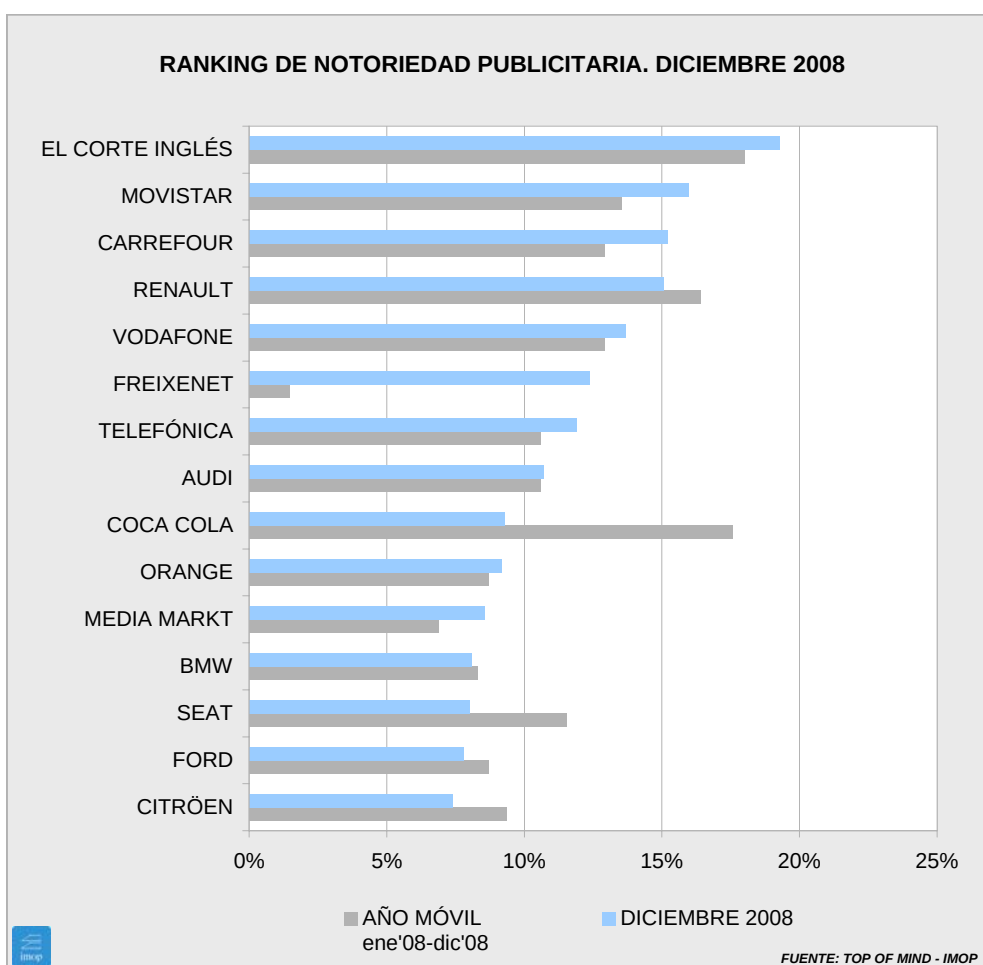


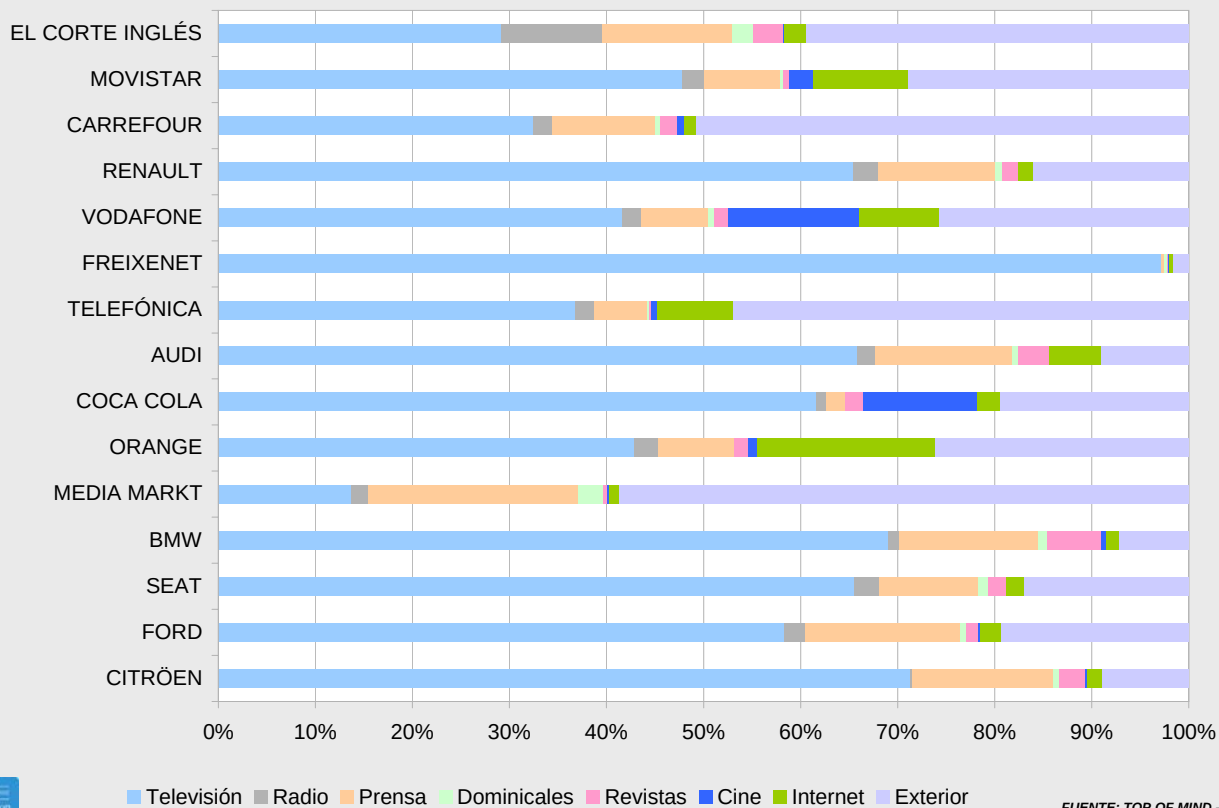
RANKING DE NOTORIEDAD PUBLICITARIA Y PARTICIPACIÓN DE LOS MEDIOS. DICIEMBRE 2008

	AÑO MÓVIL ene'08-dic'08		DICIEMBRE 2008		RK. NOV. 2008	RK. DIC. 2007
	NOTORIEDAD	RK.	NOTORIEDAD	RK.		
EL CORTE INGLÉS	17,99%	1	19,26%	1	1	1
MOVISTAR	13,51%	4	15,95%	2	9	2
CARREFOUR	12,91%	5	15,21%	3	3	4
RENAULT	16,40%	3	15,06%	4	2	6
VODAFONE	12,90%	6	13,68%	5	5	3
FREIXENET	1,45%	76	12,37%	6	204	7
TELEFÓNICA	10,57%	9	11,88%	7	4	9
AUDI	10,60%	8	10,69%	8	6	12
COCA COLA	17,56%	2	9,27%	9	10	5
ORANGE	8,69%	13	9,17%	10	12	8
MEDIA MARKT	6,87%	16	8,55%	11	16	16
BMW	8,31%	14	8,08%	12	7	14
SEAT	11,53%	7	8,01%	13	8	11
FORD	8,70%	12	7,79%	14	14	13
CITROËN	9,34%	11	7,40%	15	13	10

