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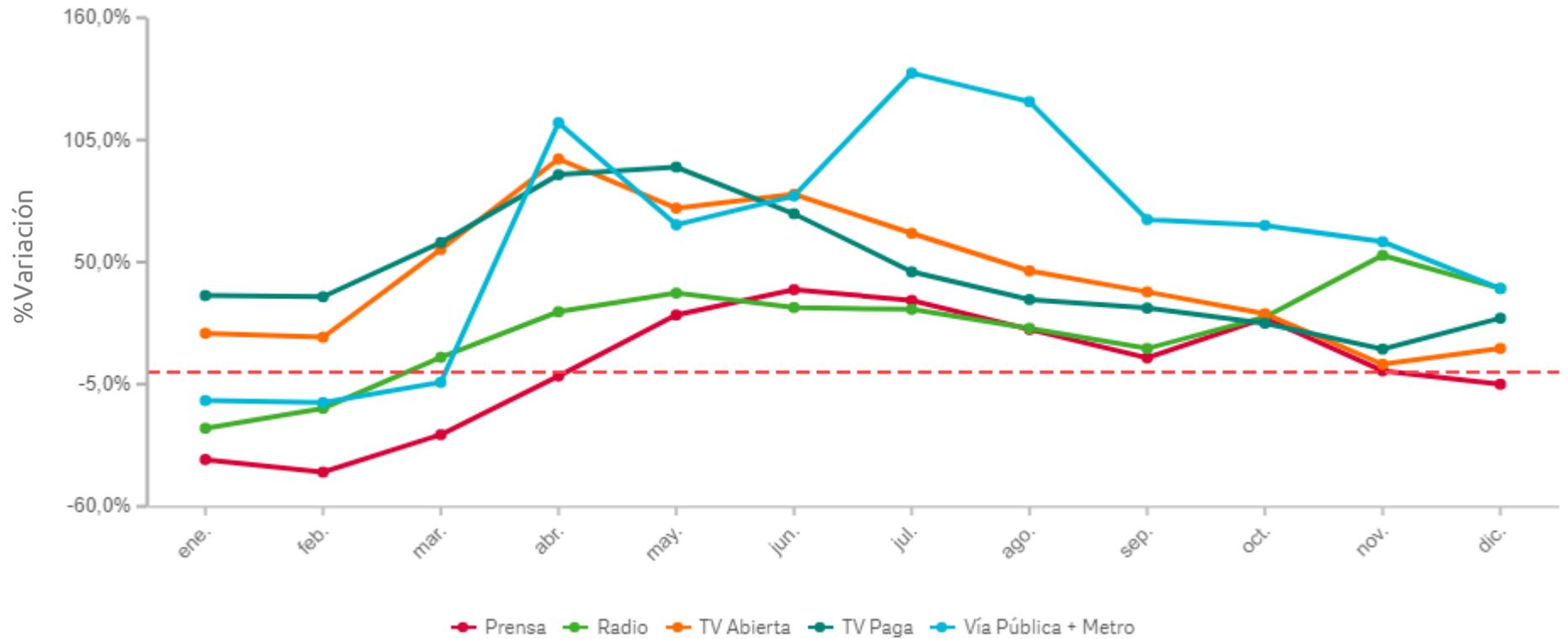
# INFORME DE INVERSIÓN PUBLICITARIA

Diciembre 2021



# Inversión publicitaria mensual

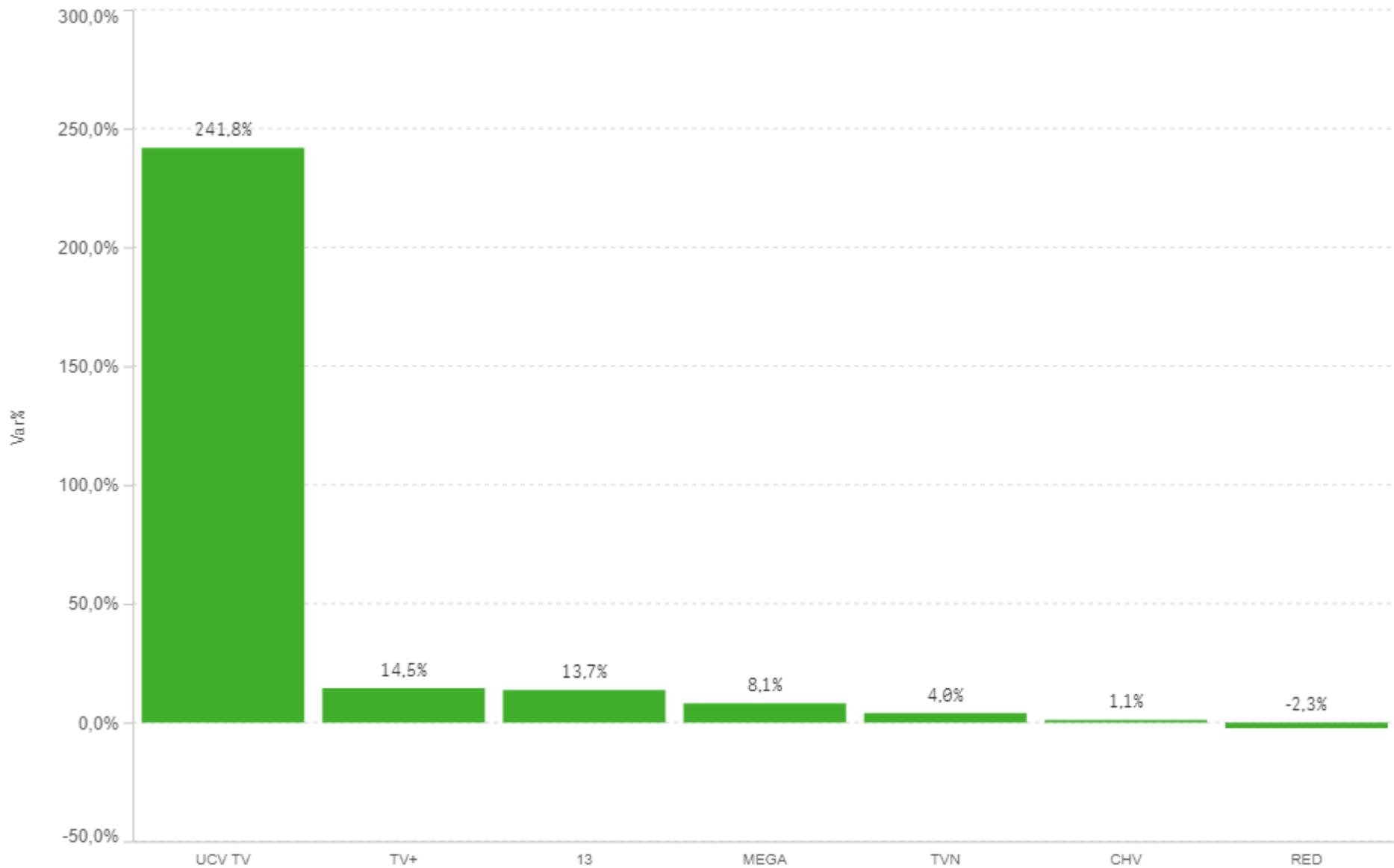
enero - Diciembre 2021 vs. 2020

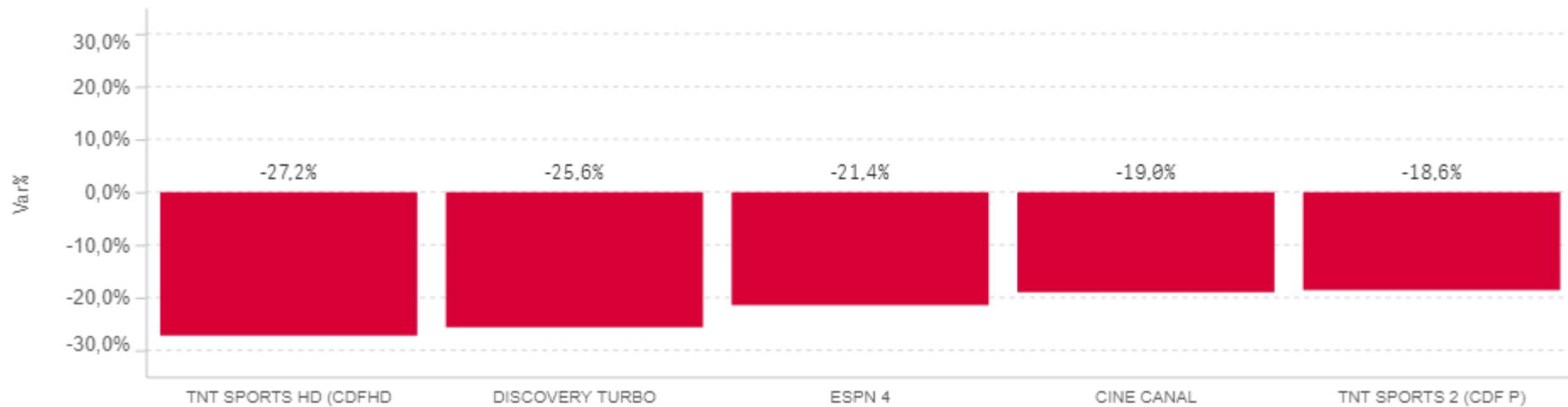
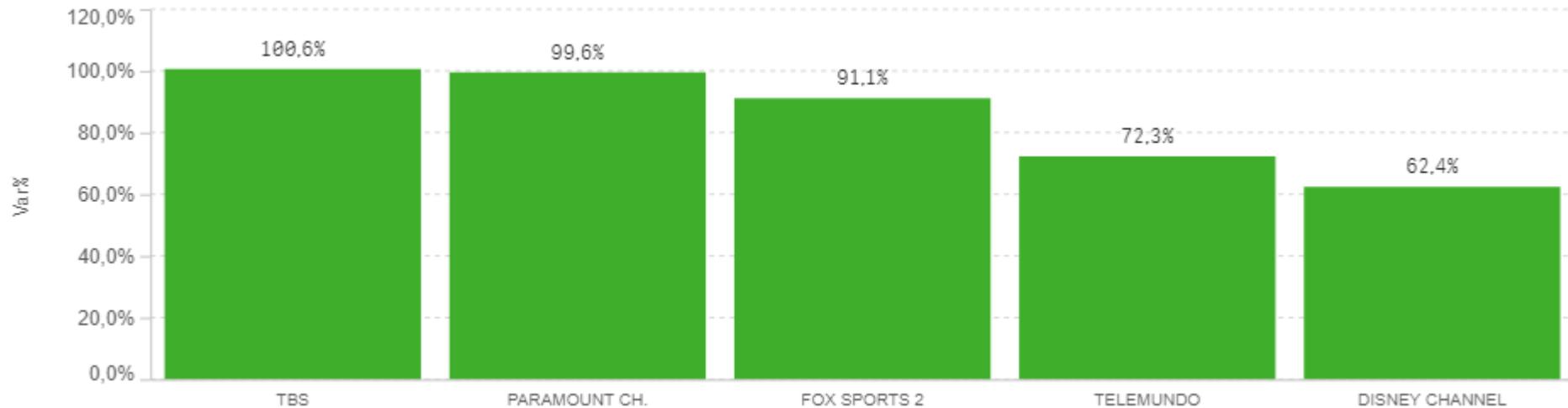


Medios	Prensa	Radio	TV Abierta	TV Paga	Vía Pública + Metro
%Var	-5,4% ↓	37,7% ↑	10,8% ↑	24,4% ↑	37,8% ↑

