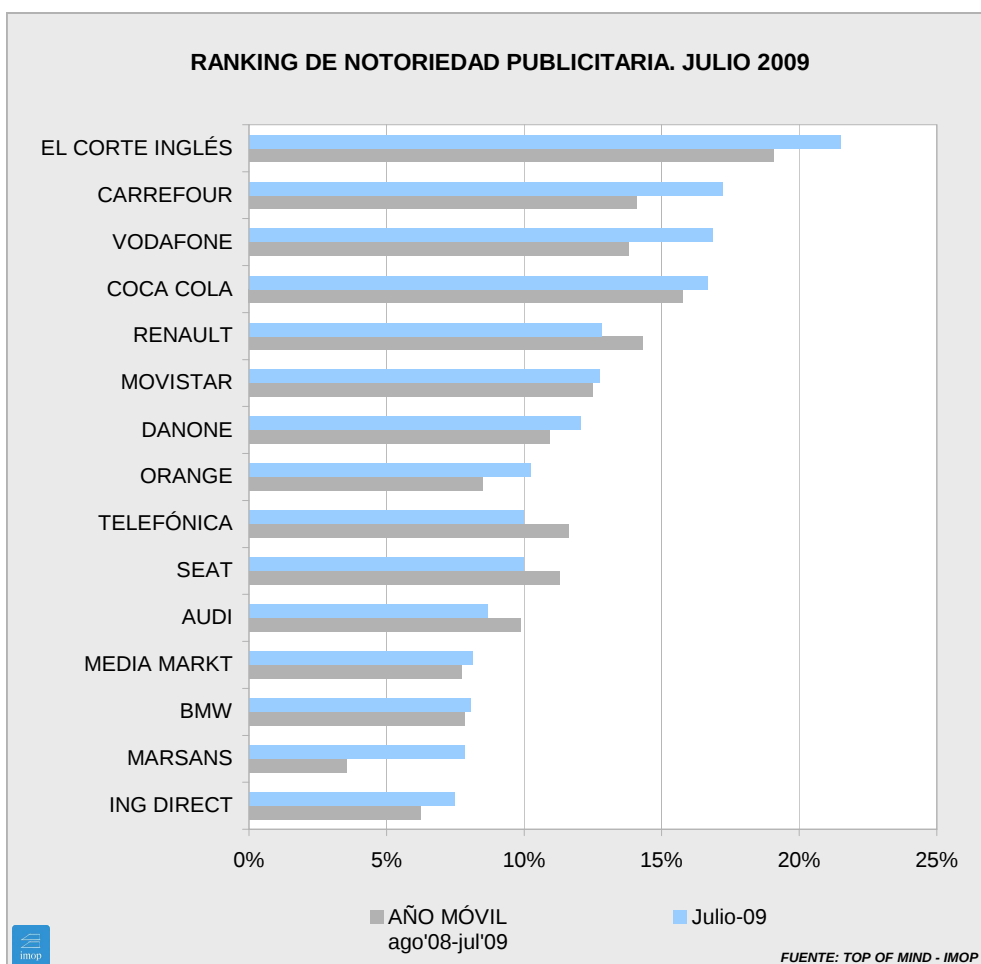


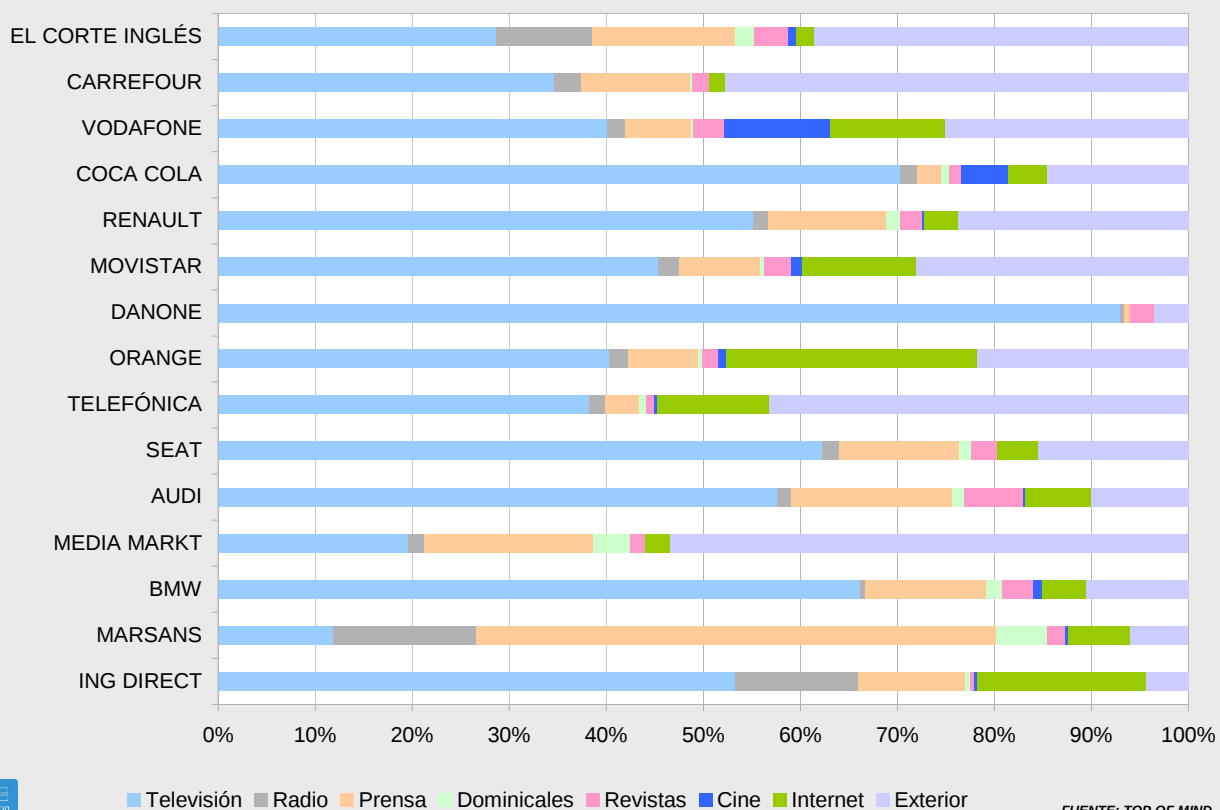
RANKING DE NOTORIEDAD PUBLICITARIA Y PARTICIPACIÓN DE LOS MEDIOS. JULIO 2009

	AÑO MÓVIL ago'08-jul'09		Julio-09		RK. JUNIO 2009	RK. JULIO 2008
	NOTORIEDAD	RK.	NOTORIEDAD	RK.		
EL CORTE INGLÉS	19,07%	1	21,47%	1	1	2
CARREFOUR	14,08%	4	17,20%	2	5	7
VODAFONE	13,77%	5	16,82%	3	3	4
COCA COLA	15,76%	2	16,67%	4	2	1
RENAULT	14,28%	3	12,80%	5	4	3
MOVISTAR	12,48%	6	12,72%	6	9	5
DANONE	10,90%	9	12,04%	7	6	9
ORANGE	8,49%	11	10,24%	8	11	10
TELEFÓNICA	11,60%	7	9,98%	9	10	8
SEAT	11,28%	8	9,96%	10	7	6
AUDI	9,86%	10	8,64%	11	8	11
MEDIA MARKT	7,73%	14	8,12%	12	13	14
BMW	7,81%	12	8,04%	13	18	12
MARSANS	3,53%	27	7,83%	14	17	22
ING DIRECT	6,24%	18	7,45%	15	22	25

