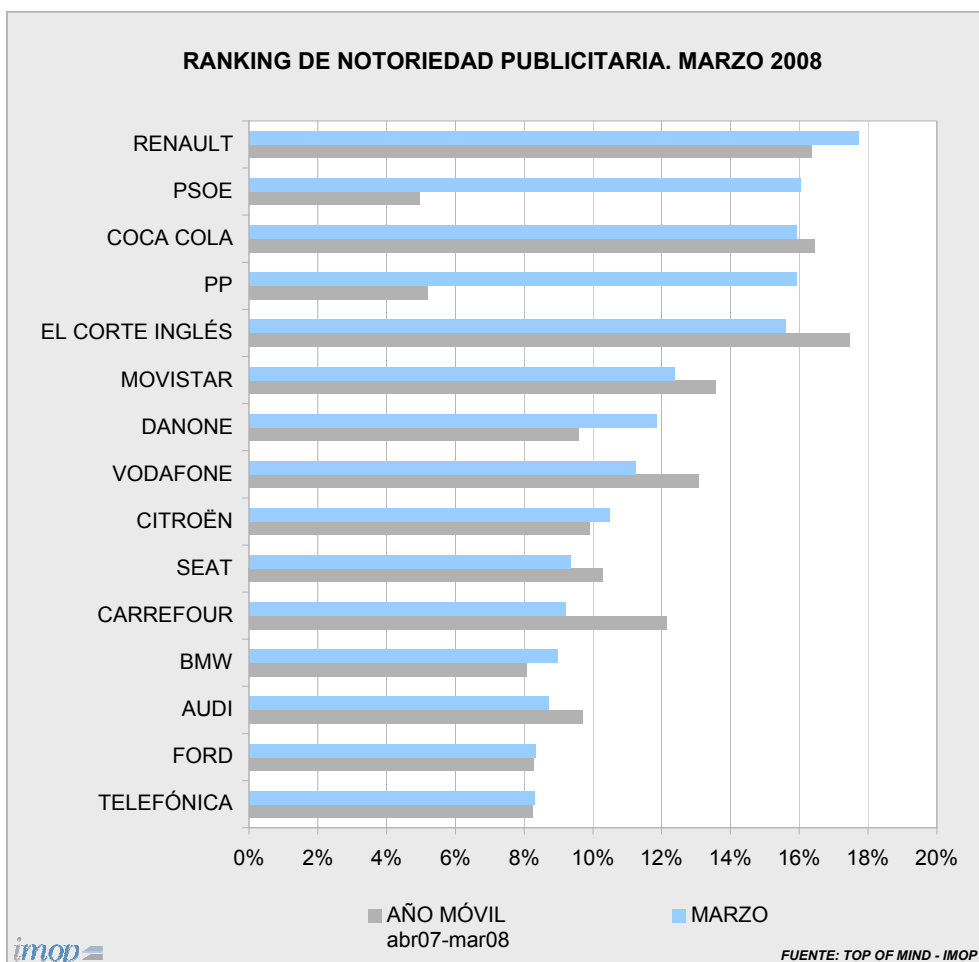


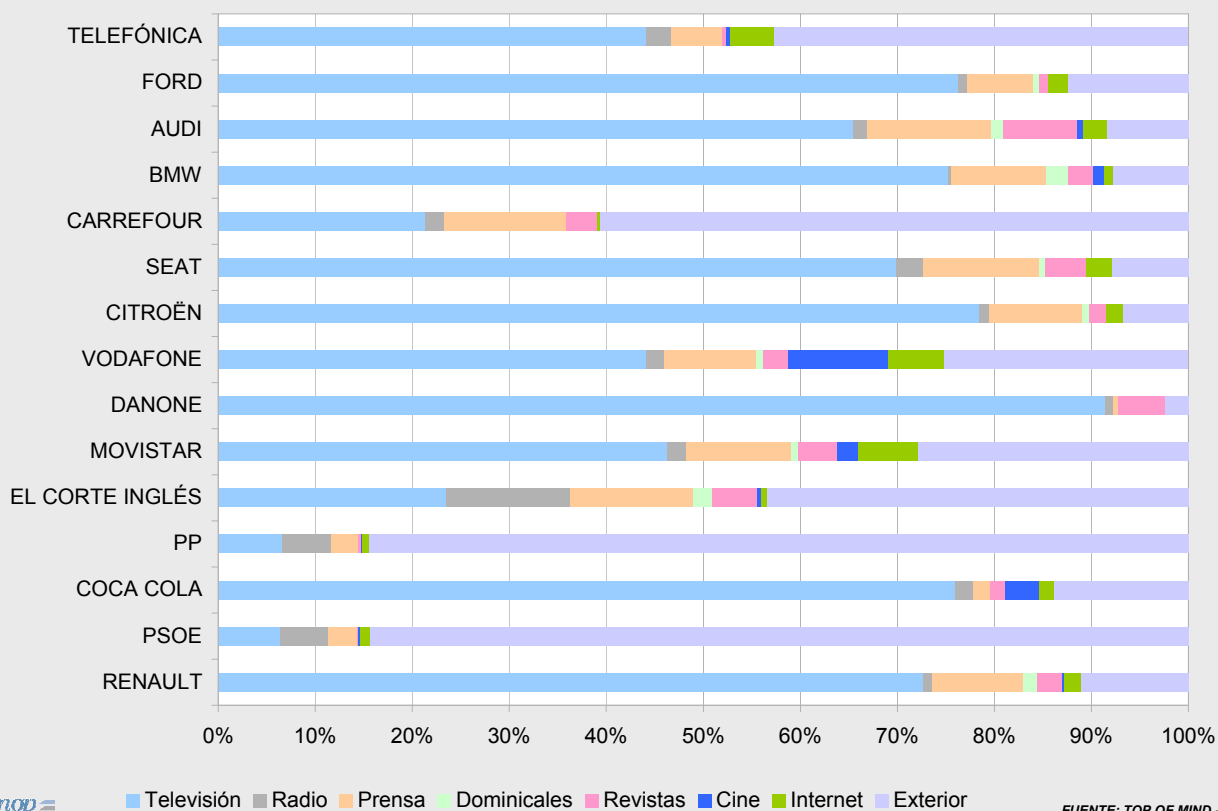
## RANKING DE NOTORIEDAD PUBLICITARIA Y PARTICIPACIÓN DE LOS MEDIOS. MARZO 2008

	AÑO MÓVIL abr07-mar08		MARZO		FEBRERO 2008	RK. MAR. 2007
	NOTORIEDAD	RK.	NOTORIEDAD	RK.		
RENAULT	16,35%	3	17,72%	1	2	3
PSOE	4,96%	21	16,02%	2	6	62
COCA COLA	16,43%	2	15,92%	3	3	2
PP	5,18%	20	15,91%	4	7	85
EL CORTE INGLÉS	17,45%	1	15,58%	5	1	1
MOVISTAR	13,56%	4	12,37%	6	4	5
DANONE	9,58%	10	11,85%	7	9	11
VODAFONE	13,05%	5	11,22%	8	11	4
CITROËN	9,88%	8	10,47%	9	5	9
SEAT	10,28%	7	9,33%	10	12	6
CARREFOUR	12,13%	6	9,20%	11	13	8
BMW	8,07%	15	8,95%	12	16	13
AUDI	9,68%	9	8,69%	13	10	7
FORD	8,26%	12	8,33%	14	8	15
TELEFÓNICA	8,23%	13	8,28%	15	17	10

