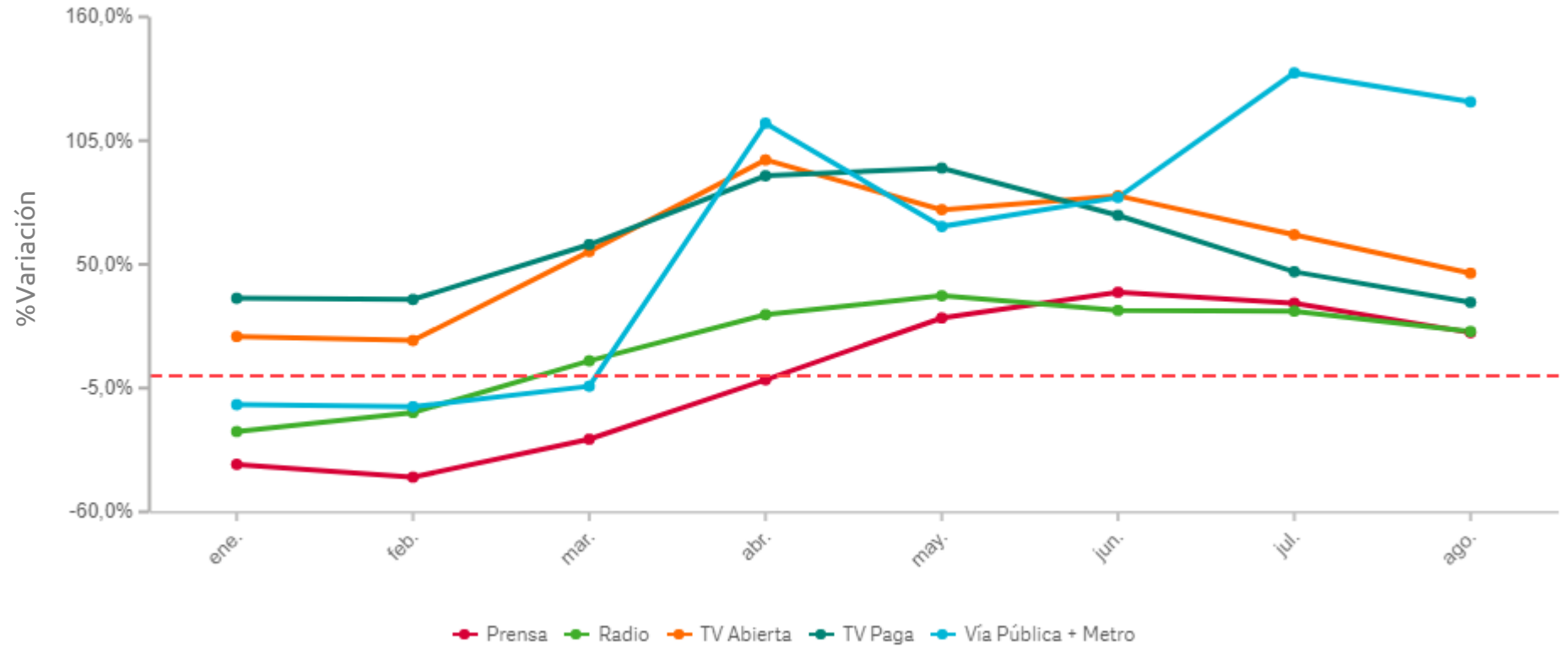

INFORME DE INVERSIÓN PUBLICITARIA

Agosto 2021

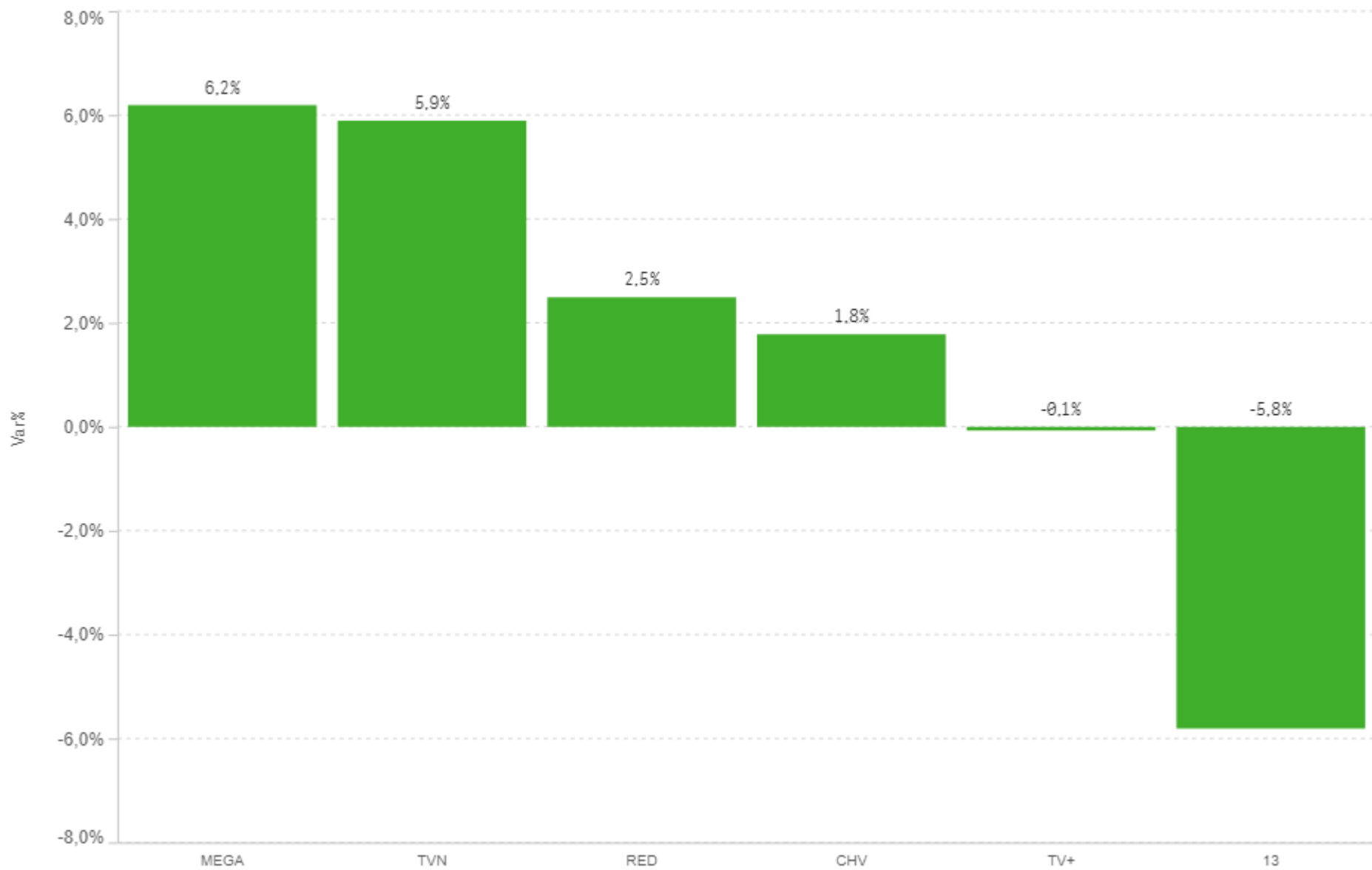


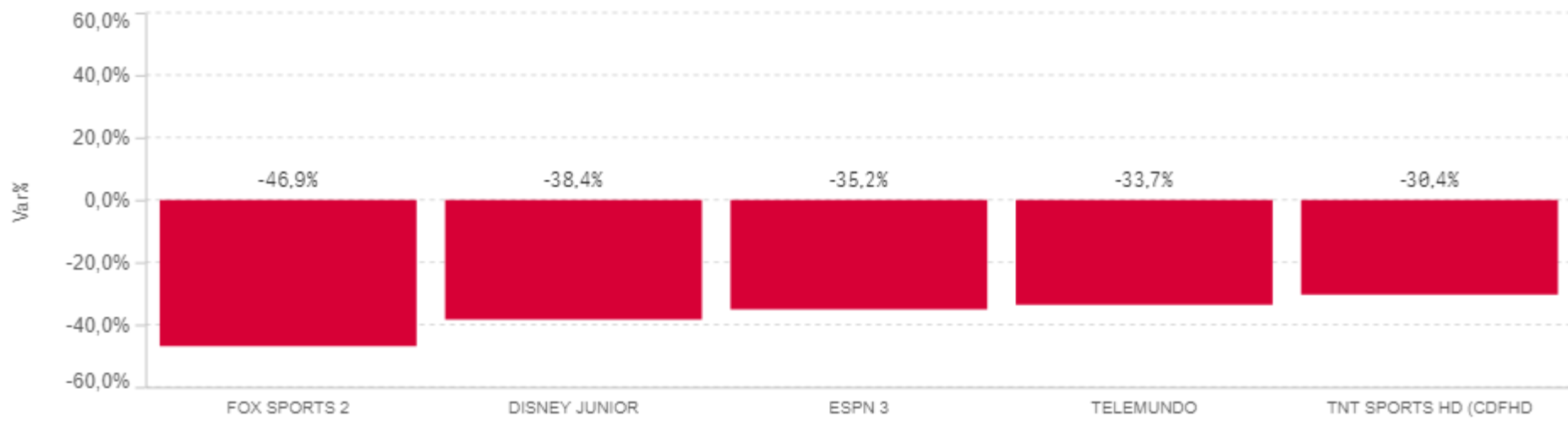
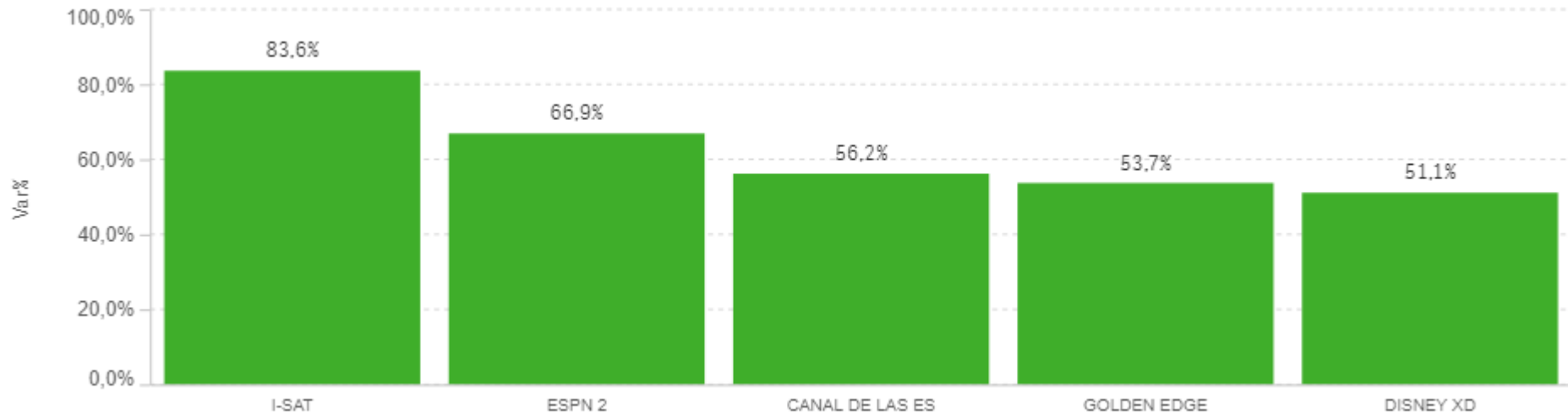
Inversión publicitaria mensual

