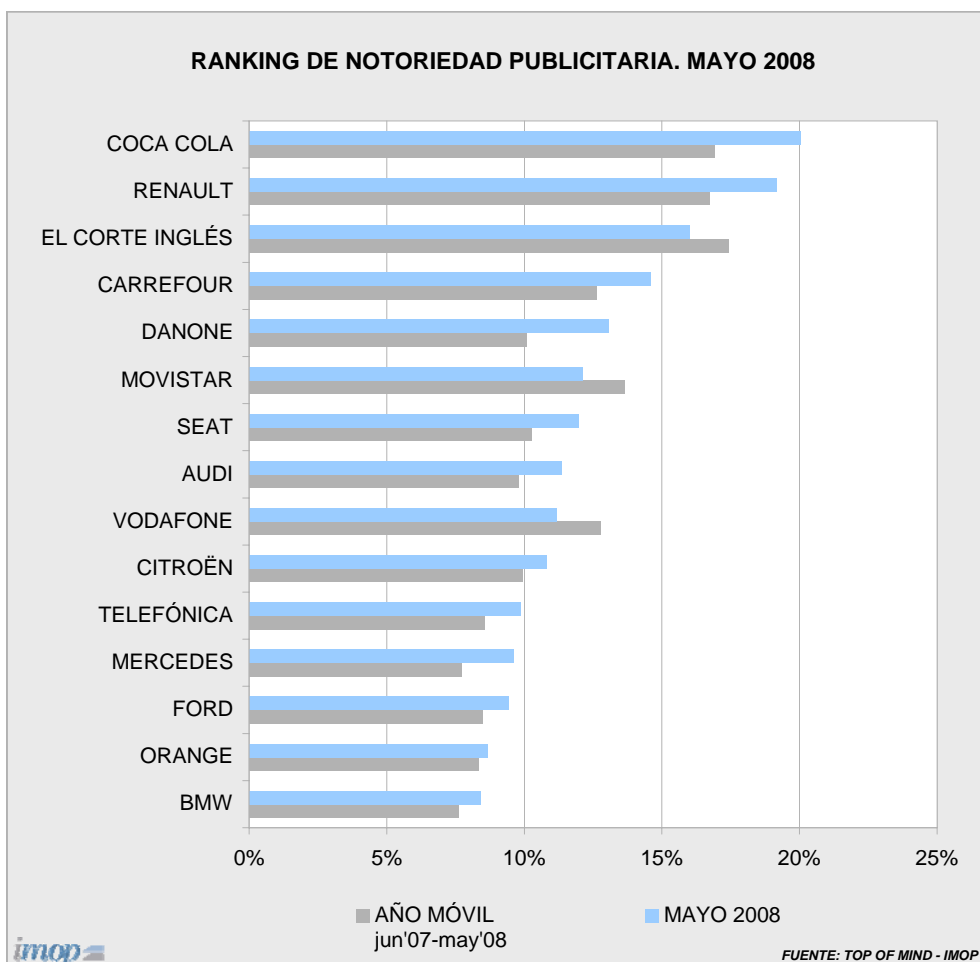


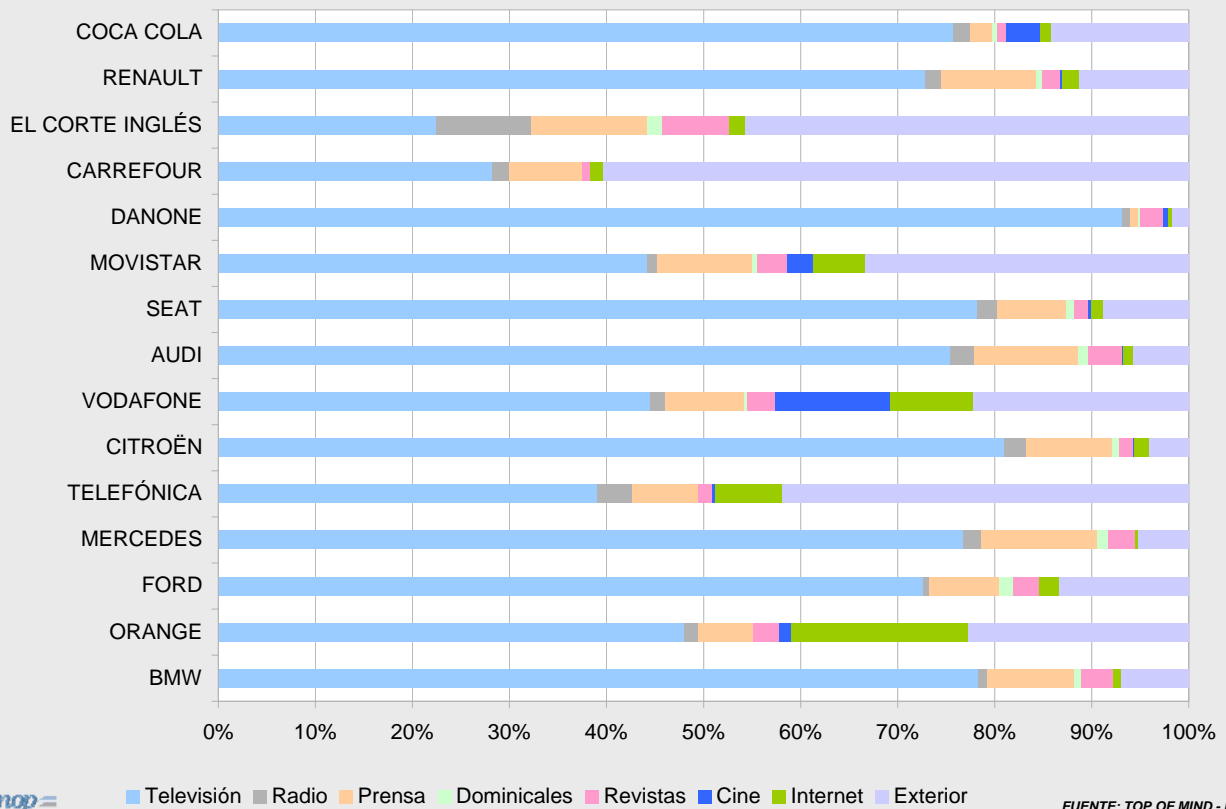
## RANKING DE NOTORIEDAD PUBLICITARIA Y PARTICIPACIÓN DE LOS MEDIOS. MAYO 2008

	AÑO MÓVIL jun'07-may'08		MAYO 2008		ABRIL 2008	RK. MAY. 2007
	NOTORIEDAD	RK.	NOTORIEDAD	RK.		
COCA COLA	16,90%	2	20,02%	1	2	2
RENAULT	16,70%	3	19,17%	2	1	1
EL CORTE INGLÉS	17,40%	1	15,99%	3	4	5
CARREFOUR	12,60%	6	14,56%	4	7	11
DANONE	10,07%	8	13,05%	5	5	12
MOVISTAR	13,65%	4	12,12%	6	3	7
SEAT	10,25%	7	11,95%	7	8	9
AUDI	9,79%	10	11,35%	8	10	13
VODAFONE	12,75%	5	11,15%	9	6	6
CITROËN	9,94%	9	10,81%	10	9	14
TELEFÓNICA	8,55%	11	9,85%	11	13	16
MERCEDES	7,73%	14	9,61%	12	14	8
FORD	8,47%	12	9,43%	13	11	15
ORANGE	8,34%	13	8,66%	14	12	17
BMW	7,59%	15	8,39%	15	15	10

