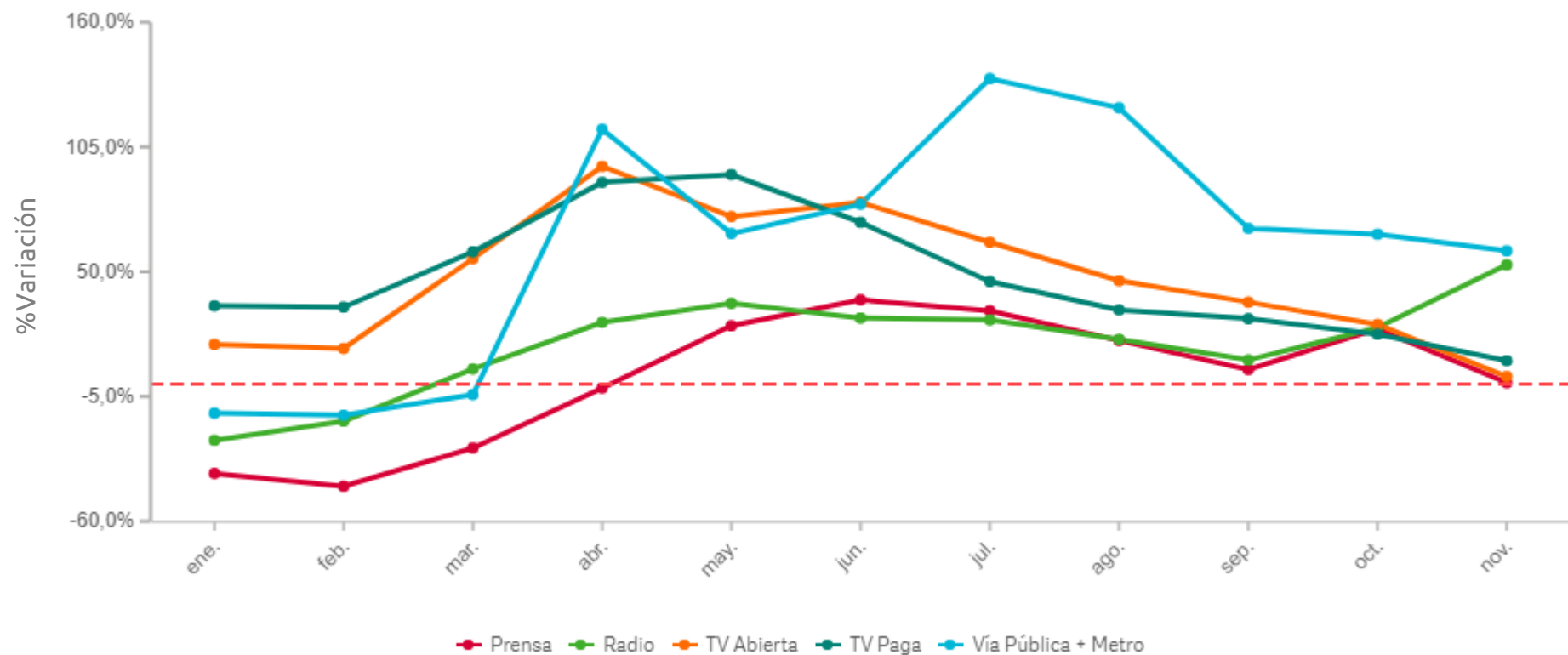

INFORME DE INVERSIÓN PUBLICITARIA

Noviembre 2021



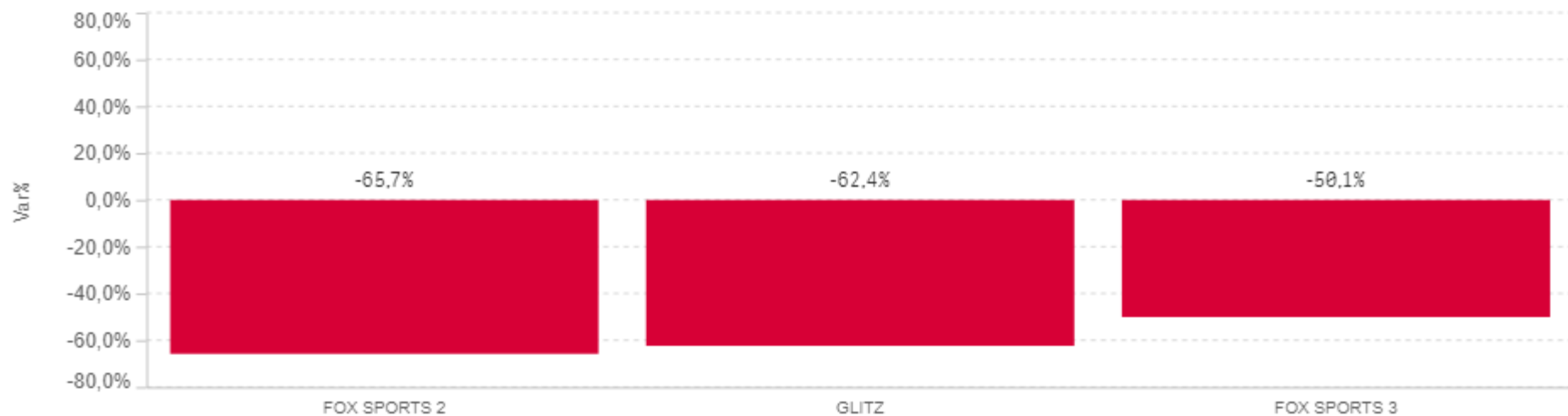
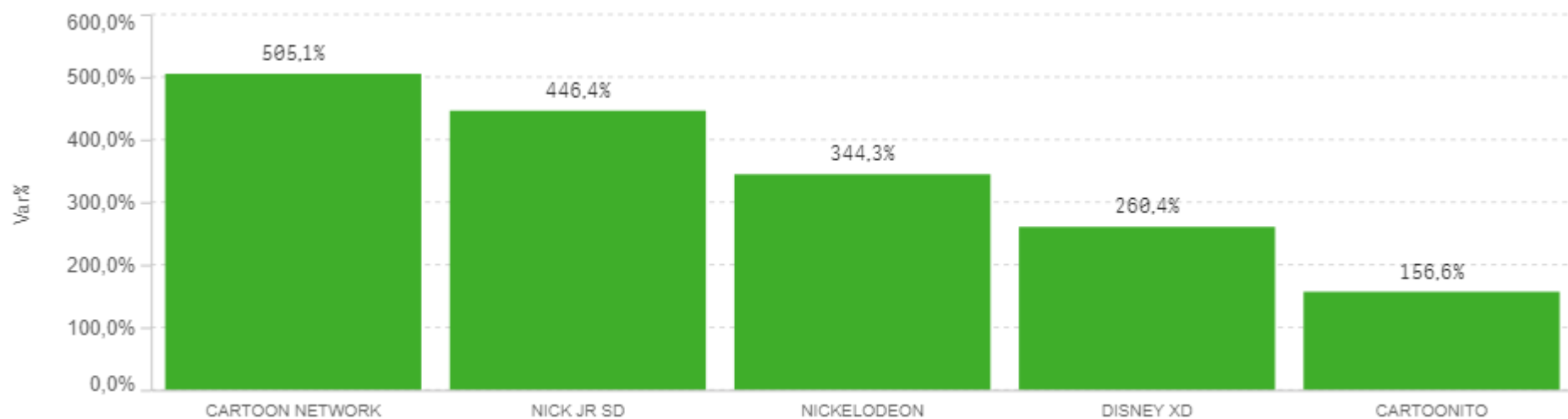
Inversión publicitaria mensual

