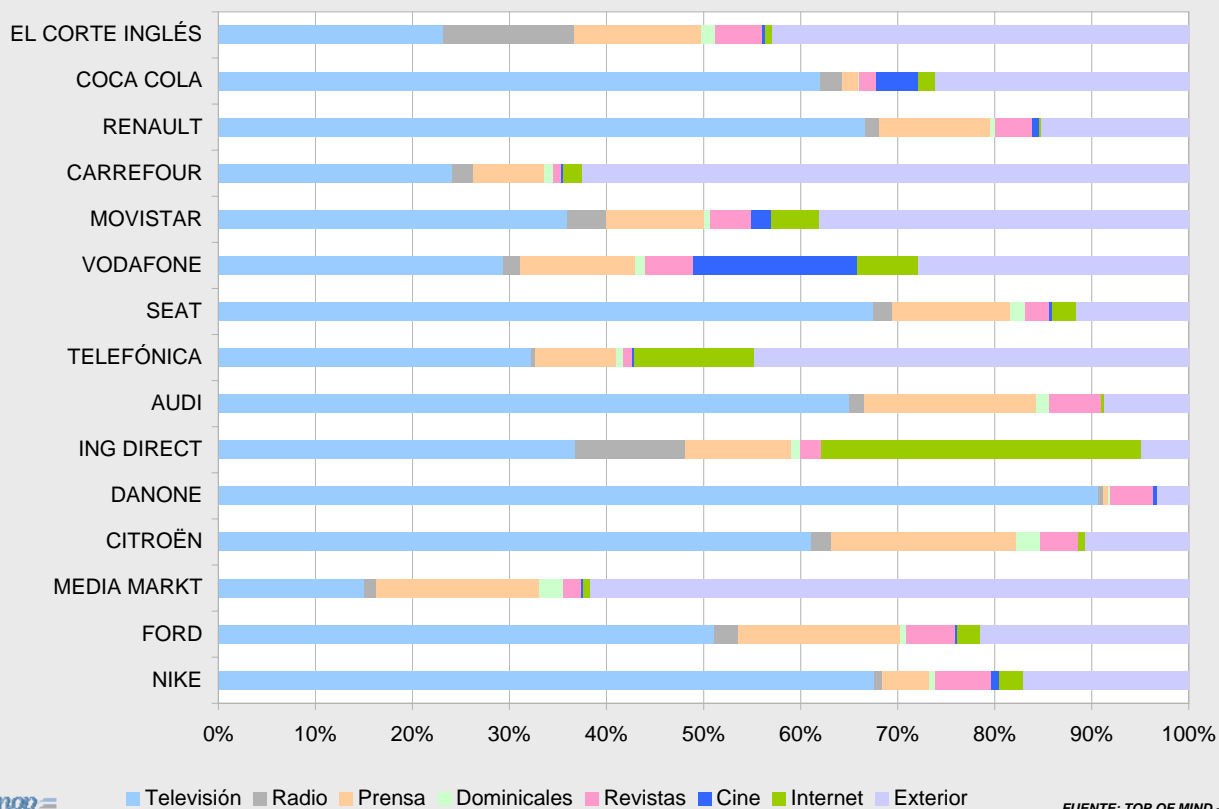
## RANKING DE NOTORIEDAD PUBLICITARIA Y PARTICIPACIÓN DE LOS MEDIOS. SEPTIEMBRE 2007

	AÑO MÓVIL oct'06-sep'07		SEPTIEMBRE 2007		RK. AGO. 2007	RK. SEP. 2006
	NOTORIEDAD	RK.	NOTORIEDAD	RK.		
EL CORTE INGLÉS	17,58%	1	16,84%	1	2	2
COCA COLA	17,46%	2	14,47%	2	1	1
RENAULT	16,89%	3	14,04%	3	3	4
CARREFOUR	12,57%	6	12,46%	4	5	6
MOVISTAR	14,91%	4	10,05%	5	6	3
VODAFONE	14,40%	5	9,38%	6	4	5
SEAT	10,87%	7	8,68%	7	8	8
TELEFÓNICA	9,24%	12	8,02%	8	13	10
AUDI	9,31%	10	7,40%	9	10	17
ING DIRECT	6,39%	17	6,97%	10	16	16
DANONE	9,40%	9	6,95%	11	7	11
CITROËN	9,99%	8	6,45%	12	9	9
MEDIA MARKT	5,37%	19	6,09%	13	18	28
FORD	7,80%	15	6,07%	14	11	12
NIKE	5,03%	21	6,04%	15	19	14

