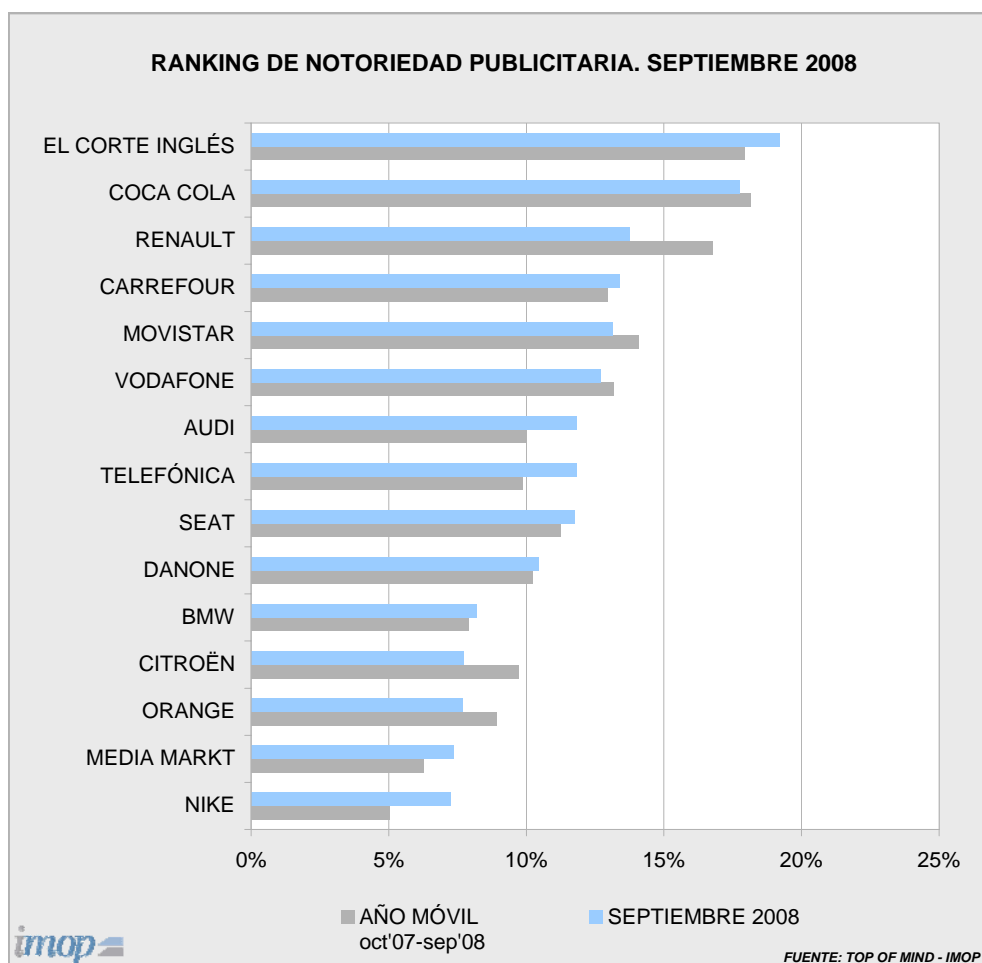


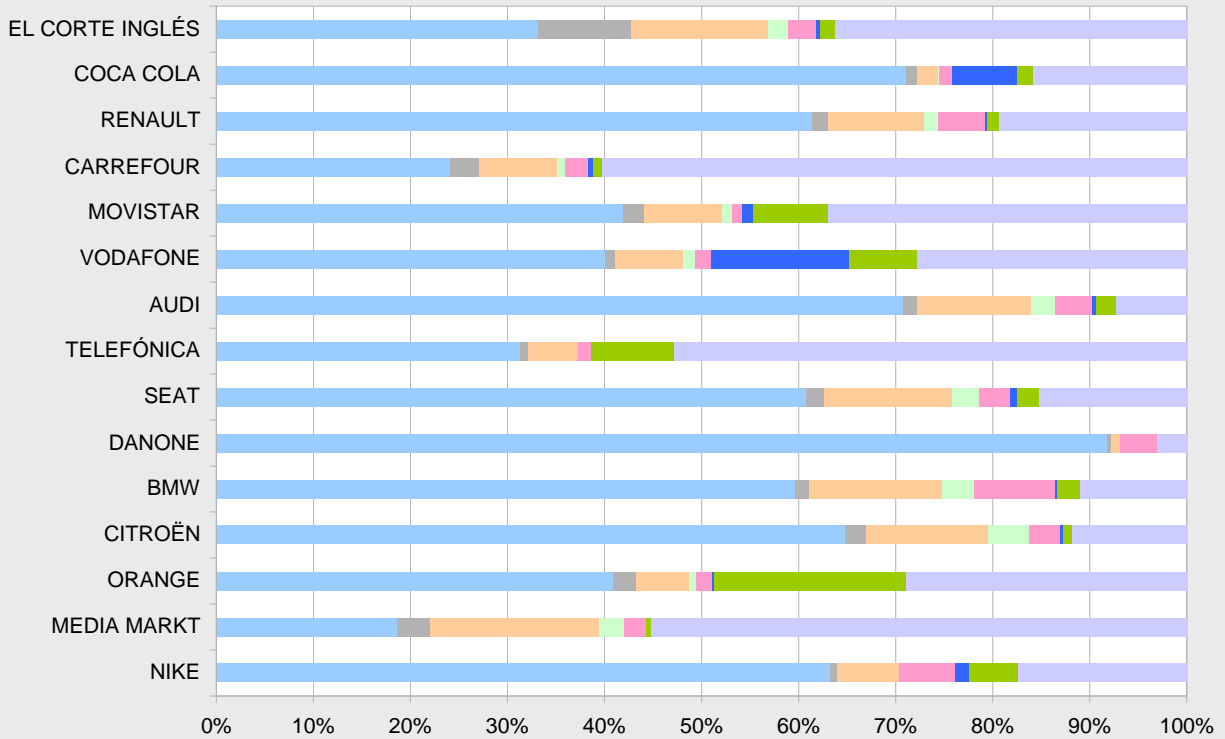
RANKING DE NOTORIEDAD PUBLICITARIA Y PARTICIPACIÓN DE LOS MEDIOS. SEPTIEMBRE 2008

| | AÑO MÓVIL oct'07-sep'08 | | SEPTIEMBRE 2008 | | AGOSTO 2008 | RK. SEP. 2007 |
|-----------------|----------------------------|-----|-----------------|-----|----------------|---------------------|
| | NOTORIEDAD | RK. | NOTORIEDAD | RK. | | |
| EL CORTE INGLÉS | 17,91% | 2 | 19,18% | 1 | 2 | 1 |
| COCA COLA | 18,13% | 1 | 17,74% | 2 | 1 | 2 |
| RENAULT | 16,75% | 3 | 13,75% | 3 | 3 | 3 |
| CARREFOUR | 12,92% | 6 | 13,38% | 4 | 5 | 4 |
| MOVISTAR | 14,07% | 4 | 13,11% | 5 | 7 | 5 |
| VODAFONE | 13,16% | 5 | 12,70% | 6 | 6 | 6 |
| AUDI | 10,02% | 9 | 11,82% | 7 | 13 | 9 |
| TELEFÓNICA | 9,85% | 10 | 11,81% | 8 | 4 | 8 |
| SEAT | 11,23% | 7 | 11,75% | 9 | 8 | 7 |
| DANONE | 10,23% | 8 | 10,42% | 10 | 9 | 11 |
| BMW | 7,88% | 14 | 8,19% | 11 | 16 | 17 |
| CITROËN | 9,69% | 11 | 7,73% | 12 | 12 | 12 |
| ORANGE | 8,92% | 12 | 7,68% | 13 | 10 | 19 |
| MEDIA MARKT | 6,27% | 17 | 7,34% | 14 | 18 | 13 |
| NIKE | 5,02% | 21 | 7,22% | 15 | 11 | 15 |