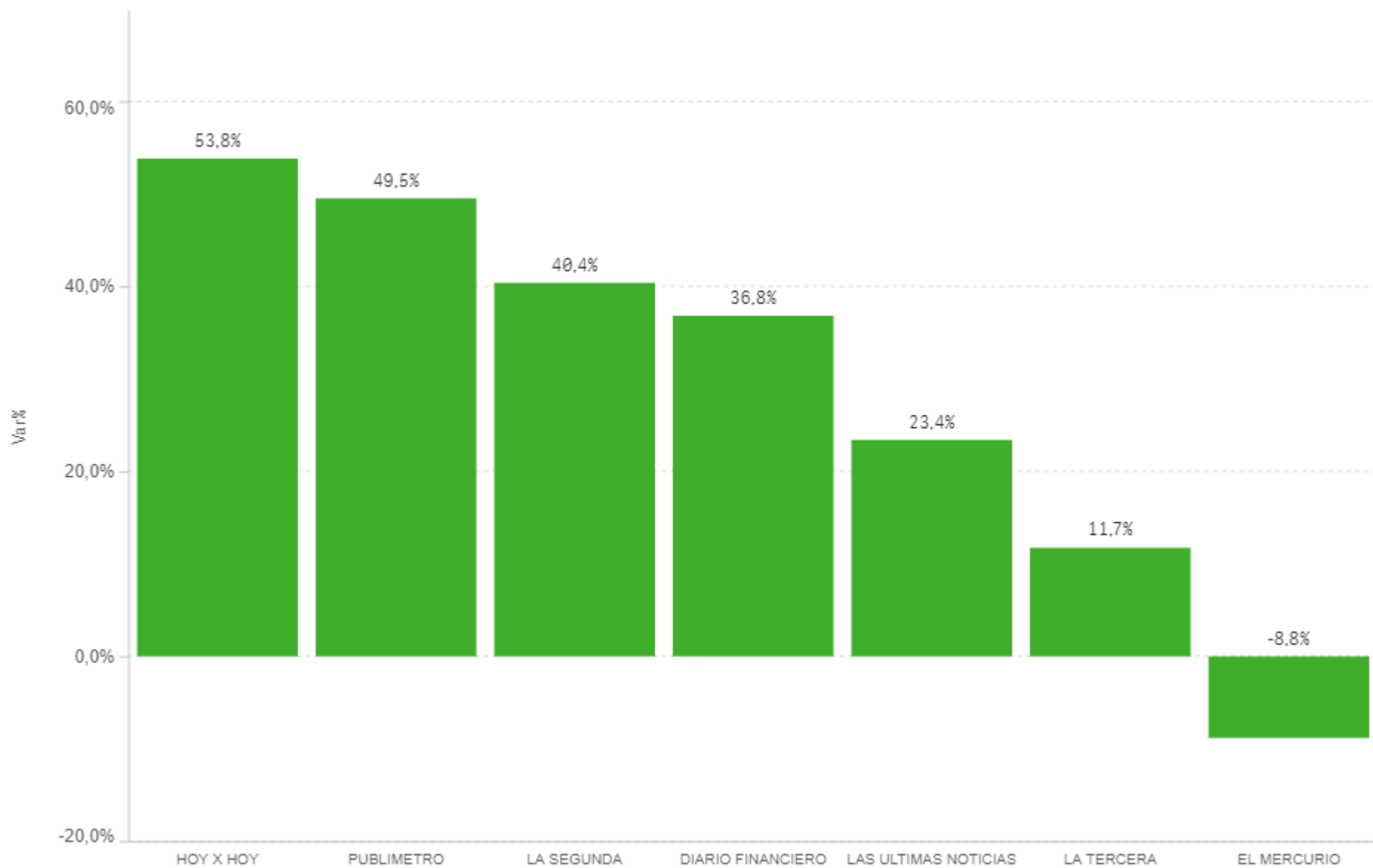
enero - Noviembre 2021 vs. 2020

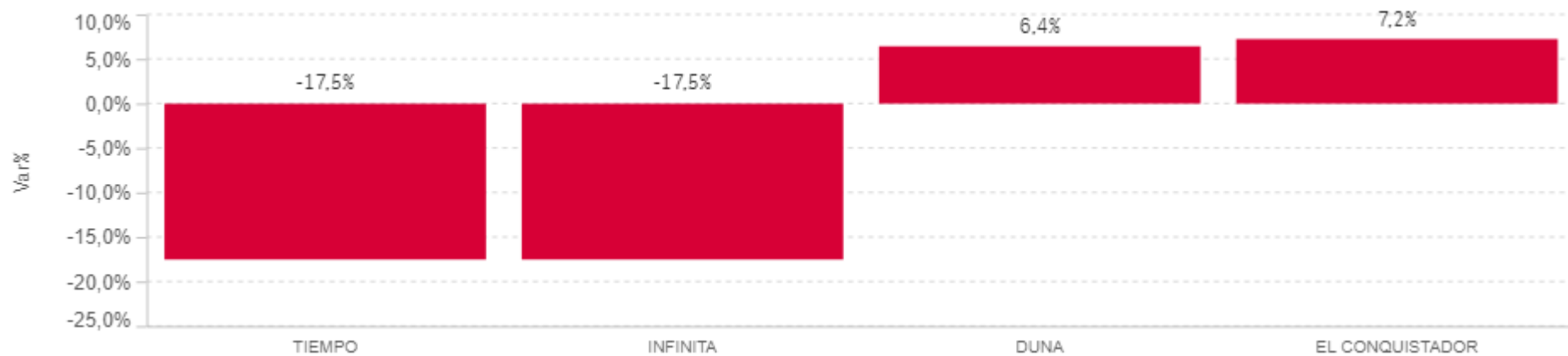
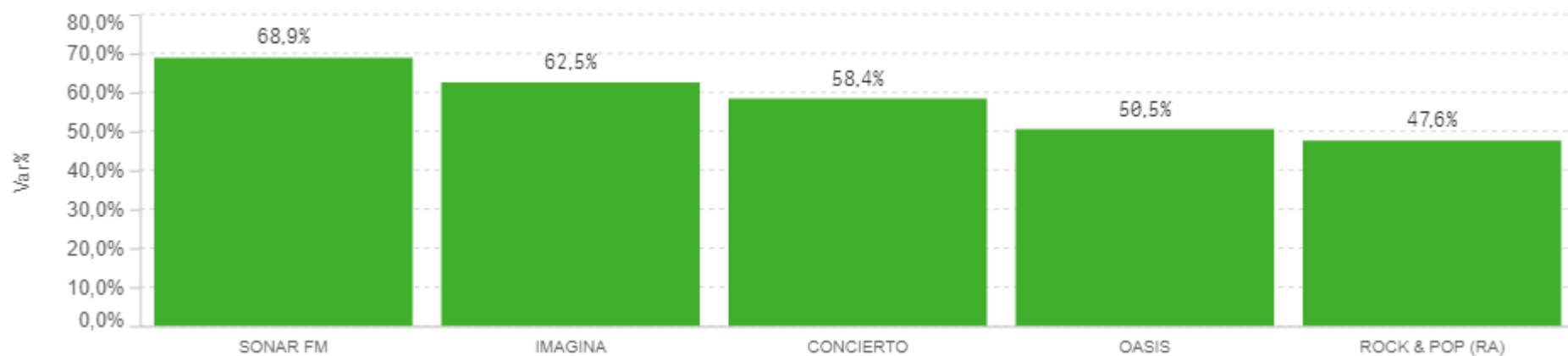


Medios	Prensa	Radio	TV Abierta	TV Paga	Vía Pública + Metro
%Var	0,7% ↑	52,7% ↑	3,4% ↑	10,4% ↑	58,8% ↑



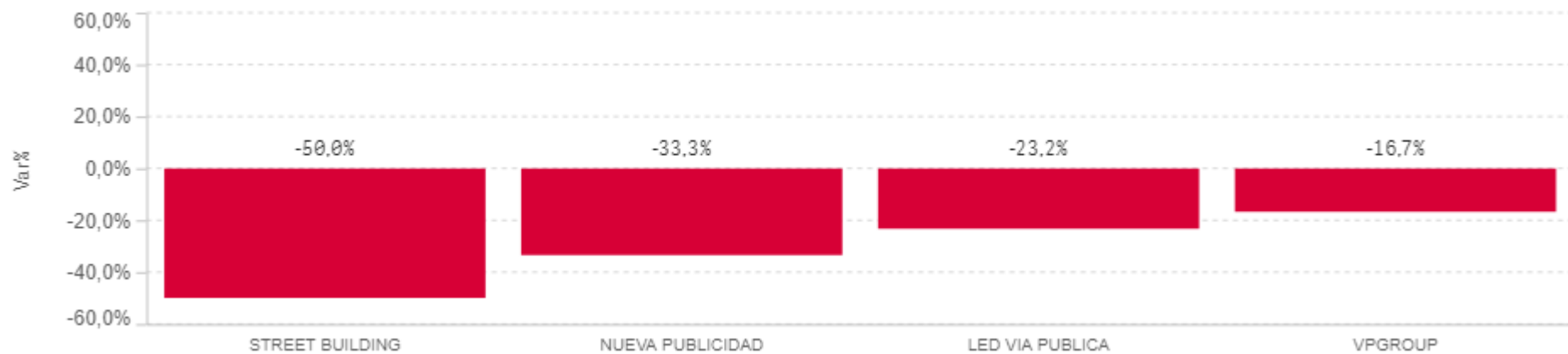
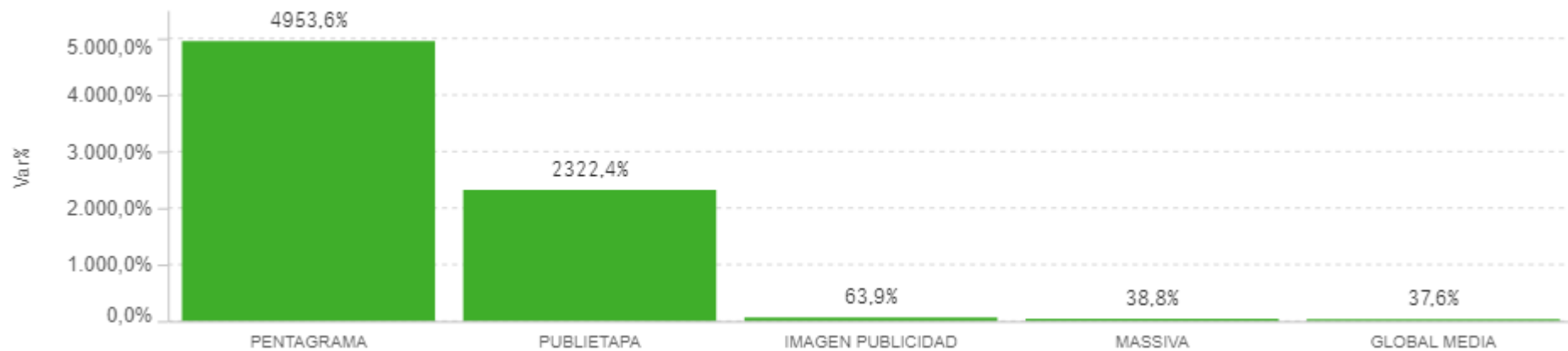






