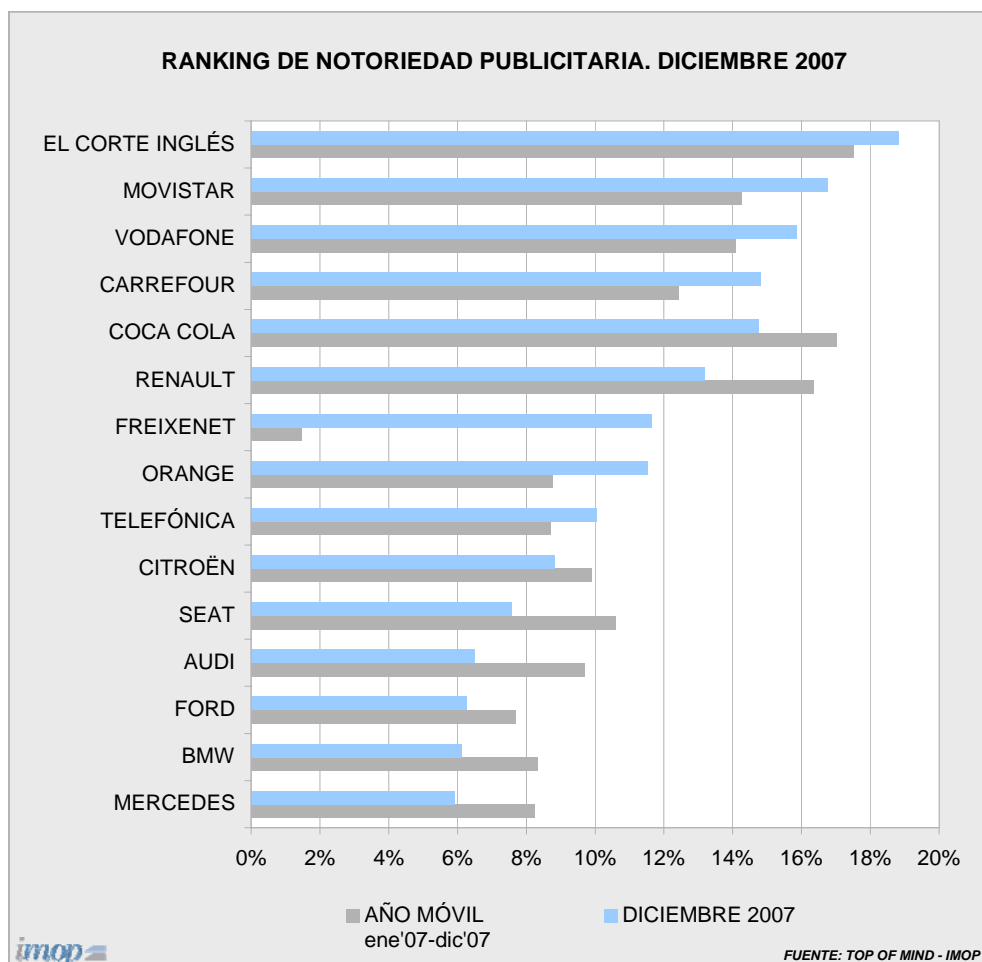


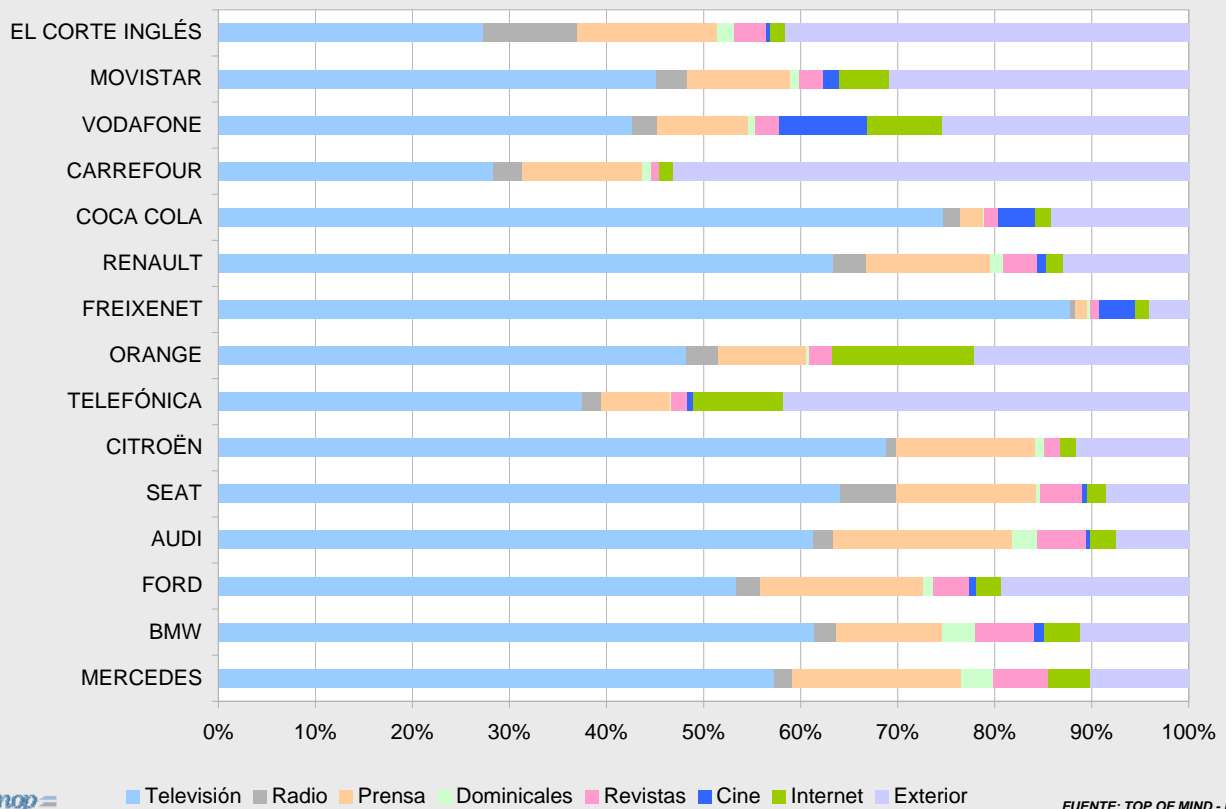
## RANKING DE NOTORIEDAD PUBLICITARIA Y PARTICIPACIÓN DE LOS MEDIOS. DICIEMBRE 2007

	AÑO MÓVIL ene'07-dic'07		DICIEMBRE 2007		RK. NOV. 2007	RK. DIC. 2006
	NOTORIEDAD	RK.	NOTORIEDAD	RK.		
EL CORTE INGLÉS	17,50%	1	18,81%	1	1	2
MOVISTAR	14,24%	4	16,75%	2	3	1
VODAFONE	14,06%	5	15,86%	3	4	3
CARREFOUR	12,42%	6	14,82%	4	5	6
COCA COLA	17,00%	2	14,75%	5	6	4
RENAULT	16,33%	3	13,17%	6	2	8
FREIXENET	1,46%	71	11,62%	7	121	7
ORANGE	8,75%	11	11,53%	8	10	5
TELEFÓNICA	8,68%	12	10,03%	9	11	9
CITROËN	9,90%	8	8,82%	10	9	12
SEAT	10,59%	7	7,56%	11	8	11
AUDI	9,69%	9	6,49%	12	7	15
FORD	7,69%	15	6,26%	13	12	16
BMW	8,32%	13	6,10%	14	14	13
MERCEDES	8,23%	14	5,91%	15	17	23

