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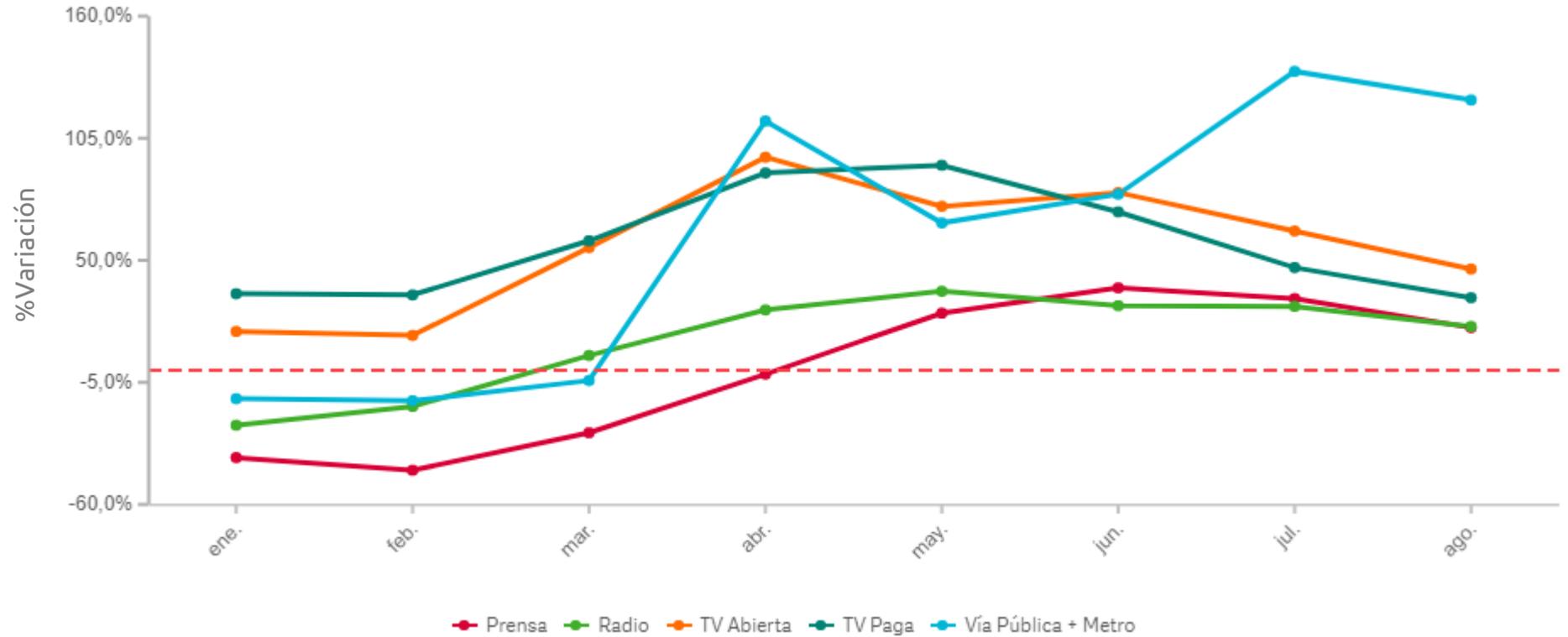
# INFORME DE INVERSIÓN PUBLICITARIA

Agosto 2021

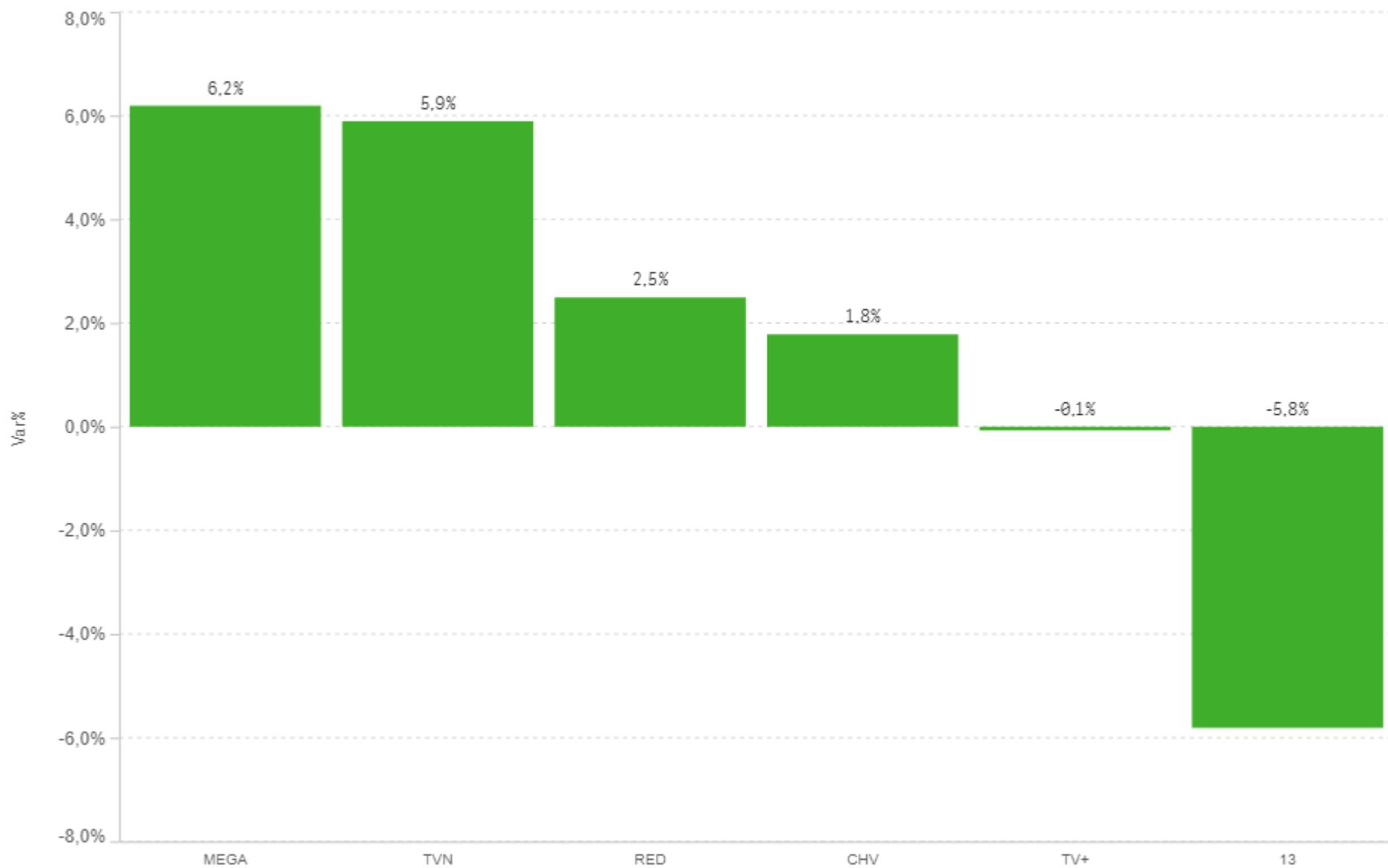


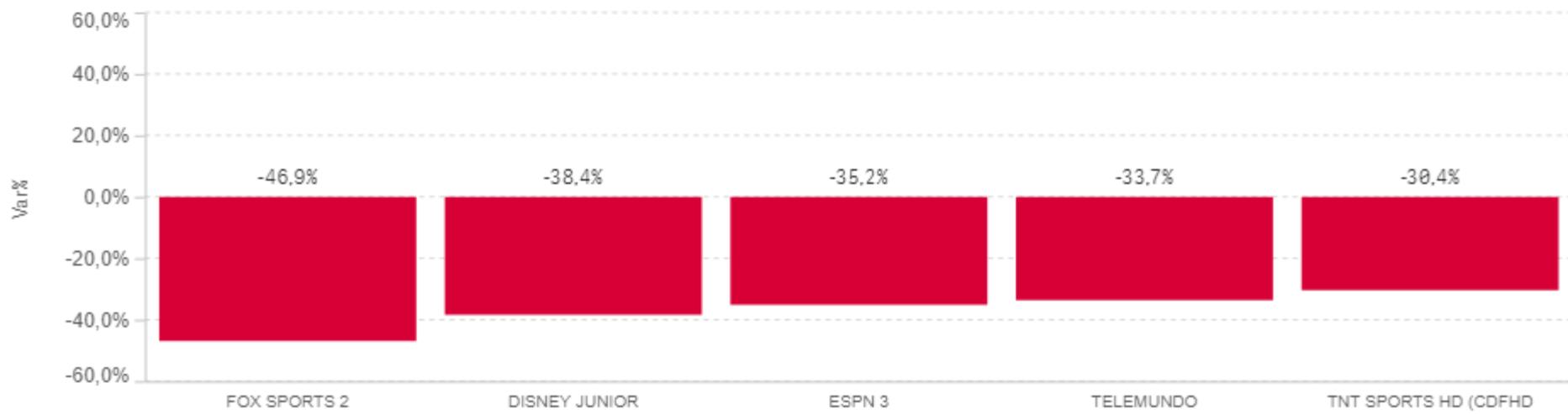
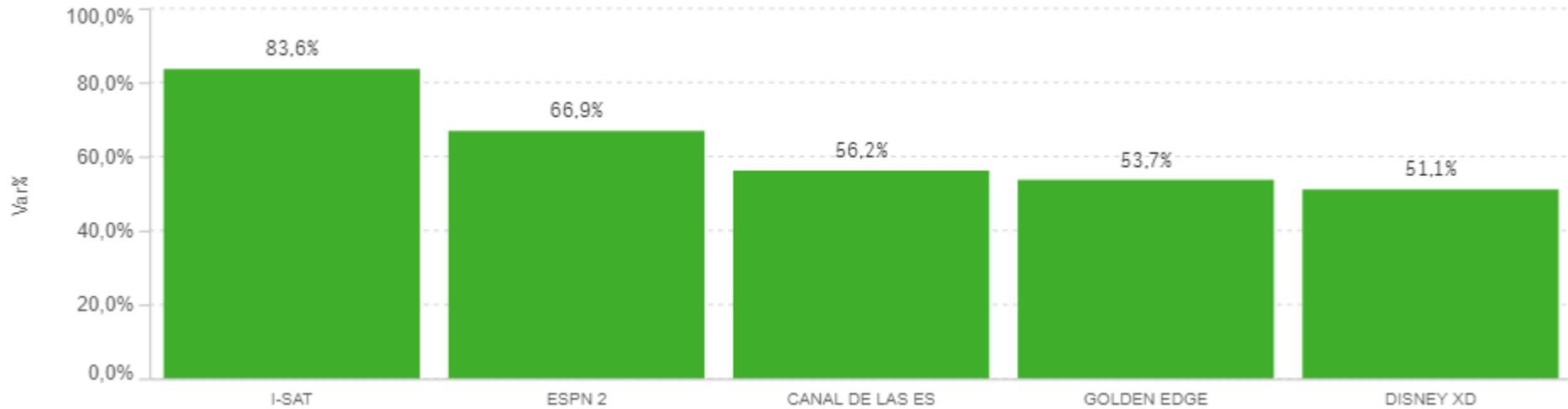
# Inversión publicitaria mensual

