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# INFORME DE INVERSIÓN PUBLICITARIA

Julio 2022

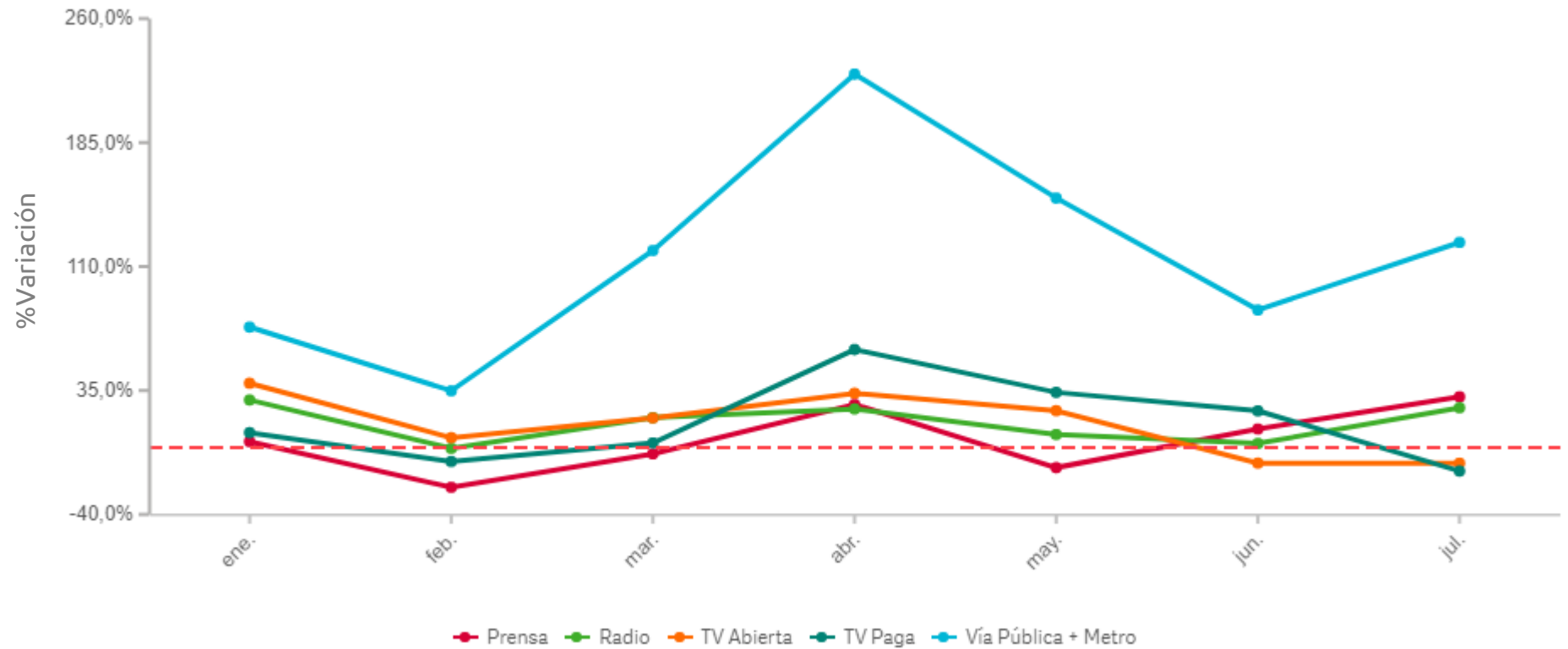


# **IMPORTANTE**

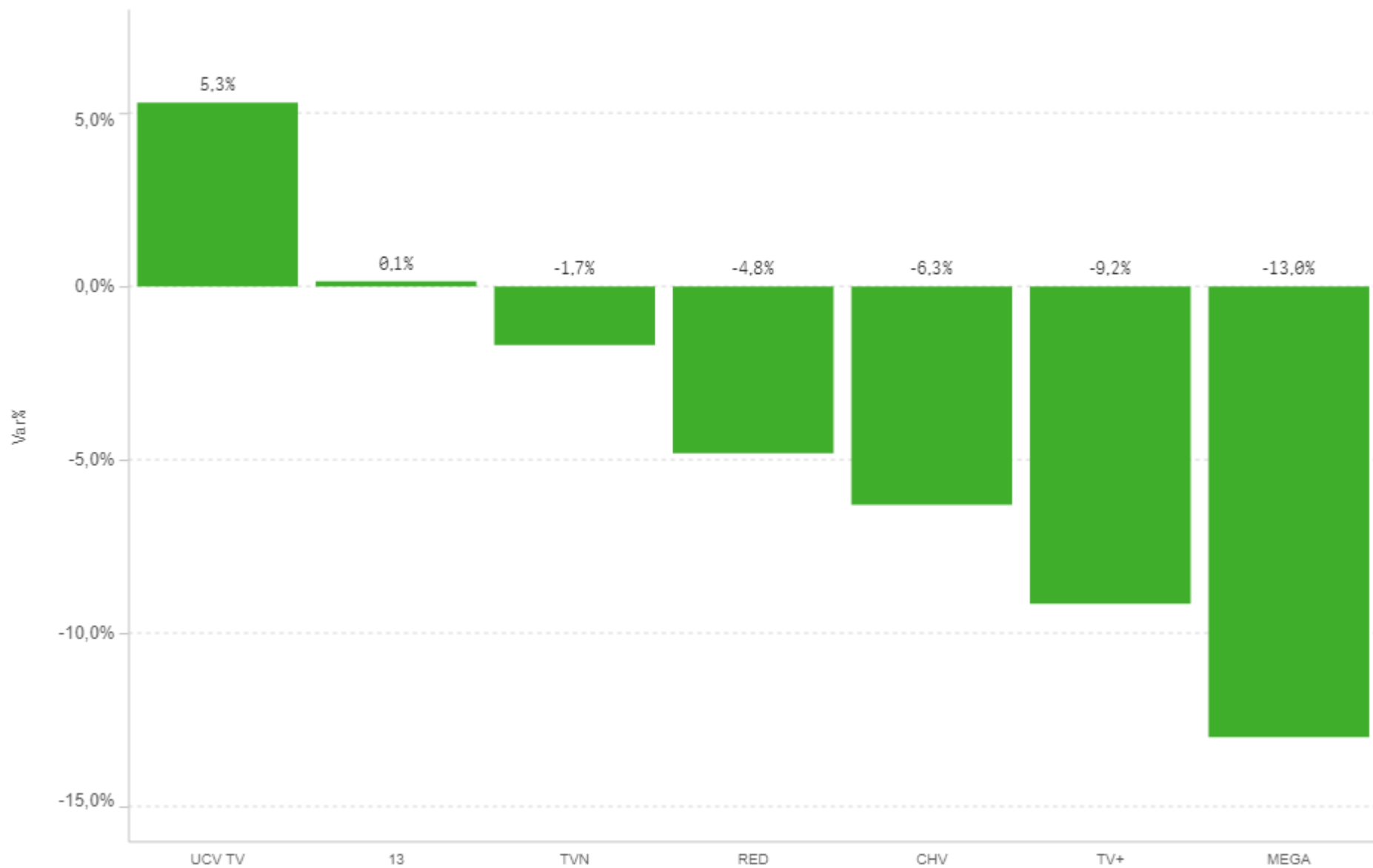
**Los valores de inversión mostrado en este informe son deflactados en base a lo publicado por Megatime y la Asociación de Agencias de Medios (AAM)**

