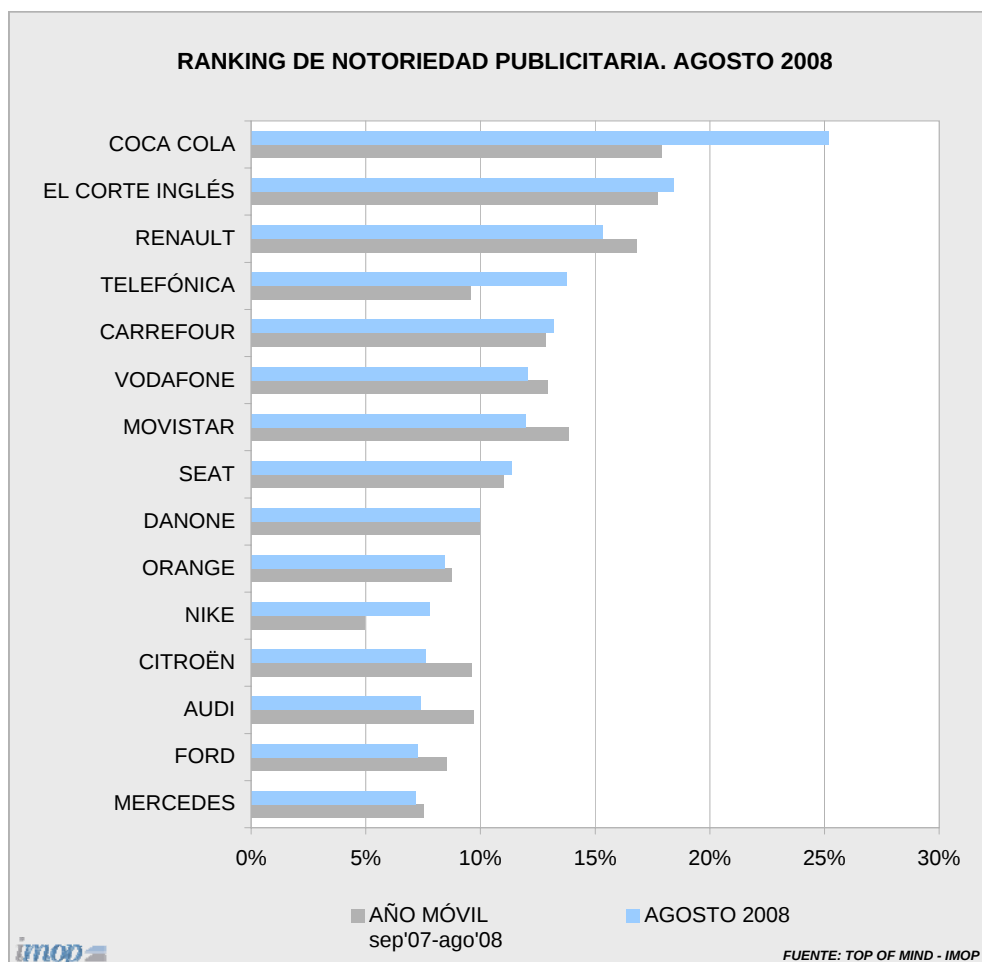


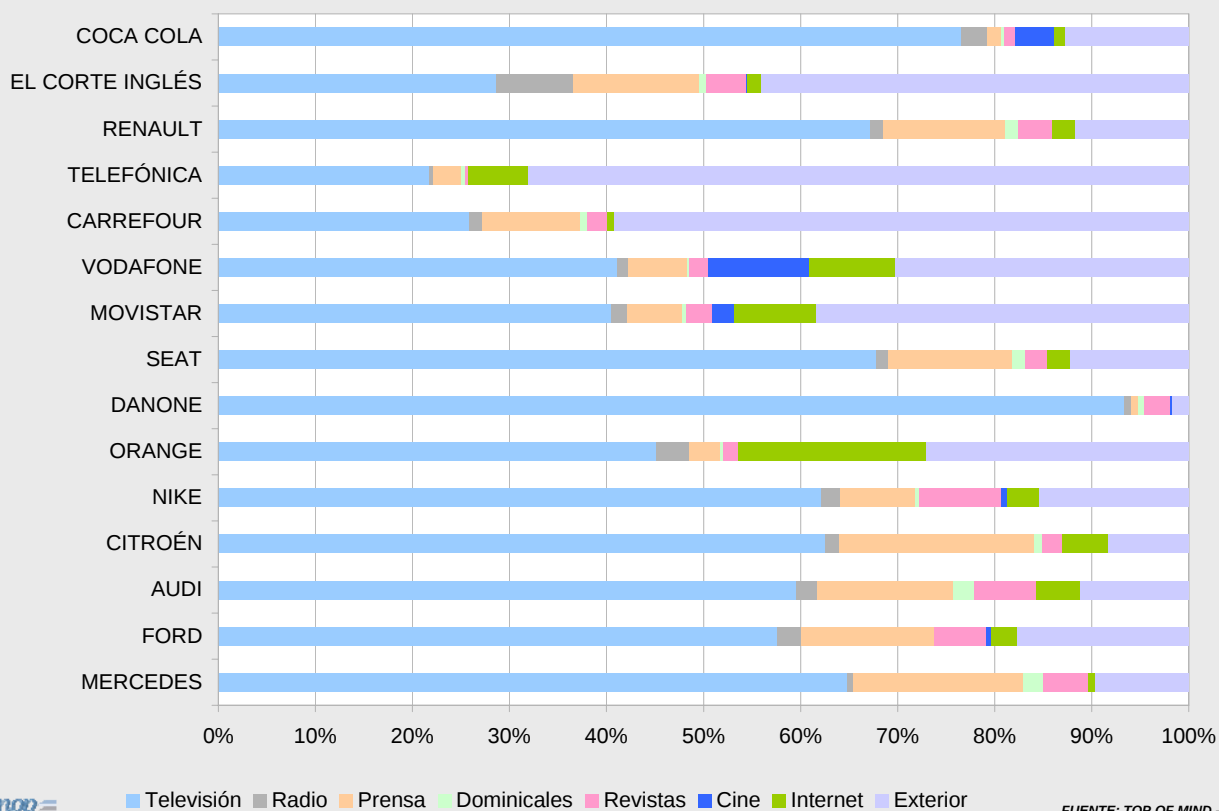
RANKING DE NOTORIEDAD PUBLICITARIA Y PARTICIPACIÓN DE LOS MEDIOS. AGOSTO 2008

	AÑO MÓVIL ago'07-jul'08		AGOSTO 2008		JULIO 2008	RK. AGO. 2007
	NOTORIEDAD	RK.	NOTORIEDAD	RK.		
COCA COLA	17,88%	1	25,17%	1	1	1
EL CORTE INGLÉS	17,73%	2	18,41%	2	2	2
RENAULT	16,78%	3	15,30%	3	3	3
TELEFÓNICA	9,56%	11	13,73%	4	8	13
CARREFOUR	12,85%	6	13,19%	5	7	5
VODAFONE	12,91%	5	12,03%	6	4	4
MOVISTAR	13,84%	4	11,95%	7	5	6
SEAT	11,00%	7	11,34%	8	6	8
DANONE	9,97%	8	9,96%	9	9	7
ORANGE	8,74%	12	8,40%	10	10	15
NIKE	4,93%	21	7,77%	11	15	19
CITROËN	9,60%	10	7,61%	12	13	9
AUDI	9,68%	9	7,40%	13	11	10
FORD	8,52%	13	7,25%	14	16	11
MERCEDES	7,51%	15	7,18%	15	17	14