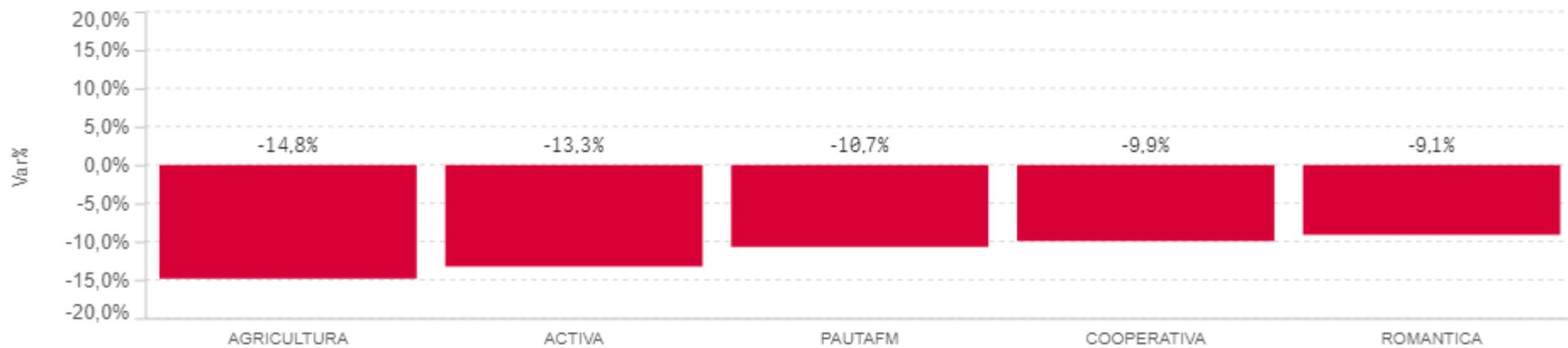
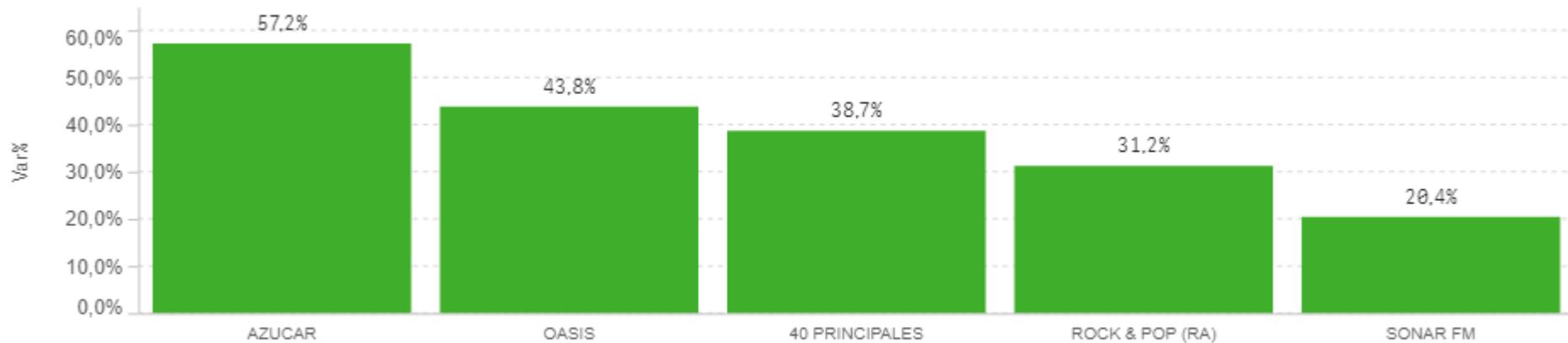
# %Var. TV Abierta

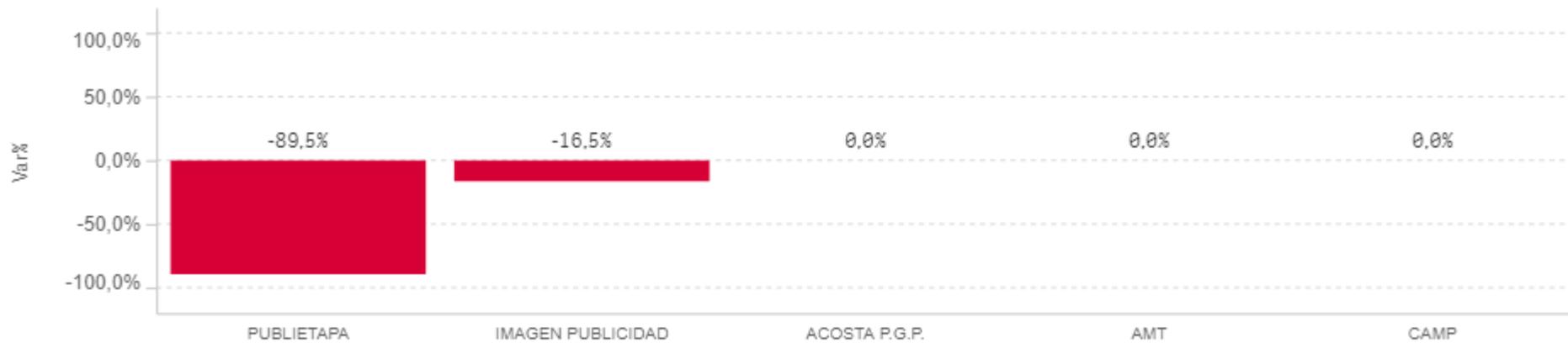
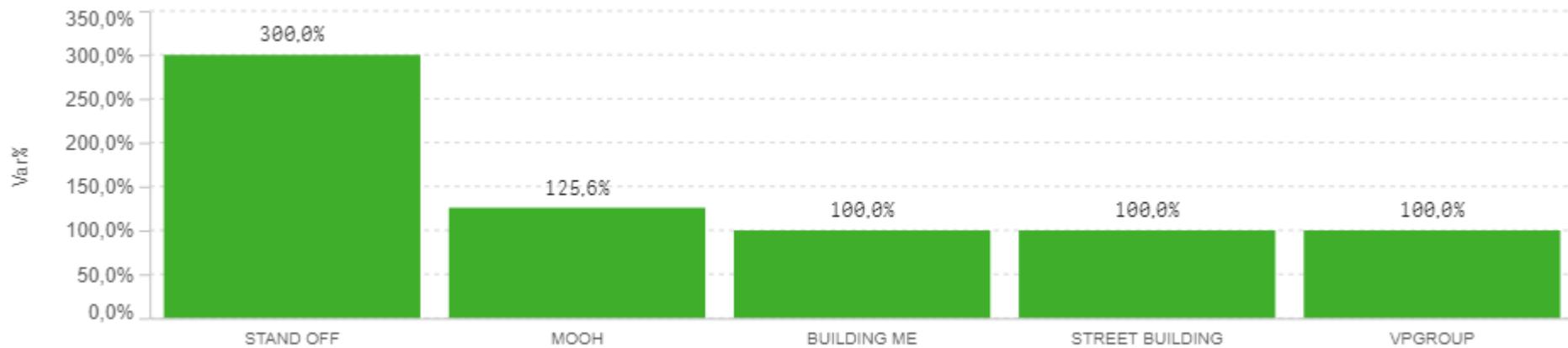
Diciembre 2021