FUENTE: TOP OF MIND - IMOP



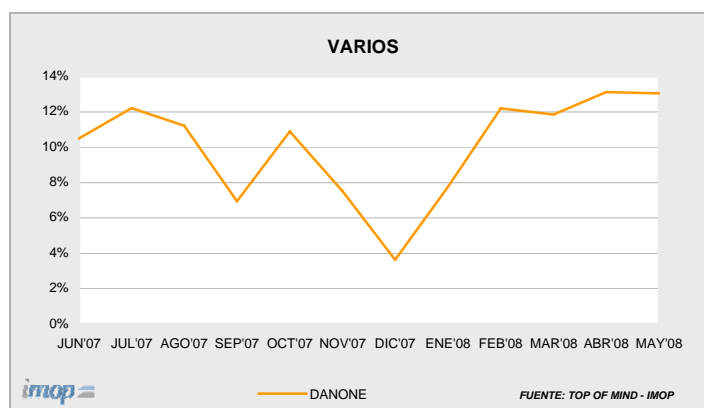
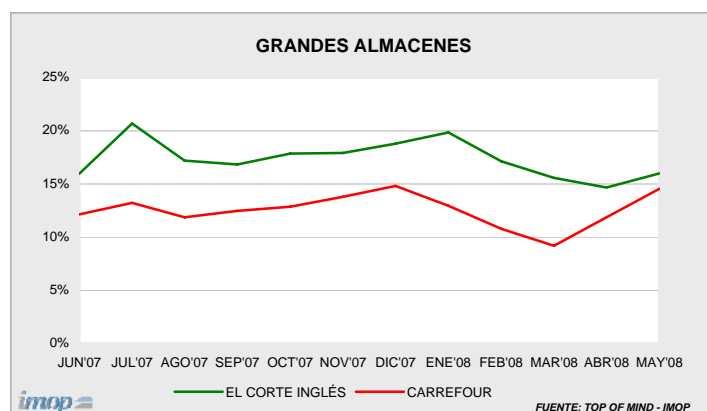
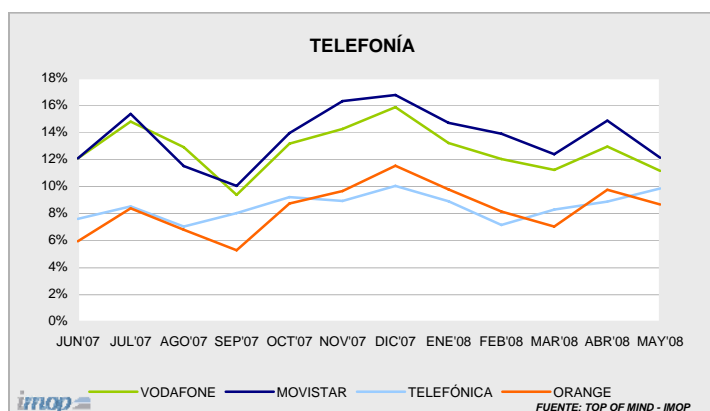
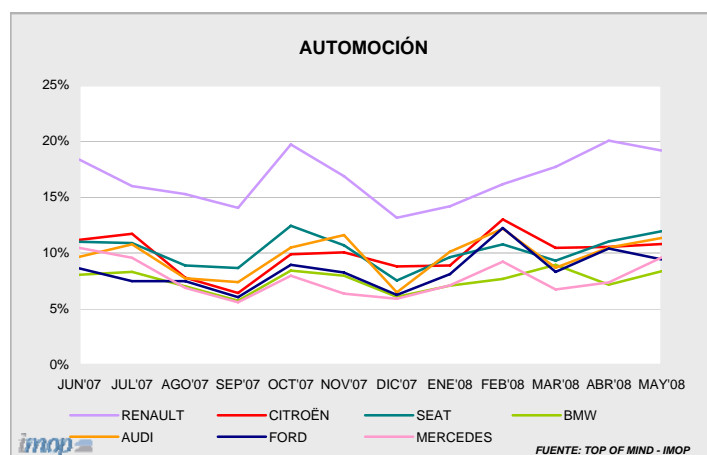
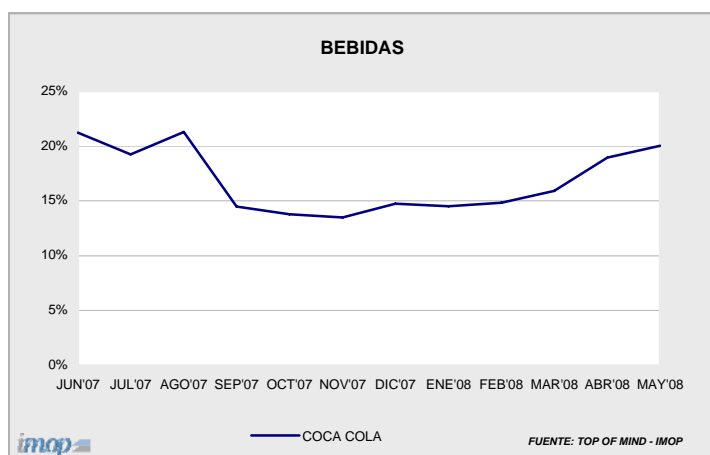
**PARTICIPACIÓN DE LOS MEDIOS EN LA CONSTRUCCIÓN DE LA NOTORIEDAD PUBLICITARIA. MAYO 2008**