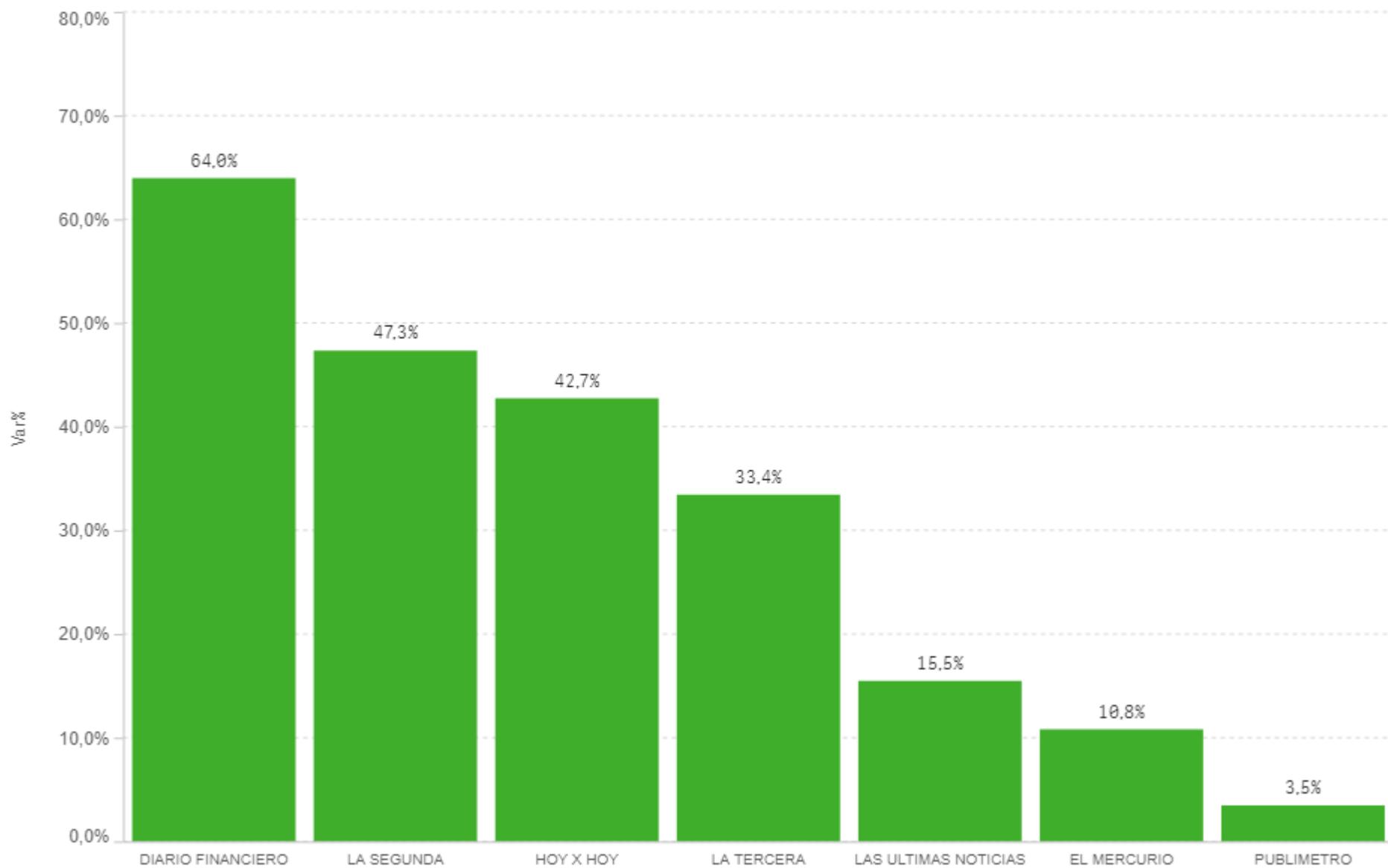
enero - Agosto 2021 vs. 2020

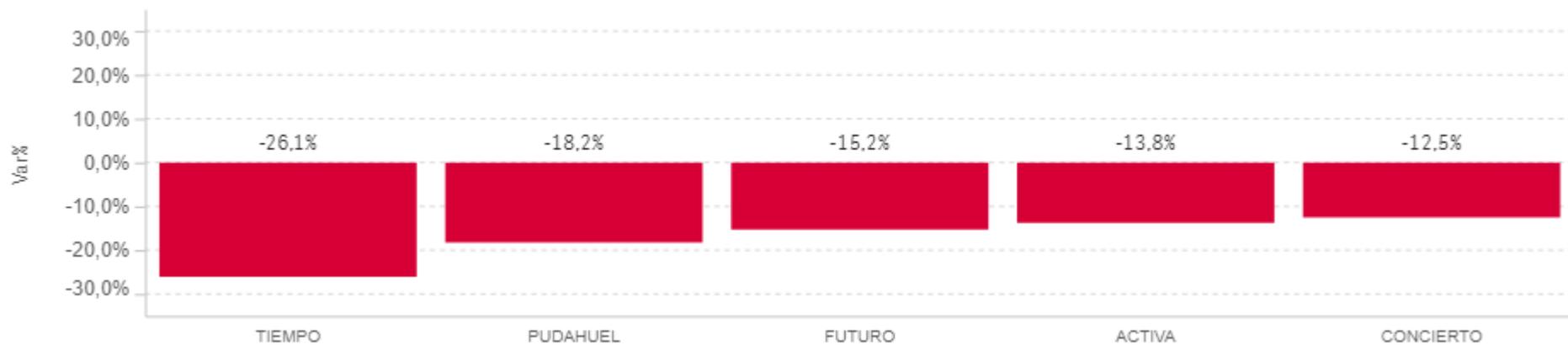
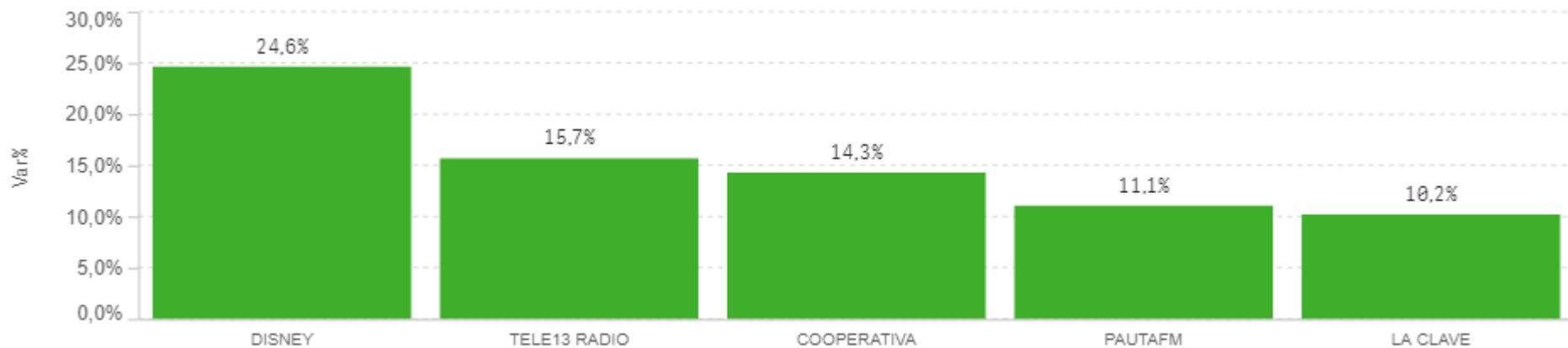


Medios	Prensa	Radio	TV Abierta	TV Paga	Vía Pública + Metro
%Var	19,3% ↑	19,8% ↑	45,7% ↑	32,8% ↑	121,8% ↑



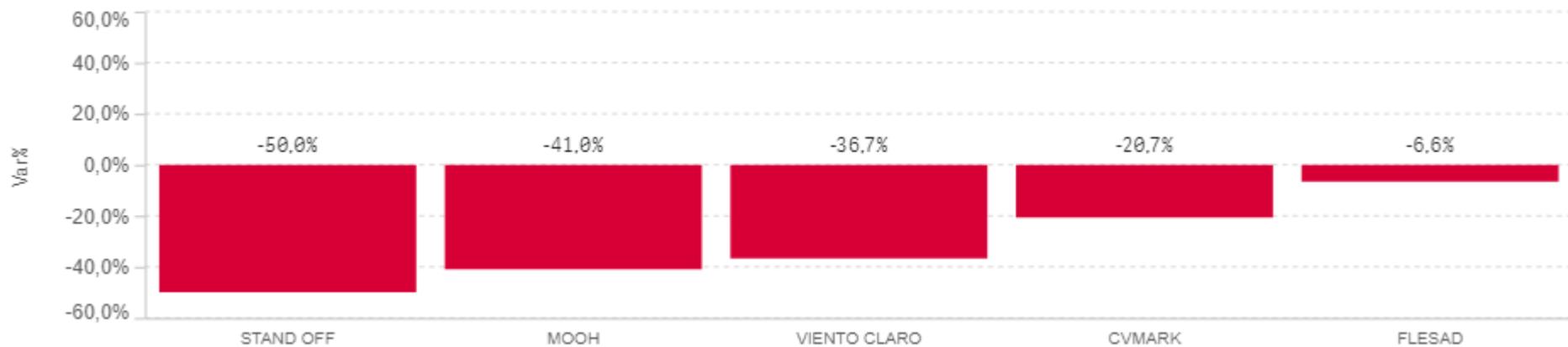
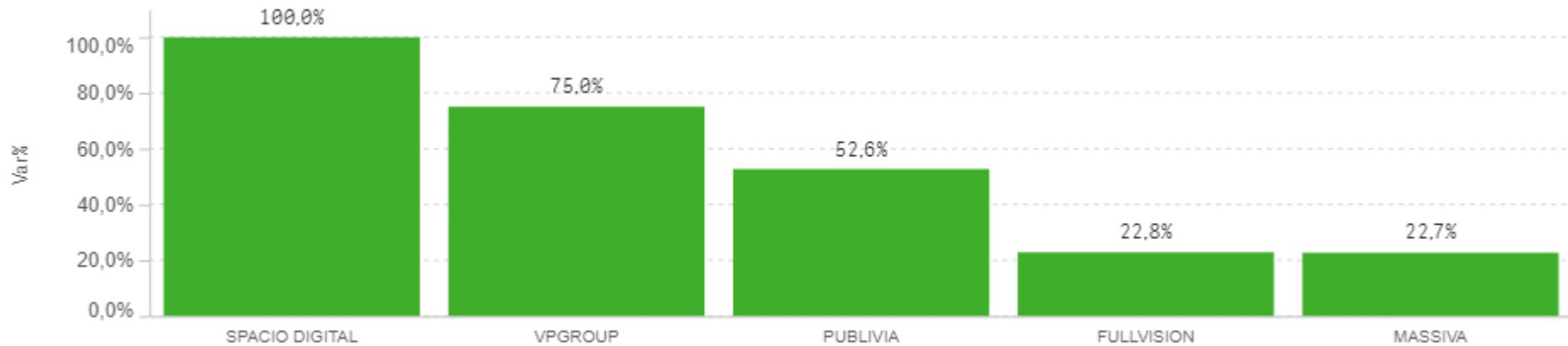