FUENTE: TOP OF MIND - IMOP



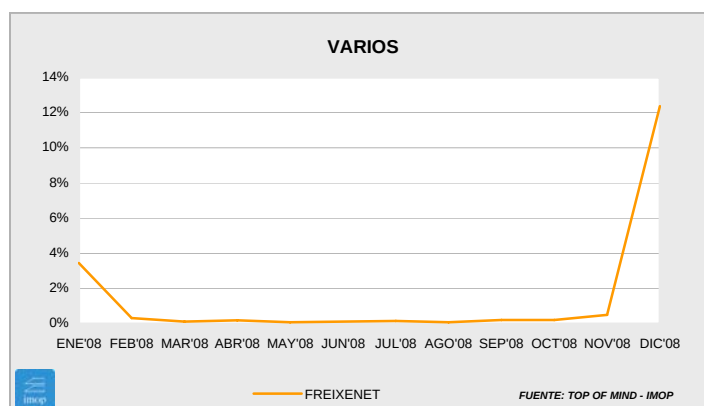
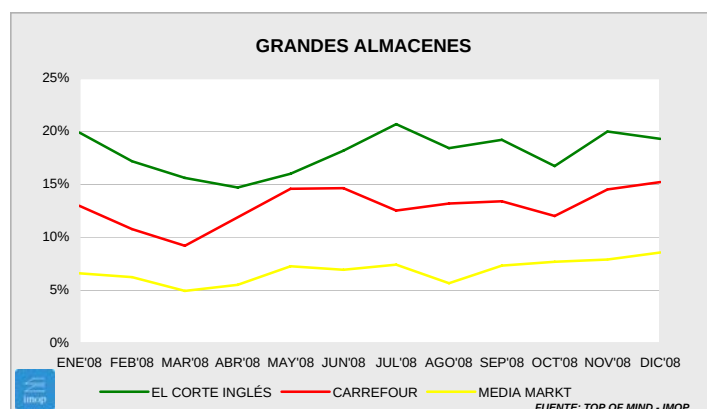
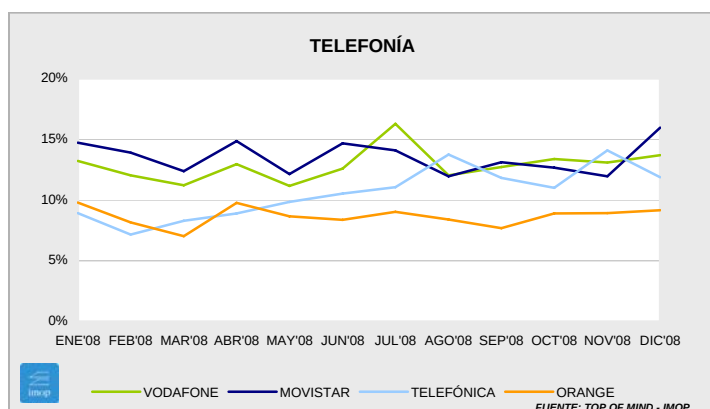
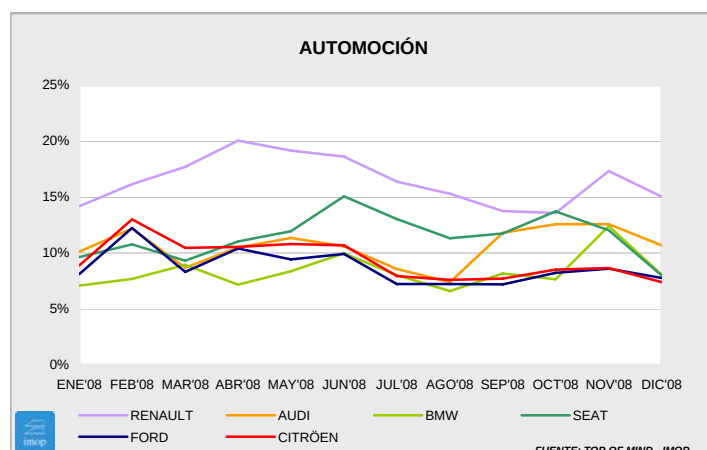
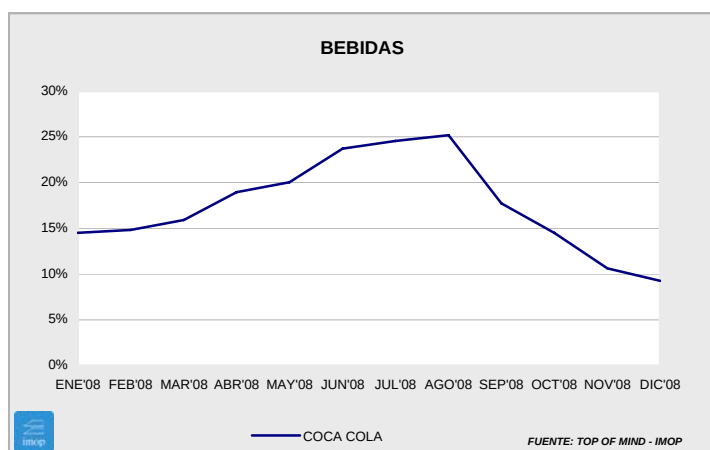
PARTICIPACIÓN DE LOS MEDIOS EN LA CONSTRUCCIÓN DE LA NOTORIEDAD PUBLICITARIA. DICIEMBRE 2008