FUENTE: TOP OF MIND - IMOP

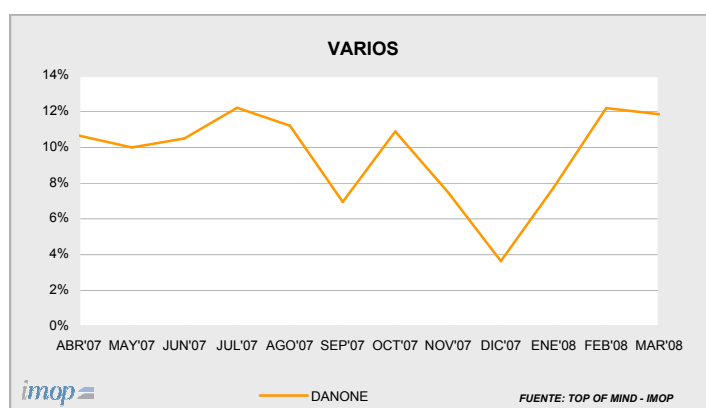
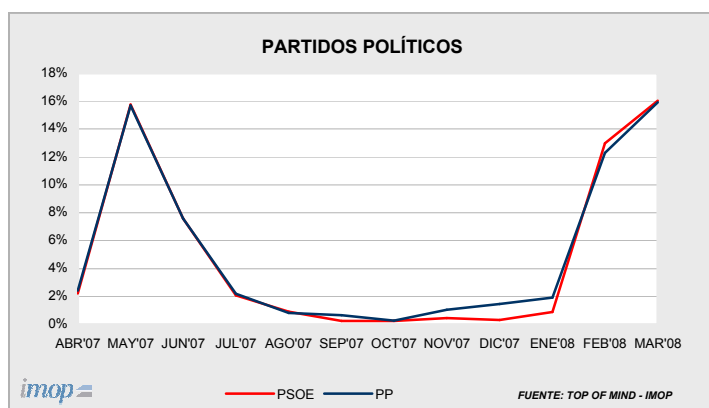
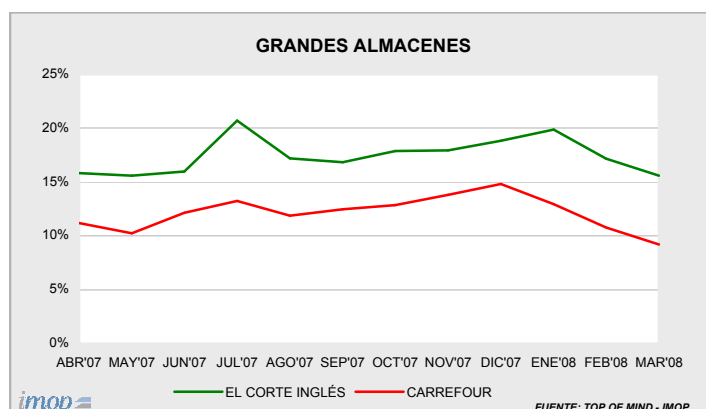
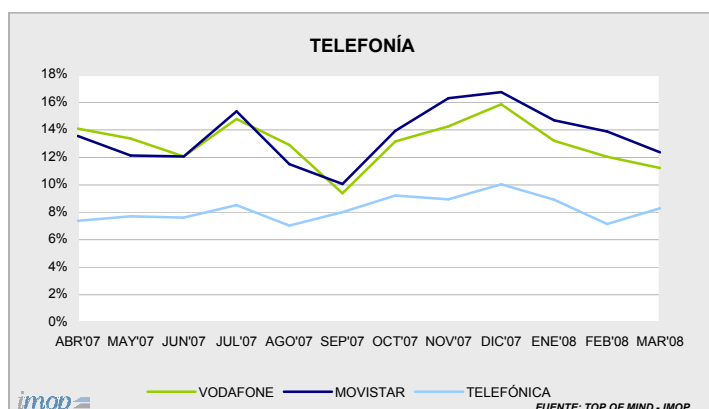
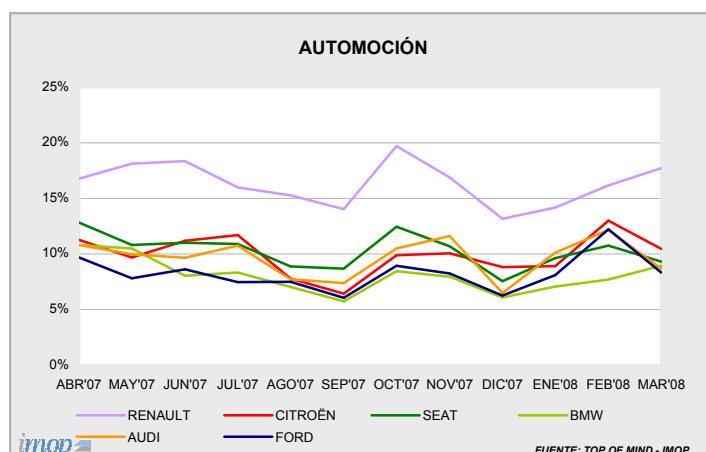
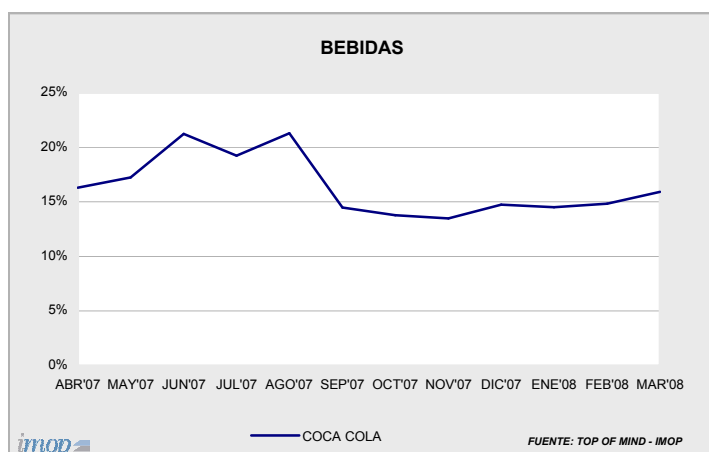