FUENTE: TOP OF MIND - IMOP

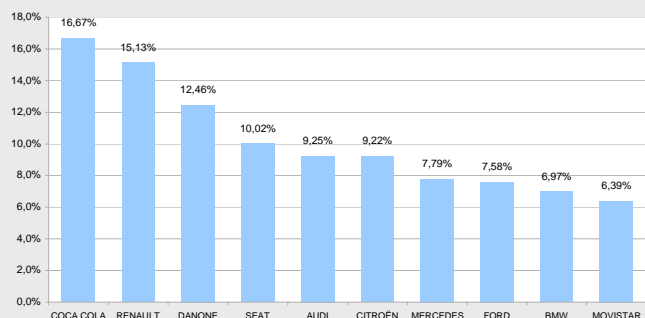
## EVOLUCIÓN DE LA NOTORIEDAD PUBLICITARIA DEL AÑO MÓVIL POR MESES

	TOTAL		JUN'07	JUL'07	AGO'07	SEP'07	OCT'07	NOV'07	DIC'07	ENE'08	FEB'08	MAR'08	ABR'08	MAY'08		MAY'07	
	TOTAL	RK.												MAY'08	Rank.	MAY'07	Rank.
COCA COLA	16,90%	2	21,21%	19,22%	21,27%	14,47%	13,78%	13,48%	14,75%	14,52%	14,82%	15,92%	18,94%	20,02%	1	17,22%	2
RENAULT	16,70%	3	18,35%	15,99%	15,27%	14,04%	19,70%	16,89%	13,17%	14,18%	16,16%	17,72%	20,06%	19,17%	2	18,13%	1
EL CORTE INGLÉS	17,40%	1	15,97%	20,68%	17,19%	16,84%	17,87%	17,93%	18,81%	19,86%	17,15%	15,58%	14,68%	15,99%	3	15,58%	5
CARREFOUR	12,60%	6	12,13%	13,23%	11,87%	12,46%	12,85%	13,80%	14,82%	12,96%	10,77%	9,20%	11,88%	14,56%	4	10,25%	11
DANONE	10,07%	8	10,50%	12,21%	11,21%	6,95%	10,89%	7,50%	3,64%	7,76%	12,20%	11,85%	13,12%	13,05%	5	10,00%	12
MOVISTAR	13,65%	4	12,07%	15,35%	11,50%	10,05%	13,93%	16,29%	16,75%	14,70%	13,89%	12,37%	14,85%	12,12%	6	12,14%	7
SEAT	10,25%	7	11,02%	10,91%	8,89%	8,68%	12,45%	10,70%	7,56%	9,65%	10,77%	9,33%	11,05%	11,95%	7	10,81%	9
AUDI	9,79%	10	9,68%	10,77%	7,74%	7,40%	10,49%	11,61%	6,49%	10,12%	12,18%	8,69%	10,49%	11,35%	8	9,99%	13
VODAFONE	12,75%	5	12,06%	14,78%	12,89%	9,38%	13,16%	14,25%	15,86%	13,20%	12,03%	11,22%	12,95%	11,15%	9	13,36%	6
CITROËN	9,94%	9	11,18%	11,72%	7,81%	6,45%	9,90%	10,07%	8,82%	8,91%	13,01%	10,47%	10,56%	10,81%	10	9,69%	14
TELEFÓNICA	8,55%	11	7,61%	8,53%	7,04%	8,02%	9,22%	8,94%	10,03%	8,91%	7,15%	8,28%	8,89%	9,85%	11	7,71%	16
MERCEDES	7,73%	14	10,46%	9,58%	6,89%	5,62%	7,97%	6,37%	5,91%	7,13%	9,24%	6,75%	7,39%	9,61%	12	12,08%	8
FORD	8,47%	12	8,64%	7,48%	7,50%	6,07%	8,95%	8,27%	6,26%	8,11%	12,24%	8,33%	10,40%	9,43%	13	7,83%	15
ORANGE	8,34%	13	5,95%	8,38%	6,80%	5,29%	8,74%	9,65%	11,53%	9,78%	8,15%	7,03%	9,76%	8,66%	14	7,63%	17
BMW	7,59%	15	8,06%	8,33%	7,05%	5,75%	8,45%	7,97%	6,10%	7,08%	7,70%	8,95%	7,18%	8,39%	15	10,49%	10