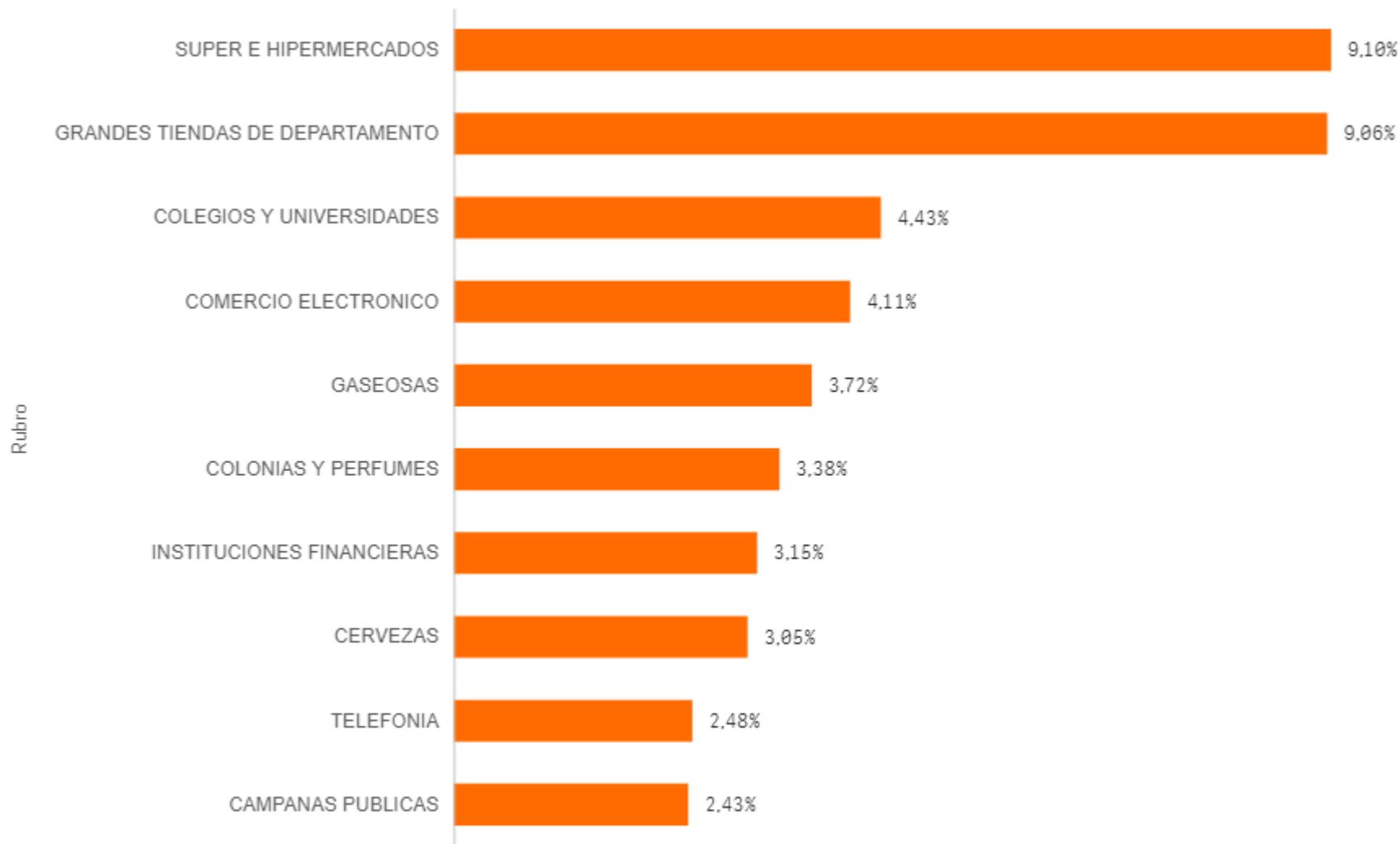




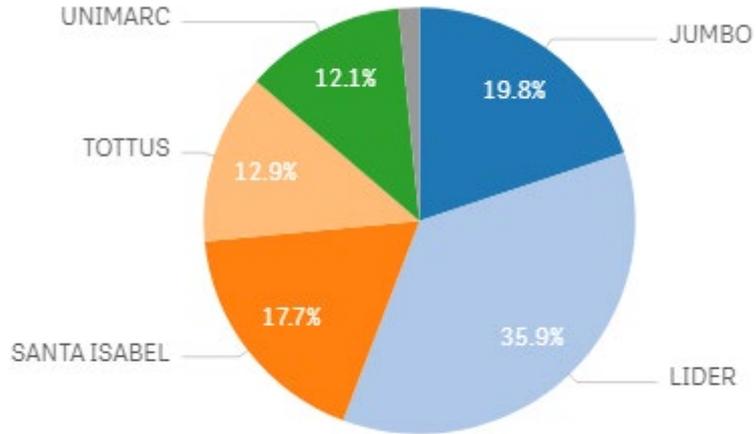


# Top 10 Rubros

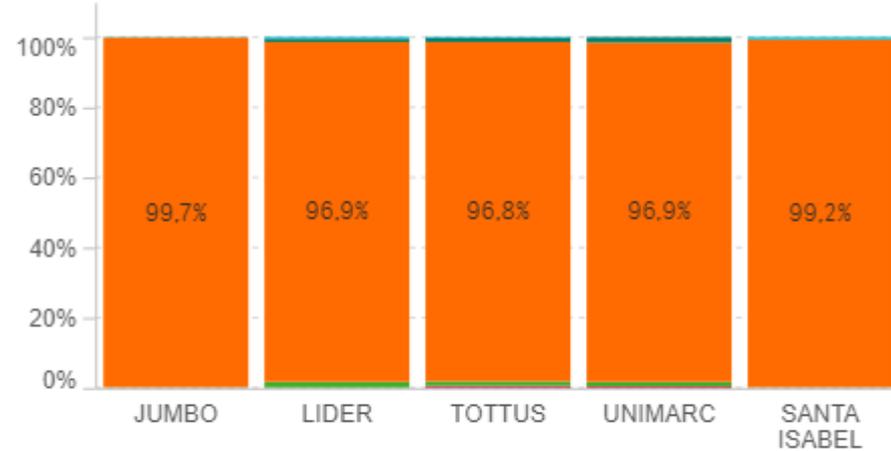
Diciembre 2021



## %SOI

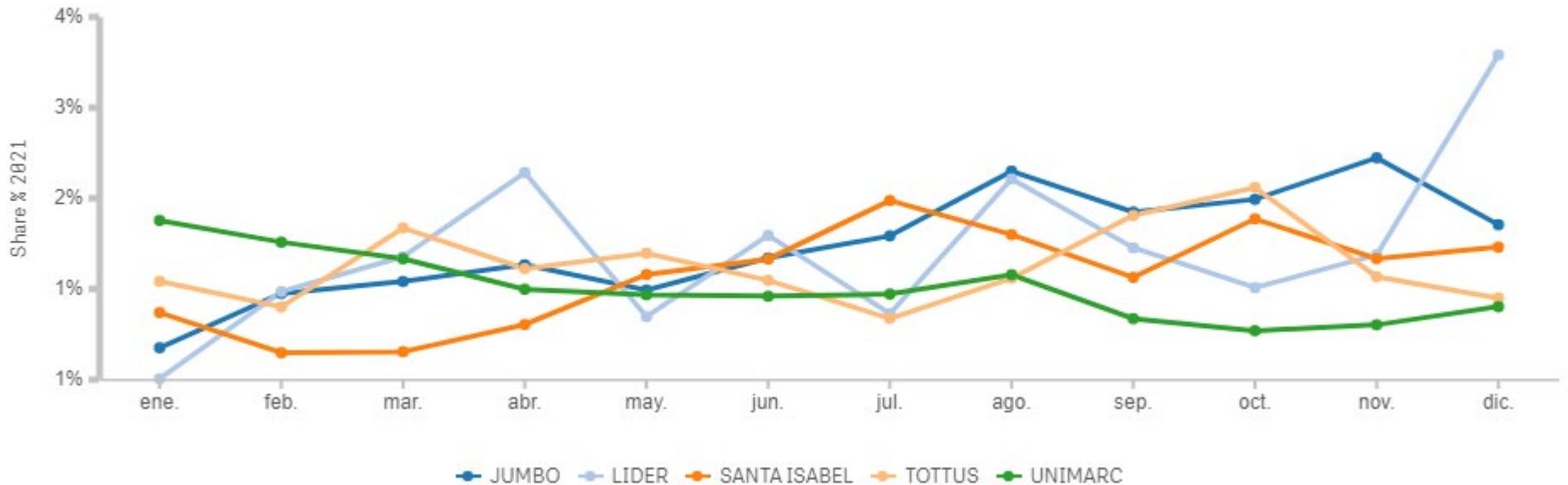


## Mix de medios



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

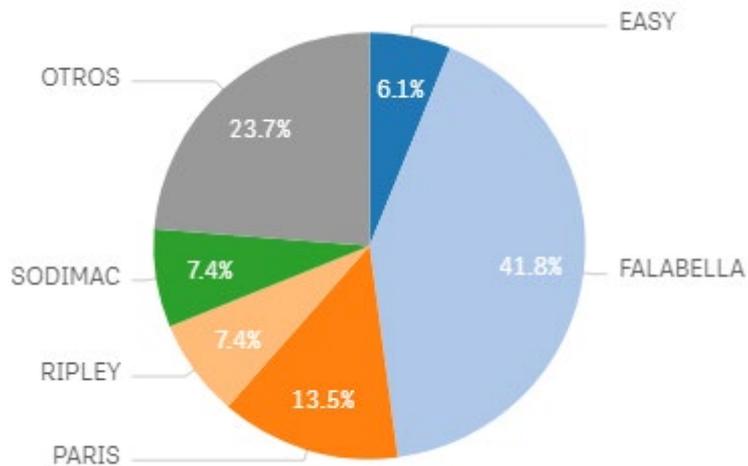
## Estacionalidad



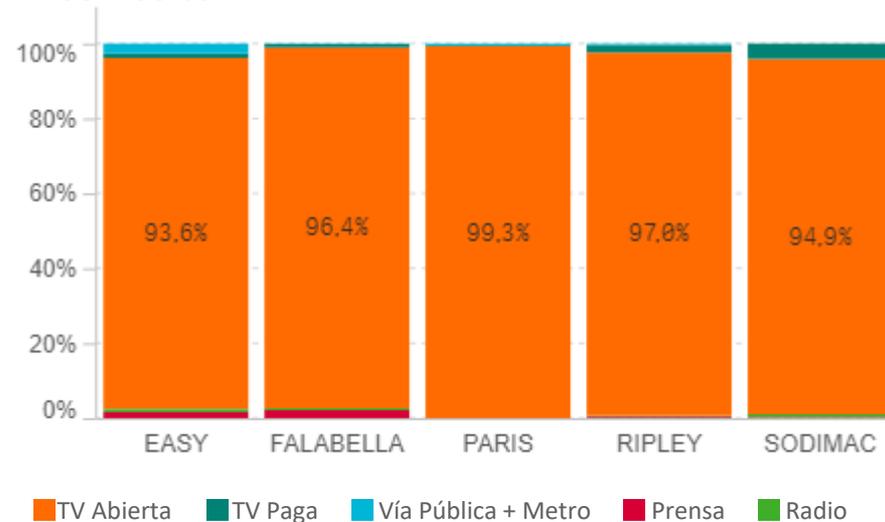
# GRANDES TIENDAS DE DEPARTAMENTO

Diciembre 2021