FUENTE: TOP OF MIND - IMOP

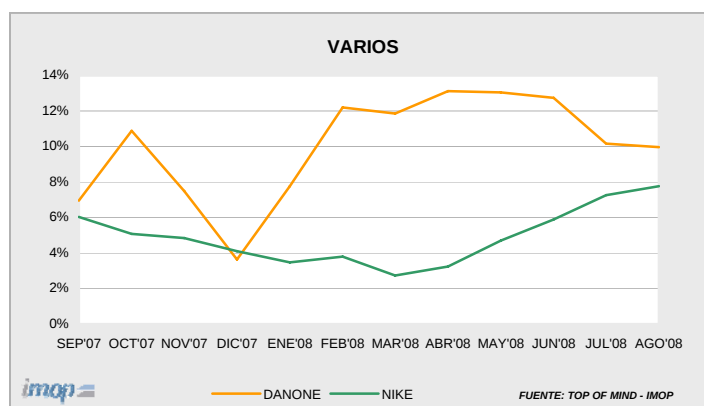
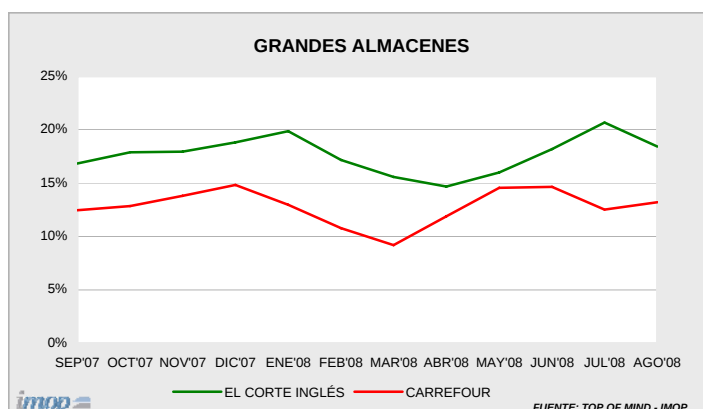
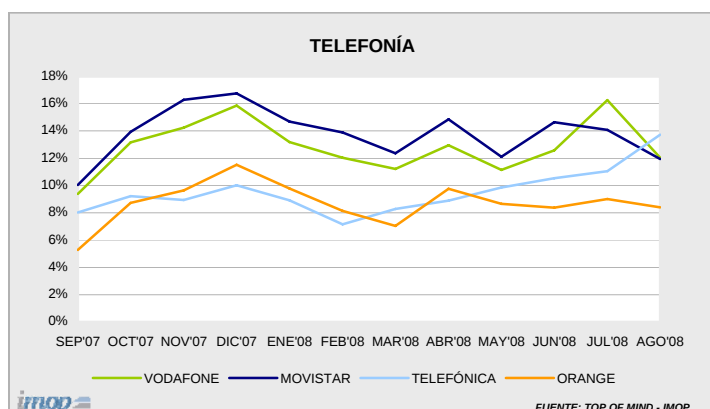
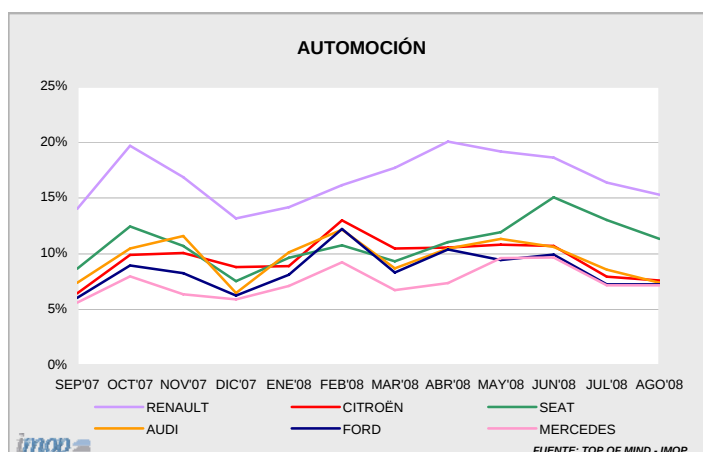
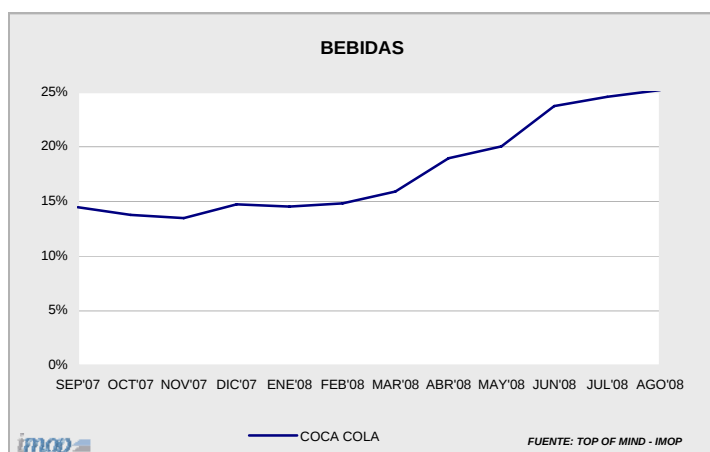