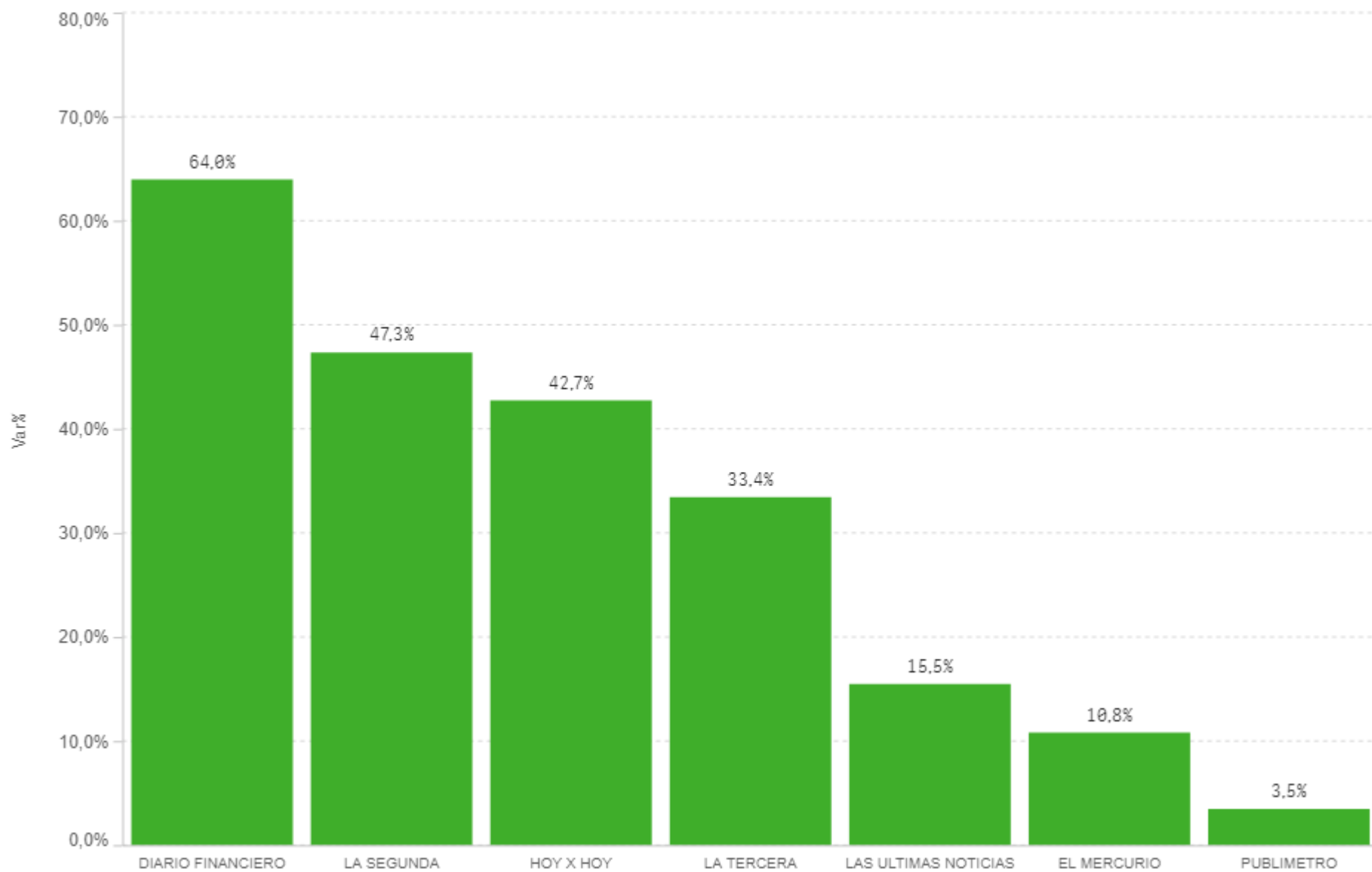
enero - Agosto 2021 vs. 2020

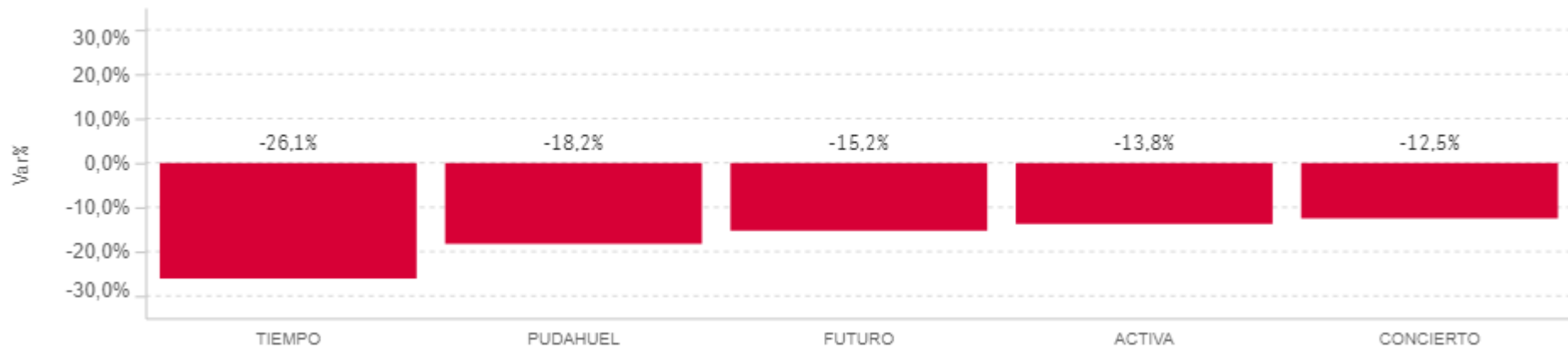
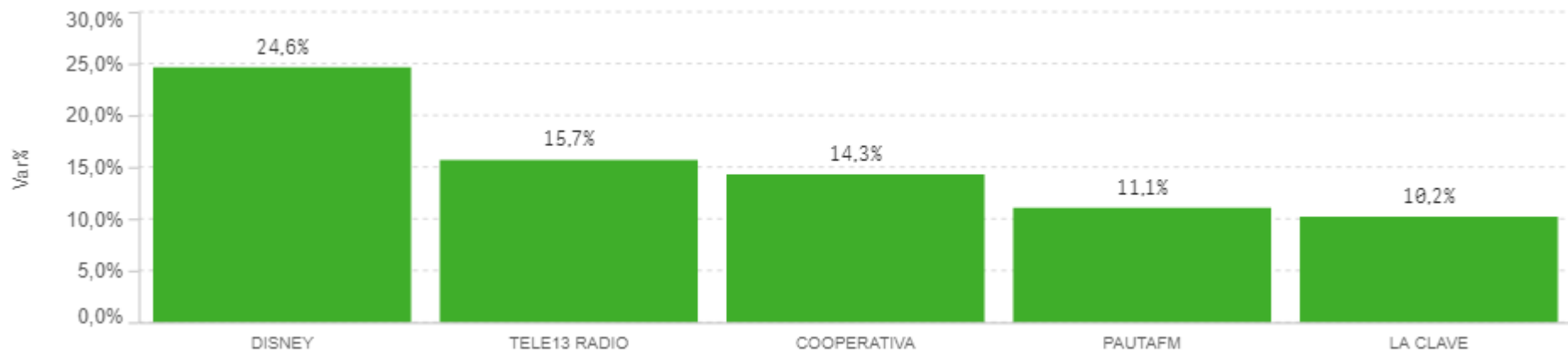


Medios	Prensa	Radio	TV Abierta	TV Paga	Vía Pública + Metro
%Var	19,3% ↑	19,8% ↑	45,7% ↑	32,8% ↑	121,8% ↑



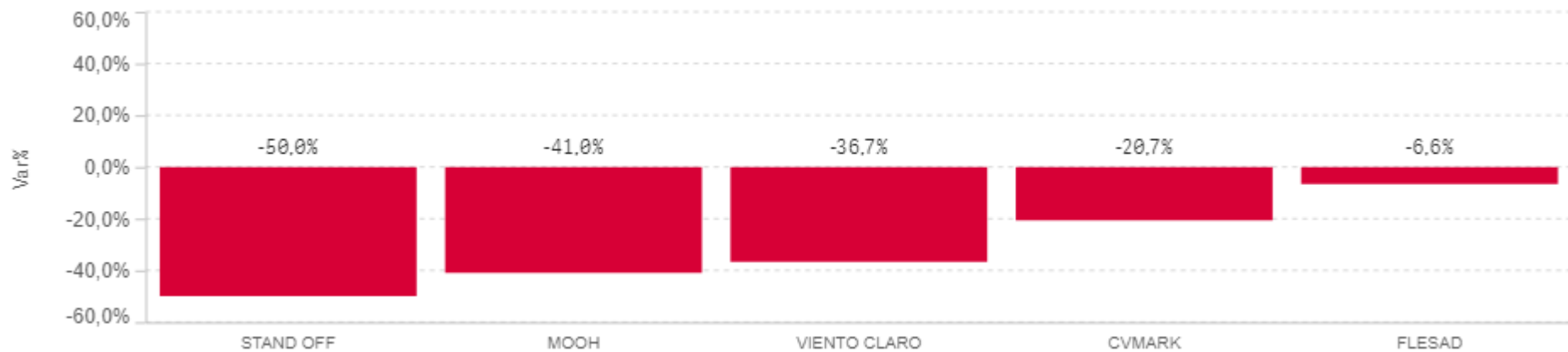
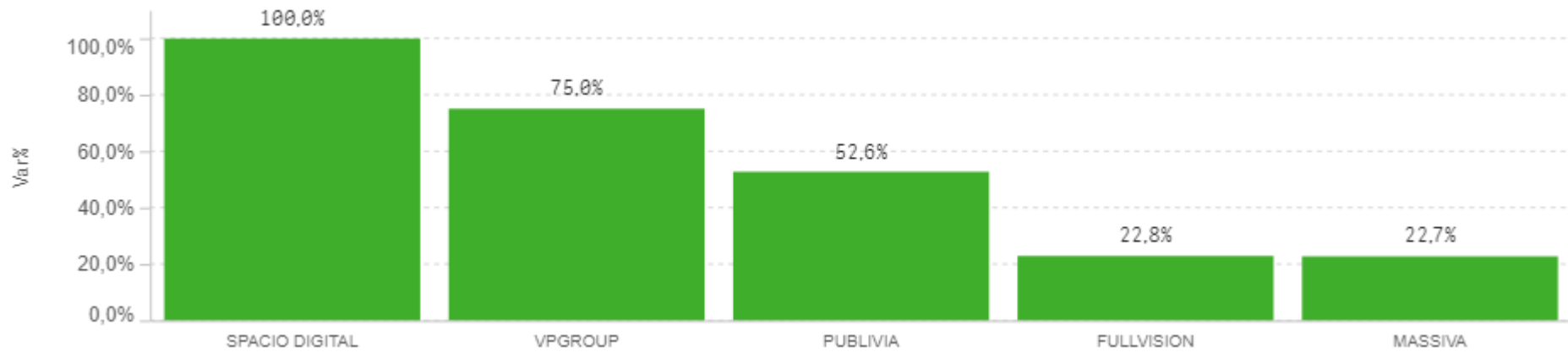