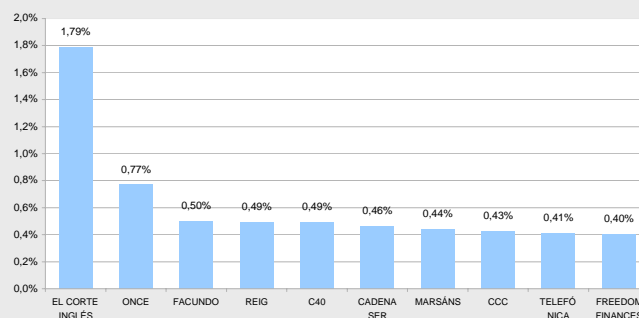
## RANKING DE NOTORIEDAD PUBLICITARIA POR MEDIOS. MAYO 2008

### TELEVISIÓN



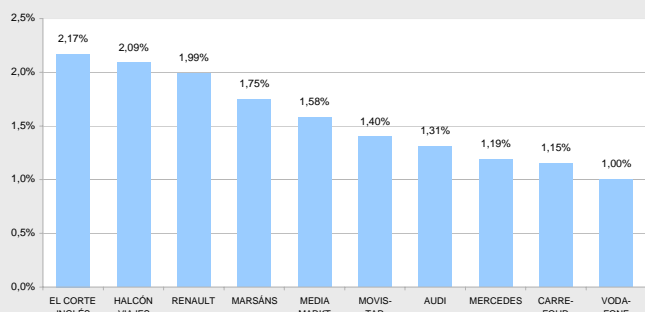

FUENTE: TOP OF MIND - IMOP

### RADIO



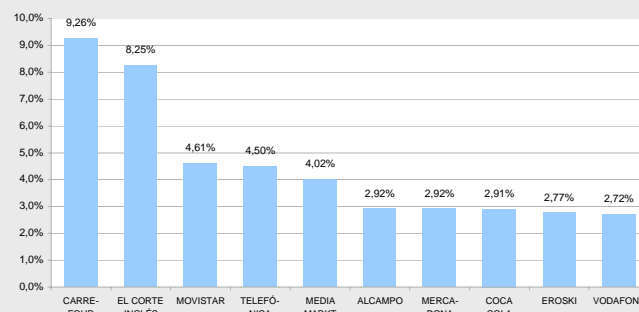

FUENTE: TOP OF MIND - IMOP

### PRENSA



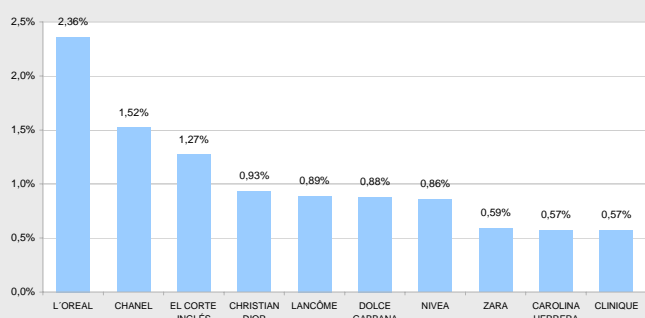

FUENTE: TOP OF MIND - IMOP

### EXTERIOR



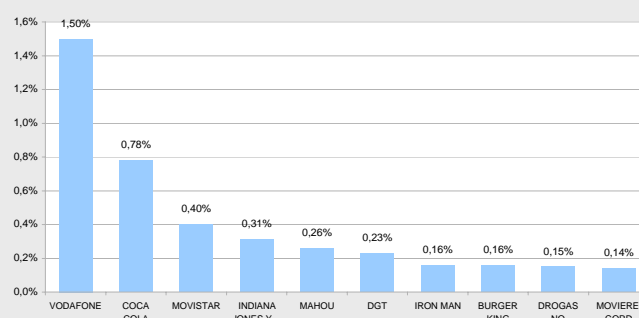