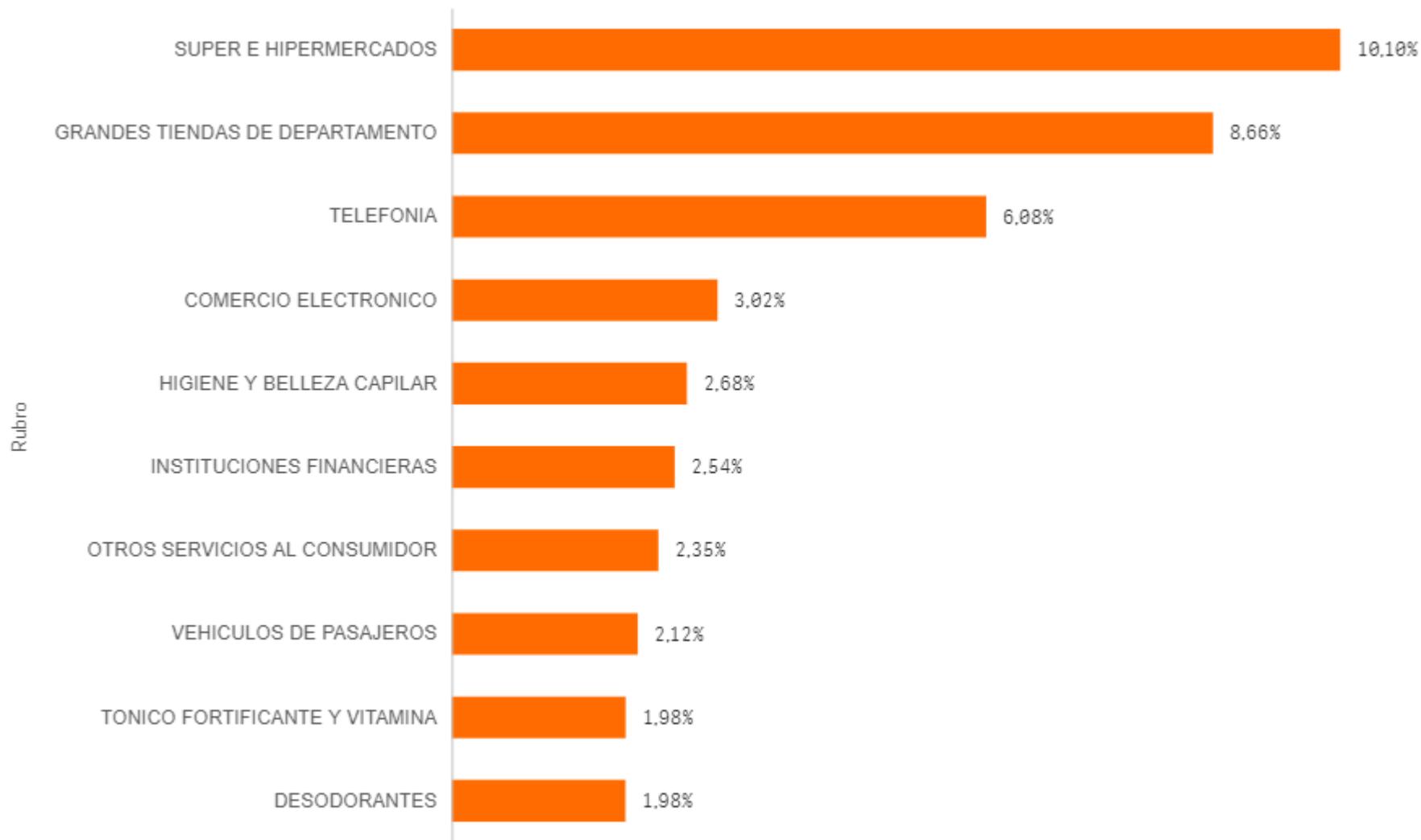
# %Var. Vía Pública + Metro

Agosto 2021

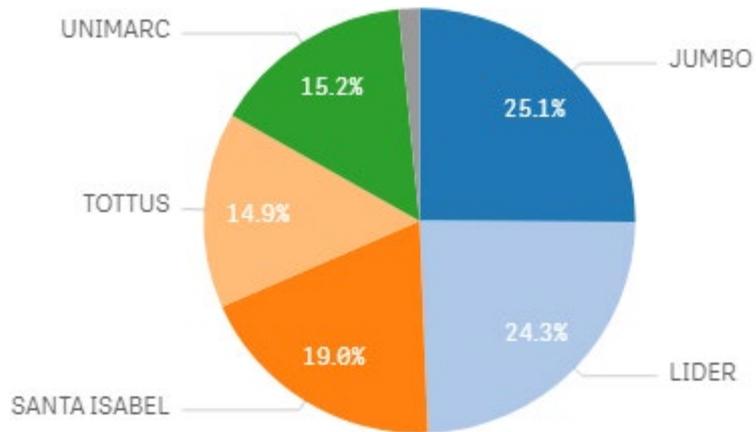


# Top 10 Rubros

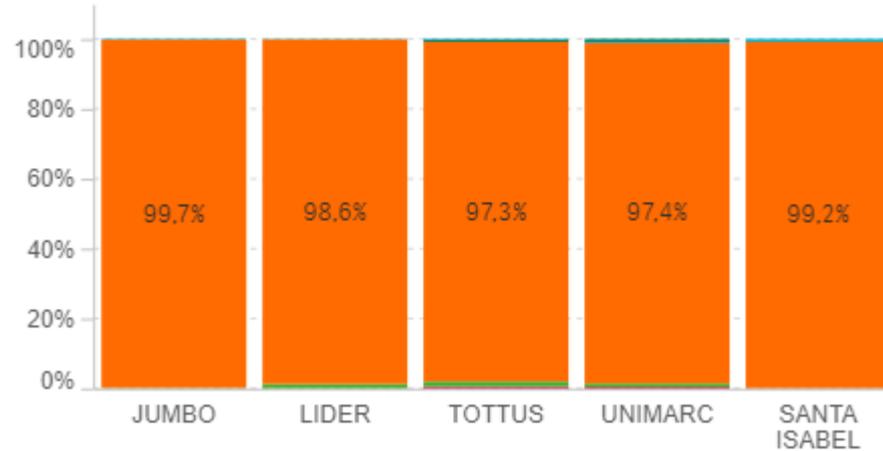
Agosto 2021



## %SOI

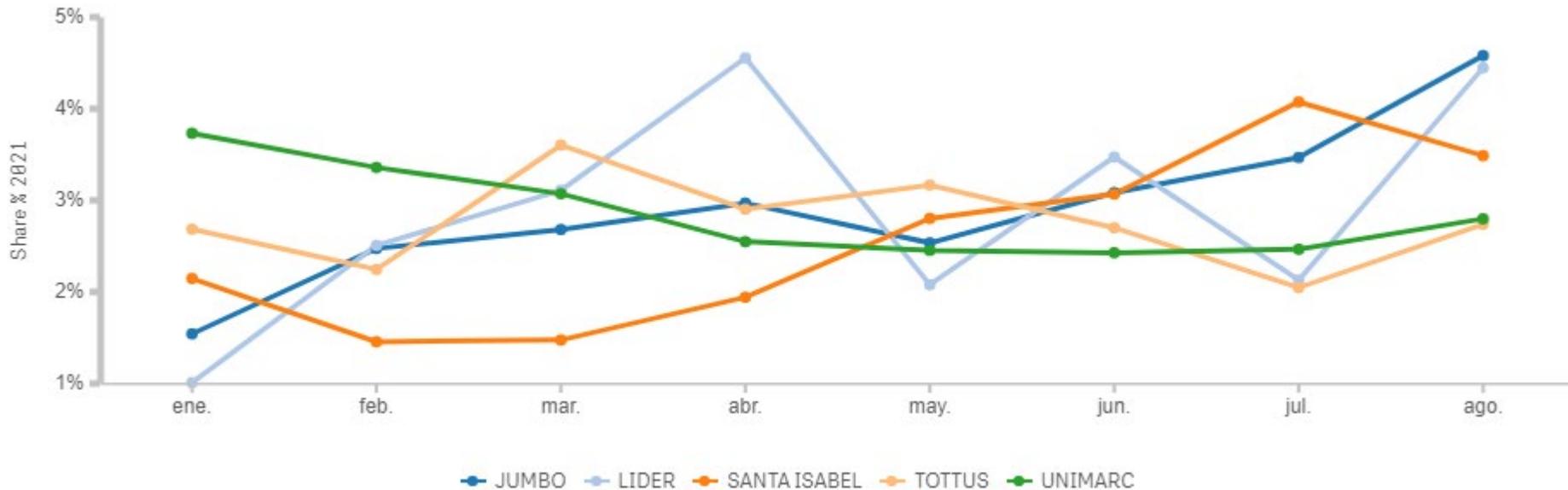


## Mix de medios



■ TV Abierta 
 ■ TV Paga 
 ■ Vía Pública + Metro 
 ■ Prensa 
 ■ Radio

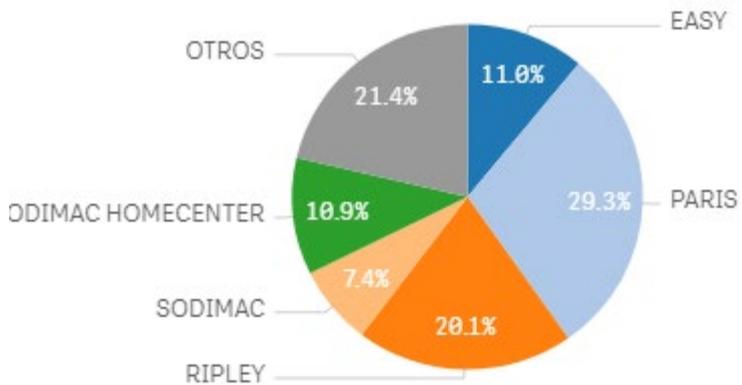
## Estacionalidad



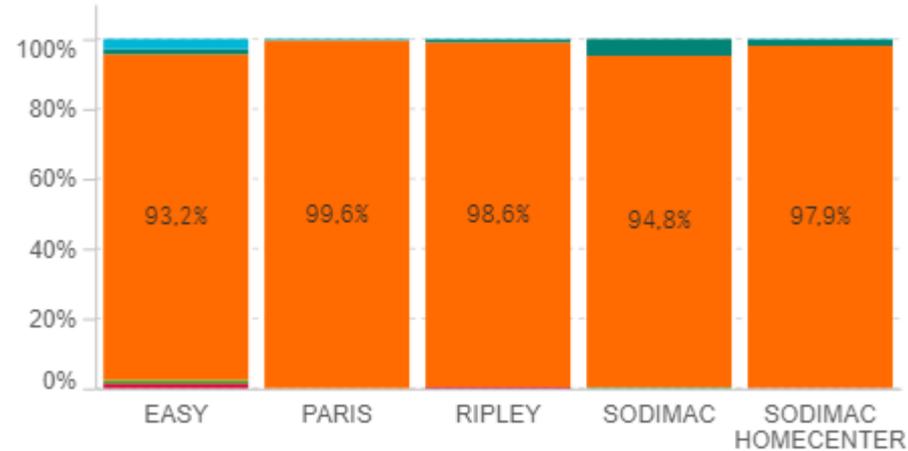
# GRANDES TIENDAS DE DEPARTAMENTO

Agosto 2021

## %SOI

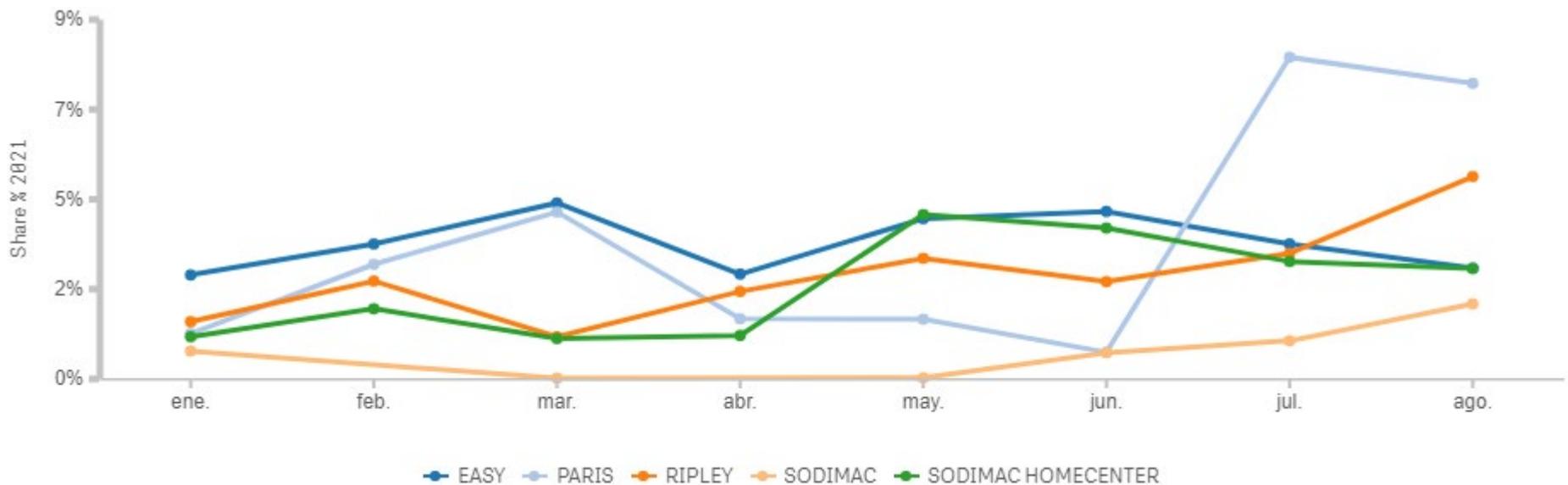


## Mix de medios

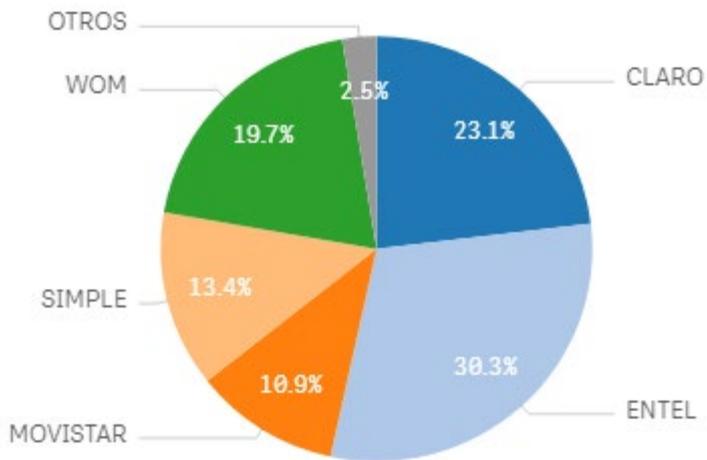