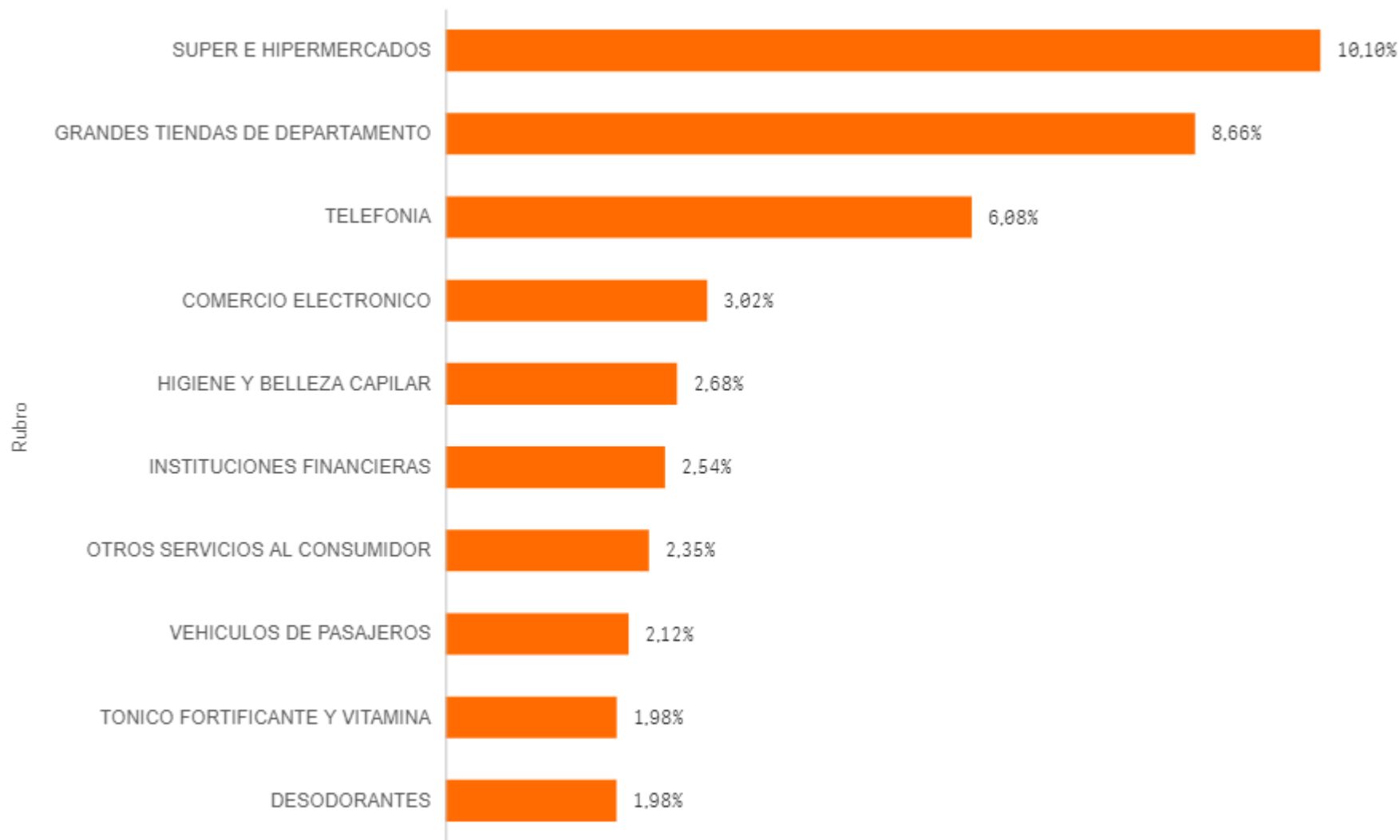
%Var. Vía Pública + Metro

Agosto 2021

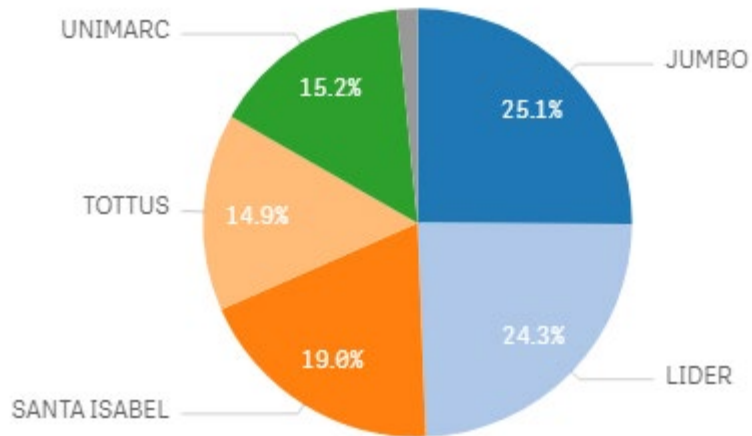


Top 10 Rubros

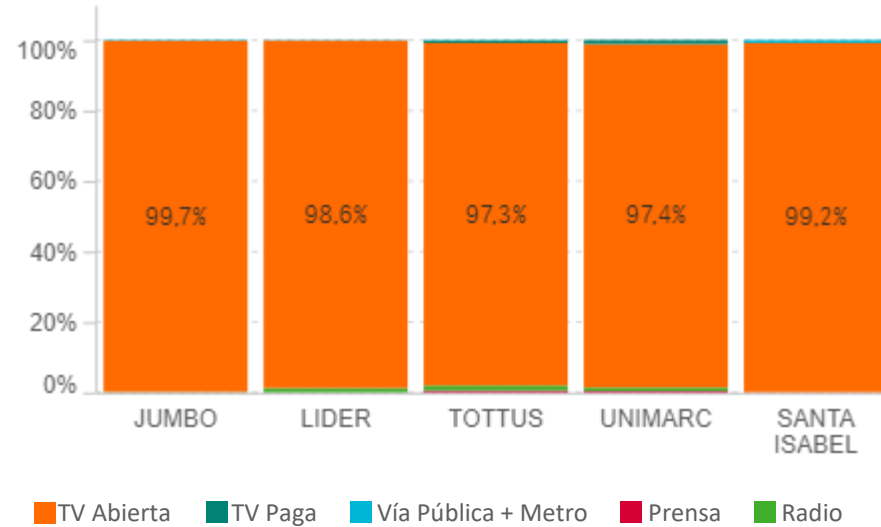
Agosto 2021



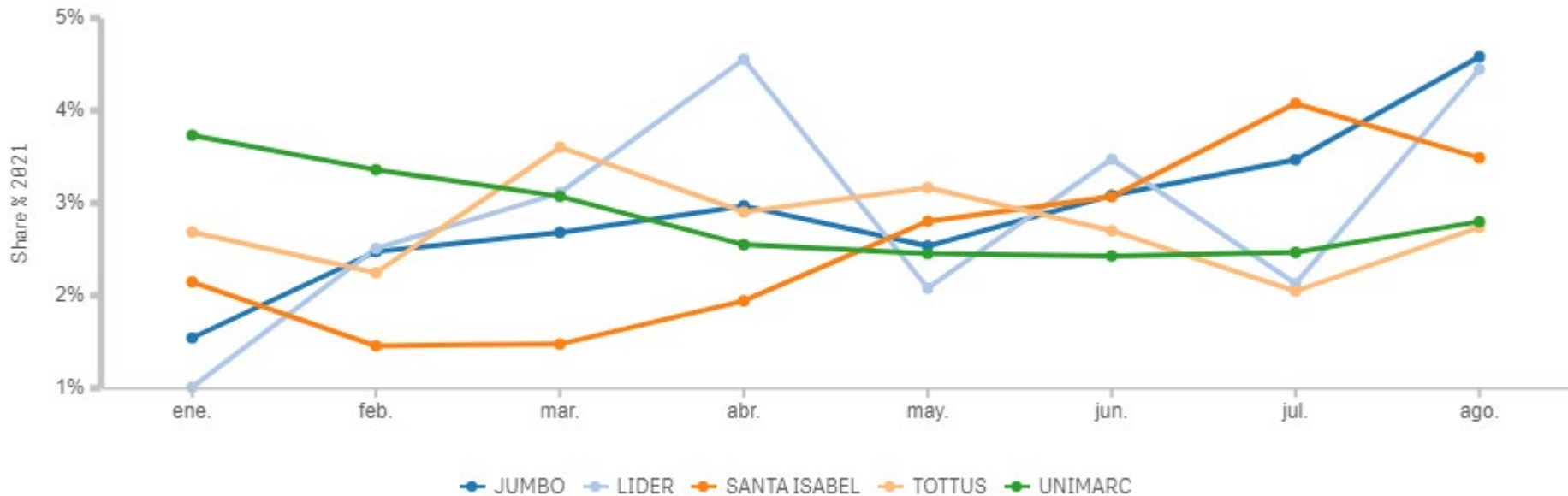
%SOI



Mix de medios



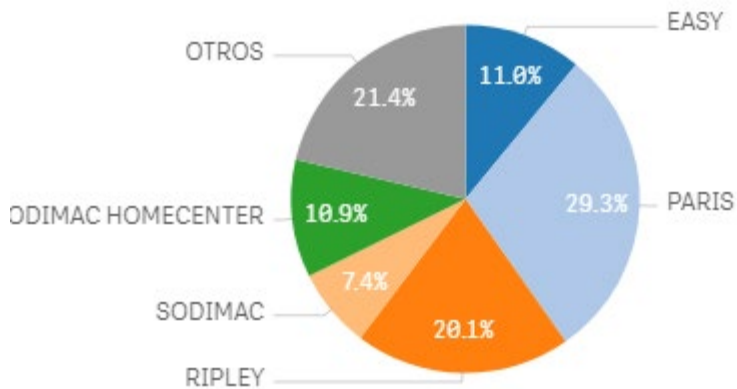
Estacionalidad



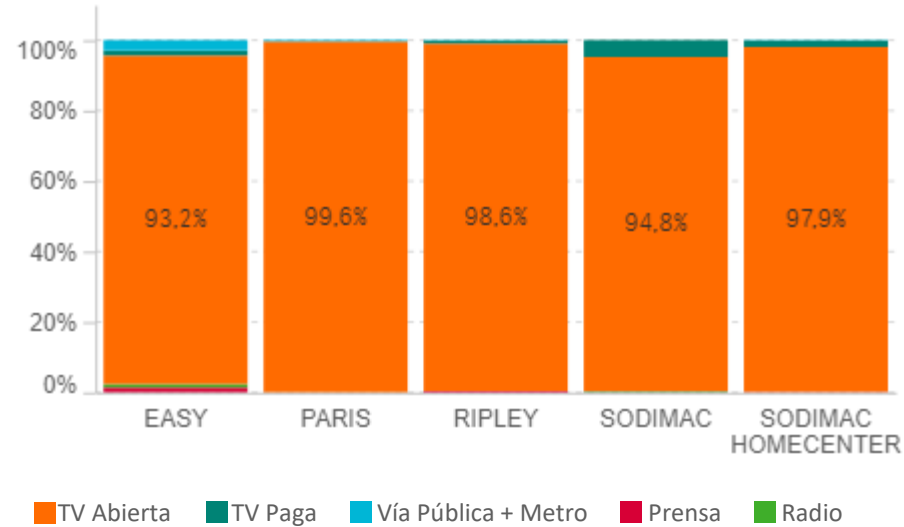
GRANDES TIENDAS DE DEPARTAMENTO

Agosto 2021

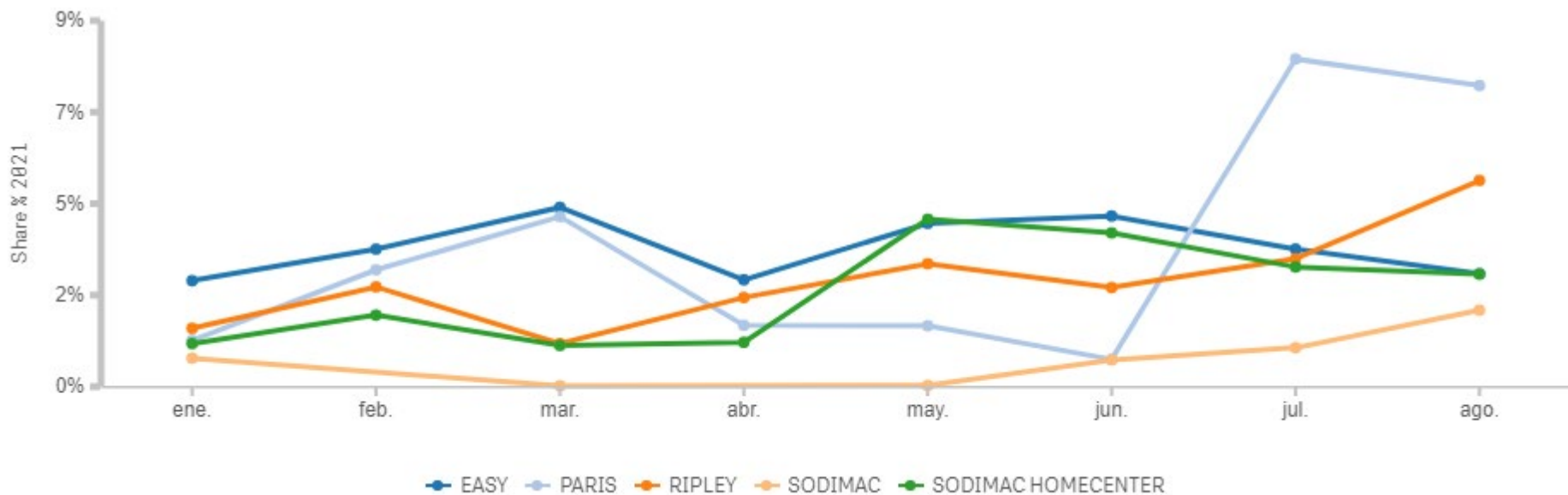
%SOI



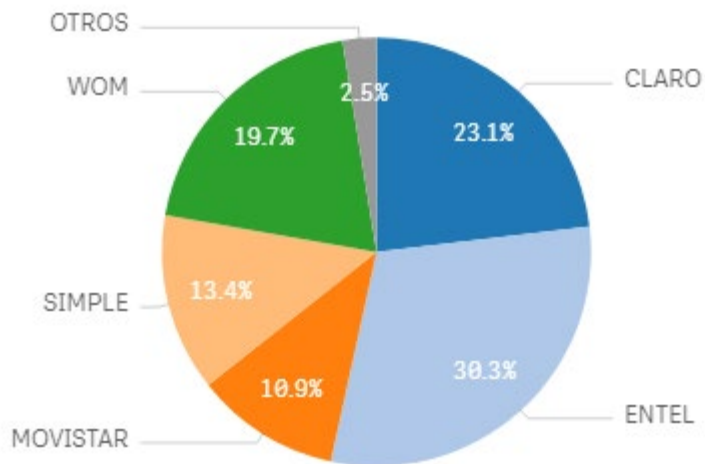
Mix de medios



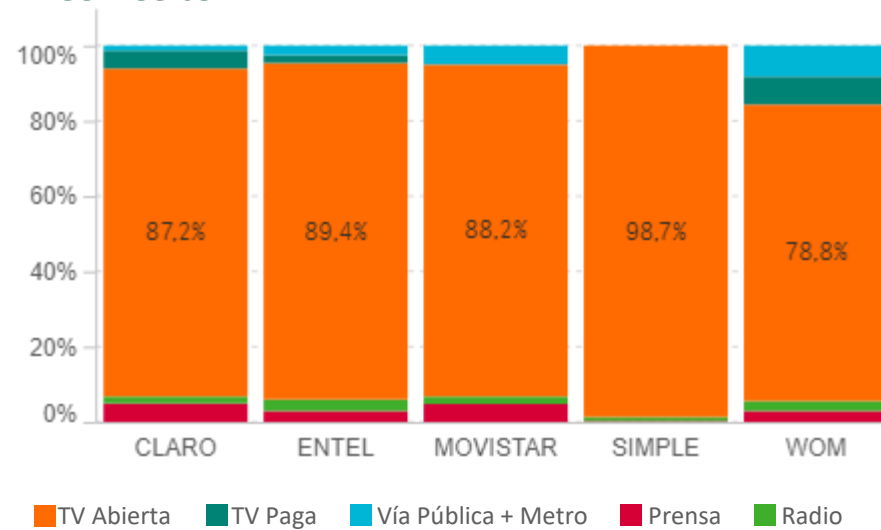
Estacionalidad



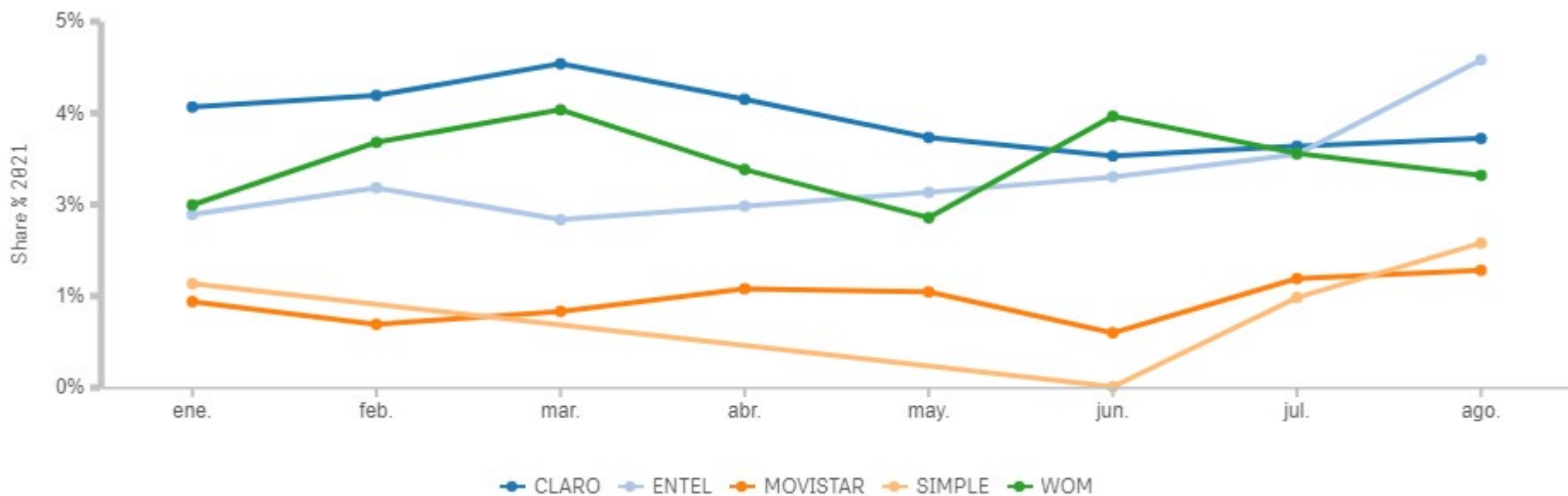