# Inversión publicitaria mensual

enero - Julio 2022 vs. 2021

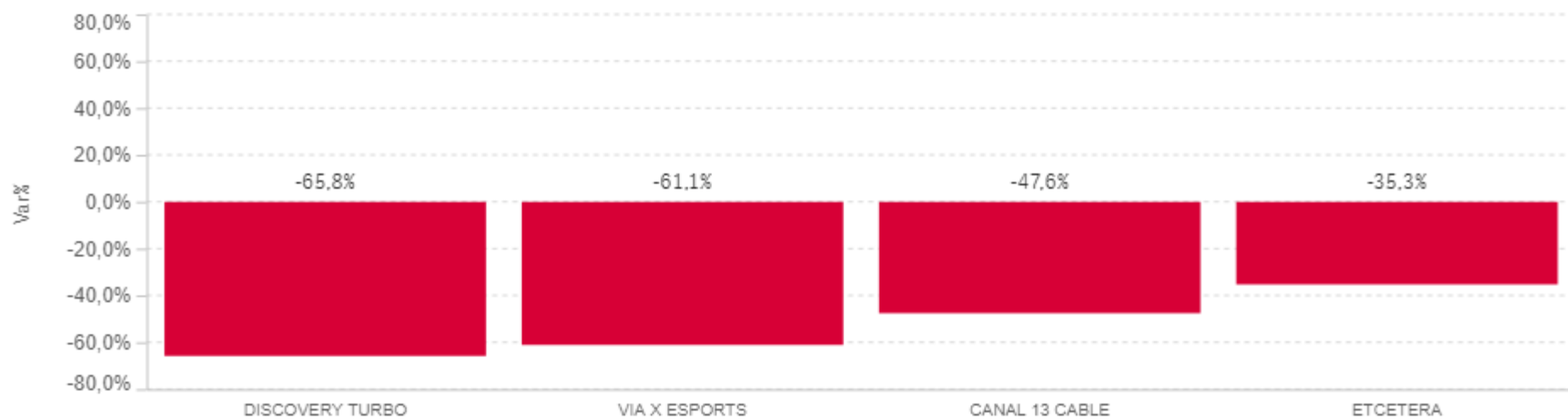
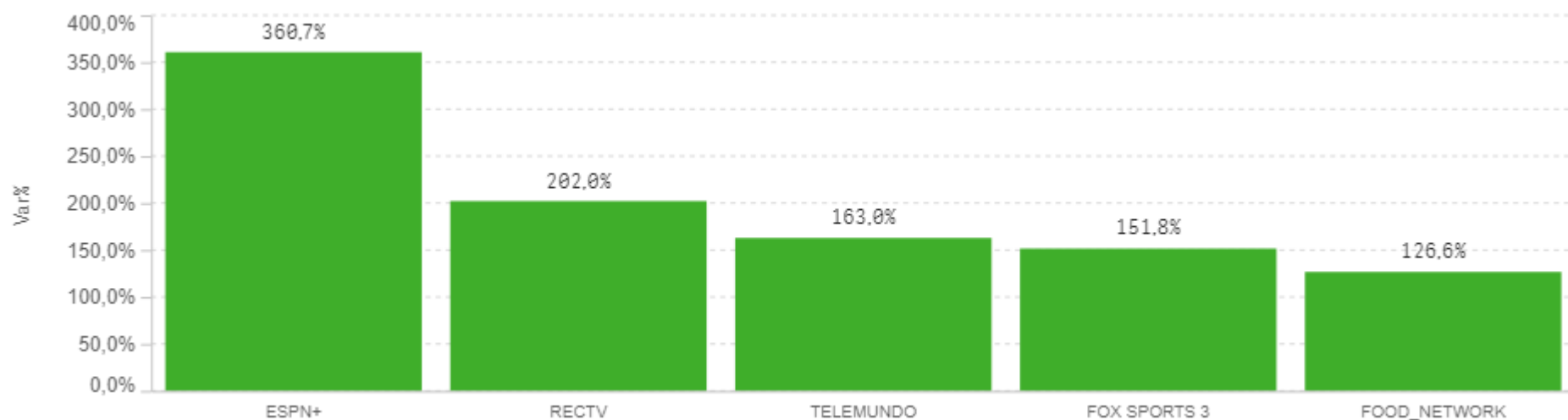


| Medios | Prensa  | Radio   | TV Abierta | TV Paga  | Vía Pública + Metro |
|--------|---------|---------|------------|----------|---------------------|
| %Var   | 30,7% ↑ | 24,0% ↑ | -9,5% ↓    | -14,2% ↓ | 124,1% ↑            |

