

TOP TELEVISION ADS IN JANUARY

	Awareness (%)	Brand recall (%)	Ad reach index
1 Kurkure Xtreme	98	98	96
2 Nestle Munch	95	92	87
3 LIC Corporate	88	95	84
4 Surf Excel Quick Wash	85	94	80
5 Pond's Age Miracle	82	94	77
6 Nokia MMS	82	93	76
7 Nokia 1208	78	96	75
8 Kinetic SYM Flyte	79	92	73
9 Reliance Mobile Blog	76	95	72
10 Cadbury Wowie	82	87	71

Some figures have been rounded off

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HOW THEY SCORED ON AD DIAGNOSTICS

	Likeability (%)	Enjoyment (%)	Believability (%)	Claim (%)	Ad diagnostics
LIC Corporate	100	84	83	79	87
Nestle Munch	98	84	84	80	87
Kurkure Xtreme	98	86	79	77	85
LG Dynamite Series 195	98	86	77	74	84
Kinetic SYM Flyte	99	83	72	77	83
Nokia MMS	98	84	74	71	82
Intel Lenovo Notebook Y 510	99	82	72	72	81
Vodafone National	94	76	78	77	81
Aviva Retirement Plans	97	82	68	70	79
Skoda Fabia	95	75	73	74	79

Some figures have been rounded off