FUENTE: TOP OF MIND - IMOP

### REVISTAS



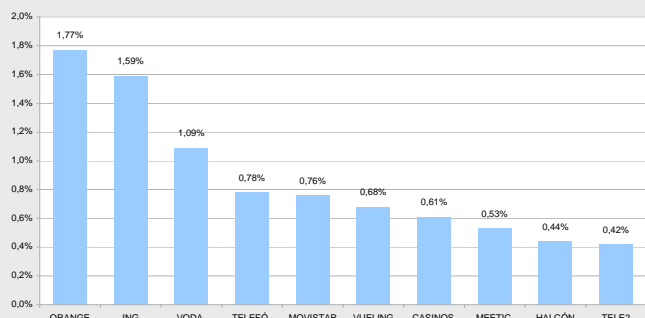

FUENTE: TOP OF MIND - IMOP

### CINE



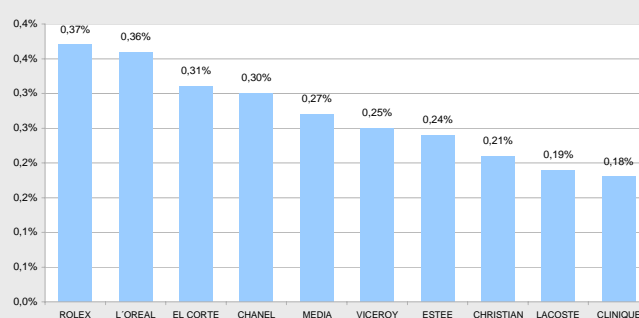

FUENTE: TOP OF MIND - IMOP

### INTERNET




FUENTE: TOP OF MIND - IMOP

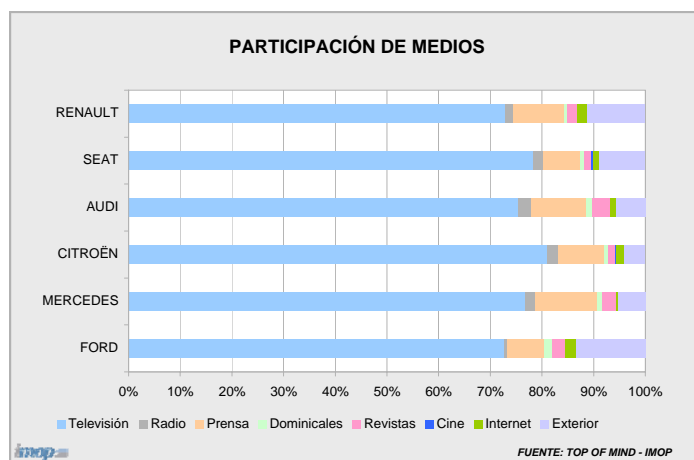
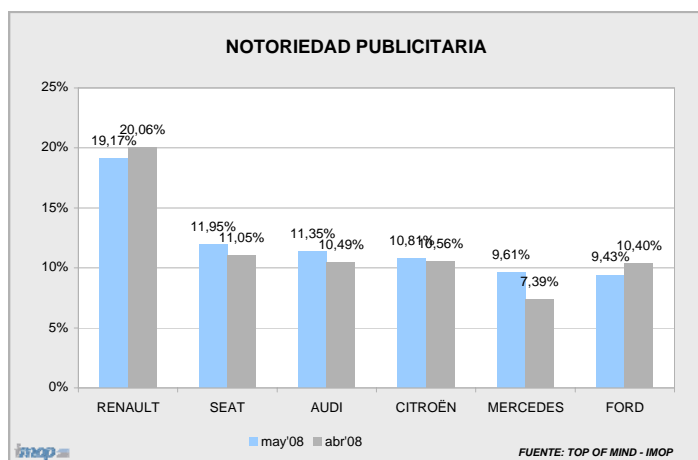
### SUPLEMENTOS



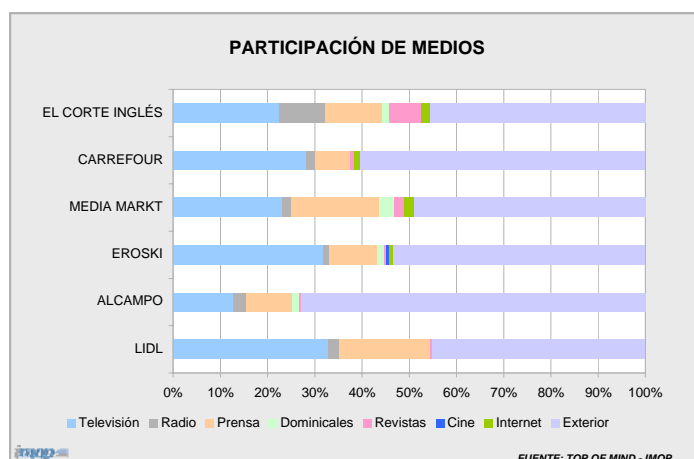
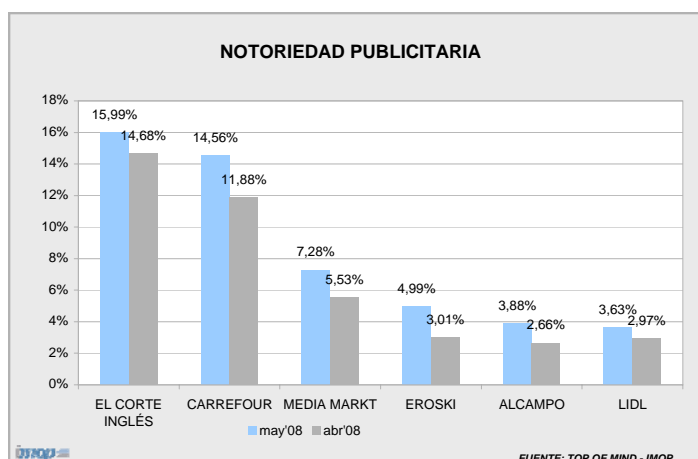