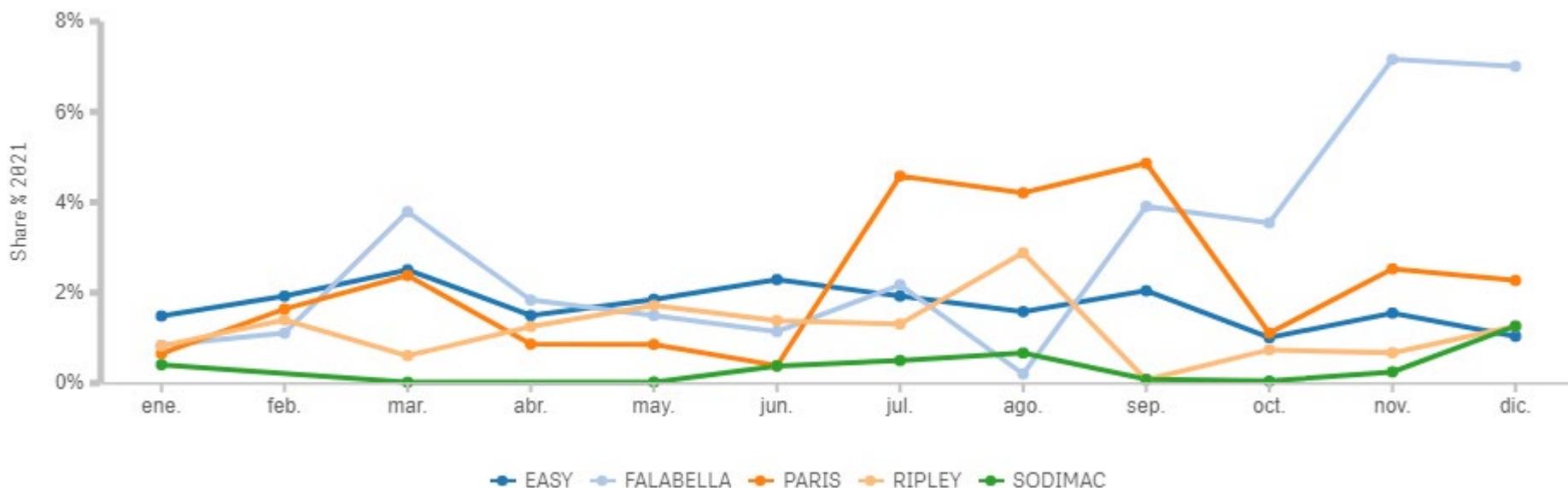
## %SOI



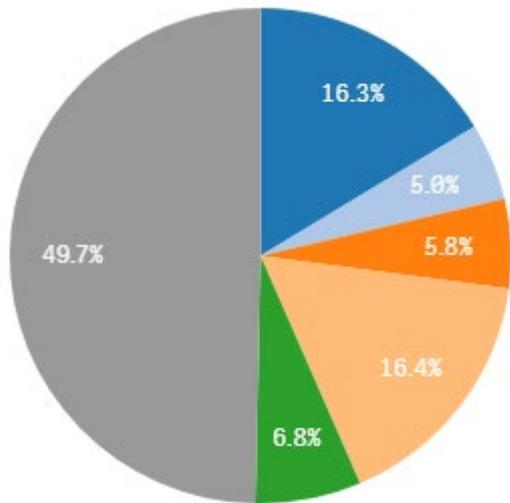
## Mix de medios



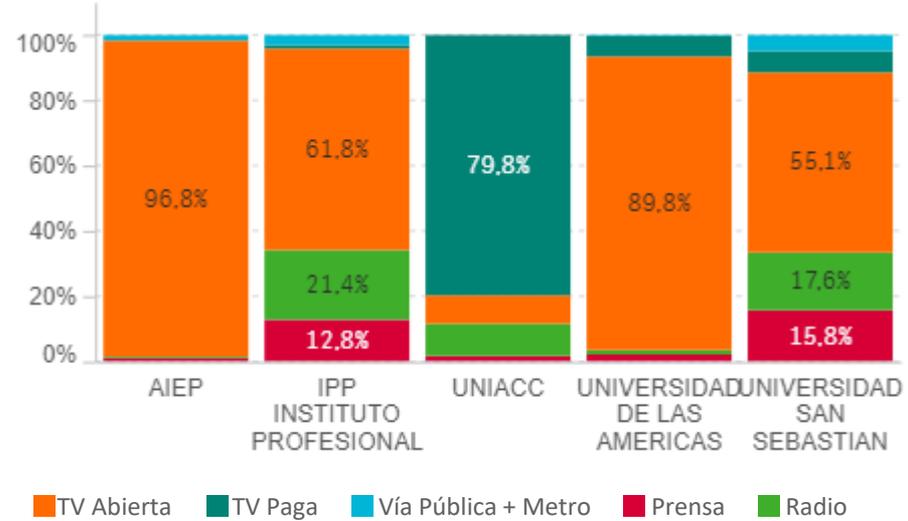
## Estacionalidad



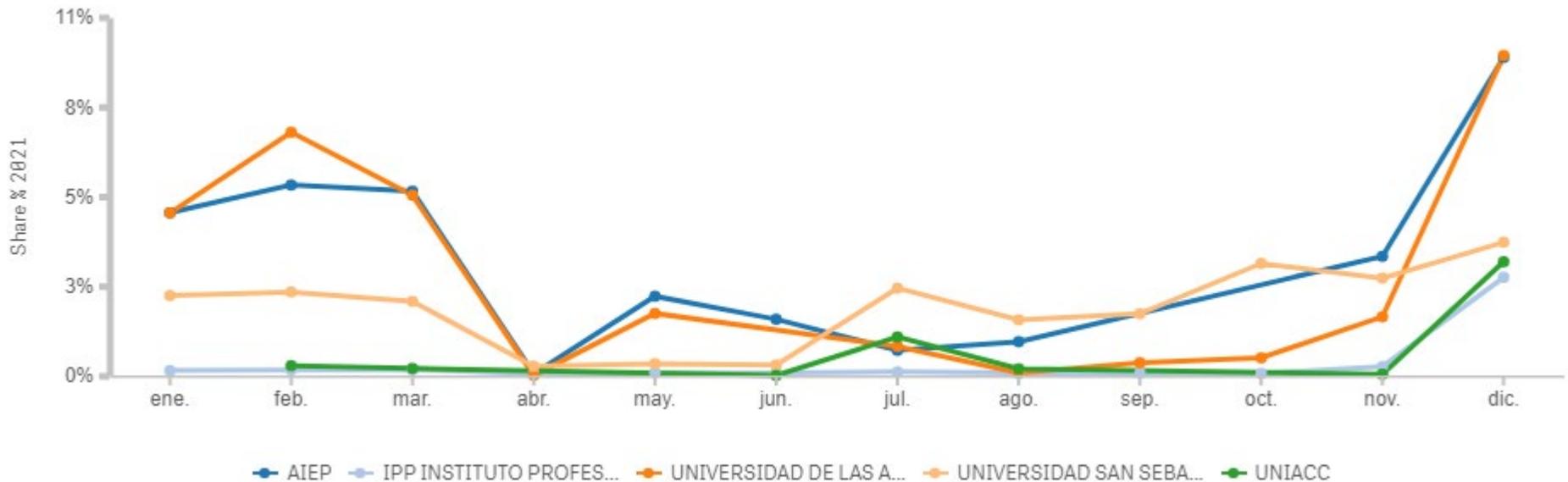
## %SOI



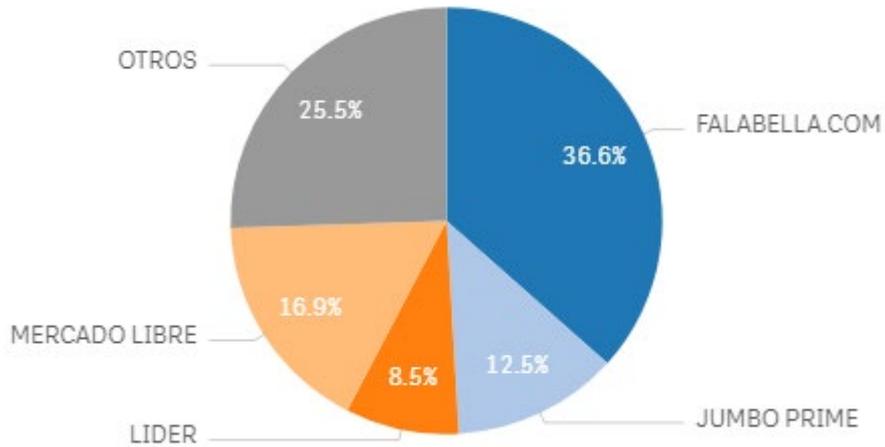
## Mix de medios



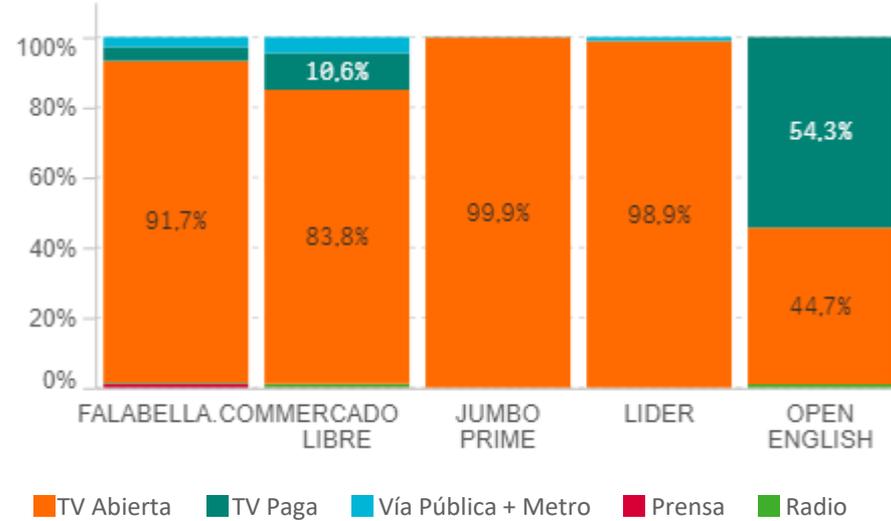
## Estacionalidad



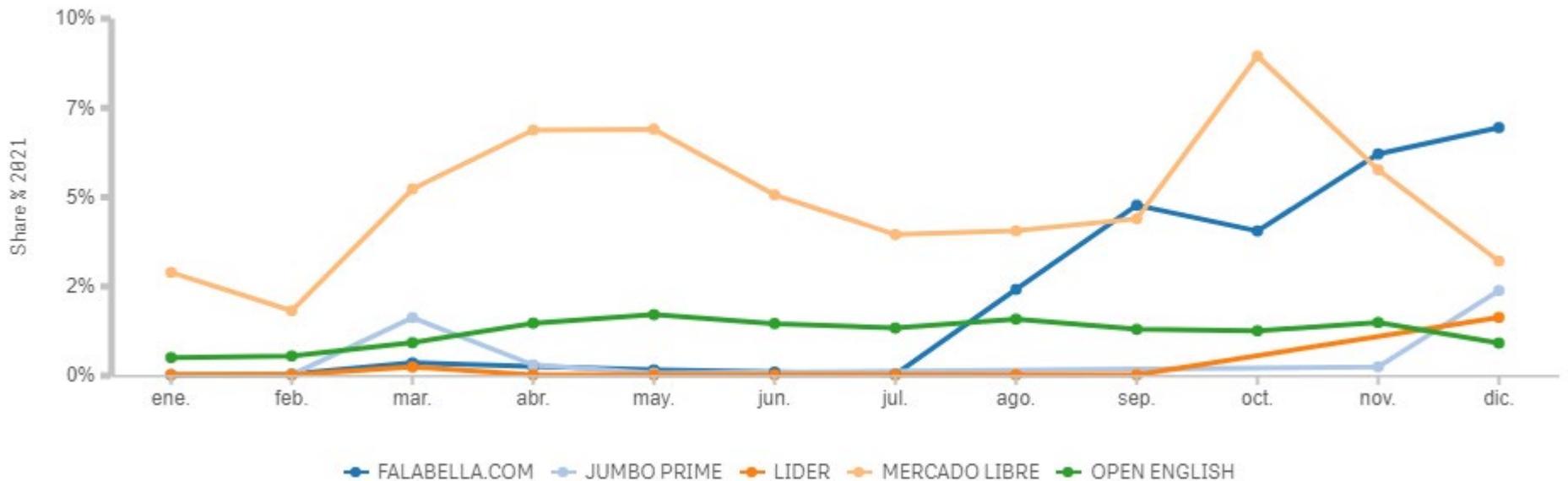
## %SOI



## Mix de medios

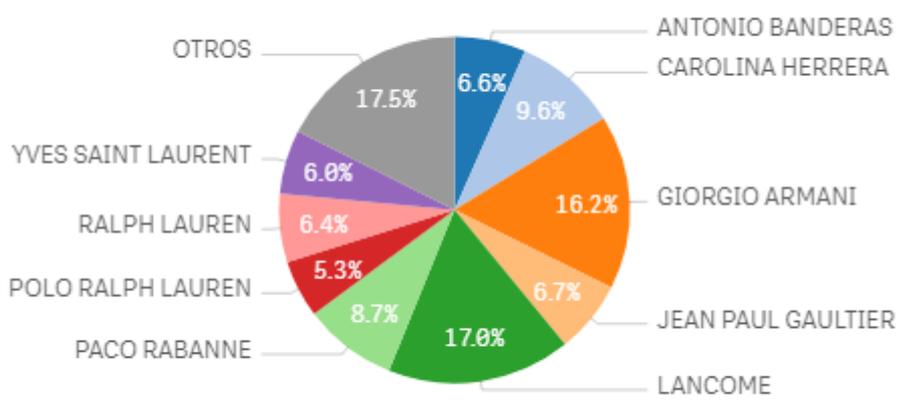


