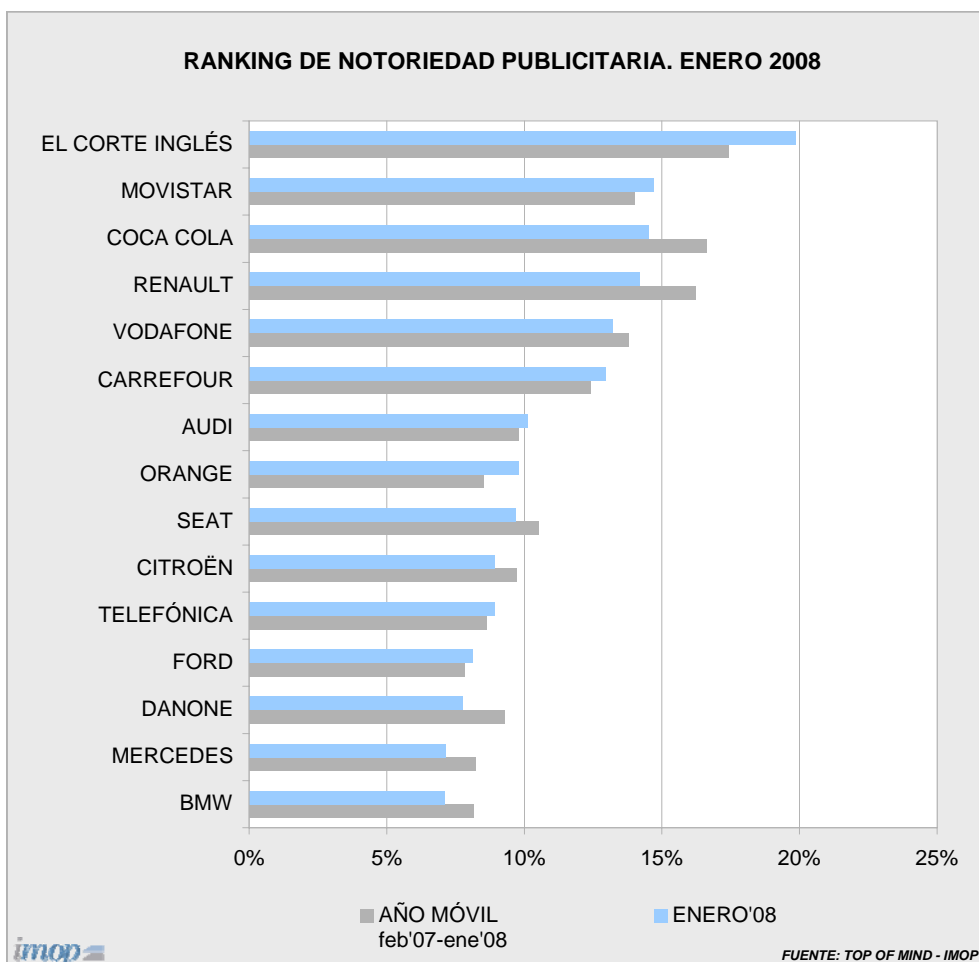


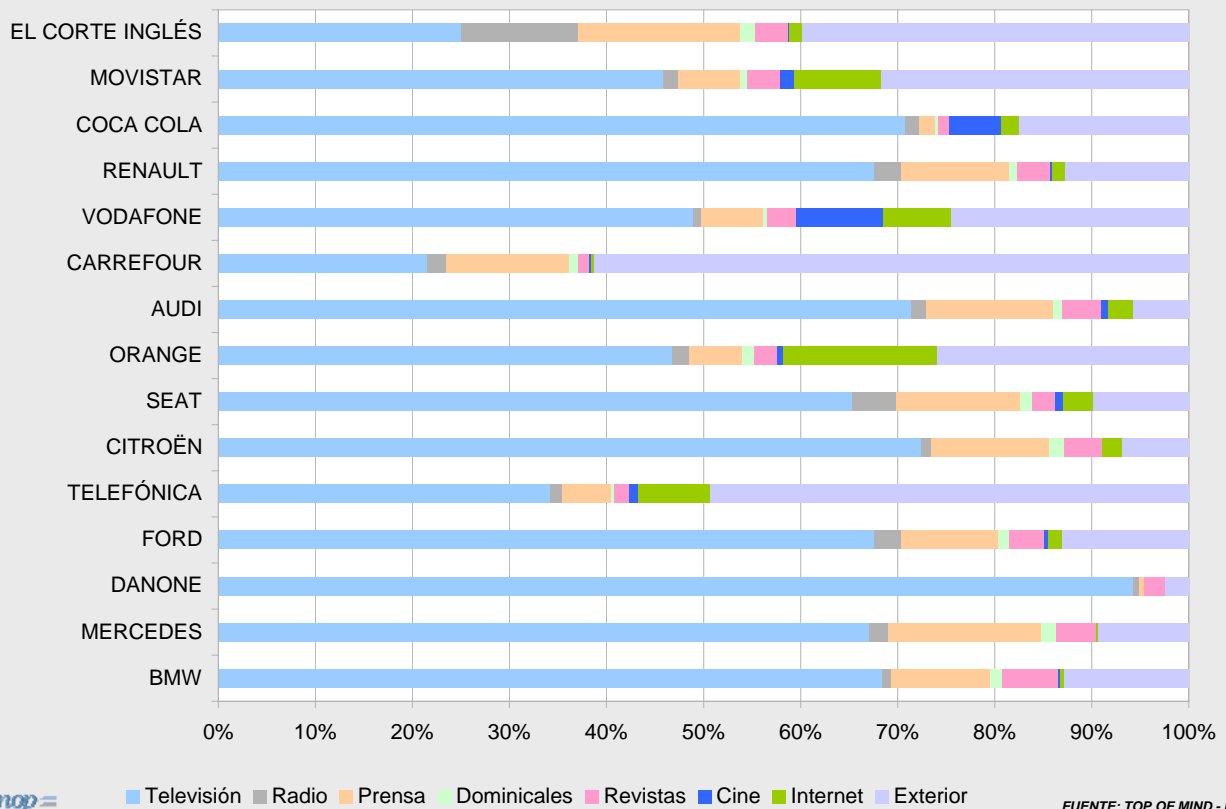
RANKING DE NOTORIEDAD PUBLICITARIA Y PARTICIPACIÓN DE LOS MEDIOS. ENERO 2008

	AÑO MÓVIL feb'07-ene'08		ENERO'08		RK. DIC 2007	RK. ENE 2007
	NOTORIEDAD	RK.	NOTORIEDAD	RK.		
EL CORTE INGLÉS	17,43%	1	19,86%	1	1	1
MOVISTAR	13,99%	4	14,70%	2	2	3
COCA COLA	16,62%	2	14,52%	3	5	2
RENAULT	16,21%	3	14,18%	4	6	5
VODAFONE	13,76%	5	13,20%	5	3	4
CARREFOUR	12,40%	6	12,96%	6	4	7
AUDI	9,78%	8	10,12%	7	12	12
ORANGE	8,50%	12	9,78%	8	8	6
SEAT	10,52%	7	9,65%	9	11	9
CITROËN	9,72%	9	8,91%	10	10	8
TELEFÓNICA	8,63%	11	8,91%	11	9	10
FORD	7,81%	15	8,11%	12	13	16
DANONE	9,27%	10	7,76%	13	30	13
MERCEDES	8,22%	13	7,13%	14	15	15
BMW	8,14%	14	7,08%	15	14	11