FUENTE: TOP OF MIND - IMOP

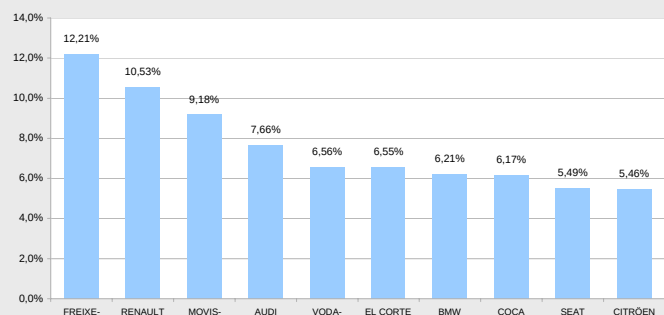
EVOLUCIÓN DE LA NOTORIEDAD PUBLICITARIA DEL AÑO MÓVIL POR MESES

	TOTAL		ENE'08	FEB'08	MAR'08	ABR'08	MAY'08	JUN'08	JUL'08	AGO'08	SEP'08	OCT'08	NOV'08	DIC'08		DIC'07	
	TOTAL	RK.												DIC'08	Rank.	DIC'07	Rank.
EL CORTE INGLÉS	17,99%	1	19,86%	17,15%	15,58%	14,68%	15,99%	18,16%	20,67%	18,41%	19,18%	16,71%	19,95%	19,26%	1	18,81%	1
MOVISTAR	13,51%	4	14,70%	13,89%	12,37%	14,85%	12,12%	14,65%	14,09%	11,95%	13,11%	12,65%	11,95%	15,95%	2	16,75%	2
CARREFOUR	12,91%	5	12,96%	10,77%	9,20%	11,88%	14,56%	14,63%	12,52%	13,19%	13,38%	12,01%	14,50%	15,21%	3	14,82%	4
RENAULT	16,40%	3	14,18%	16,16%	17,72%	20,06%	19,17%	18,63%	16,38%	15,30%	13,75%	13,60%	17,33%	15,06%	4	13,17%	6
VODAFONE	12,90%	6	13,20%	12,03%	11,22%	12,95%	11,15%	12,59%	16,26%	12,03%	12,70%	13,38%	13,07%	13,68%	5	15,86%	3
FREIXENET	1,45%	76	3,46%	0,32%	0,12%	0,20%	0,10%	0,12%	0,17%	0,10%	0,21%	0,21%	0,51%	12,37%	6	11,62%	7
TELEFÓNICA	10,57%	9	8,91%	7,15%	8,28%	8,89%	9,85%	10,53%	11,05%	13,73%	11,81%	10,99%	14,08%	11,88%	7	10,03%	9
AUDI	10,60%	8	10,12%	12,18%	8,69%	10,49%	11,35%	10,61%	8,57%	7,40%	11,82%	12,58%	12,59%	10,69%	8	6,49%	12
COCA COLA	17,56%	2	14,52%	14,82%	15,92%	18,94%	20,02%	23,72%	24,55%	25,17%	17,74%	14,52%	10,64%	9,27%	9	14,75%	5
ORANGE	8,69%	13	9,78%	8,15%	7,03%	9,76%	8,66%	8,37%	9,02%	8,40%	7,68%	8,90%	8,91%	9,17%	10	11,53%	8
MEDIA MARKT	6,87%	16	6,59%	6,25%	4,96%	5,53%	7,28%	6,93%	7,41%	5,66%	7,34%	7,70%	7,89%	8,55%	11	5,82%	16
BMW	8,31%	14	7,08%	7,70%	8,95%	7,18%	8,39%	9,98%	8,03%	6,60%	8,19%	7,67%	12,41%	8,08%	12	6,10%	14
SEAT	11,53%	7	9,65%	10,77%	9,33%	11,05%	11,95%	15,07%	13,03%	11,34%	11,75%	13,72%	12,05%	8,01%	13	7,56%	11
FORD	8,70%	12	8,11%	12,24%	8,33%	10,40%	9,43%	9,93%	7,25%	7,25%	7,20%	8,25%	8,62%	7,79%	14	6,26%	13
CITRÖEN	9,34%	11	8,91%	13,01%	10,47%	10,56%	10,81%	10,71%	7,95%	7,61%	7,73%	8,51%	8,66%	7,40%	15	8,82%	10