FUENTE: TOP OF MIND - IMOP



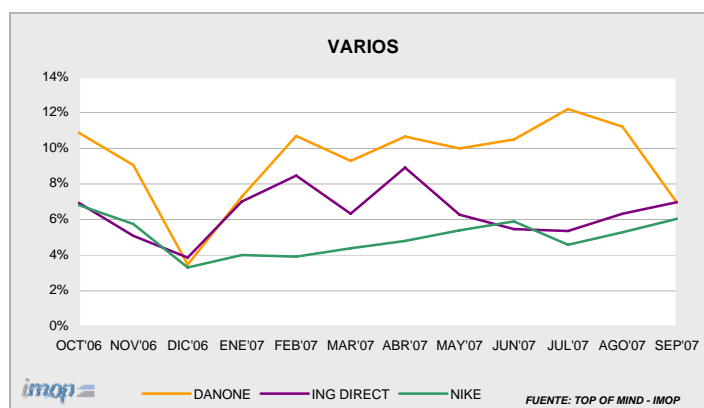
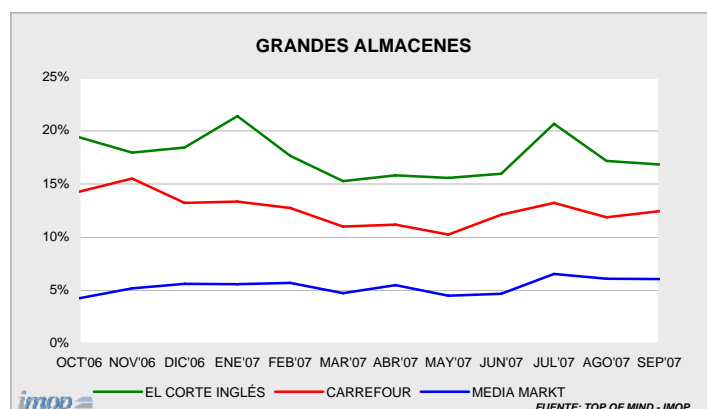
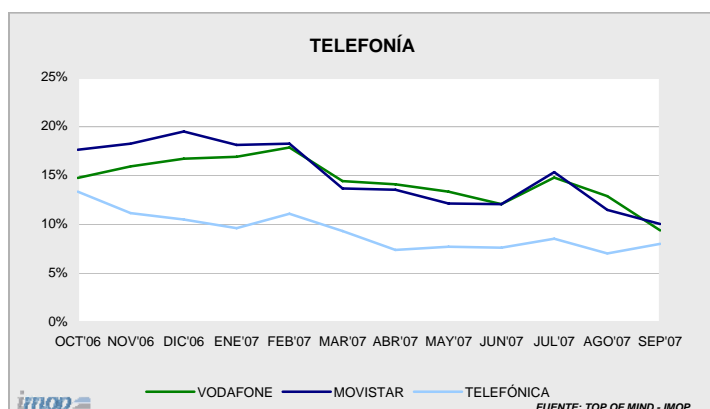
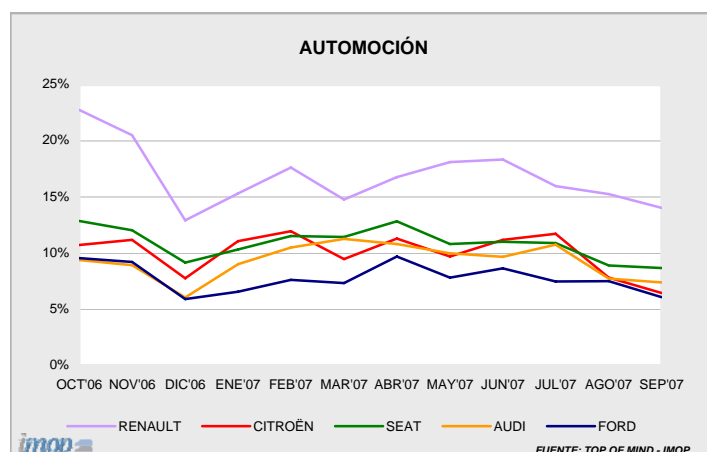
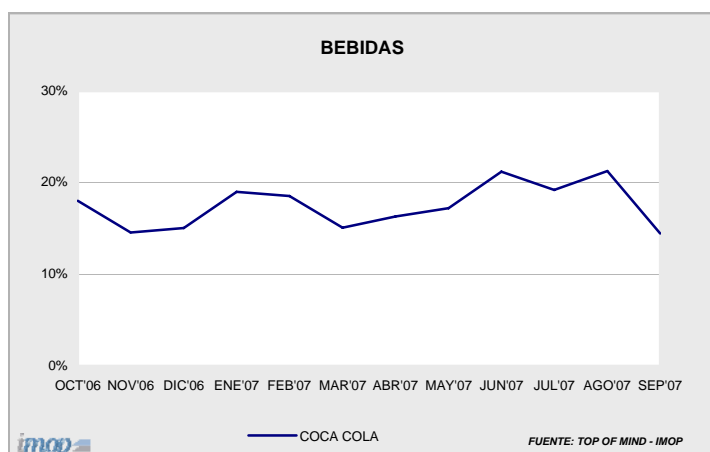
**PARTICIPACIÓN DE LOS MEDIOS EN LA CONSTRUCCIÓN DE LA NOTORIEDAD PUBLICITARIA. SEPTIEMBRE 2007**