FUENTE: TOP OF MIND - IMOP

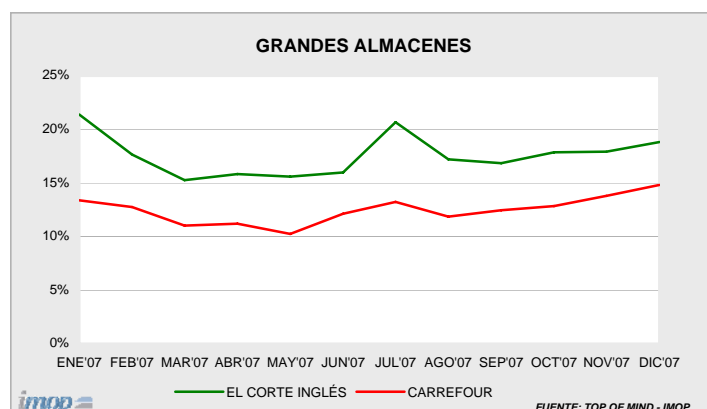
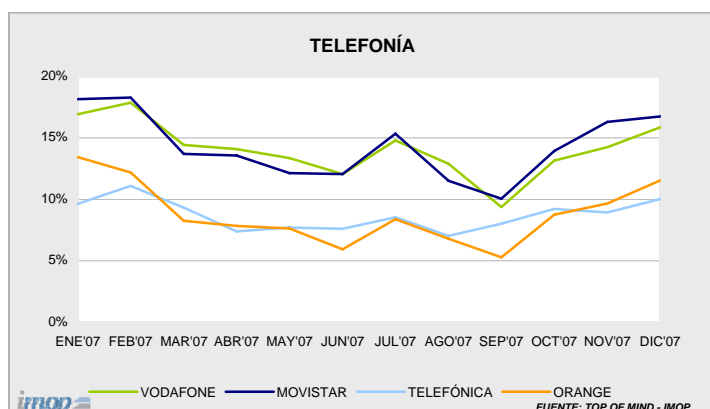
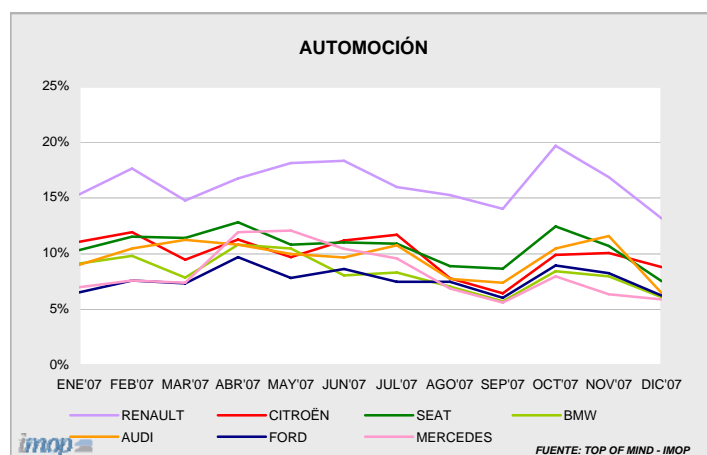
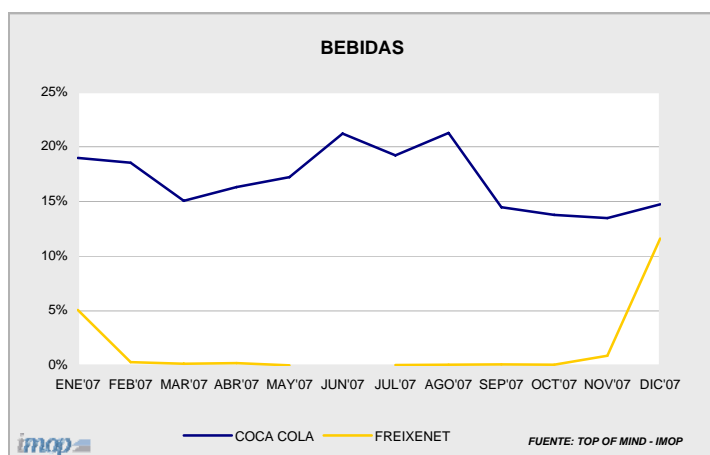


