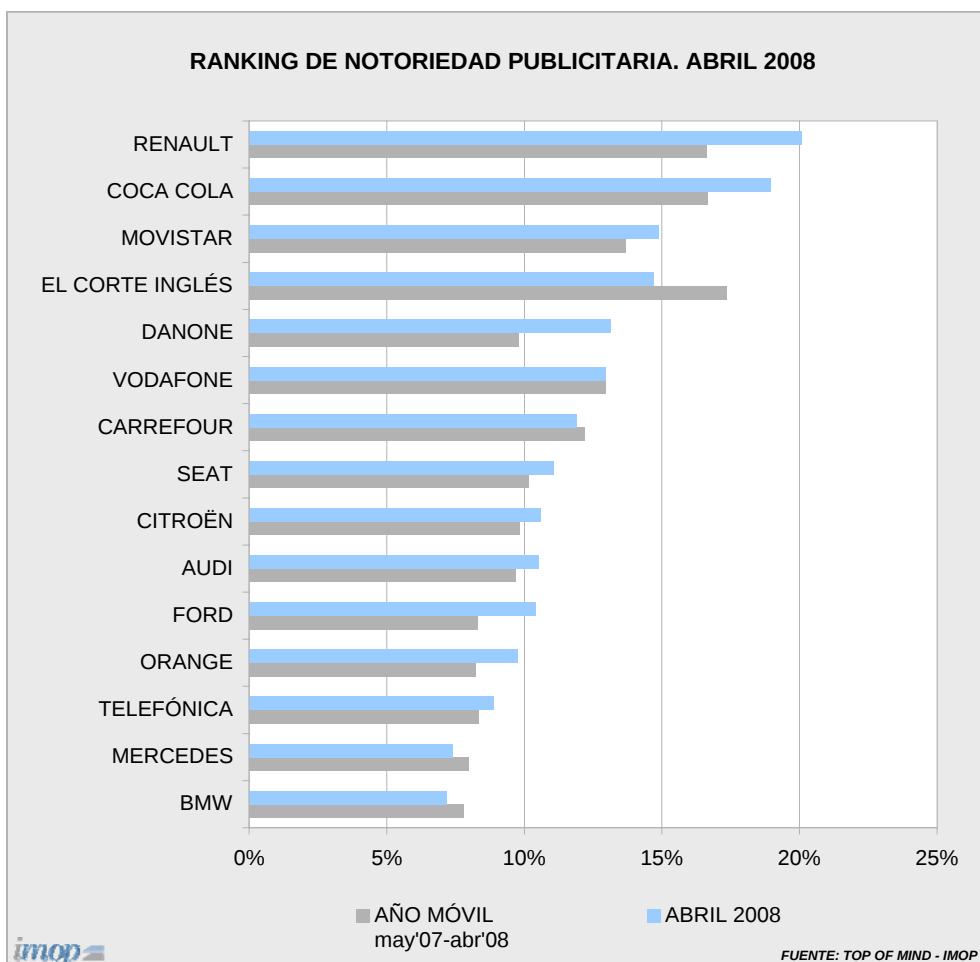


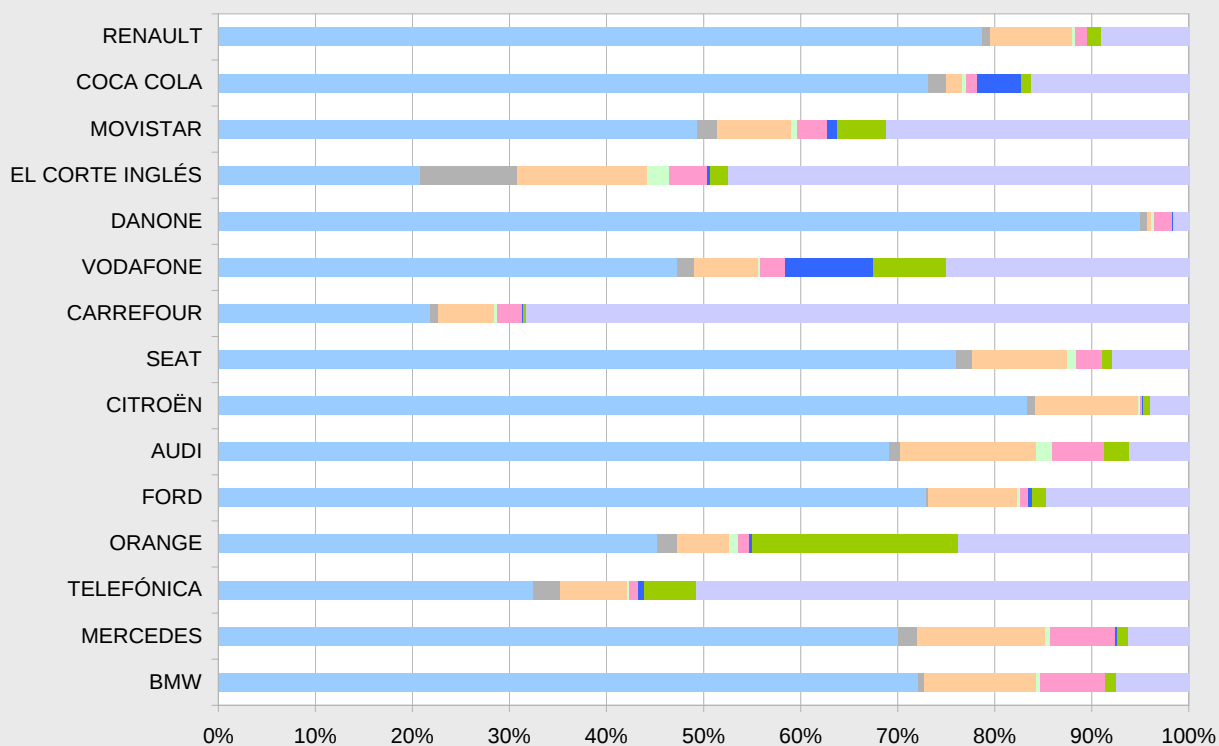
## RANKING DE NOTORIEDAD PUBLICITARIA Y PARTICIPACIÓN DE LOS MEDIOS. ABRIL 2008

|                 | AÑO MÓVIL<br>may'07-abr'08 |     | ABRIL 2008 |     | MARZO<br>2008 | RK.<br>ABR.<br>2007 |
|-----------------|----------------------------|-----|------------|-----|---------------|---------------------|
|                 | NOTORIEDAD                 | RK. | NOTORIEDAD | RK. |               |                     |
| RENAULT         | 16,60%                     | 3   | 20,06%     | 1   | 1             | 1                   |
| COCA COLA       | 16,63%                     | 2   | 18,94%     | 2   | 3             | 2                   |
| MOVISTAR        | 13,66%                     | 4   | 14,85%     | 3   | 6             | 5                   |
| EL CORTE INGLÉS | 17,36%                     | 1   | 14,68%     | 4   | 5             | 3                   |
| DANONE          | 9,77%                      | 9   | 13,12%     | 5   | 7             | 12                  |
| VODAFONE        | 12,96%                     | 5   | 12,95%     | 6   | 8             | 4                   |
| CARREFOUR       | 12,18%                     | 6   | 11,88%     | 7   | 11            | 9                   |
| SEAT            | 10,14%                     | 7   | 11,05%     | 8   | 10            | 6                   |
| CITROËN         | 9,83%                      | 8   | 10,56%     | 9   | 9             | 8                   |
| AUDI            | 9,66%                      | 10  | 10,49%     | 10  | 13            | 10                  |
| FORD            | 8,31%                      | 12  | 10,40%     | 11  | 14            | 13                  |
| ORANGE          | 8,24%                      | 13  | 9,76%      | 12  | 16            | 15                  |
| TELEFÓNICA      | 8,34%                      | 11  | 8,89%      | 13  | 15            | 17                  |
| MERCEDES        | 7,96%                      | 14  | 7,39%      | 14  | 17            | 7                   |
| BMW             | 7,79%                      | 15  | 7,18%      | 15  | 12            | 11                  |