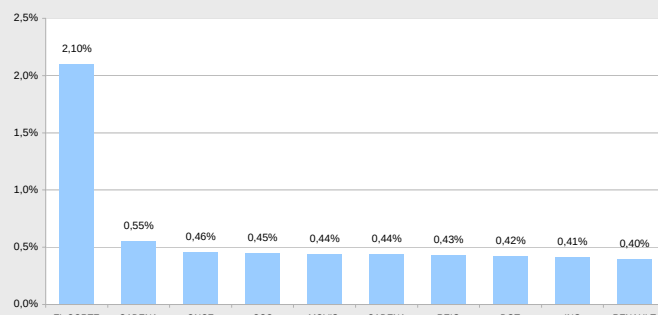
RANKING DE NOTORIEDAD PUBLICITARIA POR MEDIOS. DICIEMBRE 2008

TELEVISIÓN



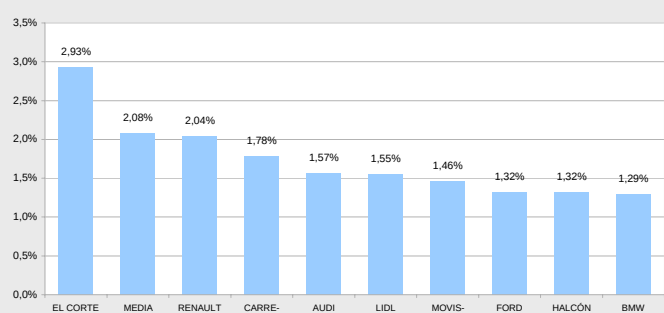
FUENTE: TOP OF MIND - IMOP

RADIO



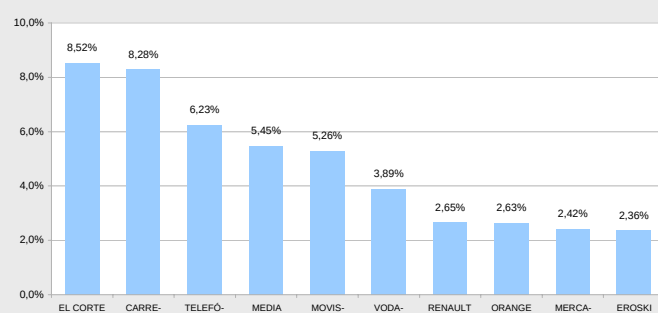
FUENTE: TOP OF MIND - IMOP

PRENSA



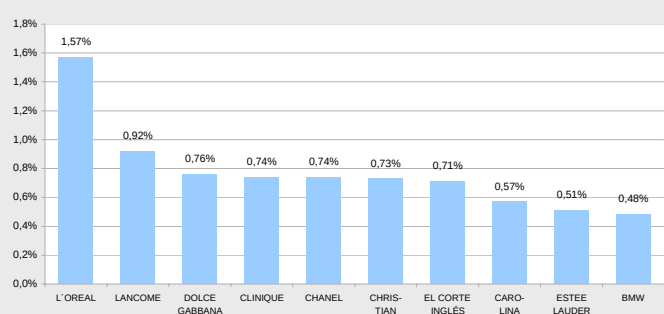
FUENTE: TOP OF MIND - IMOP

EXTERIOR



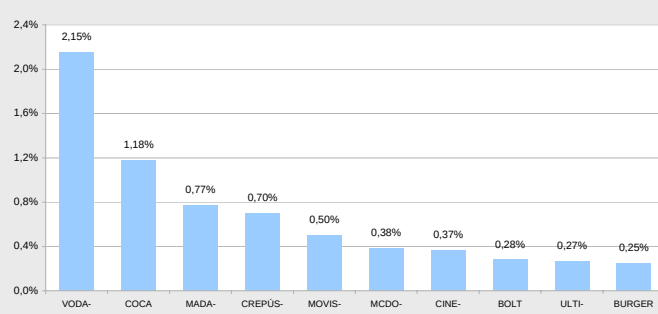
FUENTE: TOP OF MIND - IMOP

