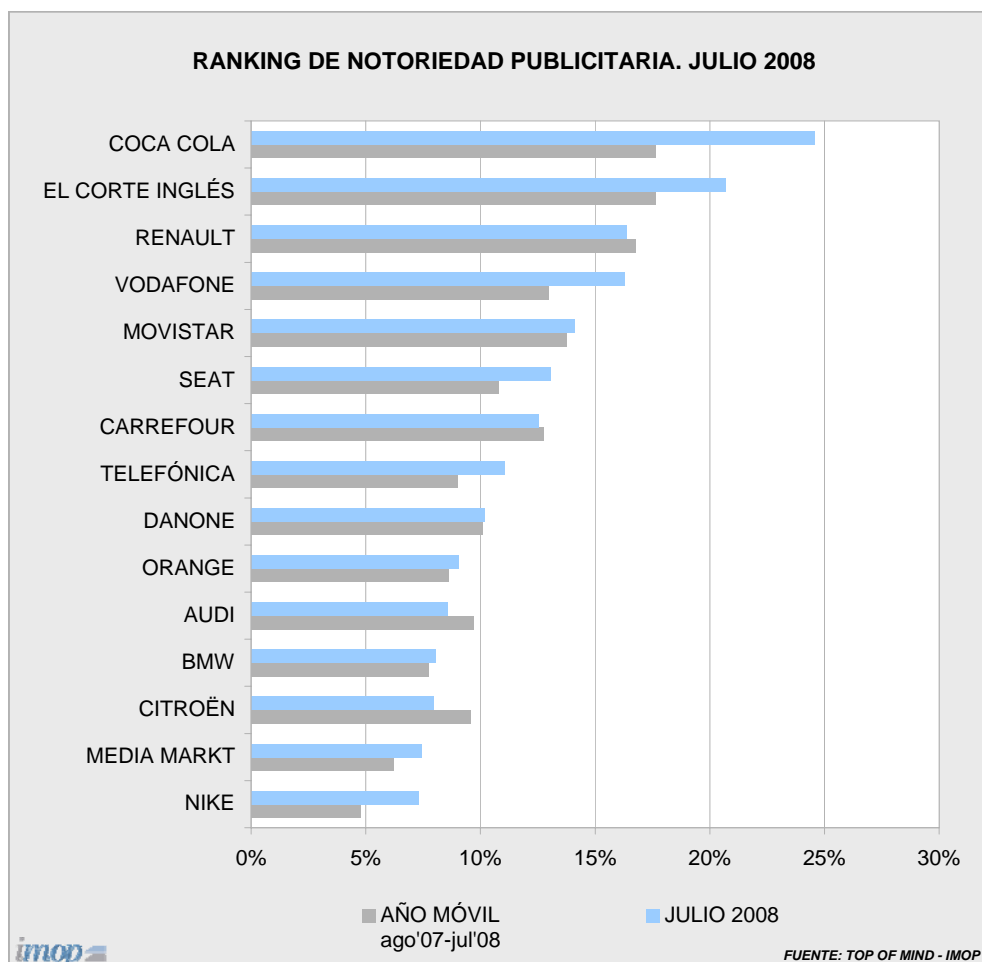


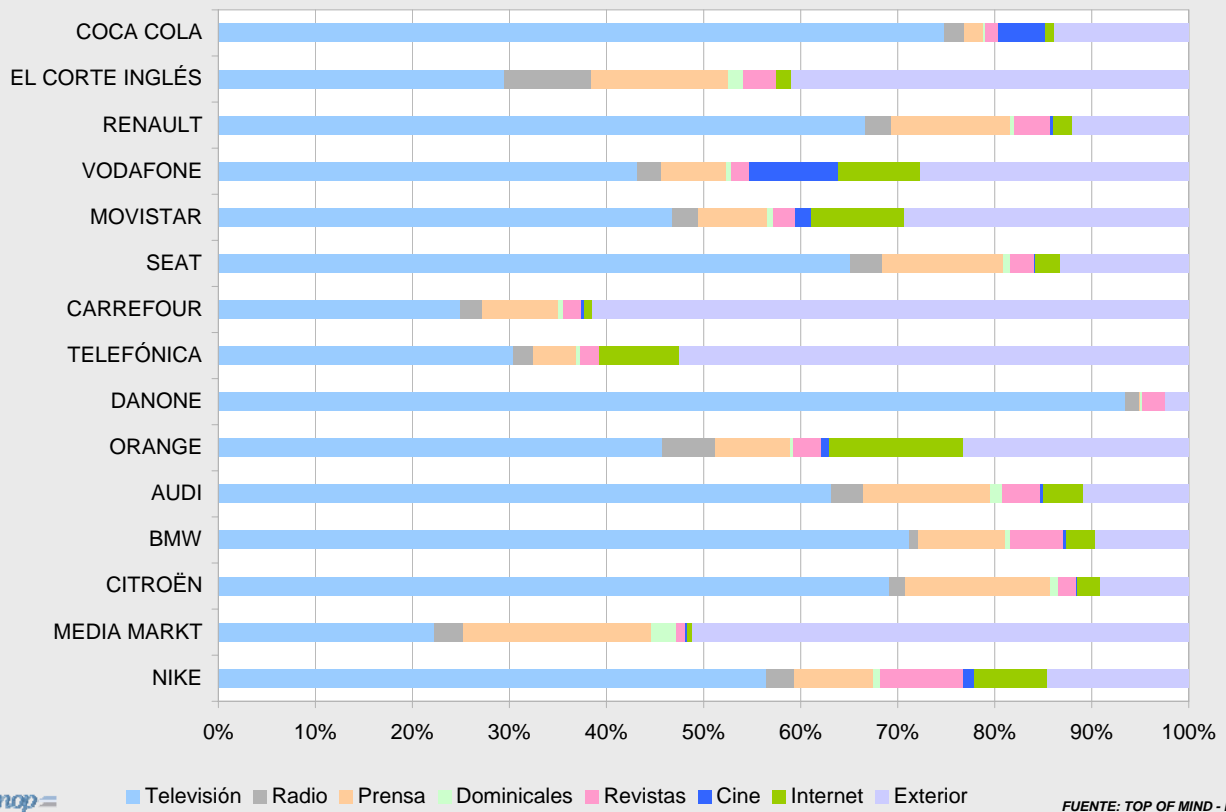
RANKING DE NOTORIEDAD PUBLICITARIA Y PARTICIPACIÓN DE LOS MEDIOS. JULIO 2008

	AÑO MÓVIL ago'07-jul'08		JULIO 2008		JUNIO 2008	RK. JUL. 2007
	NOTORIEDAD	RK.	NOTORIEDAD	RK.		
COCA COLA	17,65%	1	24,55%	1	1	2
EL CORTE INGLÉS	17,63%	2	20,67%	2	3	1
RENAULT	16,75%	3	16,38%	3	2	3
VODAFONE	12,97%	5	16,26%	4	8	5
MOVISTAR	13,76%	4	14,09%	5	5	4
SEAT	10,77%	7	13,03%	6	4	9
CARREFOUR	12,73%	6	12,52%	7	6	6
TELEFÓNICA	9,01%	11	11,05%	8	11	12
DANONE	10,08%	8	10,16%	9	7	7
ORANGE	8,59%	12	9,02%	10	15	13
AUDI	9,67%	9	8,57%	11	10	10
BMW	7,72%	14	8,03%	12	12	14
CITROËN	9,58%	10	7,95%	13	9	8
MEDIA MARKT	6,21%	17	7,41%	14	17	16
NIKE	4,75%	21	7,27%	15	21	23

