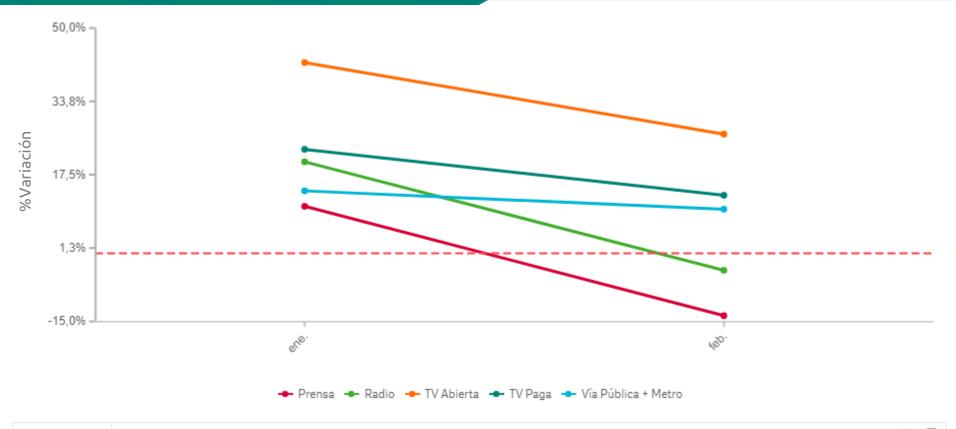
INFORME DE INVERSIÓN PUBLICITARIA

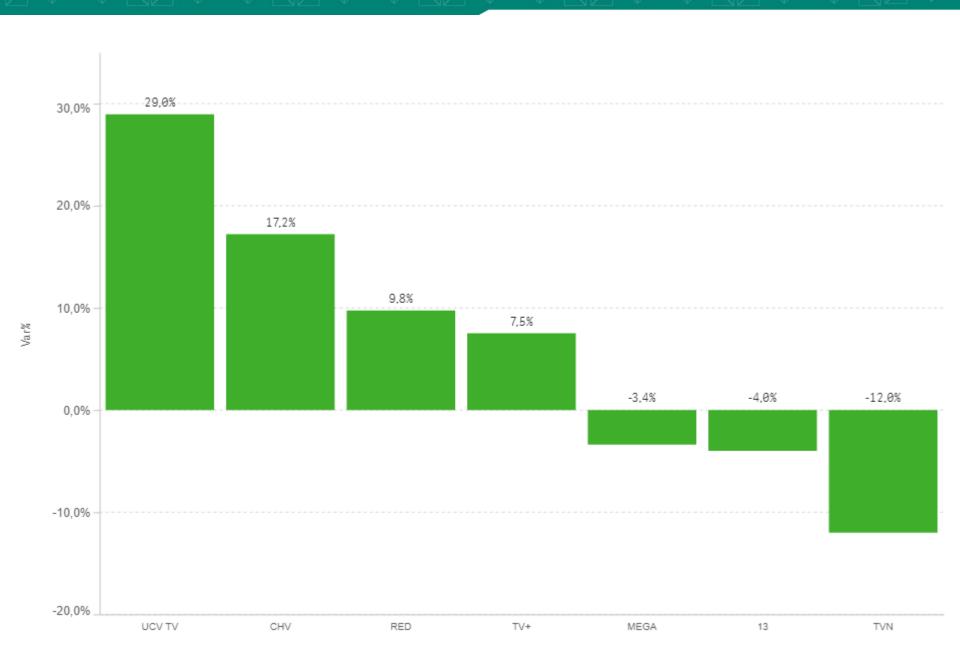
Febrero 2022

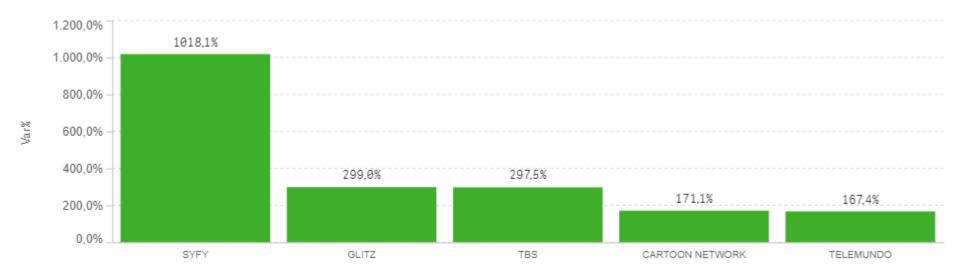


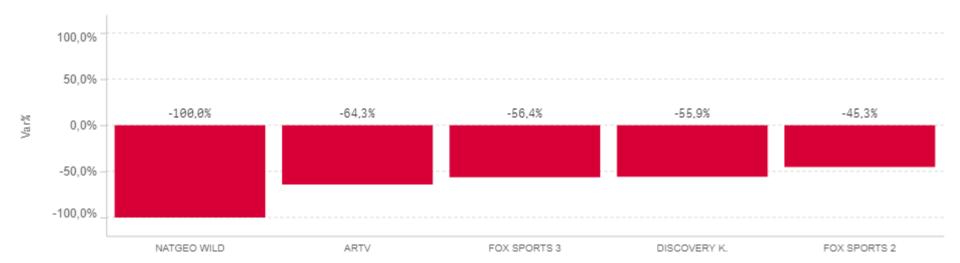
Inversión publicitaria mensual



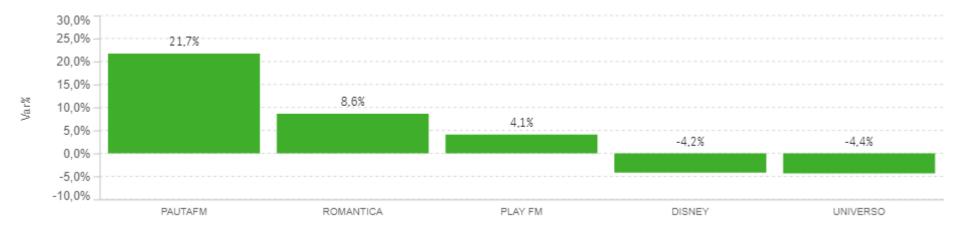
					:≡ 🗓
Medios	Prensa	Radio	TV Abierta	TV Paga	Vía Pública + Metro
%Var	-13,8% ◆	-3,8% ◆	26,4% 🛧	12,8% 🛧	9,8% 🛧