FUENTE: TOP OF MIND - IMOP

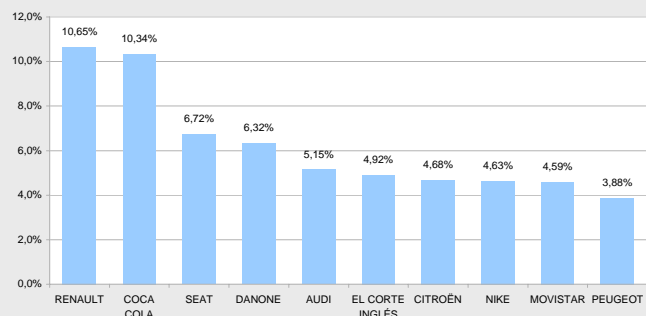
## EVOLUCIÓN DE LA NOTORIEDAD PUBLICITARIA DEL AÑO MÓVIL POR MESES

	TOTAL		OCT'06	NOV'06	DIC'06	ENE'07	FEB'07	MAR'07	ABR'07	MAY'07	JUN'07	JUL'07	AGO'07	SEP'07		SEP'06	
	TOTAL	RK.												SEP'07	Rank.	SEP'06	Rank.
EL CORTE INGLÉS	17,58%	1	19,39%	17,95%	18,45%	21,39%	17,66%	15,27%	15,83%	15,58%	15,97%	20,68%	17,19%	16,84%	1	19,53%	2
COCA COLA	17,46%	2	18,03%	14,57%	15,05%	18,99%	18,54%	15,07%	16,31%	17,22%	21,21%	19,22%	21,27%	14,47%	2	21,34%	1
RENAULT	16,89%	3	22,77%	20,52%	12,93%	15,32%	17,65%	14,77%	16,77%	18,13%	18,35%	15,99%	15,27%	14,04%	3	18,55%	4
CARREFOUR	12,57%	6	14,28%	15,51%	13,25%	13,37%	12,76%	11,02%	11,19%	10,25%	12,13%	13,23%	11,87%	12,46%	4	13,06%	6
MOVISTAR	14,91%	4	17,65%	18,26%	19,49%	18,14%	18,27%	13,69%	13,56%	12,14%	12,07%	15,35%	11,50%	10,05%	5	19,01%	3
VODAFONE	14,40%	5	14,76%	15,94%	16,71%	16,93%	17,86%	14,42%	14,09%	13,36%	12,06%	14,78%	12,89%	9,38%	6	15,23%	5
SEAT	10,87%	7	12,86%	12,05%	9,17%	10,34%	11,54%	11,43%	12,84%	10,81%	11,02%	10,91%	8,89%	8,68%	7	12,15%	8
TELEFÓNICA	9,24%	12	13,34%	11,17%	10,52%	9,63%	11,10%	9,33%	7,39%	7,71%	7,61%	8,53%	7,04%	8,02%	8	10,46%	10
AUDI	9,31%	10	9,38%	8,94%	6,06%	9,01%	10,49%	11,26%	10,83%	9,99%	9,68%	10,77%	7,74%	7,40%	9	6,97%	17
ING DIRECT	6,39%	17	6,94%	5,09%	3,86%	7,01%	8,47%	6,32%	8,92%	6,27%	5,47%	5,35%	6,32%	6,97%	10	7,02%	16
DANONE	9,40%	9	10,88%	9,06%	3,47%	7,28%	10,70%	9,30%	10,66%	10,00%	10,50%	12,21%	11,21%	6,95%	11	10,32%	11
CITROËN	9,99%	8	10,72%	11,19%	7,75%	11,08%	11,95%	9,47%	11,29%	9,69%	11,18%	11,72%	7,81%	6,45%	12	11,19%	9
MEDIA MARKT	5,37%	19	4,26%	5,21%	5,63%	5,59%	5,72%	4,76%	5,50%	4,52%	4,68%	6,57%	6,11%	6,09%	13	4,62%	28
FORD	7,80%	15	9,55%	9,23%	5,92%	6,55%	7,62%	7,34%	9,69%	7,83%	8,64%	7,48%	7,50%	6,07%	14	10,31%	12
NIKE	5,03%	21	6,82%	5,75%	3,30%	4,00%	3,92%	4,39%	4,79%	5,40%	5,90%	4,58%	5,29%	6,04%	15	7,40%	14