■ TV Abierta 
 ■ TV Paga 
 ■ Vía Pública + Metro 
 ■ Prensa 
 ■ Radio

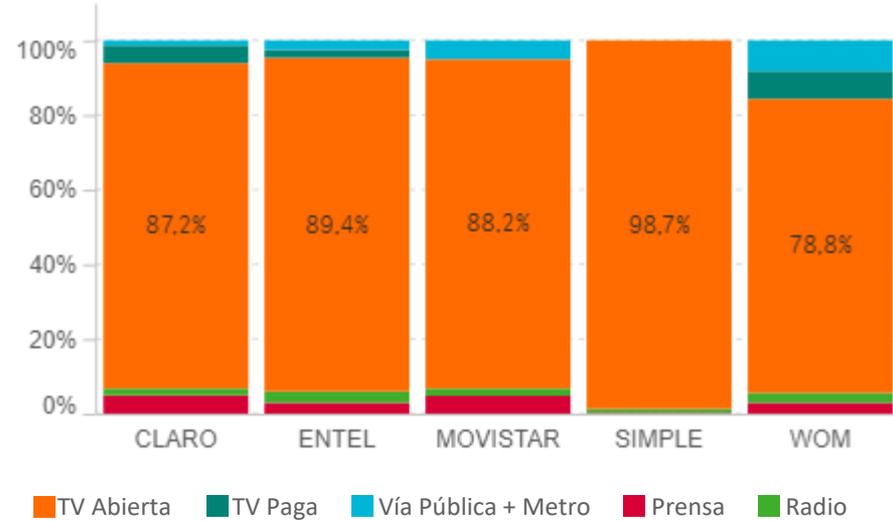
## Estacionalidad



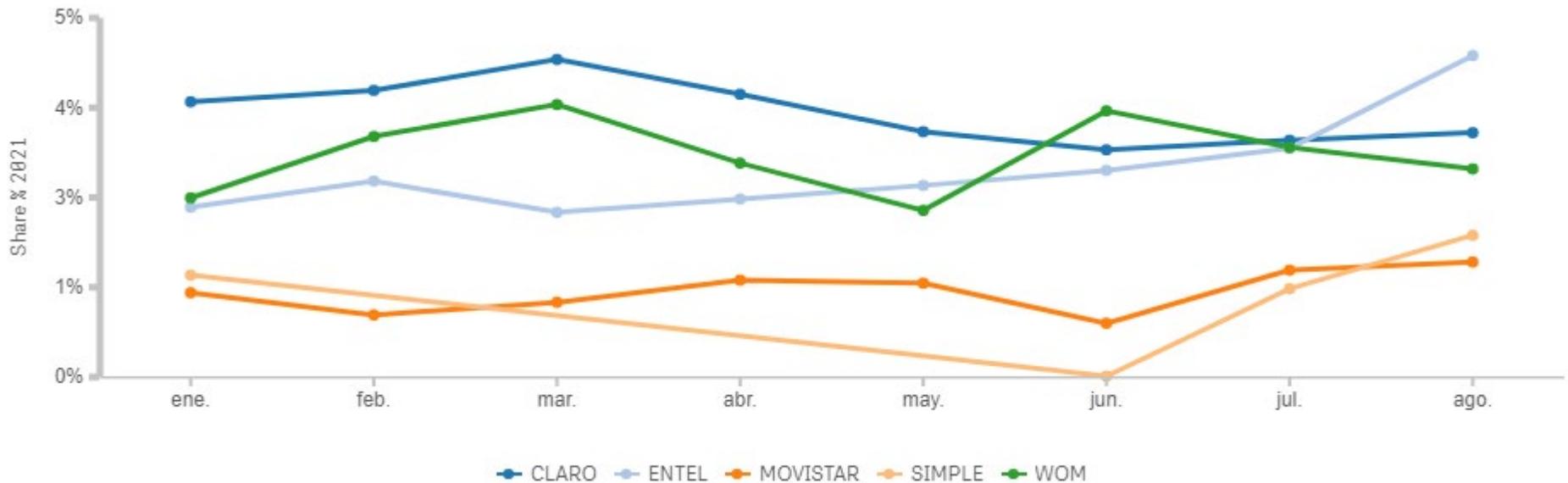
## %SOI



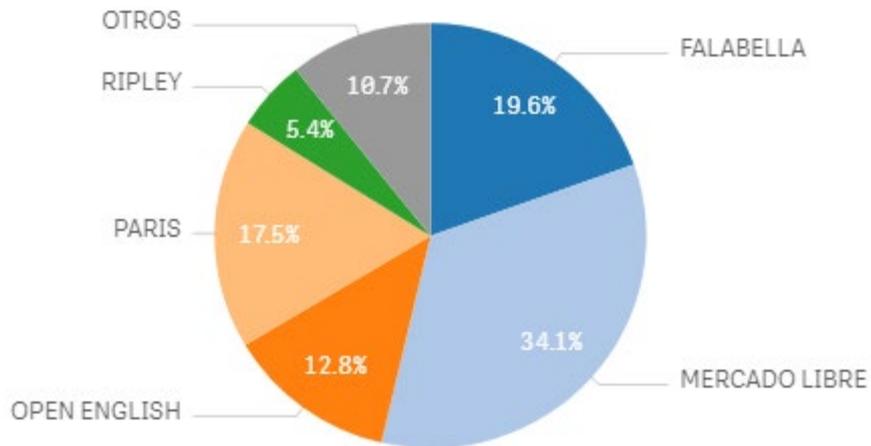
## Mix de medios



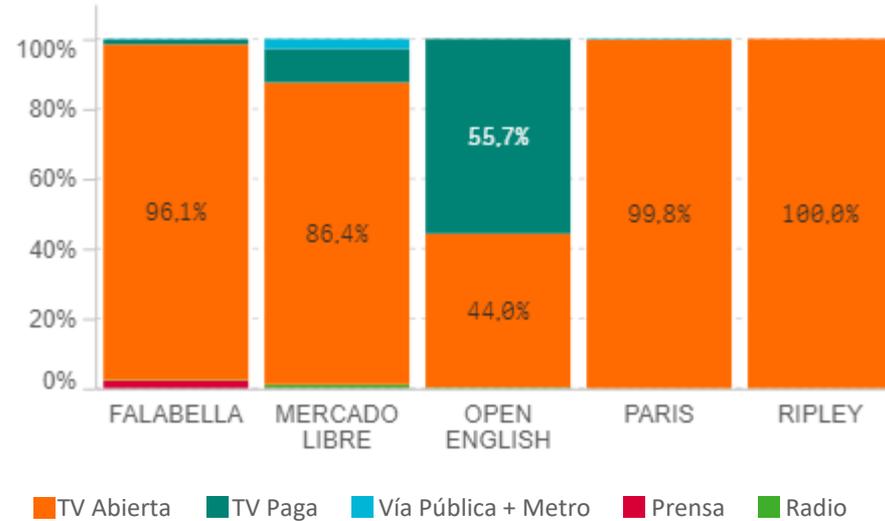
## Estacionalidad



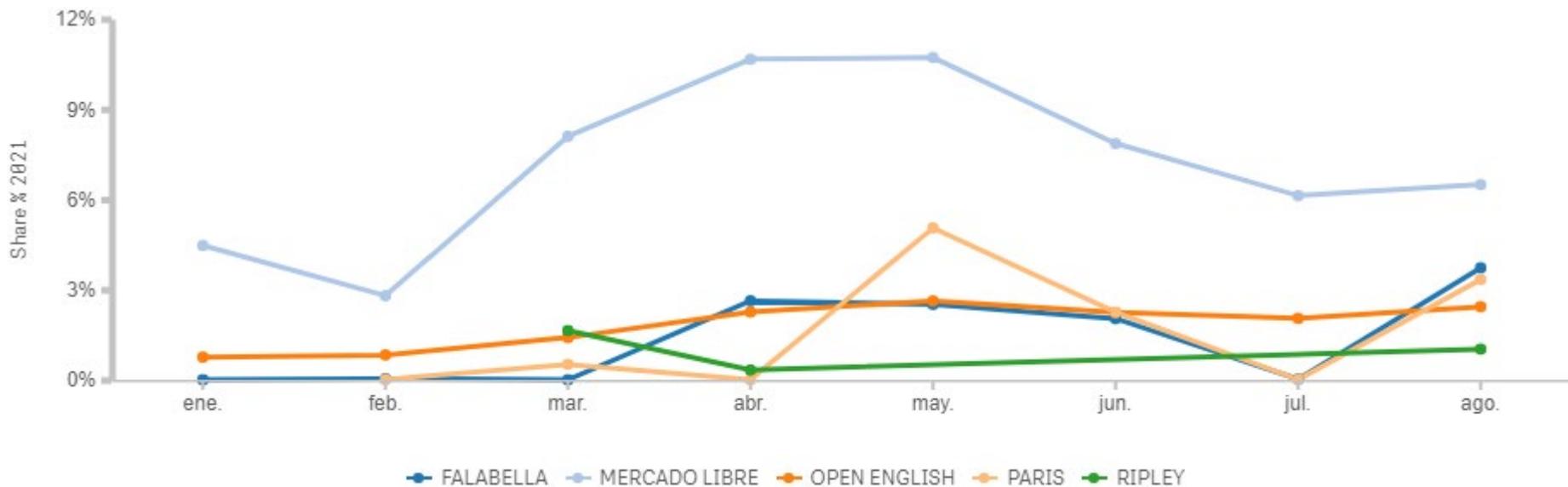
## %SOI



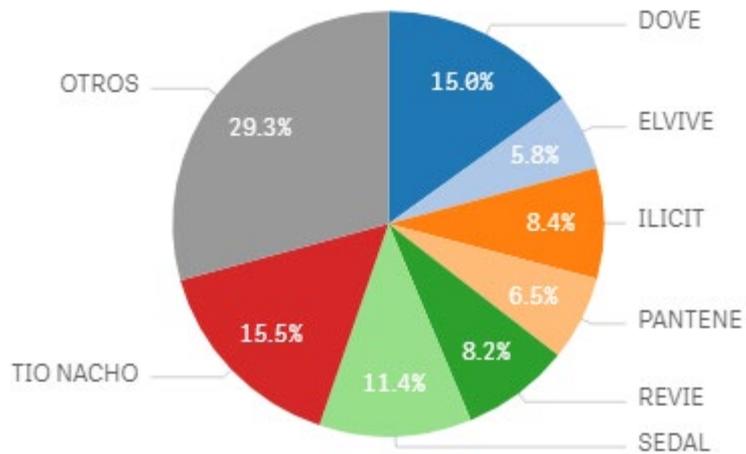
## Mix de medios



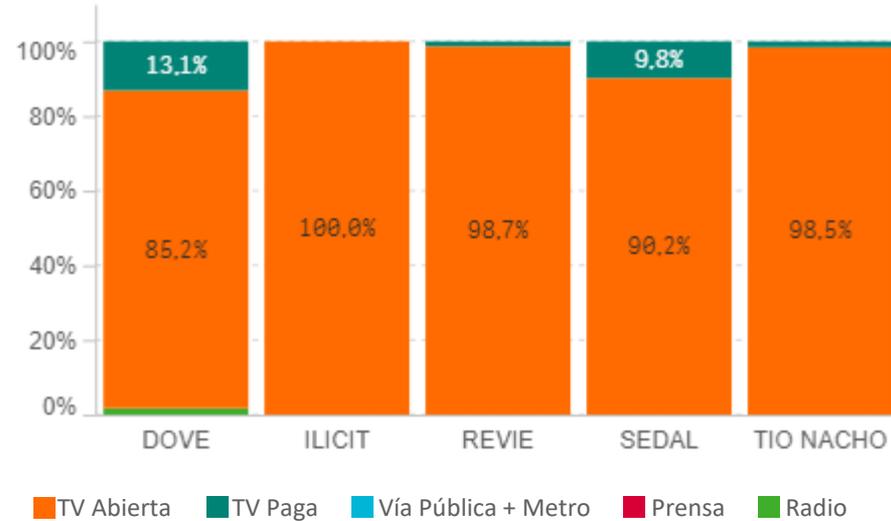
## Estacionalidad



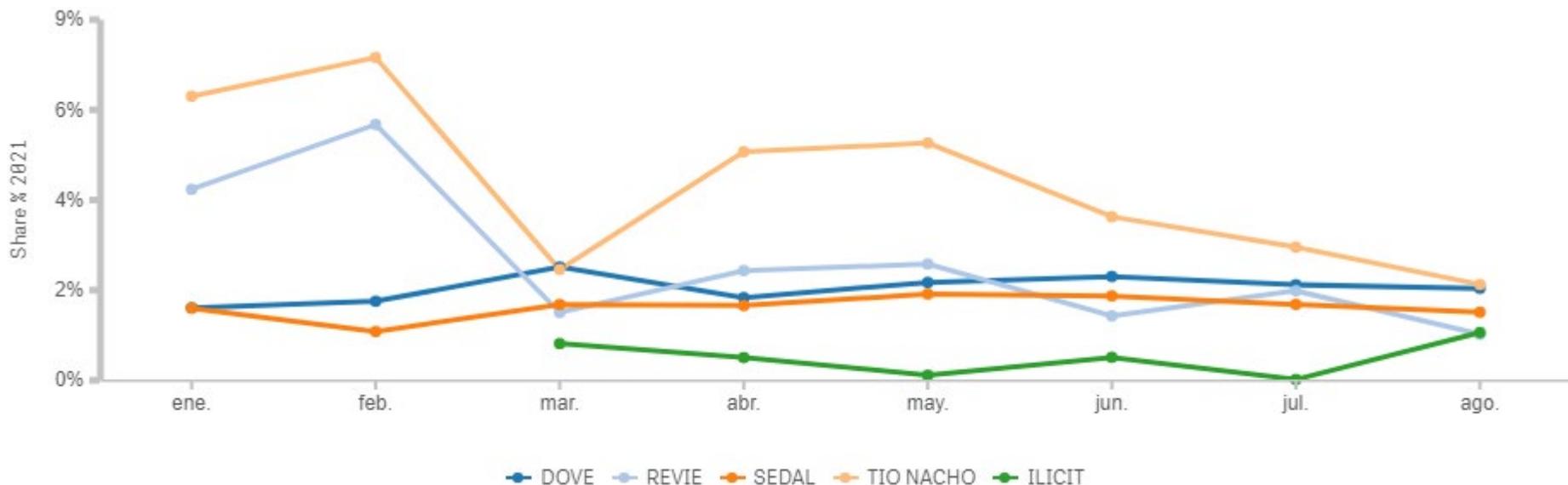