FUENTE: TOP OF MIND - IMOP



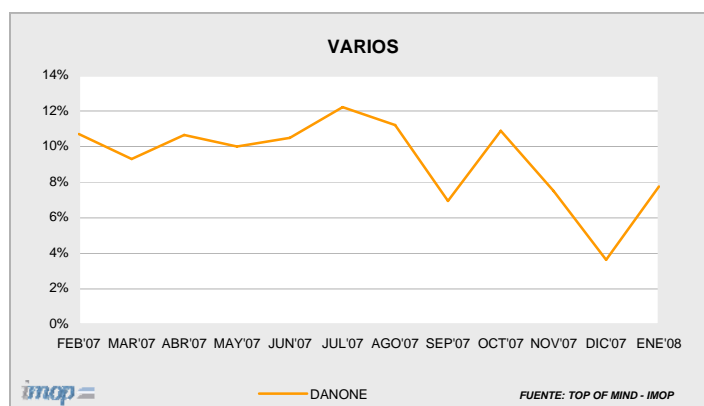
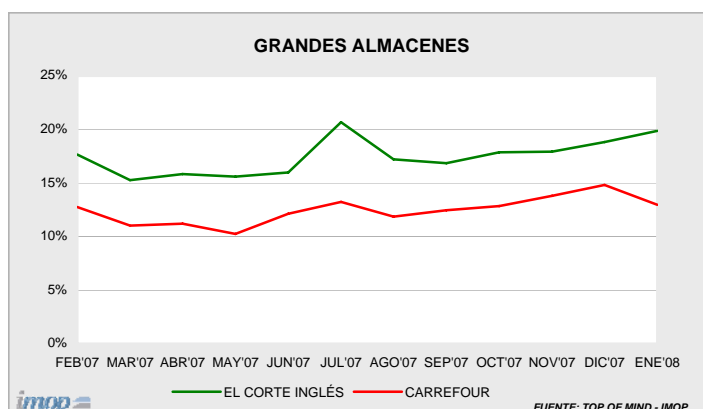
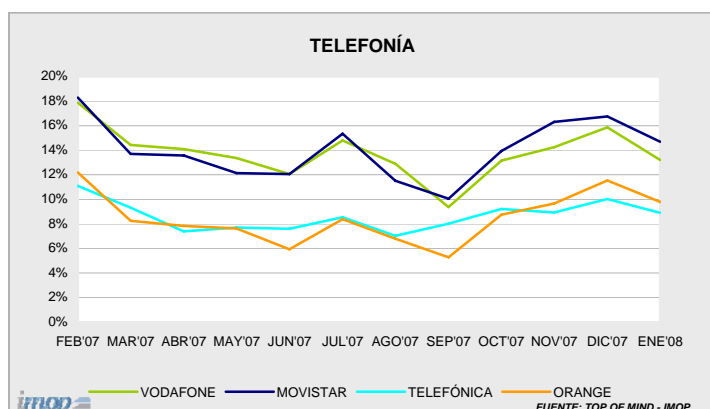
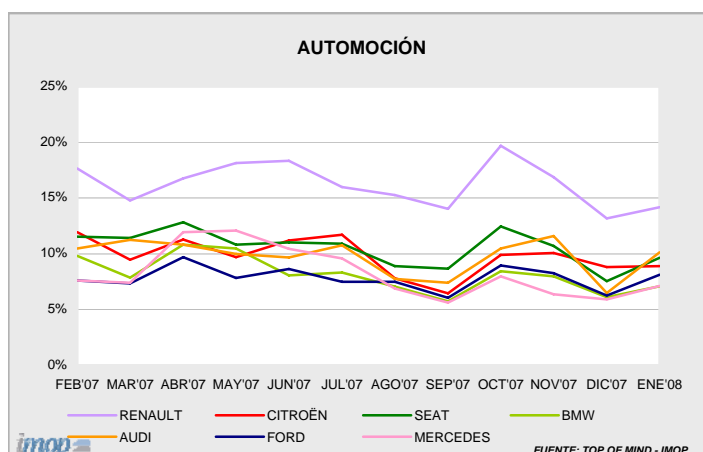
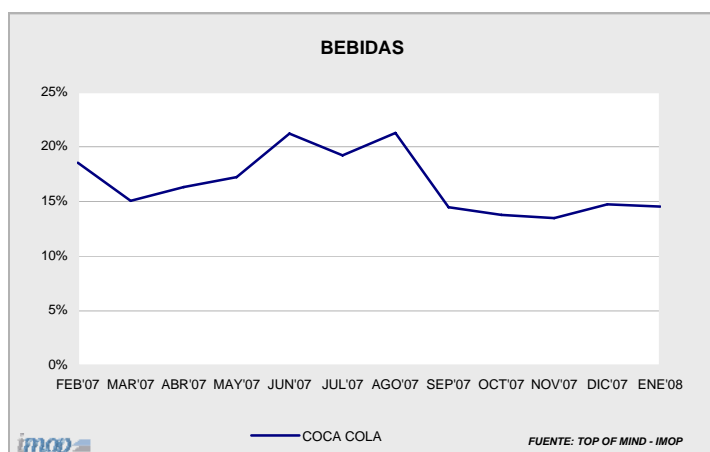
PARTICIPACIÓN DE LOS MEDIOS EN LA CONSTRUCCIÓN DE LA NOTORIEDAD PUBLICITARIA. ENERO 2008