FUENTE: TOP OF MIND - IMOP

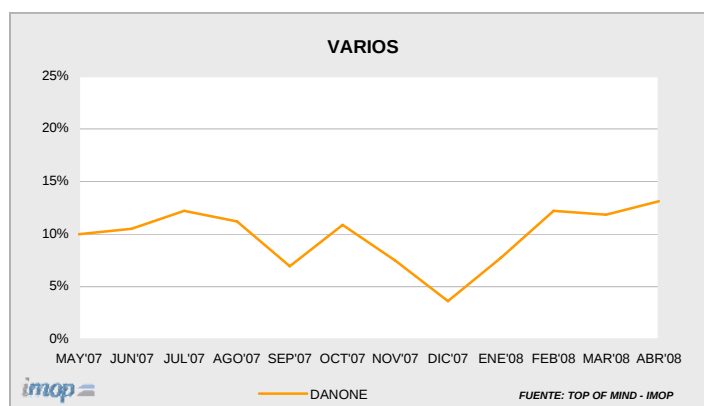
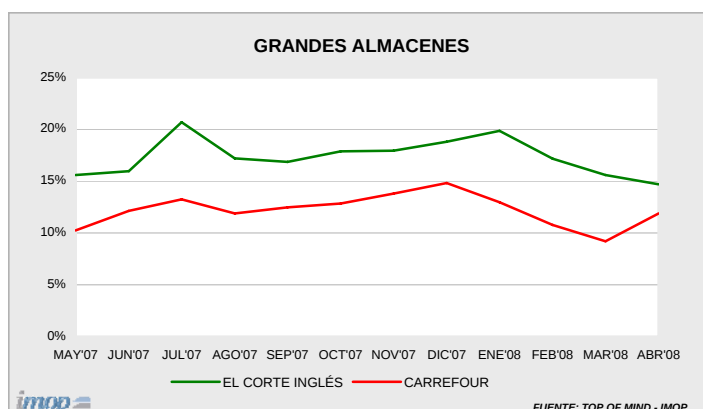
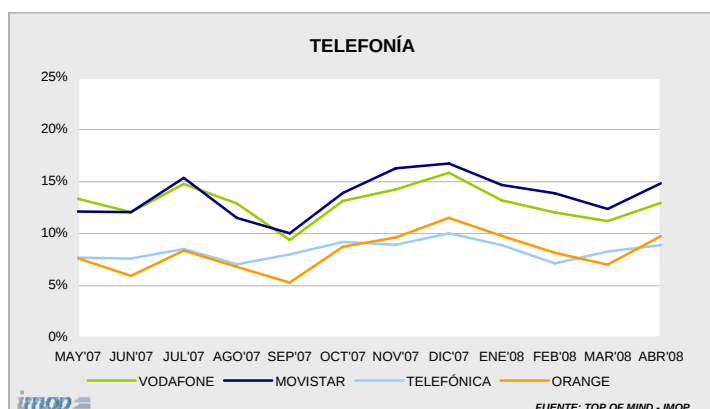
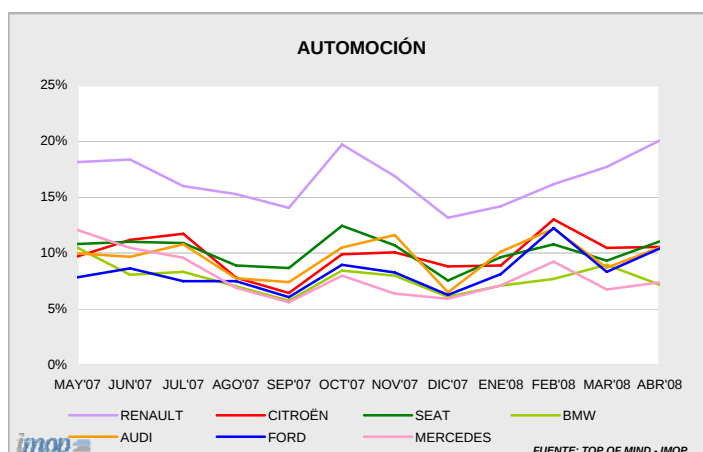
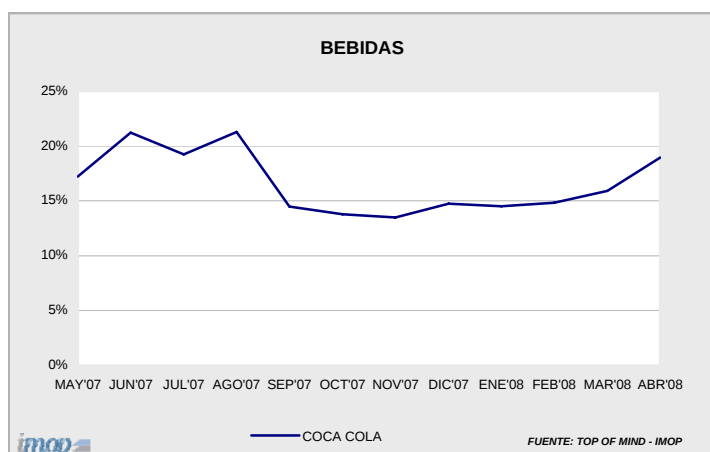