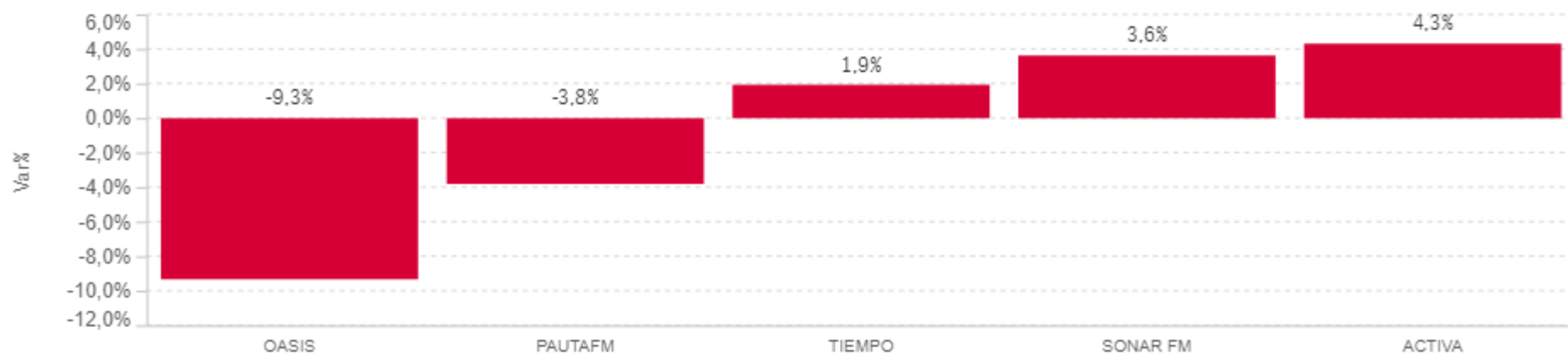
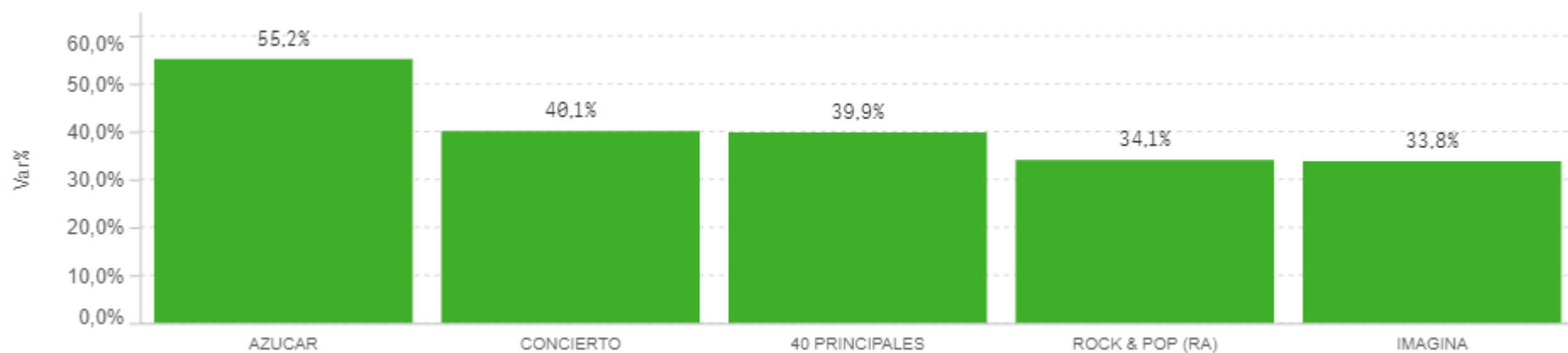


# %Var. TV Paga

Julio 2022

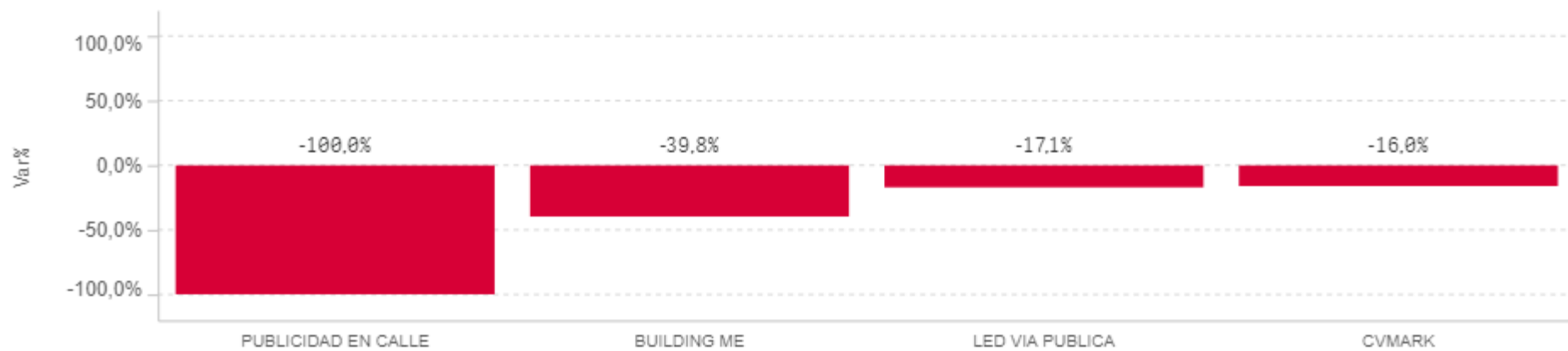
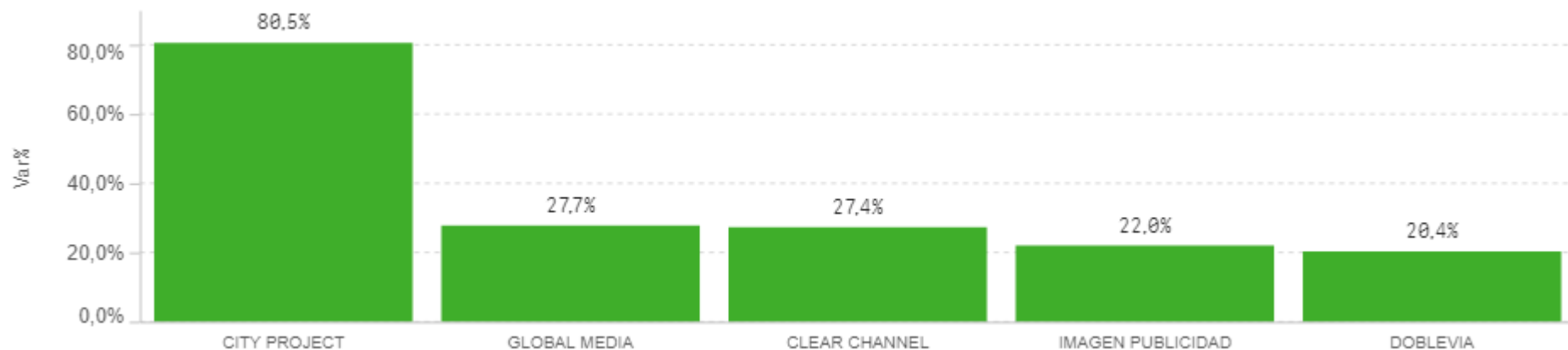