REVISTAS



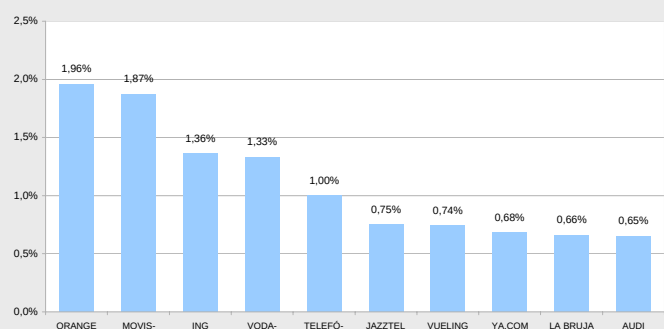
FUENTE: TOP OF MIND - IMOP

CINE



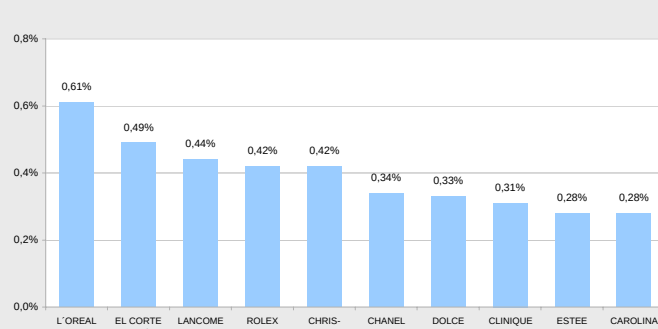
FUENTE: TOP OF MIND - IMOP

INTERNET



FUENTE: TOP OF MIND - IMOP

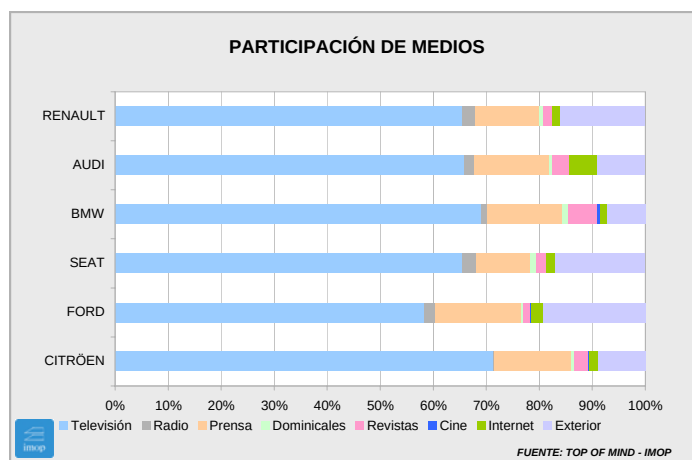
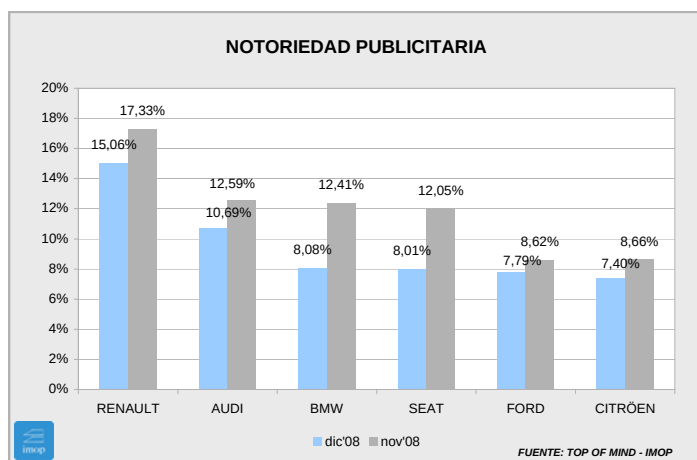
SUPLEMENTOS



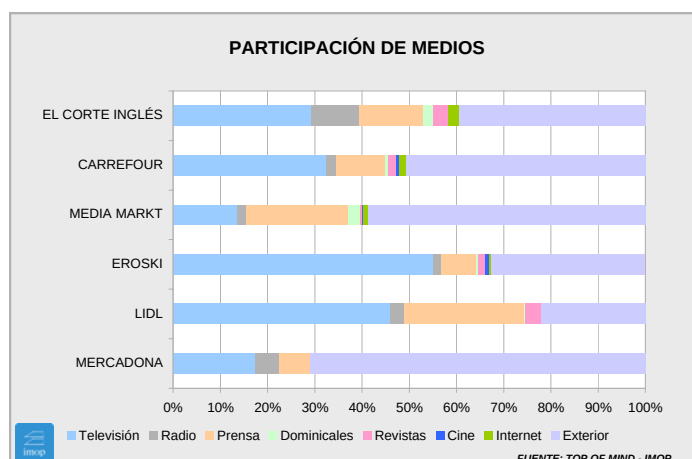
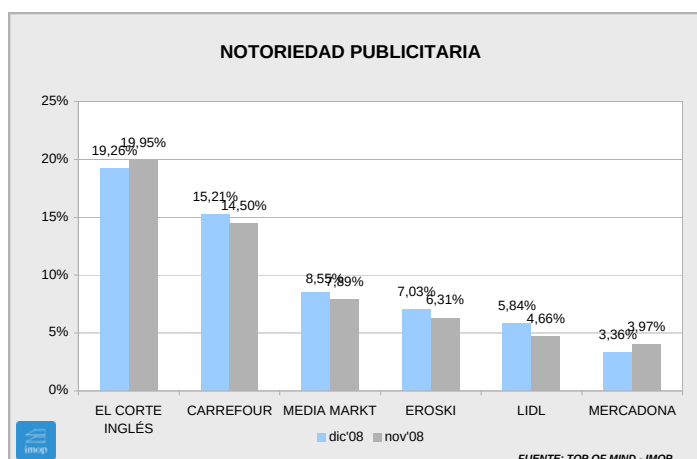
FUENTE: TOP OF MIND - IMOP