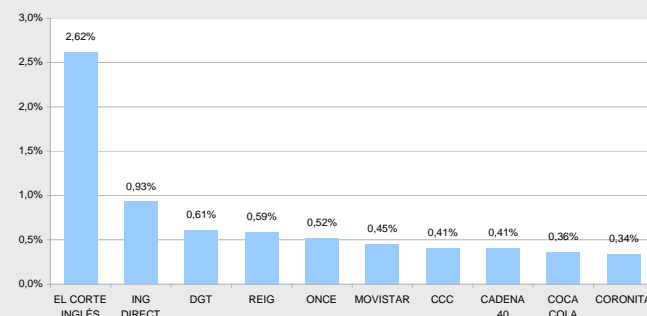
## RANKING DE NOTORIEDAD PUBLICITARIA POR MEDIOS. SEPTIEMBRE 2007

### TELEVISIÓN



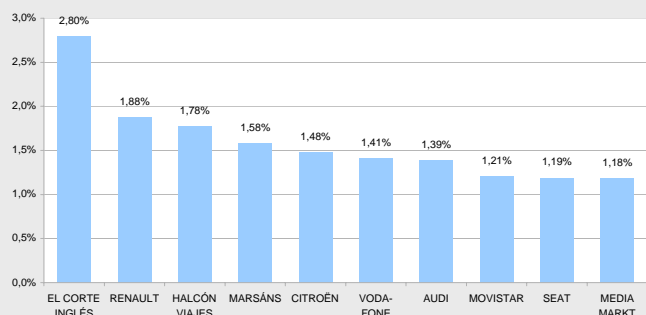

FUENTE: TOP OF MIND - IMOP

### RADIO



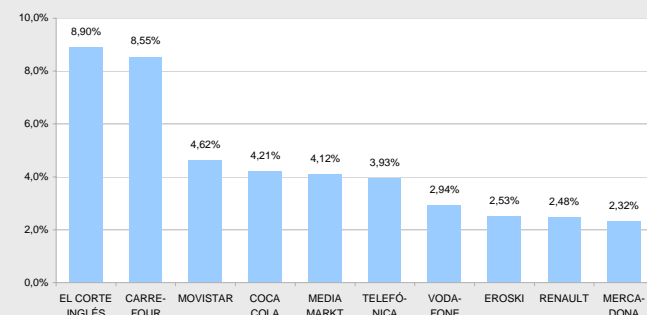

FUENTE: TOP OF MIND - IMOP

