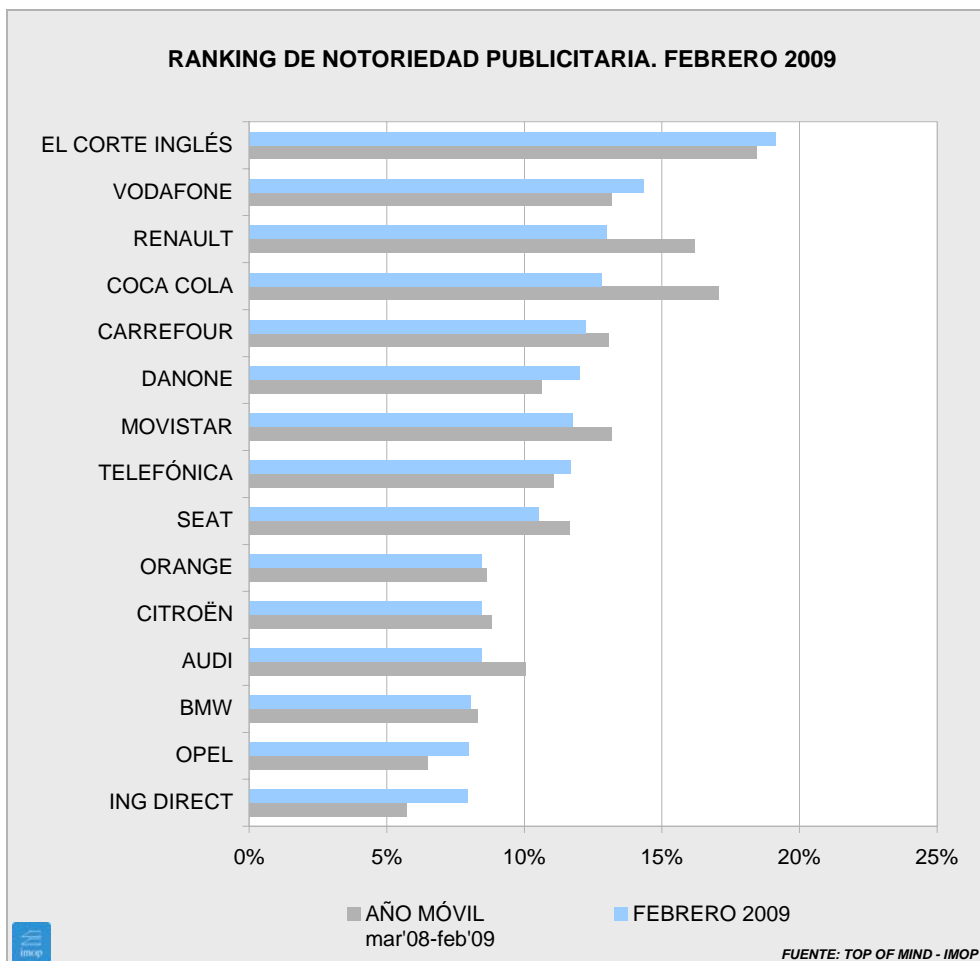


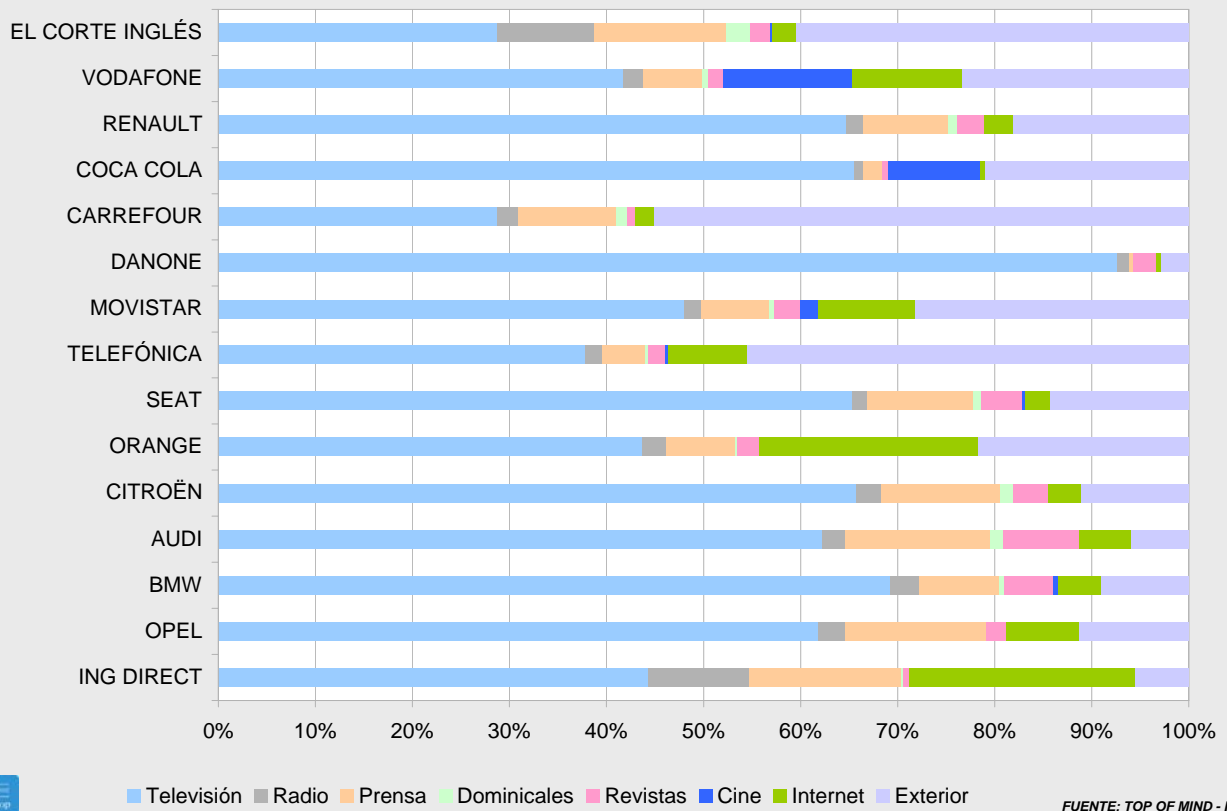
RANKING DE NOTORIEDAD PUBLICITARIA Y PARTICIPACIÓN DE LOS MEDIOS. FEBRERO 2009

	AÑO MÓVIL mar'08-feb'09		FEBRERO 2009		FEBRERO 2009	RK. FEB 2008
	NOTORIEDAD	RK.	NOTORIEDAD	RK.		
EL CORTE INGLÉS	18,41%	1	19,10%	1	1	1
VODAFONE	13,17%	4	14,32%	2	3	11
RENAULT	16,19%	3	12,98%	3	2	2
COCA COLA	17,04%	2	12,80%	4	6	3
CARREFOUR	13,04%	6	12,22%	5	4	13
DANONE	10,63%	9	11,99%	6	10	9
MOVISTAR	13,15%	5	11,73%	7	5	4
TELEFÓNICA	11,06%	8	11,68%	8	8	17
SEAT	11,62%	7	10,49%	9	7	12
ORANGE	8,62%	12	8,45%	10	11	15
CITROËN	8,79%	11	8,43%	11	15	5
AUDI	10,03%	10	8,42%	12	14	10
BMW	8,31%	14	8,04%	13	16	16
OPEL	6,49%	17	7,98%	14	13	21
ING DIRECT	5,70%	20	7,95%	15	20	19