FUENTE: TOP OF MIND - IMOP



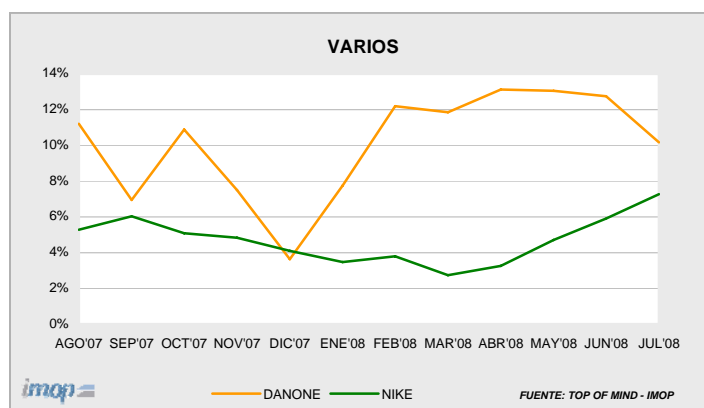
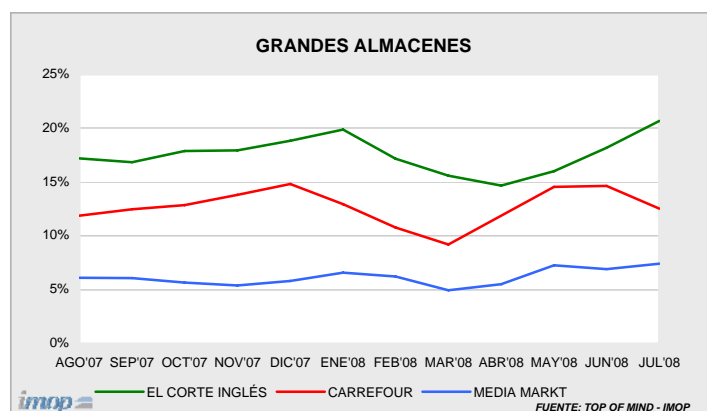
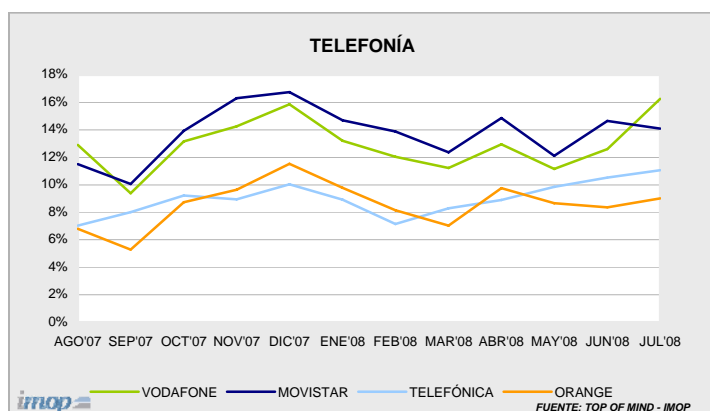
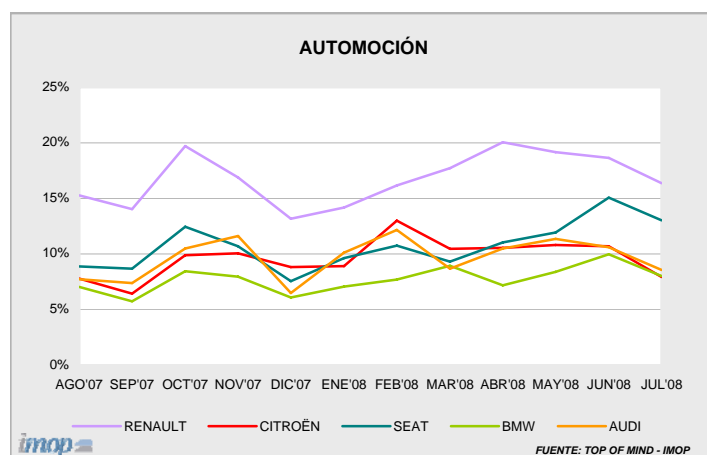
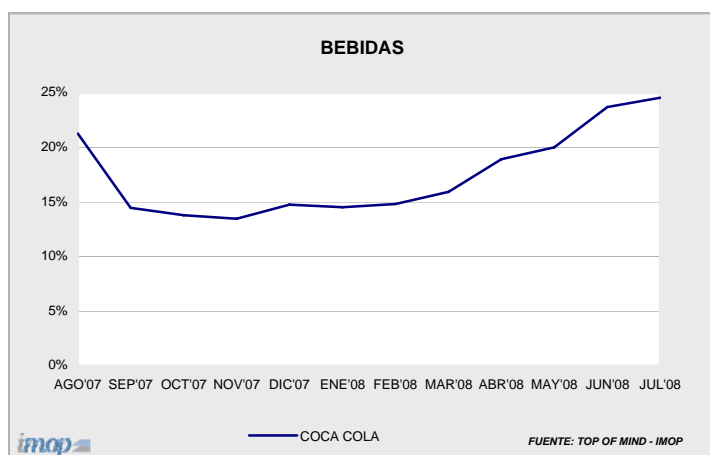
PARTICIPACIÓN DE LOS MEDIOS EN LA CONSTRUCCIÓN DE LA NOTORIEDAD PUBLICITARIA. JULIO 2008