FUENTE: TOP OF MIND - IMOP

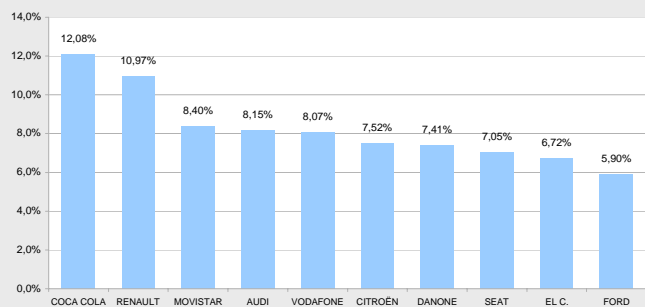
EVOLUCIÓN DE LA NOTORIEDAD PUBLICITARIA DEL AÑO MÓVIL POR MESES

	TOTAL		FEB'07	MAR'07	ABR'07	MAY'07	JUN'07	JUL'07	AGO'07	SEP'07	OCT'07	NOV'07	DIC'07	ENE'08		ENERO'07	
	TOTAL	RK.												ENE'08	Rank.	ENE'07	Rank.
EL CORTE INGLÉS	17,43%	1	17,66%	15,27%	15,83%	15,58%	15,97%	20,68%	17,19%	16,84%	17,87%	17,93%	18,81%	19,86%	1	21,39%	1
MOVISTAR	13,99%	4	18,27%	13,69%	13,56%	12,14%	12,07%	15,35%	11,50%	10,05%	13,93%	16,29%	16,75%	14,70%	2	18,14%	3
COCA COLA	16,62%	2	18,54%	15,07%	16,31%	17,22%	21,21%	19,22%	21,27%	14,47%	13,78%	13,48%	14,75%	14,52%	3	18,99%	2
RENAULT	16,21%	3	17,65%	14,77%	16,77%	18,13%	18,35%	15,99%	15,27%	14,04%	19,70%	16,89%	13,17%	14,18%	4	15,32%	5
VODAFONE	13,76%	5	17,86%	14,42%	14,09%	13,36%	12,06%	14,78%	12,89%	9,38%	13,16%	14,25%	15,86%	13,20%	5	16,93%	4
CARREFOUR	12,40%	6	12,76%	11,02%	11,19%	10,25%	12,13%	13,23%	11,87%	12,46%	12,85%	13,80%	14,82%	12,96%	6	13,37%	7
AUDI	9,78%	8	10,49%	11,26%	10,83%	9,99%	9,68%	10,77%	7,74%	7,40%	10,49%	11,61%	6,49%	10,12%	7	9,01%	12
ORANGE	8,50%	12	12,20%	8,25%	7,84%	7,63%	5,95%	8,38%	6,80%	5,29%	8,74%	9,65%	11,53%	9,78%	8	13,45%	6
SEAT	10,52%	7	11,54%	11,43%	12,84%	10,81%	11,02%	10,91%	8,89%	8,68%	12,45%	10,70%	7,56%	9,65%	9	10,34%	9
CITROËN	9,72%	9	11,95%	9,47%	11,29%	9,69%	11,18%	11,72%	7,81%	6,45%	9,90%	10,07%	8,82%	8,91%	10	11,08%	8
TELEFÓNICA	8,63%	11	11,10%	9,33%	7,39%	7,71%	7,61%	8,53%	7,04%	8,02%	9,22%	8,94%	10,03%	8,91%	11	9,63%	10
FORD	7,81%	15	7,62%	7,34%	9,69%	7,83%	8,64%	7,48%	7,50%	6,07%	8,95%	8,27%	6,26%	8,11%	12	6,55%	16
DANONE	9,27%	10	10,70%	9,30%	10,66%	10,00%	10,50%	12,21%	11,21%	6,95%	10,89%	7,50%	3,64%	7,76%	13	7,28%	13
MERCEDES	8,22%	13	7,60%	7,41%	11,95%	12,08%	10,46%	9,58%	6,89%	5,62%	7,97%	6,37%	5,91%	7,13%	14	6,99%	15
BMW	8,14%	14	9,82%	7,87%	10,81%	10,49%	8,06%	8,33%	7,05%	5,75%	8,45%	7,97%	6,10%	7,08%	15	9,13%	11