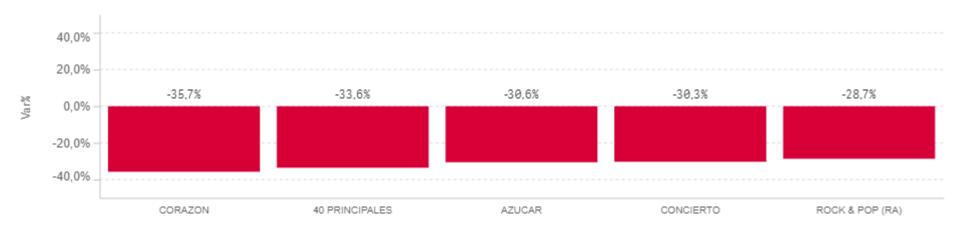




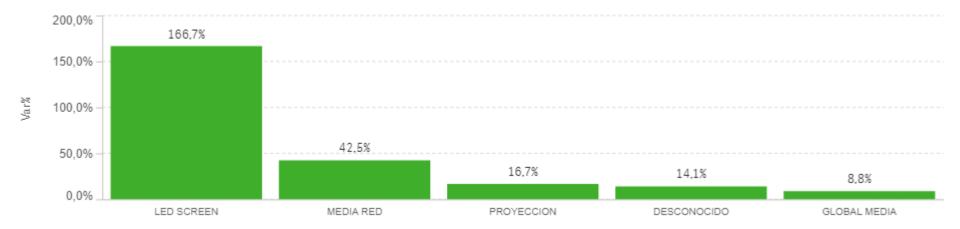


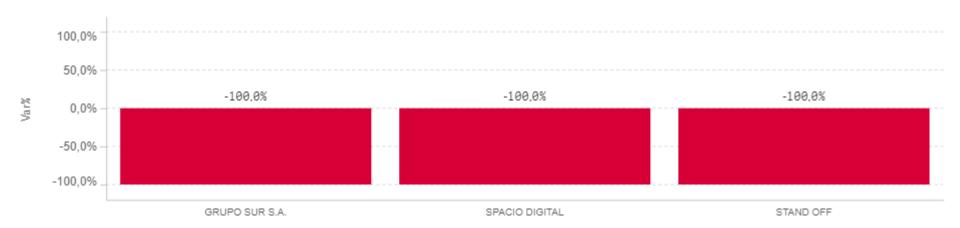


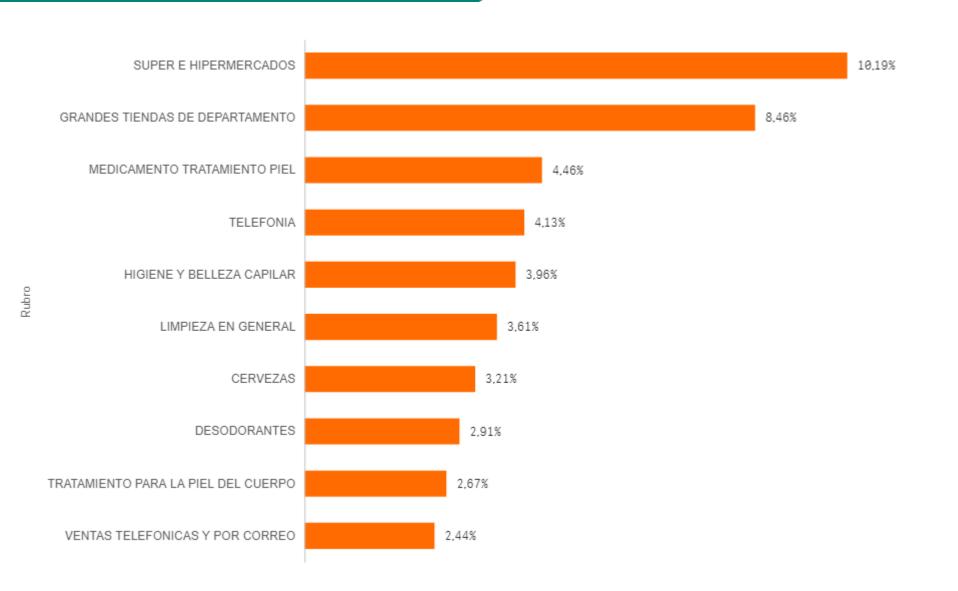




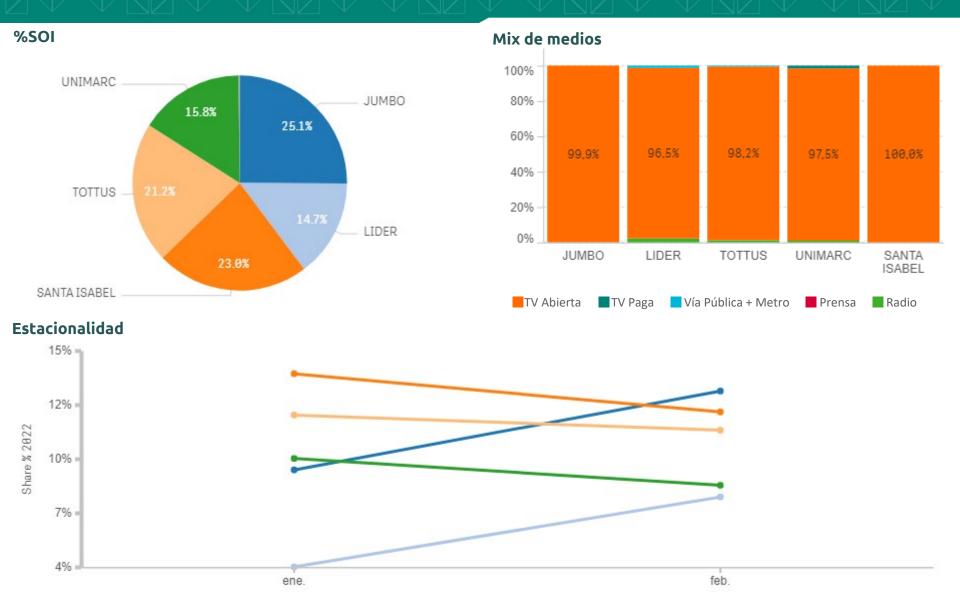
%Var. Vía Pública + Metro





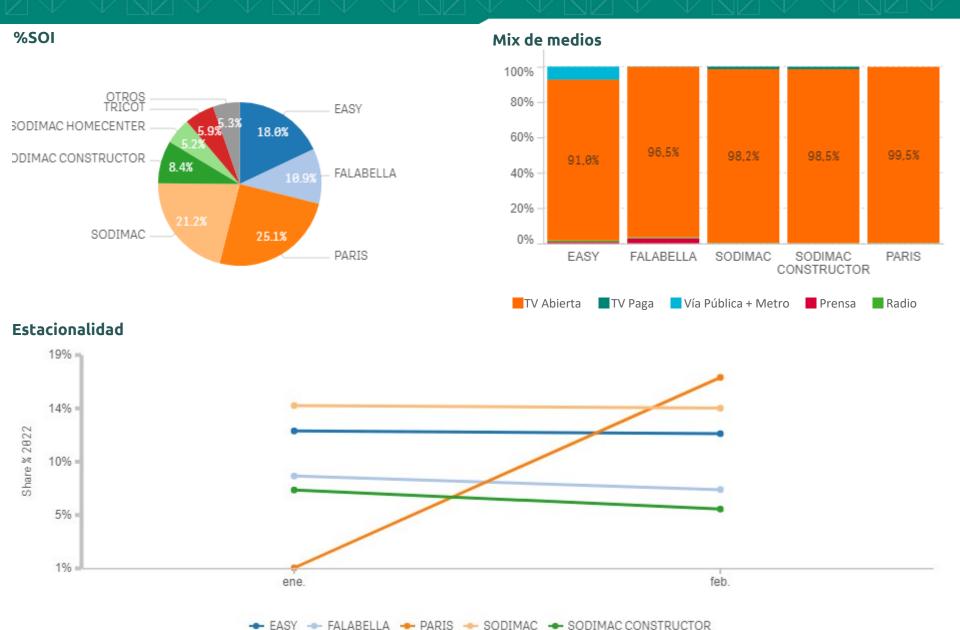


SUPER E HIPERMERCADOS