**PARTICIPACIÓN DE LOS MEDIOS EN LA CONSTRUCCIÓN DE LA NOTORIEDAD PUBLICITARIA. ABRIL 2008**



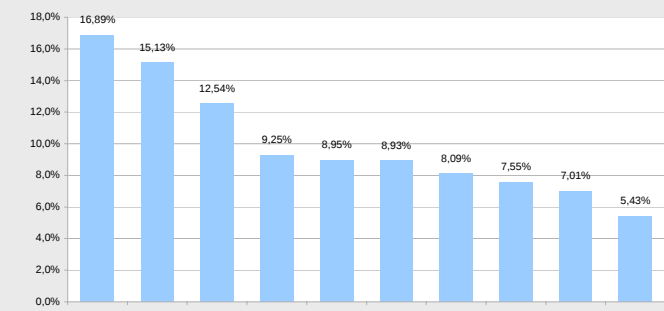
## EVOLUCIÓN DE LA NOTORIEDAD PUBLICITARIA DEL AÑO MÓVIL POR MESES

|                 | TOTAL  |     | MAY'07 | JUN'07 | JUL'07 | AGO'07 | SEP'07 | OCT'07 | NOV'07 | DIC'07 | ENE'08 | FEB'08 | MAR'08 | ABR'08 |       | ABR'07 |       |
|-----------------|--------|-----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|-------|
|                 | TOTAL  | RK. |        |        |        |        |        |        |        |        |        |        |        | ABR'08 | Rank. | ABR'07 | Rank. |
| RENAULT         | 16,60% | 3   | 18,13% | 18,35% | 15,99% | 15,27% | 14,04% | 19,70% | 16,89% | 13,17% | 14,18% | 16,16% | 17,72% | 20,06% | 1     | 16,77% | 1     |
| COCA COLA       | 16,63% | 2   | 17,22% | 21,21% | 19,22% | 21,27% | 14,47% | 13,78% | 13,48% | 14,75% | 14,52% | 14,82% | 15,92% | 18,94% | 2     | 16,31% | 2     |
| MOVISTAR        | 13,66% | 4   | 12,14% | 12,07% | 15,35% | 11,50% | 10,05% | 13,93% | 16,29% | 16,75% | 14,70% | 13,89% | 12,37% | 14,85% | 3     | 13,56% | 5     |
| EL CORTE INGLÉS | 17,36% | 1   | 15,58% | 15,97% | 20,68% | 17,19% | 16,84% | 17,87% | 17,93% | 18,81% | 19,86% | 17,15% | 15,58% | 14,68% | 4     | 15,83% | 3     |
| DANONE          | 9,77%  | 9   | 10,00% | 10,50% | 12,21% | 11,21% | 6,95%  | 10,89% | 7,50%  | 3,64%  | 7,76%  | 12,20% | 11,85% | 13,12% | 5     | 10,66% | 12    |
| VODAFONE        | 12,96% | 5   | 13,36% | 12,06% | 14,78% | 12,89% | 9,38%  | 13,16% | 14,25% | 15,86% | 13,20% | 12,03% | 11,22% | 12,95% | 6     | 14,09% | 4     |
| CARREFOUR       | 12,18% | 6   | 10,25% | 12,13% | 13,23% | 11,87% | 12,46% | 12,85% | 13,80% | 14,82% | 12,96% | 10,77% | 9,20%  | 11,88% | 7     | 11,19% | 9     |
| SEAT            | 10,14% | 7   | 10,81% | 11,02% | 10,91% | 8,89%  | 8,68%  | 12,45% | 10,70% | 7,56%  | 9,65%  | 10,77% | 9,33%  | 11,05% | 8     | 12,84% | 6     |
| CITROËN         | 9,83%  | 8   | 9,69%  | 11,18% | 11,72% | 7,81%  | 6,45%  | 9,90%  | 10,07% | 8,82%  | 8,91%  | 13,01% | 10,47% | 10,56% | 9     | 11,29% | 8     |
| AUDI            | 9,66%  | 10  | 9,99%  | 9,68%  | 10,77% | 7,74%  | 7,40%  | 10,49% | 11,61% | 6,49%  | 10,12% | 12,18% | 8,69%  | 10,49% | 10    | 10,83% | 10    |
| FORD            | 8,31%  | 12  | 7,83%  | 8,64%  | 7,48%  | 7,50%  | 6,07%  | 8,95%  | 8,27%  | 6,26%  | 8,11%  | 12,24% | 8,33%  | 10,40% | 11    | 9,69%  | 13    |
| ORANGE          | 8,24%  | 13  | 7,63%  | 5,95%  | 8,38%  | 6,80%  | 5,29%  | 8,74%  | 9,65%  | 11,53% | 9,78%  | 8,15%  | 7,03%  | 9,76%  | 12    | 7,84%  | 15    |
| TELEFÓNICA      | 8,34%  | 11  | 7,71%  | 7,61%  | 8,53%  | 7,04%  | 8,02%  | 9,22%  | 8,94%  | 10,03% | 8,91%  | 7,15%  | 8,28%  | 8,89%  | 13    | 7,39%  | 17    |
| MERCEDES        | 7,96%  | 14  | 12,08% | 10,46% | 9,58%  | 6,89%  | 5,62%  | 7,97%  | 6,37%  | 5,91%  | 7,13%  | 9,24%  | 6,75%  | 7,39%  | 14    | 11,95% | 7     |
| BMW             | 7,79%  | 15  | 10,49% | 8,06%  | 8,33%  | 7,05%  | 5,75%  | 8,45%  | 7,97%  | 6,10%  | 7,08%  | 7,70%  | 8,95%  | 7,18%  | 15    | 10,81% | 11    |