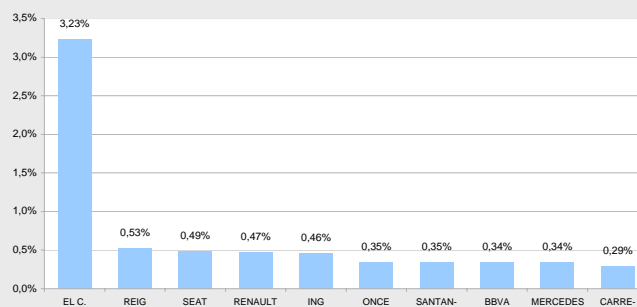
RANKING DE NOTORIEDAD PUBLICITARIA POR MEDIOS. ENERO 2008

TELEVISIÓN



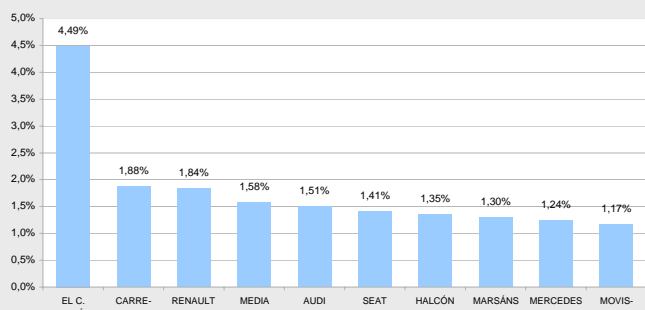

FUENTE: TOP OF MIND - IMOP

RADIO



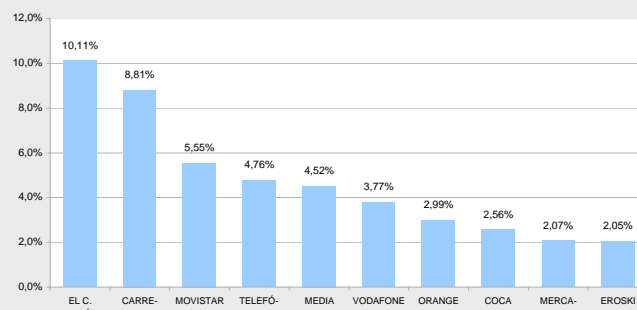

FUENTE: TOP OF MIND - IMOP

PRENSA



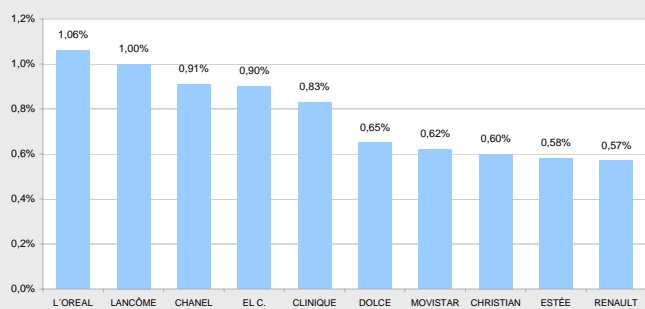

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EXTERIOR



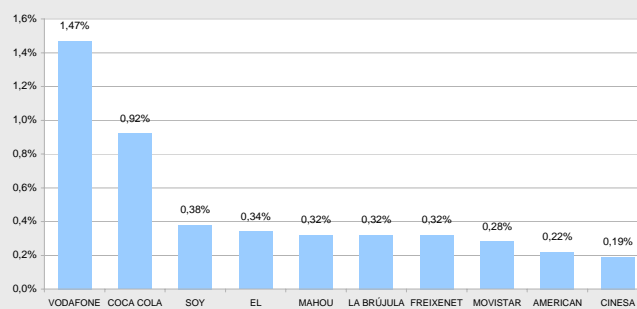