## %SOI



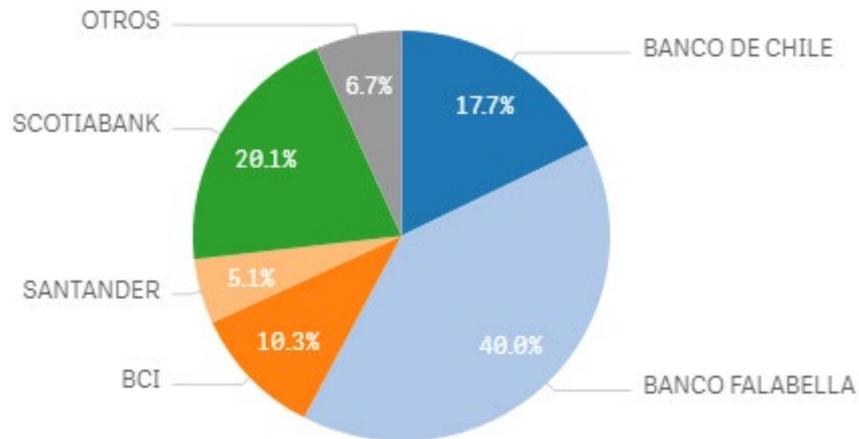
## Mix de medios



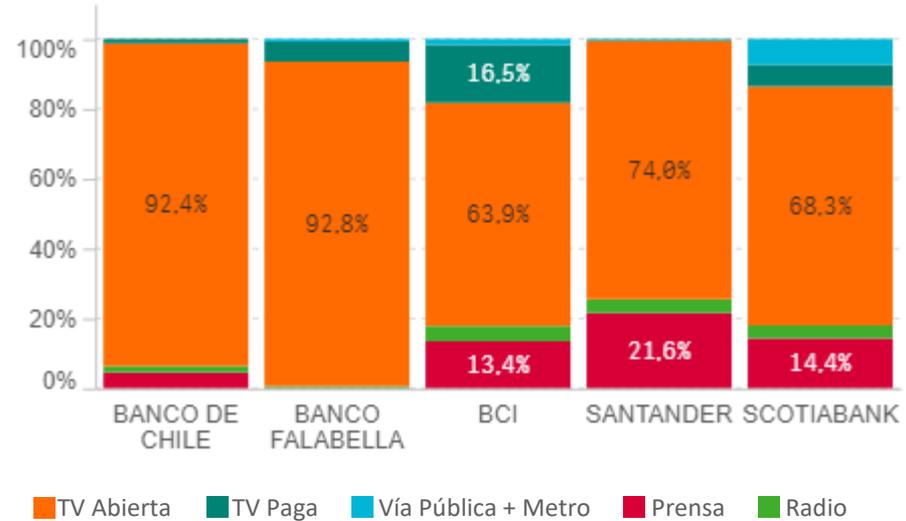
## Estacionalidad



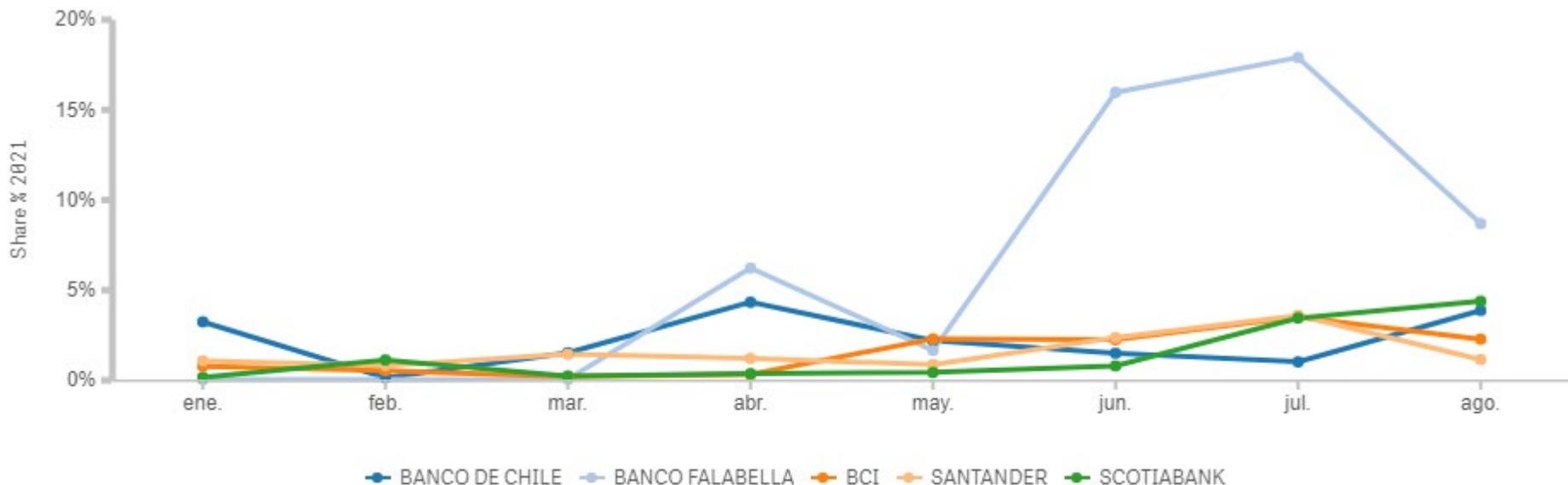
## %SOI



## Mix de medios



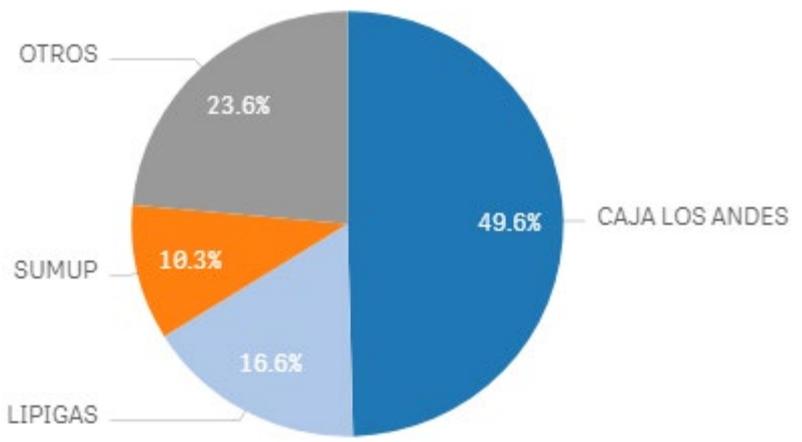
## Estacionalidad



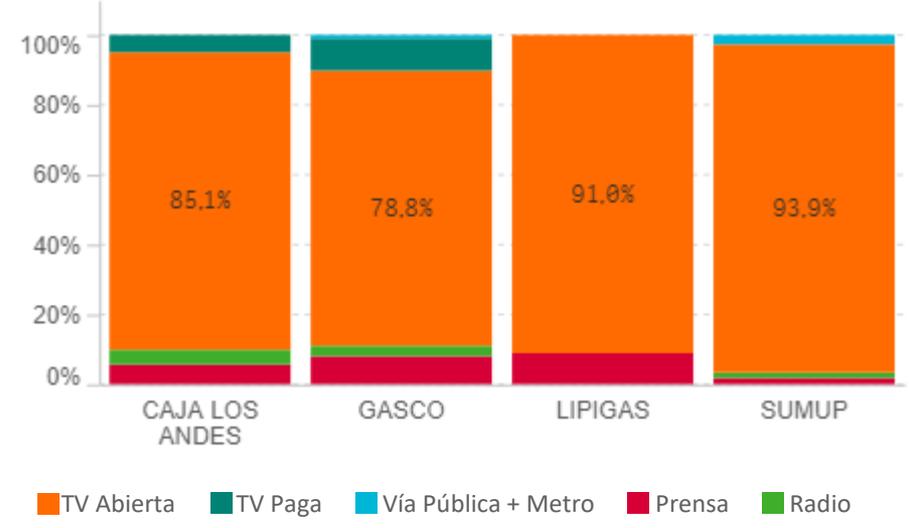
# OTROS SERVICIOS AL CONSUMIDOR

Agosto 2021

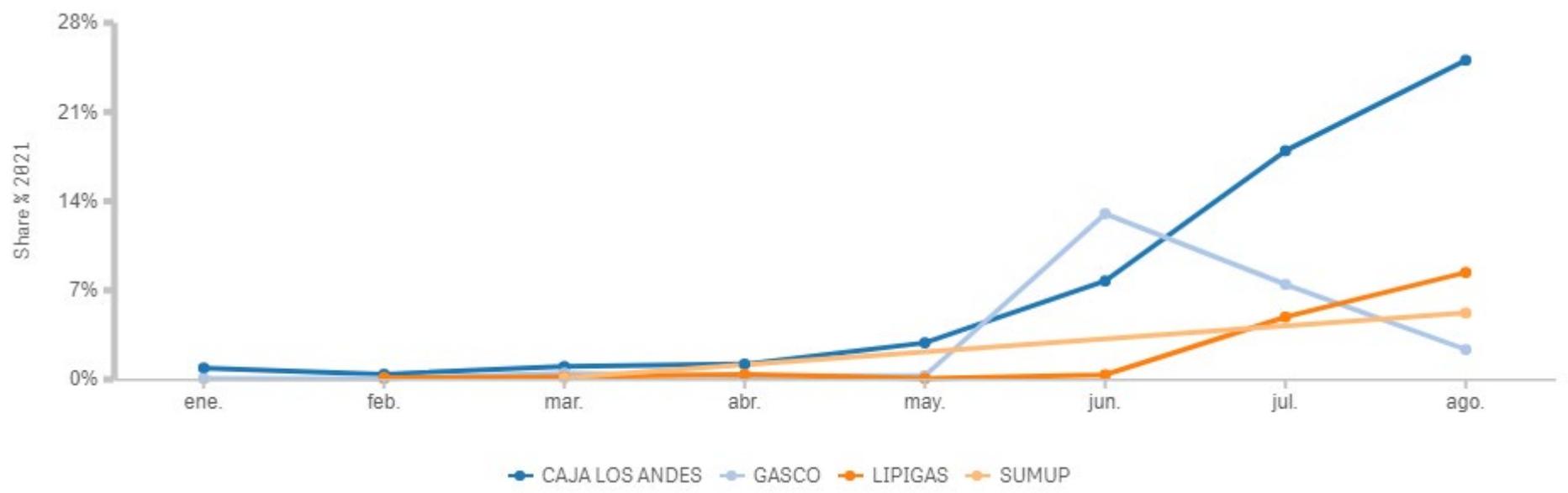
## %SOI



## Mix de medios



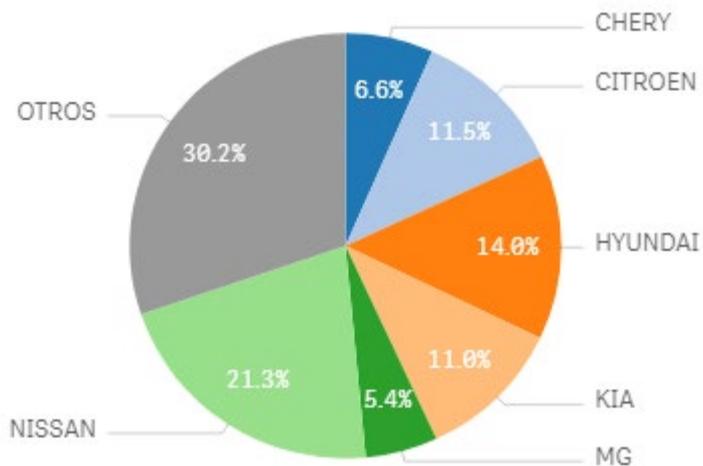
## Estacionalidad



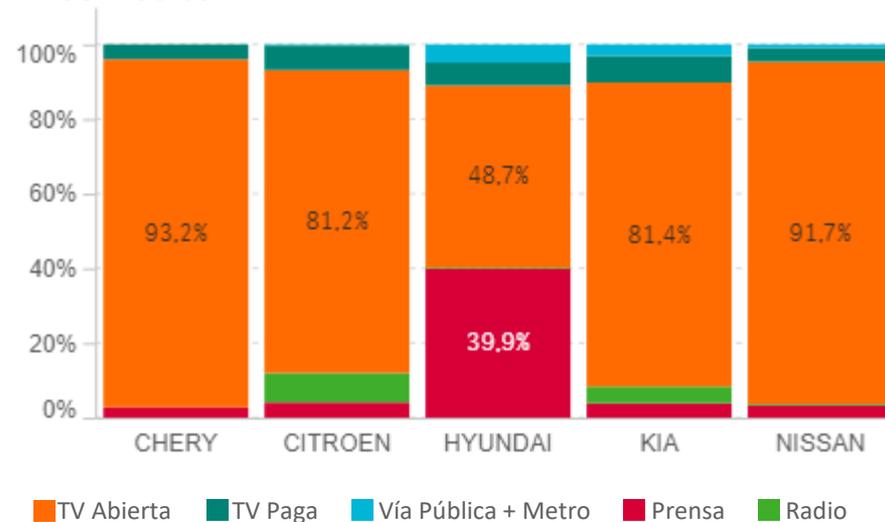
# VEHICULOS DE PASAJEROS

Agosto 2021

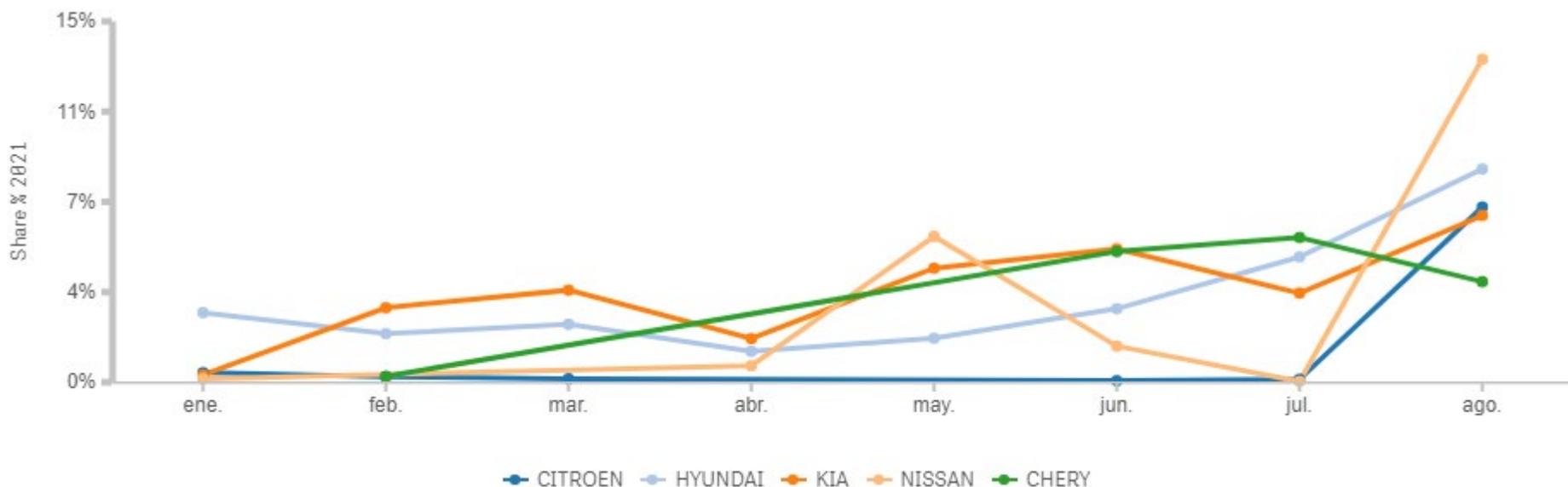
