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## TOP TELEVISION ADS IN 2007

	Awareness (%)	Brand recall (%)	Ad reach index
1 Fiat Palio Stile	99	97	96
2 De Beers Nakshatra Diamond	98	97	95
3 Nokia N95	98	96	94
4 Logan	97	95	92
5 Sony Ericsson Walkman W200i	97	94	91
6 ABN AmroOne	95	92	87
7 MRF Zapper	99	87	86
8 Lifebuoy Liquid	90	95	86
9 Vodafone prepaid calling card	88	97	85
10 Vodafone	87	98	85
11 Tata Indicom Mobile Service	90	94	85
12 Airtel	85	99	84
13 HCL Corporate	97	86	83
14 Reliance Net Connect Card	97	86	83
15 Airtel	91	91	83

Some figures have been rounded off

## HOW THEY SCORED ON AD DIAGNOSTICS

	Likeability (%)	Enjoyment (%)	Believability (%)	Claim (%)	Ad diagnostics
Timesjobs.com	99	97	96	95	97
Airtel	100	99	93	93	96
Axis Bank/UTI Bank	100	99	94	92	96
Nokia N series	99	97	93	92	95
Asian Paint Royale Play	100	98	92	88	95
Vodafone/Hutch	100	99	91	88	95
Reliance Health	98	95	93	91	94
Airtel Corporate	100	98	90	87	94
Bank of India	99	97	88	86	93
Aviva Life Insurance/ Little Master Plan	99	95	89	85	92
Break through	96	95	88	88	92
Pepsi My Can Cola	98	95	89	84	92
Reliance Mobile	98	96	86	84	91
ICICI Prudential Retirement	100	97	87	79	91
Wheel Lemon Fresh Bar	95	94	89	84	91

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