PARTICIPACIÓN DE LOS MEDIOS EN LA CONSTRUCCIÓN DE LA NOTORIEDAD PUBLICITARIA. AGOSTO 2008



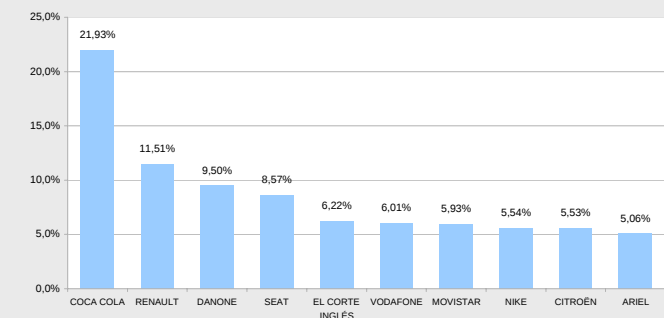
EVOLUCIÓN DE LA NOTORIEDAD PUBLICITARIA DEL AÑO MÓVIL POR MESES

	TOTAL		SEP'07	OCT'07	NOV'07	DIC'07	ENE'08	FEB'08	MAR'08	ABR'08	MAY'08	JUN'08	JUL'08	AGO'08		AGO'07	
	TOTAL	RK.												AGO'08	Rank.	AGO'07	Rank.
COCA COLA	17,88%	1	14,47%	13,78%	13,48%	14,75%	14,52%	14,82%	15,92%	18,94%	20,02%	23,72%	24,55%	25,17%	1	21,27%	1
EL CORTE INGLÉS	17,73%	2	16,84%	17,87%	17,93%	18,81%	19,86%	17,15%	15,58%	14,68%	15,99%	18,16%	20,67%	18,41%	2	17,19%	2
RENAULT	16,78%	3	14,04%	19,70%	16,89%	13,17%	14,18%	16,16%	17,72%	20,06%	19,17%	18,63%	16,38%	15,30%	3	15,27%	3
TELEFÓNICA	9,56%	11	8,02%	9,22%	8,94%	10,03%	8,91%	7,15%	8,28%	8,89%	9,85%	10,53%	11,05%	13,73%	4	7,04%	13
CARREFOUR	12,85%	6	12,46%	12,85%	13,80%	14,82%	12,96%	10,77%	9,20%	11,88%	14,56%	14,63%	12,52%	13,19%	5	11,87%	5
VODAFONE	12,91%	5	9,38%	13,16%	14,25%	15,86%	13,20%	12,03%	11,22%	12,95%	11,15%	12,59%	16,26%	12,03%	6	12,89%	4
MOVISTAR	13,84%	4	10,05%	13,93%	16,29%	16,75%	14,70%	13,89%	12,37%	14,85%	12,12%	14,65%	14,09%	11,95%	7	11,50%	6
SEAT	11,00%	7	8,68%	12,45%	10,70%	7,56%	9,65%	10,77%	9,33%	11,05%	11,95%	15,07%	13,03%	11,34%	8	8,89%	8
DANONE	9,97%	8	6,95%	10,89%	7,50%	3,64%	7,76%	12,20%	11,85%	13,12%	13,05%	12,74%	10,16%	9,96%	9	11,21%	7
ORANGE	8,74%	12	5,29%	8,74%	9,65%	11,53%	9,78%	8,15%	7,03%	9,76%	8,66%	8,37%	9,02%	8,40%	10	6,80%	15
NIKE	4,93%	21	6,04%	5,09%	4,84%	4,10%	3,47%	3,80%	2,74%	3,25%	4,71%	5,90%	7,27%	7,77%	11	5,29%	19
CITROËN	9,60%	10	6,45%	9,90%	10,07%	8,82%	8,91%	13,01%	10,47%	10,56%	10,81%	10,71%	7,95%	7,61%	12	7,81%	9
AUDI	9,68%	9	7,40%	10,49%	11,61%	6,49%	10,12%	12,18%	8,69%	10,49%	11,35%	10,61%	8,57%	7,40%	13	7,74%	10
FORD	8,52%	13	6,07%	8,95%	8,27%	6,26%	8,11%	12,24%	8,33%	10,40%	9,43%	9,93%	7,25%	7,25%	14	7,50%	11
MERCEDES	7,51%	15	5,62%	7,97%	6,37%	5,91%	7,13%	9,24%	6,75%	7,39%	9,61%	9,66%	7,18%	7,18%	15	6,89%	14