FUENTE: TOP OF MIND - IMOP

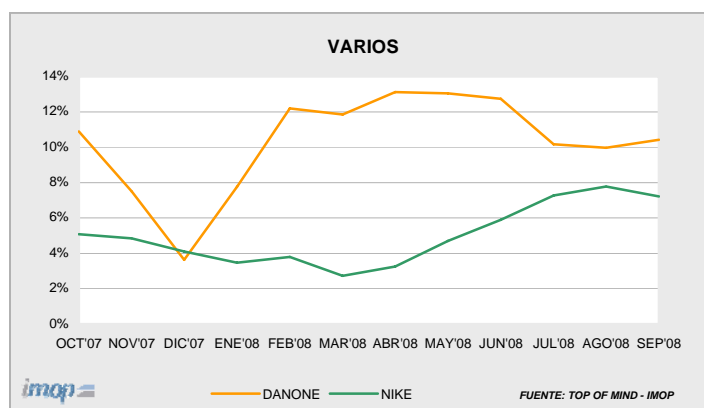
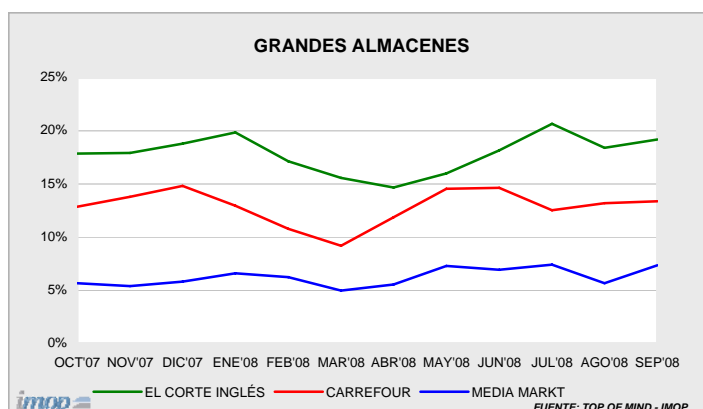
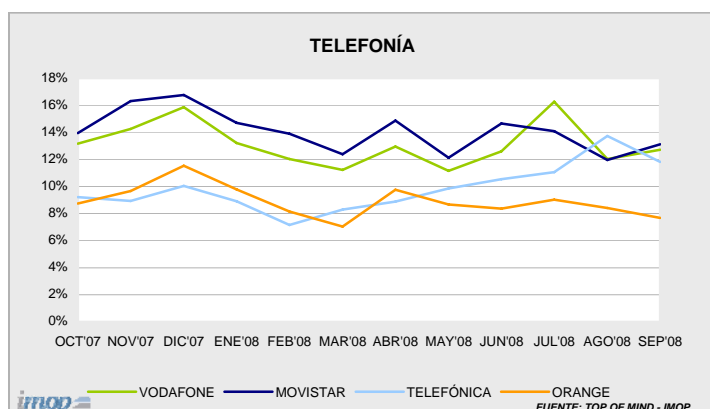
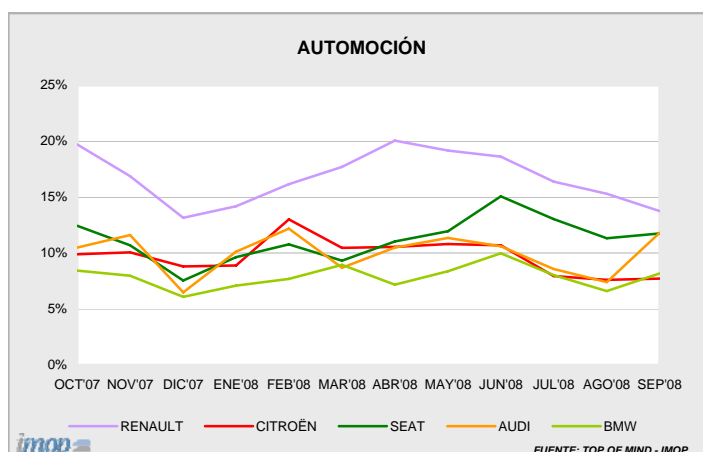
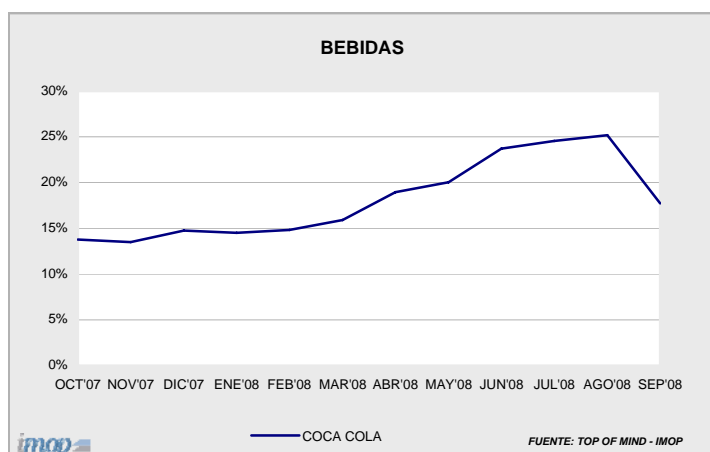