# %Var. Vía Pública + Metro

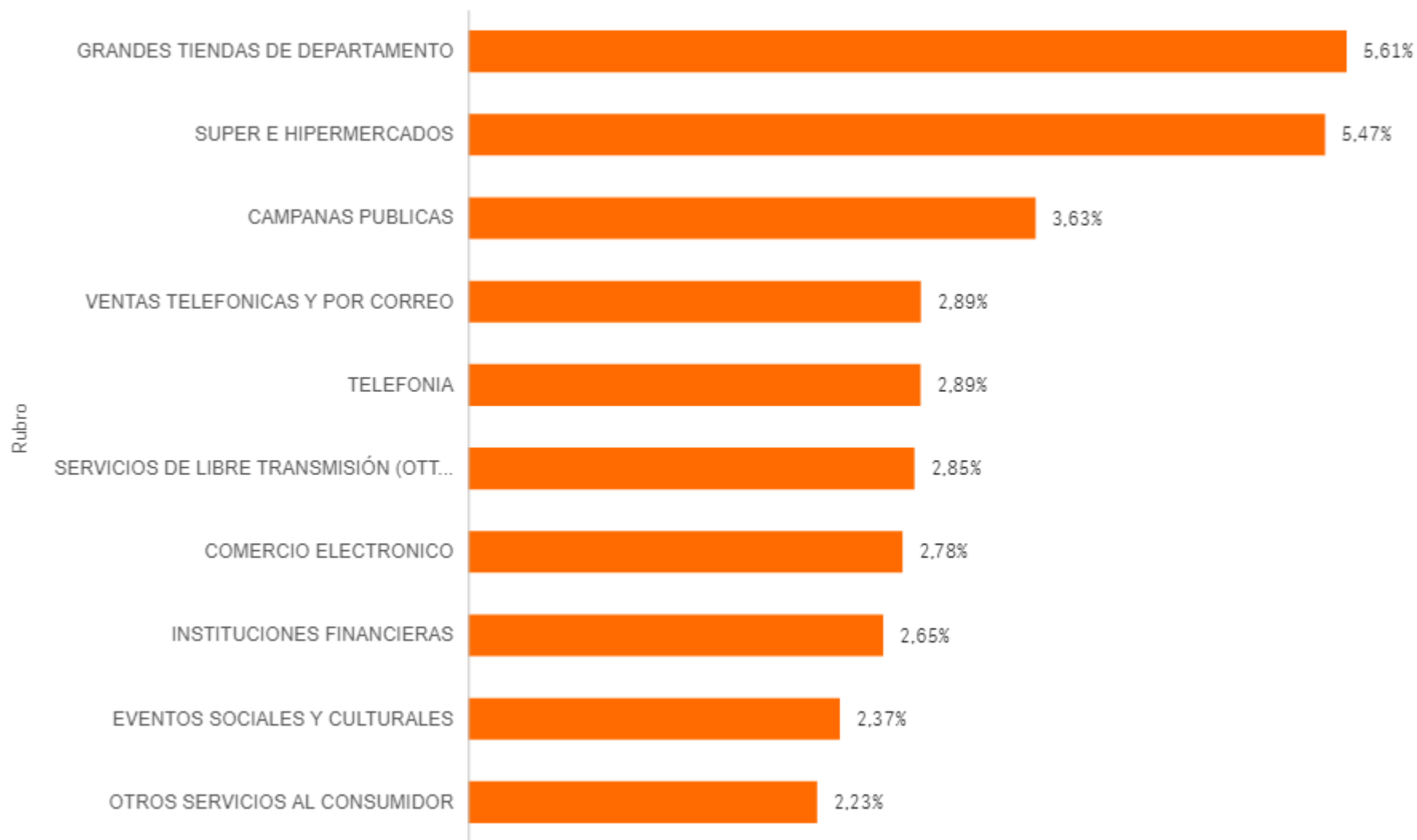
Julio 2022





# Top 10 Rubros

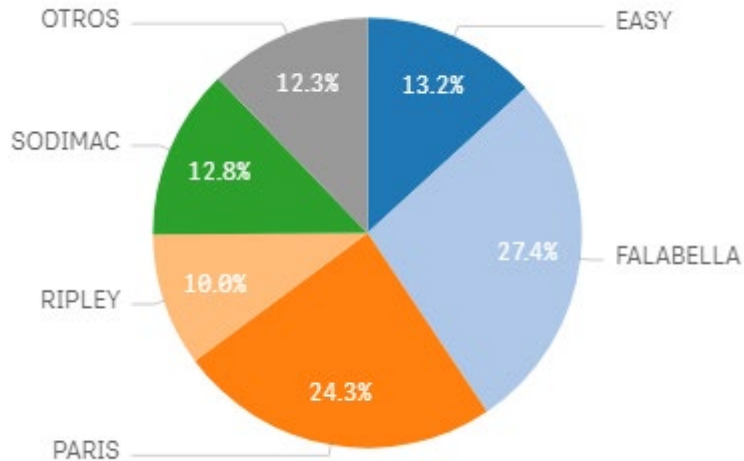
Julio 2022



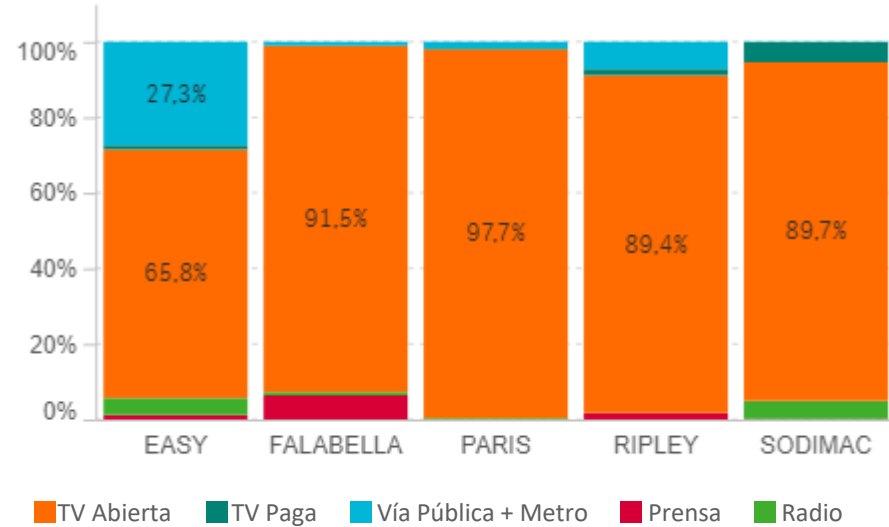
# GRANDES TIENDAS DE DEPARTAMENTO

Julio 2022