**PARTICIPACIÓN DE LOS MEDIOS EN LA CONSTRUCCIÓN DE LA NOTORIEDAD PUBLICITARIA. DICIEMBRE 2007**



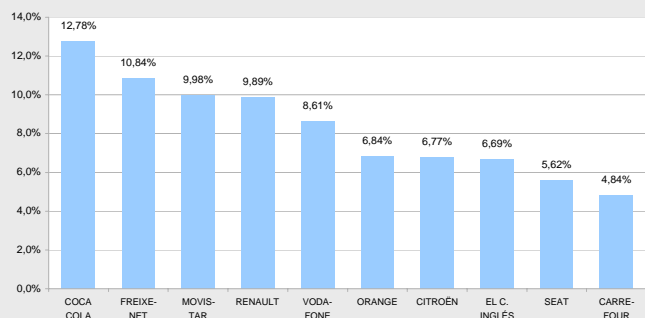
## EVOLUCIÓN DE LA NOTORIEDAD PUBLICITARIA DEL AÑO MÓVIL POR MESES

	TOTAL		ENE'07	FEB'07	MAR'07	ABR'07	MAY'07	JUN'07	JUL'07	AGO'07	SEP'07	OCT'07	NOV'07	DIC'07		DIC'06	
	TOTAL	RK.												DIC'07	Rank.	DIC'06	Rank.
EL CORTE INGLÉS	17,50%	1	21,39%	17,66%	15,27%	15,83%	15,58%	15,97%	20,68%	17,19%	16,84%	17,87%	17,93%	18,81%	1	18,45%	2
MOVISTAR	14,24%	4	18,14%	18,27%	13,69%	13,56%	12,14%	12,07%	15,35%	11,50%	10,05%	13,93%	16,29%	16,75%	2	19,49%	1
VODAFONE	14,06%	5	16,93%	17,86%	14,42%	14,09%	13,36%	12,06%	14,78%	12,89%	9,38%	13,16%	14,25%	15,86%	3	16,71%	3
CARREFOUR	12,42%	6	13,37%	12,76%	11,02%	11,19%	10,25%	12,13%	13,23%	11,87%	12,46%	12,85%	13,80%	14,82%	4	13,25%	6
COCA COLA	17,00%	2	18,99%	18,54%	15,07%	16,31%	17,22%	21,21%	19,22%	21,27%	14,47%	13,78%	13,48%	14,75%	5	15,05%	4
RENAULT	16,33%	3	15,32%	17,65%	14,77%	16,77%	18,13%	18,35%	15,99%	15,27%	14,04%	19,70%	16,89%	13,17%	6	12,93%	8
FREIXENET	1,46%	71	5,10%	0,33%	0,18%	0,23%	0,02%	---	0,06%	0,08%	0,13%	0,08%	0,90%	11,62%	7	13,14%	7
ORANGE	8,75%	11	13,45%	12,20%	8,25%	7,84%	7,63%	5,95%	8,38%	6,80%	5,29%	8,74%	9,65%	11,53%	8	14,50%	5
TELEFÓNICA	8,68%	12	9,63%	11,10%	9,33%	7,39%	7,71%	7,61%	8,53%	7,04%	8,02%	9,22%	8,94%	10,03%	9	10,52%	9
CITROËN	9,90%	8	11,08%	11,95%	9,47%	11,29%	9,69%	11,18%	11,72%	7,81%	6,45%	9,90%	10,07%	8,82%	10	7,75%	12
SEAT	10,59%	7	10,34%	11,54%	11,43%	12,84%	10,81%	11,02%	10,91%	8,89%	8,68%	12,45%	10,70%	7,56%	11	9,17%	11
AUDI	9,69%	9	9,01%	10,49%	11,26%	10,83%	9,99%	9,68%	10,77%	7,74%	7,40%	10,49%	11,61%	6,49%	12	6,06%	15
FORD	7,69%	15	6,55%	7,62%	7,34%	9,69%	7,83%	8,64%	7,48%	7,50%	6,07%	8,95%	8,27%	6,26%	13	5,92%	16
BMW	8,32%	13	9,13%	9,82%	7,87%	10,81%	10,49%	8,06%	8,33%	7,05%	5,75%	8,45%	7,97%	6,10%	14	7,51%	13
MERCEDES	8,23%	14	6,99%	7,60%	7,41%	11,95%	12,08%	10,46%	9,58%	6,89%	5,62%	7,97%	6,37%	5,91%	15	4,19%	23