%SOI



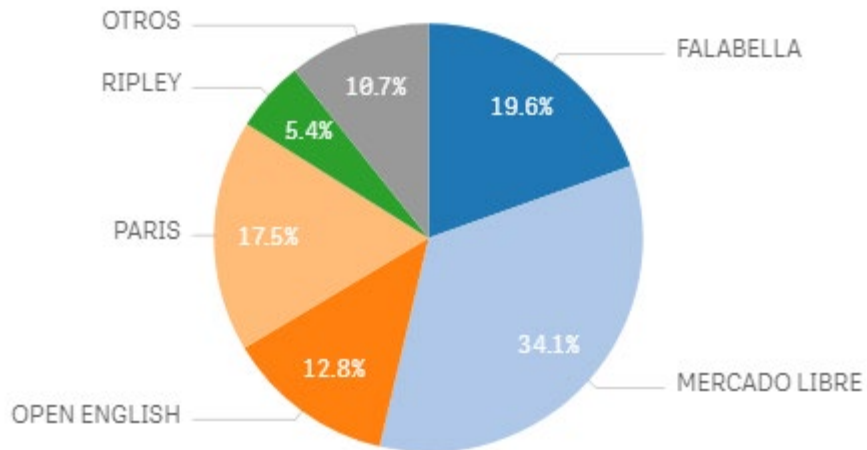
Mix de medios



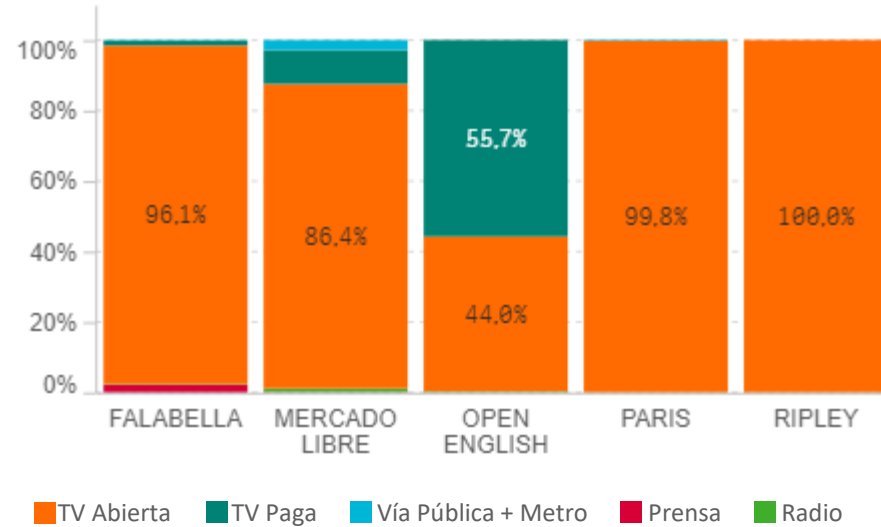
Estacionalidad



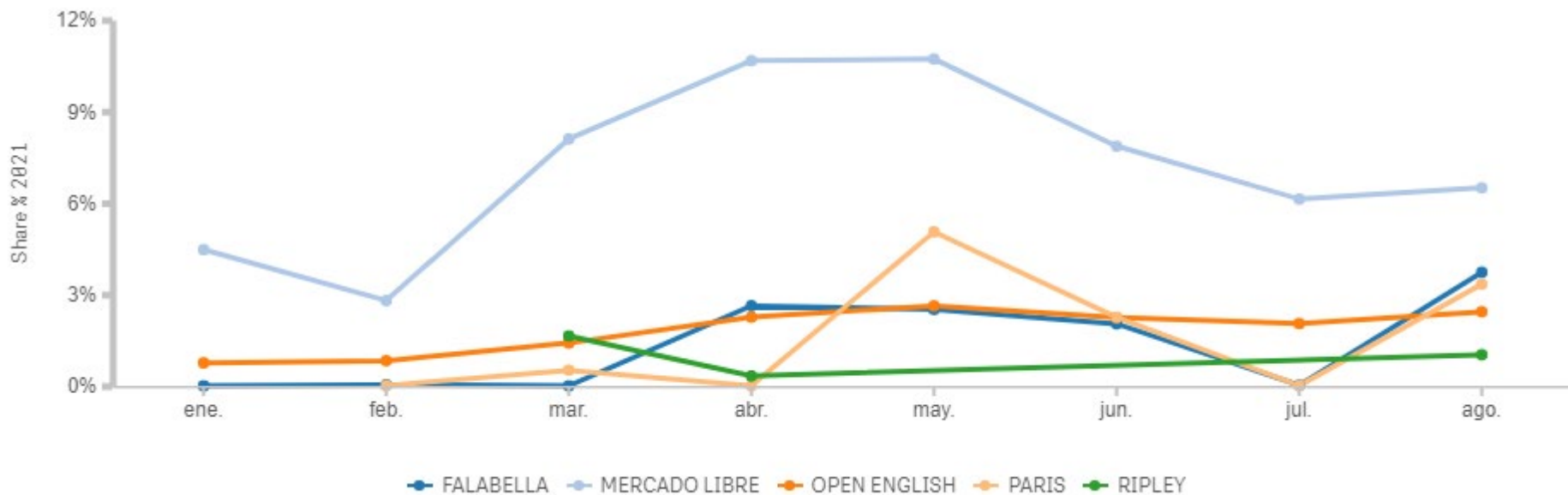
%SOI



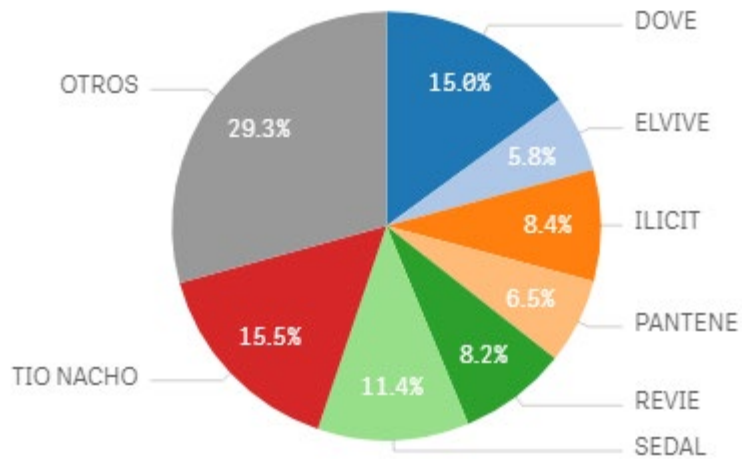
Mix de medios



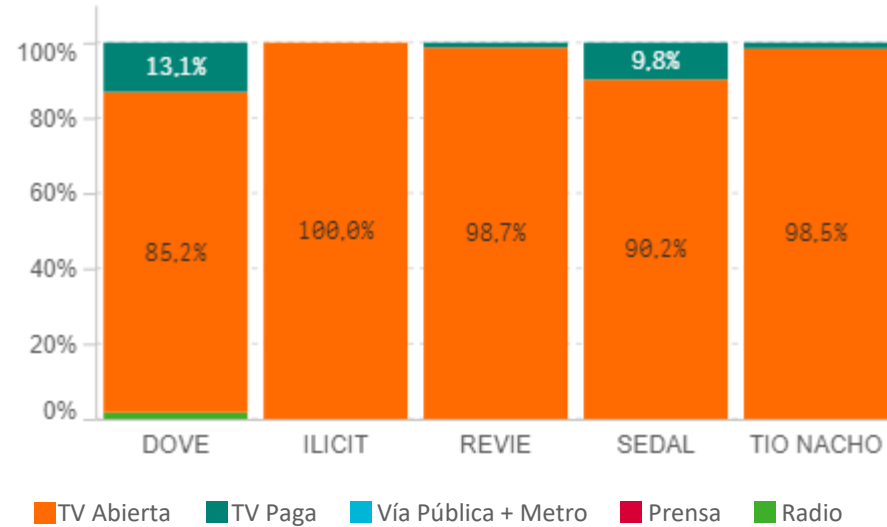
Estacionalidad



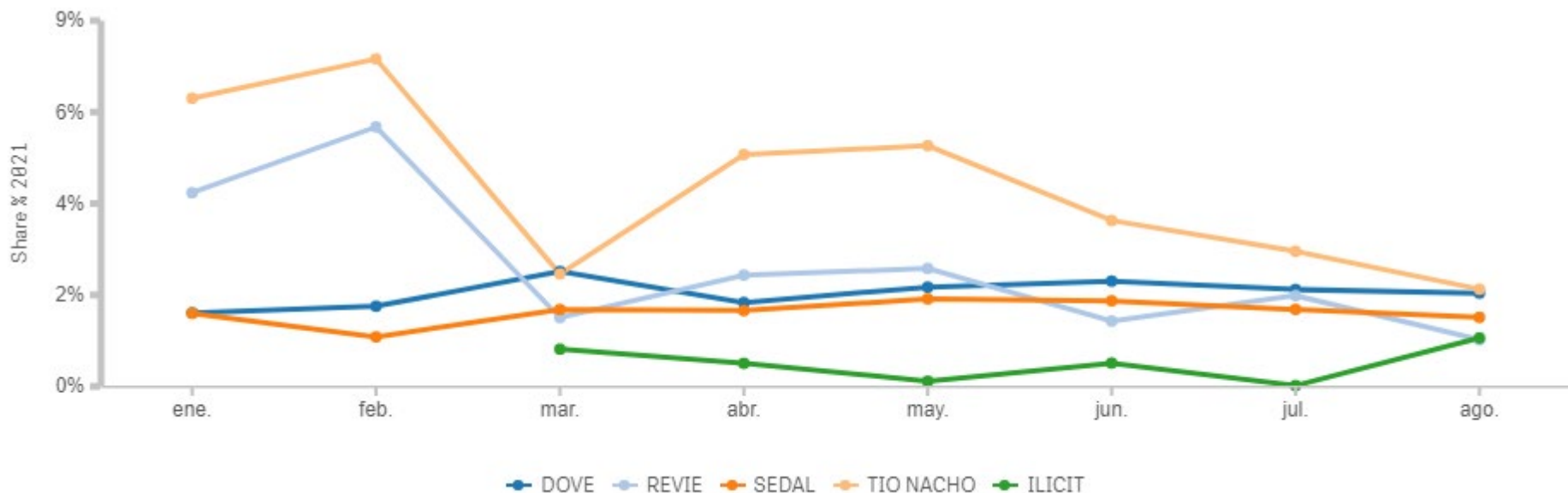
%SOI



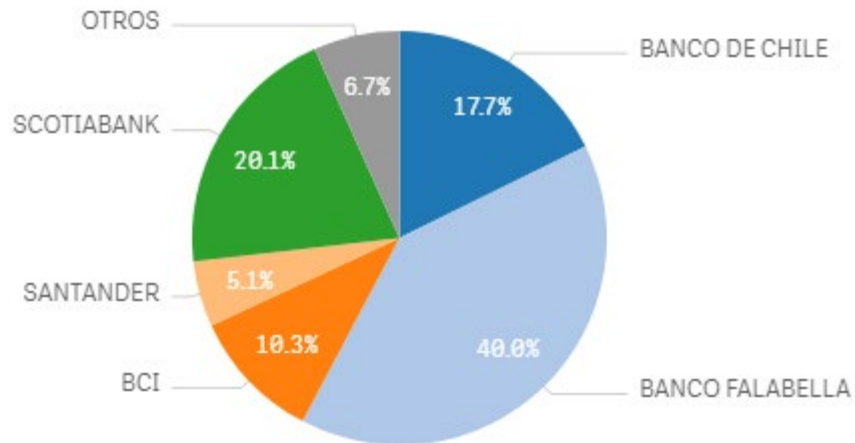
Mix de medios



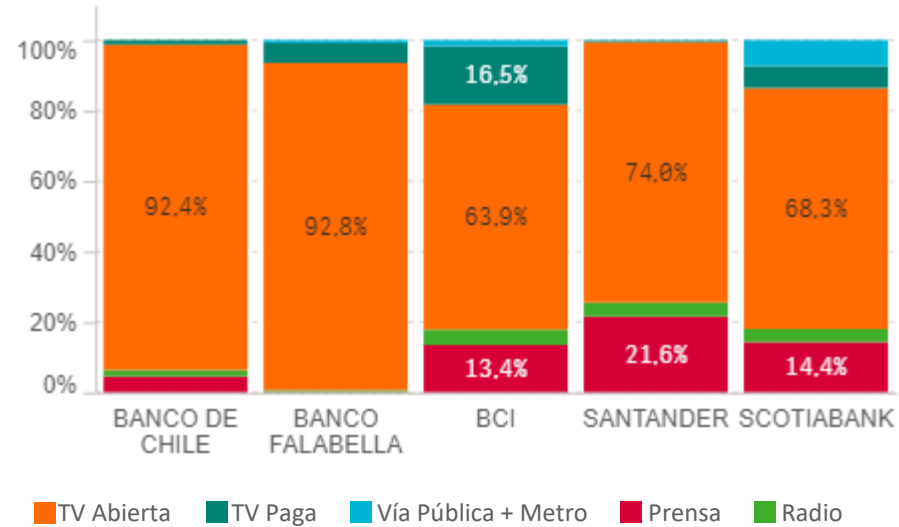
Estacionalidad



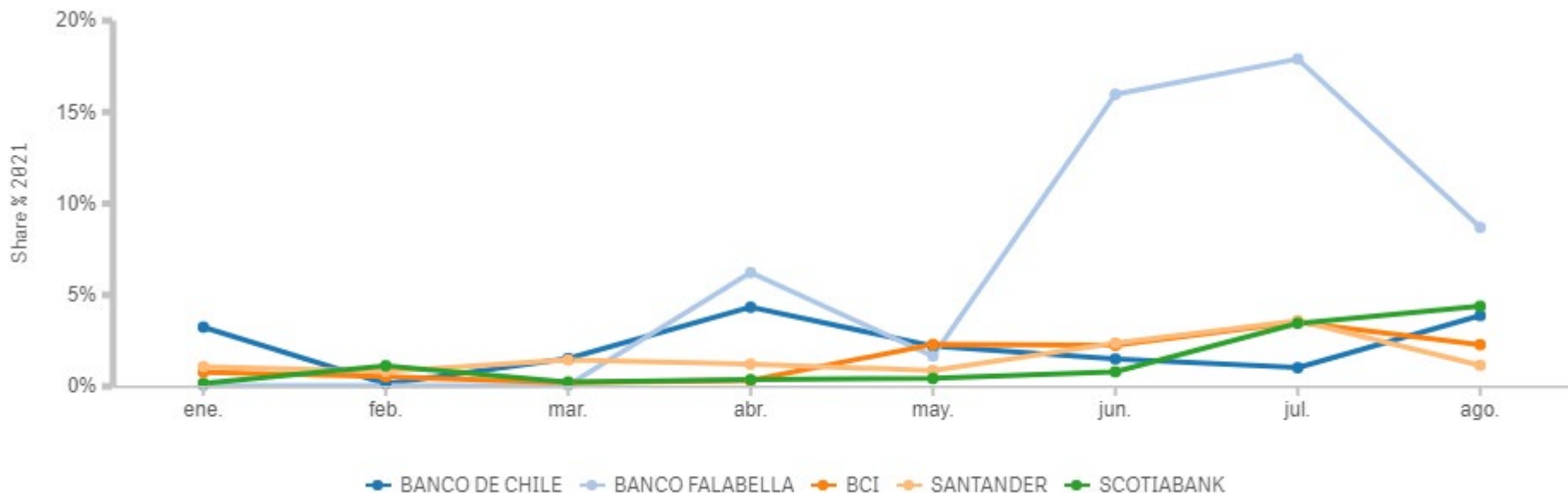
%SOI



Mix de medios



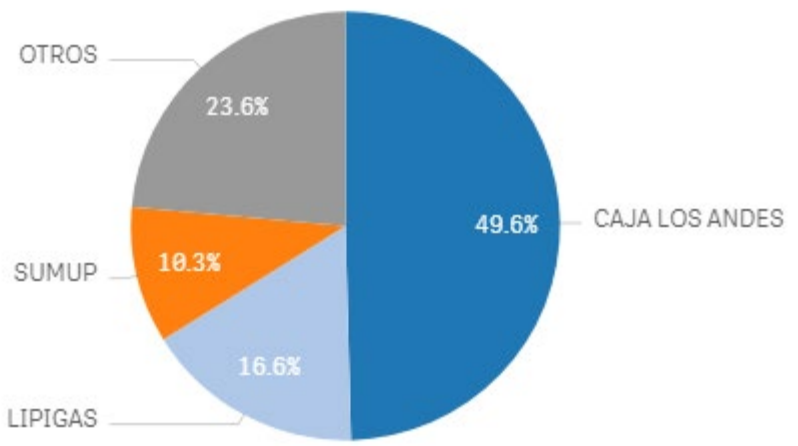
Estacionalidad