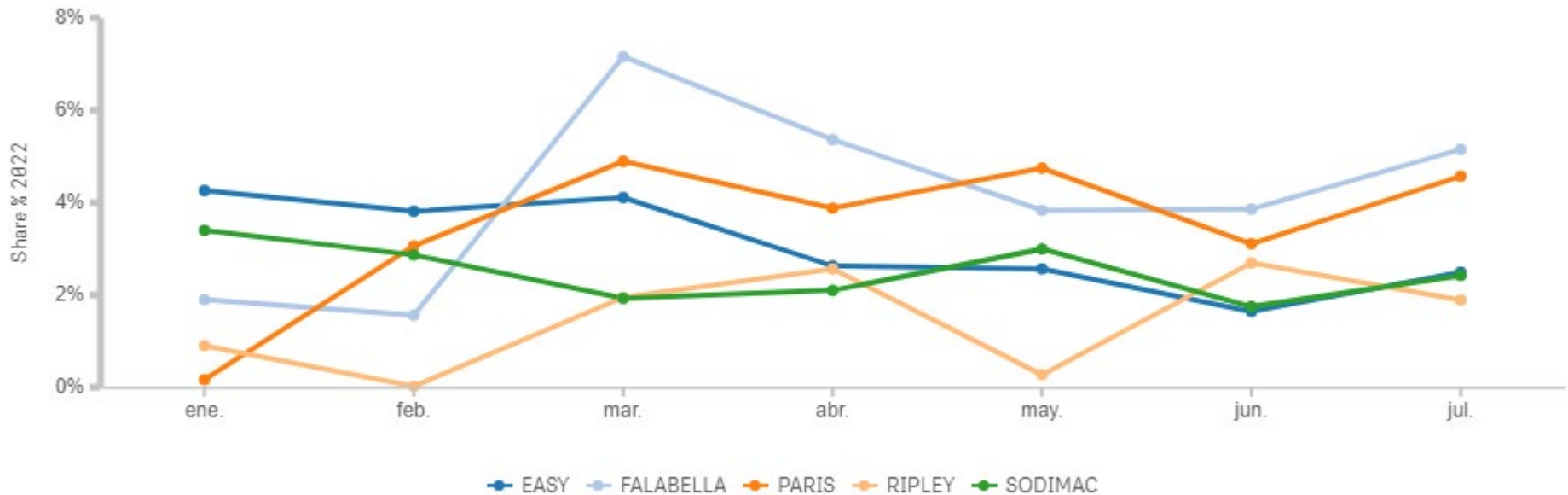
## %SOI



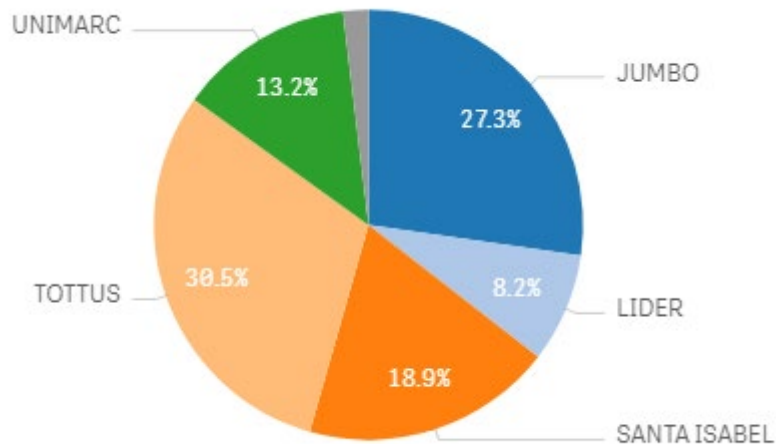
## Mix de medios



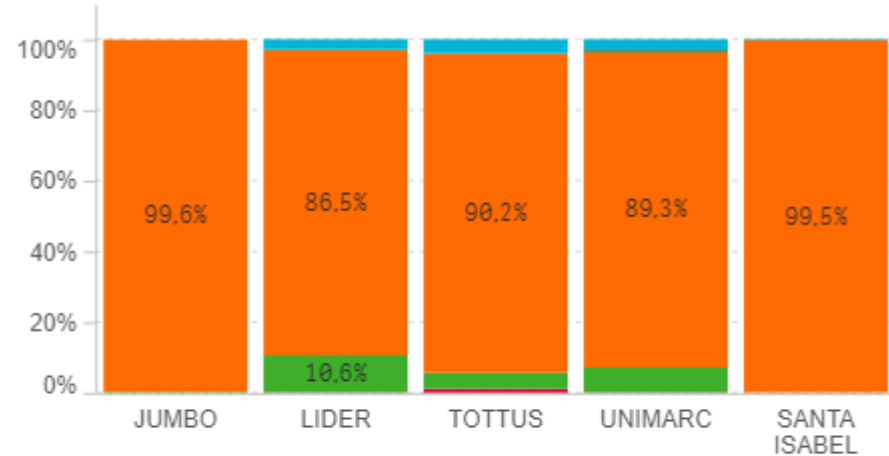
## Estacionalidad



## %SOI

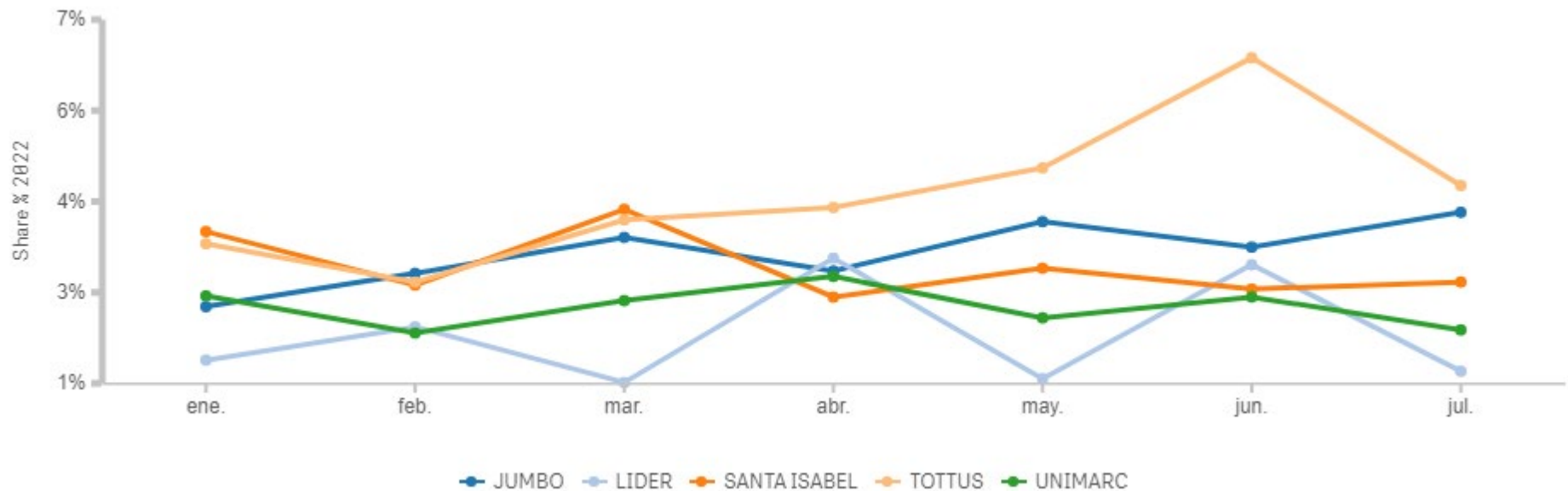