FUENTE: TOP OF MIND - IMOP



PARTICIPACIÓN DE LOS MEDIOS EN LA CONSTRUCCIÓN DE LA NOTORIEDAD PUBLICITARIA. JULIO 2009



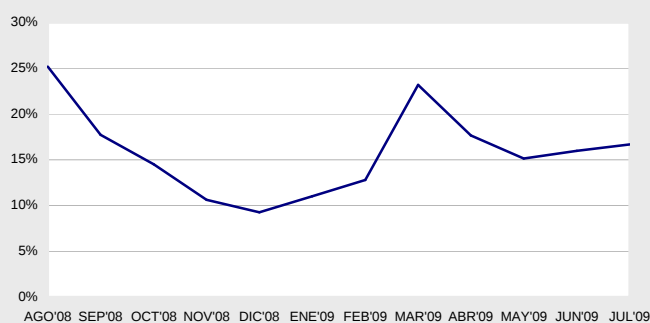
FUENTE: TOP OF MIND - IMOP

EVOLUCIÓN DE LA NOTORIEDAD PUBLICITARIA DEL AÑO MÓVIL POR MESES



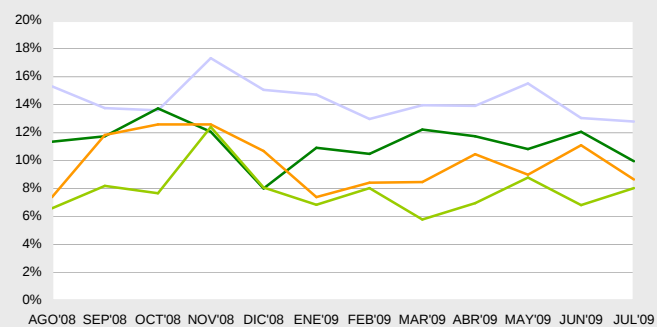
	TOTAL		AGO'08	SEP'08	OCT'08	NOV'08	DIC'08	ENE'09	FEB'09	MAR'09	ABR'09	MAY'09	JUN'09	JUL'09		JUL'08	
	TOTAL	RK.												JUL'09	Rank.	JUL'08	Rank.
EL CORTE INGLÉS	19,07%	1	18,41%	19,18%	16,71%	19,95%	19,26%	22,56%	19,10%	16,62%	18,17%	18,76%	17,97%	21,47%	1	20,67%	2
CARREFOUR	14,08%	4	13,19%	13,38%	12,01%	14,50%	15,21%	13,15%	12,22%	15,51%	14,51%	15,31%	12,56%	17,20%	2	12,52%	7
VODAFONE	13,77%	5	12,03%	12,70%	13,38%	13,07%	13,68%	14,03%	14,32%	12,38%	14,12%	13,65%	14,16%	16,82%	3	16,26%	4
COCA COLA	15,76%	2	25,17%	17,74%	14,52%	10,64%	9,27%	11,02%	12,80%	23,19%	17,66%	15,13%	15,99%	16,67%	4	24,55%	1
RENAULT	14,28%	3	15,30%	13,75%	13,60%	17,33%	15,06%	14,72%	12,98%	13,95%	13,92%	15,52%	13,05%	12,80%	5	16,38%	3
MOVISTAR	12,48%	6	11,95%	13,11%	12,65%	11,95%	15,95%	12,69%	11,73%	12,13%	12,60%	11,18%	11,01%	12,72%	6	14,09%	5
DANONE	10,90%	9	9,96%	10,42%	10,69%	9,15%	5,17%	9,17%	11,99%	12,56%	14,19%	12,10%	12,49%	12,04%	7	10,16%	9
ORANGE	8,49%	11	8,40%	7,68%	8,90%	8,91%	9,17%	8,81%	8,45%	7,45%	7,88%	7,32%	8,22%	10,24%	8	9,02%	10
TELEFÓNICA	11,60%	7	13,73%	11,81%	10,99%	14,08%	11,88%	10,43%	11,68%	12,28%	11,58%	11,56%	10,16%	9,98%	9	11,05%	8
SEAT	11,28%	8	11,34%	11,75%	13,72%	12,05%	8,01%	10,92%	10,49%	12,21%	11,74%	10,82%	12,05%	9,96%	10	13,03%	6
AUDI	9,86%	10	7,40%	11,82%	12,58%	12,59%	10,69%	7,40%	8,42%	8,46%	10,46%	9,00%	11,10%	8,64%	11	8,57%	11
MEDIA MARKT	7,73%	14	5,66%	7,34%	7,70%	7,89%	8,55%	8,61%	7,53%	8,23%	6,54%	8,69%	7,81%	8,12%	12	7,41%	14
BMW	7,81%	12	6,60%	8,19%	7,67%	12,41%	8,08%	6,84%	8,04%	5,80%	6,95%	8,78%	6,82%	8,04%	13	8,03%	12
MARSANS	3,53%	27	3,12%	2,65%	2,10%	2,37%	1,72%	1,49%	2,89%	2,80%	3,40%	4,71%	6,87%	7,83%	14	5,65%	22
ING DIRECT	6,24%	18	5,27%	5,98%	6,79%	6,33%	3,82%	5,74%	7,95%	6,47%	6,15%	6,30%	6,20%	7,45%	15	5,09%	25