FUENTE: TOP OF MIND - IMOP



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

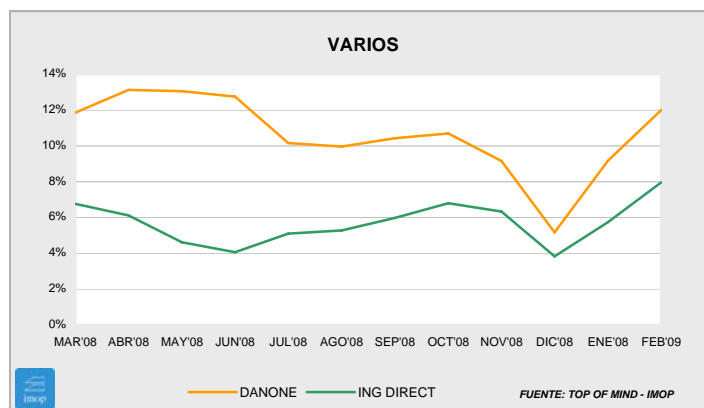
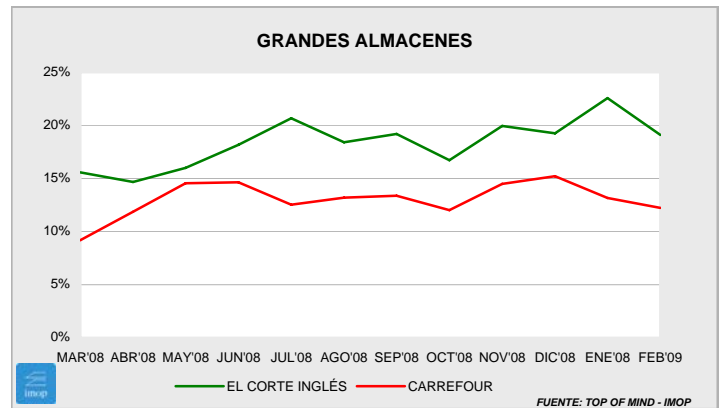
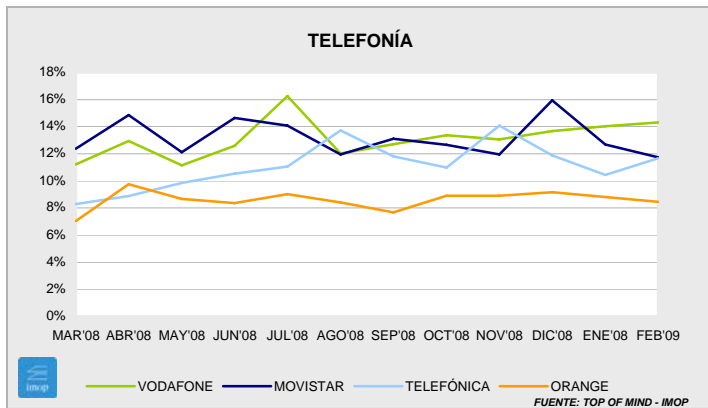
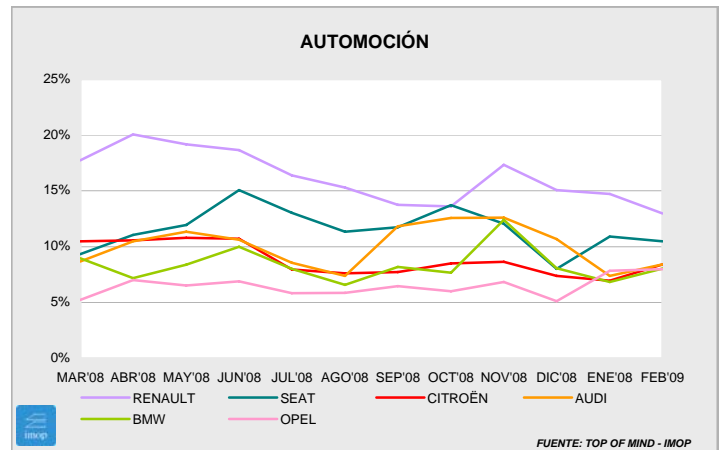
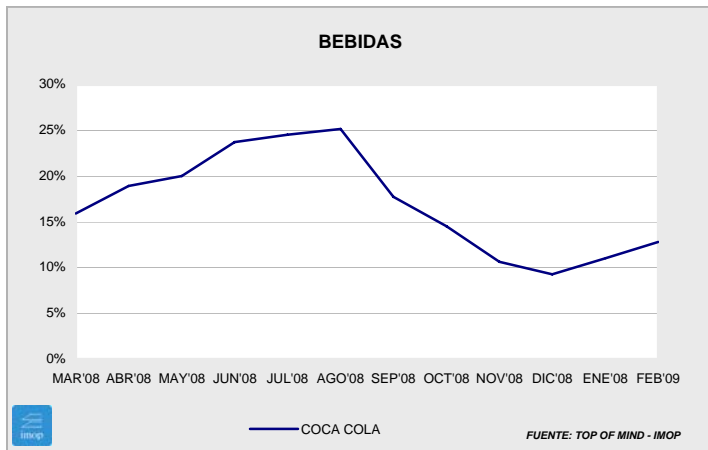