## Estacionalidad

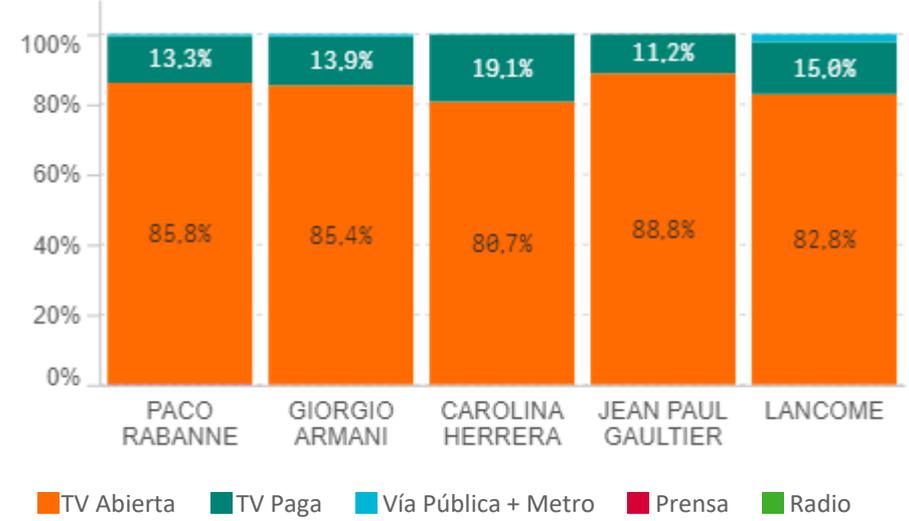




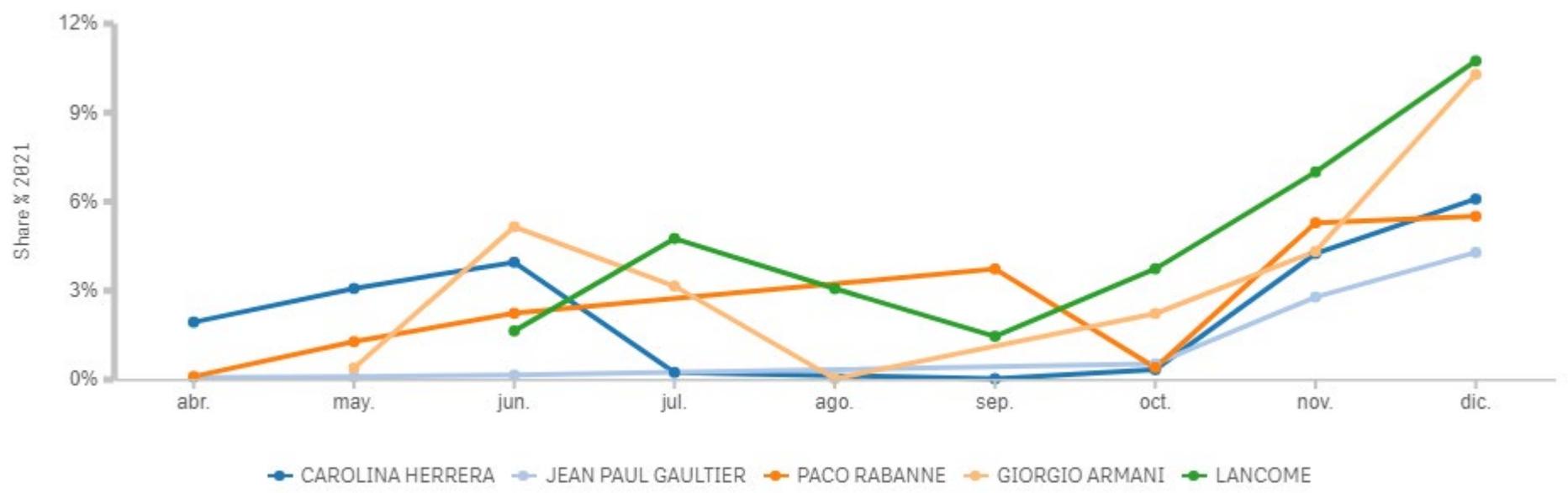
## %SOI



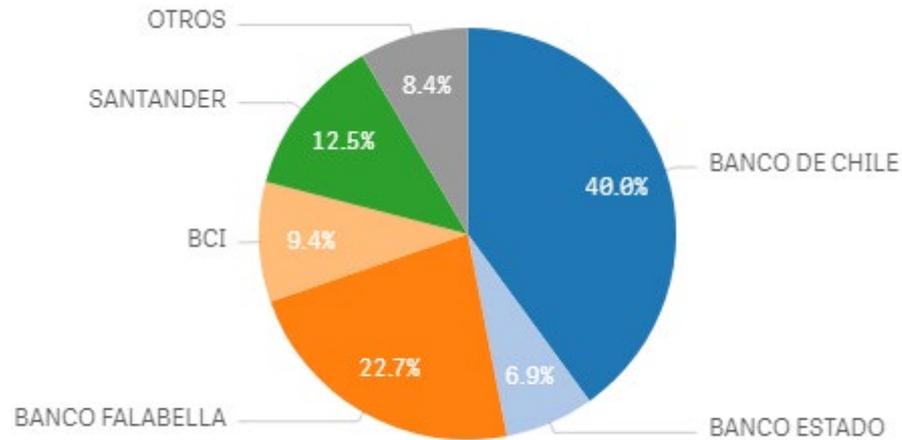
## Mix de medios



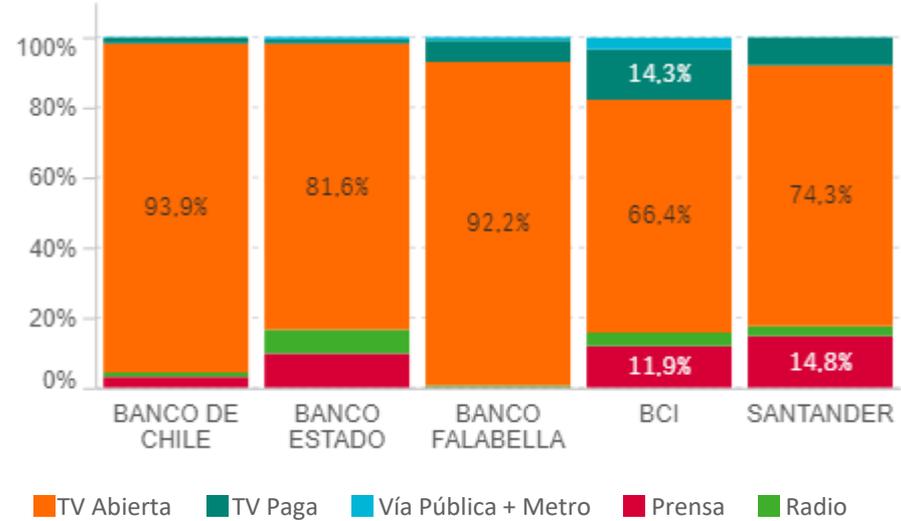
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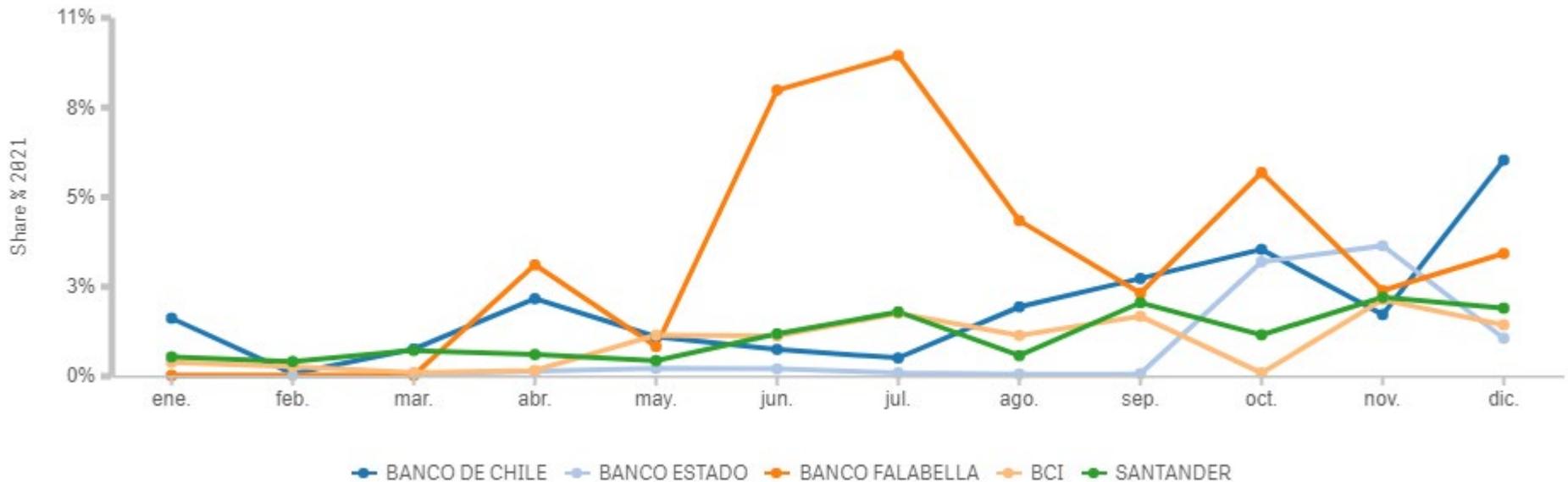
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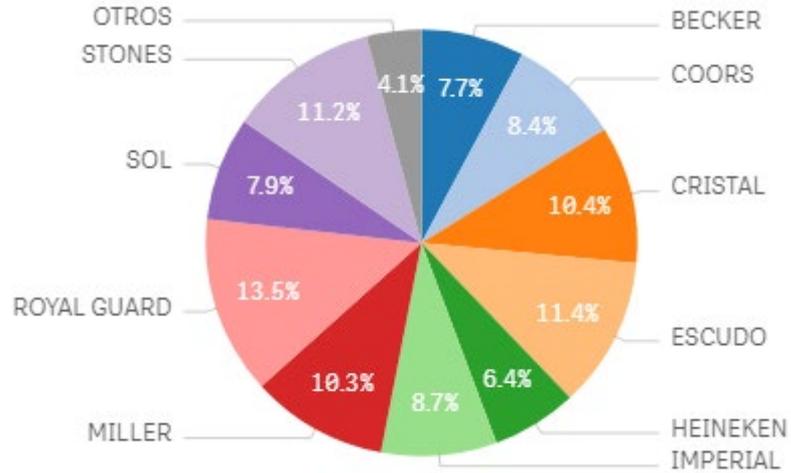
## Mix de medios