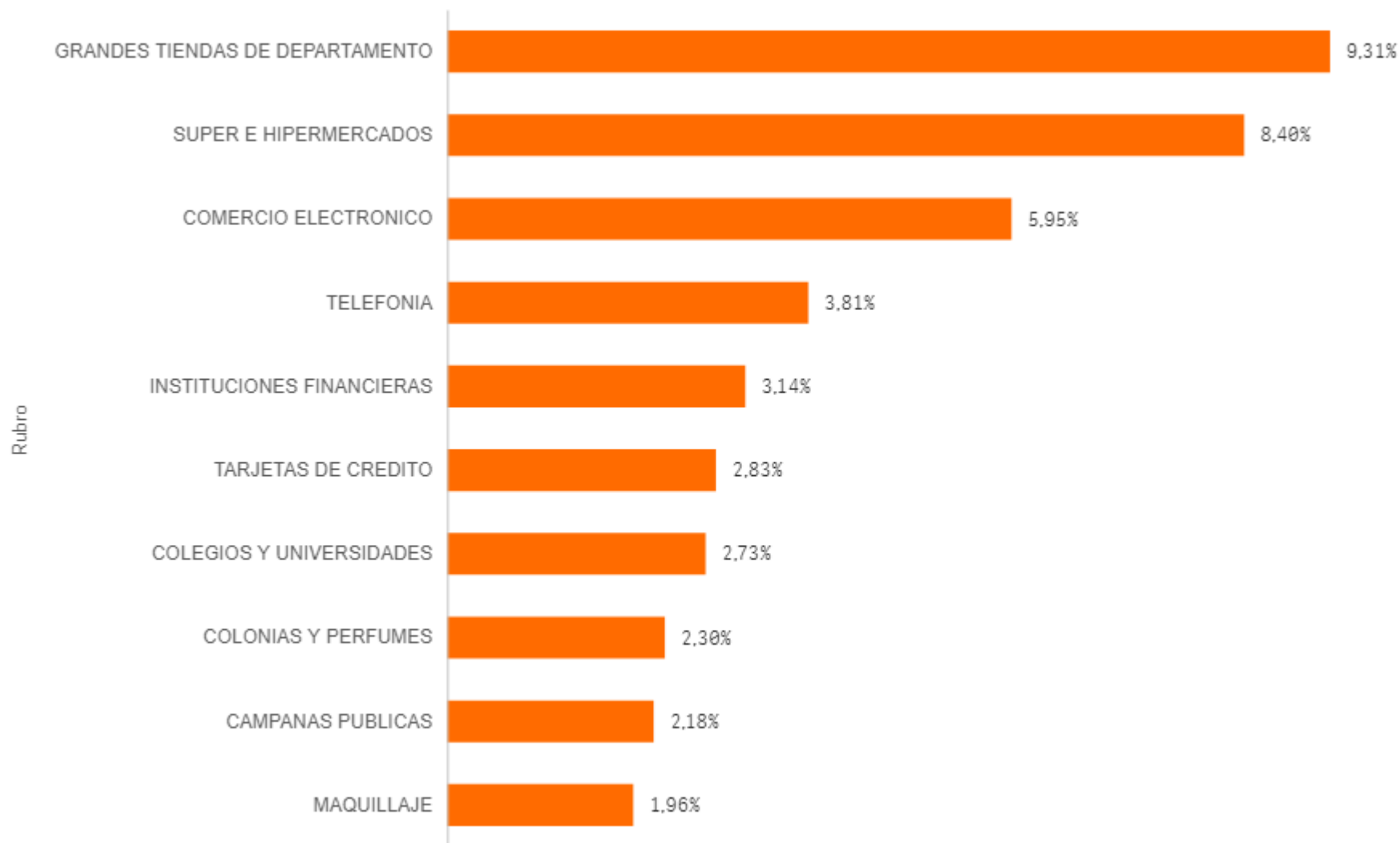
%Var. Vía Pública + Metro

Noviembre 2021



Top 10 Rubros

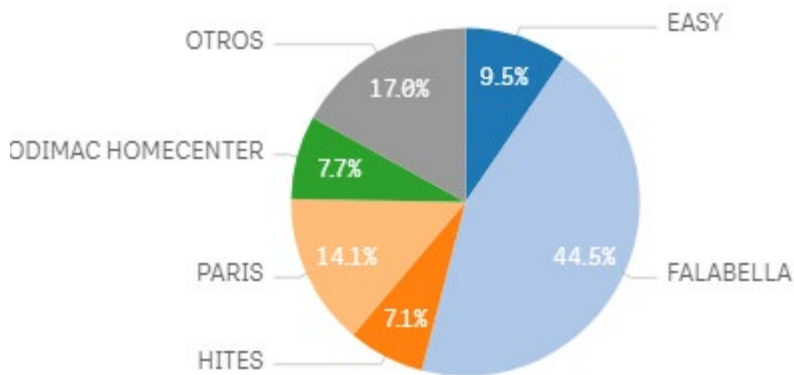
Noviembre 2021



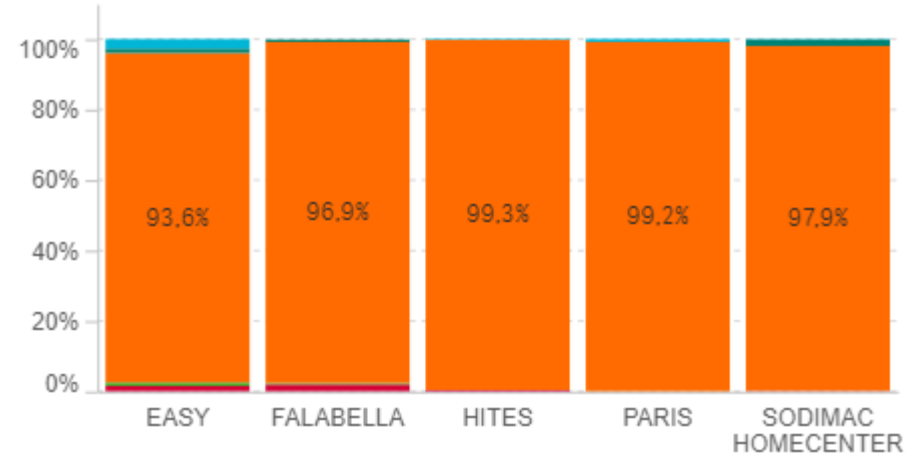
GRANDES TIENDAS DE DEPARTAMENTO

Noviembre 2021

%SOI

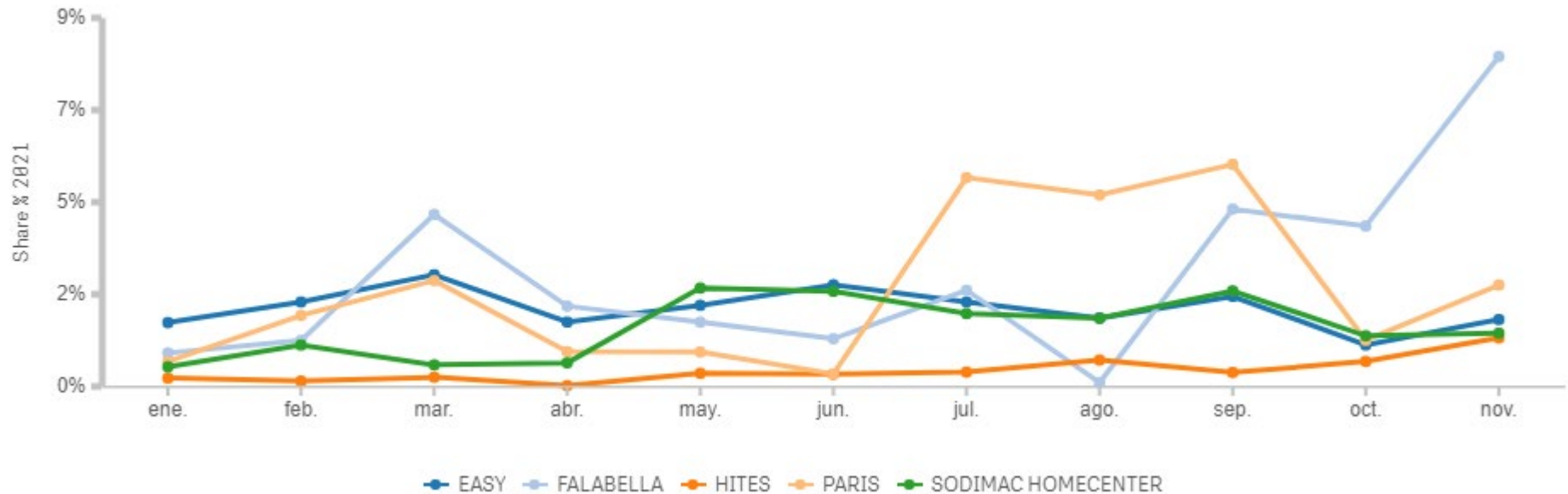


Mix de medios



TV Abierta TV Paga Vía Pública + Metro Prensa Radio

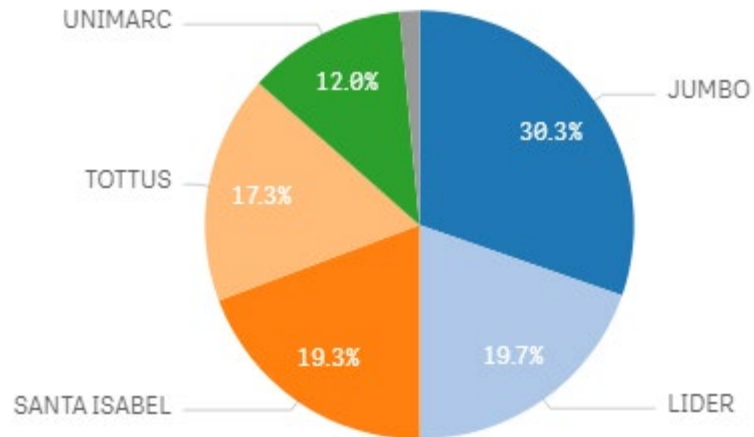
Estacionalidad



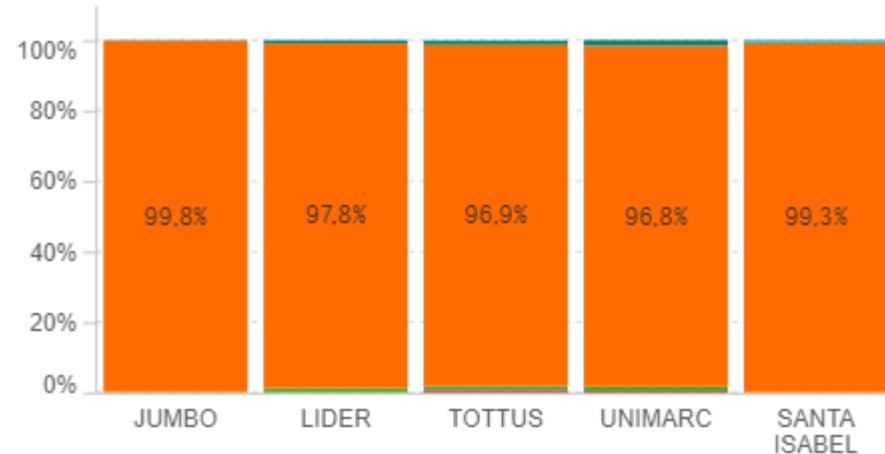
SUPER E HIPERMERCADOS

Noviembre 2021

%SOI

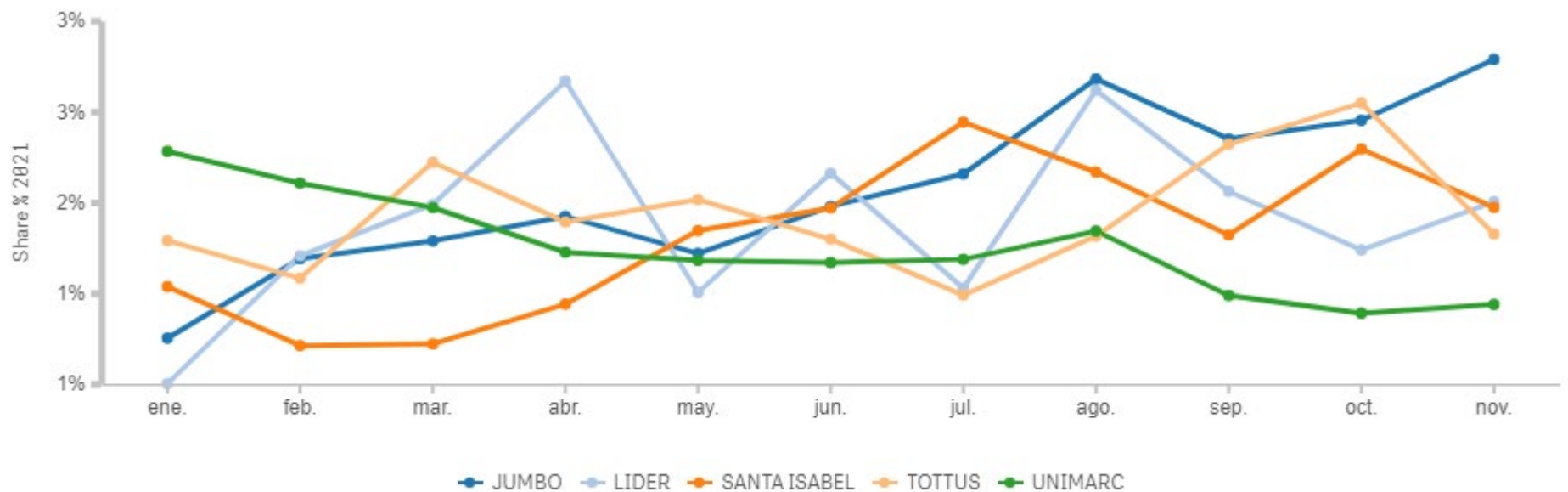


Mix de medios

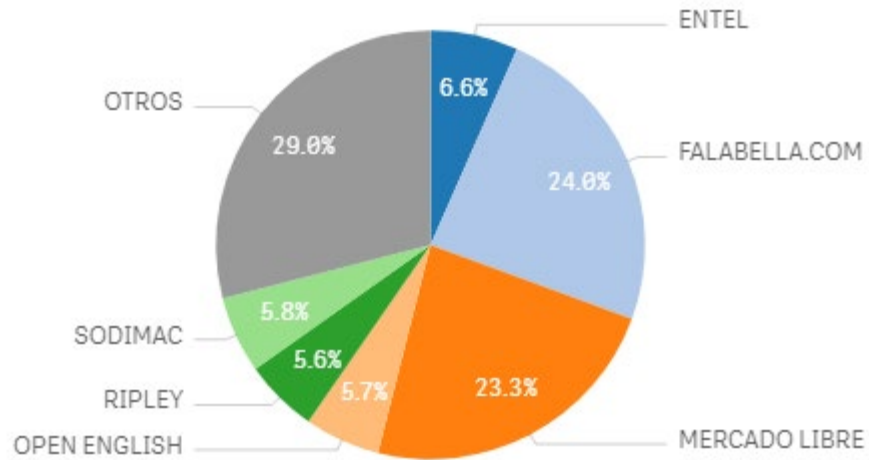


TV Abierta TV Paga Vía Pública + Metro Prensa Radio

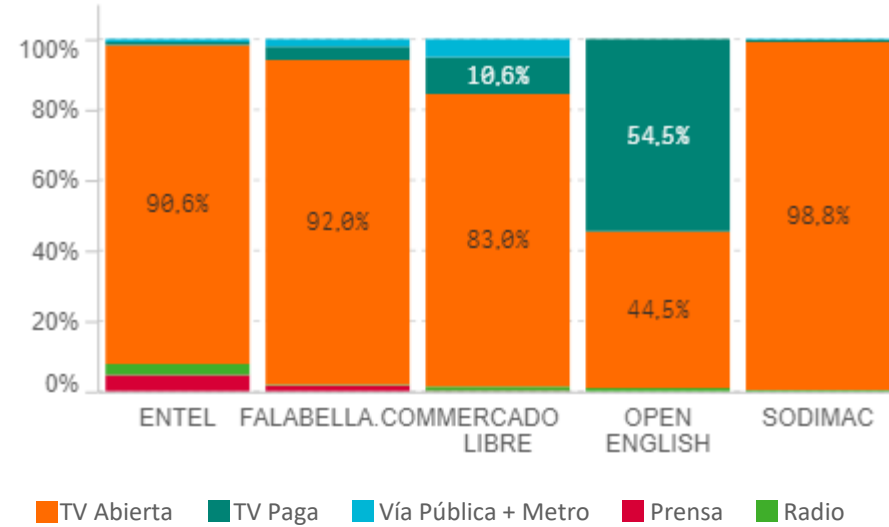
Estacionalidad



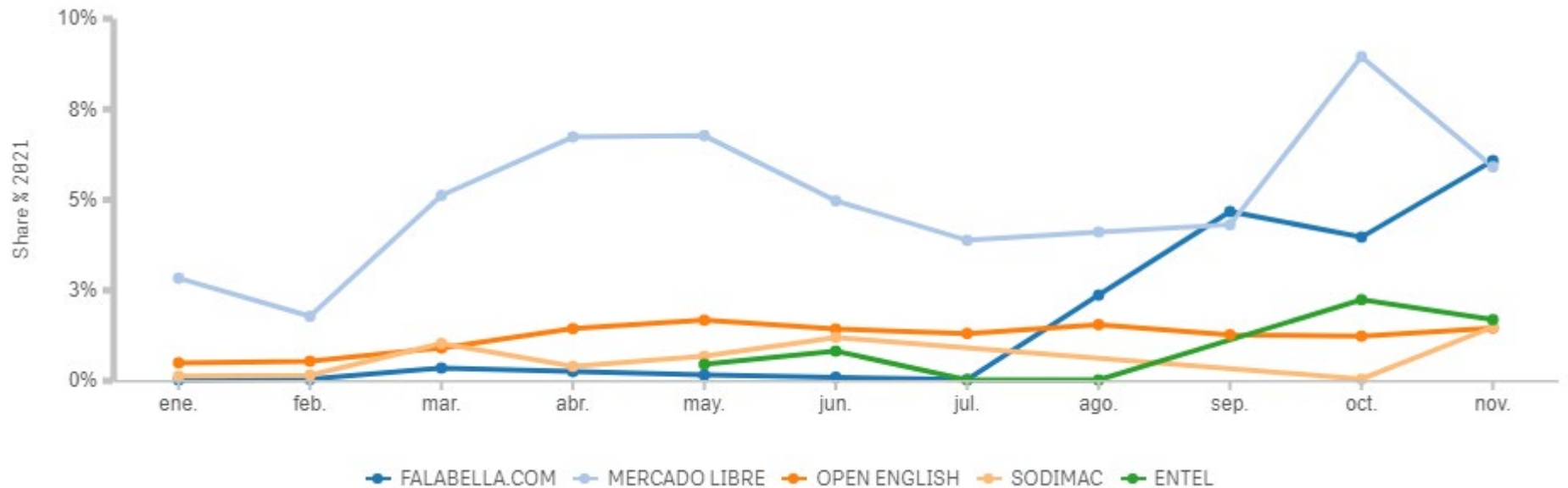
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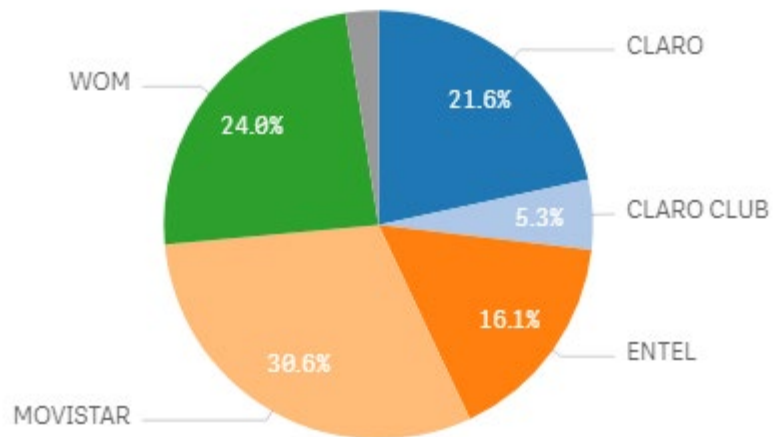
Mix de medios