BEBIDAS



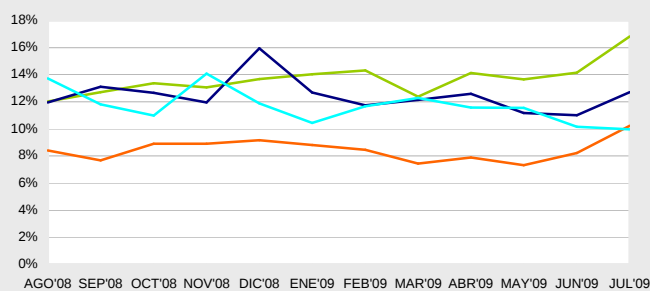
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AUTOMOCIÓN



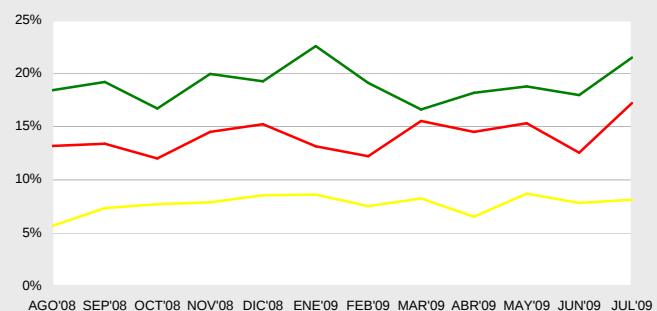
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TELEFONÍA



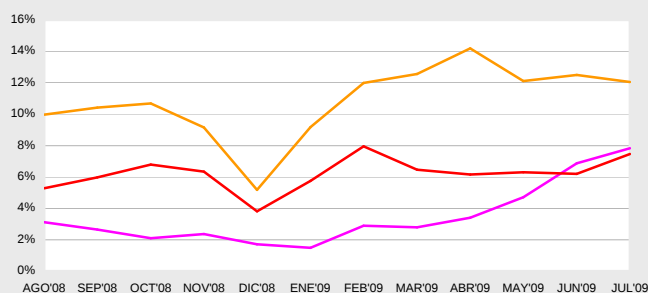
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GRANDES ALMACENES

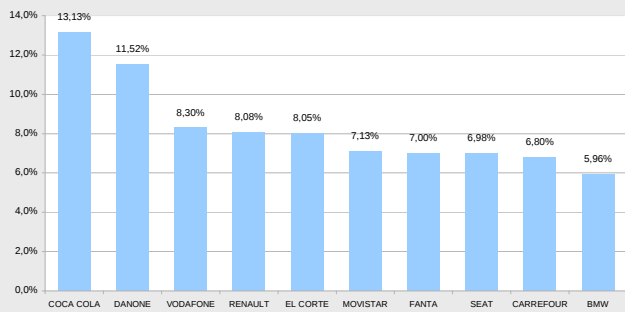


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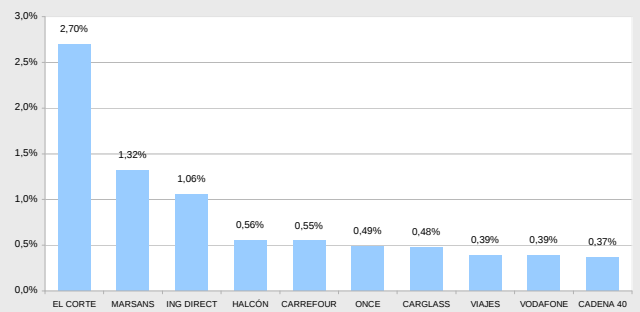
VARIOS



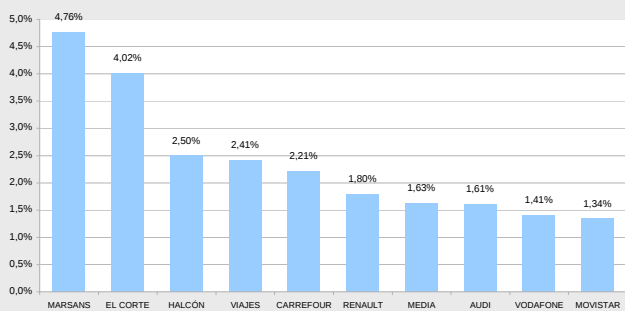
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TELEVISIÓN