**PARTICIPACIÓN DE LOS MEDIOS EN LA CONSTRUCCIÓN DE LA NOTORIEDAD PUBLICITARIA. MARZO 2008**



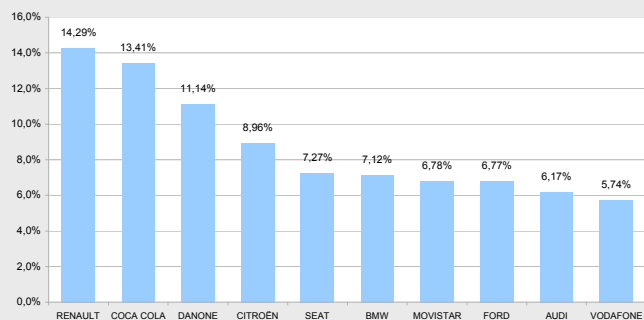
## EVOLUCIÓN DE LA NOTORIEDAD PUBLICITARIA DEL AÑO MÓVIL POR MESES

	TOTAL		ABR'07	MAY'07	JUN'07	JUL'07	AGO'07	SEP'07	OCT'07	NOV'07	DIC'07	ENE'08	FEB'08	MAR'08		MAR'07	
	TOTAL	RK.												MAR'08	Rank.	MAR'07	Rank.
RENAULT	16,35%	3	16,77%	18,13%	18,35%	15,99%	15,27%	14,04%	19,70%	16,89%	13,17%	14,18%	16,16%	17,72%	1	14,77%	3
PSOE	4,96%	21	2,23%	15,75%	7,60%	2,09%	0,91%	0,25%	0,26%	0,45%	0,32%	0,90%	12,98%	16,02%	2	1,60%	62
COCA COLA	16,43%	2	16,31%	17,22%	21,21%	19,22%	21,27%	14,47%	13,78%	13,48%	14,75%	14,52%	14,82%	15,92%	3	15,07%	2
PP	5,18%	20	2,44%	15,68%	7,59%	2,21%	0,83%	0,67%	0,28%	1,05%	1,46%	1,92%	12,30%	15,91%	4	1,13%	85
EL CORTE INGLÉS	17,45%	1	15,83%	15,58%	15,97%	20,68%	17,19%	16,84%	17,87%	17,93%	18,81%	19,86%	17,15%	15,58%	5	15,27%	1
MOVISTAR	13,56%	4	13,56%	12,14%	12,07%	15,35%	11,50%	10,05%	13,93%	16,29%	16,75%	14,70%	13,89%	12,37%	6	13,69%	5
DANONE	9,58%	10	10,66%	10,00%	10,50%	12,21%	11,21%	6,95%	10,89%	7,50%	3,64%	7,76%	12,20%	11,85%	7	9,30%	11
VODAFONE	13,05%	5	14,09%	13,36%	12,06%	14,78%	12,89%	9,38%	13,16%	14,25%	15,86%	13,20%	12,03%	11,22%	8	14,42%	4
CITROËN	9,88%	8	11,29%	9,69%	11,18%	11,72%	7,81%	6,45%	9,90%	10,07%	8,82%	8,91%	13,01%	10,47%	9	9,47%	9
SEAT	10,28%	7	12,84%	10,81%	11,02%	10,91%	8,89%	8,68%	12,45%	10,70%	7,56%	9,65%	10,77%	9,33%	10	11,43%	6
CARREFOUR	12,13%	6	11,19%	10,25%	12,13%	13,23%	11,87%	12,46%	12,85%	13,80%	14,82%	12,96%	10,77%	9,20%	11	11,02%	8
BMW	8,07%	15	10,81%	10,49%	8,06%	8,33%	7,05%	5,75%	8,45%	7,97%	6,10%	7,08%	7,70%	8,95%	12	7,87%	13
AUDI	9,68%	9	10,83%	9,99%	9,68%	10,77%	7,74%	7,40%	10,49%	11,61%	6,49%	10,12%	12,18%	8,69%	13	11,26%	7
FORD	8,26%	12	9,69%	7,83%	8,64%	7,48%	7,50%	6,07%	8,95%	8,27%	6,26%	8,11%	12,24%	8,33%	14	7,34%	15
TELEFÓNICA	8,23%	13	7,39%	7,71%	7,61%	8,53%	7,04%	8,02%	9,22%	8,94%	10,03%	8,91%	7,15%	8,28%	15	9,33%	10