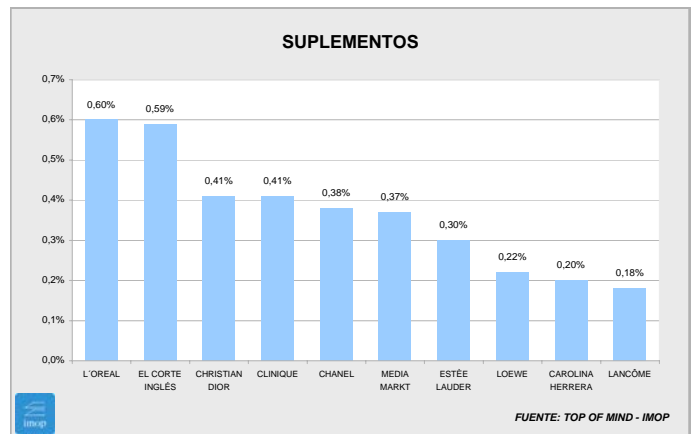
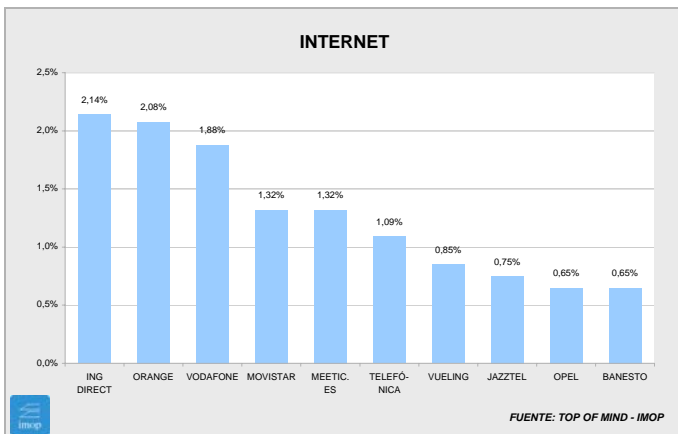
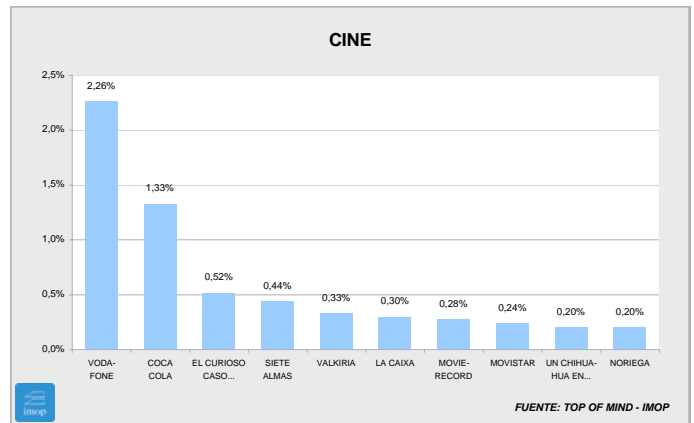
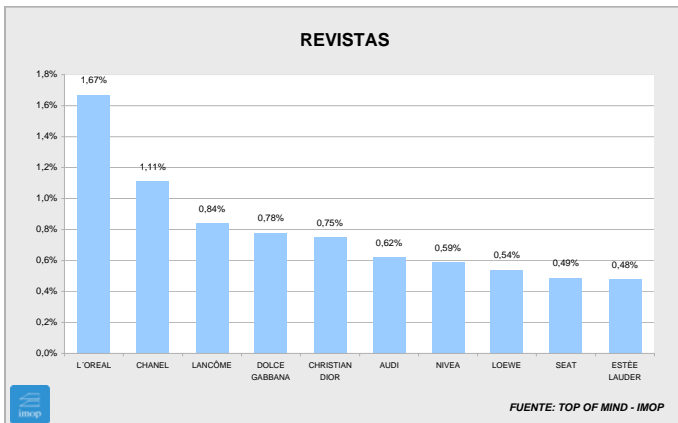