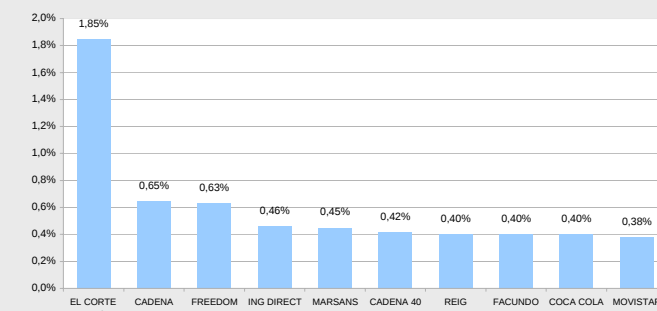
## RANKING DE NOTORIEDAD PUBLICITARIA POR MEDIOS. ABRIL 2008

### TELEVISIÓN



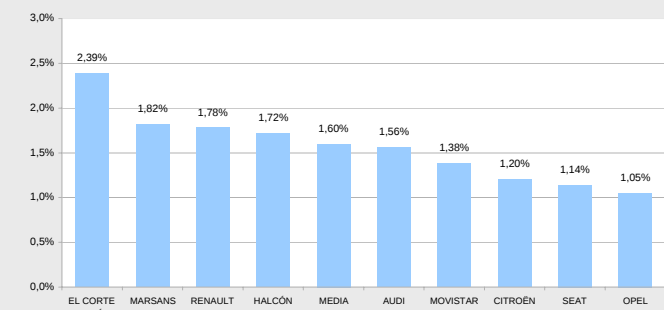
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### RADIO



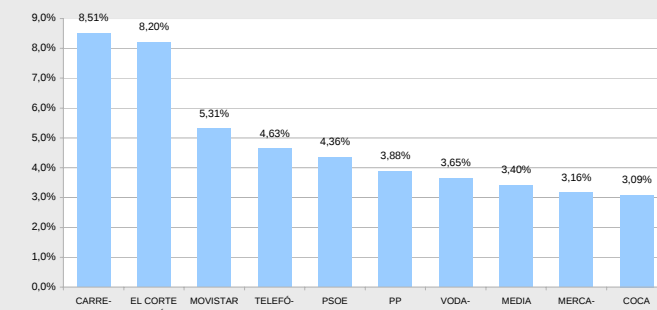
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### PRENSA



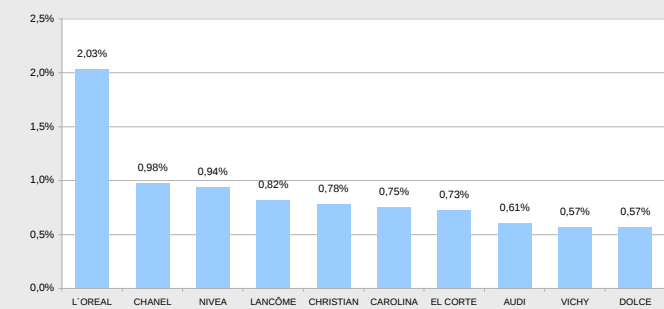
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### EXTERIOR



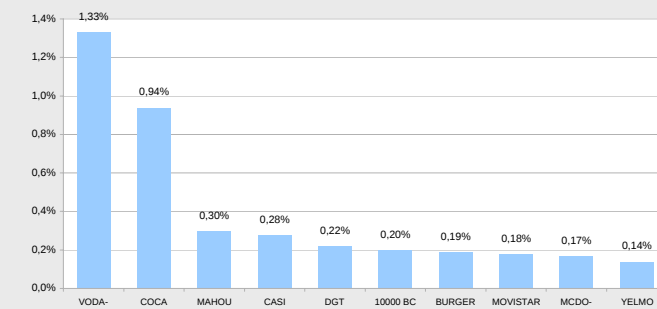
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### REVISTAS



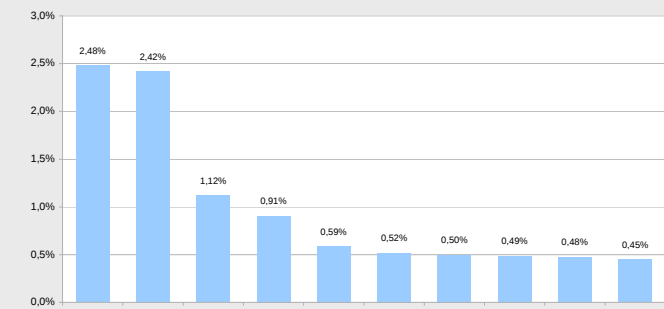
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### CINE