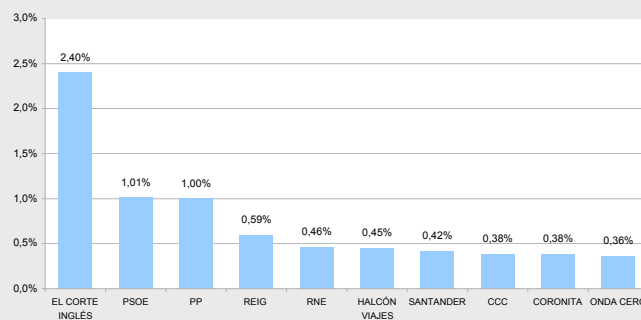
## RANKING DE NOTORIEDAD PUBLICITARIA POR MEDIOS. MARZO 2008

### TELEVISIÓN



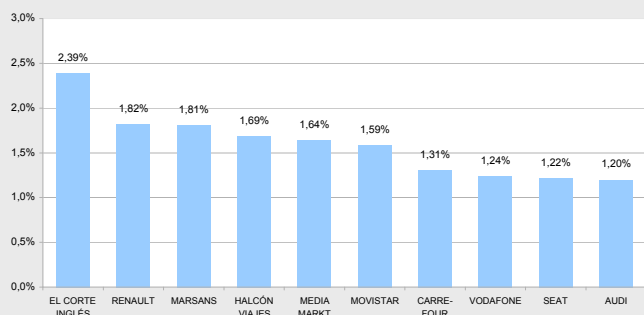

FUENTE: TOP OF MIND - IMOP

### RADIO



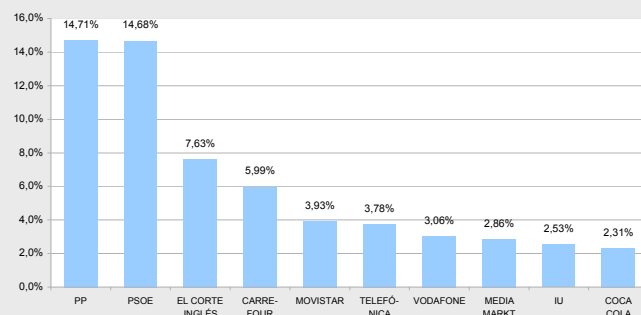

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### PRENSA



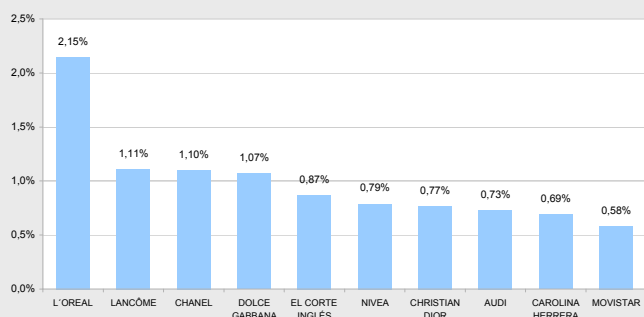

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### EXTERIOR



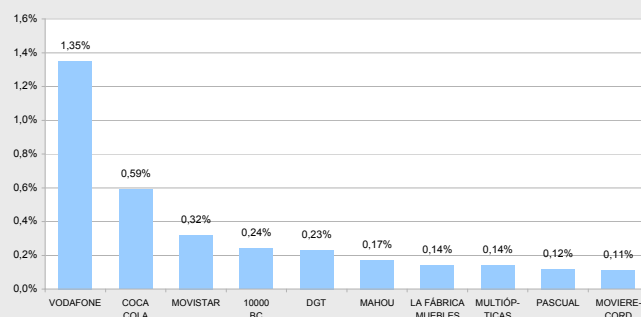