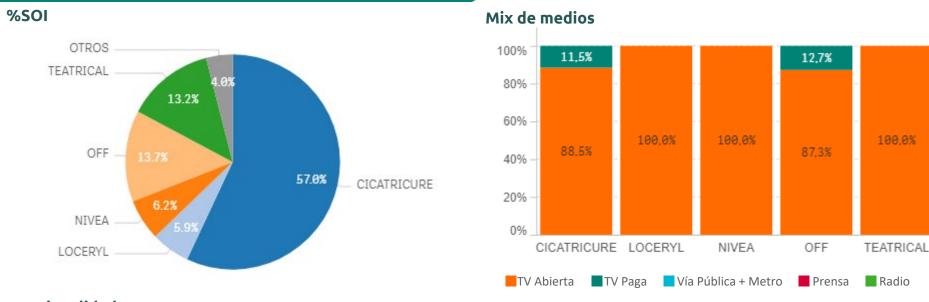


→ JUMBO → LIDER → SANTA ISABEL → TOTTUS → UNIMARC

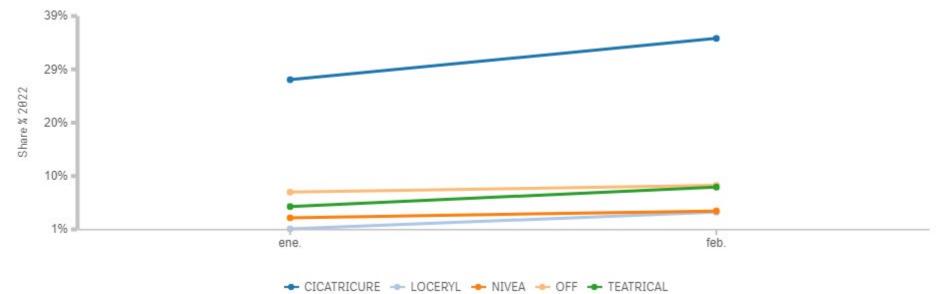
GRANDES TIENDAS DE DEPARTAMENTO



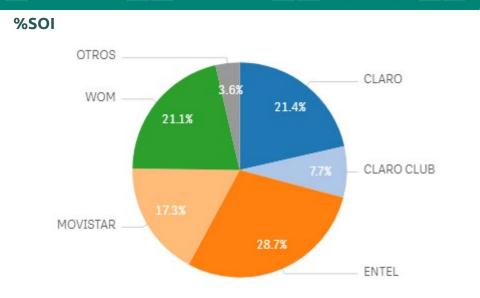
MEDICAMENTO TRATAMIENTO PIEL

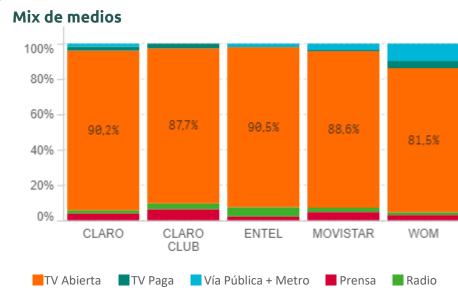


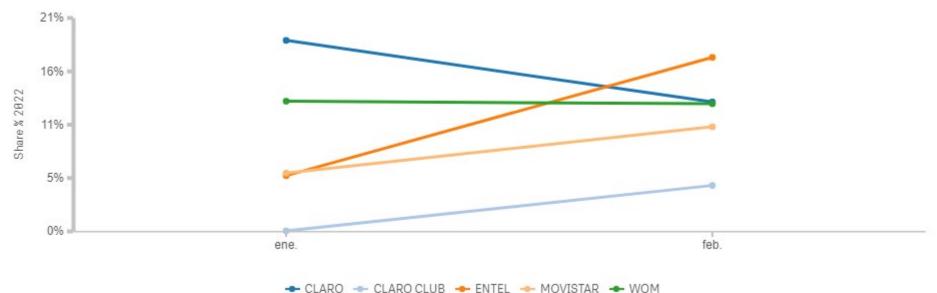




TELEFONIA







94.0%