FUENTE: TOP OF MIND - IMOP

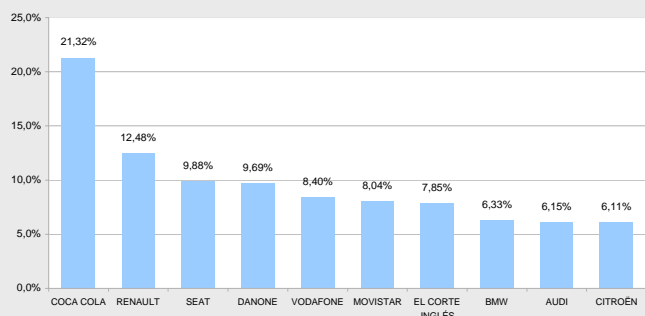
EVOLUCIÓN DE LA NOTORIEDAD PUBLICITARIA DEL AÑO MÓVIL POR MESES

	TOTAL		AGO'07	SEP'07	OCT'07	NOV'07	DIC'07	ENE'08	FEB'08	MAR'08	ABR'08	MAY'08	JUN'08	JUL'08		JUL'07	
	TOTAL	RK.												JUL'08	Rank.	JUL'07	Rank.
COCA COLA	17,65%	1	21,27%	14,47%	13,78%	13,48%	14,75%	14,52%	14,82%	15,92%	18,94%	20,02%	23,72%	24,55%	1	19,22%	2
EL CORTE INGLÉS	17,63%	2	17,19%	16,84%	17,87%	17,93%	18,81%	19,86%	17,15%	15,58%	14,68%	15,99%	18,16%	20,67%	2	20,68%	1
RENAULT	16,75%	3	15,27%	14,04%	19,70%	16,89%	13,17%	14,18%	16,16%	17,72%	20,06%	19,17%	18,63%	16,38%	3	15,99%	3
VODAFONE	12,97%	5	12,89%	9,38%	13,16%	14,25%	15,86%	13,20%	12,03%	11,22%	12,95%	11,15%	12,59%	16,26%	4	14,78%	5
MOVISTAR	13,76%	4	11,50%	10,05%	13,93%	16,29%	16,75%	14,70%	13,89%	12,37%	14,85%	12,12%	14,65%	14,09%	5	15,35%	4
SEAT	10,77%	7	8,89%	8,68%	12,45%	10,70%	7,56%	9,65%	10,77%	9,33%	11,05%	11,95%	15,07%	13,03%	6	10,91%	9
CARREFOUR	12,73%	6	11,87%	12,46%	12,85%	13,80%	14,82%	12,96%	10,77%	9,20%	11,88%	14,56%	14,63%	12,52%	7	13,23%	6
TELEFÓNICA	9,01%	11	7,04%	8,02%	9,22%	8,94%	10,03%	8,91%	7,15%	8,28%	8,89%	9,85%	10,53%	11,05%	8	8,53%	12
DANONE	10,08%	8	11,21%	6,95%	10,89%	7,50%	3,64%	7,76%	12,20%	11,85%	13,12%	13,05%	12,74%	10,16%	9	12,21%	7
ORANGE	8,59%	12	6,80%	5,29%	8,74%	9,65%	11,53%	9,78%	8,15%	7,03%	9,76%	8,66%	8,37%	9,02%	10	8,38%	13
AUDI	9,67%	9	7,74%	7,40%	10,49%	11,61%	6,49%	10,12%	12,18%	8,69%	10,49%	11,35%	10,61%	8,57%	11	10,77%	10
BMW	7,72%	14	7,05%	5,75%	8,45%	7,97%	6,10%	7,08%	7,70%	8,95%	7,18%	8,39%	9,98%	8,03%	12	8,33%	14
CITROËN	9,58%	10	7,81%	6,45%	9,90%	10,07%	8,82%	8,91%	13,01%	10,47%	10,56%	10,81%	10,71%	7,95%	13	11,72%	8
MEDIA MARKT	6,21%	17	6,11%	6,09%	5,66%	5,40%	5,82%	6,59%	6,25%	4,96%	5,53%	7,28%	6,93%	7,41%	14	6,57%	16
NIKE	4,75%	21	5,29%	6,04%	5,09%	4,84%	4,10%	3,47%	3,80%	2,74%	3,25%	4,71%	5,90%	7,27%	15	4,58%	23