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### REVISTAS



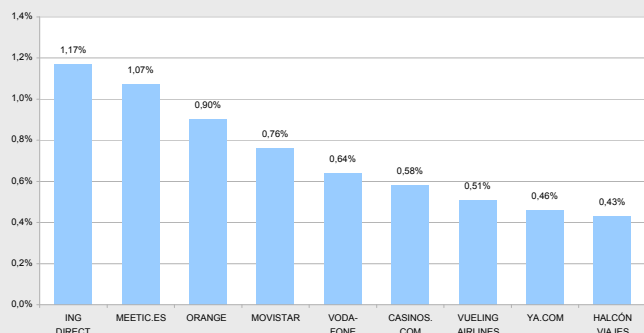

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### CINE



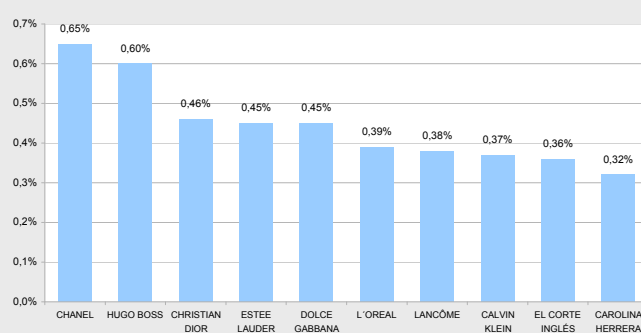

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### INTERNET




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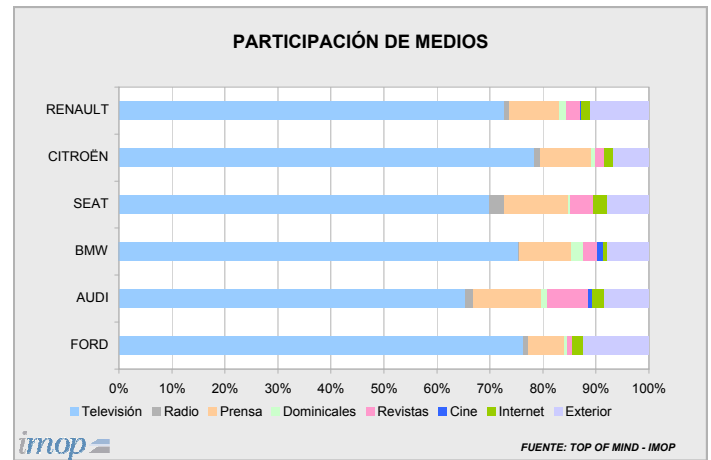
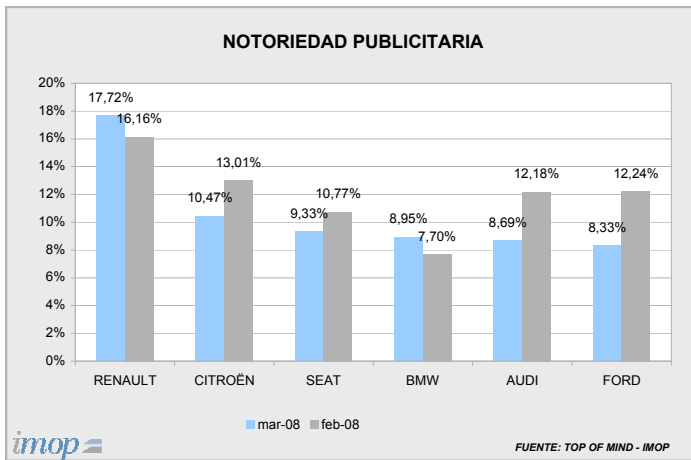
### SUPLEMENTOS



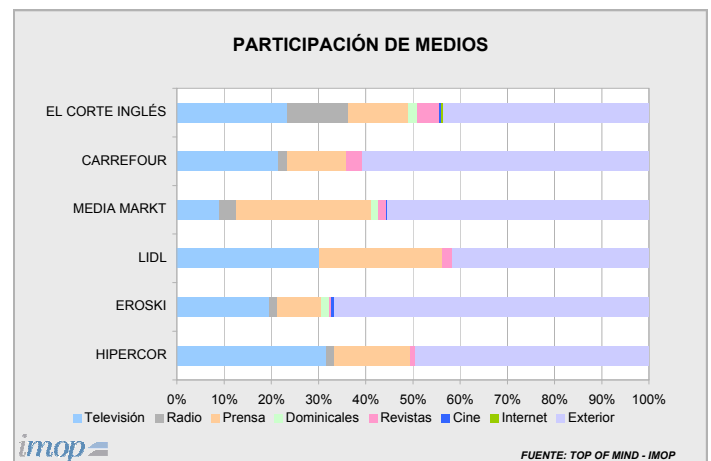
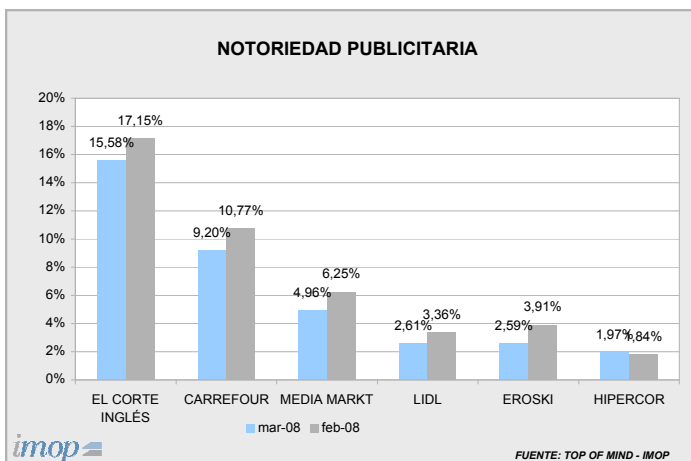