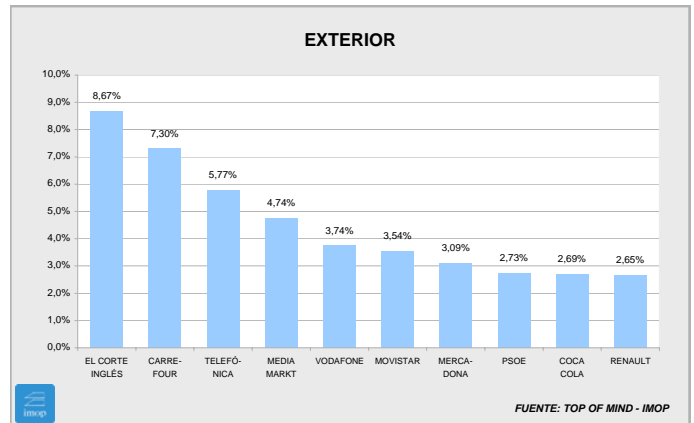
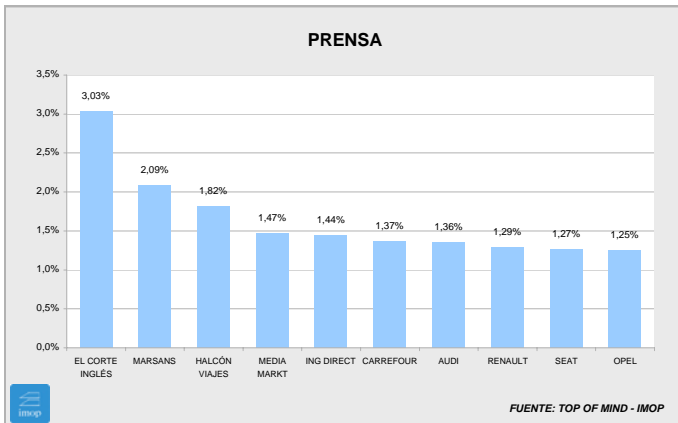
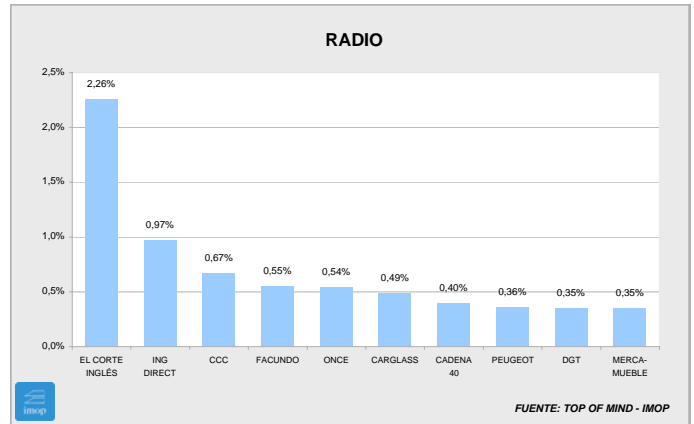
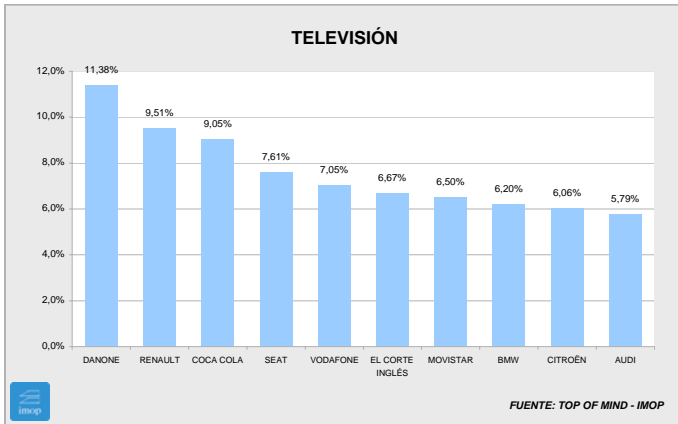
FUENTE: TOP OF MIND - IMOP