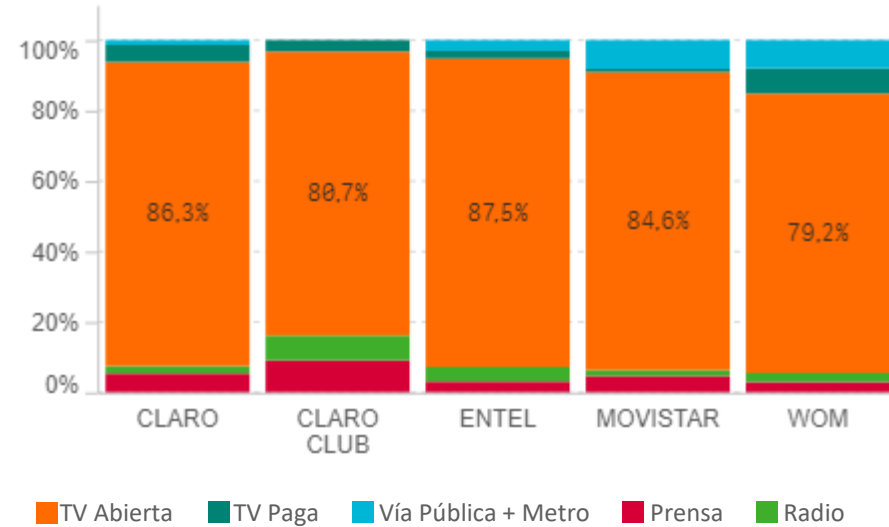
Estacionalidad



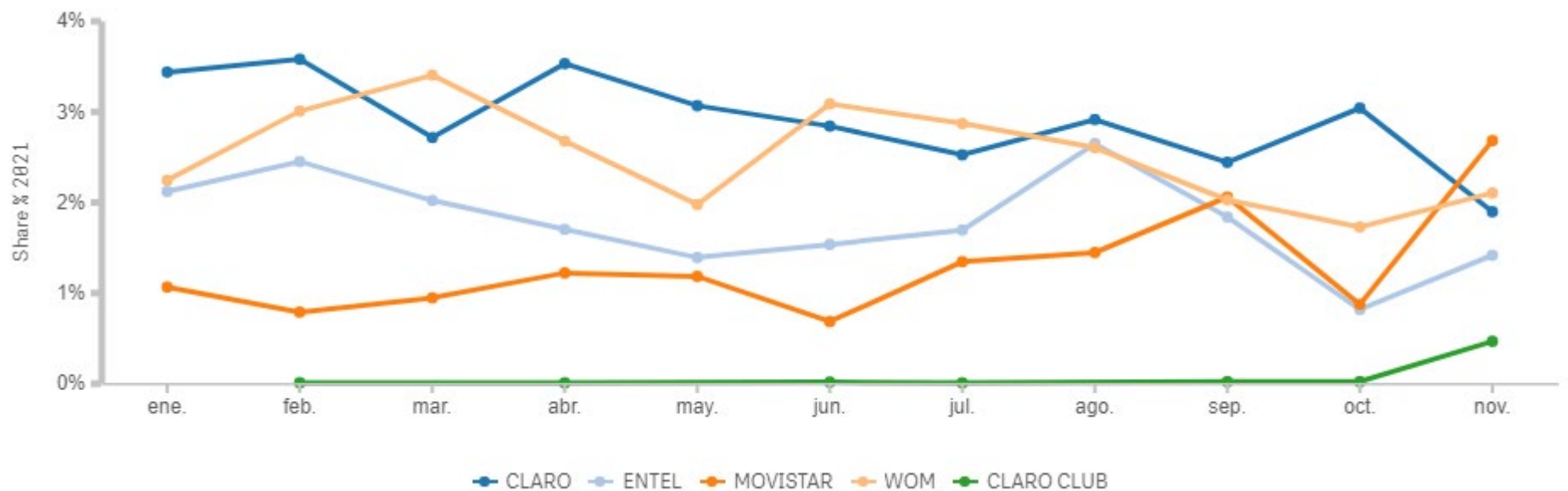
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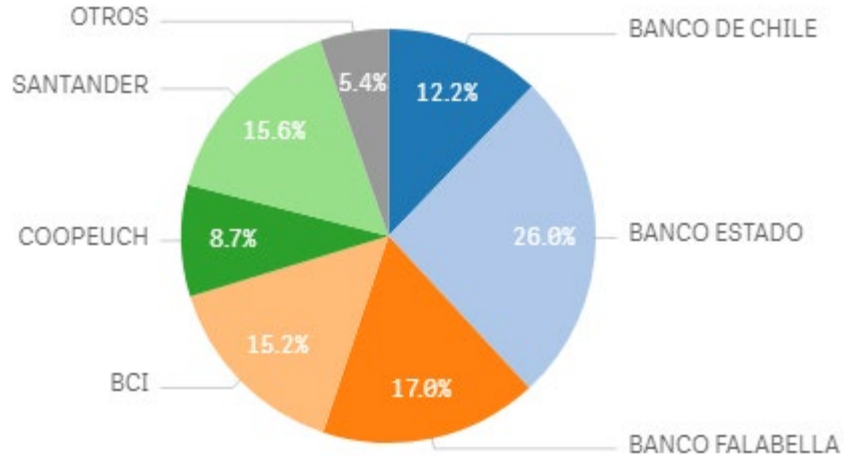
Mix de medios