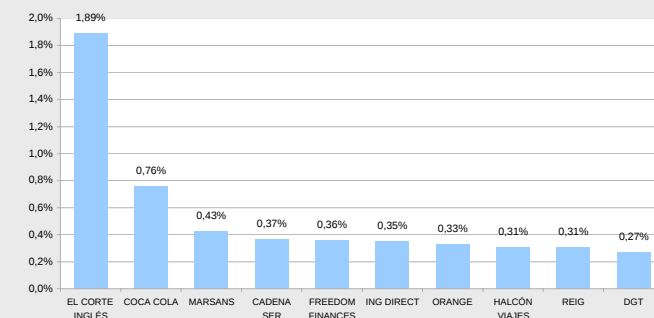
RANKING DE NOTORIEDAD PUBLICITARIA POR MEDIOS. AGOSTO 2008

TELEVISIÓN



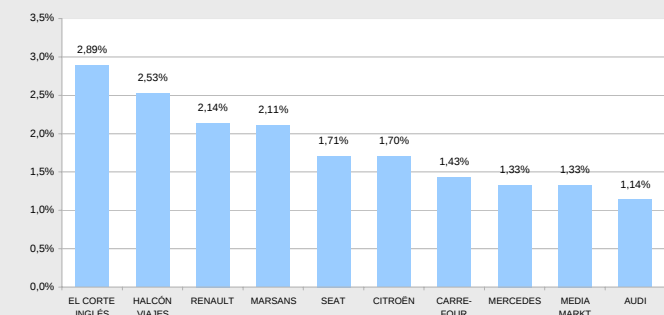
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RADIO



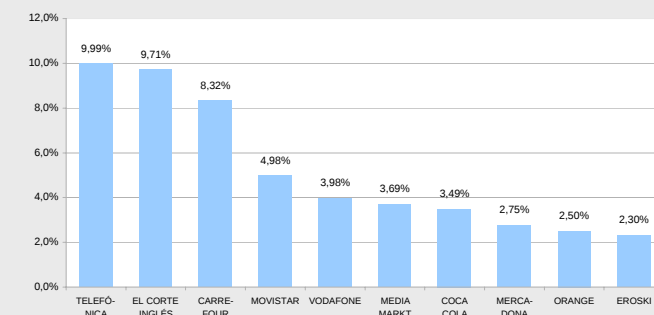
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PRENSA



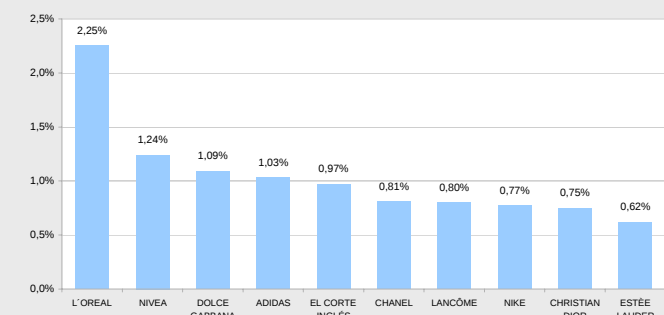
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EXTERIOR



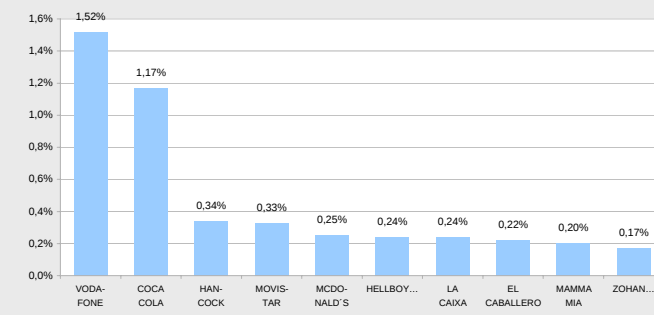
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REVISTAS



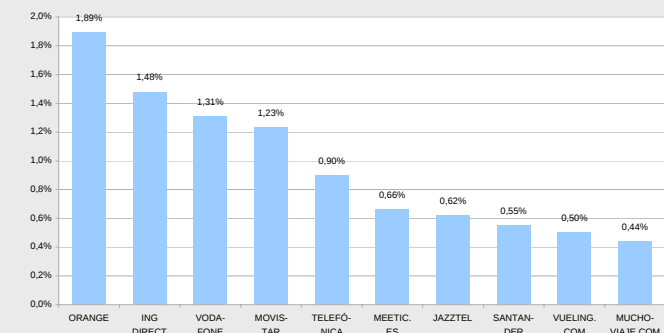
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CINE



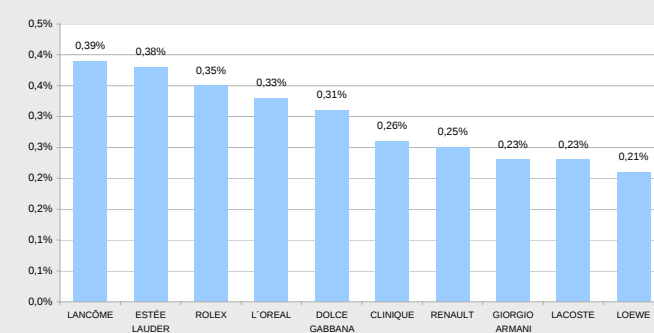
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INTERNET