EVOLUCIÓN DE LA NOTORIEDAD PUBLICITARIA DEL AÑO MÓVIL POR MESES



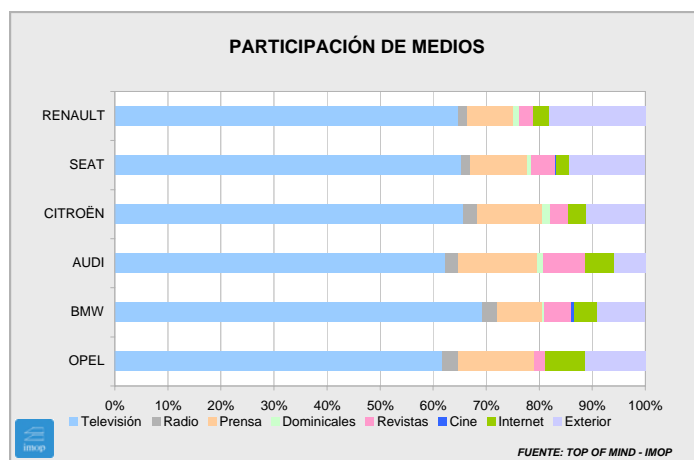
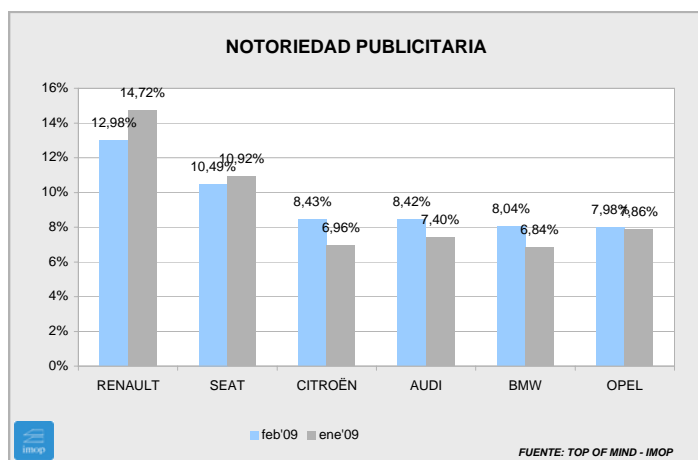
	TOTAL		MAR'08	ABR'08	MAY'08	JUN'08	JUL'08	AGO'08	SEP'08	OCT'08	NOV'08	DIC'08	ENE'08	FEB'09		FEB'08	
	TOTAL	RK.												FEB'09	Rank.	FEB'08	Rank.
EL CORTE INGLÉS	18,41%	1	15,58%	14,68%	15,99%	18,16%	20,67%	18,41%	19,18%	16,71%	19,95%	19,26%	22,56%	19,10%	1	17,15%	1
VODAFONE	13,17%	4	11,22%	12,95%	11,15%	12,59%	16,26%	12,03%	12,70%	13,38%	13,07%	13,68%	14,03%	14,32%	2	12,03%	11
RENAULT	16,19%	3	17,72%	20,06%	19,17%	18,63%	16,38%	15,30%	13,75%	13,60%	17,33%	15,06%	14,72%	12,98%	3	16,16%	2
COCA COLA	17,04%	2	15,92%	18,94%	20,02%	23,72%	24,55%	25,17%	17,74%	14,52%	10,64%	9,27%	11,02%	12,80%	4	14,82%	3
CARREFOUR	13,04%	6	9,20%	11,88%	14,56%	14,63%	12,52%	13,19%	13,38%	12,01%	14,50%	15,21%	13,15%	12,22%	5	10,77%	13
DANONE	10,63%	9	11,85%	13,12%	13,05%	12,74%	10,16%	9,96%	10,42%	10,69%	9,15%	5,17%	9,17%	11,99%	6	12,20%	9