PARTICIPACIÓN DE LOS MEDIOS EN LA CONSTRUCCIÓN DE LA NOTORIEDAD PUBLICITARIA. SEPTIEMBRE 2008



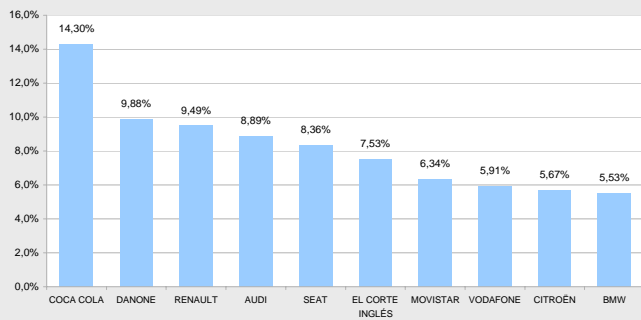
EVOLUCIÓN DE LA NOTORIEDAD PUBLICITARIA DEL AÑO MÓVIL POR MESES

| | TOTAL | | OCT'07 | NOV'07 | DIC'07 | ENE'08 | FEB'08 | MAR'08 | ABR'08 | MAY'08 | JUN'08 | JUL'08 | AGO'08 | SEP'08 | | SEP'07 | |
|-----------------|--------|-----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|-------|
| | TOTAL | RK. | | | | | | | | | | | | SEP'08 | Rank. | SEP'07 | Rank. |
| EL CORTE INGLÉS | 17,91% | 2 | 17,87% | 17,93% | 18,81% | 19,86% | 17,15% | 15,58% | 14,68% | 15,99% | 18,16% | 20,67% | 18,41% | 19,18% | 1 | 16,84% | 1 |
| COCA COLA | 18,13% | 1 | 13,78% | 13,48% | 14,75% | 14,52% | 14,82% | 15,92% | 18,94% | 20,02% | 23,72% | 24,55% | 25,17% | 17,74% | 2 | 14,47% | 2 |
| RENAULT | 16,75% | 3 | 19,70% | 16,89% | 13,17% | 14,18% | 16,16% | 17,72% | 20,06% | 19,17% | 18,63% | 16,38% | 15,30% | 13,75% | 3 | 14,04% | 3 |
| CARREFOUR | 12,92% | 6 | 12,85% | 13,80% | 14,82% | 12,96% | 10,77% | 9,20% | 11,88% | 14,56% | 14,63% | 12,52% | 13,19% | 13,38% | 4 | 12,46% | 4 |
| MOVISTAR | 14,07% | 4 | 13,93% | 16,29% | 16,75% | 14,70% | 13,89% | 12,37% | 14,85% | 12,12% | 14,65% | 14,09% | 11,95% | 13,11% | 5 | 10,05% | 5 |
| VODAFONE | 13,16% | 5 | 13,16% | 14,25% | 15,86% | 13,20% | 12,03% | 11,22% | 12,95% | 11,15% | 12,59% | 16,26% | 12,03% | 12,70% | 6 | 9,38% | 6 |
| AUDI | 10,02% | 9 | 10,49% | 11,61% | 6,49% | 10,12% | 12,18% | 8,69% | 10,49% | 11,35% | 10,61% | 8,57% | 7,40% | 11,82% | 7 | 7,40% | 9 |
| TELEFÓNICA | 9,85% | 10 | 9,22% | 8,94% | 10,03% | 8,91% | 7,15% | 8,28% | 8,89% | 9,85% | 10,53% | 11,05% | 13,73% | 11,81% | 8 | 8,02% | 8 |
| SEAT | 11,23% | 7 | 12,45% | 10,70% | 7,56% | 9,65% | 10,77% | 9,33% | 11,05% | 11,95% | 15,07% | 13,03% | 11,34% | 11,75% | 9 | 8,68% | 7 |
| DANONE | 10,23% | 8 | 10,89% | 7,50% | 3,64% | 7,76% | 12,20% | 11,85% | 13,12% | 13,05% | 12,74% | 10,16% | 9,96% | 10,42% | 10 | 6,95% | 11 |
| BMW | 7,88% | 14 | 8,45% | 7,97% | 6,10% | 7,08% | 7,70% | 8,95% | 7,18% | 8,39% | 9,98% | 8,03% | 6,60% | 8,19% | 11 | 5,75% | 17 |
| CITROËN | 9,69% | 11 | 9,90% | 10,07% | 8,82% | 8,91% | 13,01% | 10,47% | 10,56% | 10,81% | 10,71% | 7,95% | 7,61% | 7,73% | 12 | 6,45% | 12 |
| ORANGE | 8,92% | 12 | 8,74% | 9,65% | 11,53% | 9,78% | 8,15% | 7,03% | 9,76% | 8,66% | 8,37% | 9,02% | 8,40% | 7,68% | 13 | 5,29% | 19 |
| MEDIA MARKT | 6,27% | 17 | 5,66% | 5,40% | 5,82% | 6,59% | 6,25% | 4,96% | 5,53% | 7,28% | 6,93% | 7,41% | 5,66% | 7,34% | 14 | 6,09% | 13 |
| NIKE | 5,02% | 21 | 5,09% | 4,84% | 4,10% | 3,47% | 3,80% | 2,74% | 3,25% | 4,71% | 5,90% | 7,27% | 7,77% | 7,22% | 15 | 6,04% | 15 |