FUENTE: TOP OF MIND - IMOP

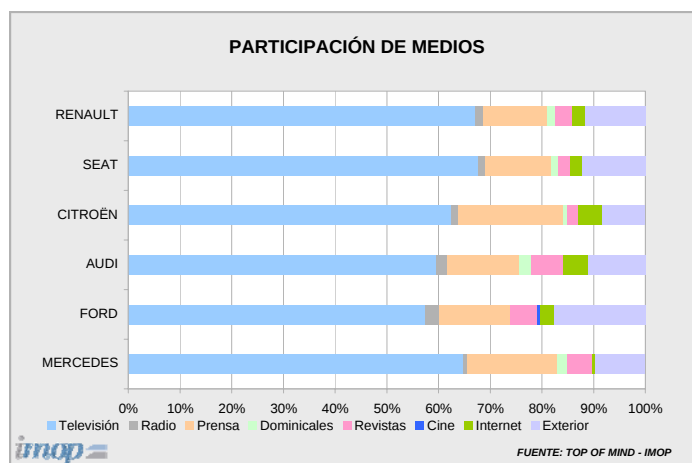
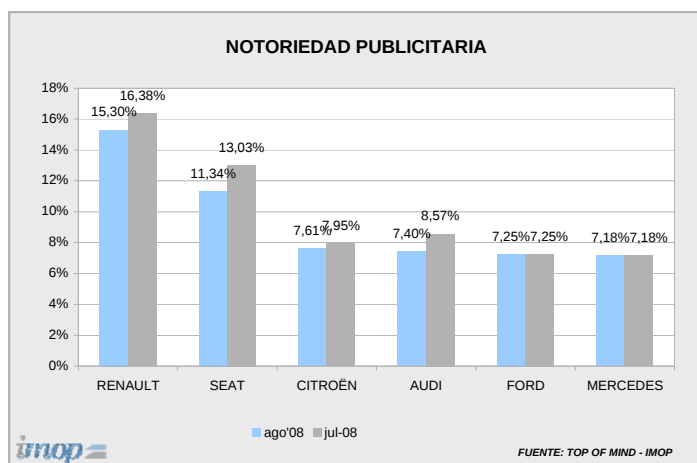
SUPLEMENTOS



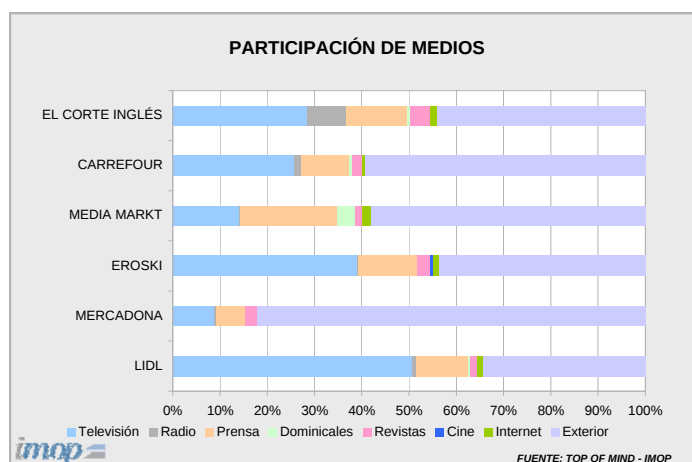
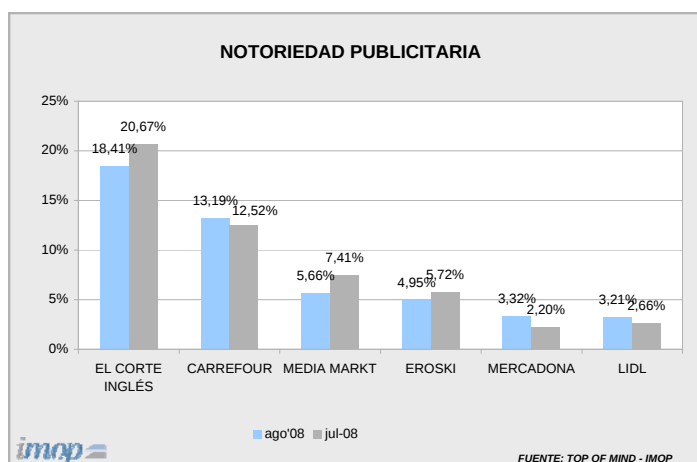
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NOTORIEDAD PUBLICITARIA POR SECTORES DE ACTIVIDAD. AGOSTO 2008