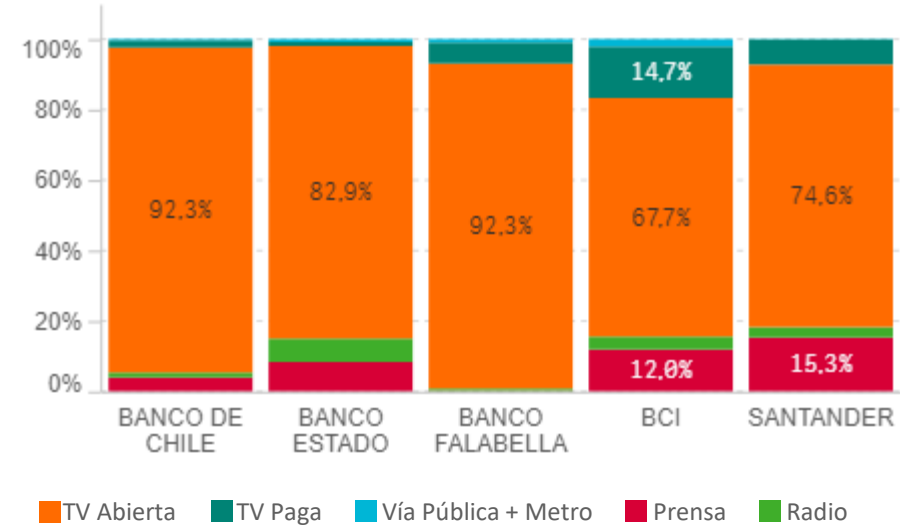
Estacionalidad



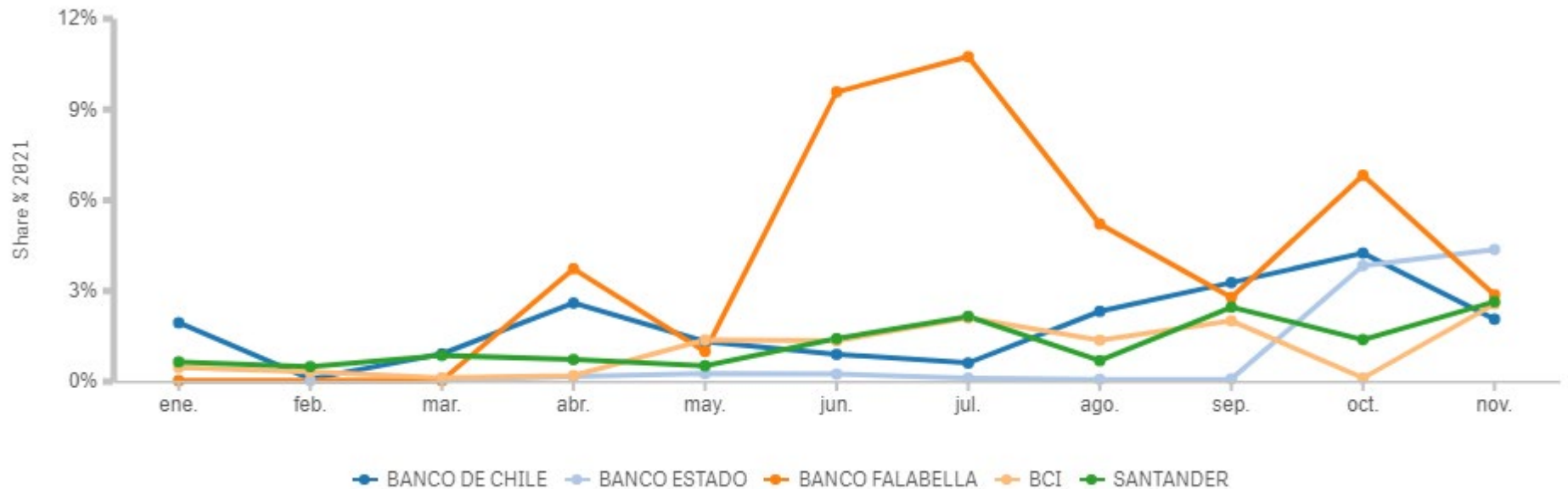
%SOI



Mix de medios



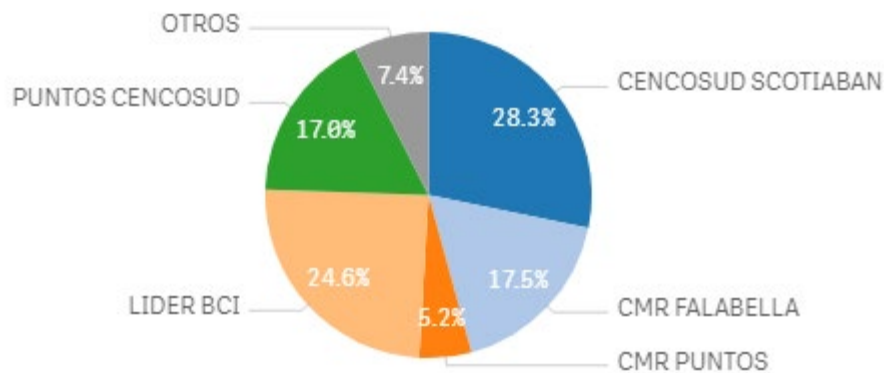
Estacionalidad



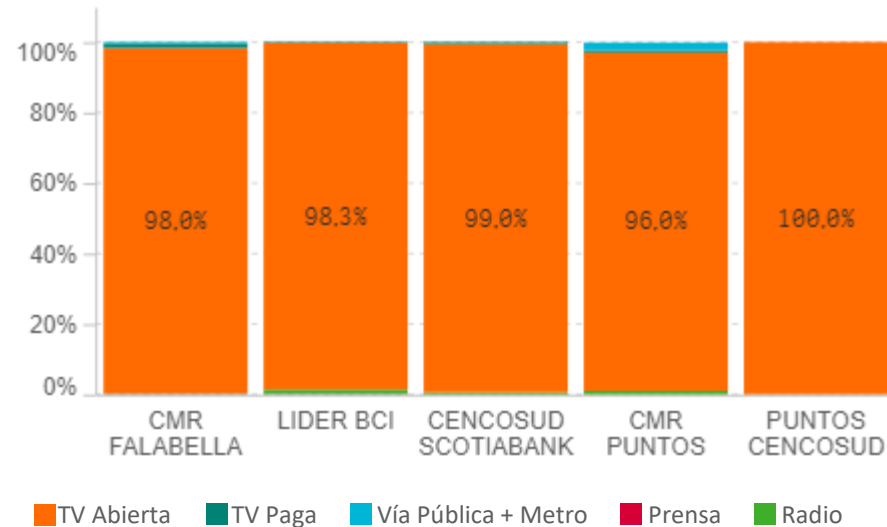
TARJETAS DE CREDITO

Noviembre 2021

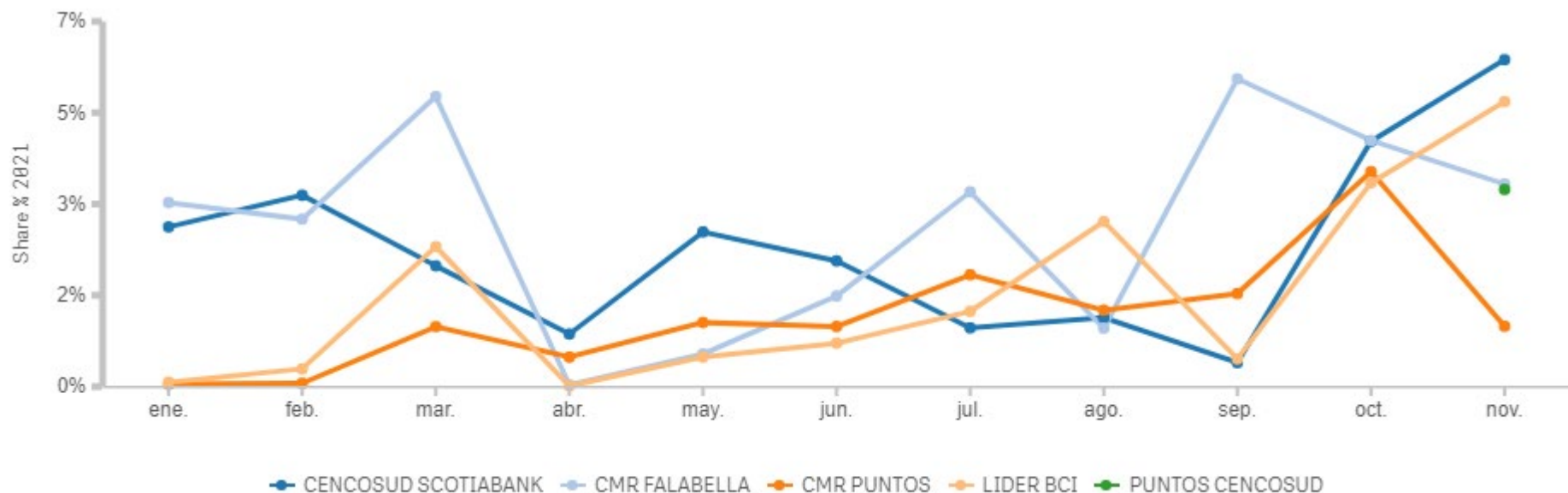
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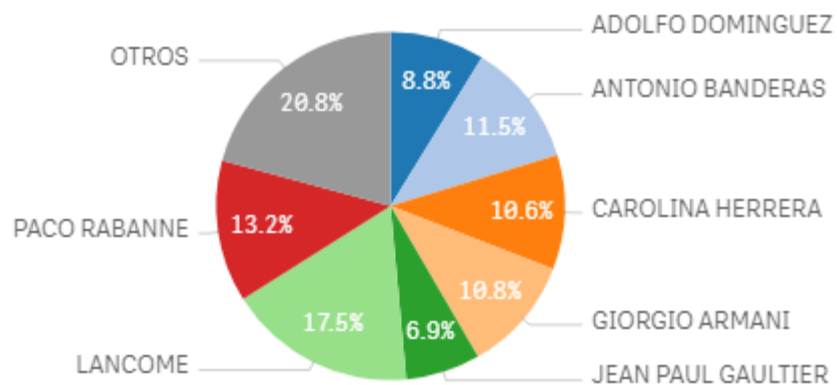
Mix de medios