MOVISTAR	13,15%	5	12,37%	14,85%	12,12%	14,65%	14,09%	11,95%	13,11%	12,65%	11,95%	15,95%	12,69%	11,73%	7	13,89%	4
TELEFÓNICA	11,06%	8	8,28%	8,89%	9,85%	10,53%	11,05%	13,73%	11,81%	10,99%	14,08%	11,88%	10,43%	11,68%	8	7,15%	17
SEAT	11,62%	7	9,33%	11,05%	11,95%	15,07%	13,03%	11,34%	11,75%	13,72%	12,05%	8,01%	10,92%	10,49%	9	10,77%	12
ORANGE	8,62%	12	7,03%	9,76%	8,66%	8,37%	9,02%	8,40%	7,68%	8,90%	8,91%	9,17%	8,81%	8,45%	10	8,15%	15
CITROËN	8,79%	11	10,47%	10,56%	10,81%	10,71%	7,95%	7,61%	7,73%	8,51%	8,66%	7,40%	6,96%	8,43%	11	13,01%	5
AUDI	10,03%	10	8,69%	10,49%	11,35%	10,61%	8,57%	7,40%	11,82%	12,58%	12,59%	10,69%	7,40%	8,42%	12	12,18%	10
BMW	8,31%	14	8,95%	7,18%	8,39%	9,98%	8,03%	6,60%	8,19%	7,67%	12,41%	8,08%	6,84%	8,04%	13	7,70%	16
OPEL	6,49%	17	5,25%	7,03%	6,53%	6,90%	5,85%	5,88%	6,48%	6,02%	6,83%	5,12%	7,86%	7,98%	14	6,09%	21
ING DIRECT	5,70%	20	6,75%	6,12%	4,61%	4,06%	5,09%	5,27%	5,98%	6,79%	6,33%	3,82%	5,74%	7,95%	15	6,42%	19



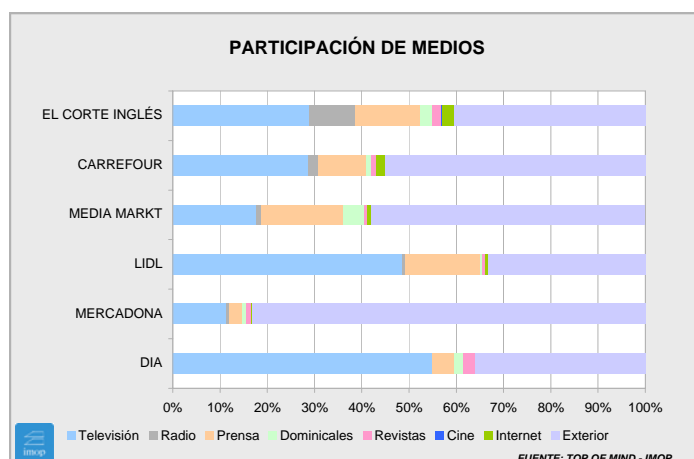
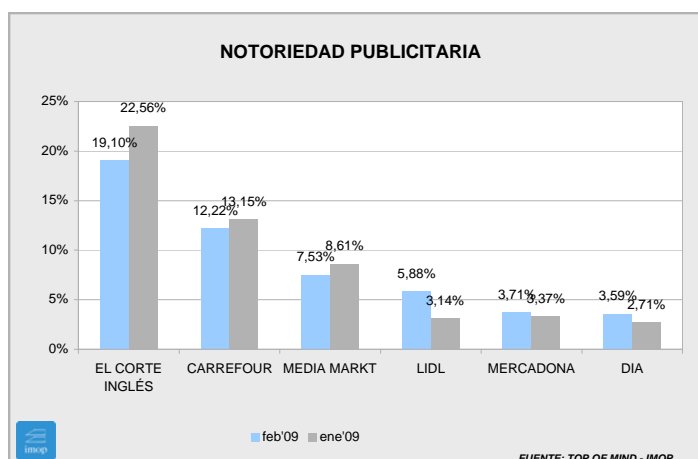