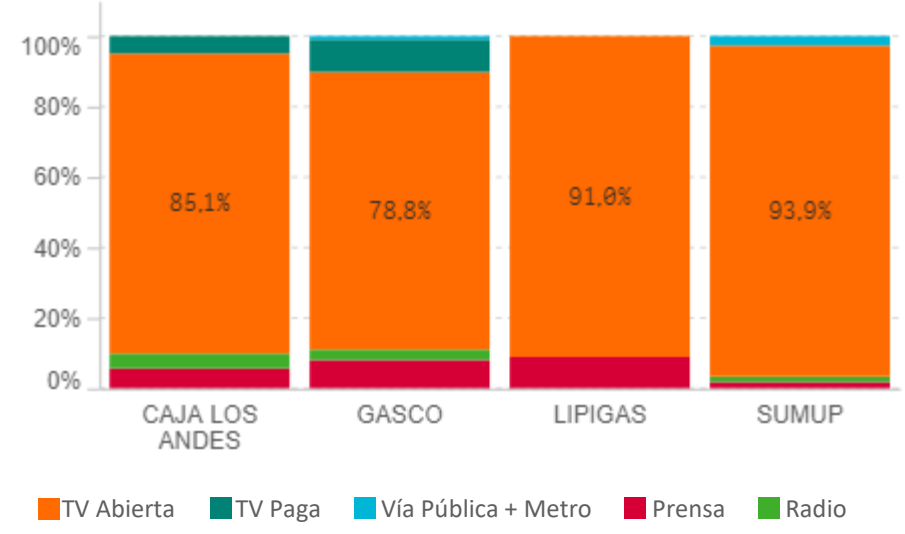
OTROS SERVICIOS AL CONSUMIDOR

Agosto 2021

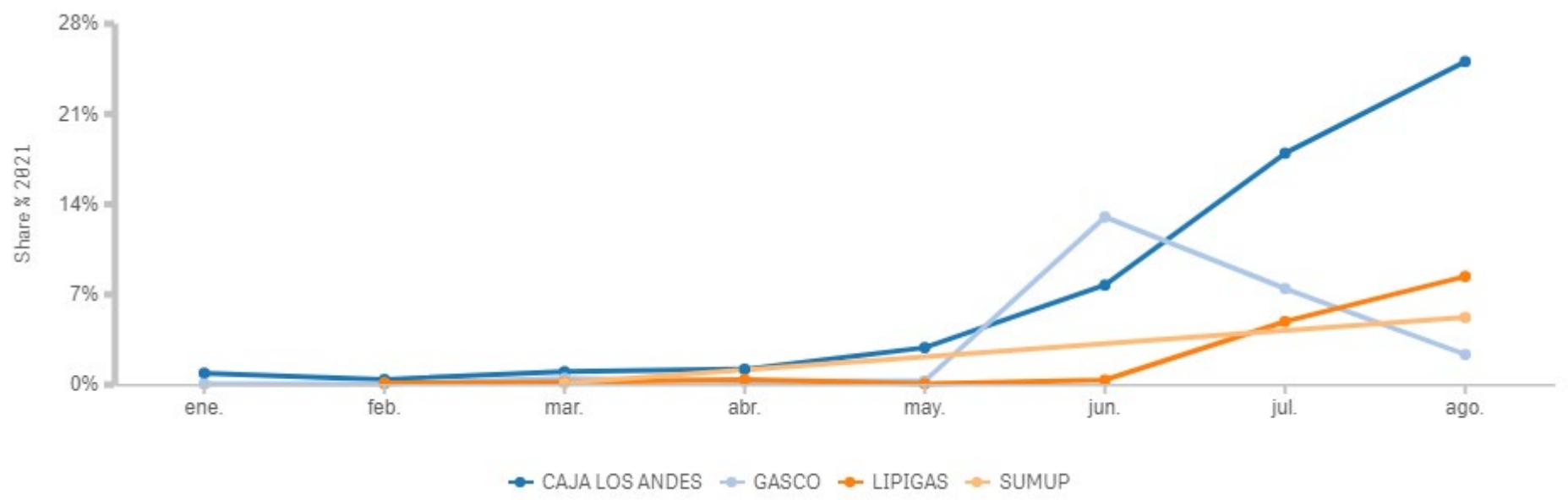
%SOI



Mix de medios



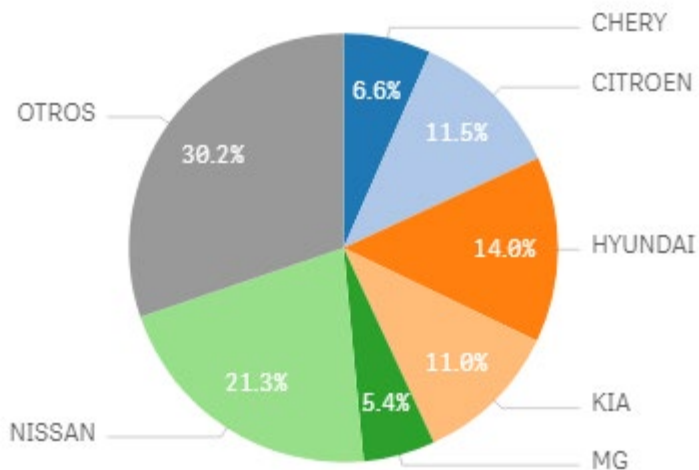
Estacionalidad



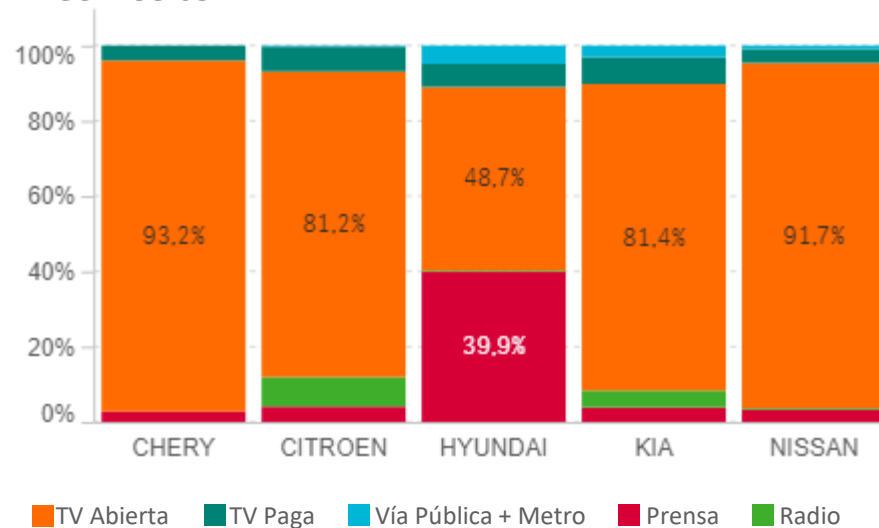
VEHICULOS DE PASAJEROS

Agosto 2021

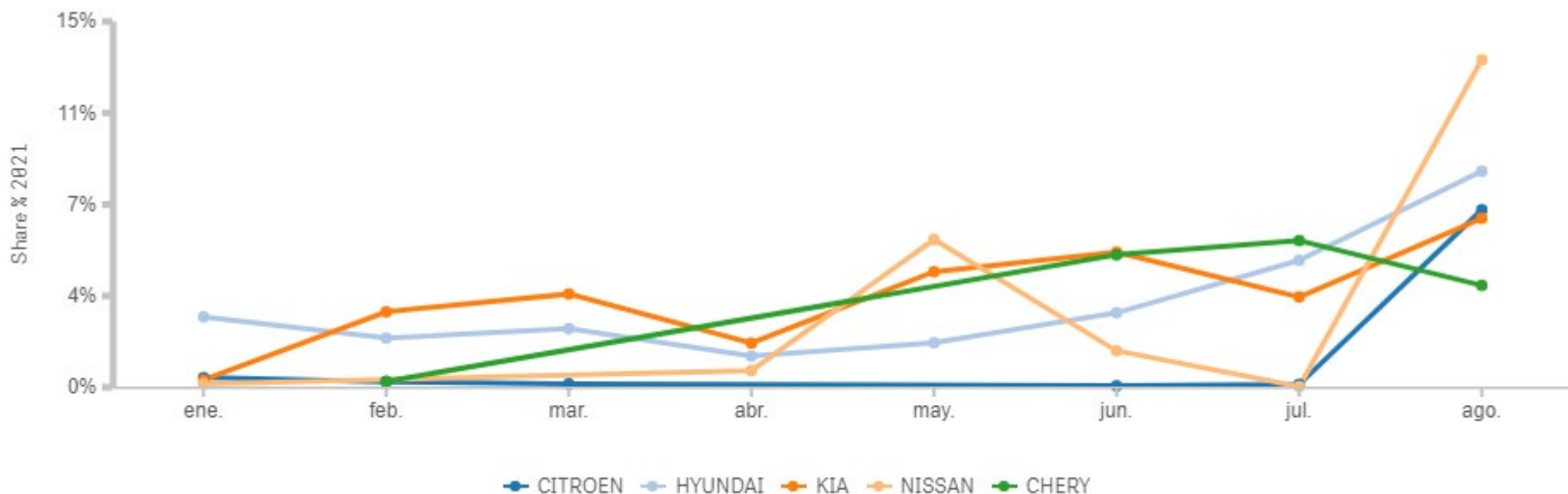
%SOI



Mix de medios



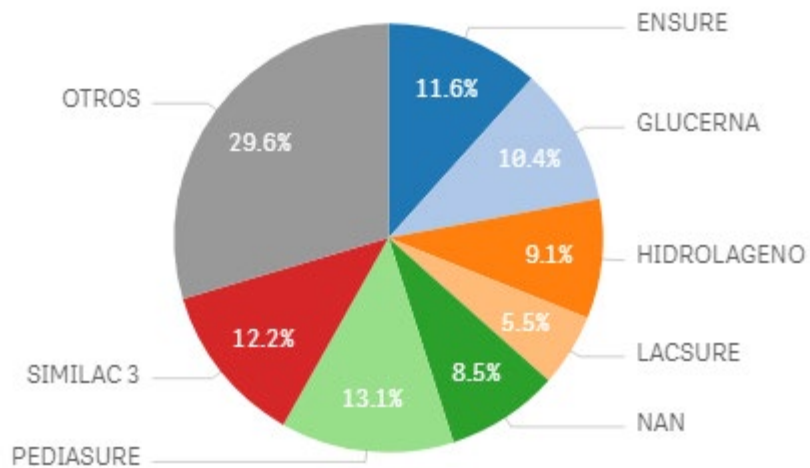
Estacionalidad



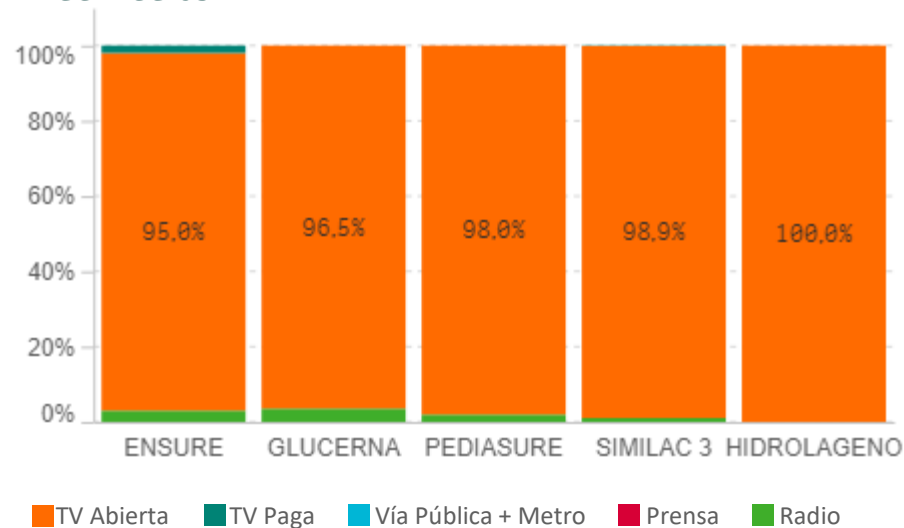
TONICO FORTIFICANTE Y VITAMINA

Agosto 2021

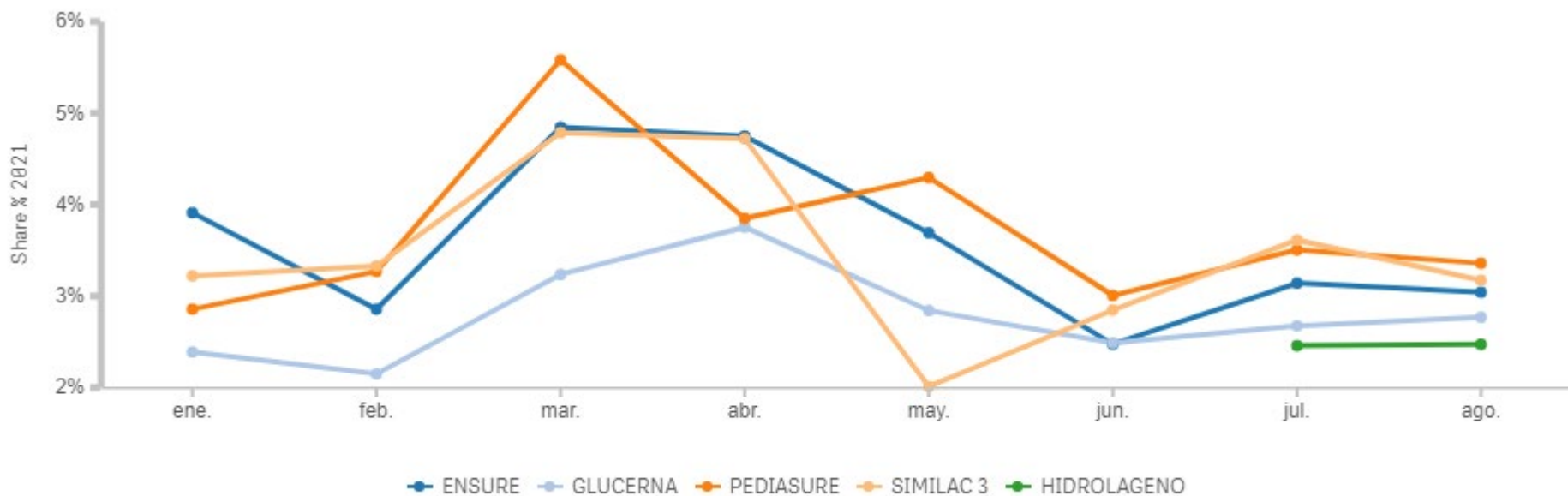
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Mix de medios