### PRENSA



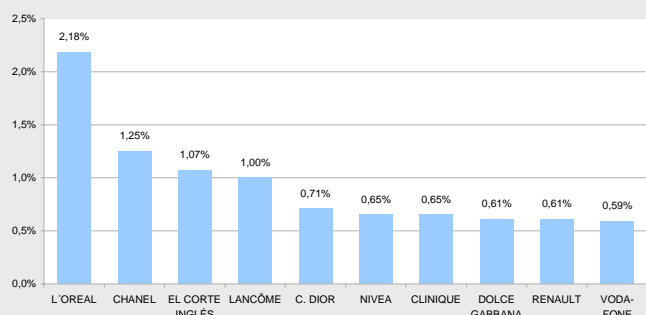

FUENTE: TOP OF MIND - IMOP

### EXTERIOR



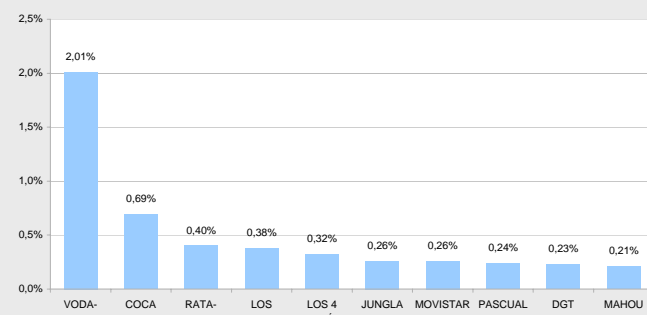

FUENTE: TOP OF MIND - IMOP

### REVISTAS



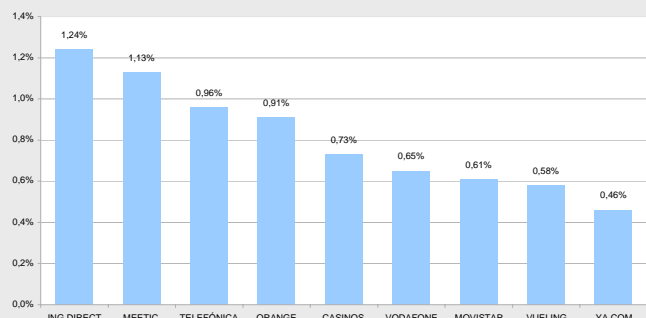

FUENTE: TOP OF MIND - IMOP

### CINE



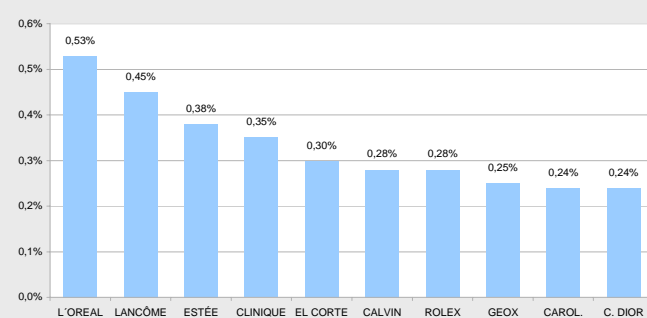