NOTORIEDAD PUBLICITARIA POR SECTORES DE ACTIVIDAD. DICIEMBRE 2008

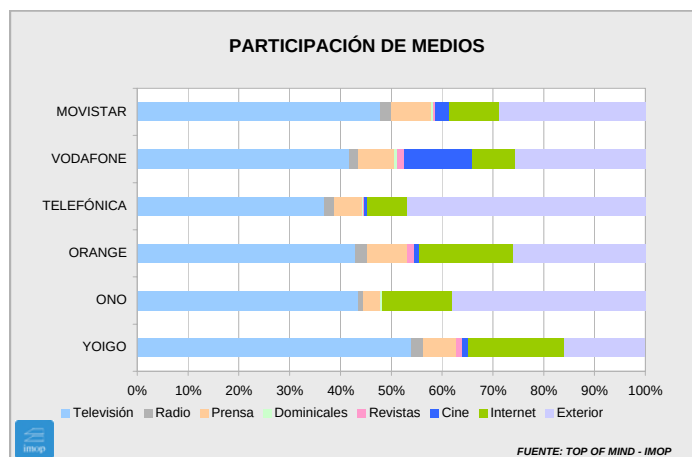
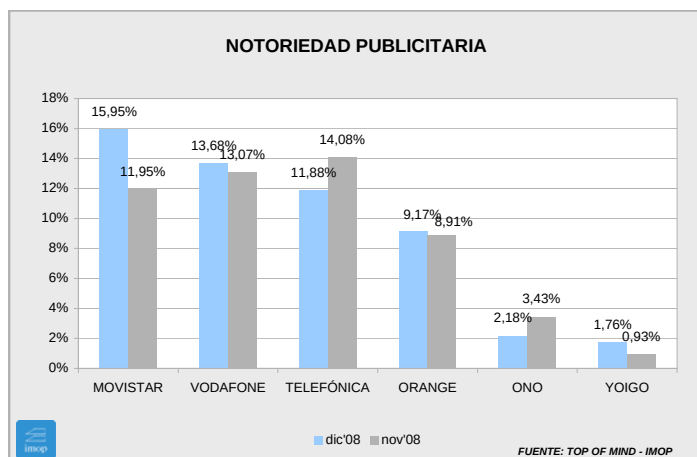
AUTOMOCIÓN



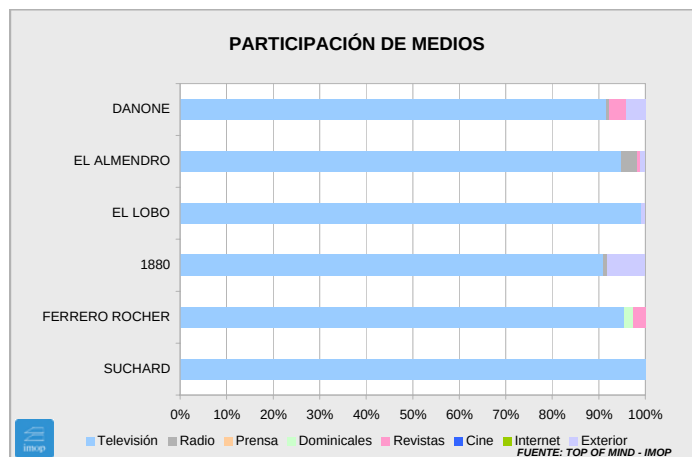
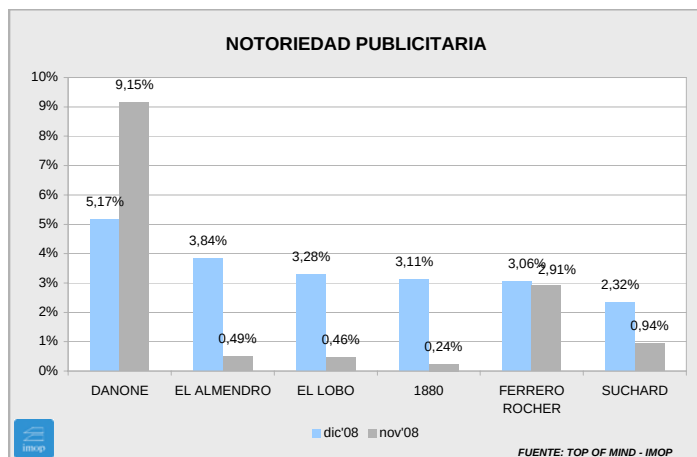
GRANDES ALMACENES