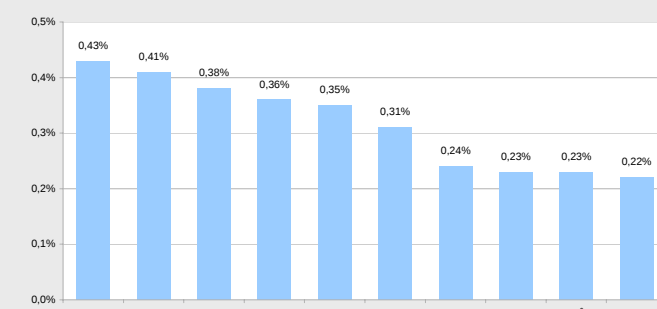
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### INTERNET



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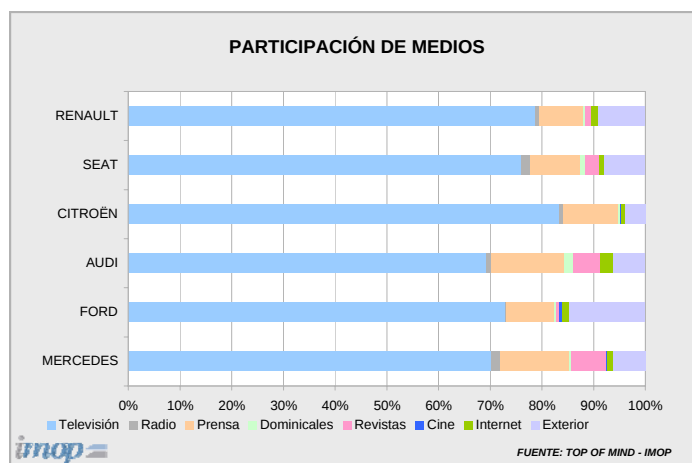
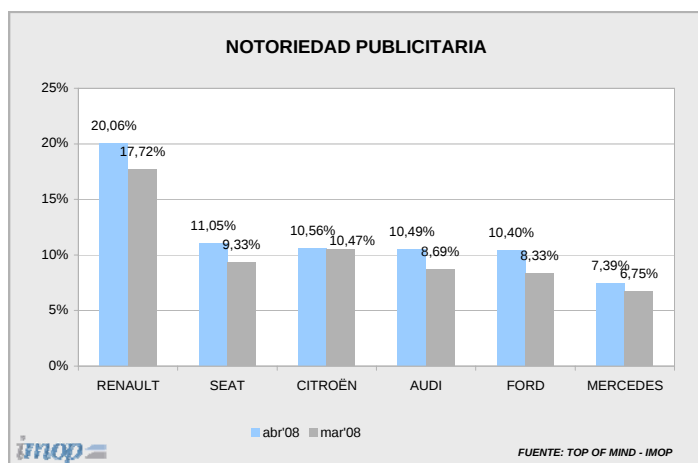
### SUPLEMENTOS



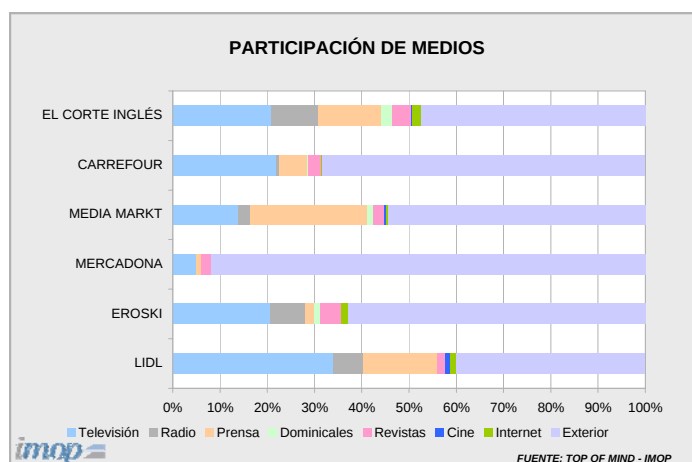
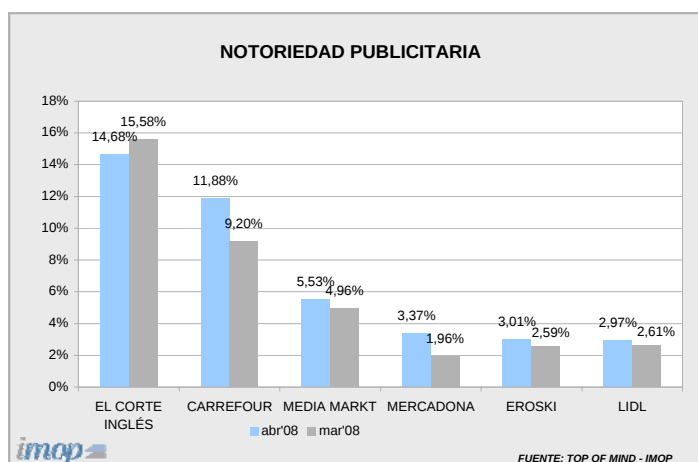
FUENTE: TOP OF MIND - IMOP