FUENTE: TOP OF MIND - IMOP

## NOTORIEDAD PUBLICITARIA POR SECTORES DE ACTIVIDAD. MARZO 2008

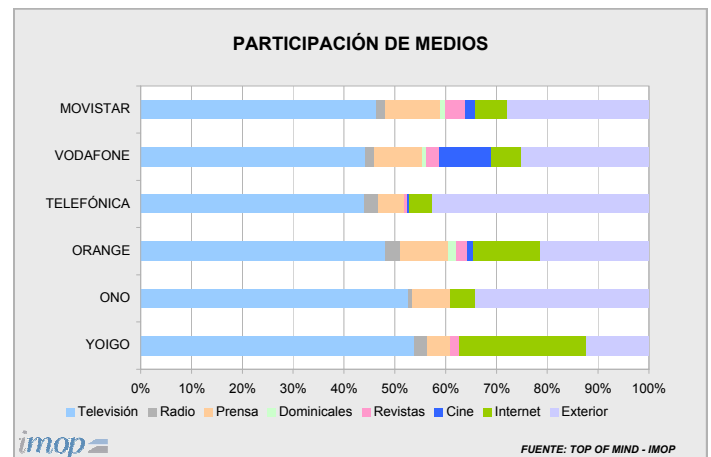
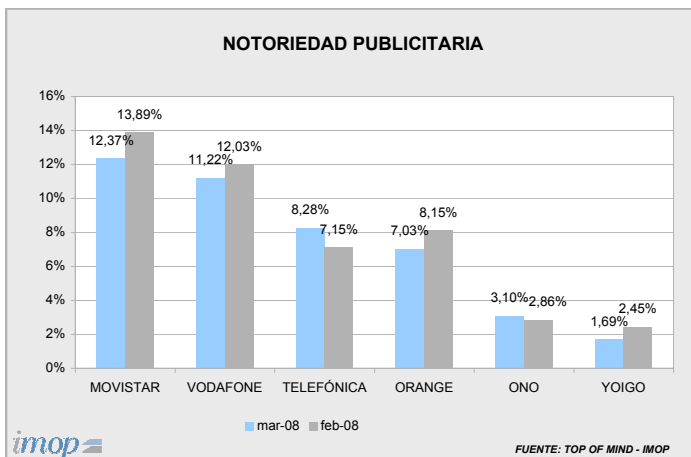
### AUTOMOCIÓN



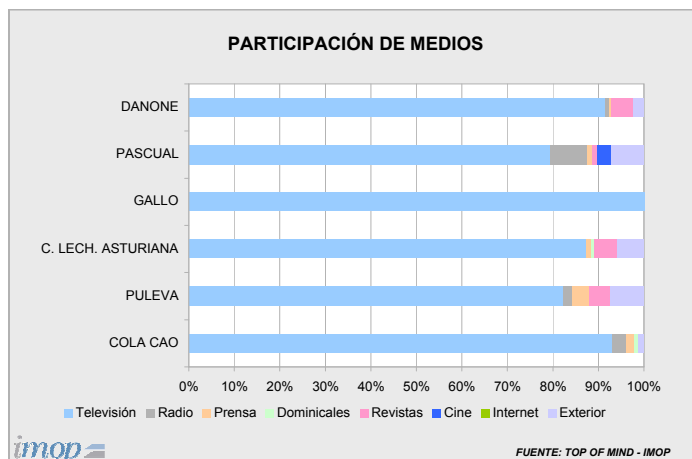
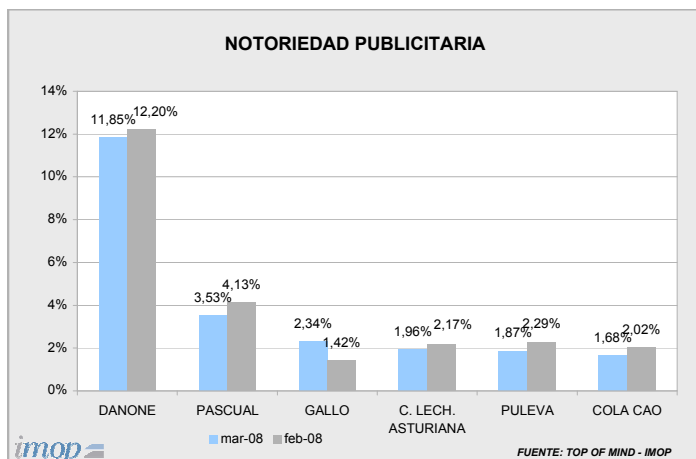
### GRANDES ALMACENES