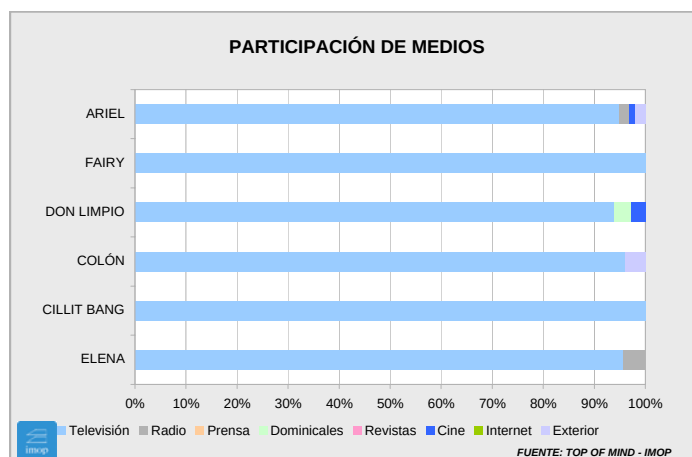
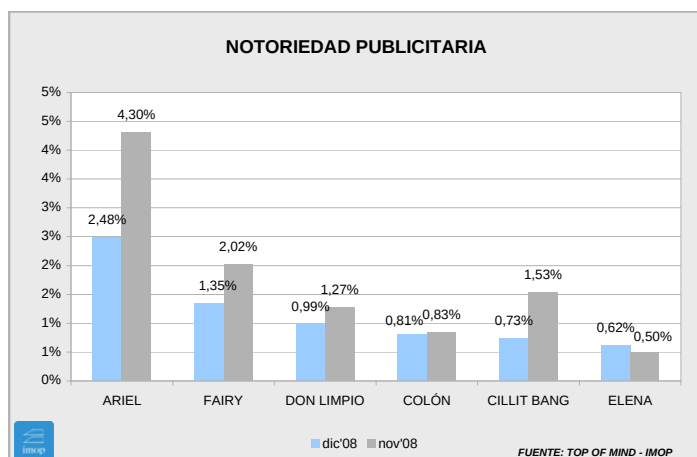
TELEFONÍA



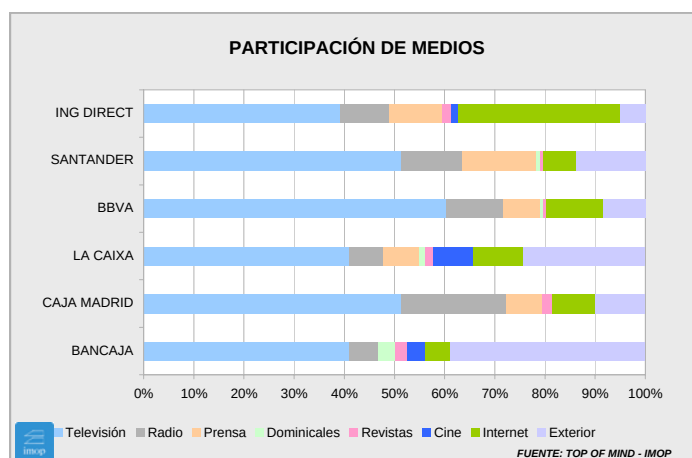
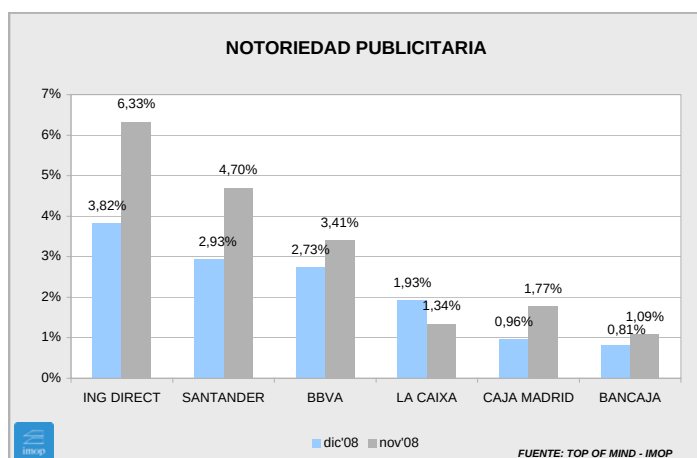
ALIMENTACIÓN



LIMPIEZA DEL HOGAR

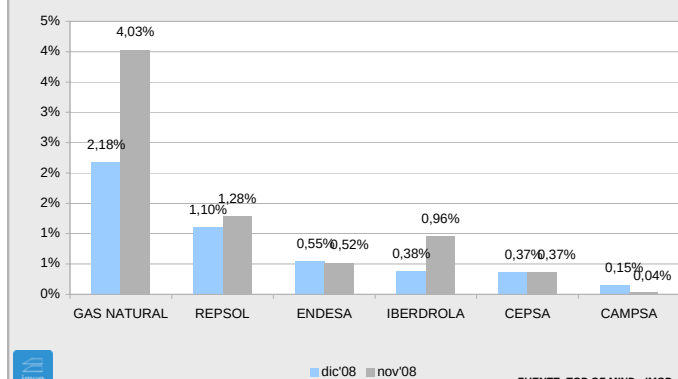


SECTOR FINANCIERO



SECTOR ENERGÉTICO

NOTORIEDAD PUBLICITARIA



PARTICIPACIÓN DE MEDIOS