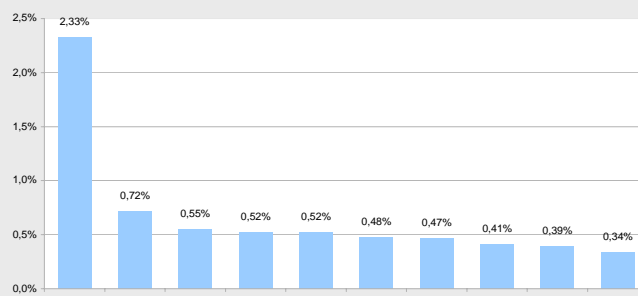
## RANKING DE NOTORIEDAD PUBLICITARIA POR MEDIOS. DICIEMBRE 2007

### TELEVISIÓN



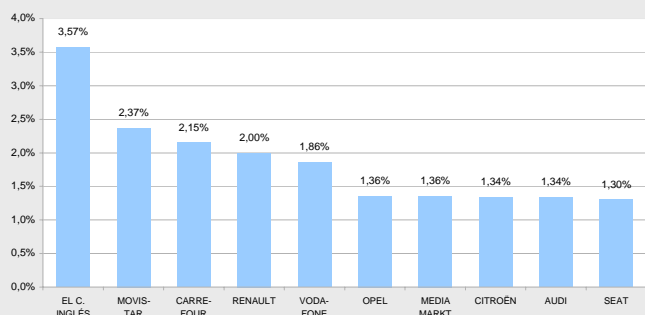

FUENTE: TOP OF MIND - IMOP

### RADIO



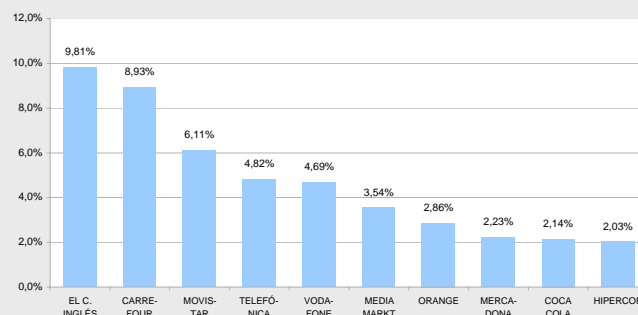

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### PRENSA



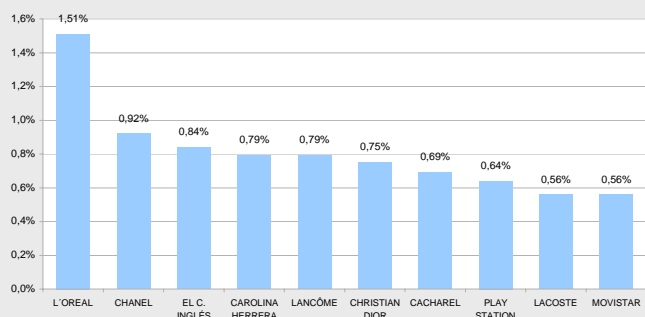

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### EXTERIOR



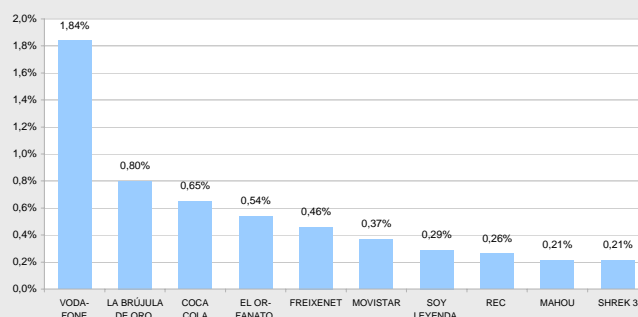

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### REVISTAS