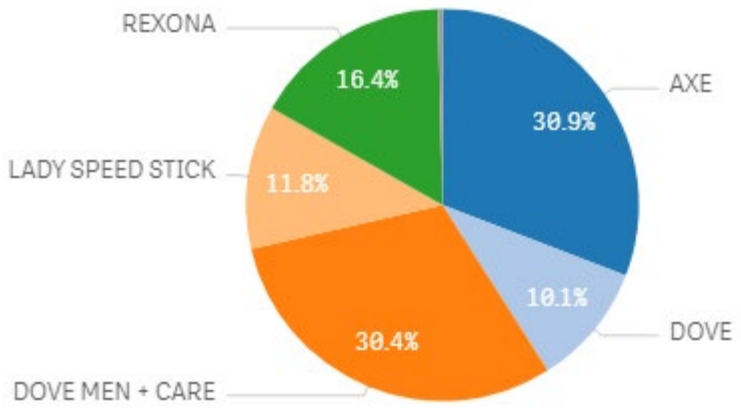
Estacionalidad



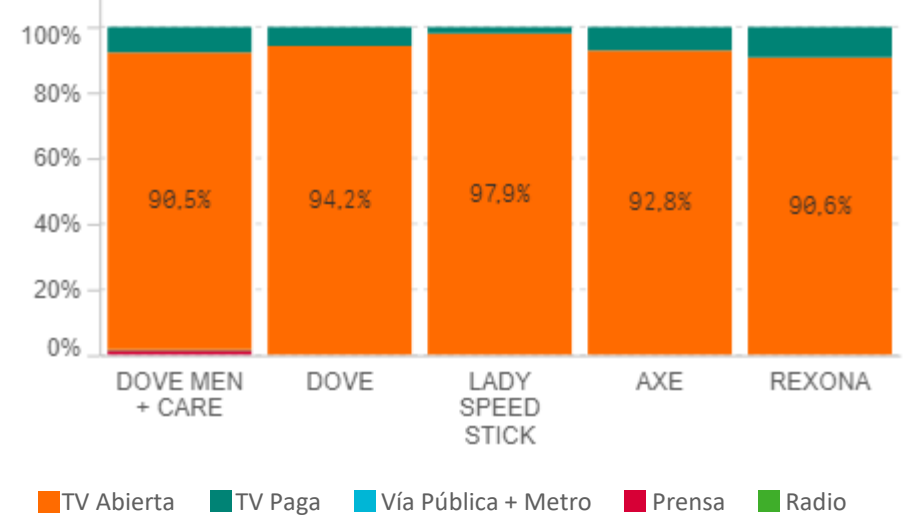
DESODORANTES

Agosto 2021

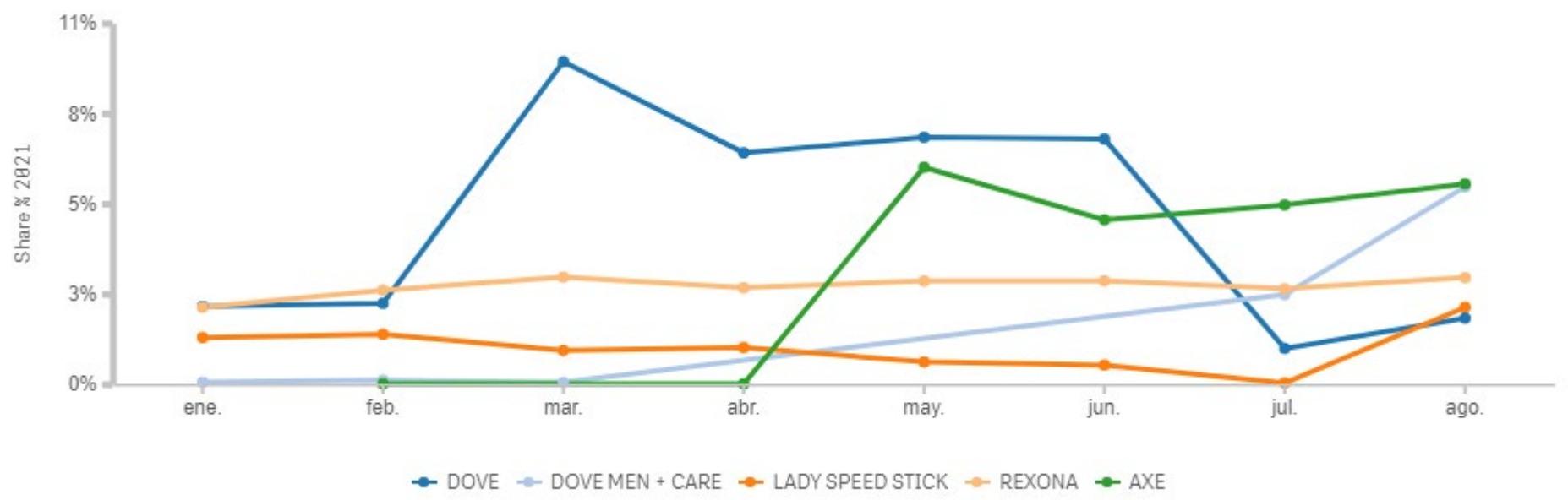
%SOI



Mix de medios

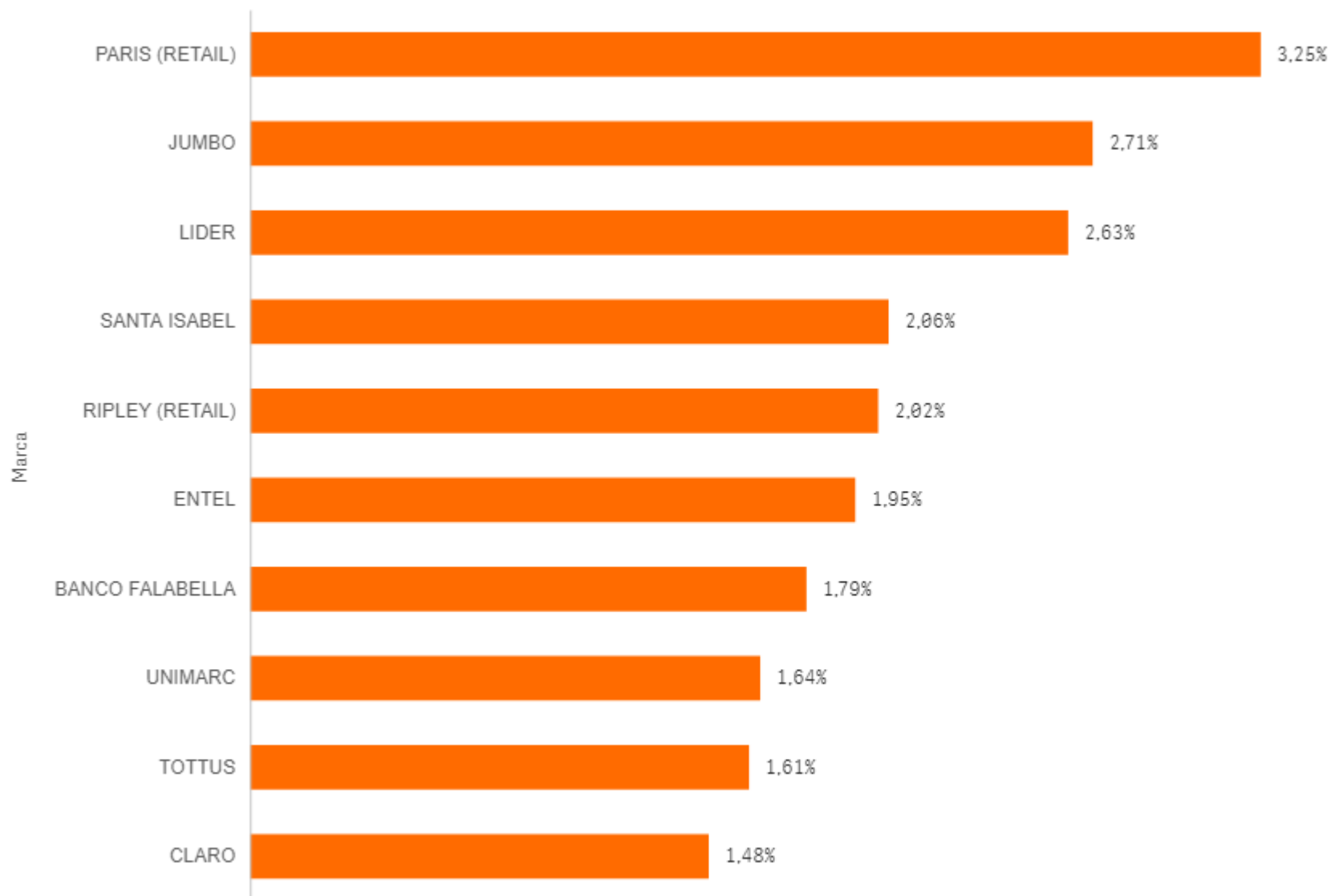


Estacionalidad



Top 10 Marcas

Agosto 2021



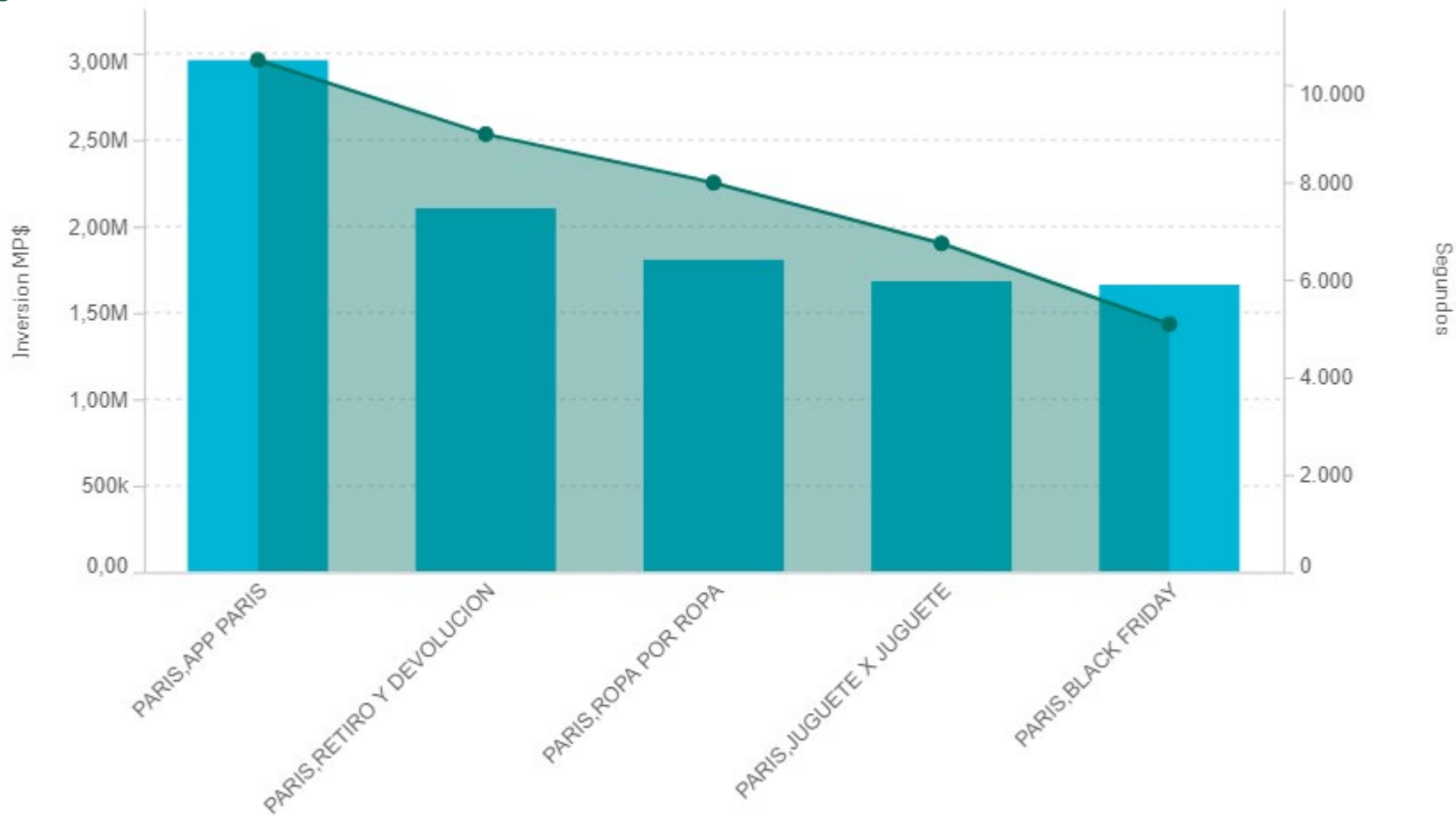
Segundos Agosto - 2021

47.448

Inversion Miles de Pesos - Ago...