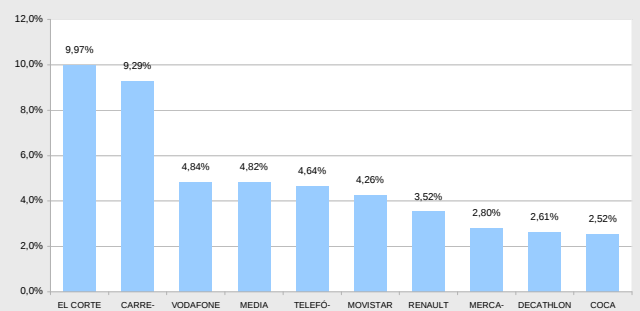
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RADIO


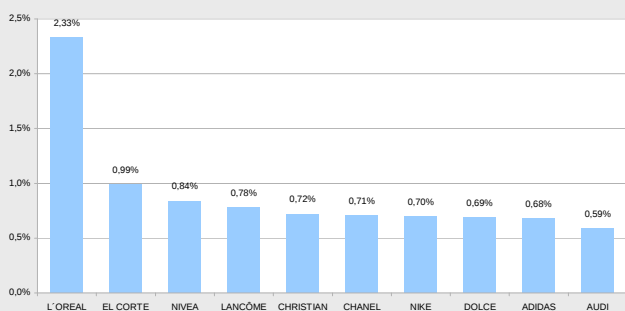
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PRENSA


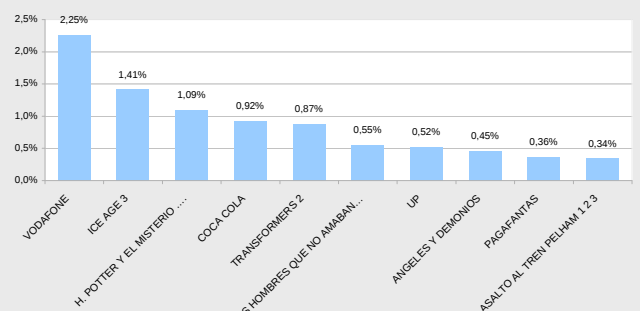
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EXTERIOR


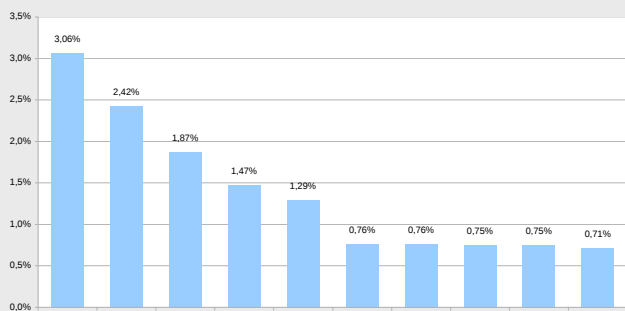
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REVISTAS


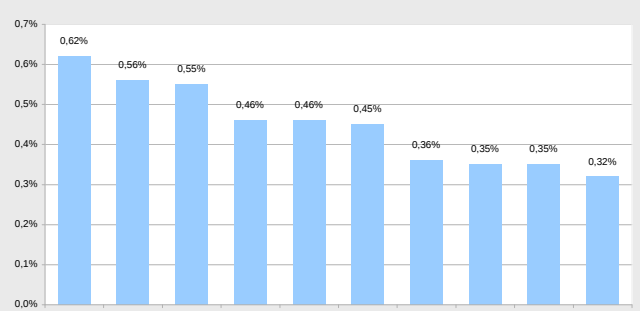
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CINE