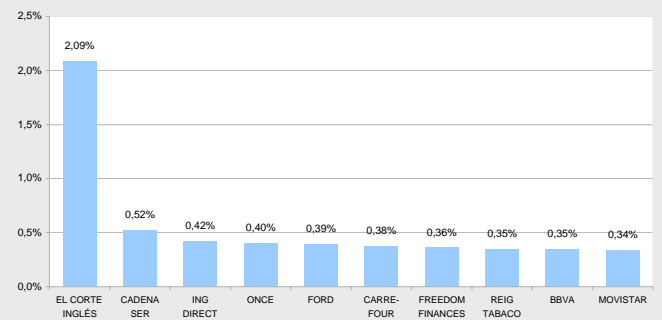
RANKING DE NOTORIEDAD PUBLICITARIA POR MEDIOS. SEPTIEMBRE 2008

TELEVISIÓN



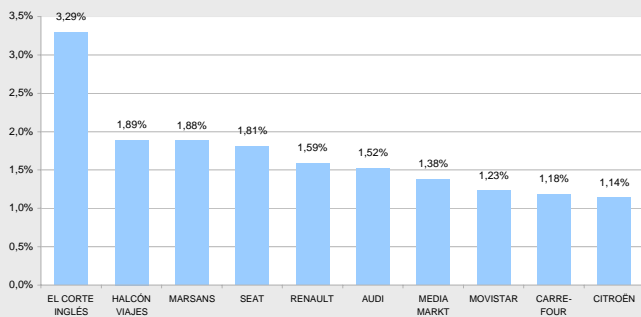

FUENTE: TOP OF MIND - IMOP

RADIO



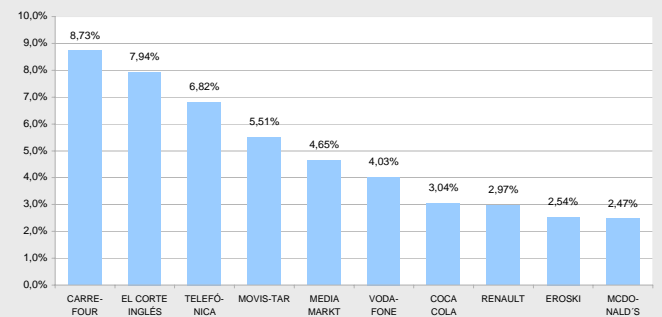

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PRENSA



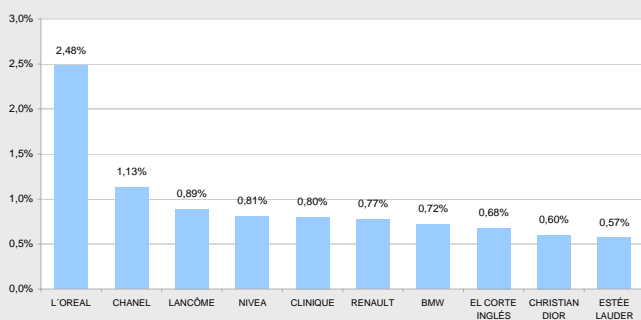

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EXTERIOR



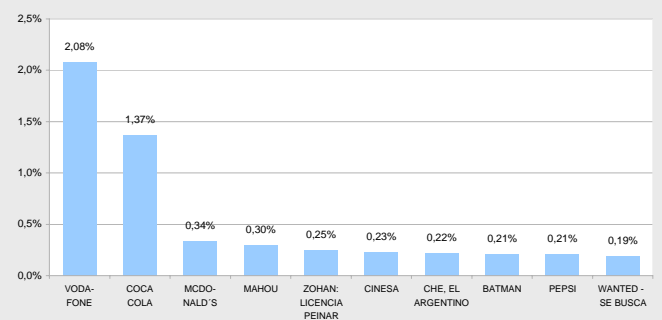