12,71M

Top 5 Productos



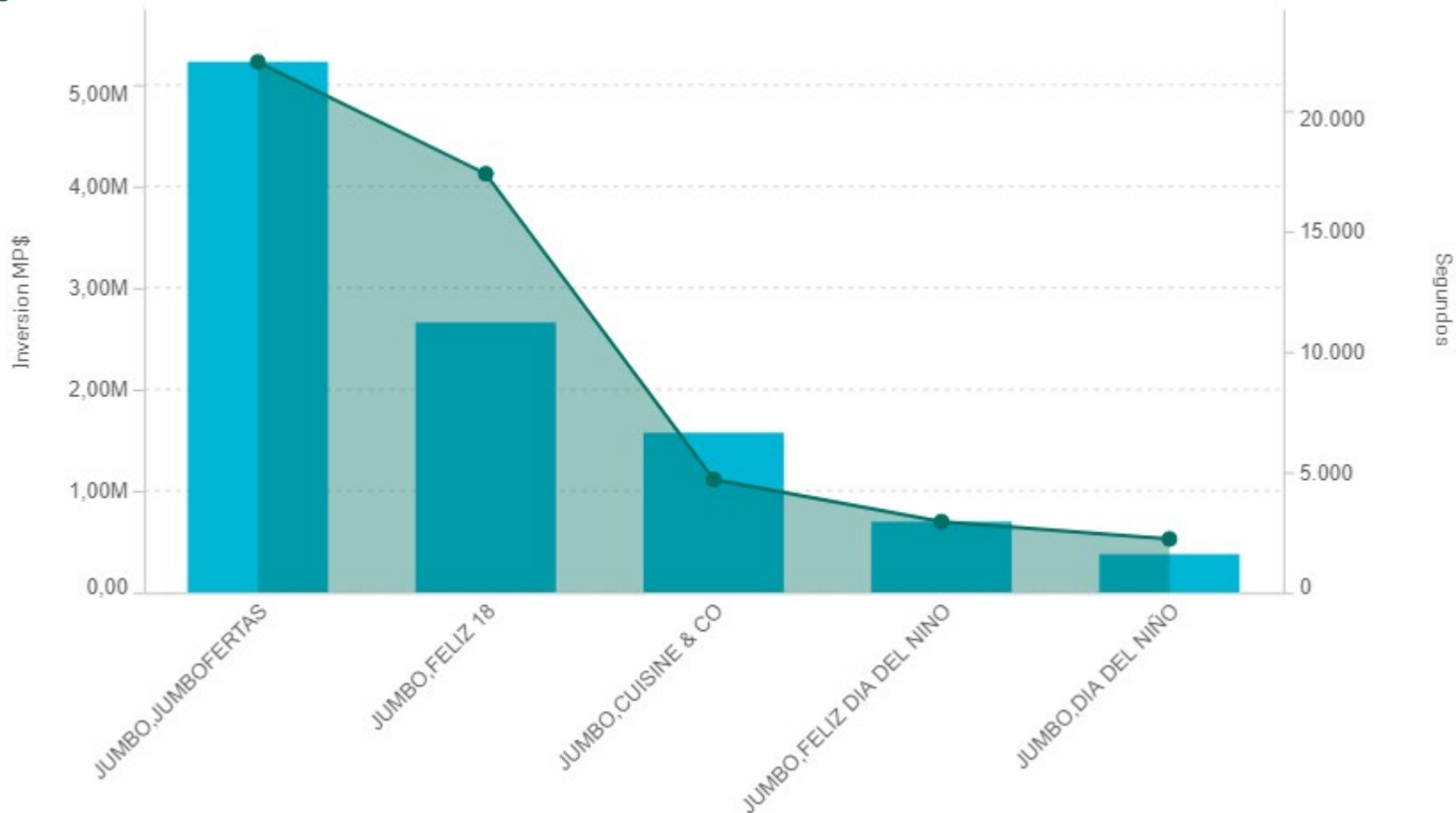
Segundos Agosto - 2021

66.132

Inversion Miles de Pesos - Ago...

10,6M

Top 5 Productos



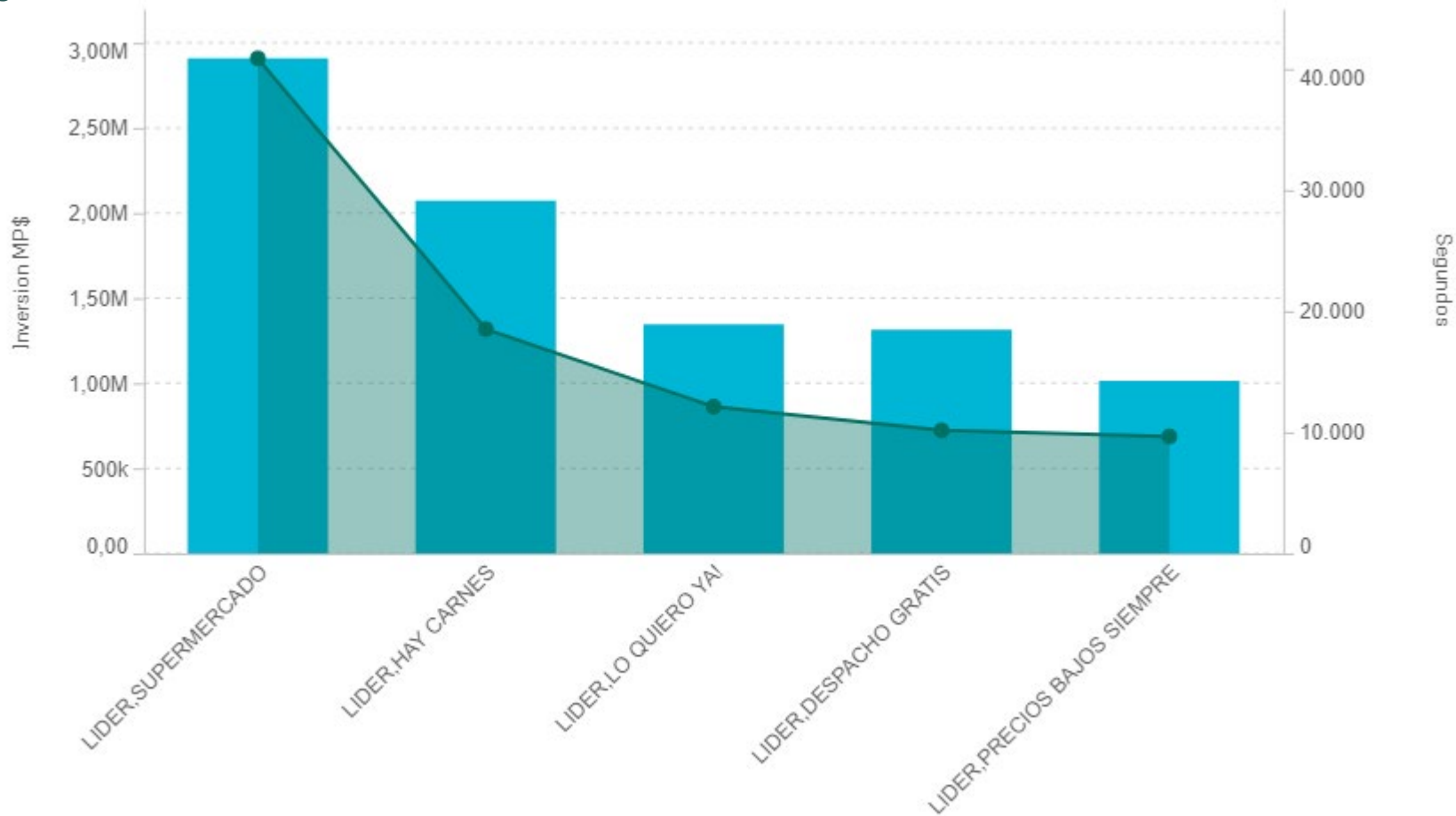
Segundos Agosto - 2021

106.544

Inversion Miles de Pesos - Ago...

10,29M

Top 5 Productos



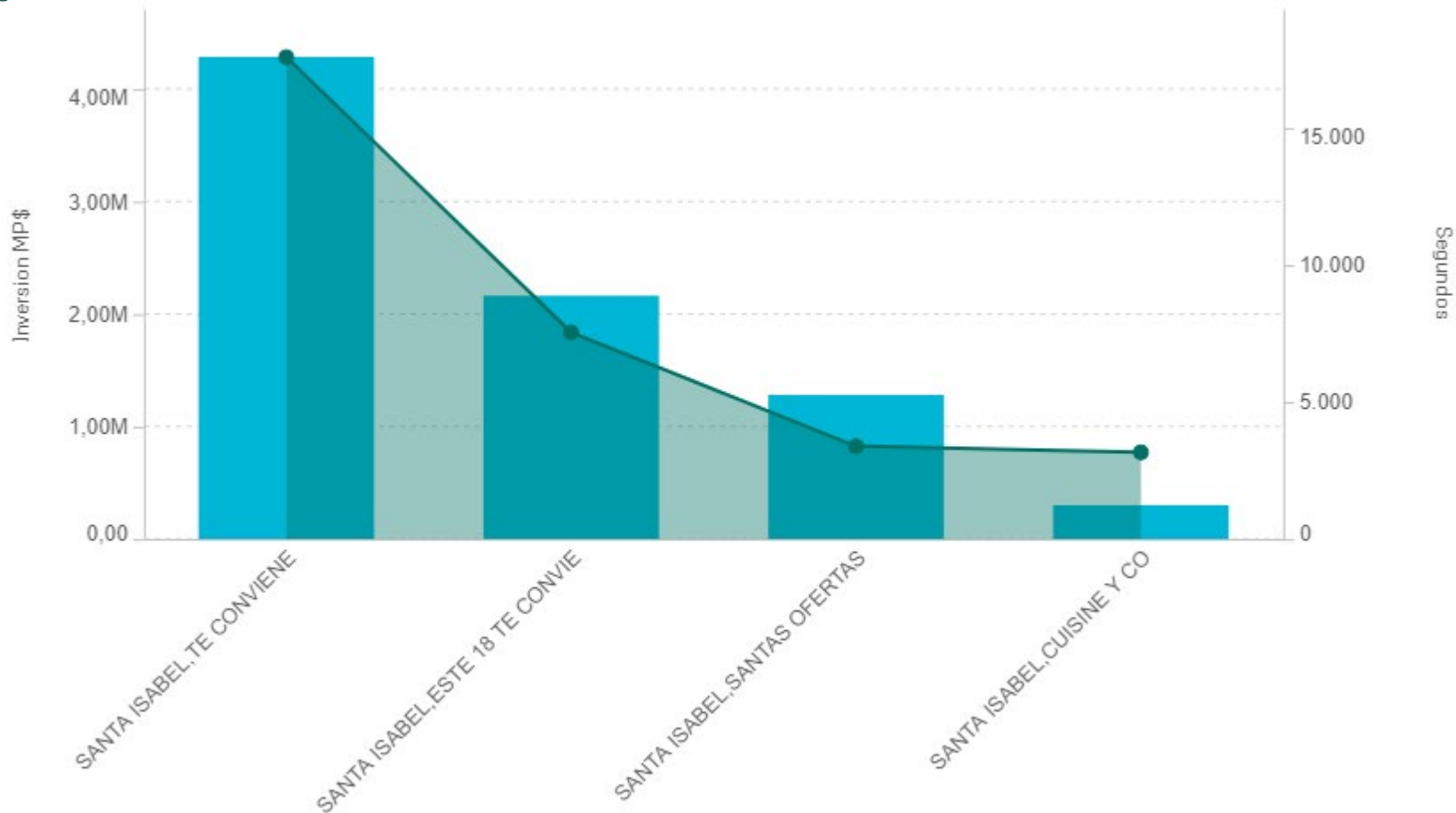
Segundos Agosto - 2021

31.693

Inversion Miles de Pesos - Ago...

8,03M

Top 5 Productos



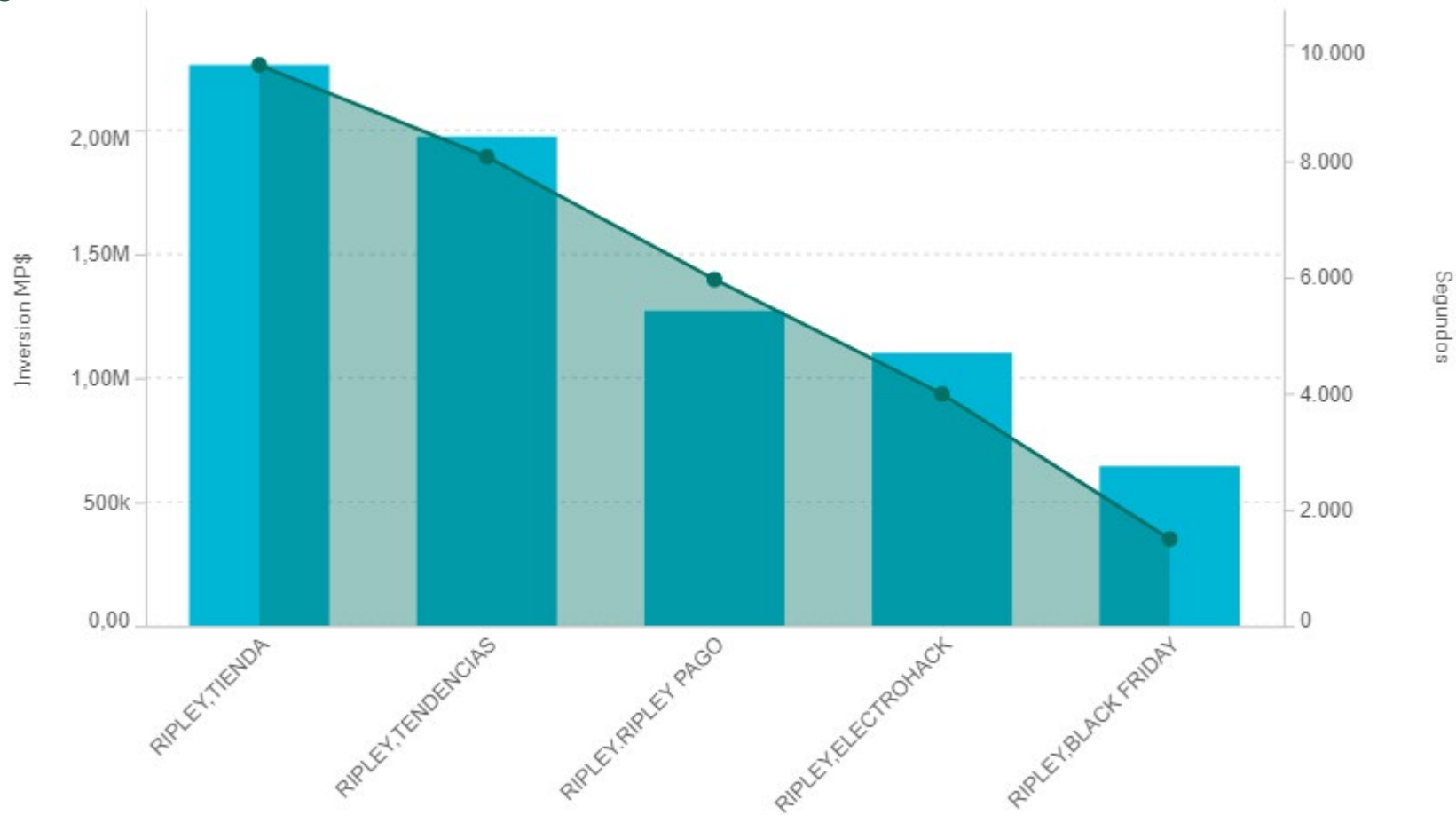
Segundos Agosto - 2021

38.062

Inversion Miles de Pesos - Ago...