## Mix de medios

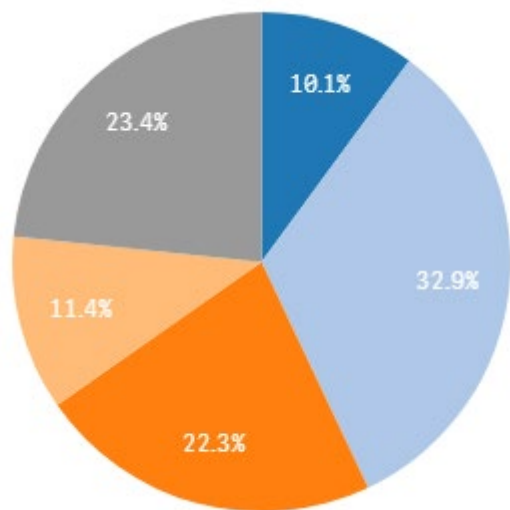


TV Abierta TV Paga Vía Pública + Metro Prensa Radio

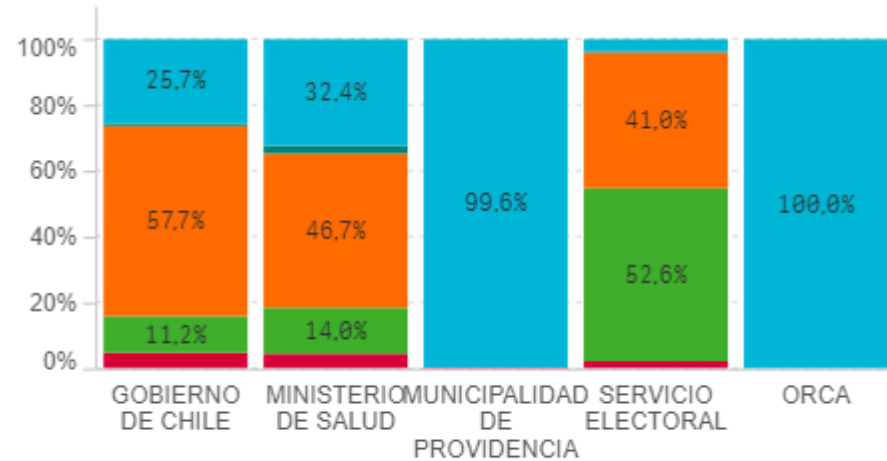
## Estacionalidad



## %SOI

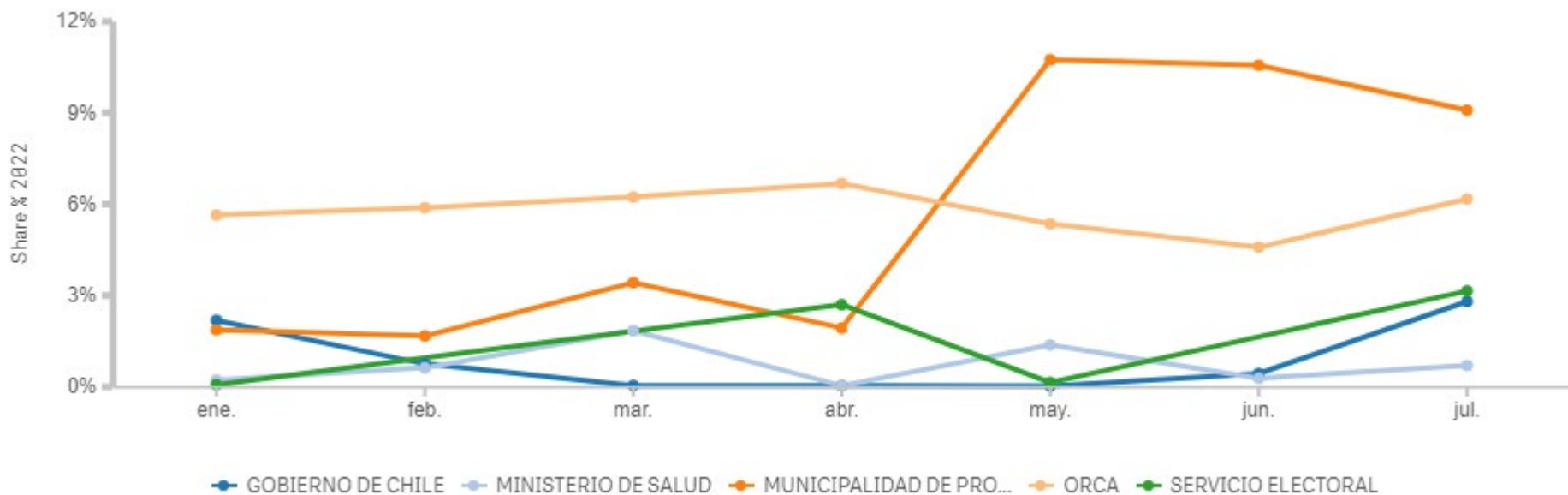


## Mix de medios



TV Abierta TV Paga Vía Pública + Metro Prensa Radio