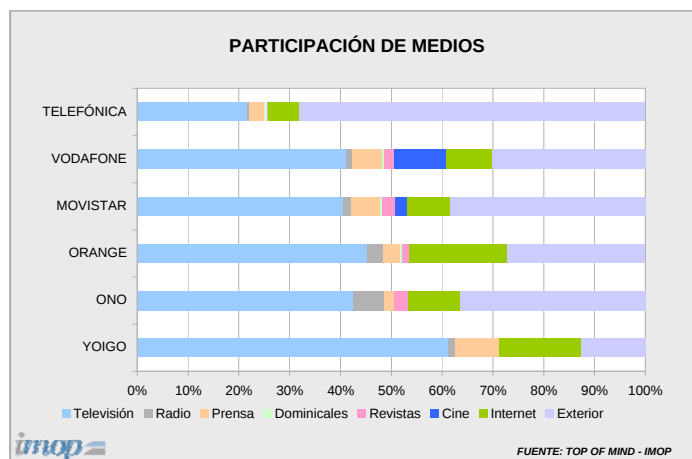
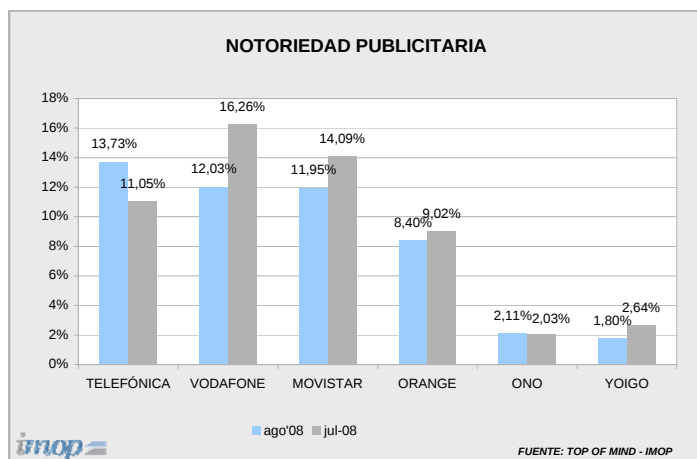
AUTOMOCIÓN



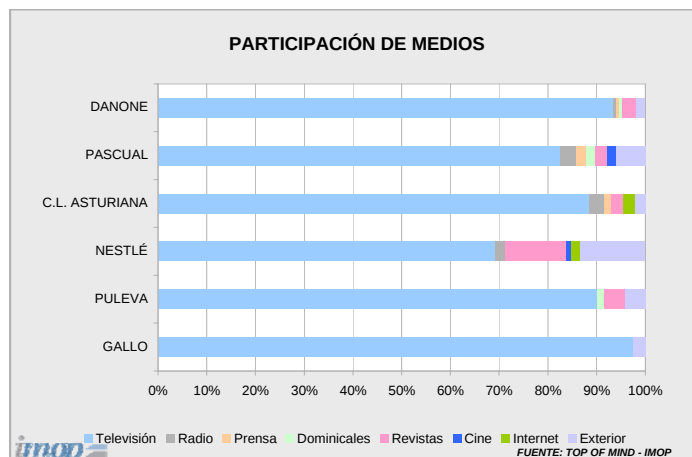
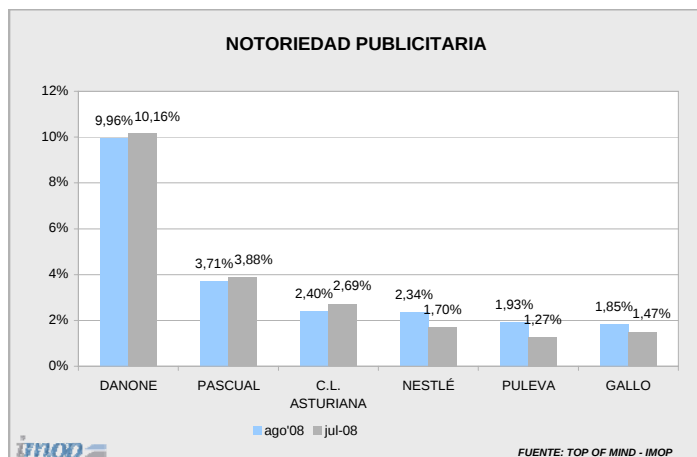
GRANDES ALMACENES