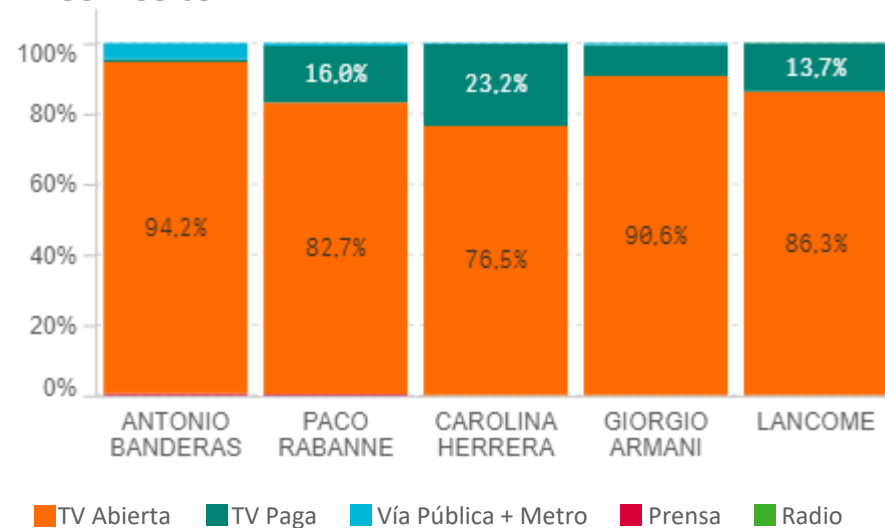
Estacionalidad



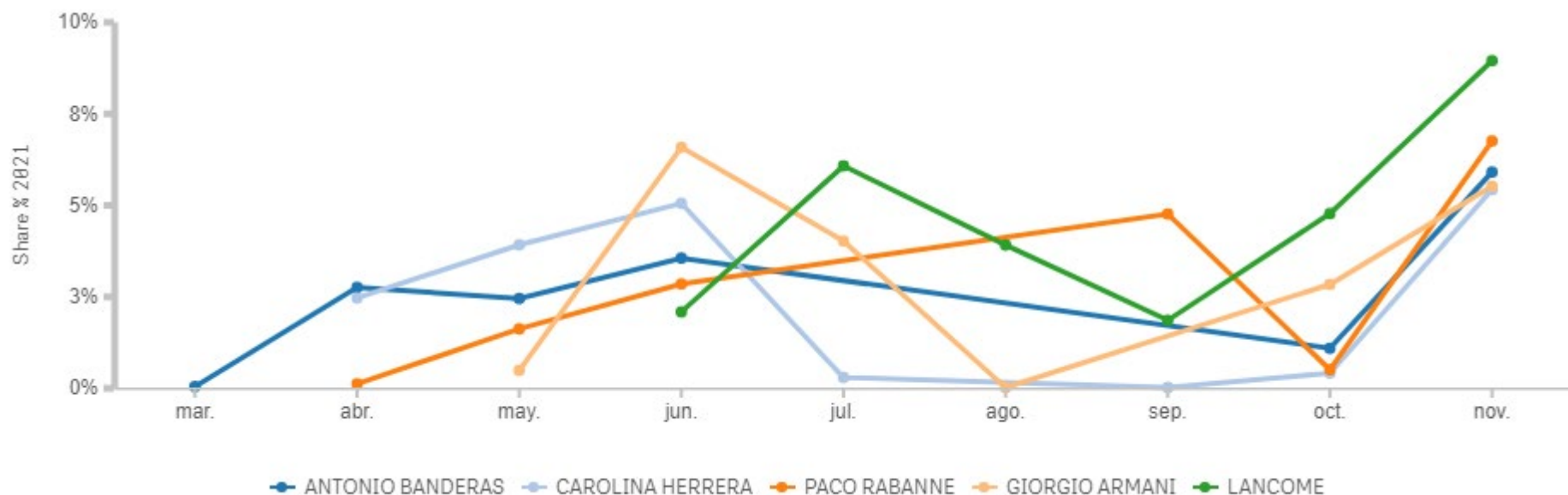
%SOI



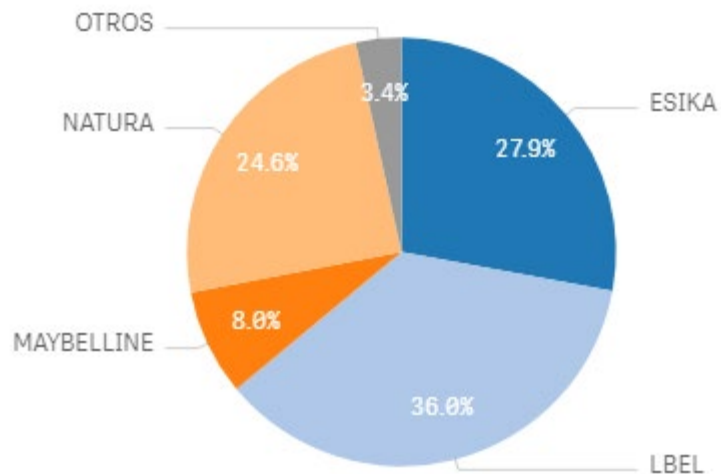
Mix de medios



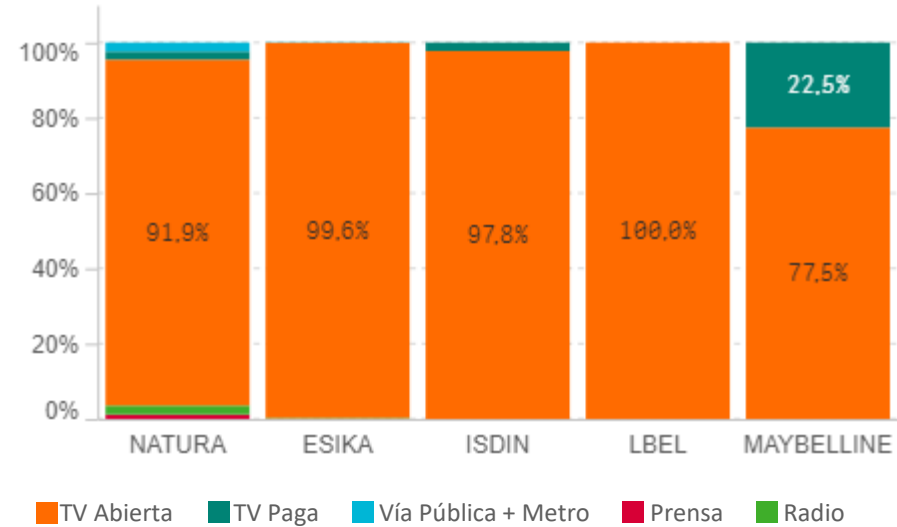
Estacionalidad



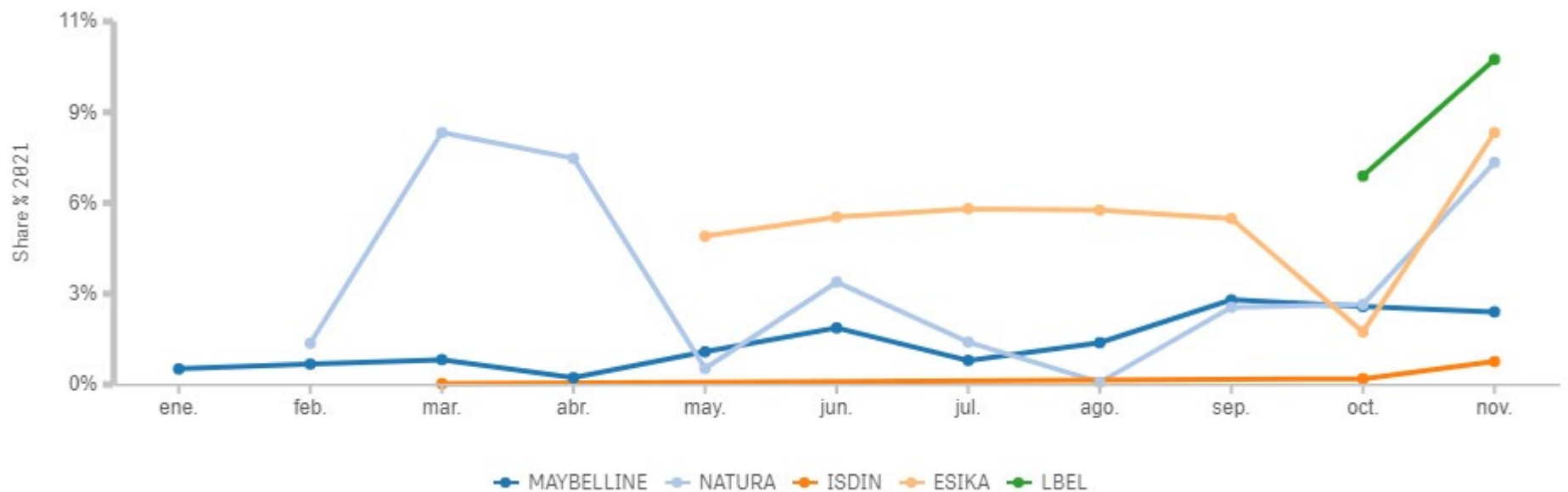
%SOI



Mix de medios

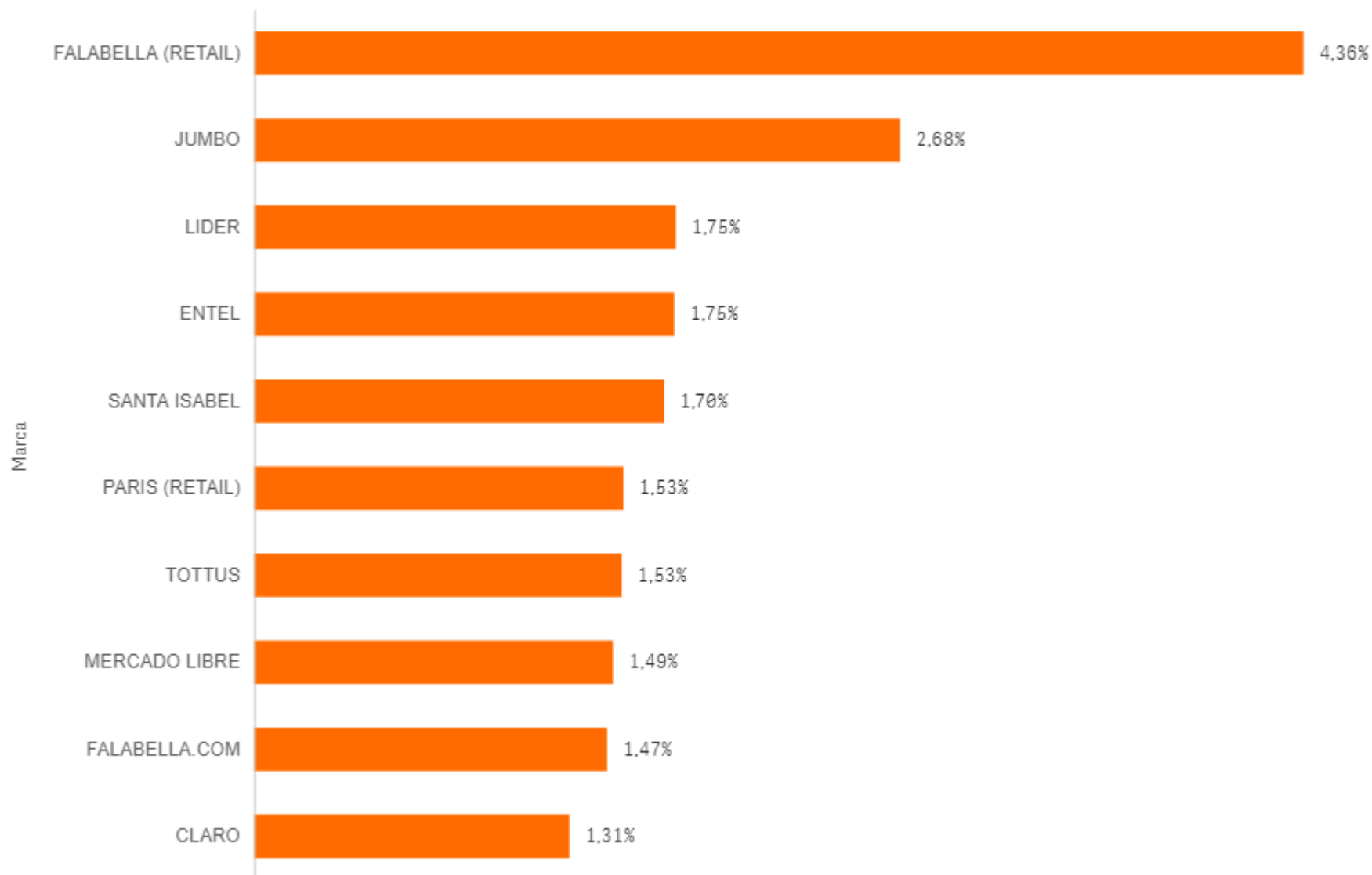


Estacionalidad



Top 10 Marcas

Noviembre 2021



Marca Top #1 - FALABELLA (RETAIL)

TV Abierta | Noviembre 2021

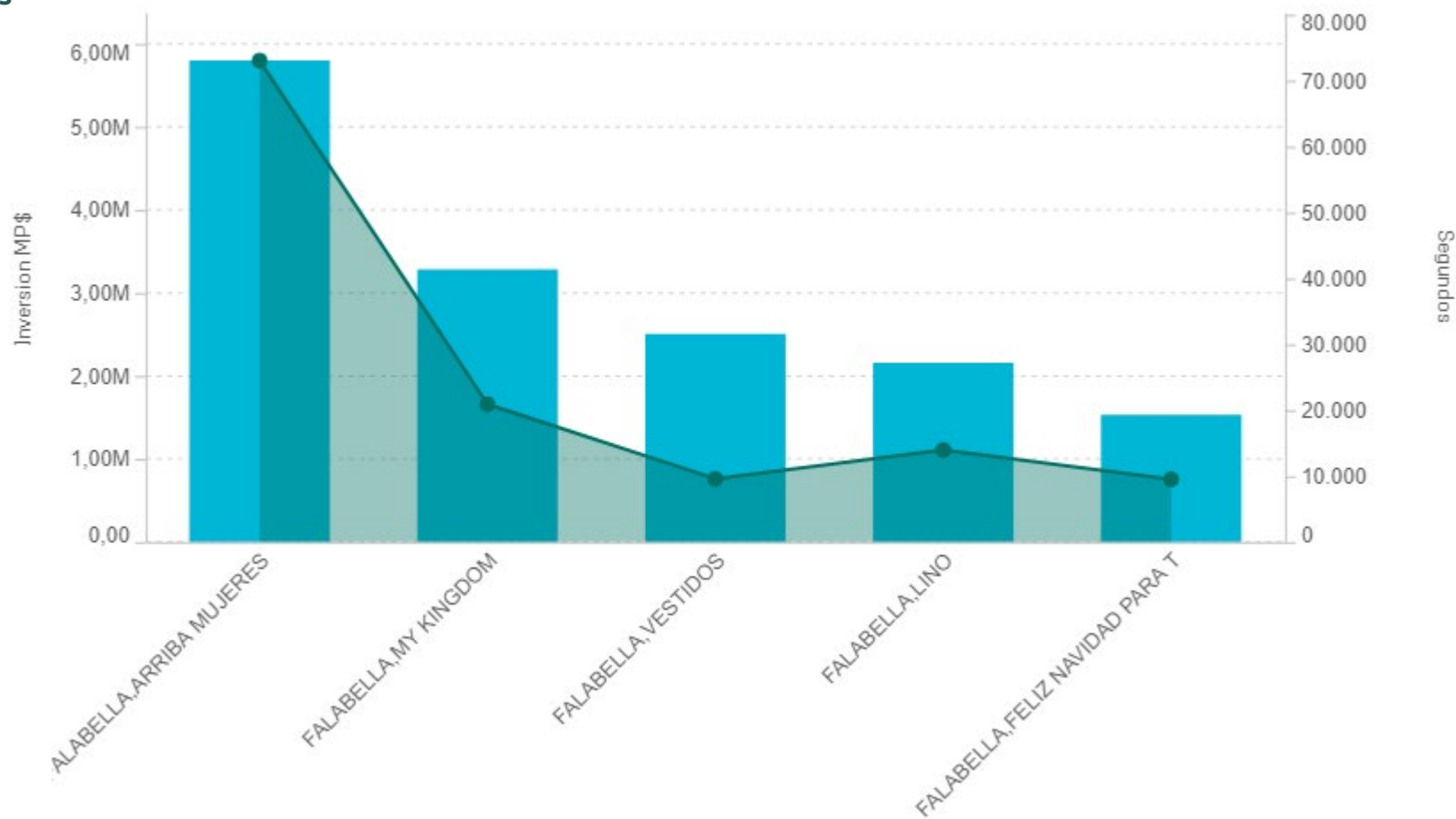
Segundos Noviembre - 2021

181.724

Inversion Miles de Pesos - No...

18,08M

Top 5 Productos



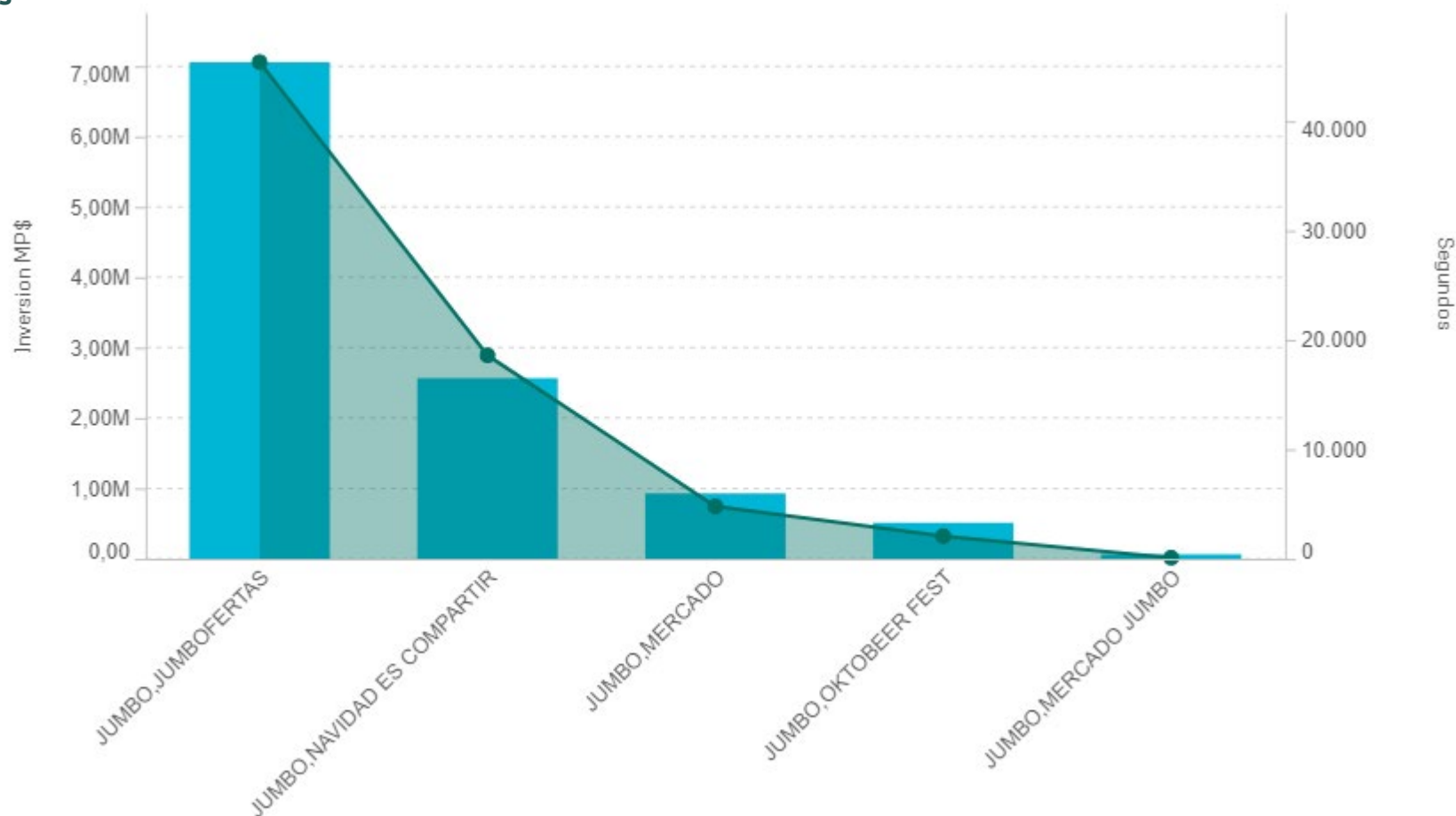
Segundos Noviembre - 2021

71.840

Inversion Miles de Pesos - No...