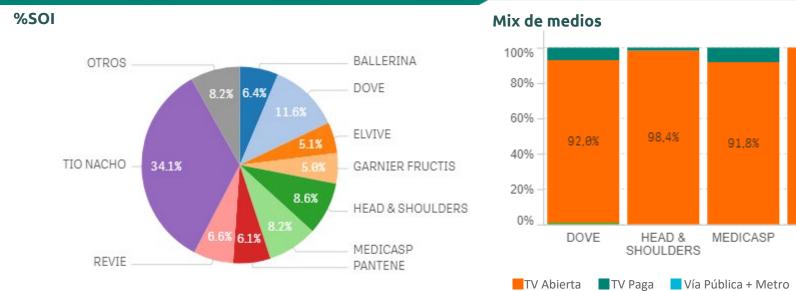
TIO NACHO

Radio

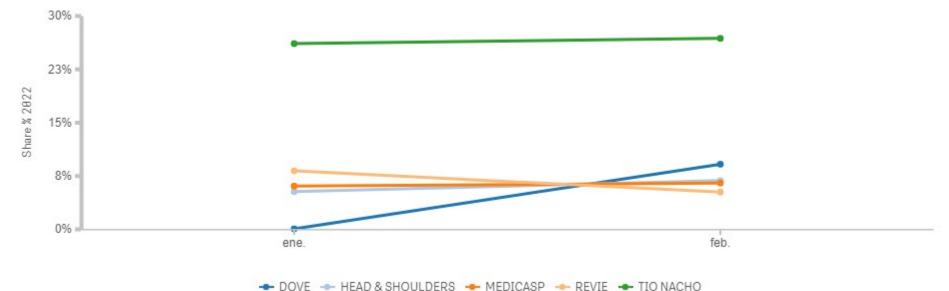
100,0%

REVIE

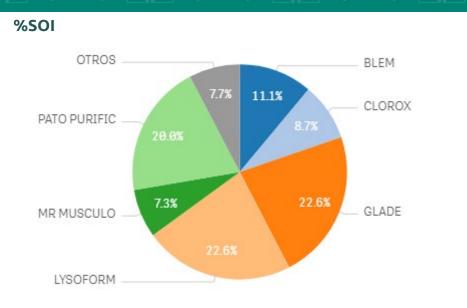
HIGIENE Y BELLEZA CAPILAR

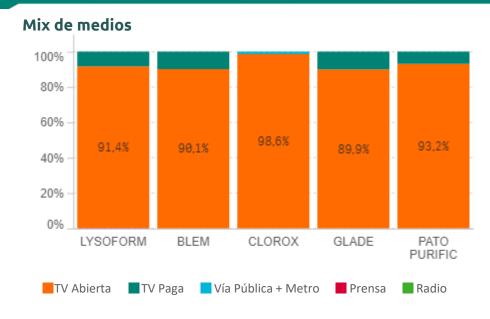


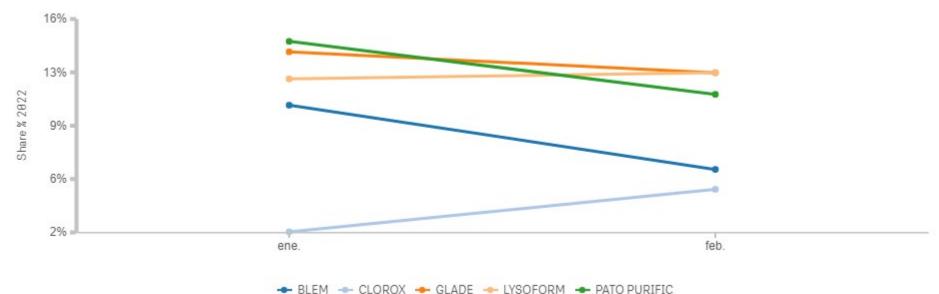




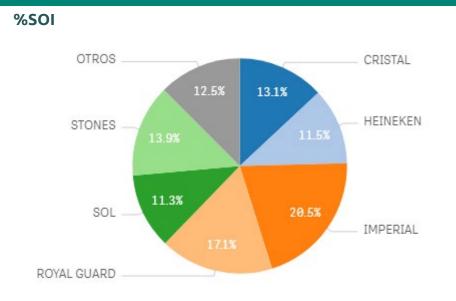
LIMPIEZA EN GENERAL