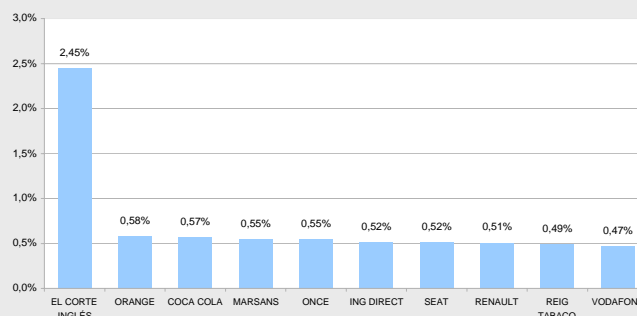
RANKING DE NOTORIEDAD PUBLICITARIA POR MEDIOS. JULIO 2008

TELEVISIÓN



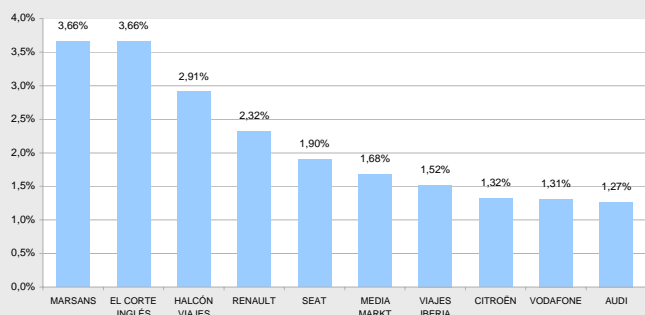

FUENTE: TOP OF MIND - IMOP

RADIO



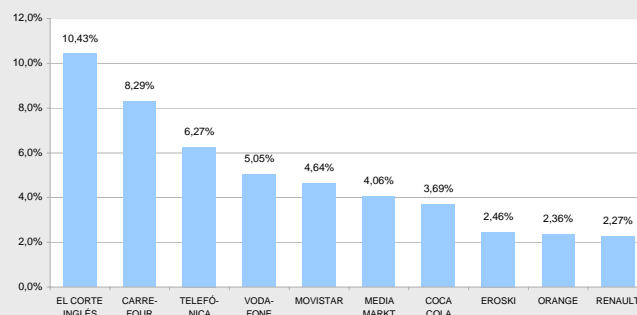

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PRENSA



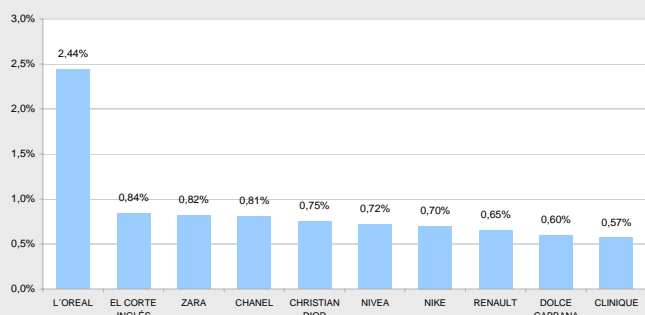

FUENTE: TOP OF MIND - IMOP

EXTERIOR



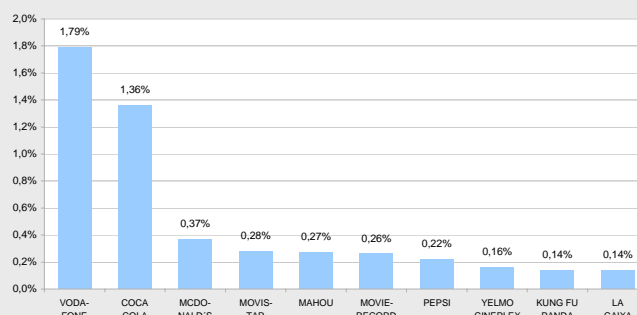