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REVISTAS



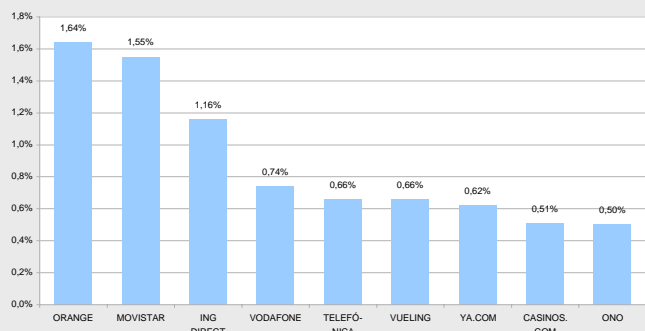

FUENTE: TOP OF MIND - IMOP

CINE



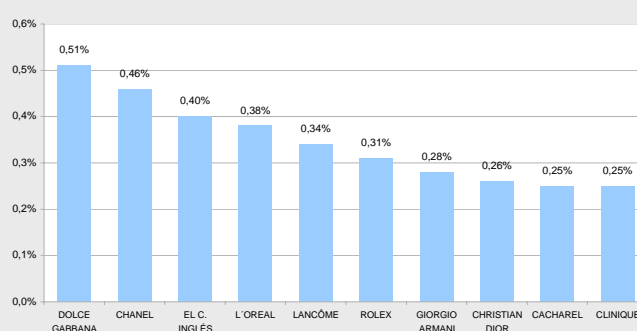

FUENTE: TOP OF MIND - IMOP

INTERNET




FUENTE: TOP OF MIND - IMOP

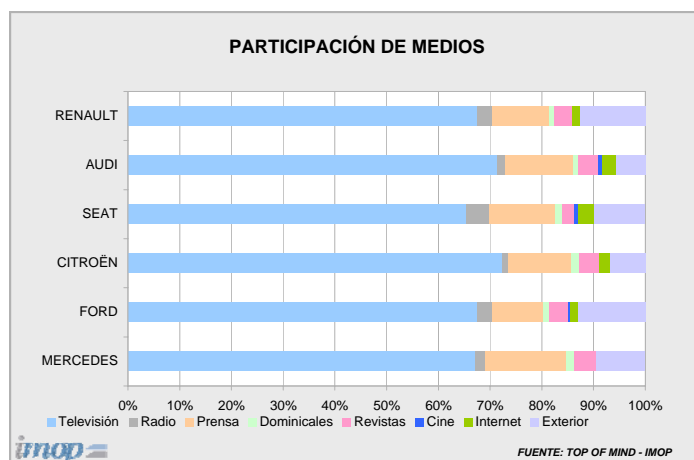
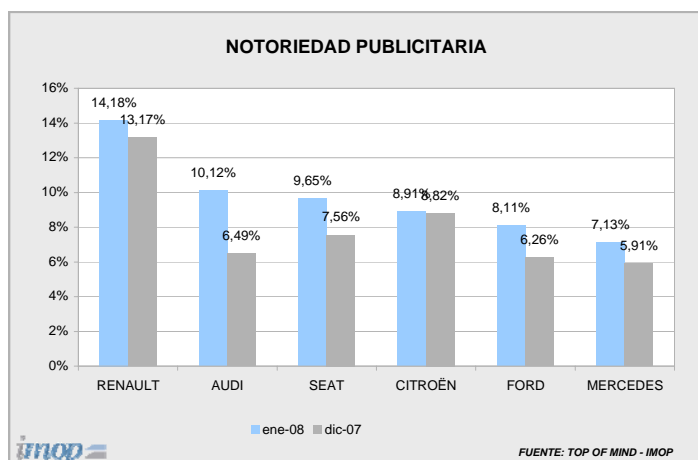
SUPLEMENTOS



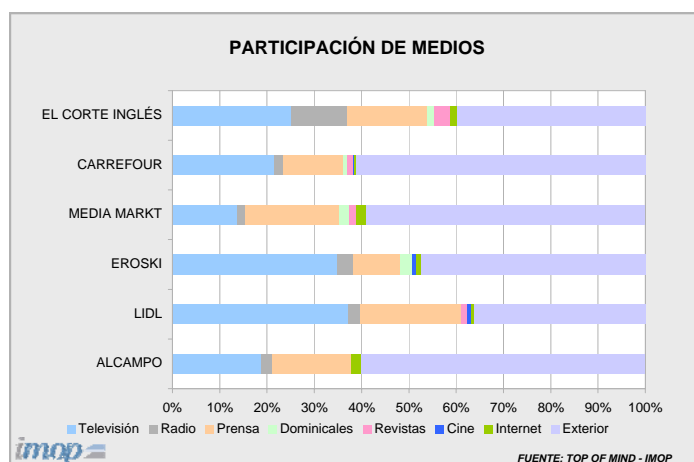
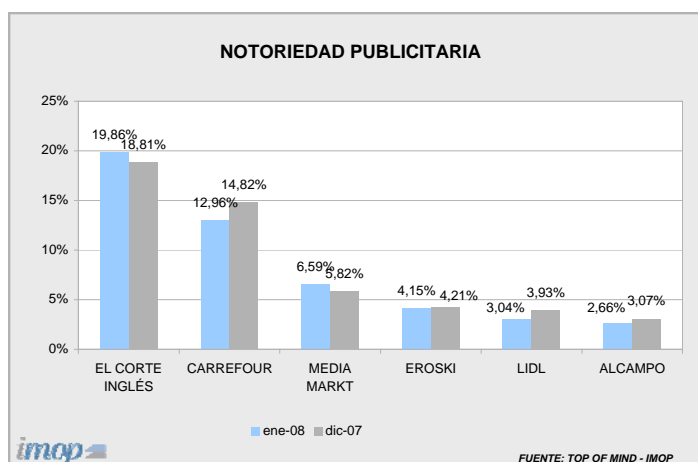