## %SOI



## Mix de medios



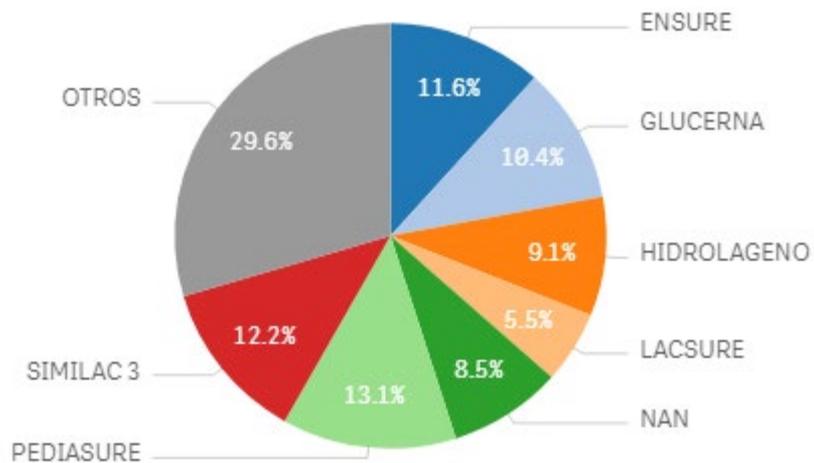
## Estacionalidad



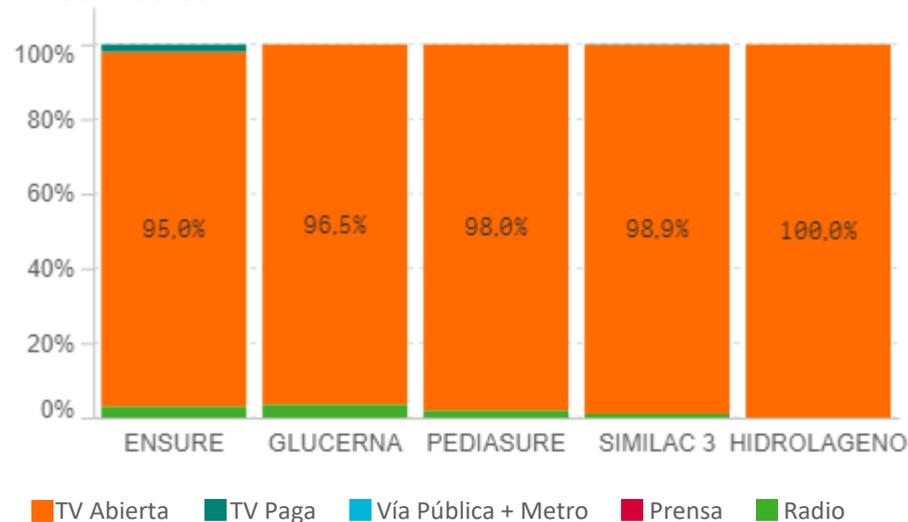
# TONICO FORTIFICANTE Y VITAMINA

Agosto 2021

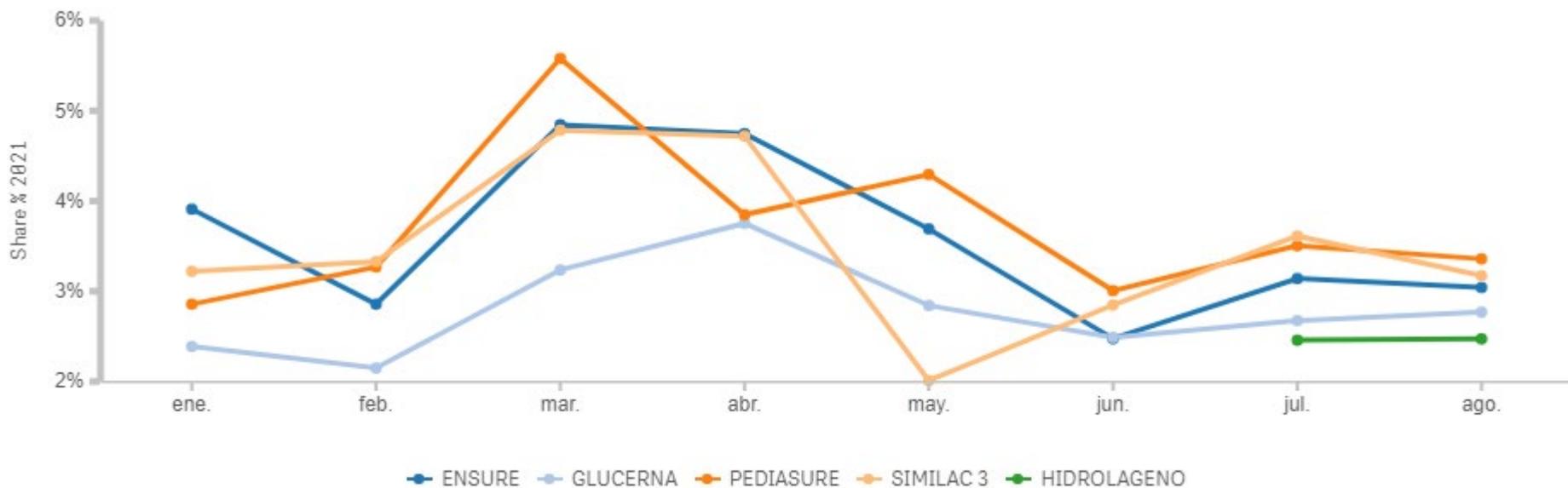
## %SOI



## Mix de medios



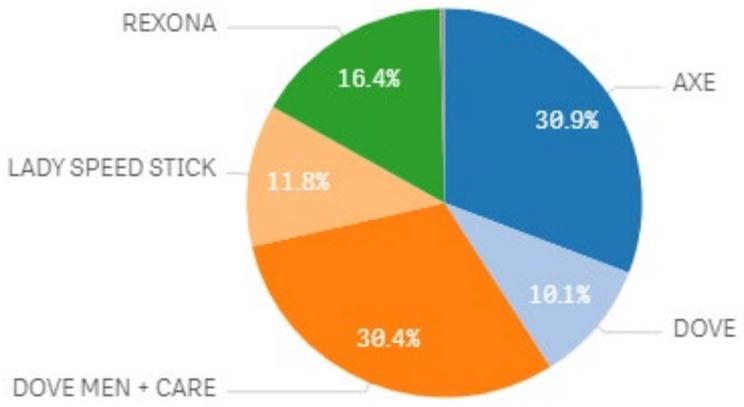
## Estacionalidad



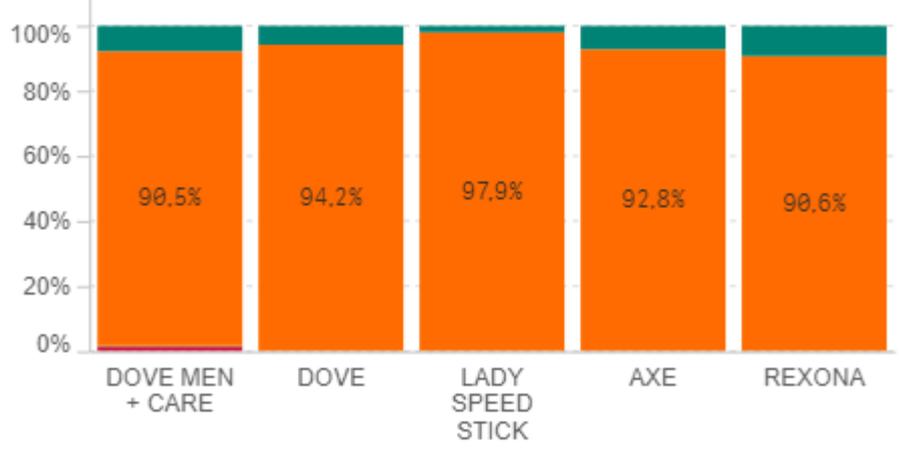
# DESODORANTES

Agosto 2021

## %SOI

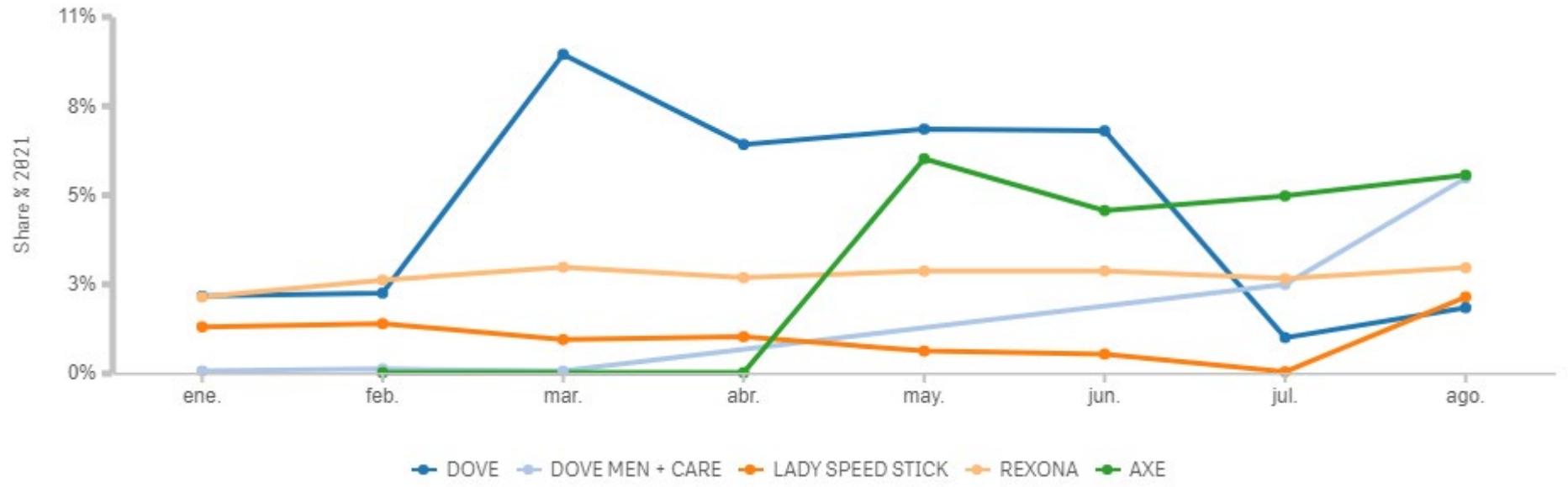


## Mix de medios



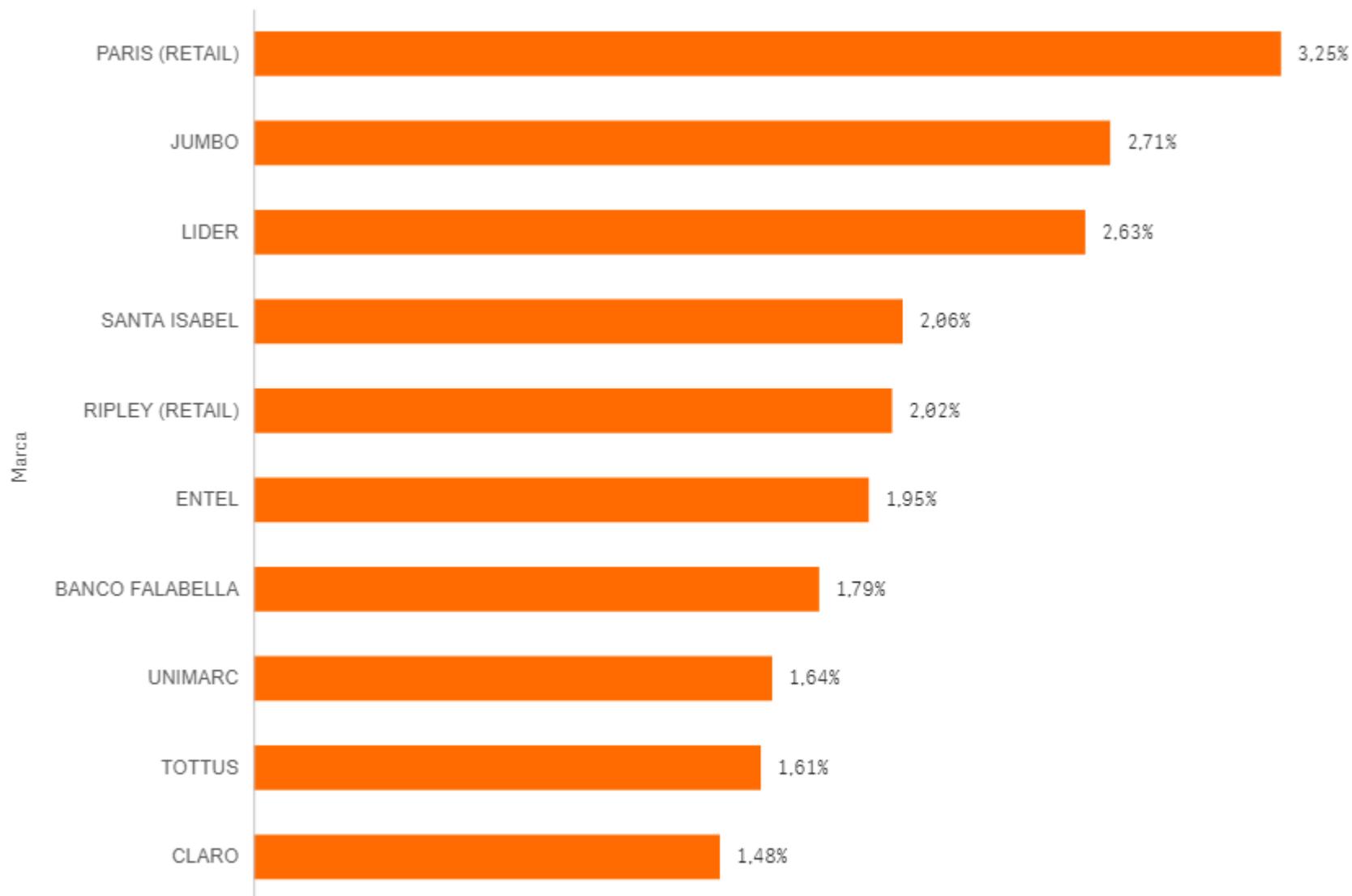
■ TV Abierta 
 ■ TV Paga 
 ■ Vía Pública + Metro 
 ■ Prensa 
 ■ Radio