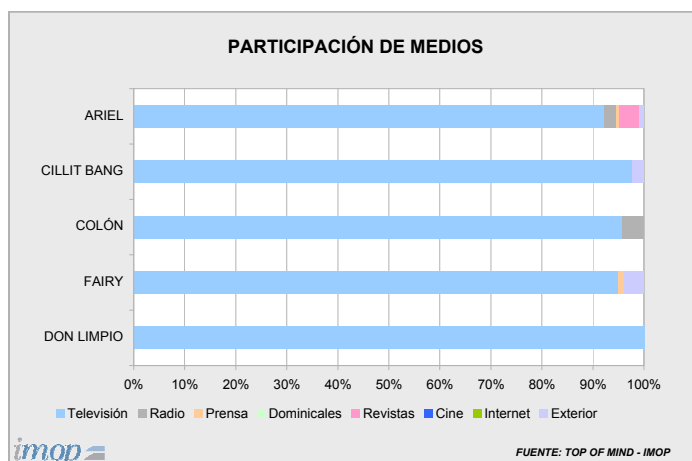
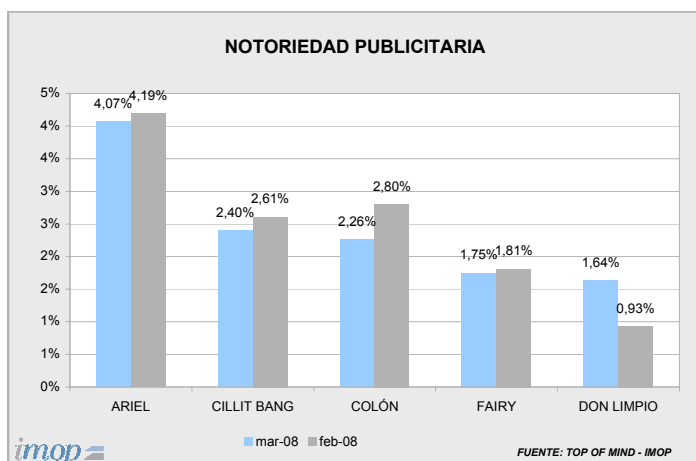
### TELEFONÍA



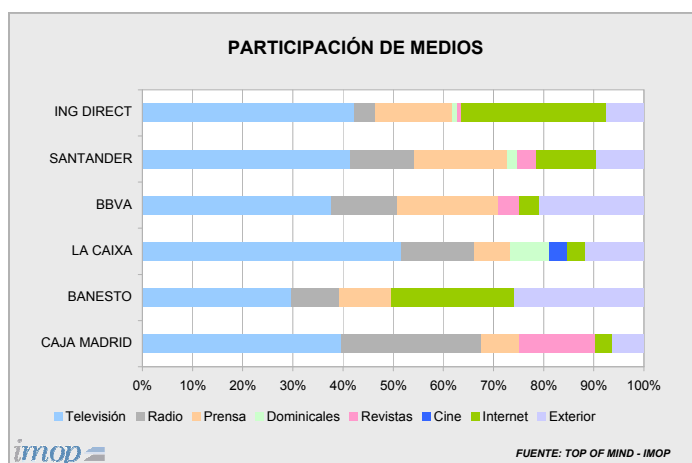
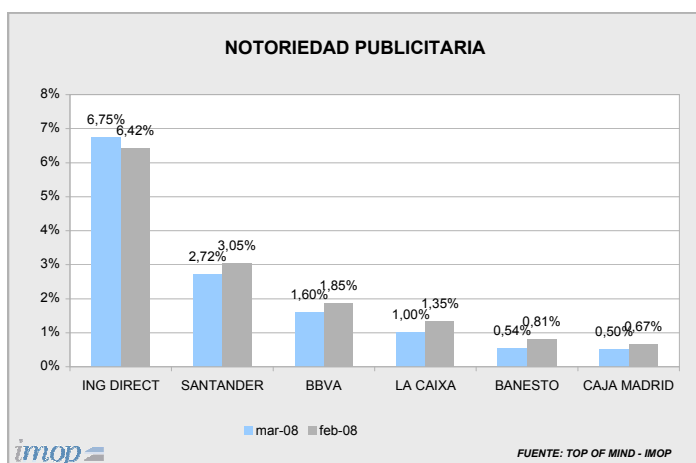
## ALIMENTACIÓN



## LIMPIEZA DEL HOGAR



## SECTOR FINANCIERO



## SECTOR ENERGÉTICO