FUENTE: TOP OF MIND - IMOP

NOTORIEDAD PUBLICITARIA POR SECTORES DE ACTIVIDAD. ENERO 2008

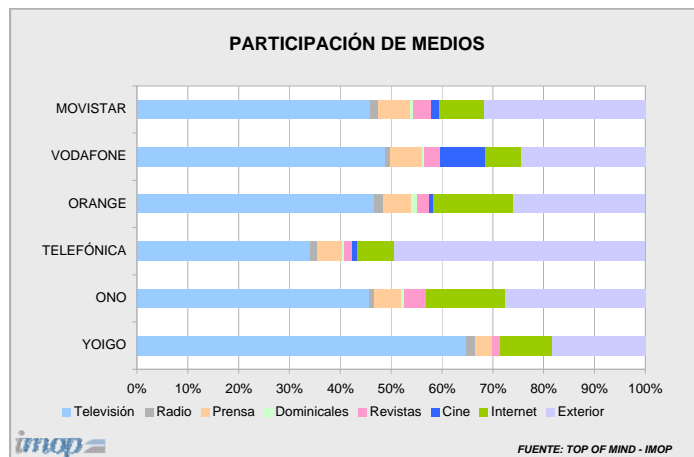
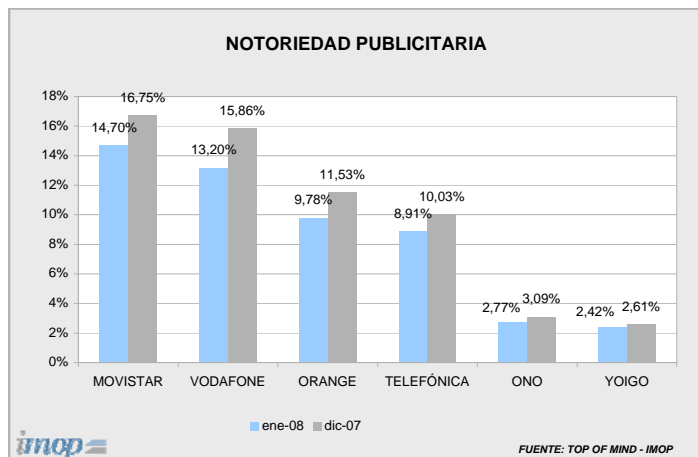
AUTOMOCIÓN



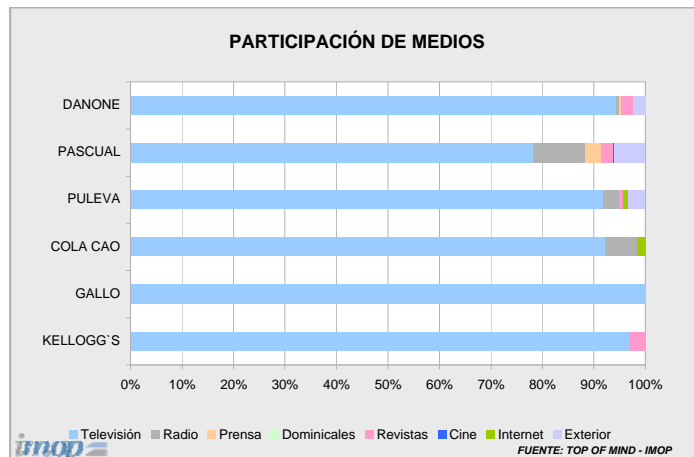
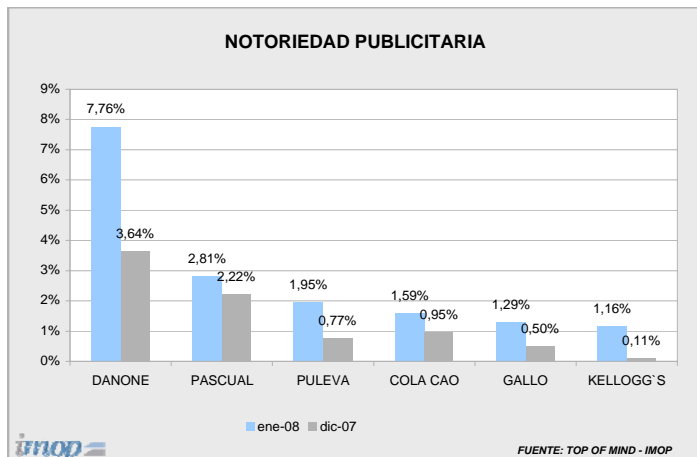
GRANDES ALMACENES