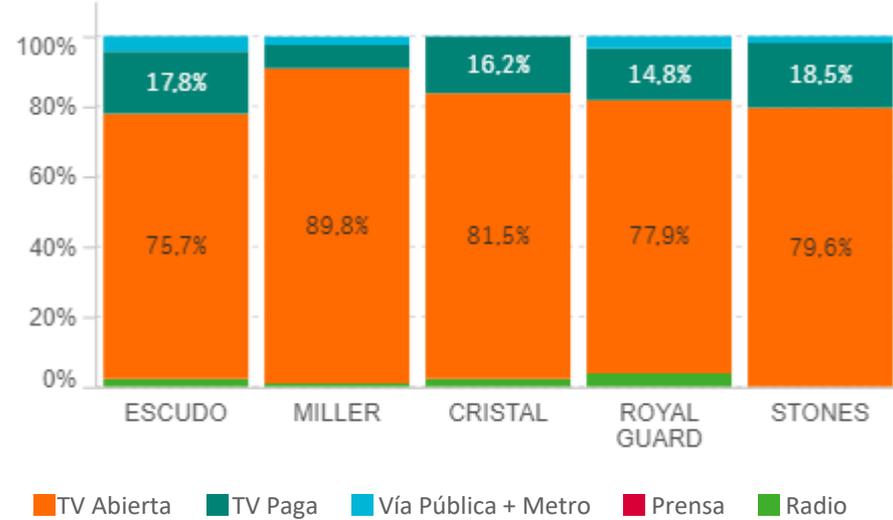
## Estacionalidad



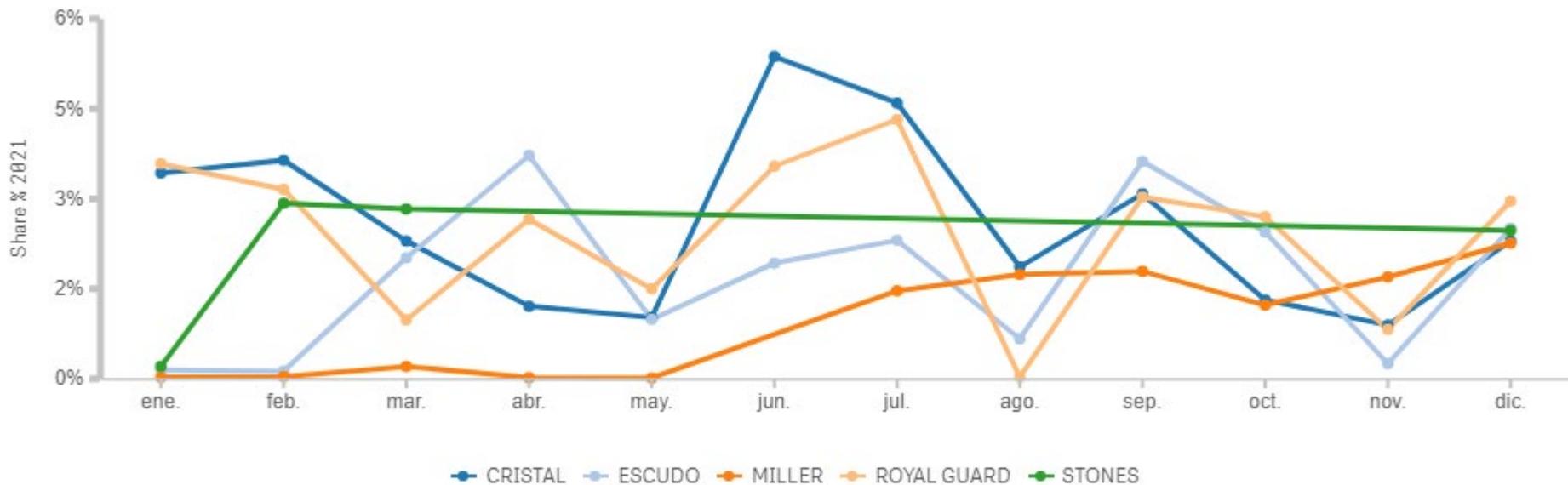
## %SOI



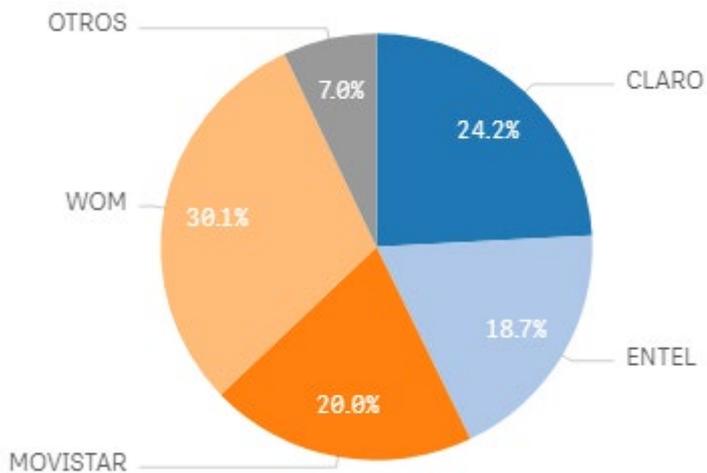
## Mix de medios



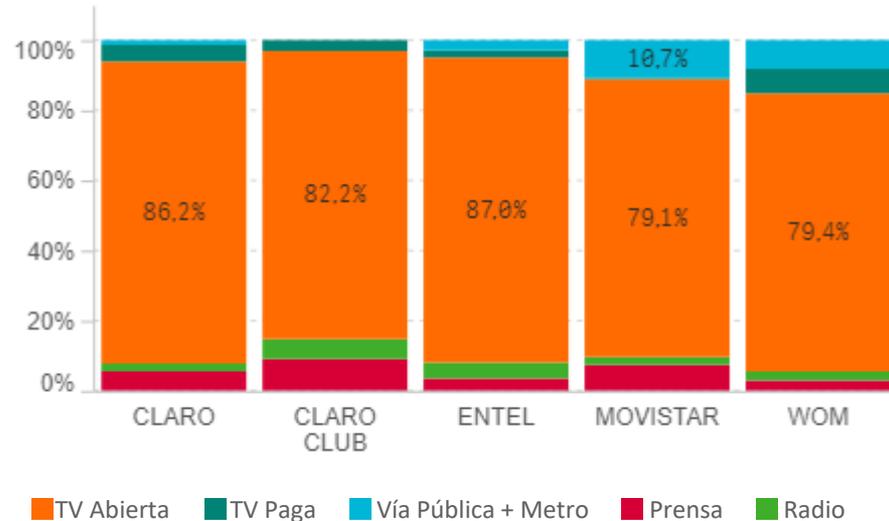
## Estacionalidad



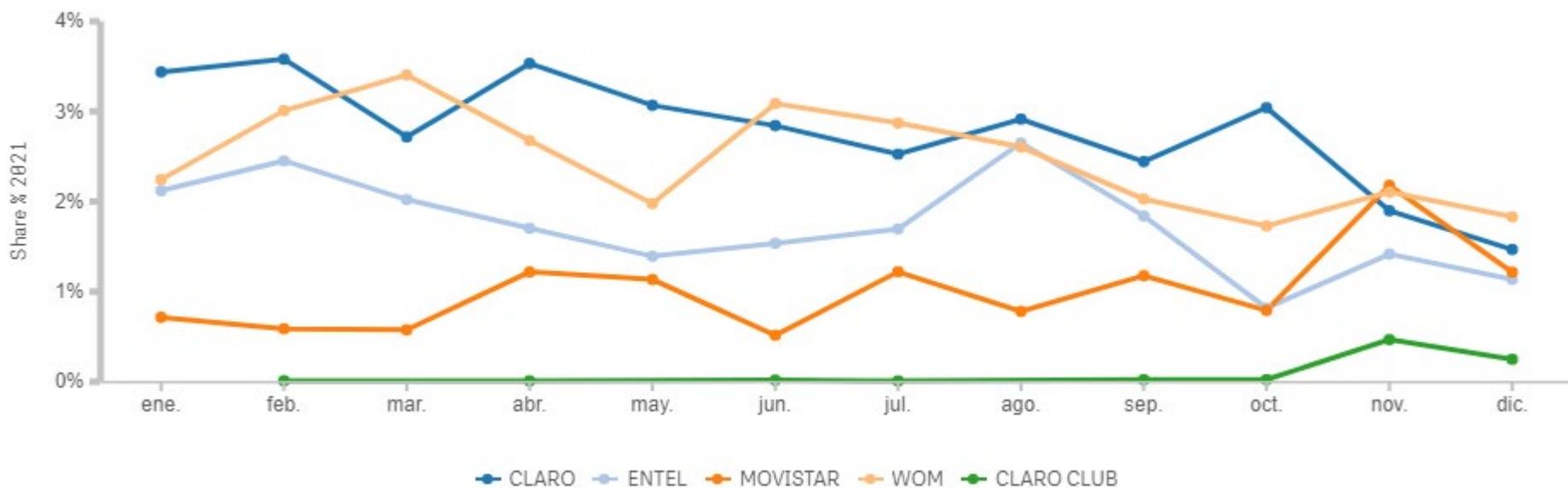
## %SOI



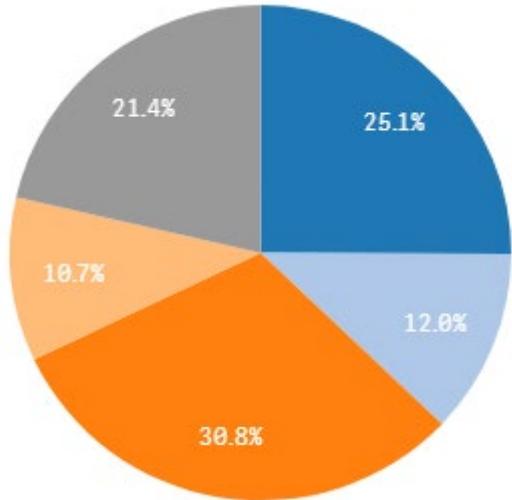
## Mix de medios



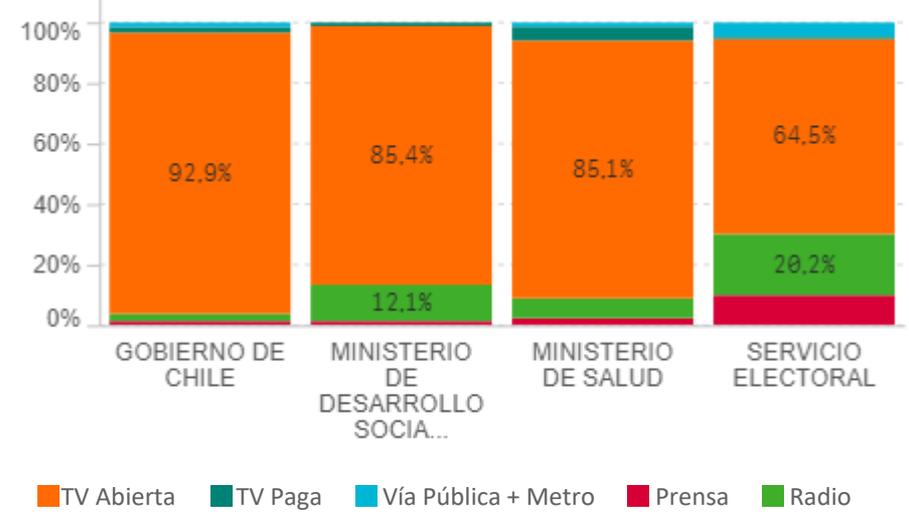
## Estacionalidad



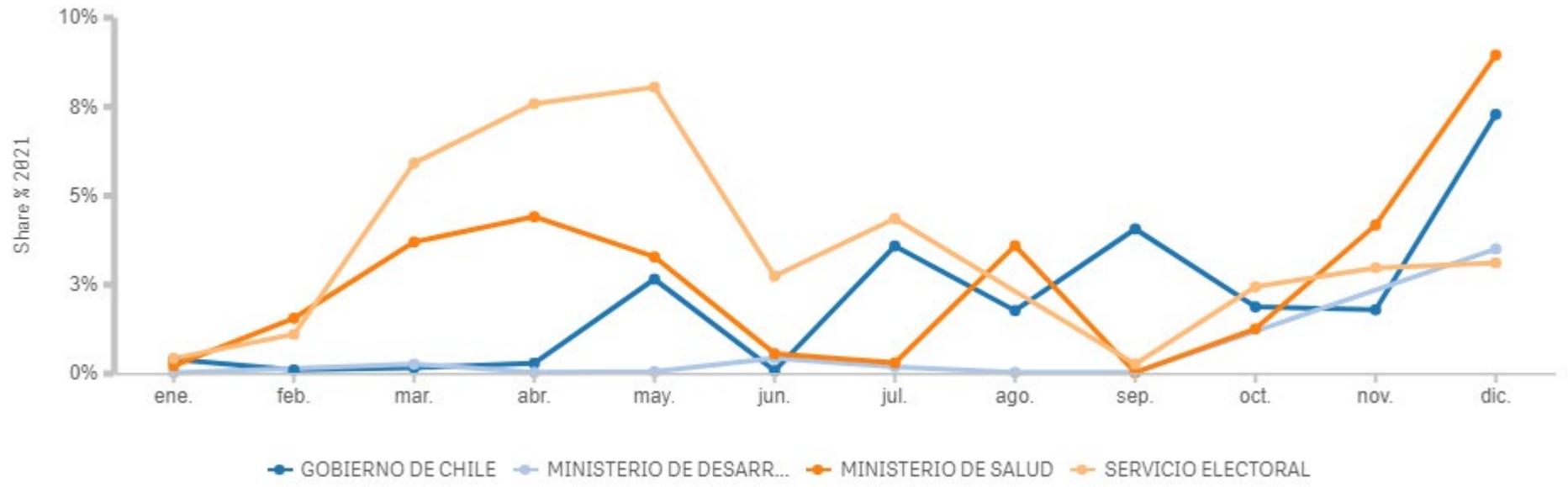
## %SOI

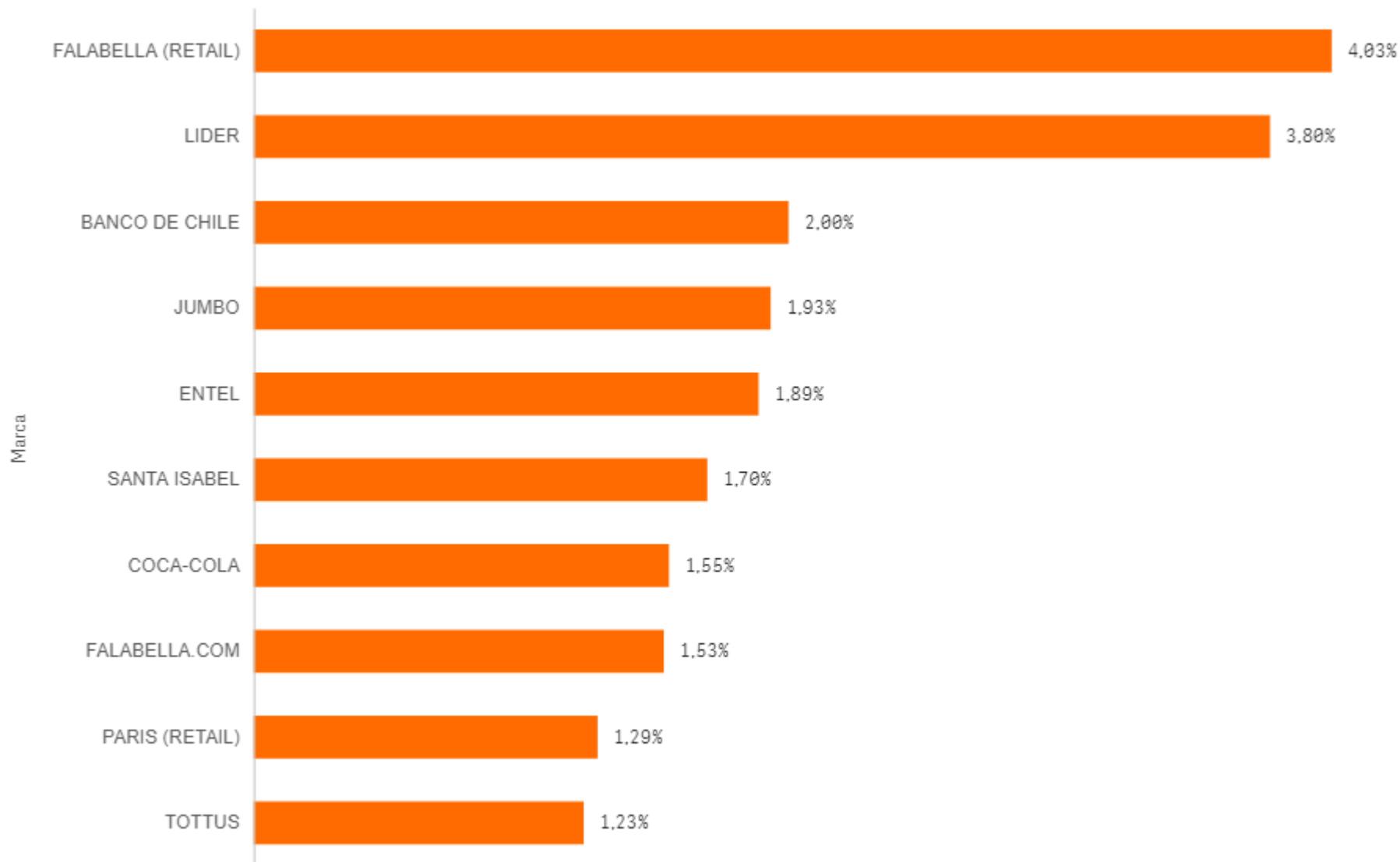


## Mix de medios



## Estacionalidad





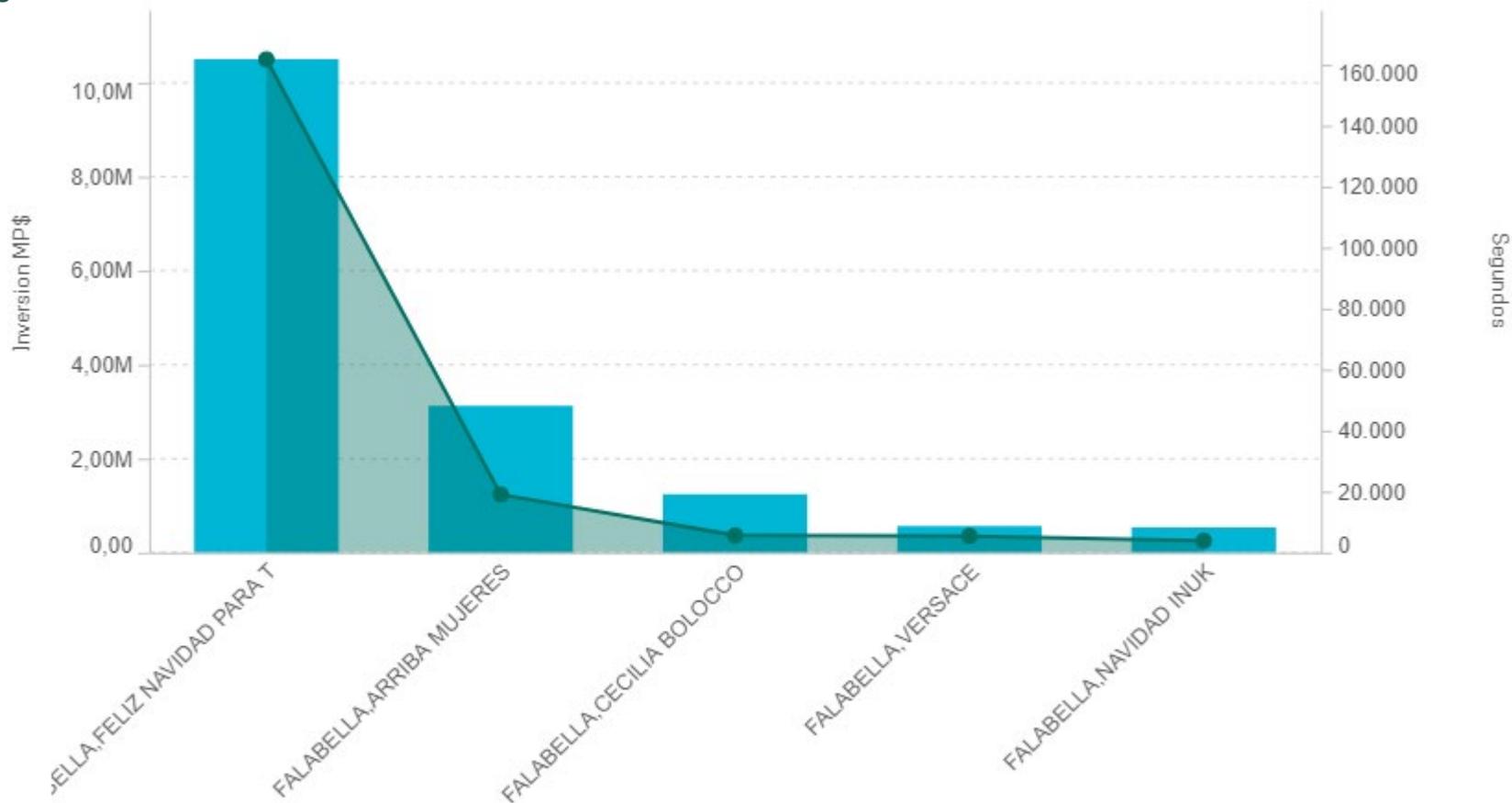
Segundos Diciembre - 2021

270.866

Inversion Miles de Pesos - Dici...

