



TOP TELEVISION ADS IN MAY

	Awareness (%)	Brand recall (%)	Ad reach index
1 Airtel National (STD)	97	99	96
2 Cadbury Gems/Cadbury Fruity Gems	93	99	92
3 Vodafone Customer Care	96	95	91
4 Airtel National (Roaming)	94	97	91
5 Pepsi	93	98	91
6 Slice mango drink	91	100	91
7 Parle-G	93	97	90
8 Saffola Gold	93	97	90
9 Max New York Life Insurance Solutions	93	97	90
10 Nokia Nseries/Eseries	93	97	90
11 Pepsi/Indian Premier League	89	97	86
12 Rasna Fruit Plus	87	96	84
13 Maaza	87	96	84
14 Boost	86	97	83
15 Vodafone Mobile Service/National	91	91	83

Some figures have been rounded off

HOW THEY SCORED ON AD DIAGNOSTICS

	Likeability (%)	Enjoyment (%)	Believability (%)	Claim (%)	Ad diagnostics
Vodafone Customer Care	100	95	97	92	96
Nokia Nseries/Eseries	99	85	98	92	94
Boost	98	92	93	89	93
Vodafone Mobile Service	93	87	99	93	93
Airtel National (Roaming)	95	87	96	92	93
Airtel National (STD)	95	86	96	92	92
MotoYuva/W270	99	93	92	84	92
Slice mango drink	100	92	89	85	92
Max New York Life Insurance Solutions	97	79	96	90	91
Kerala Tourism	92	82	94	92	90
Saffola Gold	97	83	92	85	89
Rasna Fruit Plus	96	90	88	81	89
Parle-G	95	91	84	82	88
Mirinda Orange	95	90	87	80	88
Cadbury Gems/Cadbury Fruity Gems	100	96	78	73	87

Some figures have been rounded off