11,13M

Top 5 Productos



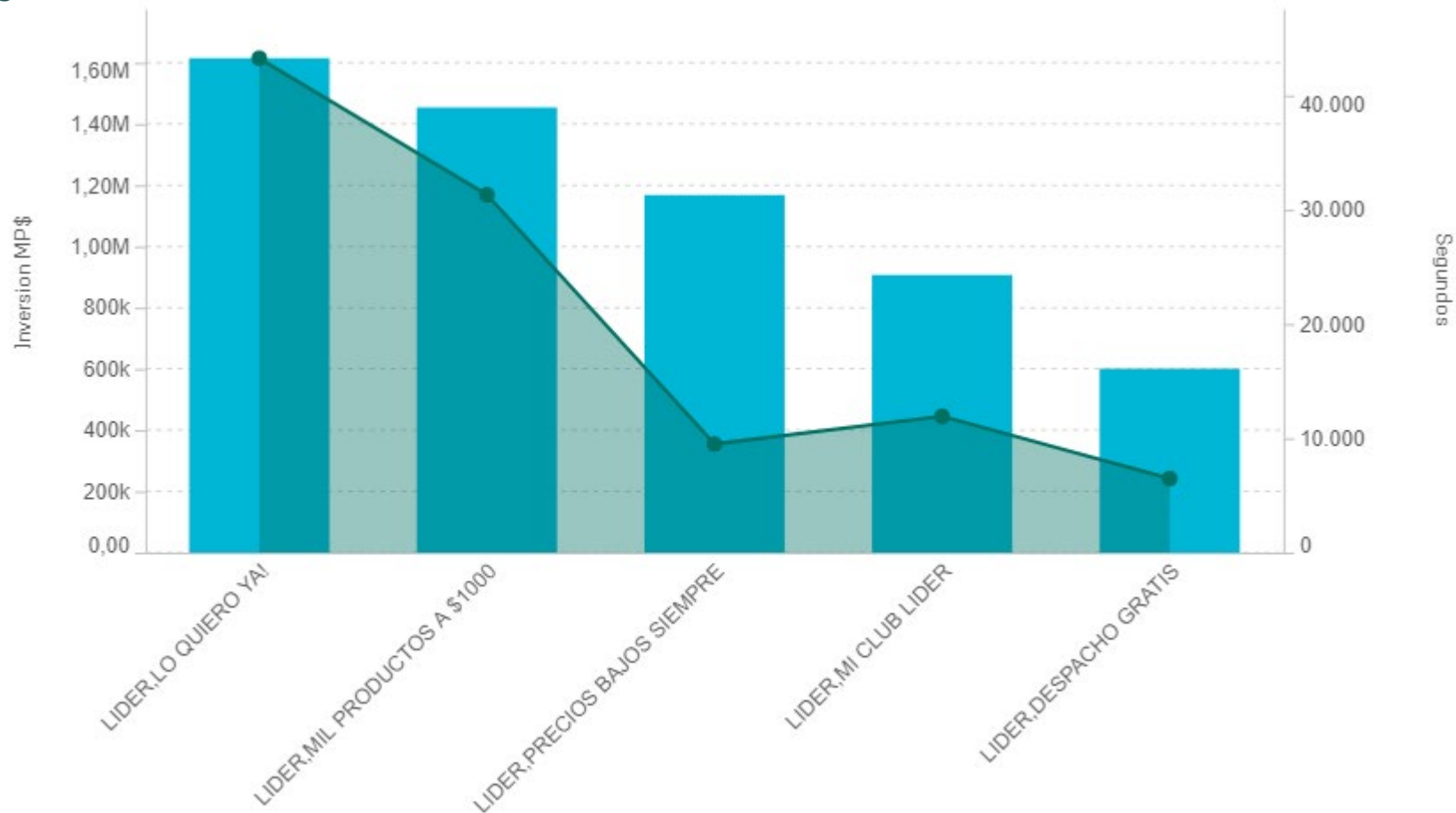
Segundos Noviembre - 2021

241.456

Inversion Miles de Pesos - No...

7,26M

Top 5 Productos



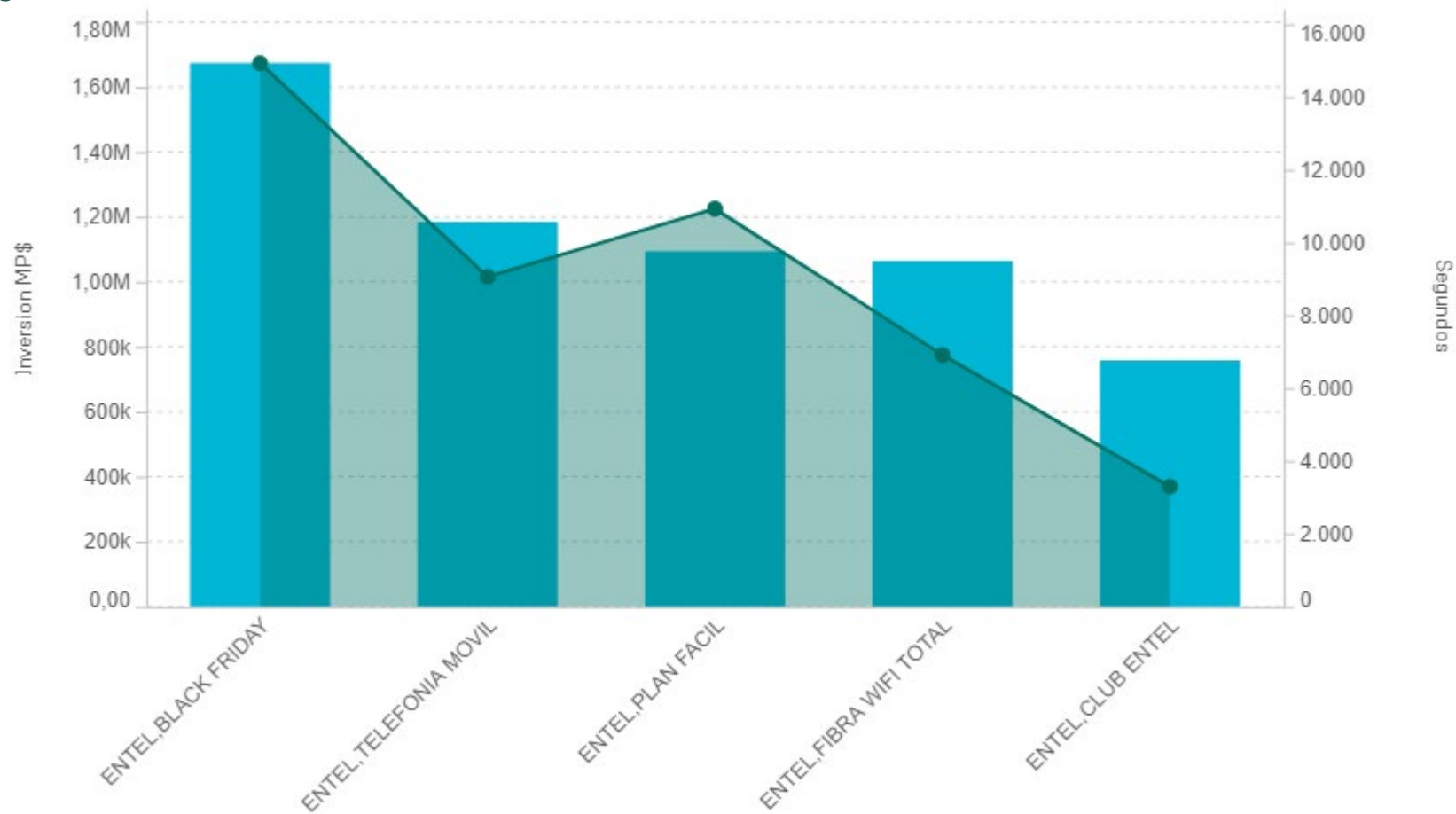
Segundos Noviembre - 2021

112.959

Inversion Miles de Pesos - No...

7,24M

Top 5 Productos



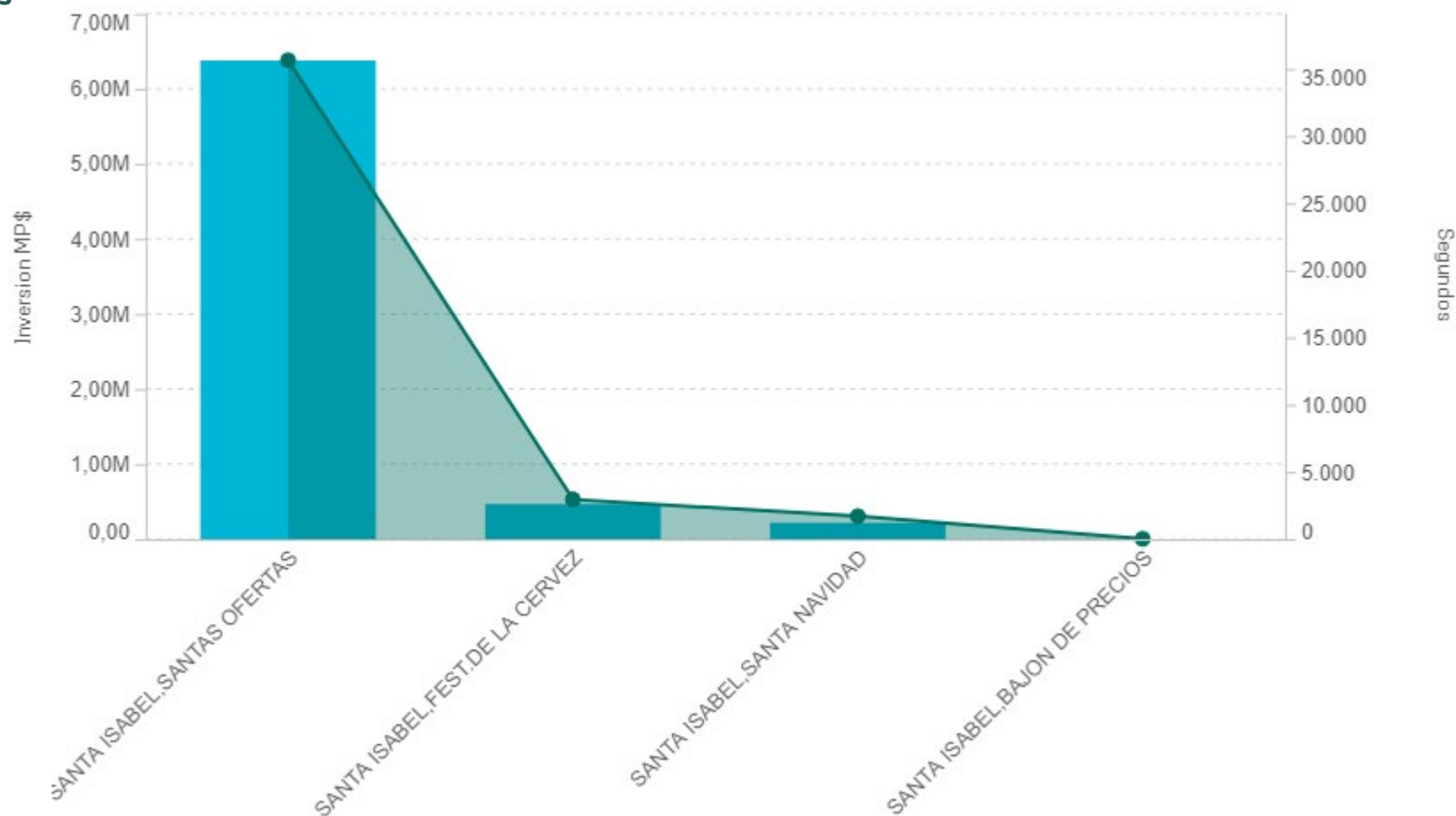
Segundos Noviembre - 2021

40.307

Inversion Miles de Pesos - No...