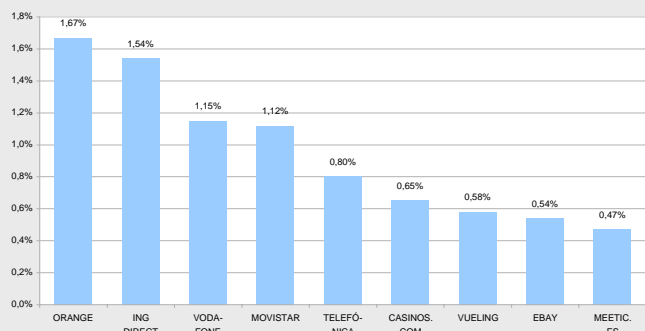

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### CINE



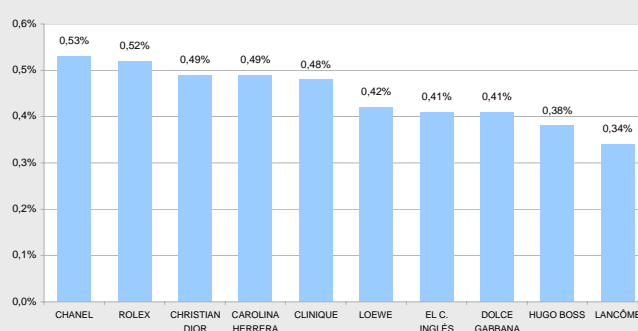

FUENTE: TOP OF MIND - IMOP

### INTERNET




FUENTE: TOP OF MIND - IMOP

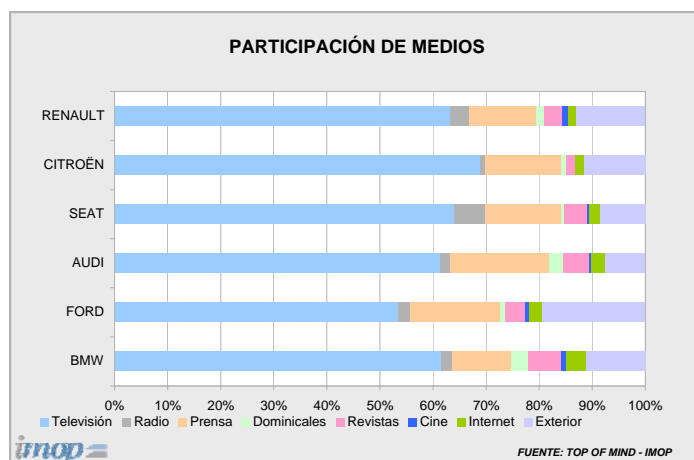
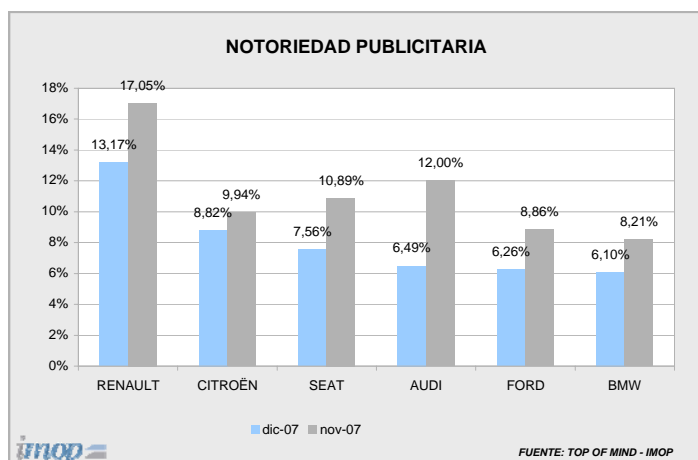
### SUPLEMENTOS



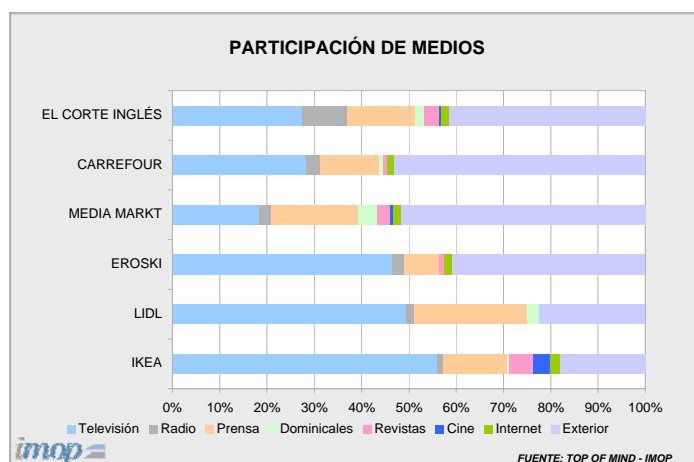
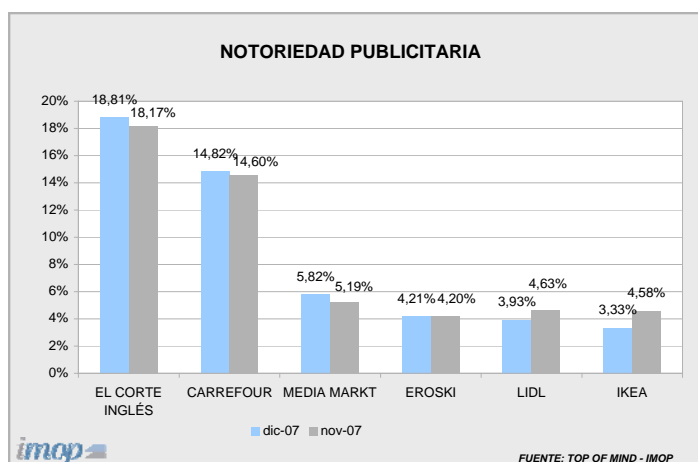

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## NOTORIEDAD PUBLICITARIA POR SECTORES DE ACTIVIDAD. DICIEMBRE 2007

