

The top ads are selected on the basis of their score on the ad reach index. This score is calculated by multiplying the awareness score and the brand recall score and dividing this by 100.

The ad diagnostics score is not used to rate the ads, but is provided to help advertisers understand how successful their ads have been in breaking through the clutter. The ad diagnostics score is an average of an ad's likeability, enjoyment, believability and claims score.



TOP TELEVISION ADS IN JUNE

		Awareness (%)	Brand recall (%)	Ad reach index
1	Idea	84	95	80
2	Airtel	80	92	74
3	Reliance Mobile	83	86	71
4	Hero Honda	75	91	68
5	Lay's	65	91	59
6	Bajaj XCD	63	91	57
7	Dish TV	66	85	56
8	Hamdard Rooh Afza	74	72	53
9	Chlor-mint	70	76	53
10	Hamdard Rooh Afza	56	91	51
11	Center fresh	65	71	46
12	Virgin Mobile Service	59	77	45
13	Reliance Big TV	66	65	43
14	Samsung Metro	52	81	42
15	Cadbury Dairy Milk	51	82	42

HOW THEY SCORED ON AD DIAGNOSTICS

		Likeability (%)	Enjoyment (%)	Believability (%)	Claim (%)	Ad diagnostics
1	Compaq laptops	99	100	94	99	98
2	Lay's	99	96	96	94	96
3	Maruti Service	97	98	91	93	95
4	Fortune Cooking Oil	98	92	92	94	94
5	Bajaj Pulsar	99	98	90	88	94
6	Center fresh	98	98	91	86	93
7	LG All-Rounder	99	97	92	84	93
8	Bajaj XCD	96	97	91	88	93
9	Hamdard Rooh Afza	96	94	91	89	93
10	Bajaj Allianz	100	93	85	90	92
11	Hero Honda	99	90	91	86	92
12	Coca-Cola	98	97	84	86	91
13	Reliance Mobile	99	97	89	80	91
14	Airtel	98	95	86	85	91
15	Nutrine Maha Choco	99	95	88	82	91

The survey, conducted by Synovate India and supported by ad monitoring firm TVAdindx, covers 750 respondents—250 each in New Delhi, Mumbai and Bangalore. The respondents, in the age group of 18-40, have access to cable or satellite television, and belong to high-income groups. The scores were compiled on the basis of spontaneous recall, aided recall and likeability.