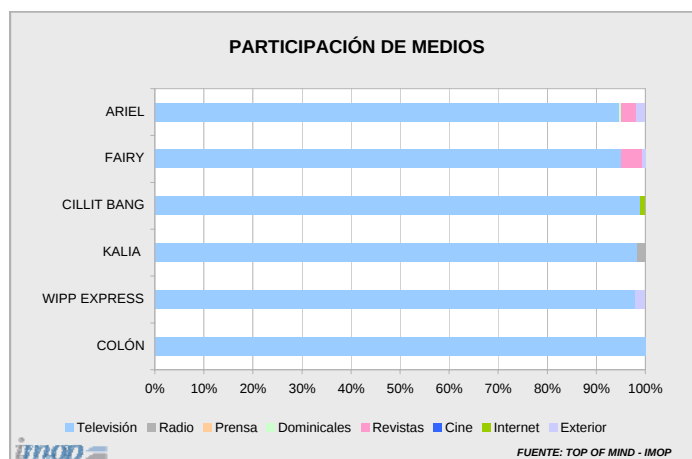
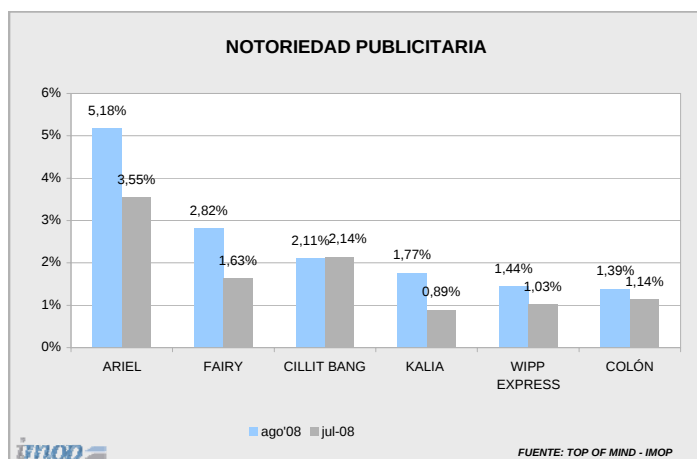
TELEFONÍA



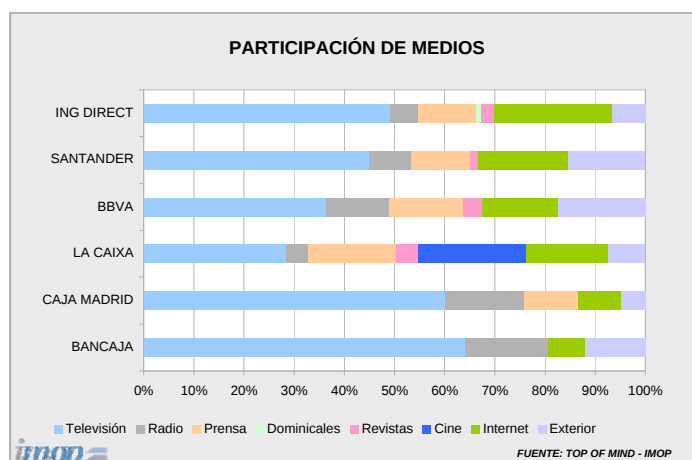
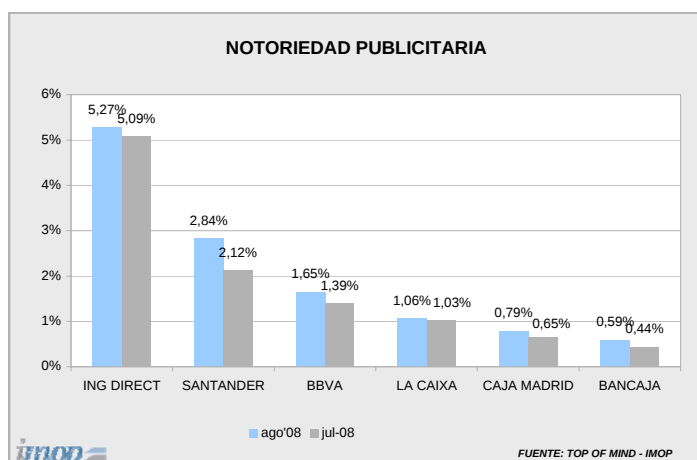
ALIMENTACIÓN



LIMPIEZA DEL HOGAR



SECTOR FINANCIERO



SECTOR ENERGÉTICO