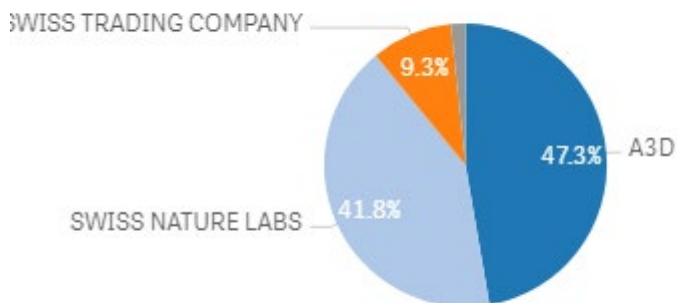
## Estacionalidad



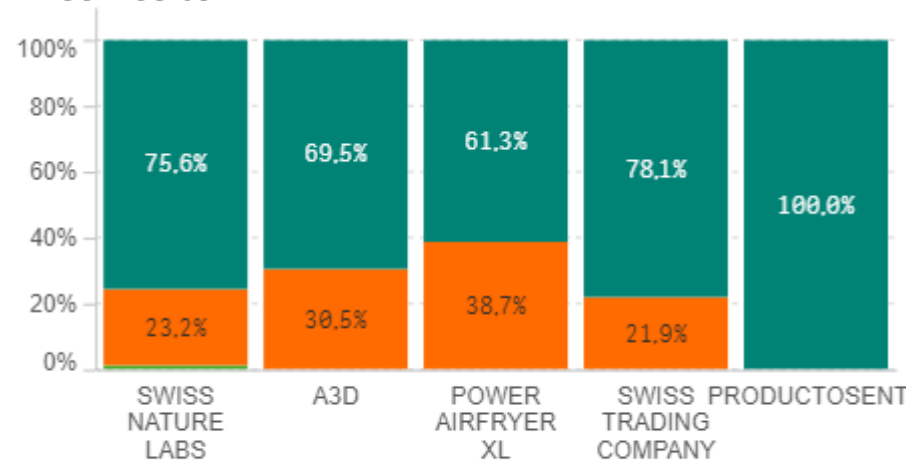
# VENTAS TELEFONICAS Y POR CORREO

Julio 2022

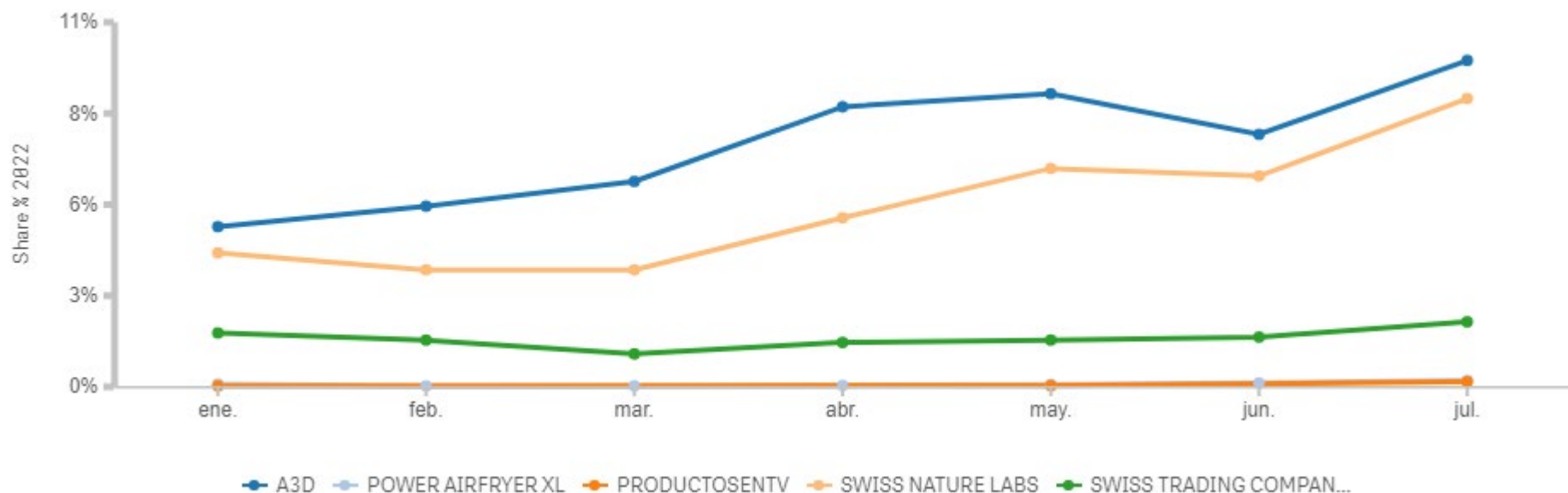
## %SOI



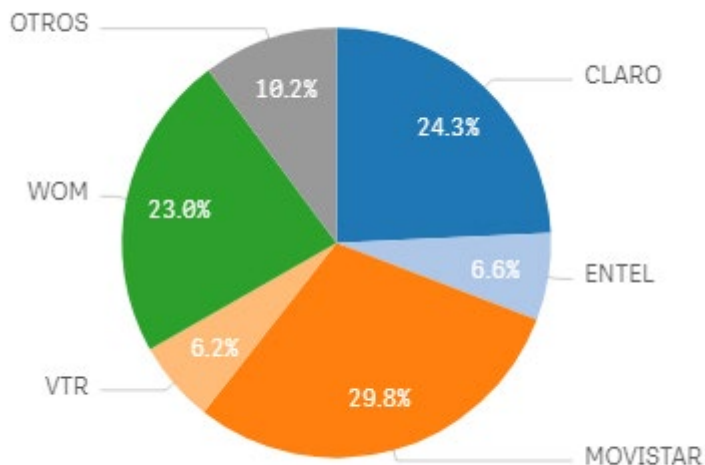