## Estacionalidad



# Top 10 Marcas

Agosto 2021



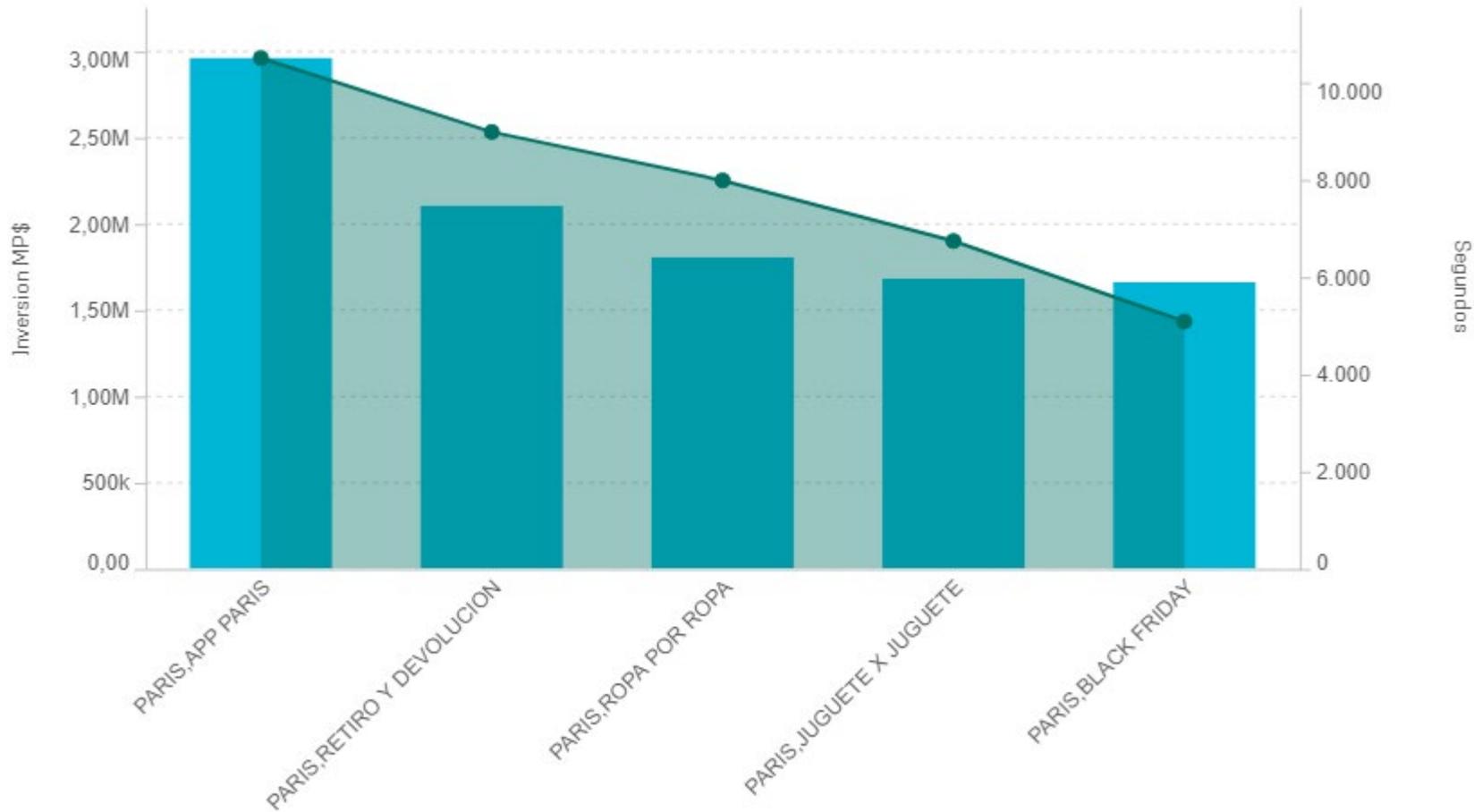
Segundos Agosto - 2021

47.448

Inversion Miles de Pesos - Ago...

12,71M

## Top 5 Productos



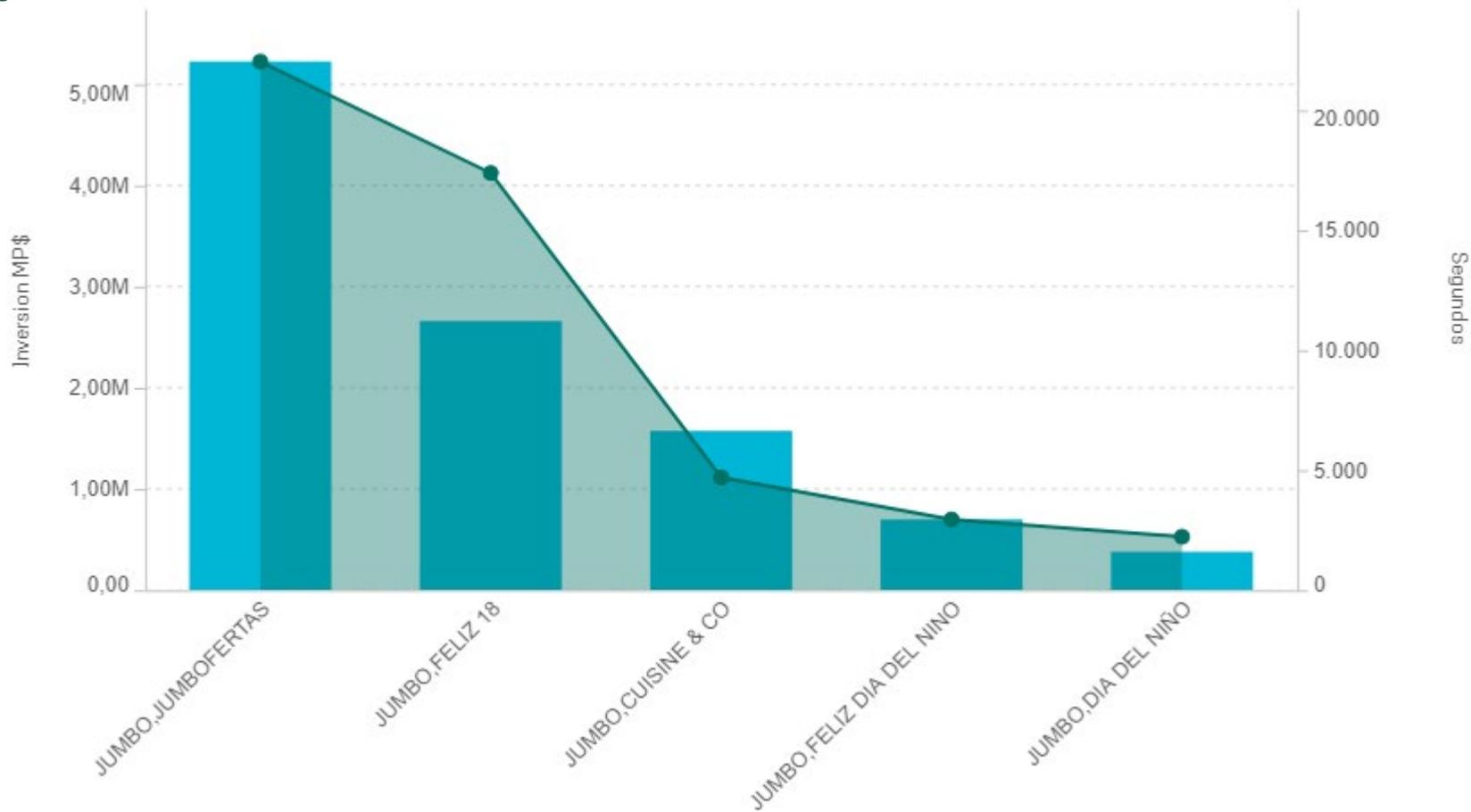
Segundos Agosto - 2021

## 66.132

Inversion Miles de Pesos - Ago...

## 10,6M

### Top 5 Productos



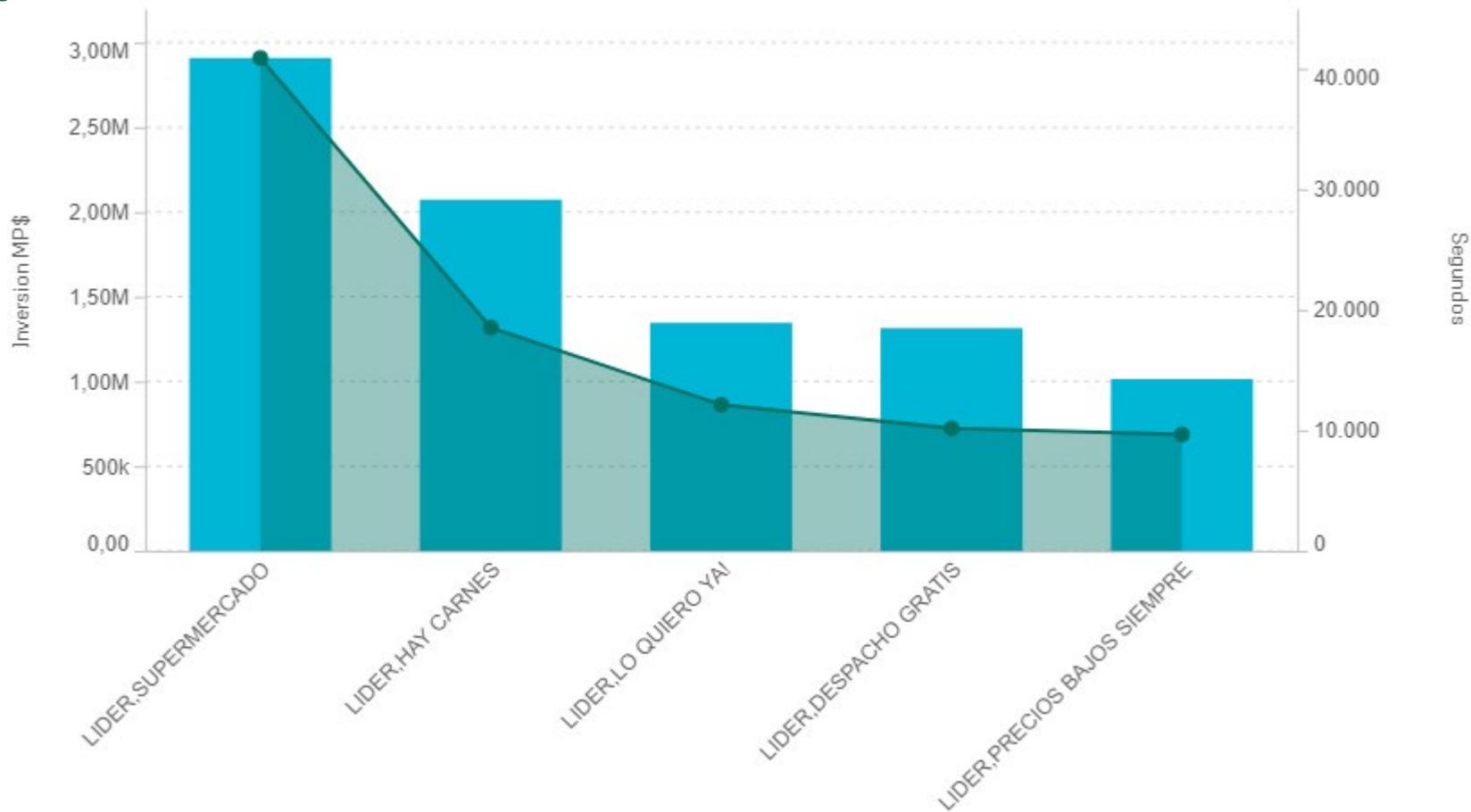
Segundos Agosto - 2021

## 106.544

Inversion Miles de Pesos - Ago...

## 10,29M

### Top 5 Productos



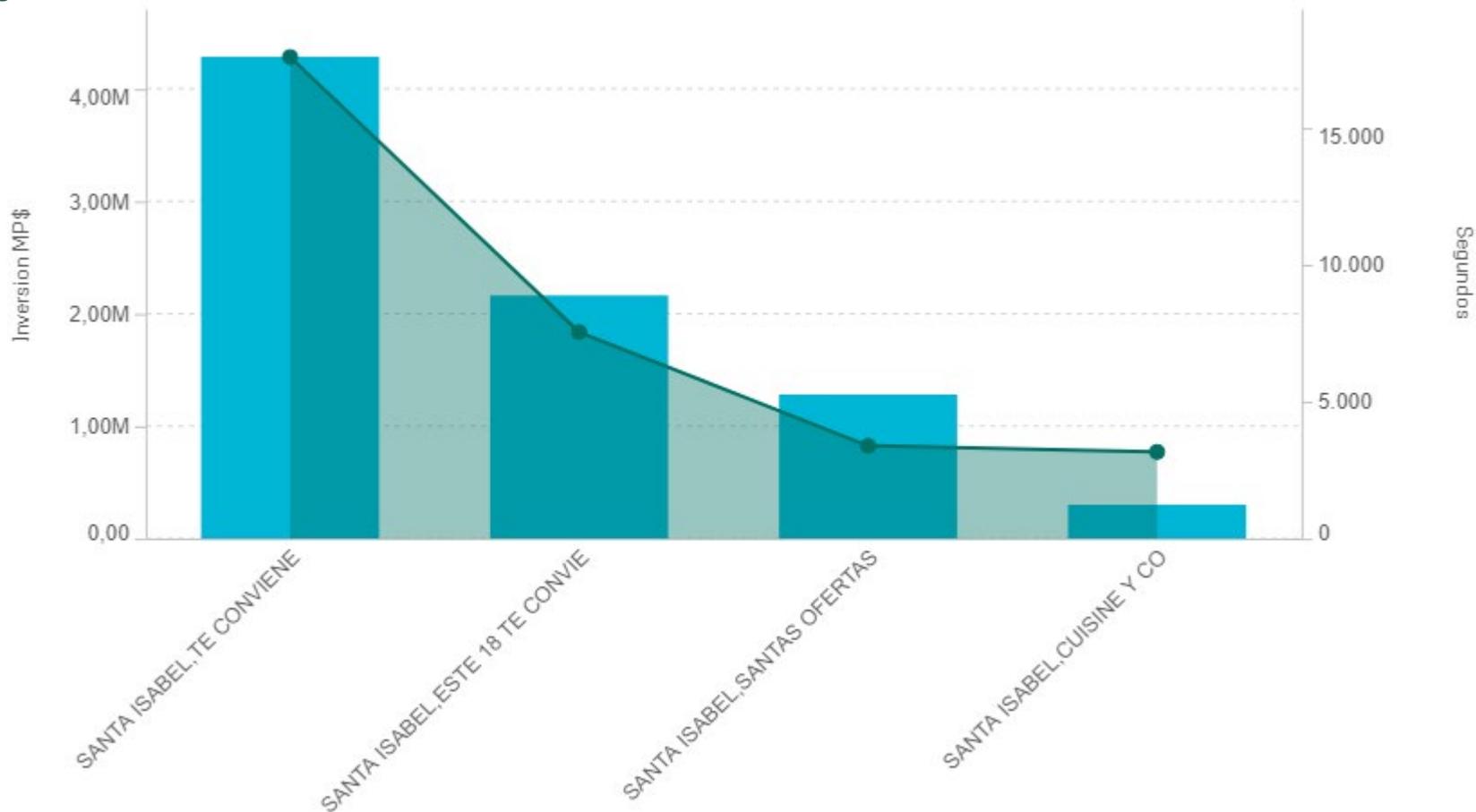
Segundos Agosto - 2021

31.693

Inversion Miles de Pesos - Ago...