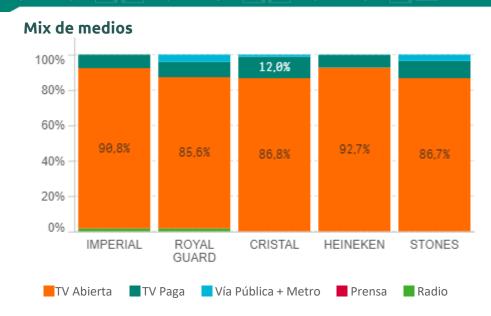


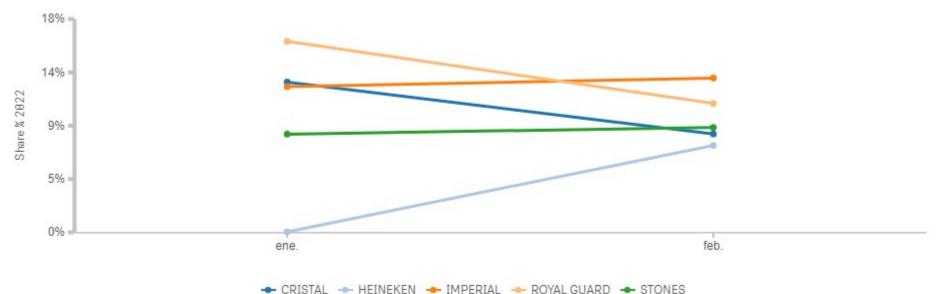




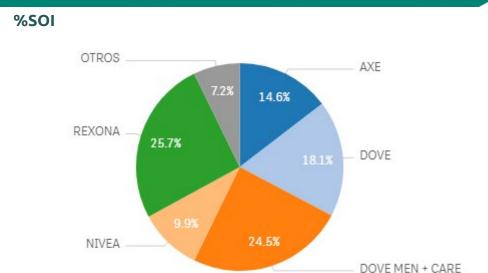
CERVEZAS

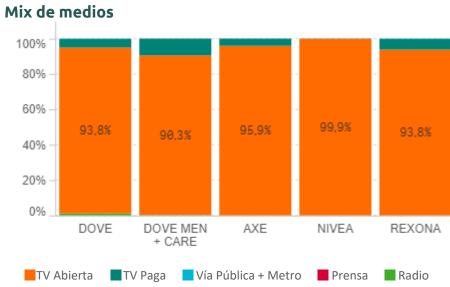


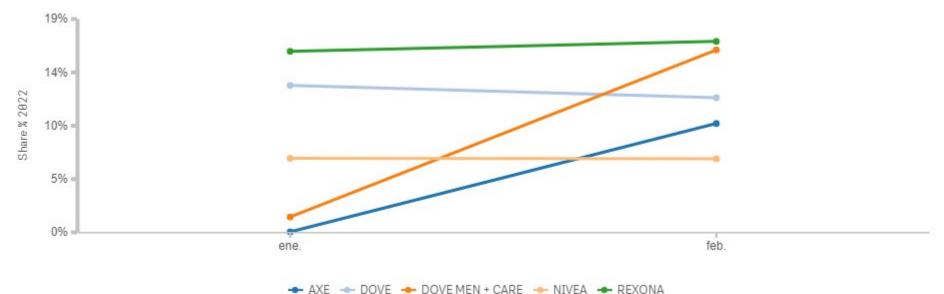




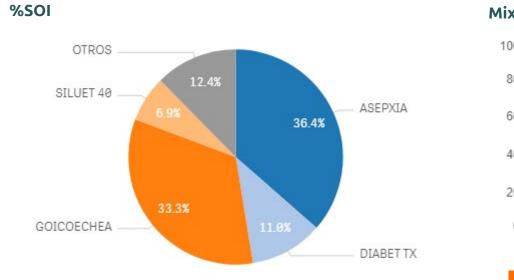
DESODORANTES

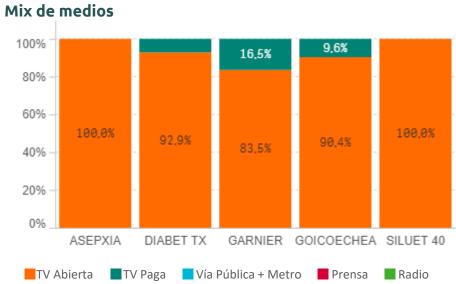