FUENTE: TOP OF MIND - IMOP

INTERNET


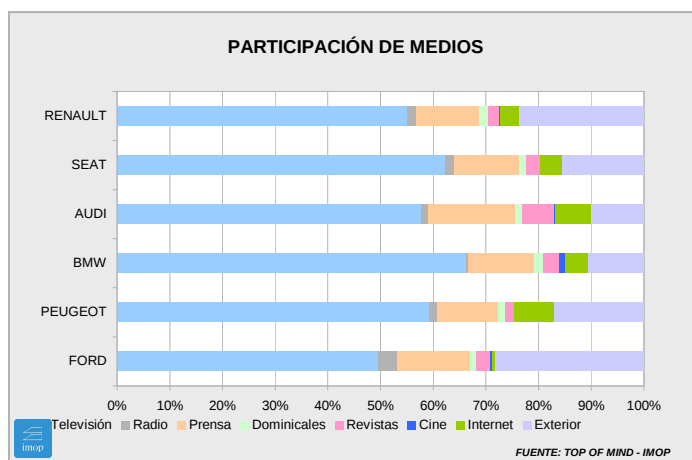
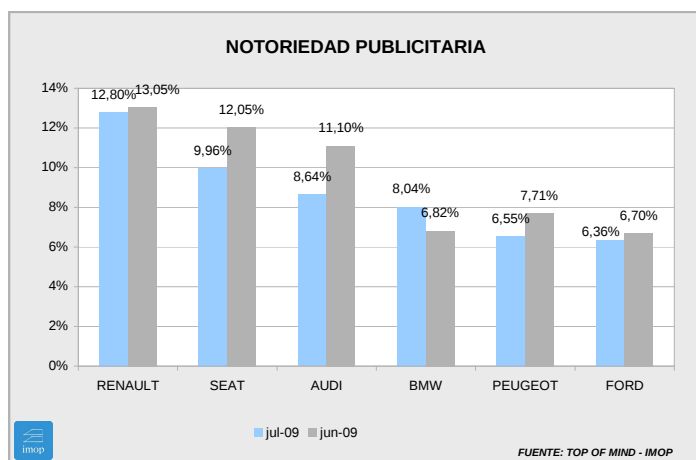
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SUPLEMENTOS


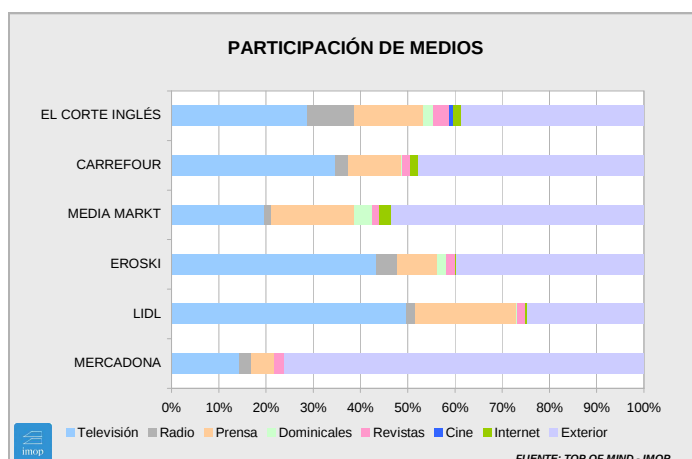
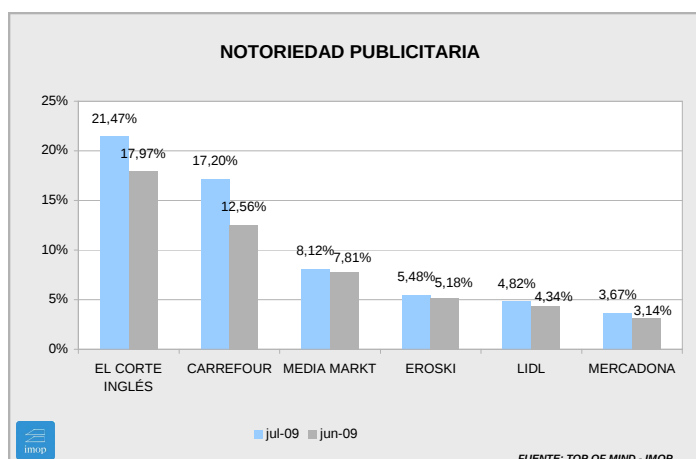
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NOTORIEDAD PUBLICITARIA POR SECTORES DE ACTIVIDAD. JULIO 2009