NOTORIEDAD PUBLICITARIA POR SECTORES DE ACTIVIDAD. FEBRERO 2009

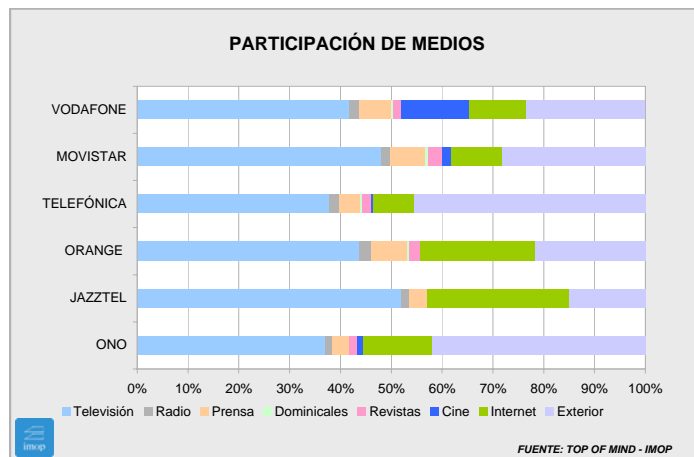
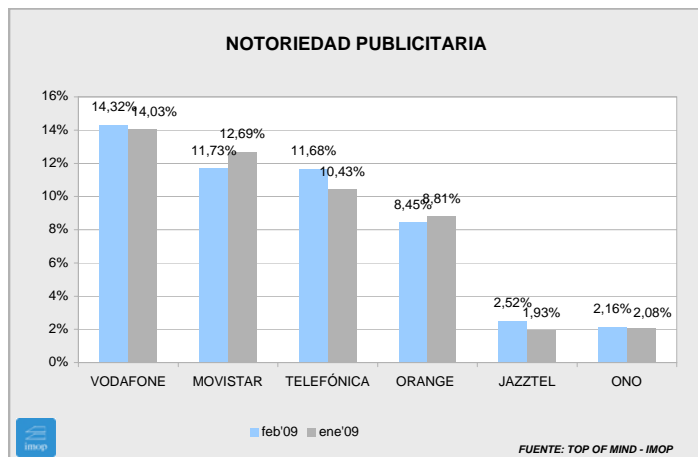
AUTOMOCIÓN



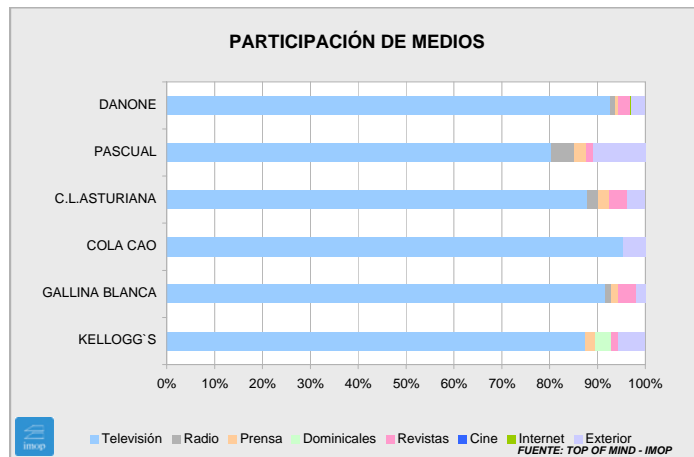
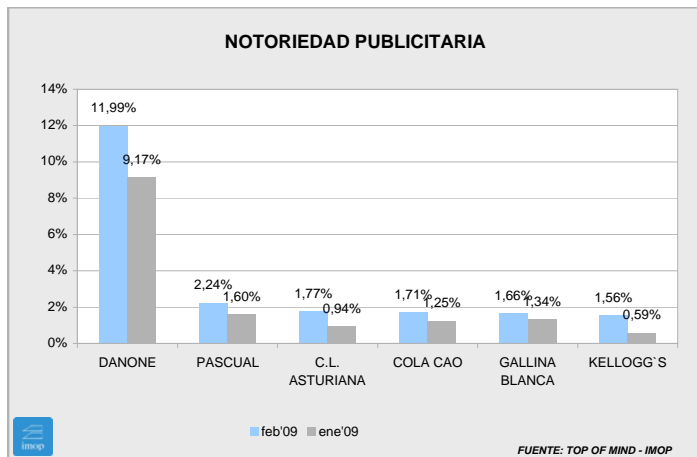
GRANDES ALMACENES