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REVISTAS



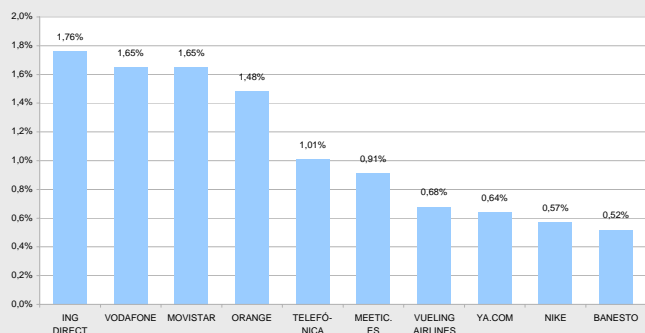

FUENTE: TOP OF MIND - IMOP

CINE



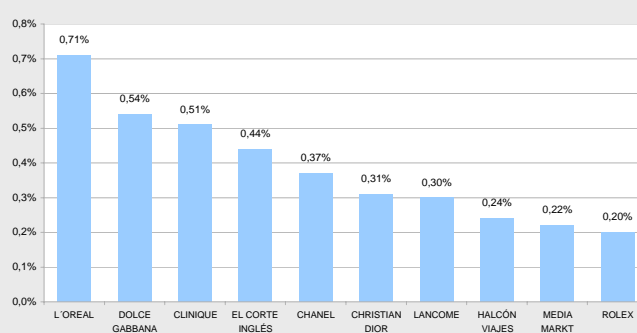

FUENTE: TOP OF MIND - IMOP

INTERNET




FUENTE: TOP OF MIND - IMOP

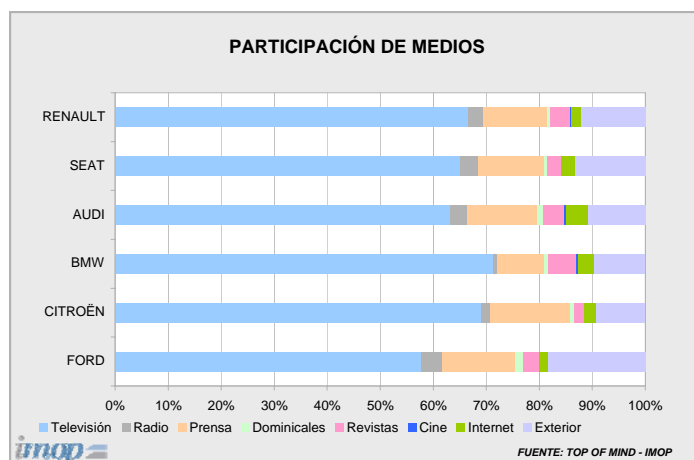
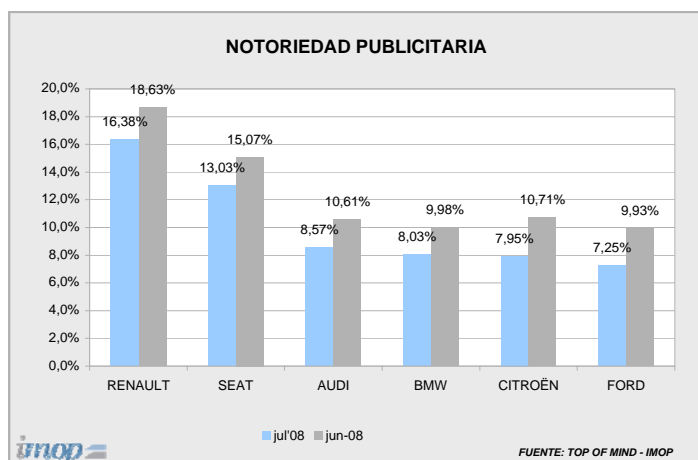
SUPLEMENTOS



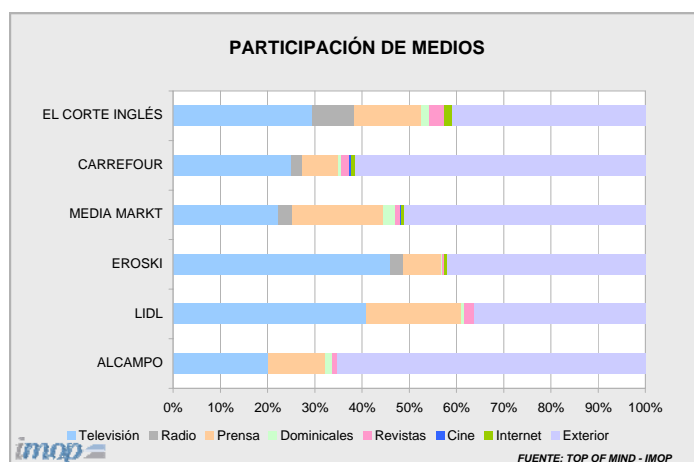
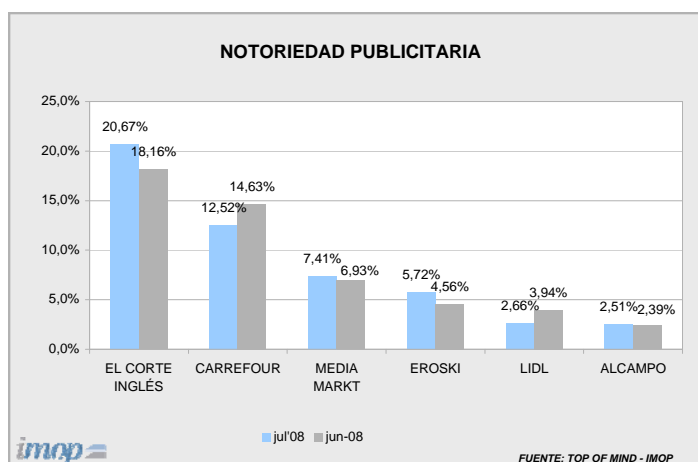

