

TOP 10 BRANDS GROUP ESTIMATED ADSPEND JUL 13 VS 12 000'BAHT				
	BRANDS	JUL 2013	JUL 2012	
1	AIS ISP.	↑	117,819	4,124
2	mitsubishi passenger car	↑	106,758	18,013
3	COKE SOFT DRINK	↑	102,178	78,733
4	TOYOTA PASSENGER CARS	↑	101,260	90,126
5	GOVERNMENT SAVINGS BANK	↑	89,154	15,500
6	TOYOTA PICKUPS	↑	74,157	30,766
7	PTT GROUP	↓	70,579	84,193
8	TESCO-LOTUS SUPERCENTER	↑	68,603	46,105
9	TRUE MOVE H ISP	↓	62,990	115,771
10	SIAM COMMERCIAL BANK	↑	62,335	54,522

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM JUL 13 VS 12 BAHT MILLIONS						
MEDIA	JUL 13	SOV%	JUL 12	SOV%	DIFF	% Change
TV	5,845	59.52	5,875	59.37	-(30)	-(0.51)
RADIO	525	5.35	557	5.63	-(32)	-(5.75)
NEWSPAPERS	1,238	12.61	1,271	12.84	-(33)	-(2.60)
MAGAZINES	428	4.36	440	4.45	-(12)	-(2.73)
CINEMA	860	8.76	768	7.76	92	11.98
OUTDOOR	344	3.50	391	3.95	-(47)	-(12.02)
TRANSIT	285	2.90	260	2.63	25	9.62
IN STORE	233	2.37	284	2.87	-(51)	-(17.96)
INTERNET	62	0.63	49	0.50	13	26.53
TOTAL	9,820	100.0	9,895	100.0	-(75)	-(0.76)

TOP 10 BRANDS GROUP ESTIMATED ADSPEND YTD JUL 2013 VS YTD JUL 2012 000'BAHT				
	BRANDS	2013	2012	
1	COKE SOFT DRINK	↑	734,146	486,643
2	TOYOTA PASSENGER CARS	↑	682,599	609,524
3	TRUE MOVE H ISP	↑	449,001	411,872
4	AIS ISP.	↑	419,126	186,024
5	A I A LIFE INSURANCE	↑	417,374	302,124
6	TOYOTA PICKUPS	↑	409,392	220,269
7	ISUZU PICKUPS	↓	399,072	527,135
8	PTT GROUP	↓	391,665	393,462
9	NISSAN PASSENGER CAR	↑	384,280	148,538
10	SAMSUNG MOBILE PHONE UNIT	↑	347,326	182,014

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM YTD JUL 2013 VS YTD JUL 2012 BAHT MILLIONS						
MEDIA	2013	SOV%	2012	SOV%	DIFF	% Change
TV	40,048	61.08	38,856	60.02	1,192	3.07
RADIO	3,533	5.39	3,563	5.50	-(30)	-(0.84)
NEWSPAPERS	8,434	12.86	8,717	13.46	-(283)	-(3.25)
MAGAZINES	3,060	4.67	3,040	4.70	20	0.66
CINEMA	4,087	6.23	4,414	6.82	-(327)	-(7.41)
OUTDOOR	2,408	3.67	2,654	4.10	-(246)	-(9.27)
TRANSIT	1,981	3.02	1,613	2.49	368	22.81
IN STORE	1,519	2.32	1,548	2.39	-(29)	-(1.87)
INTERNET	497	0.76	334	0.52	163	48.80
TOTAL	65,566	100.0	64,739	100.0	827	1.28

Top Brands - Exclude Section : Classified, Cd's/Vdo & Musical Product,
Government & Community Announce, Leisure, House ad.

Total Industry - Exclude Section : Classified, House ads.
* This Year 30 Website-First Page and Inner page

TOP 10 ADVERTISERS ESTIMATED ADSPEND JUL 13 VS JUL 12 000'BAHT				
	ADVERTISER	JUL 2013	JUL 2012	
1	UNILEVER (THAI) HOLDINGS	↓	548,289	648,127
2	BEIERSDORF (THAILAND) CO.,LTD.	↑	220,396	105,238
3	ADVANCE INFO SERVICE PCL.	↑	200,050	67,230
4	TOYOTA MOTOR THAILAND CO.,LTD.	↑	196,522	184,406
5	mitsubishi motors(th)co.,ltd.	↑	192,814	54,718
6	PROCTER & GAMBLE (THAILAND)	↓	174,225	286,350
7	TOTAL ACCESS COMMUNICATIONS	↑	166,357	128,321
8	REAL MOVE CO.,LTD.	↑	161,390	159,603
9	COCA-COLA (THAILAND)	↑	135,893	115,997
10	L'OREAL (THAILAND) LTD.	↓	123,738	158,068

TOP 10 ADVERTISERS ESTIMATED ADSPEND YTD JUL 2013 VS YTD JUL 2012 000'BAHT				
	ADVERTISER	2013	2012	
1	UNILEVER (THAI) HOLDINGS	↓	3,756,288	3,911,745
2	TOYOTA MOTOR THAILAND CO.,LTD.	↑	1,372,608	1,250,815
3	BEIERSDORF (THAILAND) CO.,LTD.	↑	1,169,182	1,101,280
4	PROCTER & GAMBLE (THAILAND)	↓	1,062,765	1,251,072
5	COCA-COLA (THAILAND)	↑	1,024,743	826,017
6	REAL MOVE CO.,LTD.	↑	941,577	629,038
7	L'OREAL (THAILAND) LTD.	↓	930,084	1,078,732
8	TOTAL ACCESS COMMUNICATIONS	↑	905,823	840,714
9	DUTCH MILL (THAILAND)	↑	889,975	542,759
10	ADVANCE INFO SERVICE PCL.	↑	792,808	717,975

Top Advertiser - Exclude Section : Classified and House ads.

Radio : Random Survey FM. 36 Station in Bangkok (24 Hours)
Outdoor : Bill Board, City Vision, Panoramic, Drinking, Flyover
 Mupi, Lollipop , Street vision, BTSCity Vision
Instore : Super Market (Big C, Tops, Tang Hua Seng)
 Multi Media (Siam Paragon, Emporium, The Mall-Home Fresh Mart)
 Personal Store (Watsons)
 Hyper Market: (BiG C, Lotus, Carrefour)
 Brand Spot Light, Message Board
 Digital dynamic Display (Paragon, Emporium, MBK, Suvarnnabhumi)- Start Jan11

Note : *
 Please note that cinema rate card has been revised as from Jan 2013 with back data to Jan 2012
 Please also noted that internet measurement has been extended to inner page from top 30 website

Cinema : Bangkok and Up-Country (Major, EGV, SF)
Transit : BTS, Bus body, Bus back Bus side, BTS plasma & LCD,
 Airport Media, U Media, MRT, GripLight, BRT (Start Nov 10)
Internet : 30 Website-First page and inner page *

Television : Channel 3, 5, 7, 9, NBT,



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