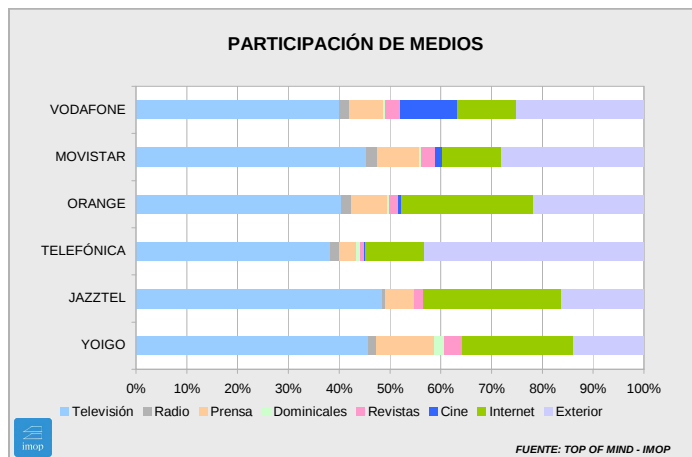
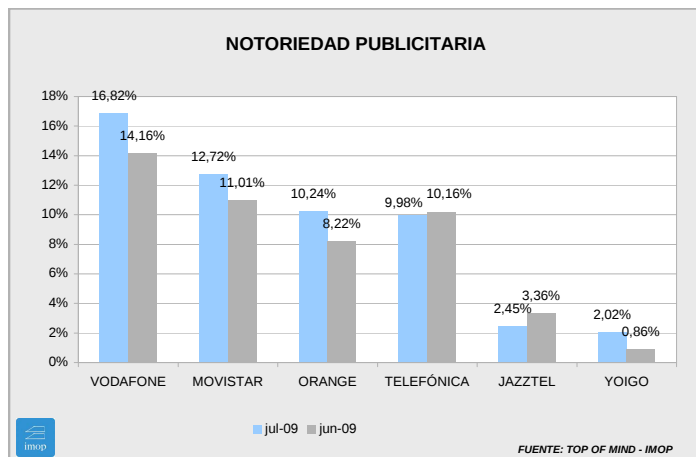
AUTOMOCIÓN