17,89M

## Top 5 Productos



Segundos Diciembre - 2021

## 709.368

Inversion Miles de Pesos - Dici...

## 16,87M

### Top 5 Productos



Segundos Diciembre - 2021

Inversion Miles de Pesos - Dici...

86.234

8,88M

## Top 5 Productos



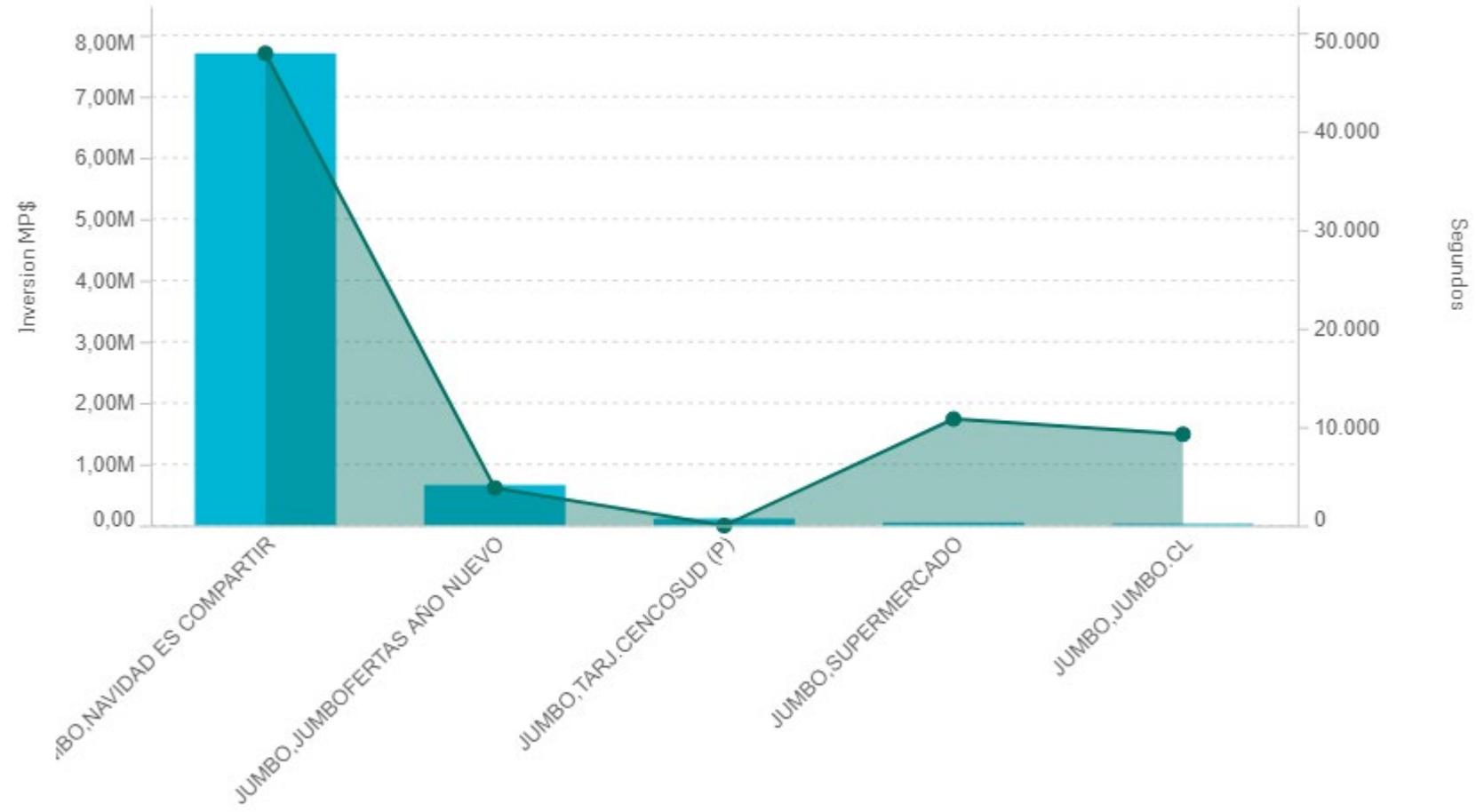
Segundos Diciembre - 2021

Inversion Miles de Pesos - Dici...

## 75.769

## 8,58M

### Top 5 Productos



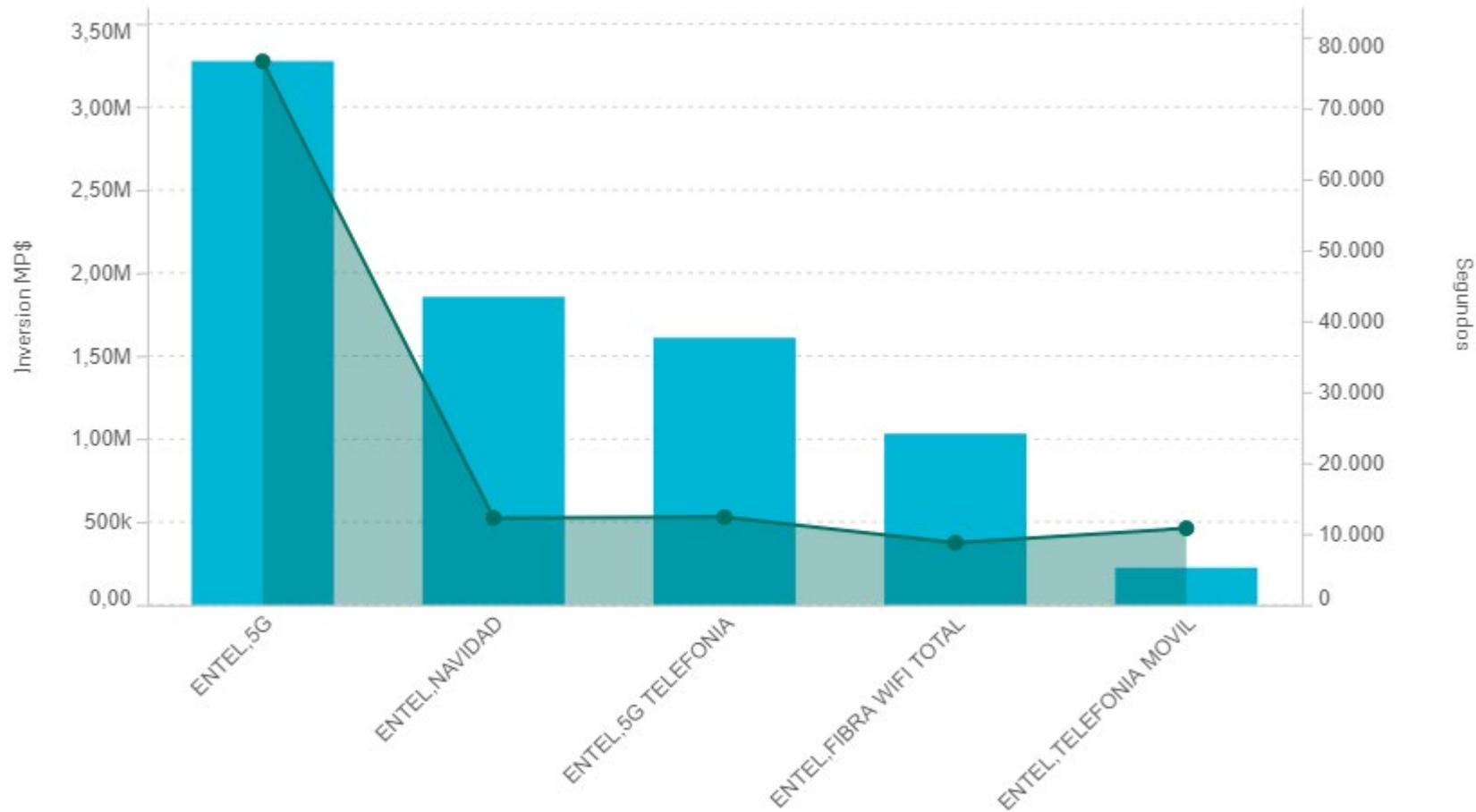
Segundos Diciembre - 2021

## 173.414

Inversion Miles de Pesos - Dici...

## 8,38M

### Top 5 Productos



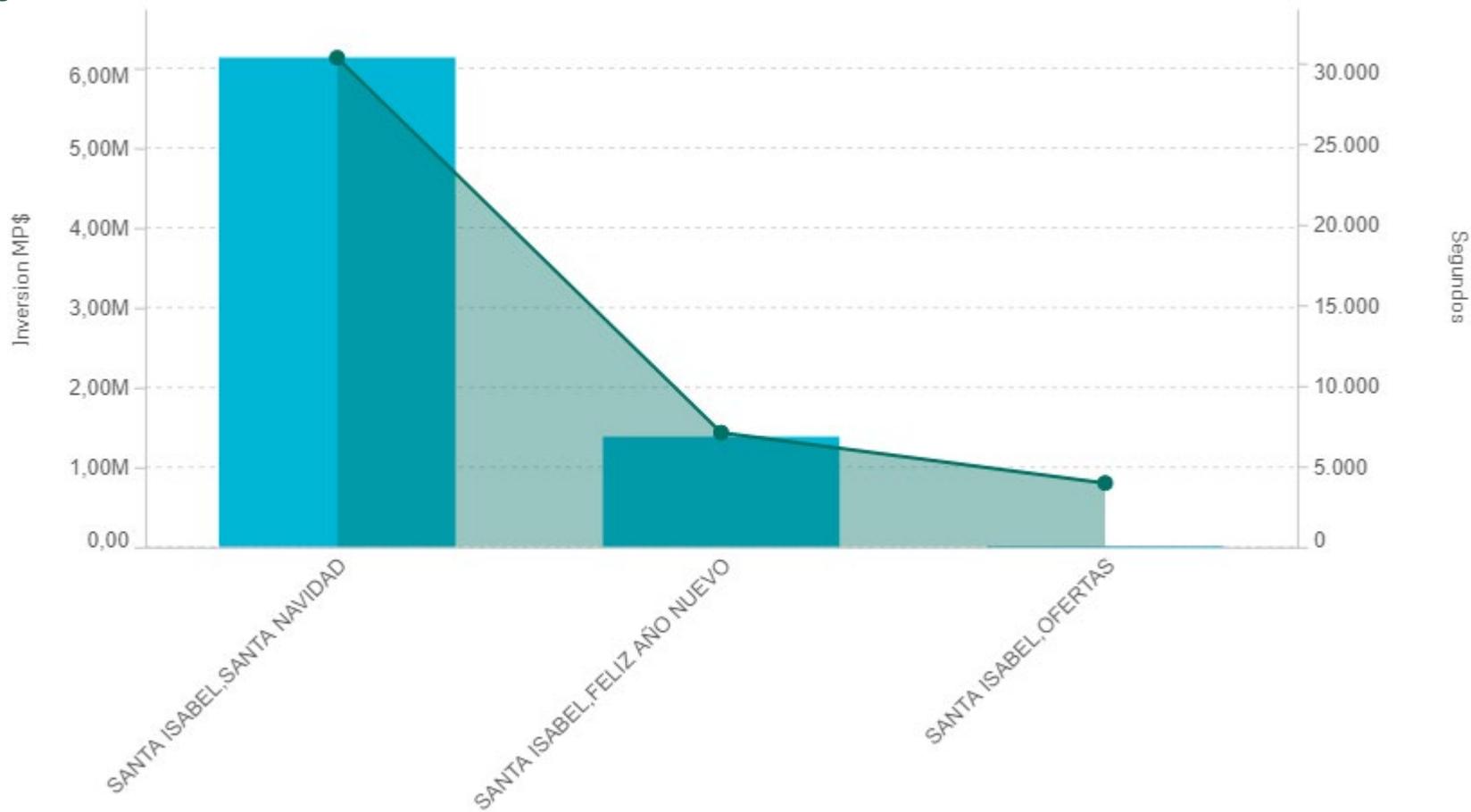
Segundos Diciembre - 2021

41.398

Inversion Miles de Pesos - Dici...