FUENTE: TOP OF MIND - IMOP

NOTORIEDAD PUBLICITARIA POR SECTORES DE ACTIVIDAD. JULIO 2008

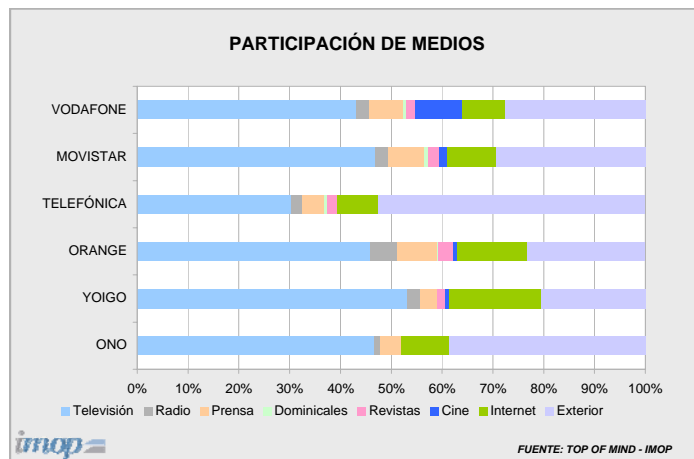
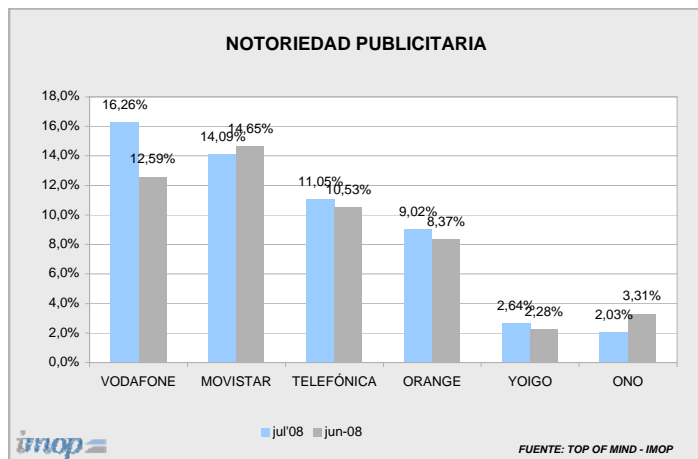
AUTOMOCIÓN



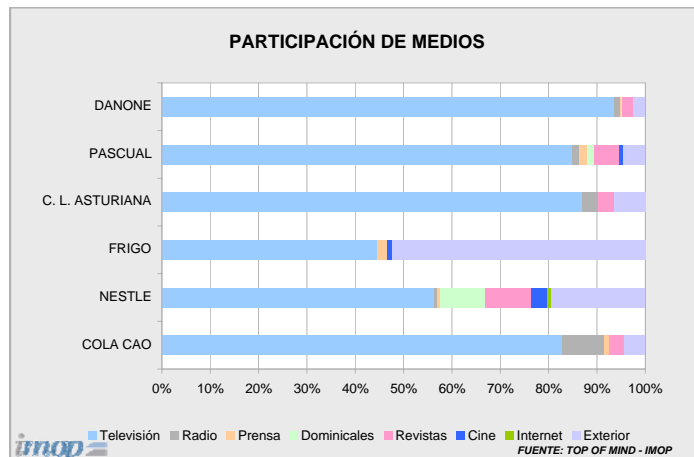
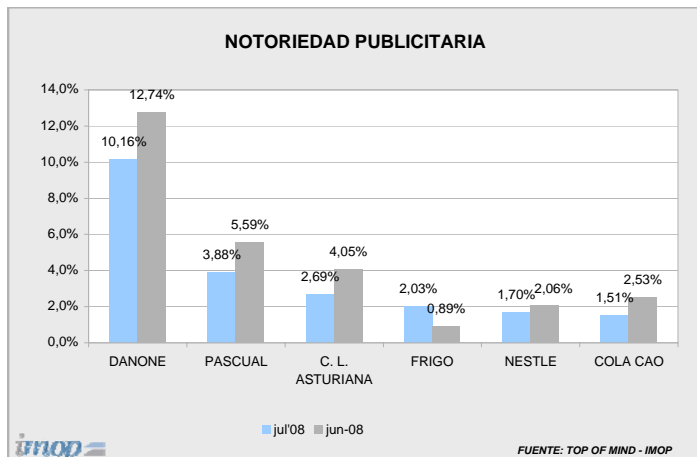
GRANDES ALMACENES