GRANDES ALMACENES

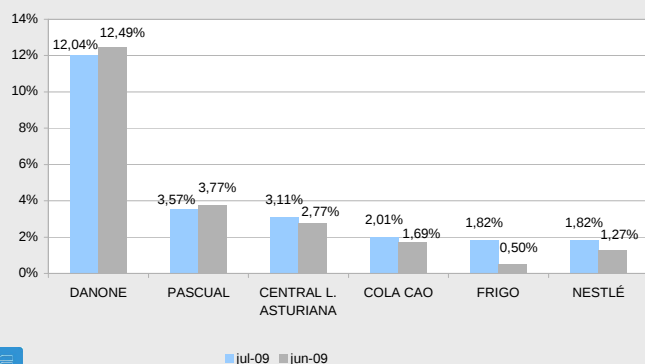


TELEFONÍA

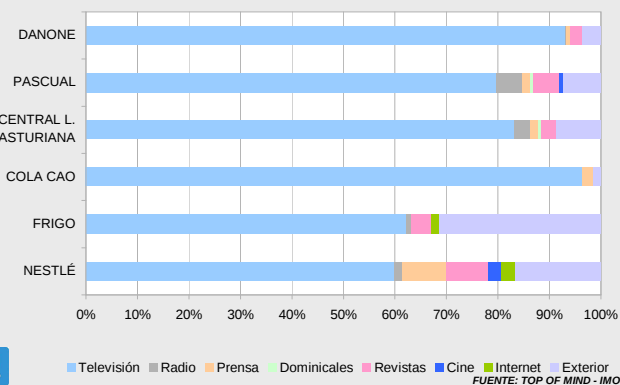


ALIMENTACIÓN

NOTORIEDAD PUBLICITARIA

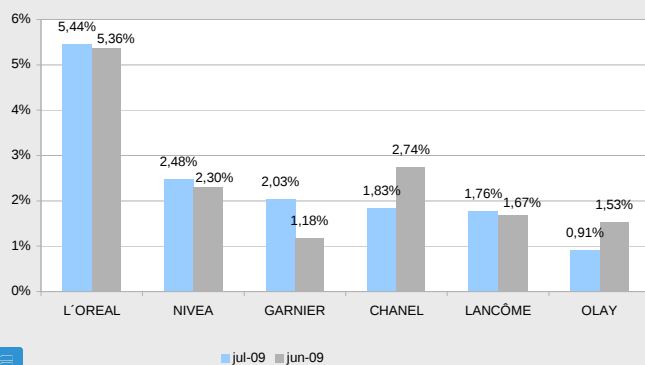


PARTICIPACIÓN DE MEDIOS

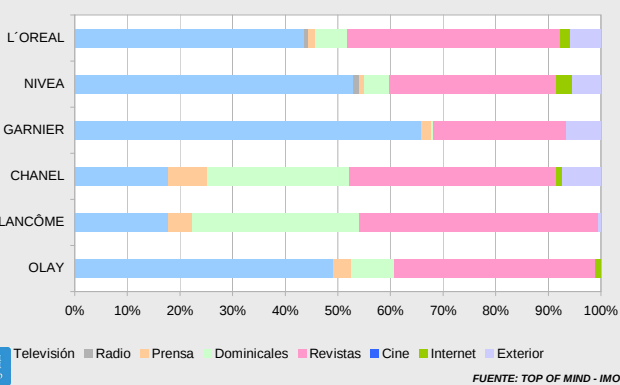


PERFUMERÍA E HIGIENE

NOTORIEDAD PUBLICITARIA

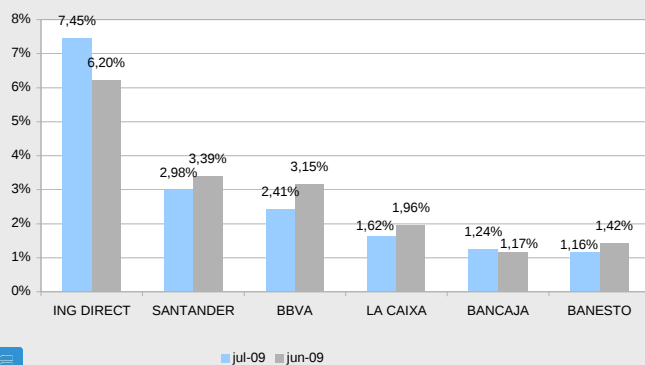


PARTICIPACIÓN DE MEDIOS

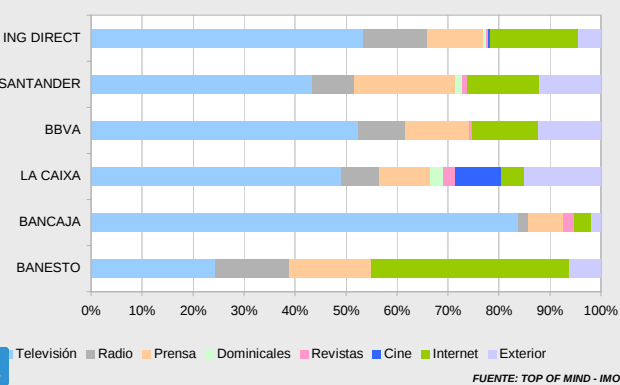


SECTOR FINANCIERO

NOTORIEDAD PUBLICITARIA

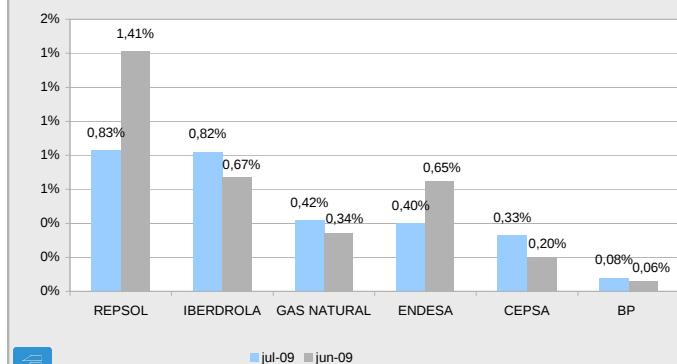


PARTICIPACIÓN DE MEDIOS



SECTOR ENERGÉTICO

NOTORIEDAD PUBLICITARIA



PARTICIPACIÓN DE MEDIOS