7,53M

## Top 5 Productos



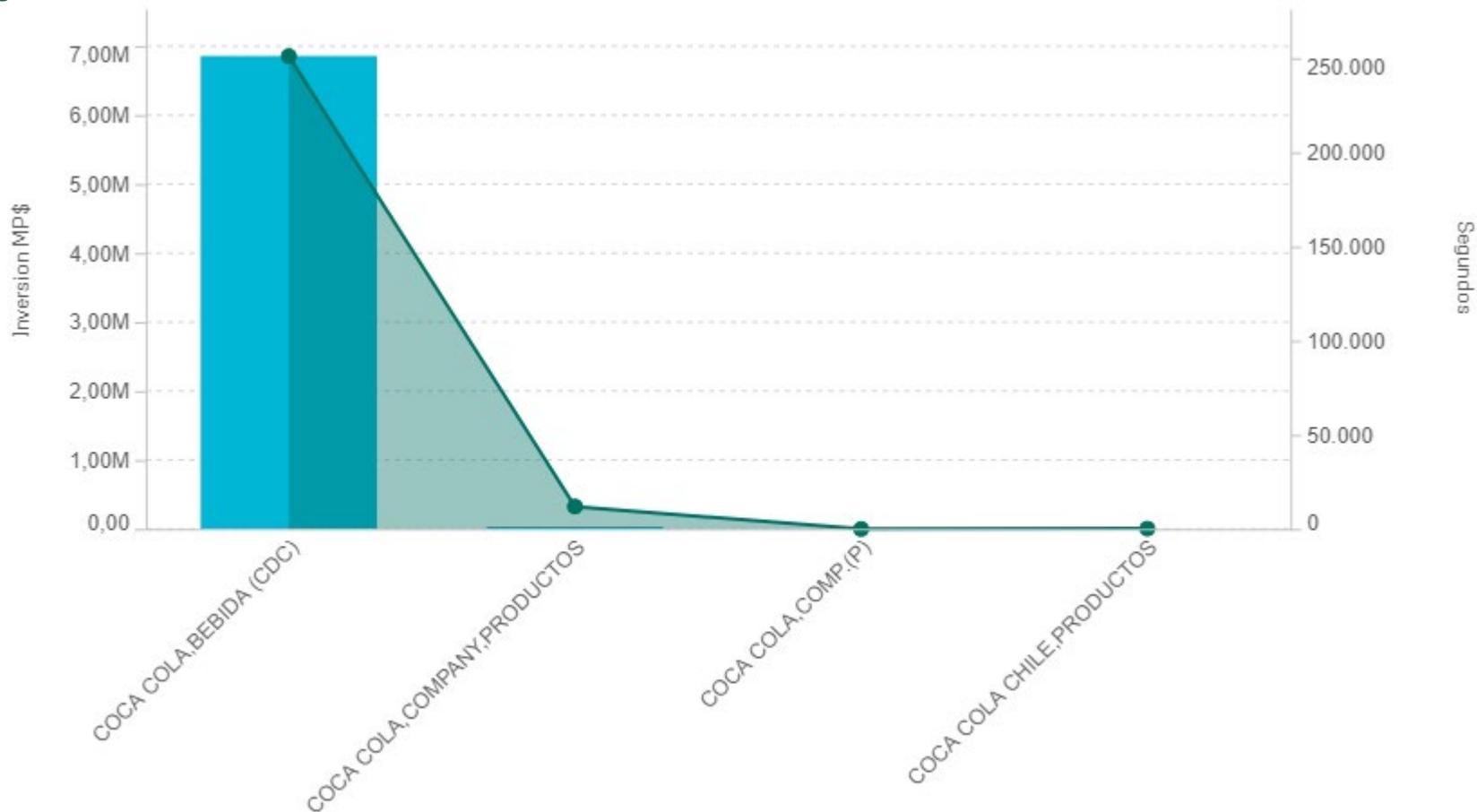
Segundos Diciembre - 2021

263.254

Inversion Miles de Pesos - Dici...

6,89M

## Top 5 Productos



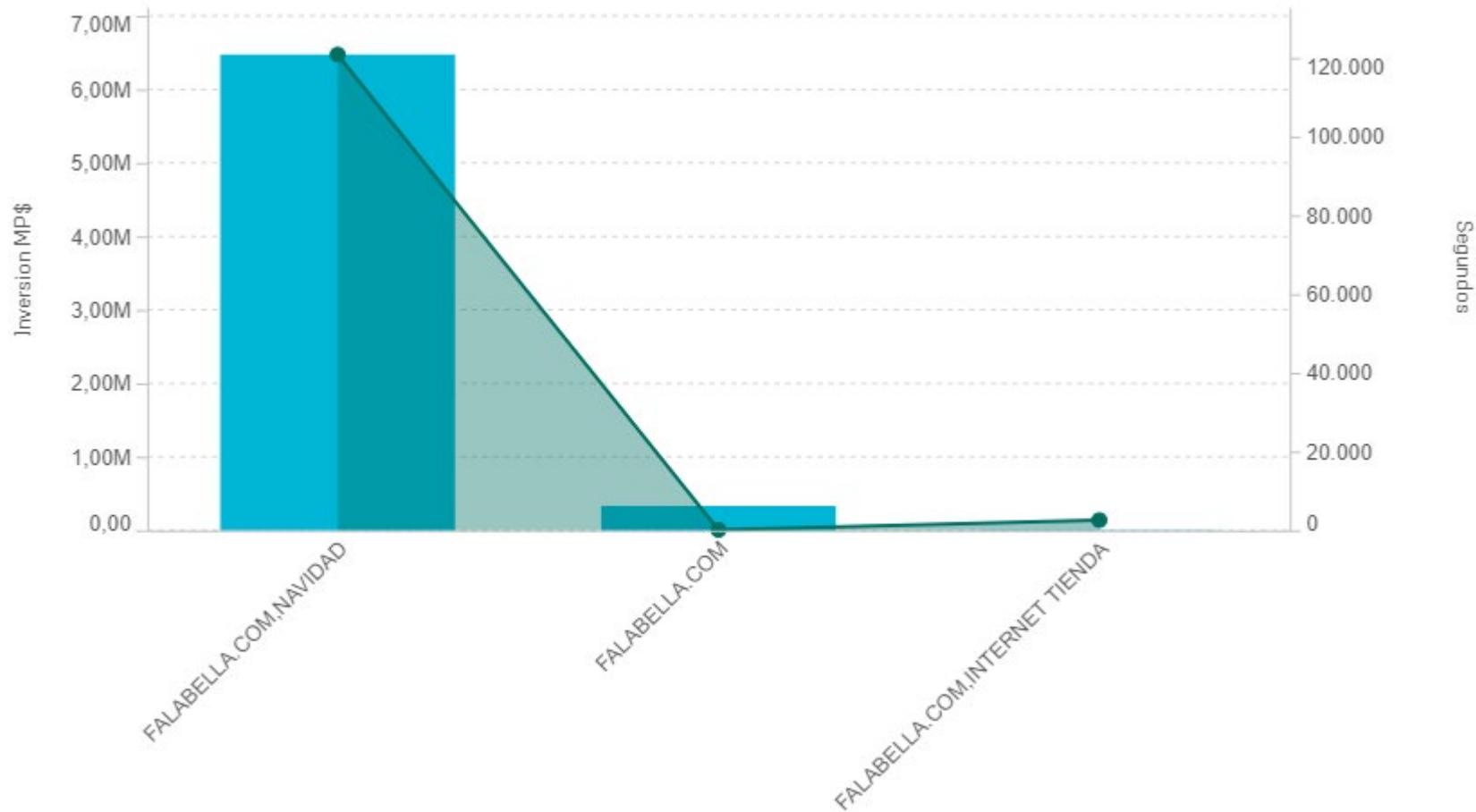
Segundos Diciembre - 2021

123.508

Inversion Miles de Pesos - Dici...

6,81M

## Top 5 Productos



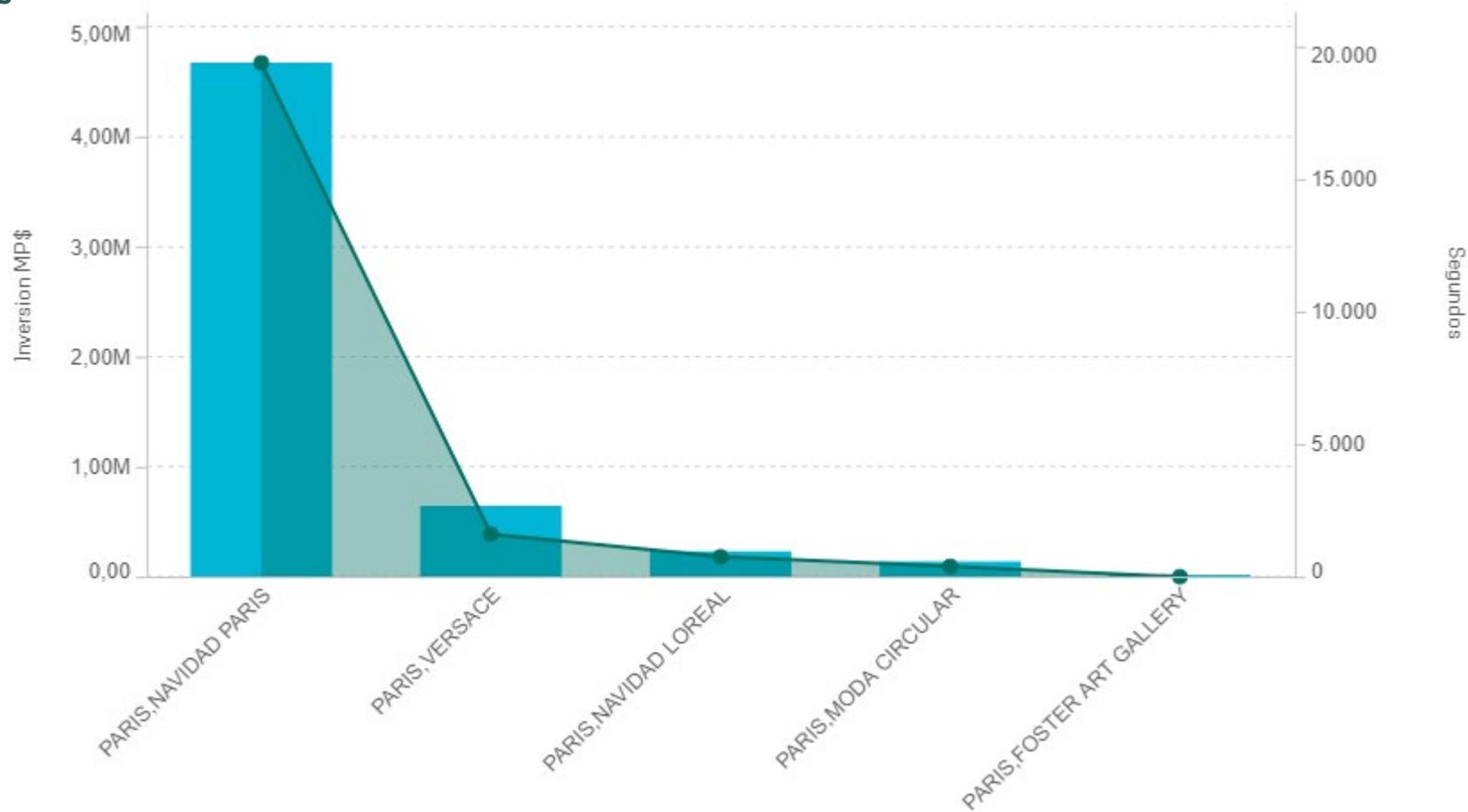
Segundos Diciembre - 2021

## 22.212

Inversion Miles de Pesos - Dici...

## 5,71M

### Top 5 Productos



Segundos Diciembre - 2021

## 103.459

Inversion Miles de Pesos - Dici...

## 5,48M

### Top 5 Productos

