

TOP TELEVISION ADS IN DECEMBER

		Awareness (%)	Brand recall (%)	Ad reach index
1	Airtel Corporate	95	98	93
2	ICICI Prudential Health	95	86	82
3	Nescafé Mild coffee	90	89	80
4	Maruti Swift	87	89	77
5	Parle Milk Shakti	81	95	77
6	Cadbury Dairy Milk Éclairs Crunch	85	90	77
7	Vodafone Call Filter	82	92	75
8	Maruti Suzuki WagonR	77	92	71
9	Parle Krackjack Crispy	79	88	70
10	Parle Gol Gappa	75	91	68
11	Videocon Corporate	88	77	68
12	Kissan Chatak Daar Ketchup	78	83	65

Powered by:



Some figures have been rounded off

HOW THEY SCORED ON AD DIAGNOSTICS

	Likeability (%)	Enjoyment (%)	Believability (%)	Claim (%)	Ad diagnostics
Nescafé Mild coffee	98	90	82	89	90
Vodafone Call Filter	100	88	82	80	88
Airtel Corporate	99	89	81	81	88
Maruti Swift	95	89	83	80	87
Britannia Nutri Choice Digestive	99	88	82	76	86
Domino's Stuffed Crunch	98	87	78	80	86
Videocon Corporate	97	87	79	79	86
Parle Gol Gappa	98	85	78	80	85
Cadbury Dairy Milk Éclairs Crunch	97	85	80	79	85
Parle Krackjack Crispy	97	89	78	76	85
ICICI Prudential Health	95	88	76	77	84
Kissan Chatak Daar Ketchup	98	86	78	73	84

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