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REVISTAS



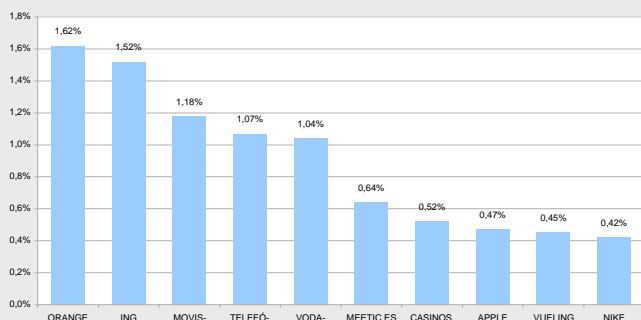

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CINE



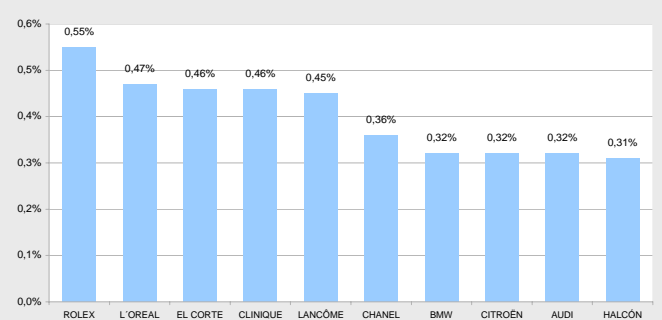

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INTERNET




FUENTE: TOP OF MIND - IMOP

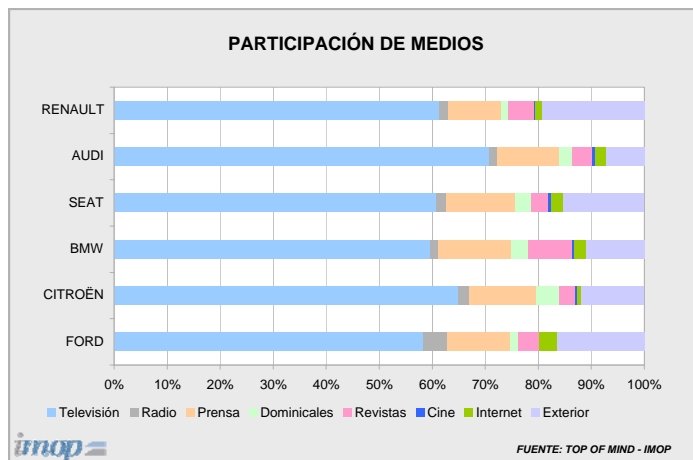
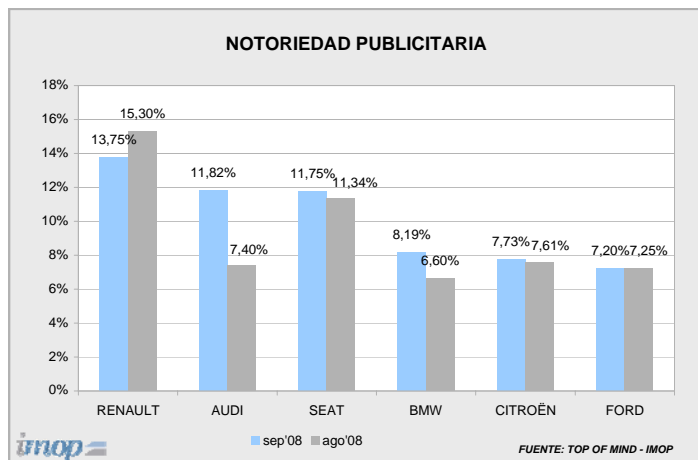
SUPLEMENTOS



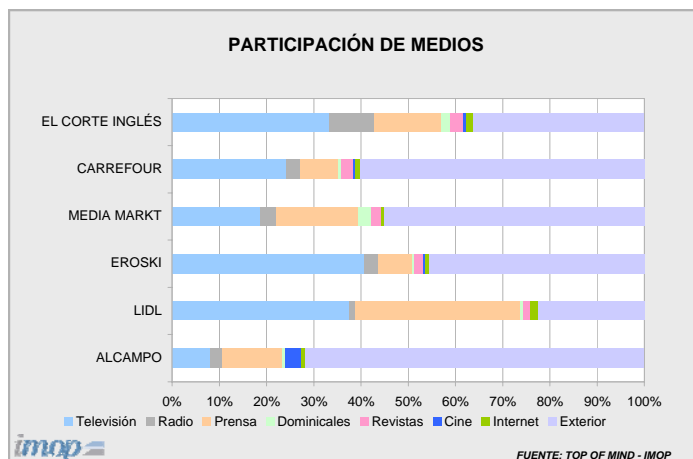
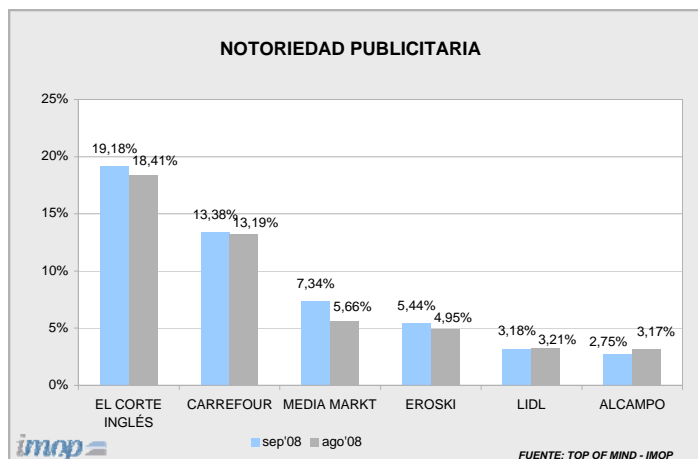