## NOTORIEDAD PUBLICITARIA POR SECTORES DE ACTIVIDAD. ABRIL 2008

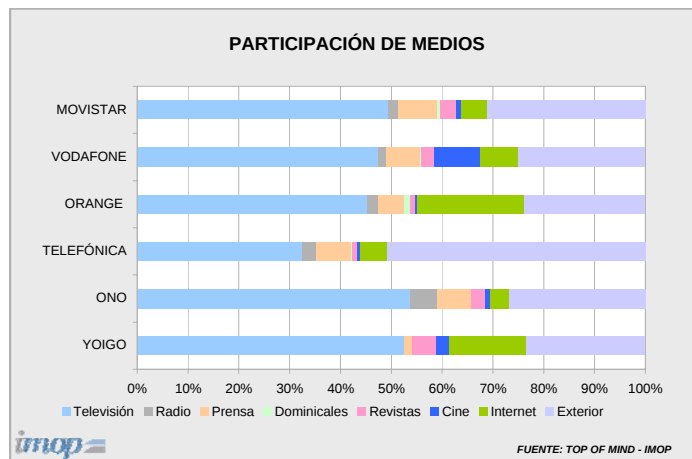
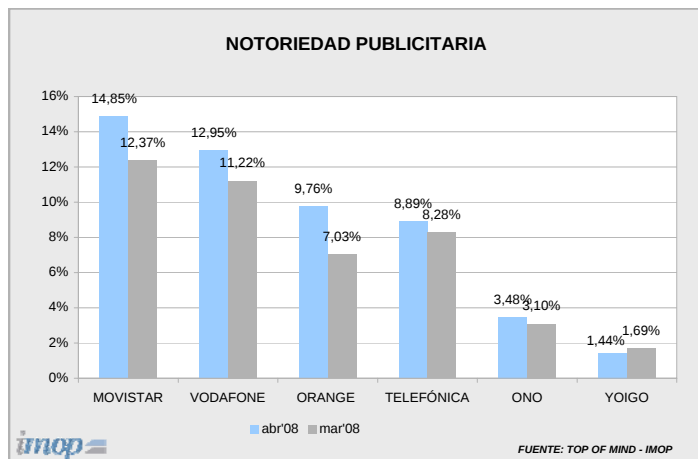
### AUTOMOCIÓN



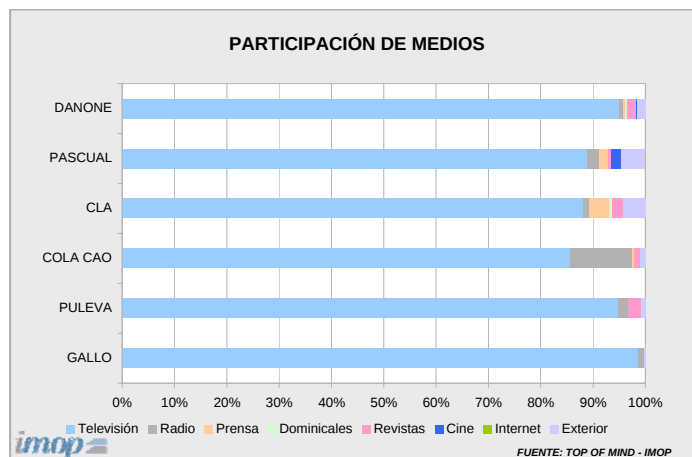
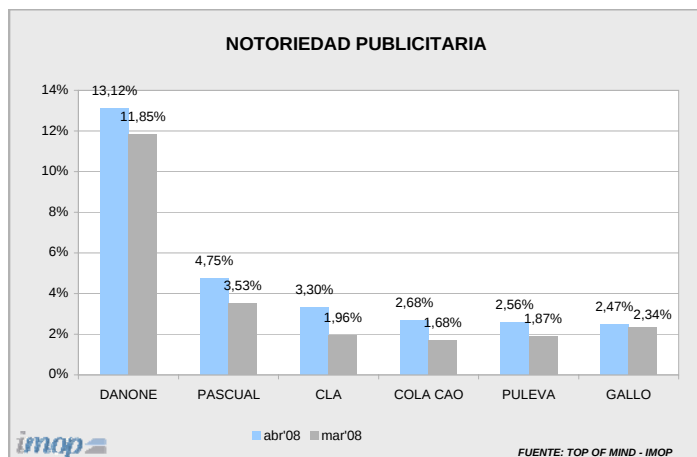
### GRANDES ALMACENES