7,9M

Top 5 Productos



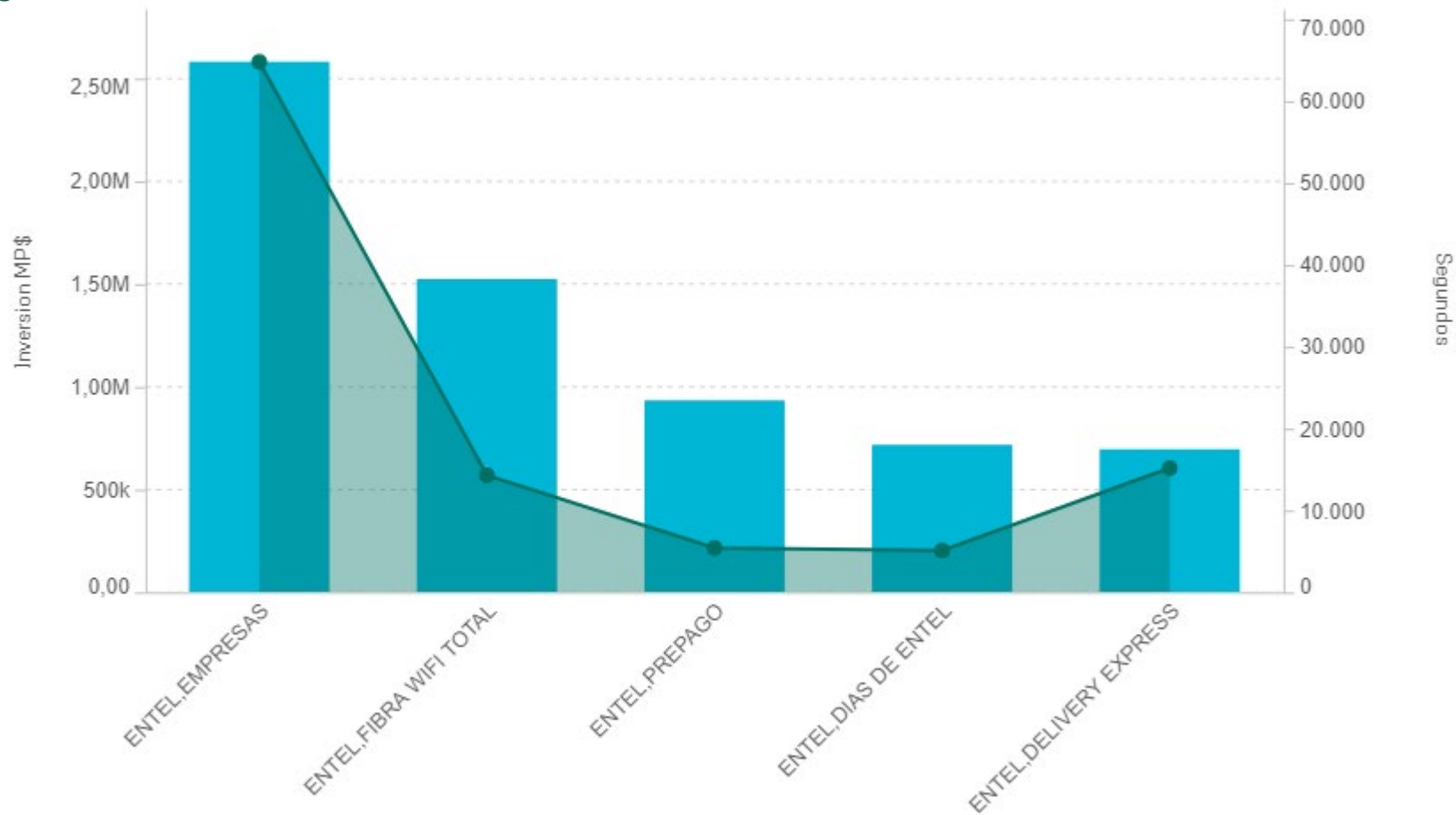
Segundos Agosto - 2021

137.134

Inversion Miles de Pesos - Ago...

7,61M

Top 5 Productos



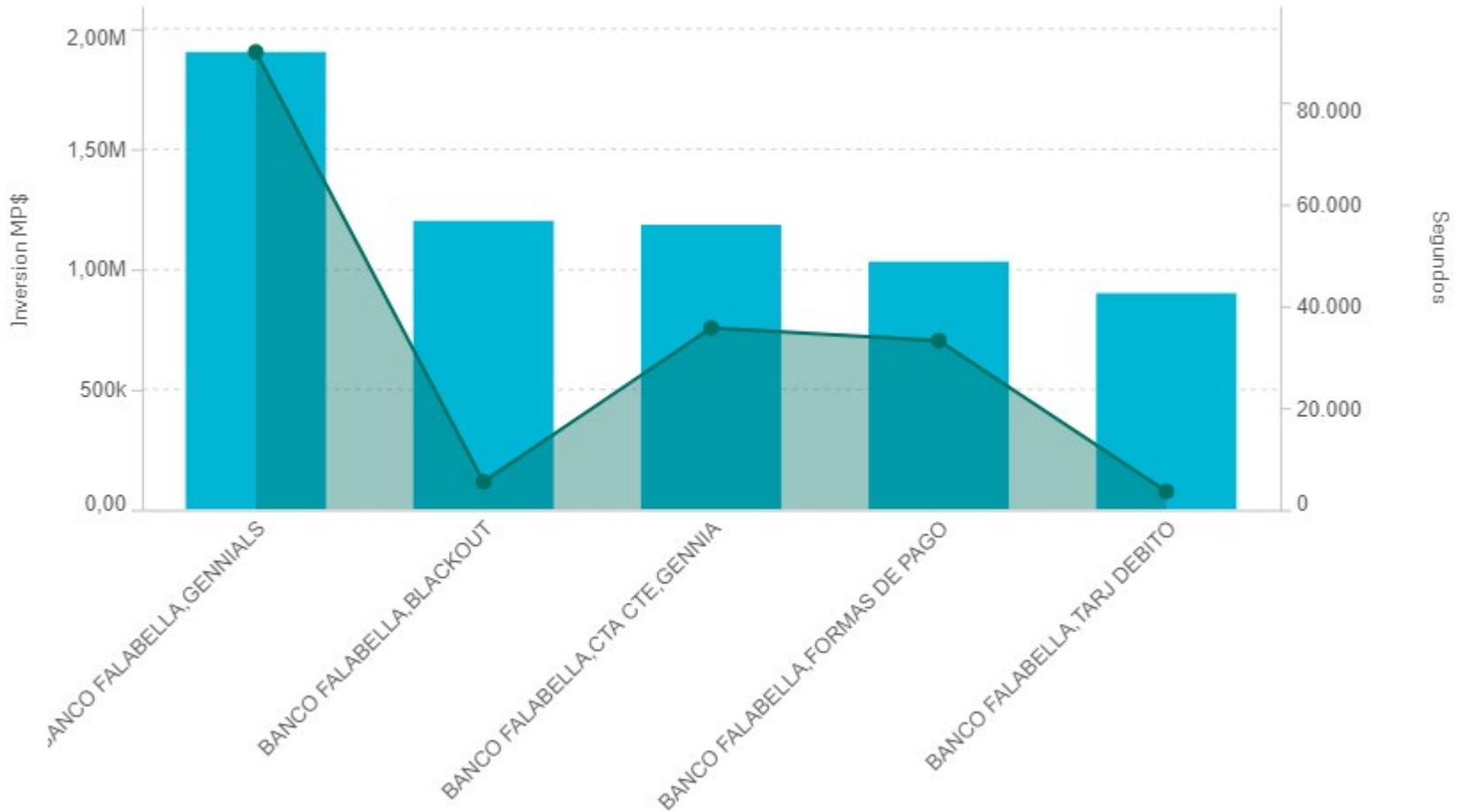
Segundos Agosto - 2021

213.601

Inversion Miles de Pesos - Ago...

7M

Top 5 Productos



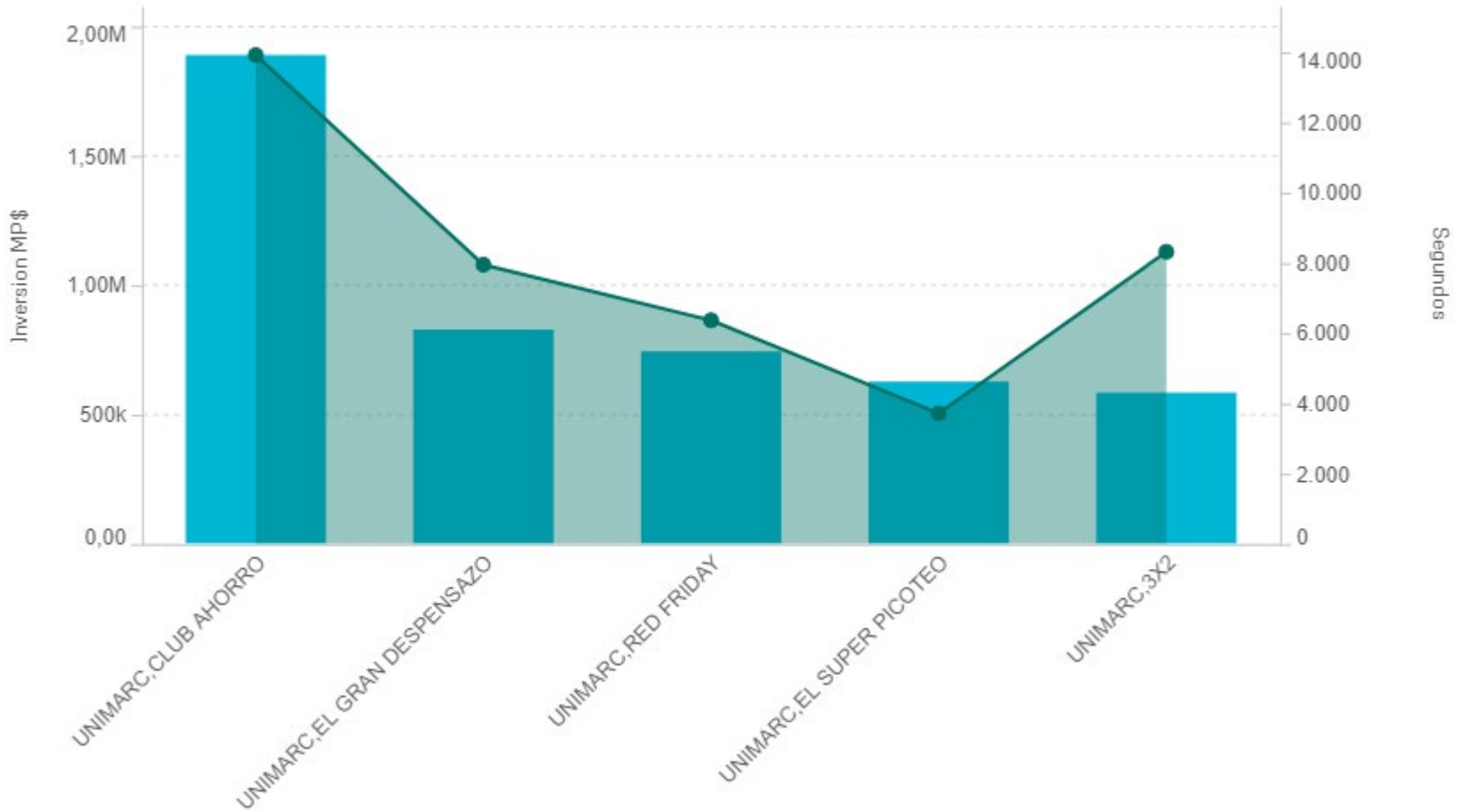
Segundos Agosto - 2021

70.113

Inversion Miles de Pesos - Ago...

6,42M

Top 5 Productos



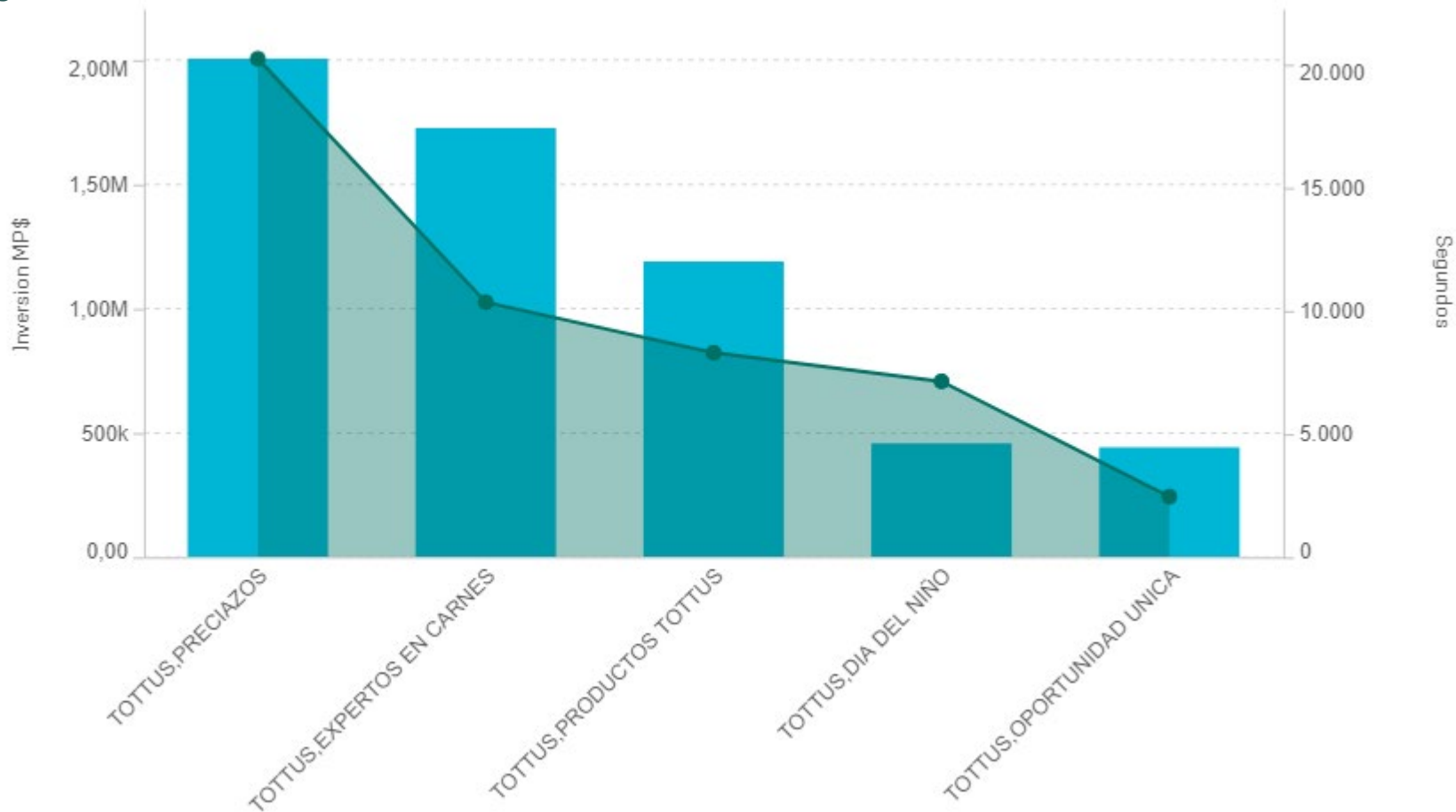
Segundos Agosto - 2021

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