FUENTE: TOP OF MIND - IMOP

## NOTORIEDAD PUBLICITARIA POR SECTORES DE ACTIVIDAD. MAYO 2008

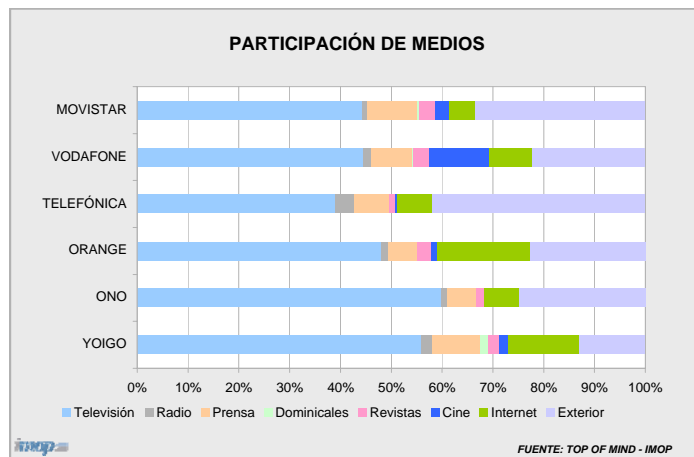
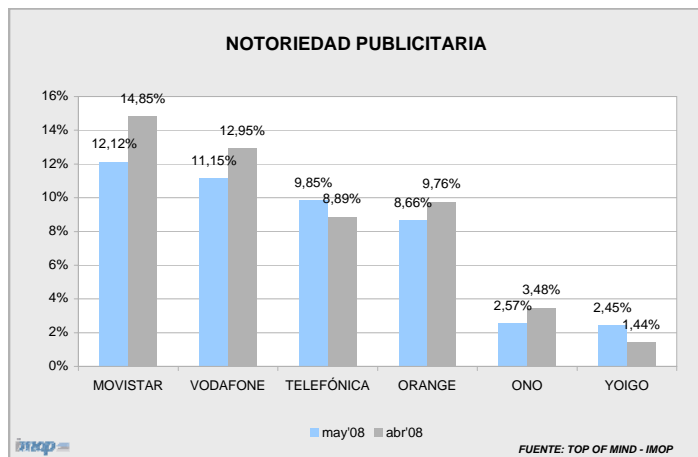
### AUTOMOCIÓN



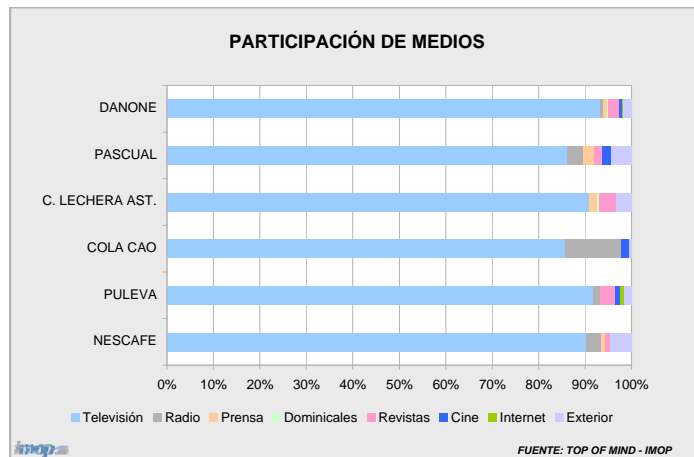
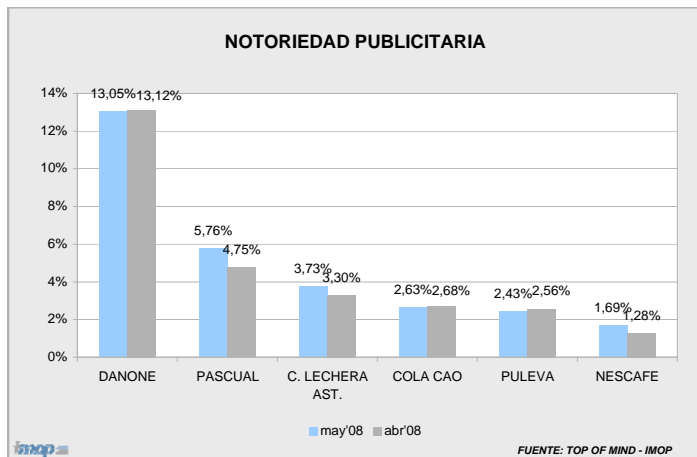
### GRANDES ALMACENES