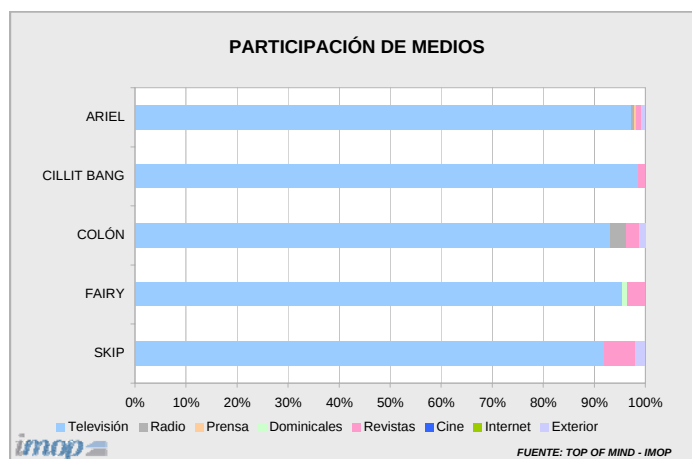
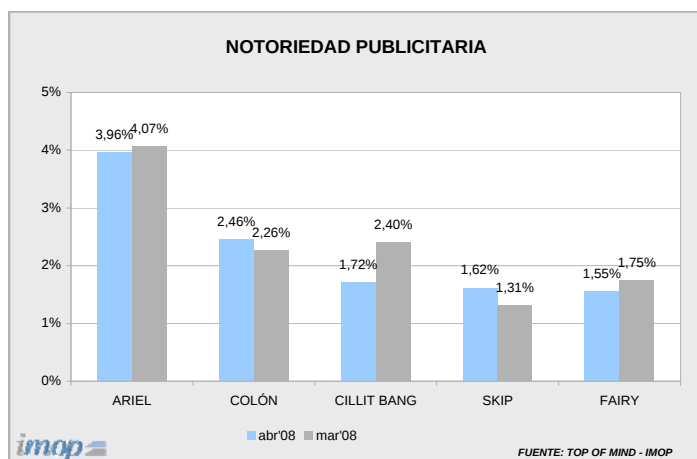
### TELEFONÍA



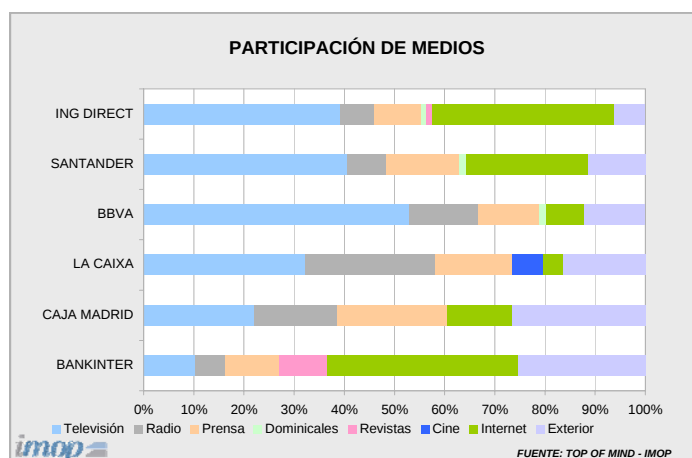
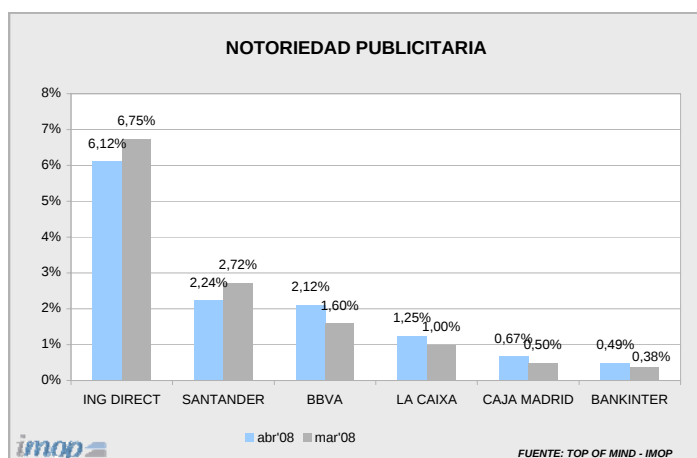
## ALIMENTACIÓN



## LIMPIEZA DEL HOGAR



## SECTOR FINANCIERO



## SECTOR ENERGÉTICO