FUENTE: TOP OF MIND - IMOP

### INTERNET




FUENTE: TOP OF MIND - IMOP

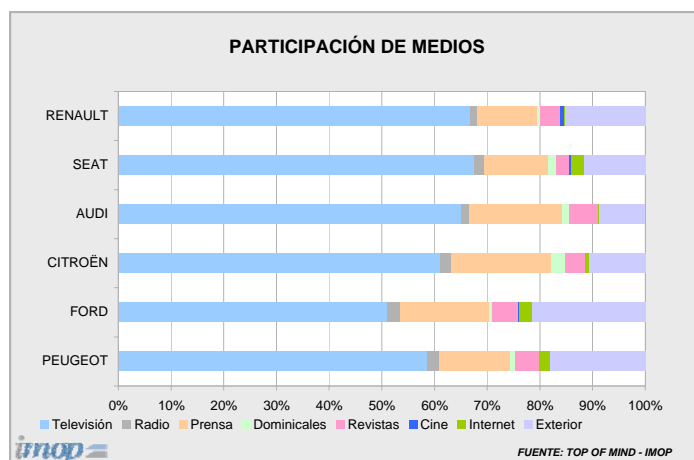
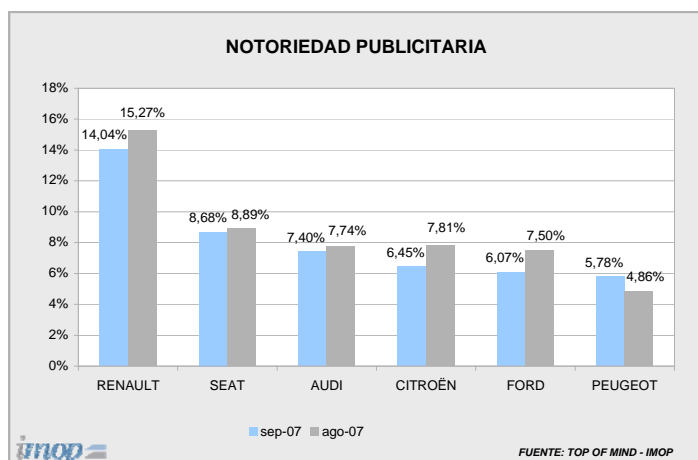
### SUPLEMENTOS



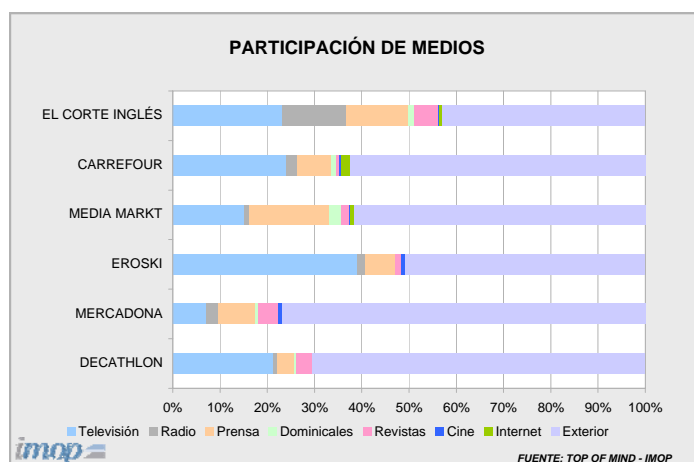
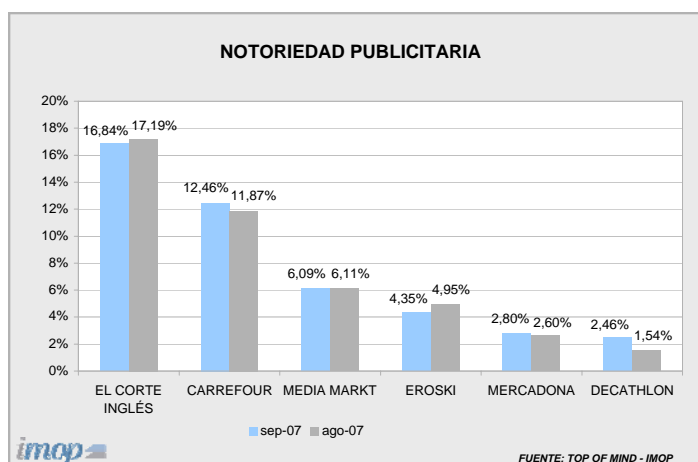

