

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 SEPTEMBER

		Awareness (%)	Brand recall (%)	Ad reach index
1	Kurkure	78	96	75
2	Boost	77	95	73
3	Pears	77	95	73
4	Clinic Plus	72	90	65
5	Horlicks	68	94	64
6	Active Wheel Bar	71	89	63
7	Pepsi MyCan	64	96	61
8	McDonald's	70	87	61
9	Vodafone	68	89	61
10	TVS Star City	66	87	57
11	Pepsodent Germicheck	68	78	53
12	Fair & Lovely	63	84	53
13	Coca-Cola	64	80	51
14	Parle Monaco	65	78	51
15	Amway	56	90	50

HOW THEY SCORED ON AD DIAGNOSTICS

		Likeability (%)	Enjoyment (%)	Believability (%)	Claim (%)	Ad diagnostics
1	Hindustan Times	100	100	100	92	98
2	Cadbury	96	96	94	94	95
3	Dalda	98	97	91	88	94
4	Boost	97	96	90	89	93
5	Panasonic	100	100	83	89	93
6	Vodafone	96	95	89	89	92
7	McDonald's	100	91	83	86	90
8	Active Wheel Bar	97	92	85	85	90
9	Bajaj Discover	97	95	82	85	90
10	Pepsi MyCan	99	96	82	82	90
11	Dove	95	96	84	82	89
12	Sanro	95	94	83	84	89
13	Act II Popcorn	94	93	83	85	89
14	Coca-Cola	94	93	84	84	89
15	Clinic Plus	94	92	84	84	89

The survey, conducted by Synovate India and supported by ad monitoring firm TVAdIndex, covered 852 respondents—282 in Delhi and 285 each in 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.