FUENTE: TOP OF MIND - IMOP

NOTORIEDAD PUBLICITARIA POR SECTORES DE ACTIVIDAD. SEPTIEMBRE 2008

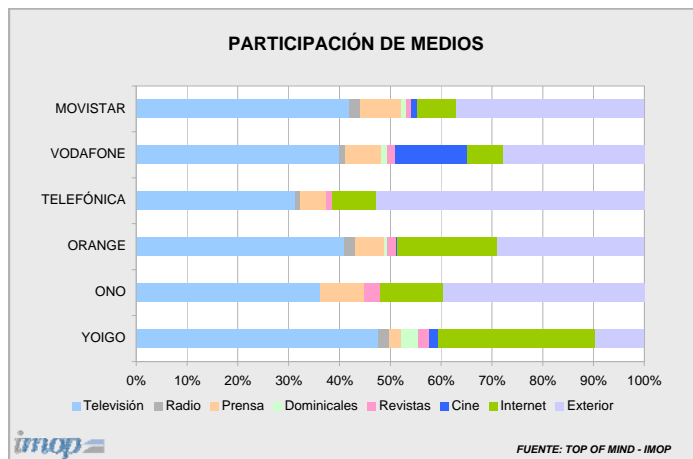
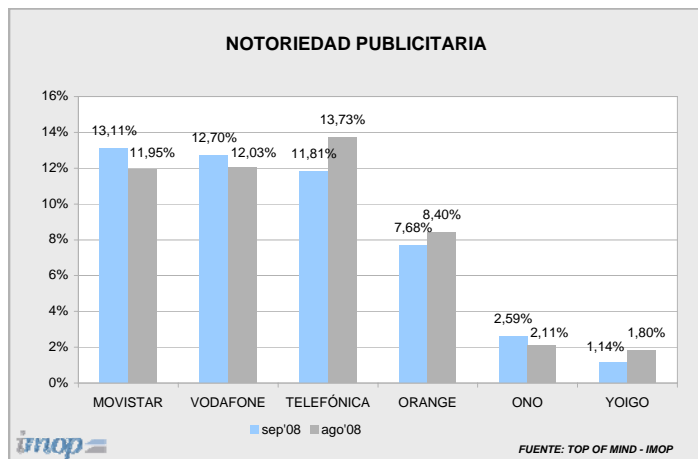
AUTOMOCIÓN



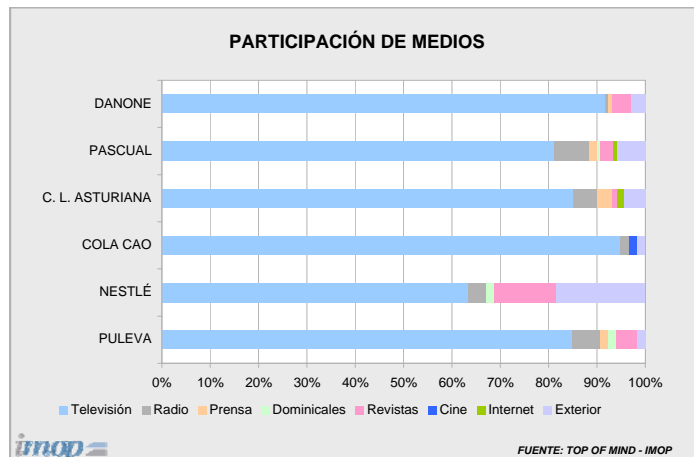
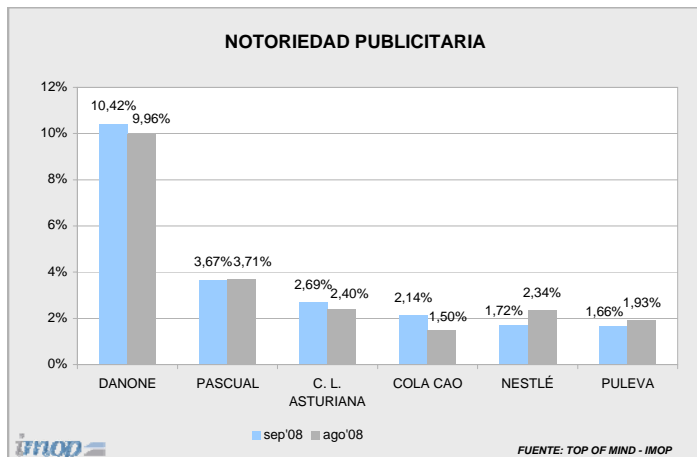
GRANDES ALMACENES