FUENTE: TOP OF MIND - IMOP

## NOTORIEDAD PUBLICITARIA POR SECTORES DE ACTIVIDAD. SEPTIEMBRE 2007

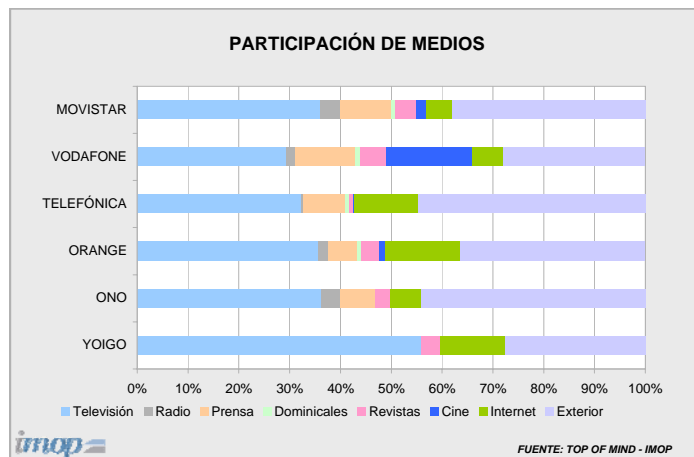
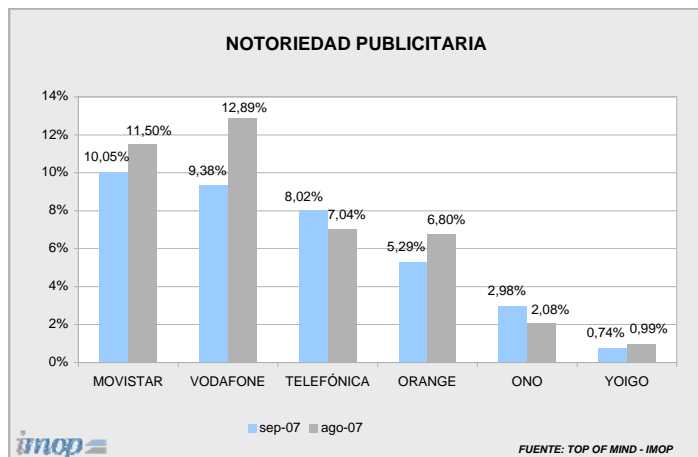
### AUTOMOCIÓN



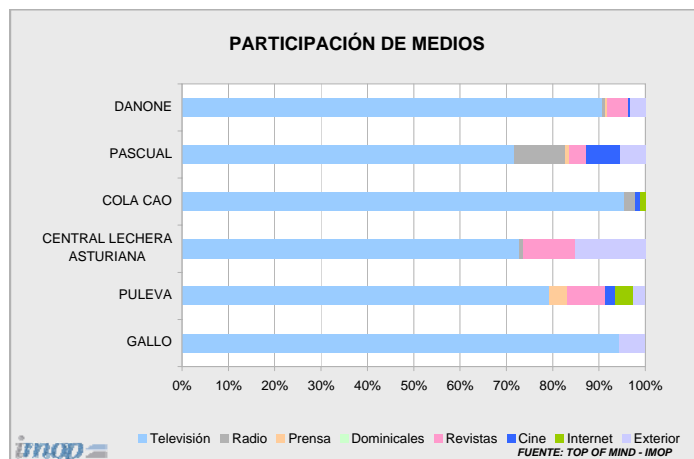
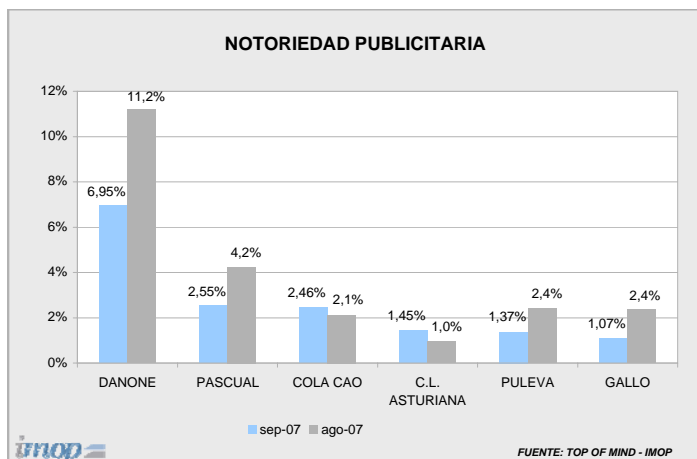
### GRANDES ALMACENES