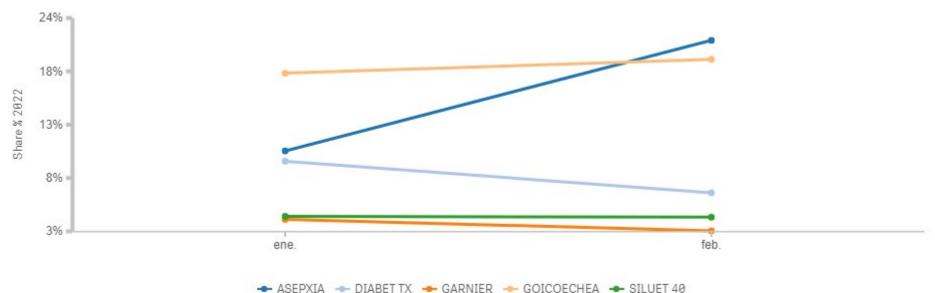




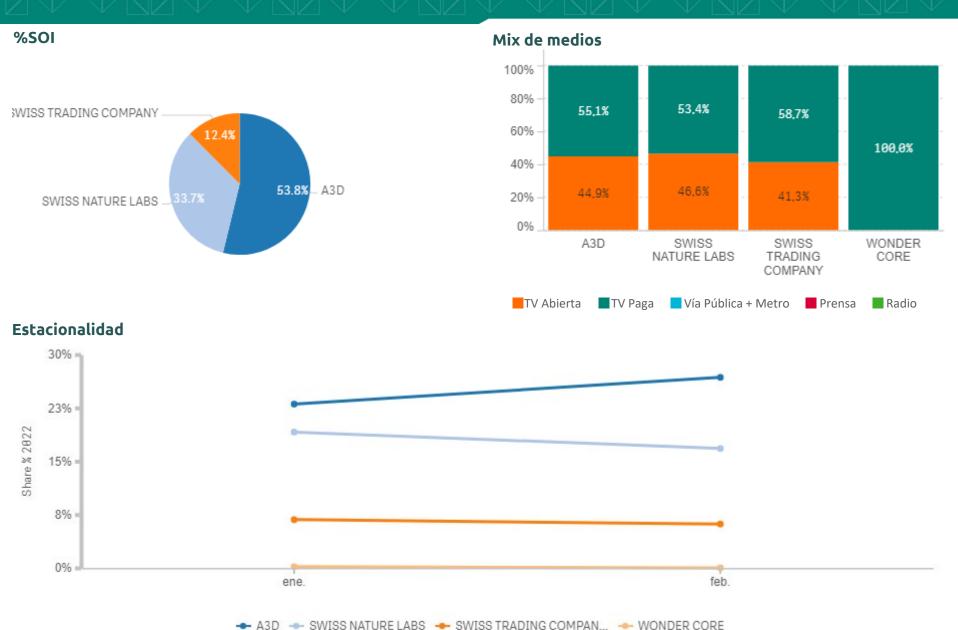
TRATAMIENTO PARA LA PIEL DEL CUERPO

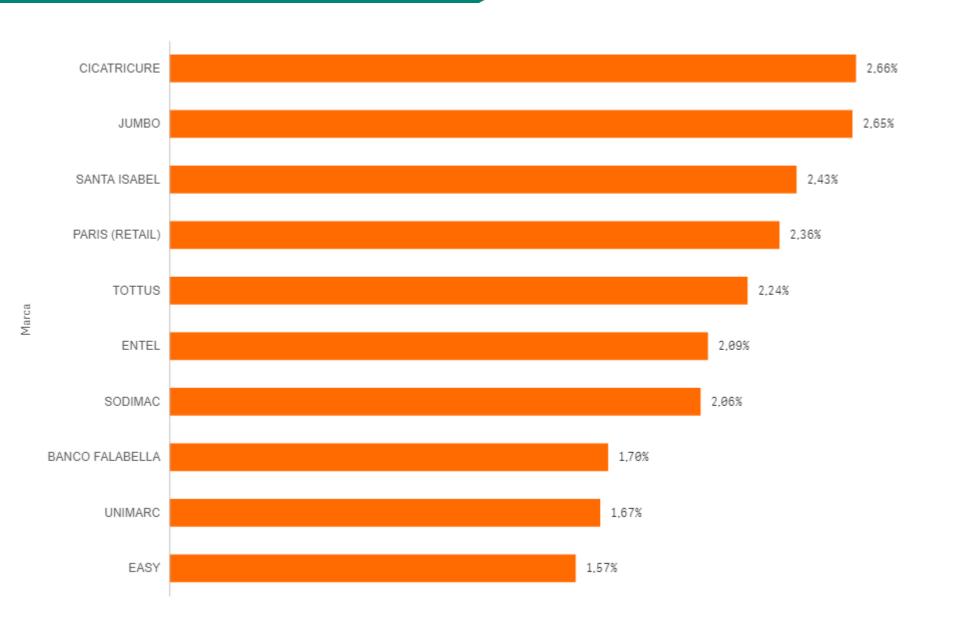






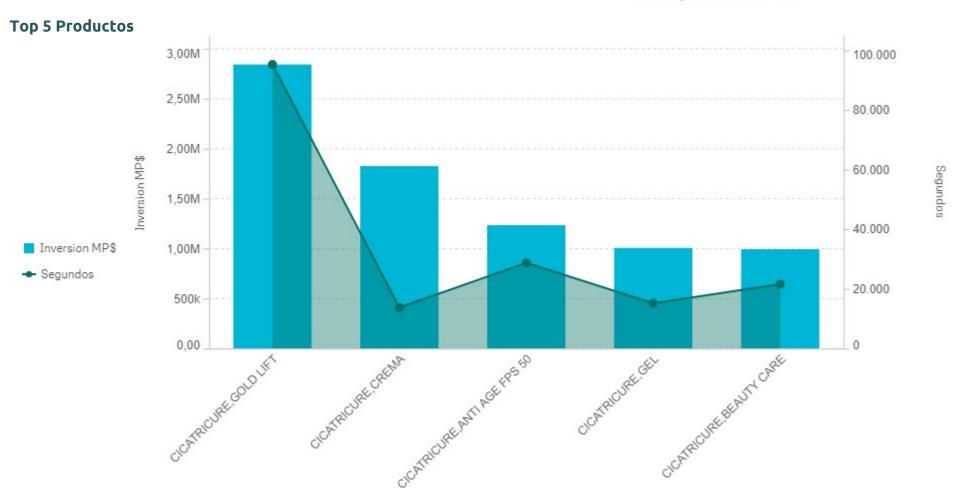
VENTAS TELEFONICAS Y POR CORREO





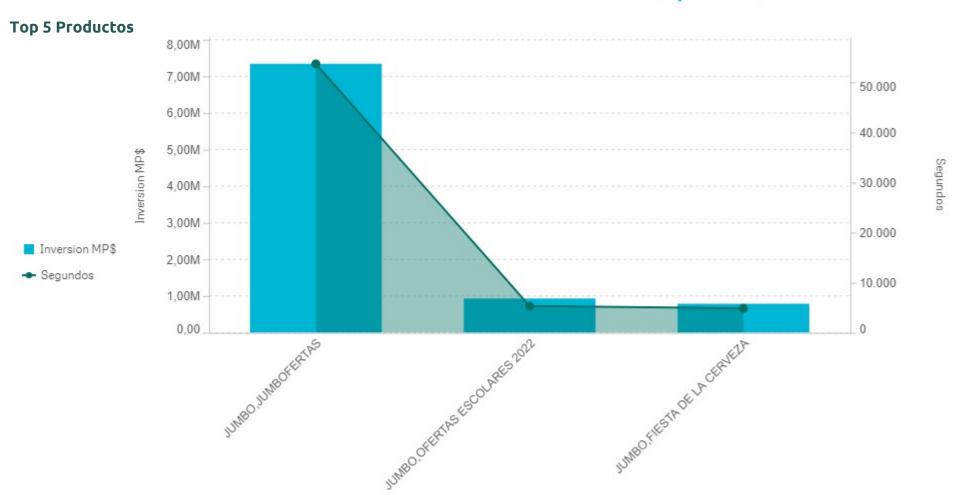
Segundos Febrero - 2022 Inversion Miles de Pesos - Feb...