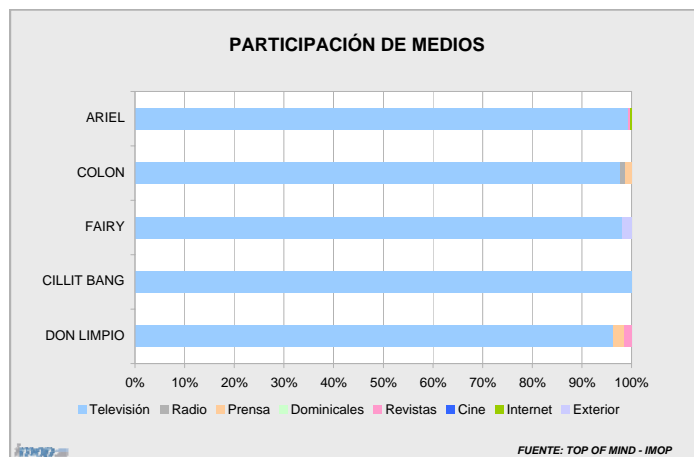
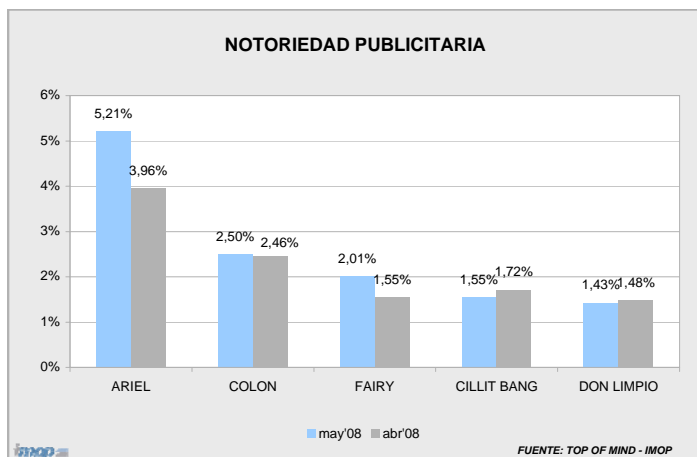
### TELEFONÍA



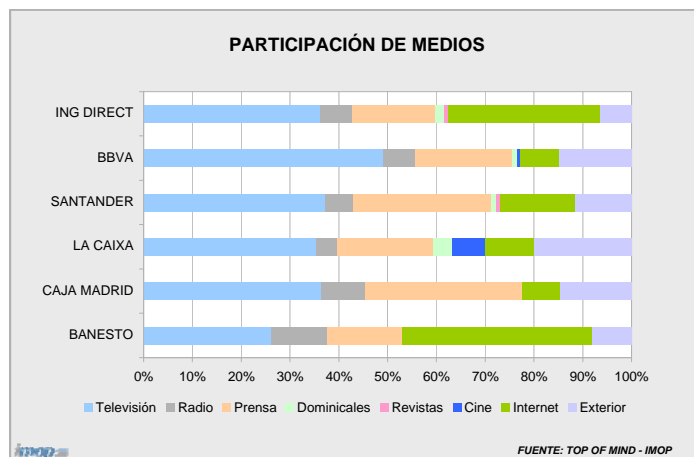
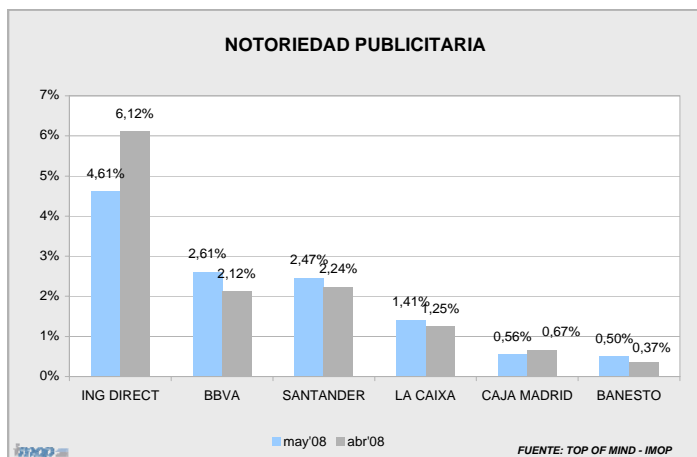
## ALIMENTACIÓN



## LIMPIEZA DEL HOGAR



## SECTOR FINANCIERO



## SECTOR ENERGÉTICO