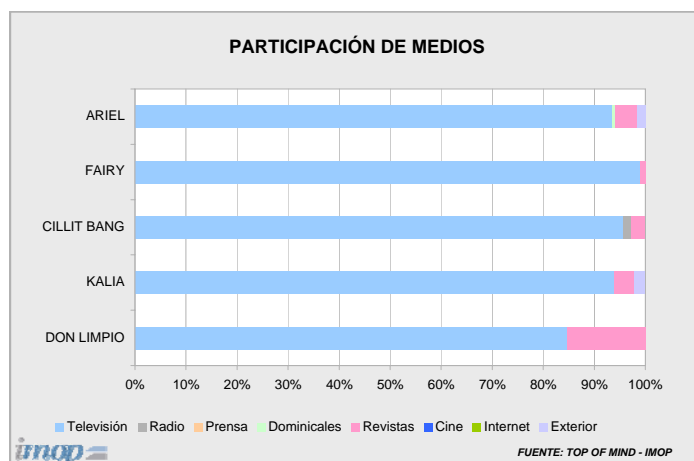
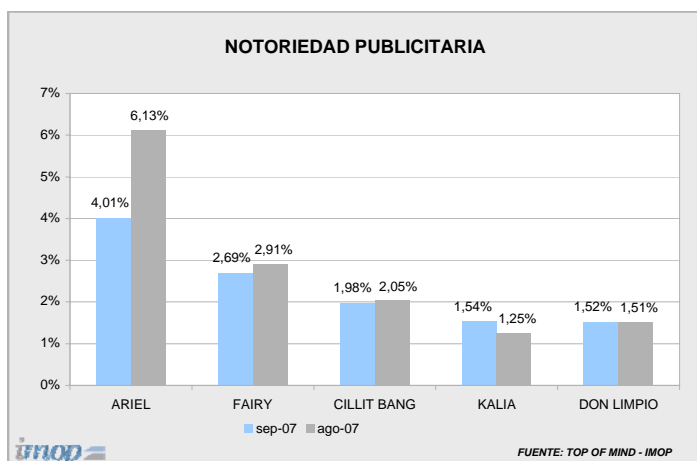
### TELEFONÍA



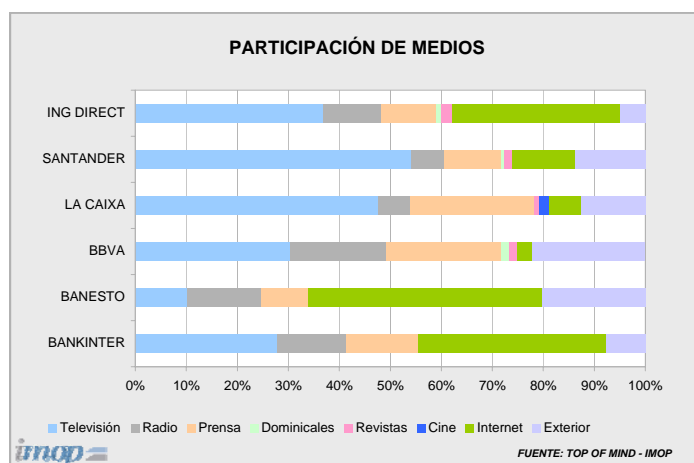
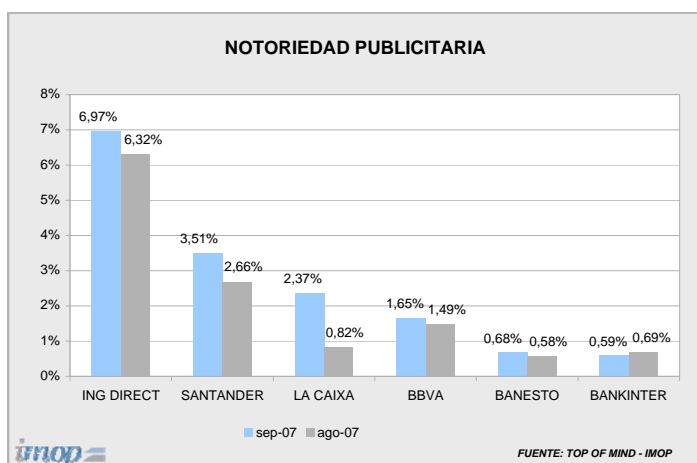
## ALIMENTACIÓN



## LIMPIEZA DEL HOGAR



## SECTOR FINANCIERO



**SECTOR ENERGÉTICO**