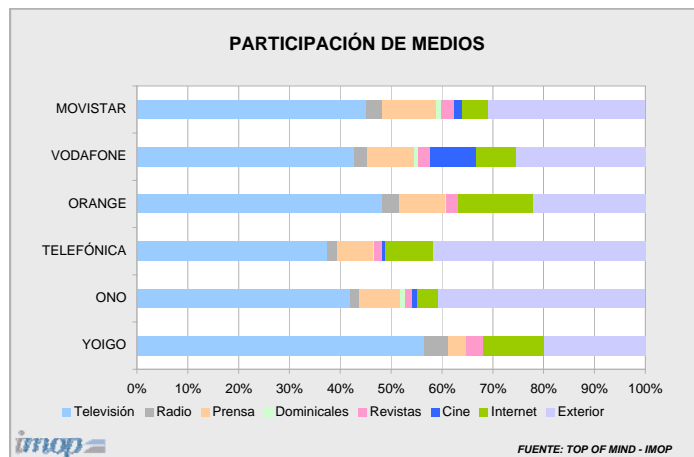
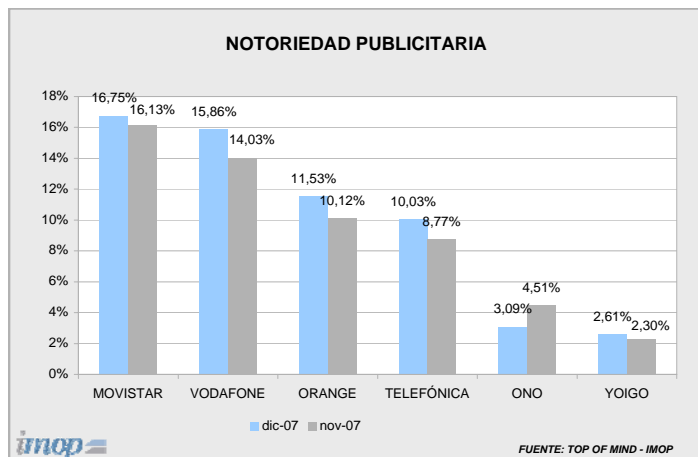
### AUTOMOCIÓN



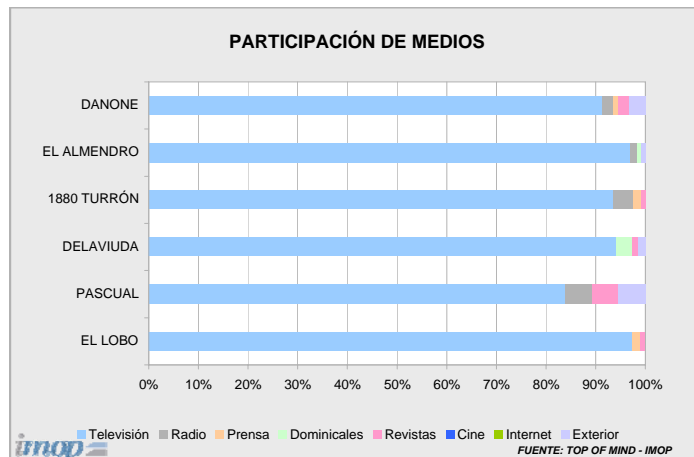
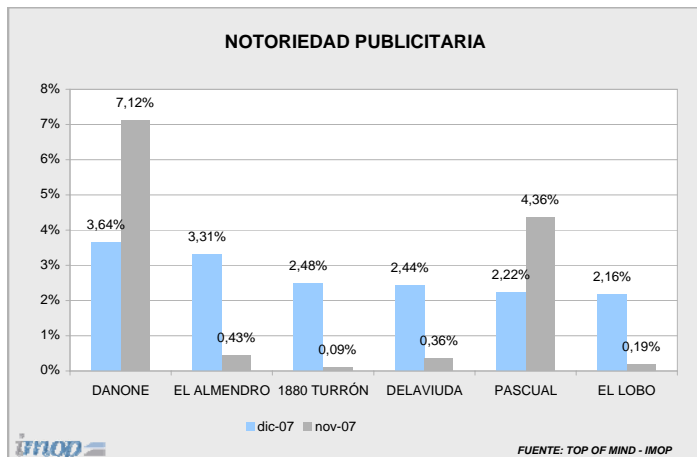
### GRANDES ALMACENES