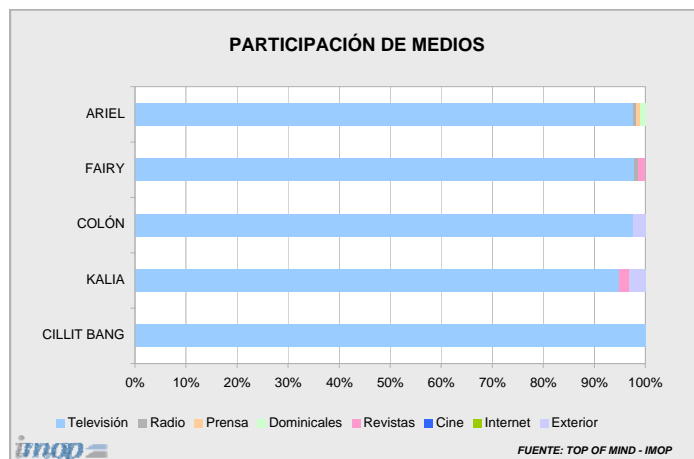
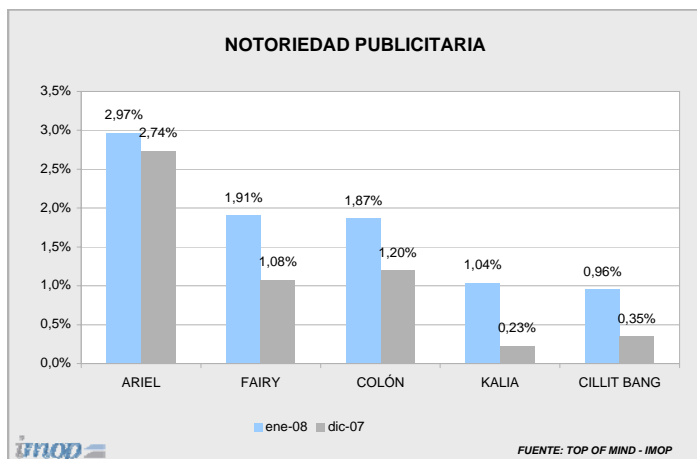
TELEFONÍA



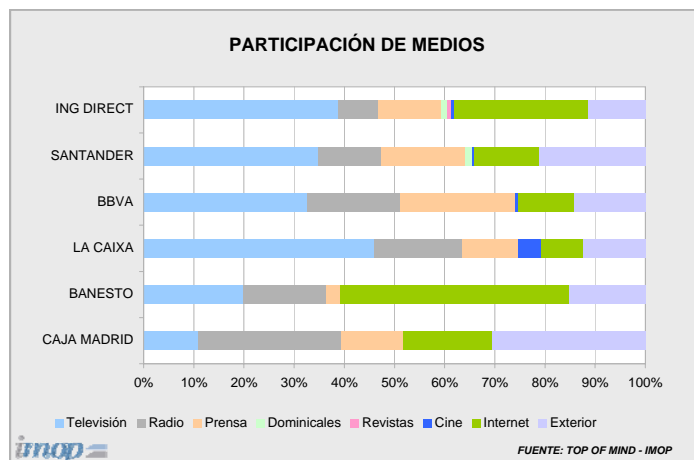
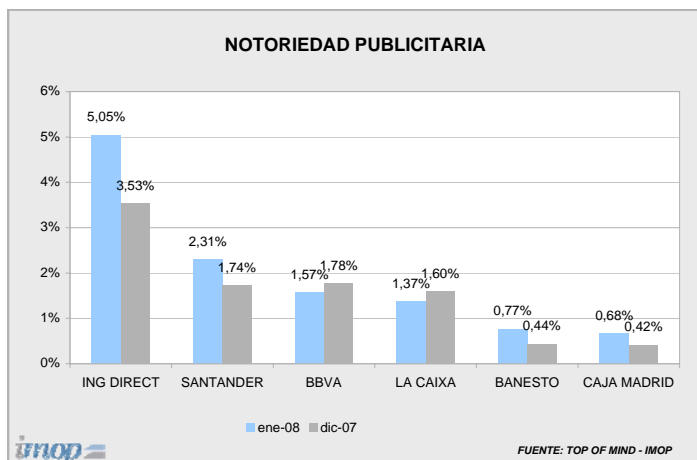
ALIMENTACIÓN



LIMPIEZA DEL HOGAR



SECTOR FINANCIERO



SECTOR ENERGÉTICO