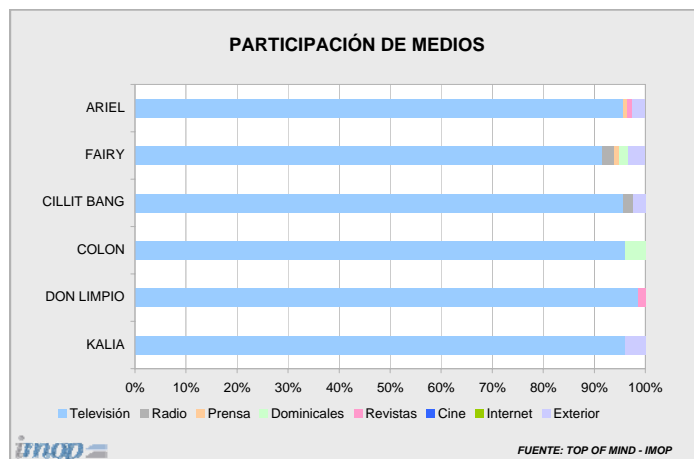
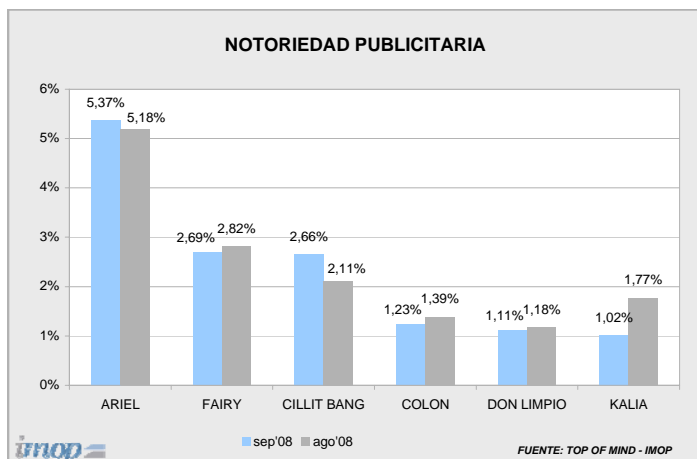
TELEFONÍA



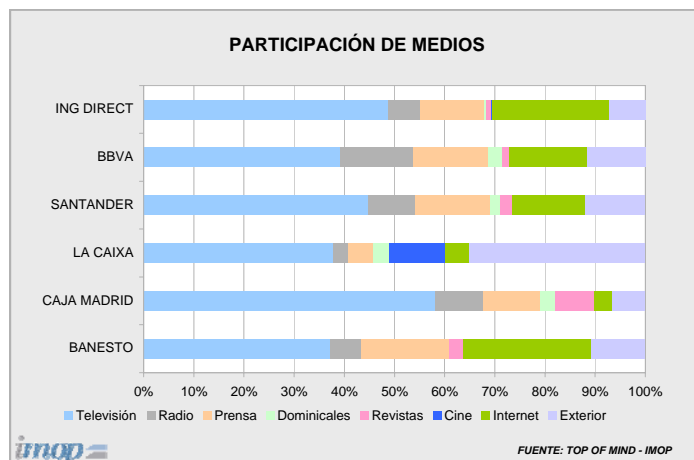
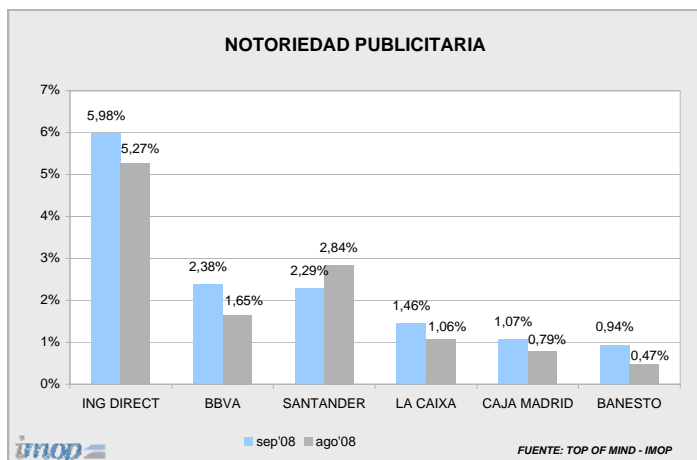
ALIMENTACIÓN



LIMPIEZA DEL HOGAR



SECTOR FINANCIERO



SECTOR ENERGÉTICO