8,03M

## Top 5 Productos



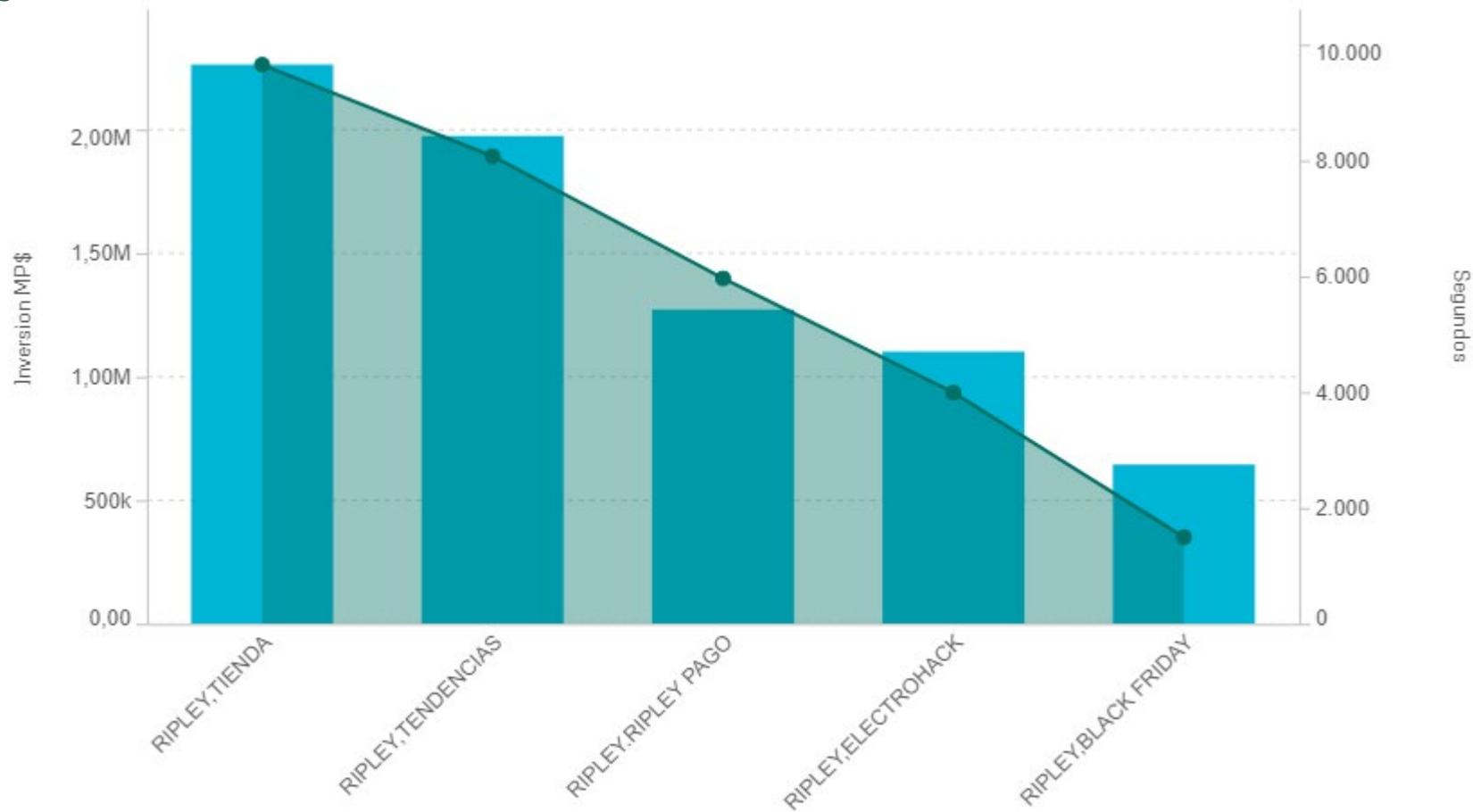
Segundos Agosto - 2021

## 38.062

Inversion Miles de Pesos - Ago...

## 7,9M

### Top 5 Productos



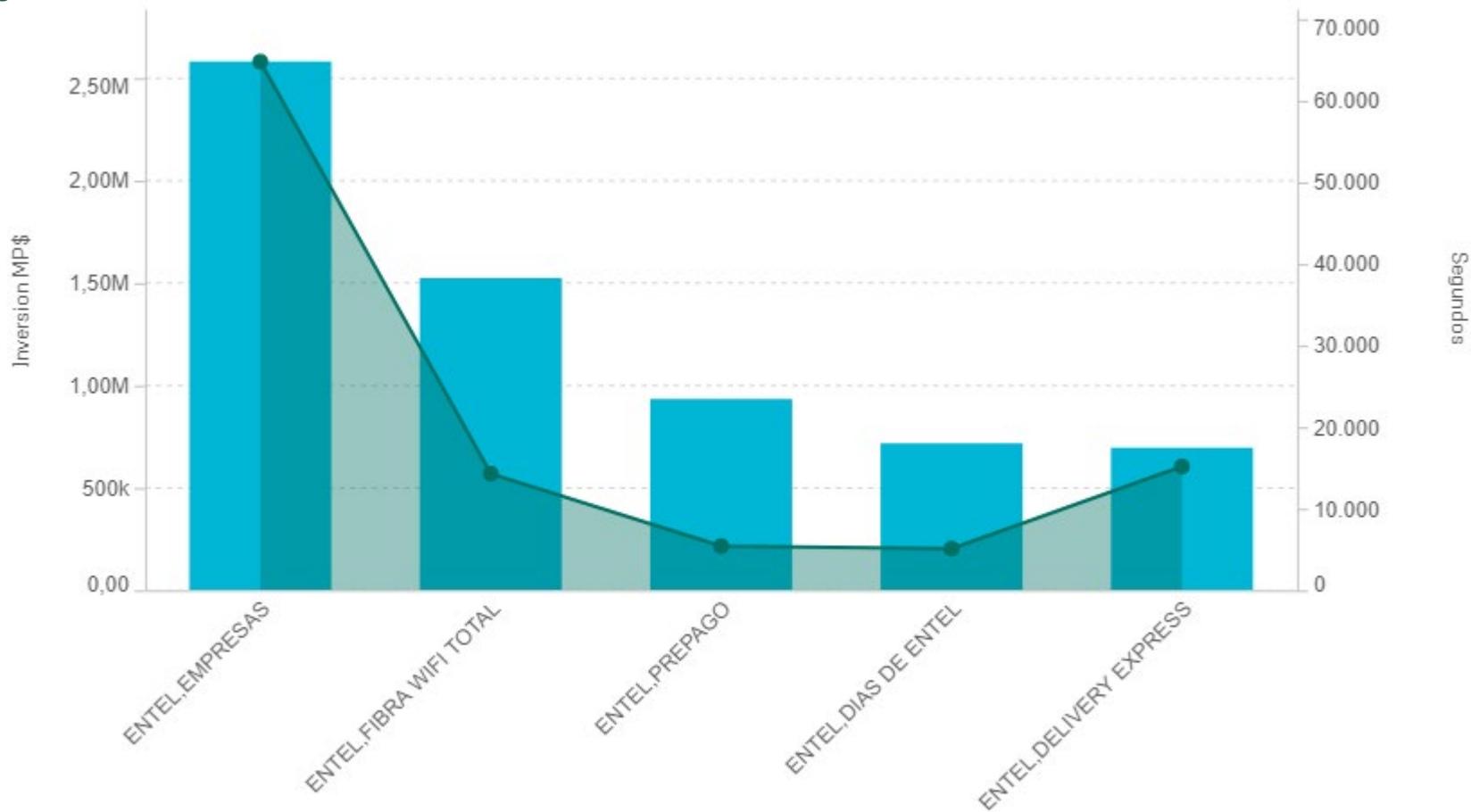
Segundos Agosto - 2021

## 137.134

Inversion Miles de Pesos - Ago...

## 7,61M

### Top 5 Productos



Segundos Agosto - 2021

## 213.601

Inversion Miles de Pesos - Ago...

## 7M

### Top 5 Productos



Segundos Agosto - 2021

## 70.113

Inversion Miles de Pesos - Ago...

## 6,42M

### Top 5 Productos



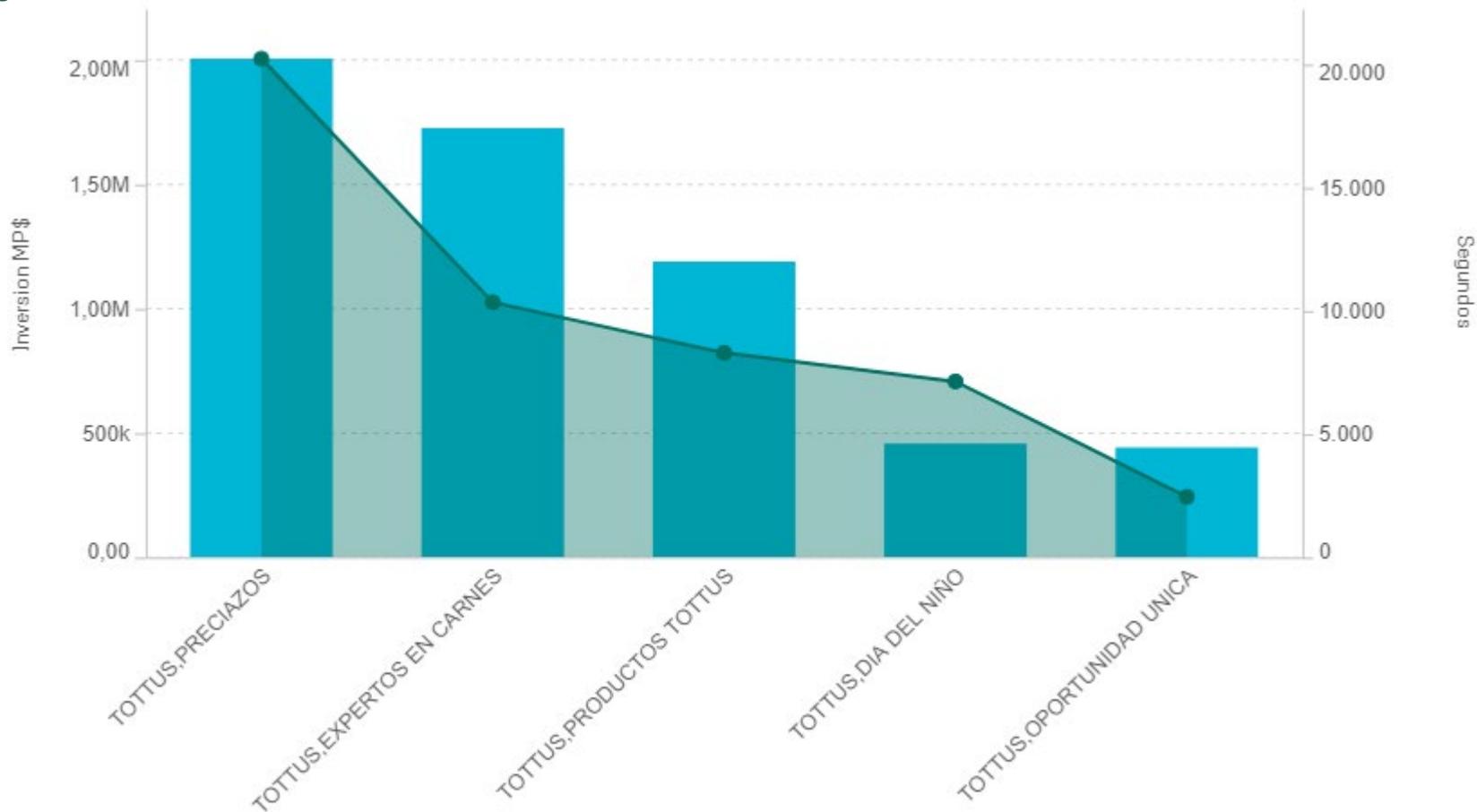
Segundos Agosto - 2021

## 51.716

Inversion Miles de Pesos - Ago...

## 6,28M

### Top 5 Productos



Segundos Agosto - 2021

## 122.812

Inversion Miles de Pesos - Ago...

## 5,77M

### Top 5 Productos