7,06M

Top 5 Productos



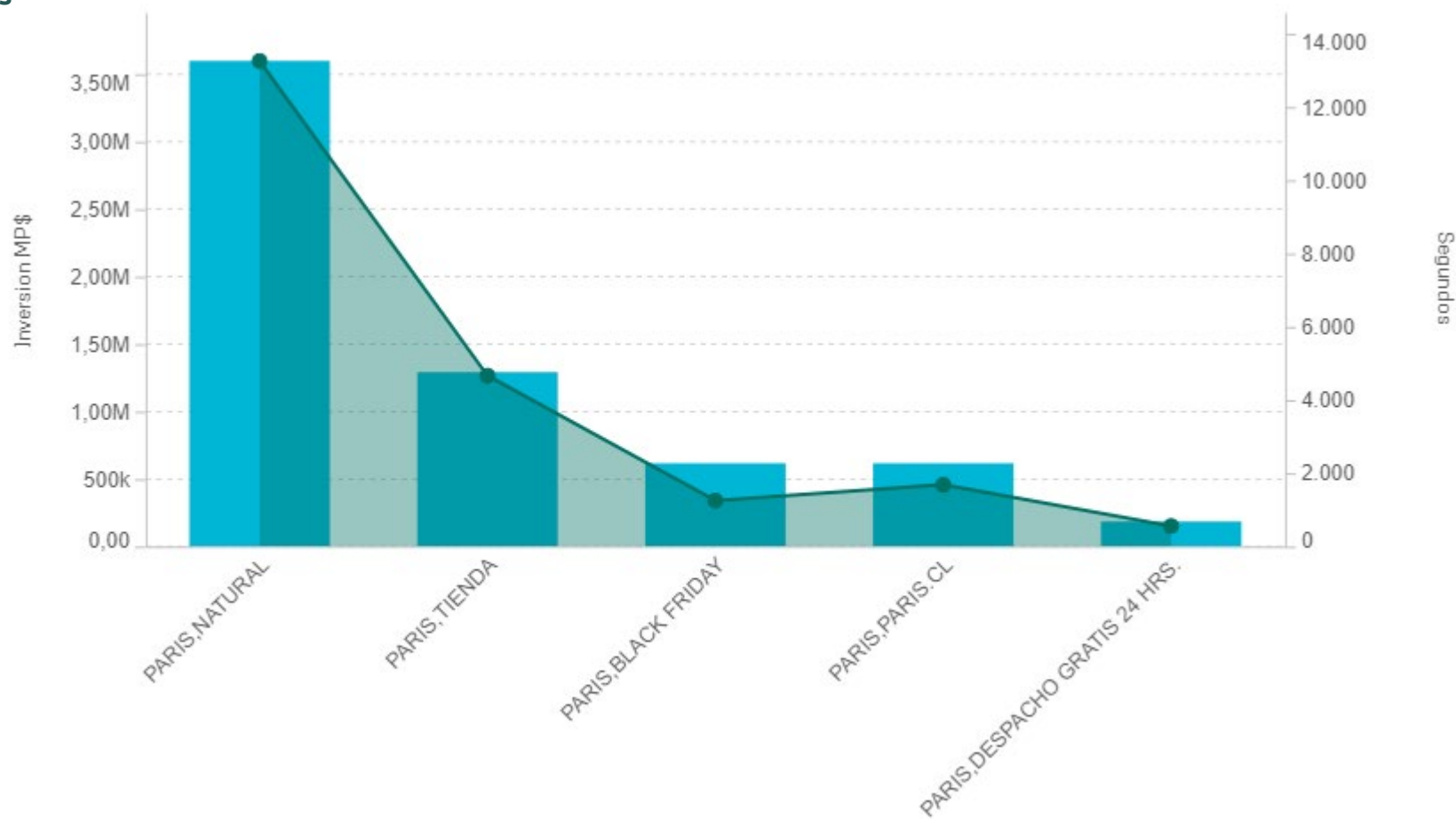
Segundos Noviembre - 2021

21.438

Inversion Miles de Pesos - No...

6,36M

Top 5 Productos



Segundos Noviembre - 2021

122.440

Inversion Miles de Pesos - No...

6,33M

Top 5 Productos



Marca Top #8 - MERCADO LIBRE

TV Abierta | Noviembre 2021

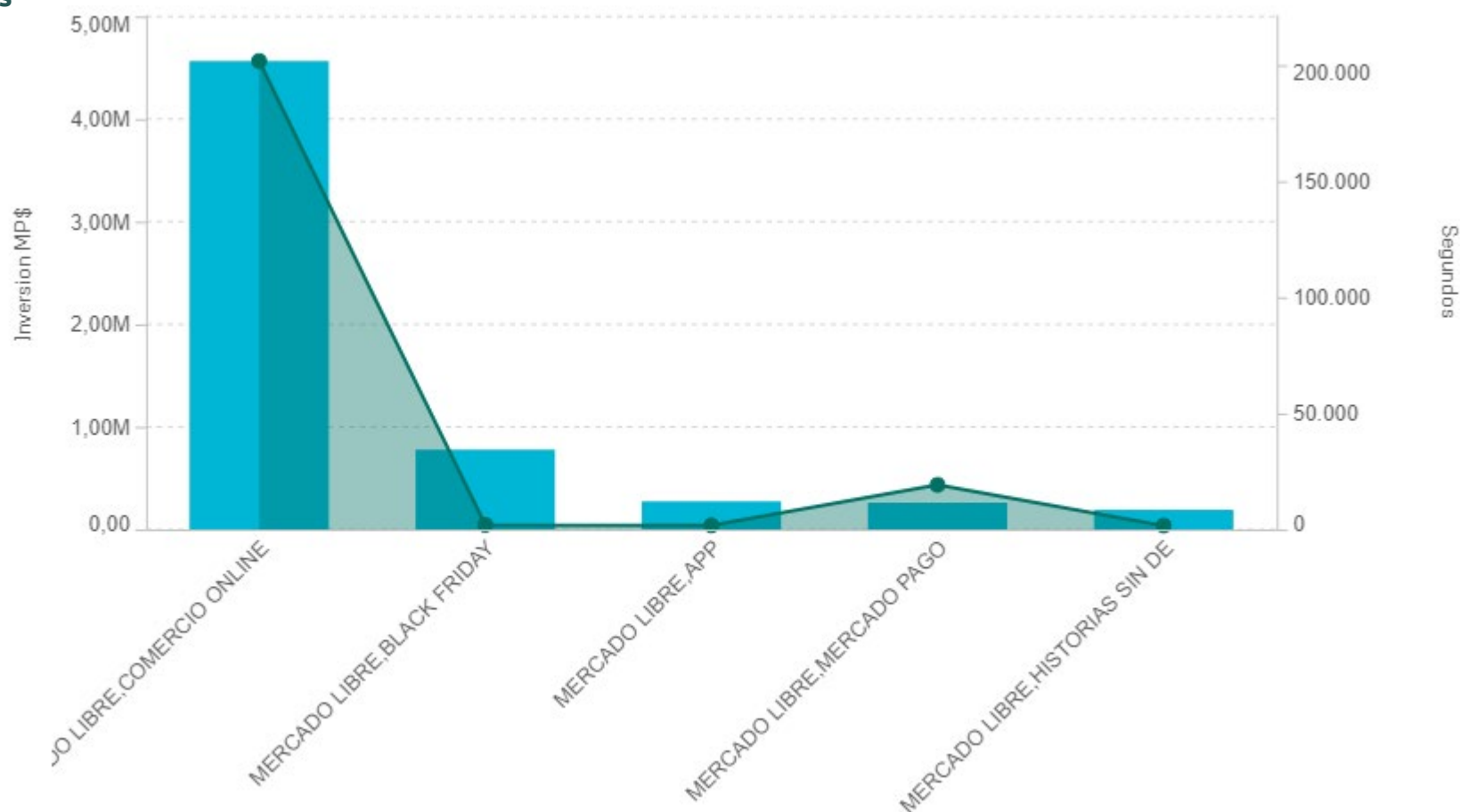
Segundos Noviembre - 2021

232.279

Inversion Miles de Pesos - No...

6,18M

Top 5 Productos



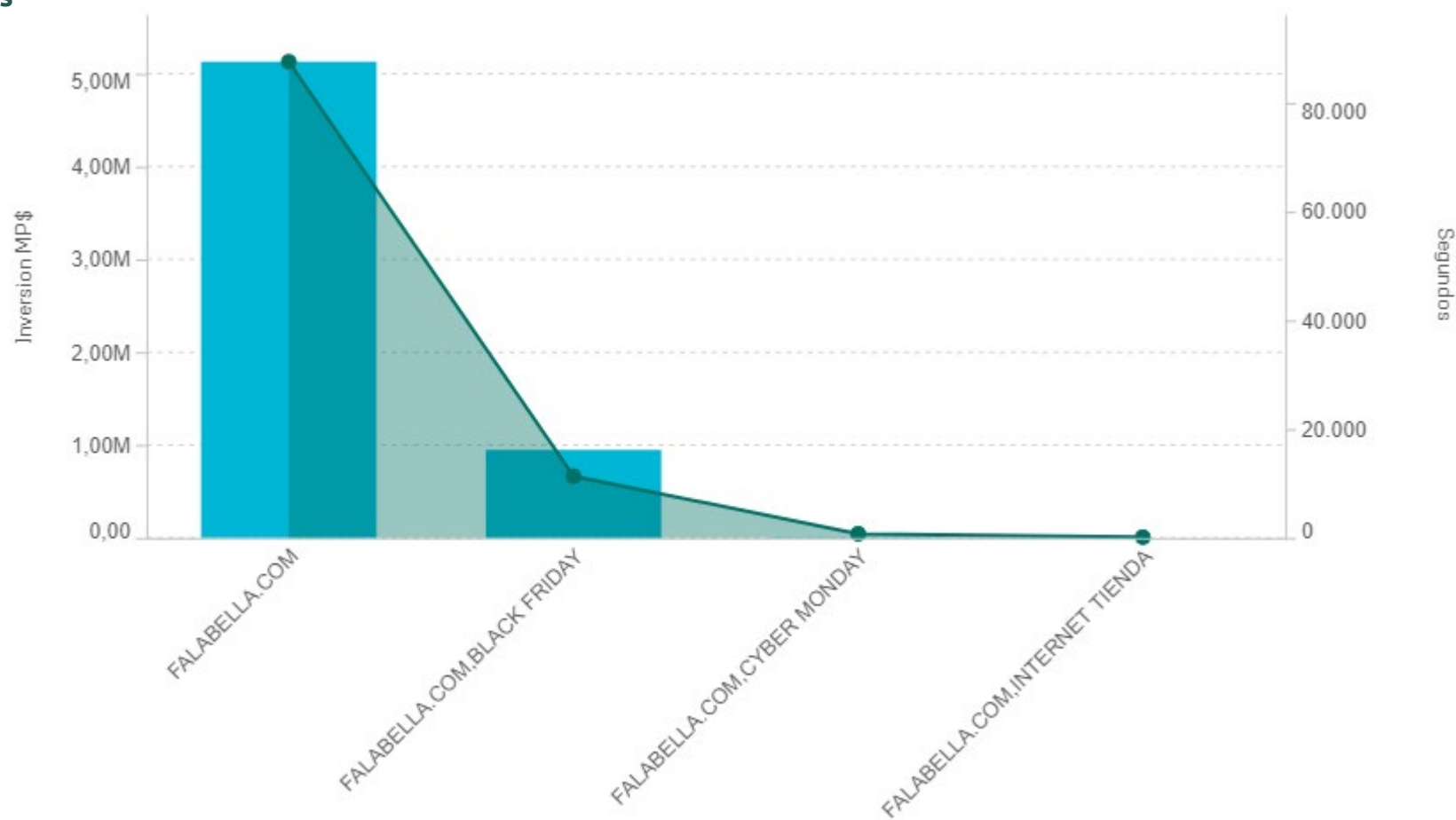
Segundos Noviembre - 2021

99.759

Inversion Miles de Pesos - No...

6,08M

Top 5 Productos



Segundos Noviembre - 2021

141.050

Inversion Miles de Pesos - No...

5,43M

Top 5 Productos