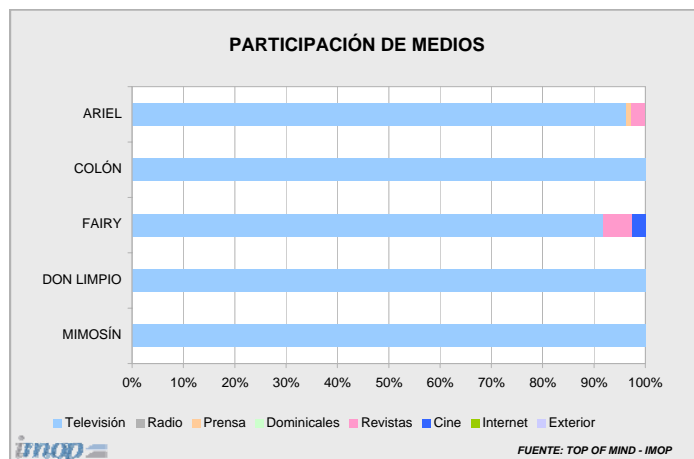
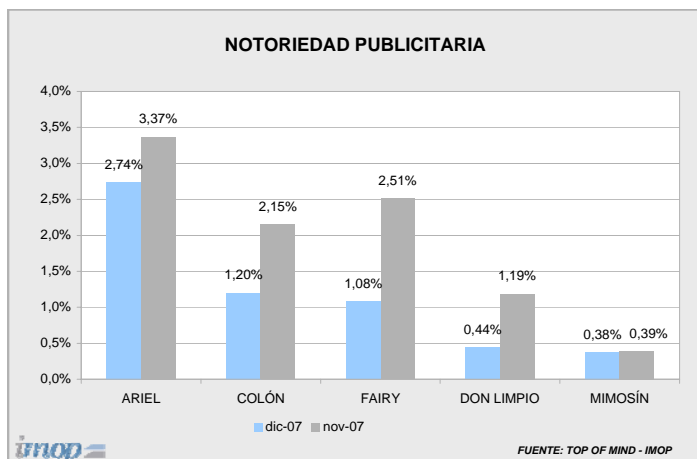
### TELEFONÍA



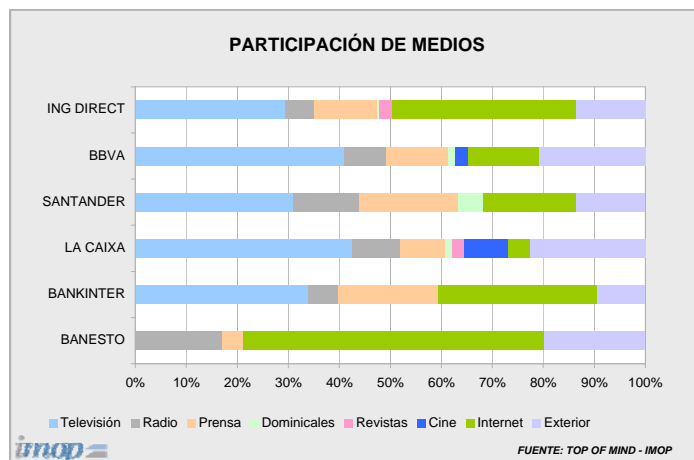
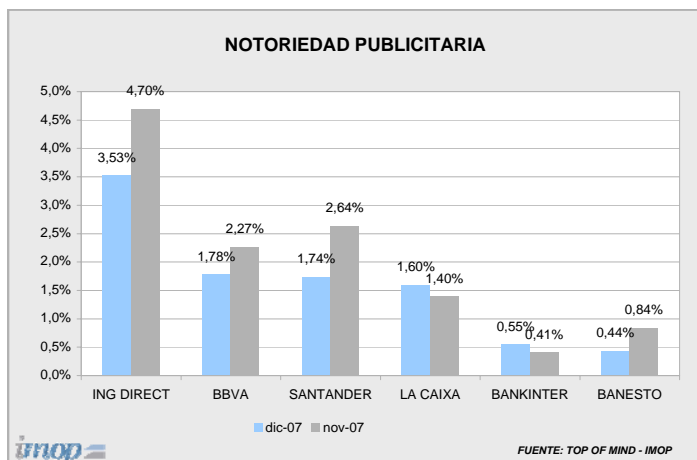
## ALIMENTACIÓN



## LIMPIEZA DEL HOGAR



## SECTOR FINANCIERO



## SECTOR ENERGÉTICO