9,12M



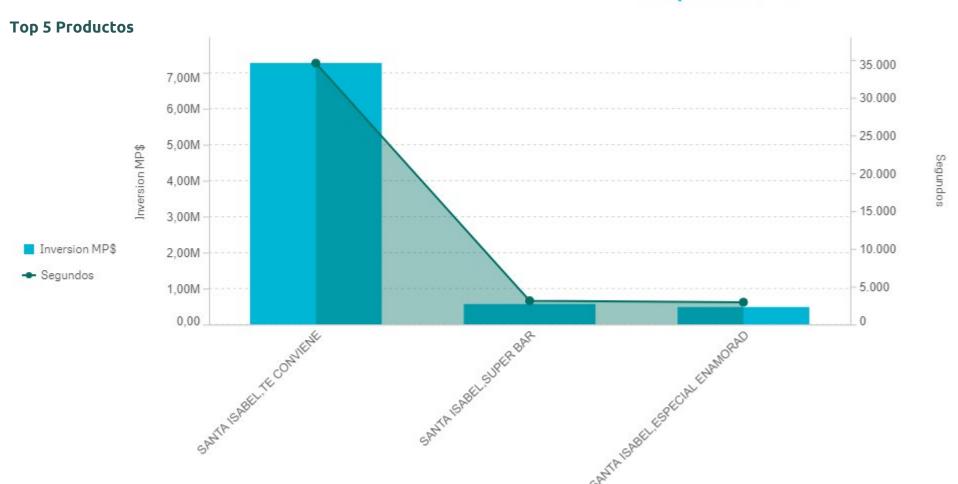
Segundos Febrero - 2022 Inversion Miles de Pesos - Feb...

9,07M



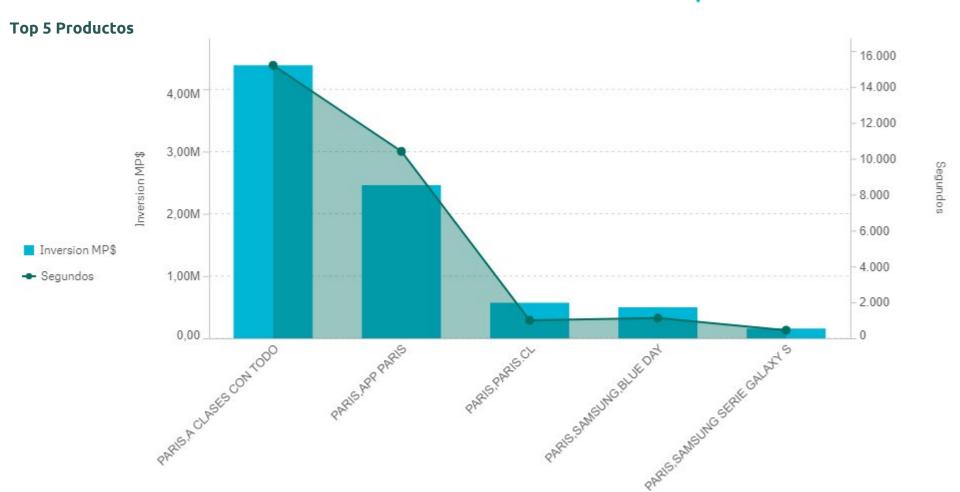
Segundos Febrero - 2022 Inversion Miles de Pesos - Feb...

8,33M



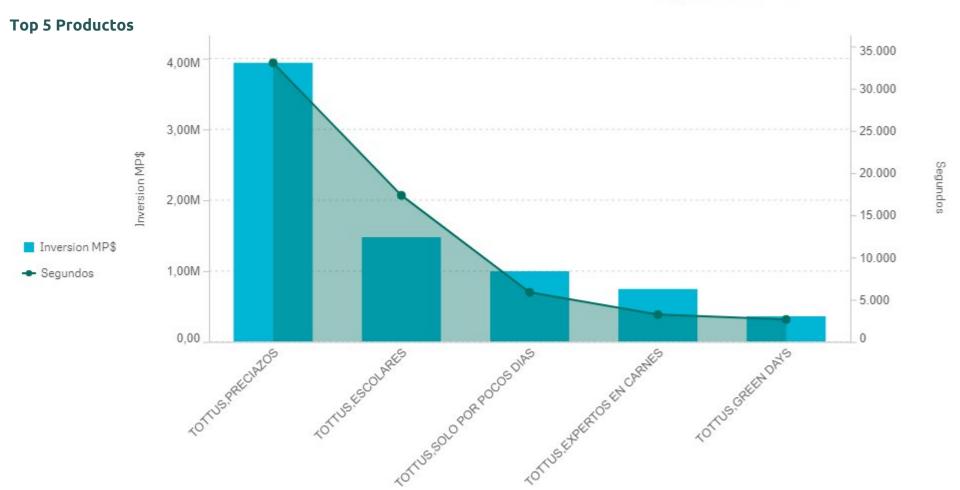
Segundos Febrero - 2022 Inversion Miles de Pesos - Feb...

8,1M



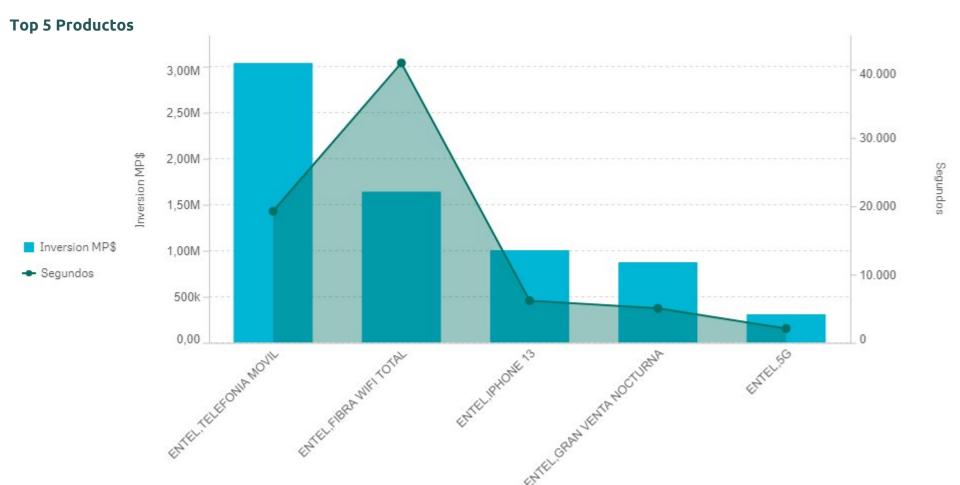
Segundos Febrero - 2022 Inversion Miles de Pesos - Feb...