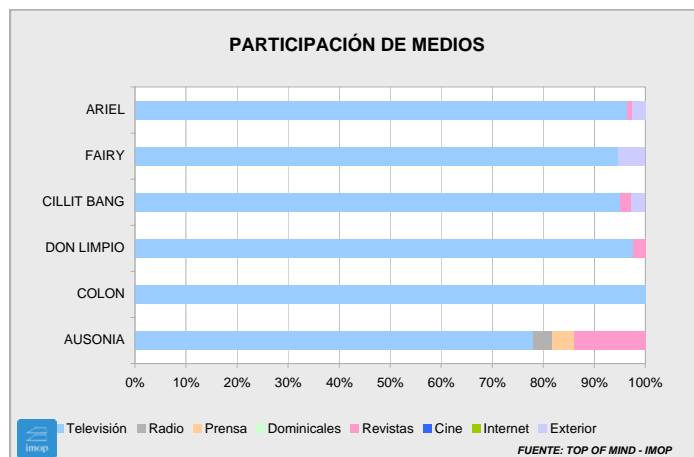
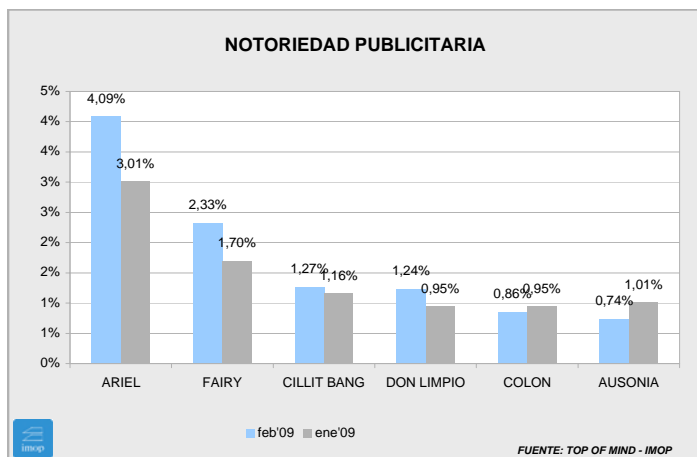
TELEFONÍA



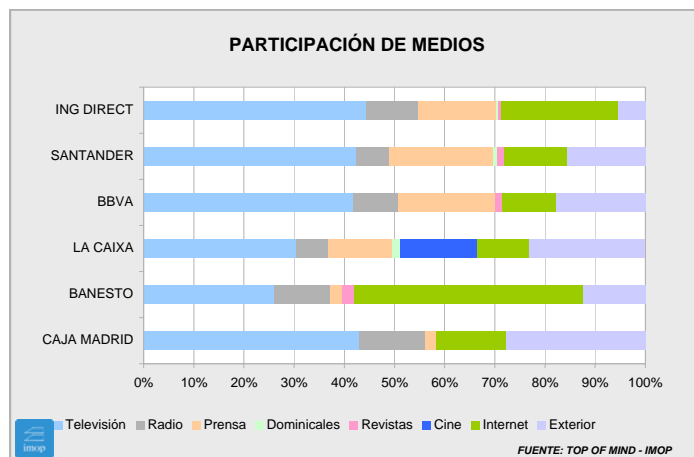
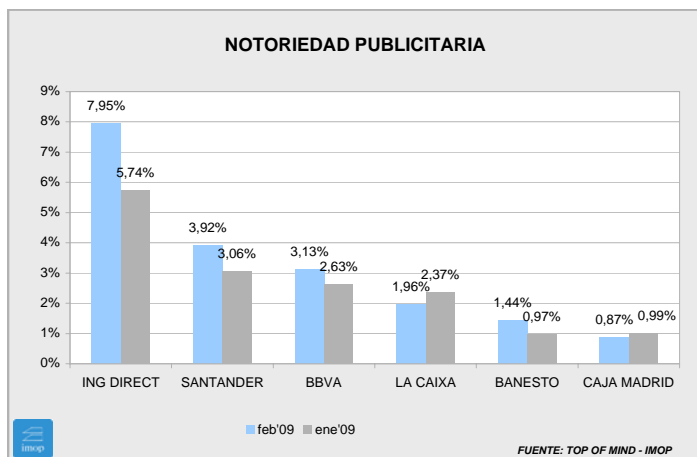
ALIMENTACIÓN



LIMPIEZA DEL HOGAR



SECTOR FINANCIERO



SECTOR ENERGÉTICO