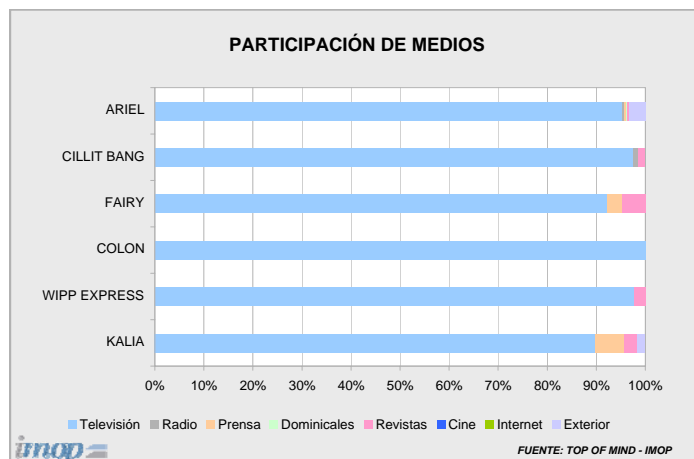
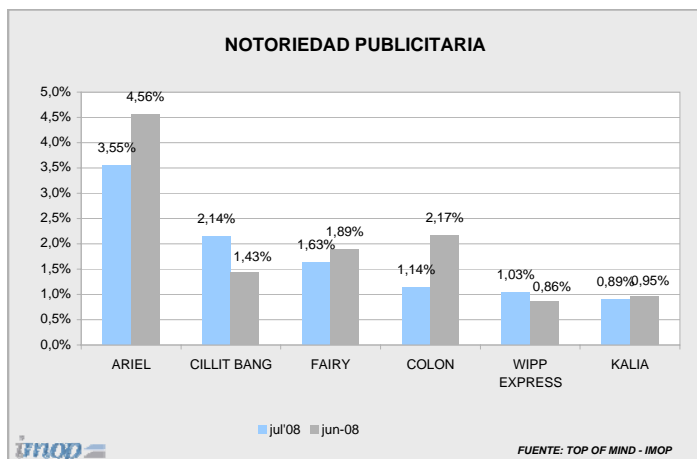
TELEFONÍA



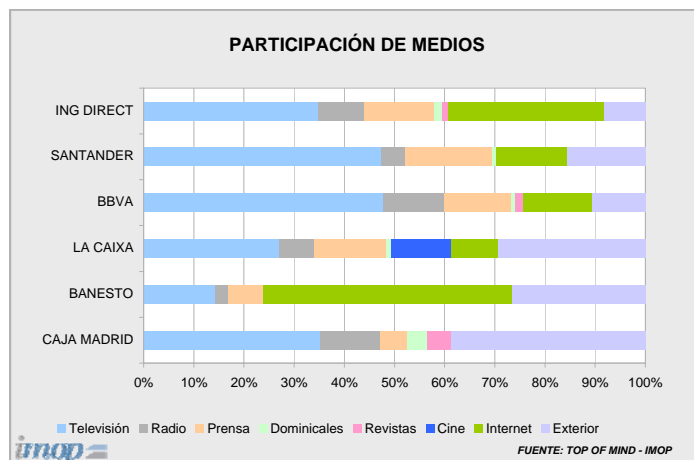
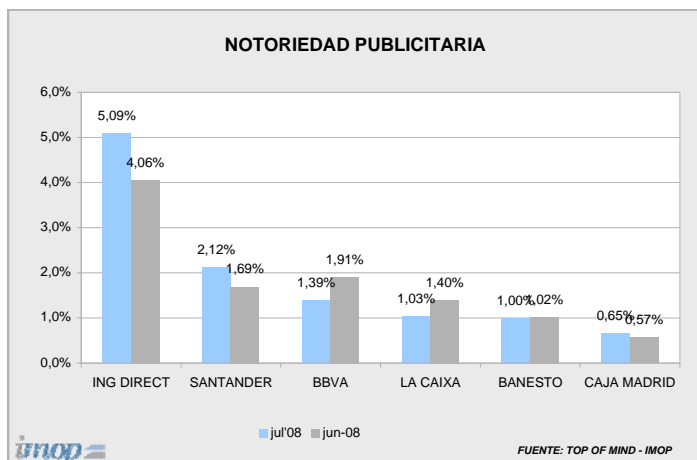
ALIMENTACIÓN



LIMPIEZA DEL HOGAR



SECTOR FINANCIERO



SECTOR ENERGÉTICO