7,68M



Segundos Febrero - 2022 Inversion Miles de Pesos - Feb...

7,15M

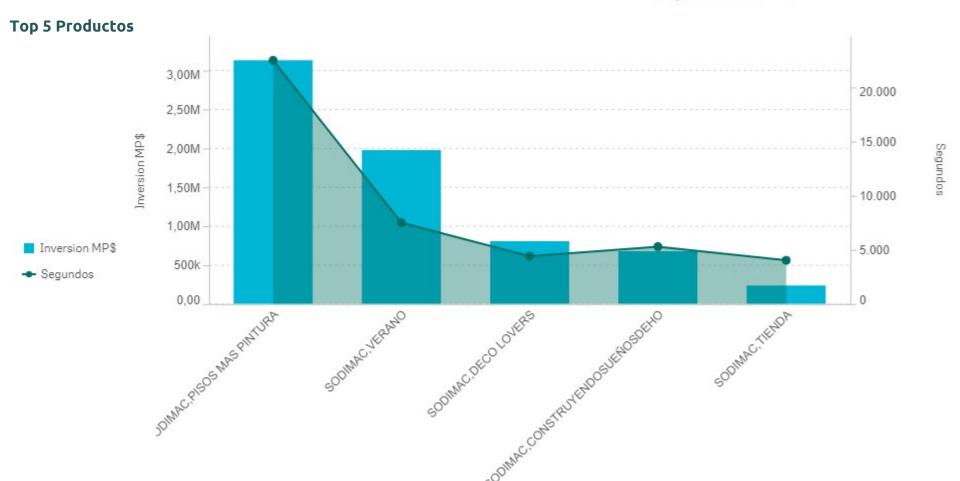


Segundos Febrero - 2022

50.437

Inversion Miles de Pesos - Feb...

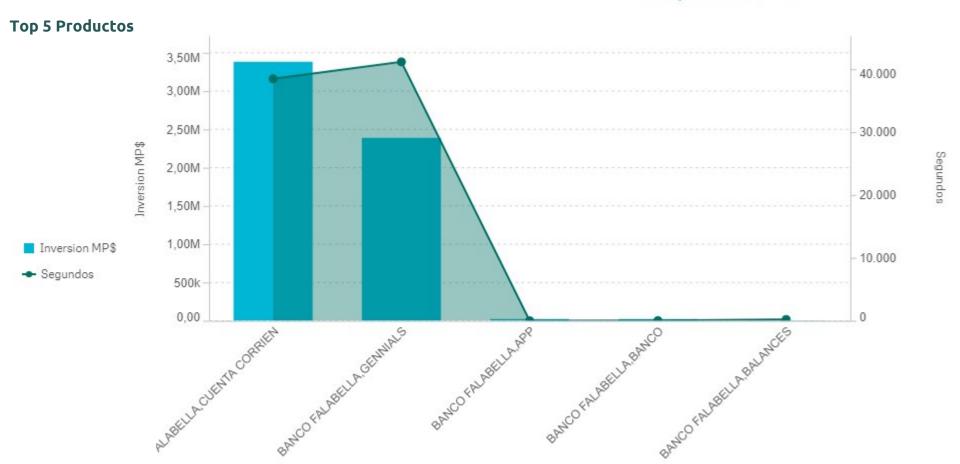
7,05M



Segundos Febrero - 2022 Inversion Miles de Pesos - Feb...

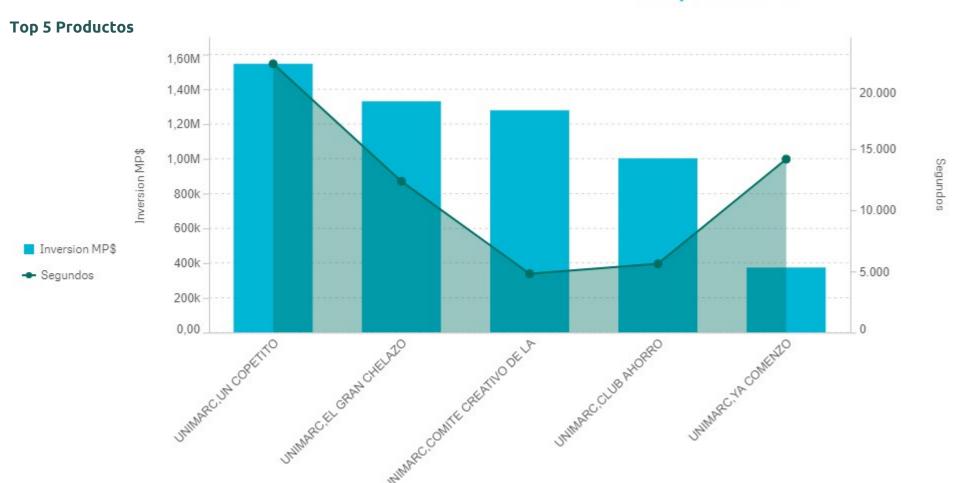
79.874

5,83M



Segundos Febrero - 2022 Inversion Miles de Pesos - Feb...

5,72M



Segundos Febrero - 2022 Inversion Miles de Pesos - Feb...

5,39M