## Mix de medios



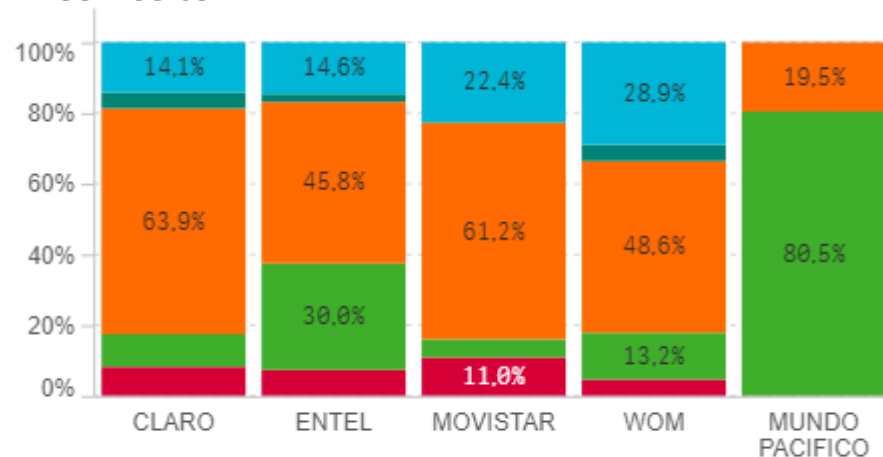
## Estacionalidad



## %SOI

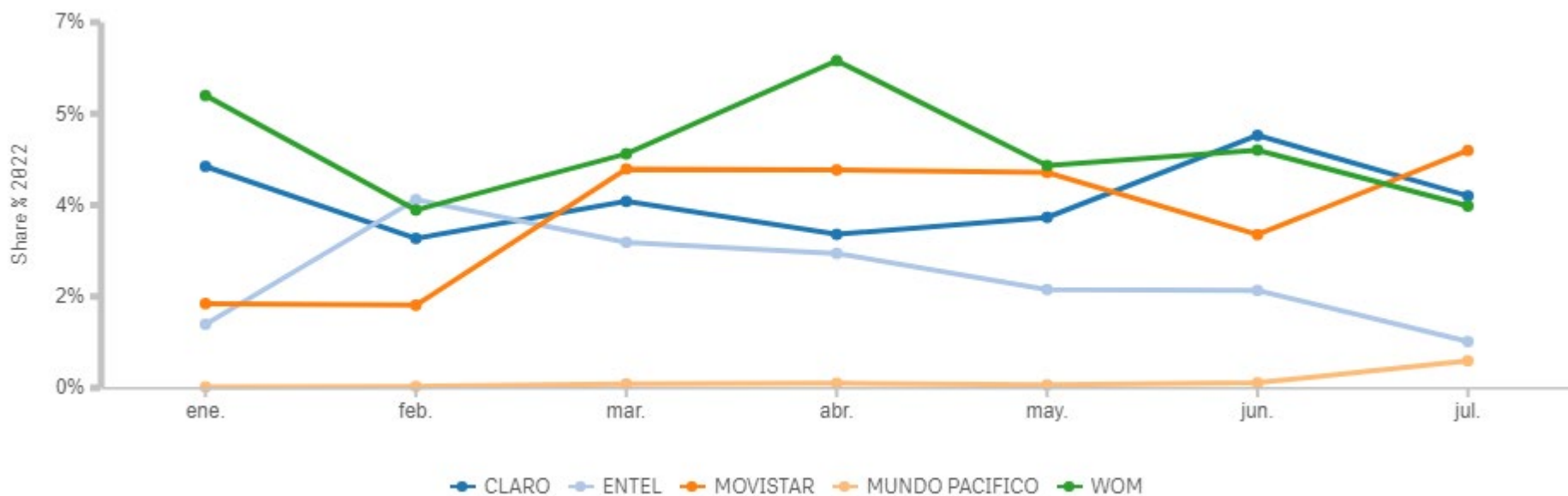


## Mix de medios



TV Abierta TV Paga Vía Pública + Metro Prensa Radio

## Estacionalidad

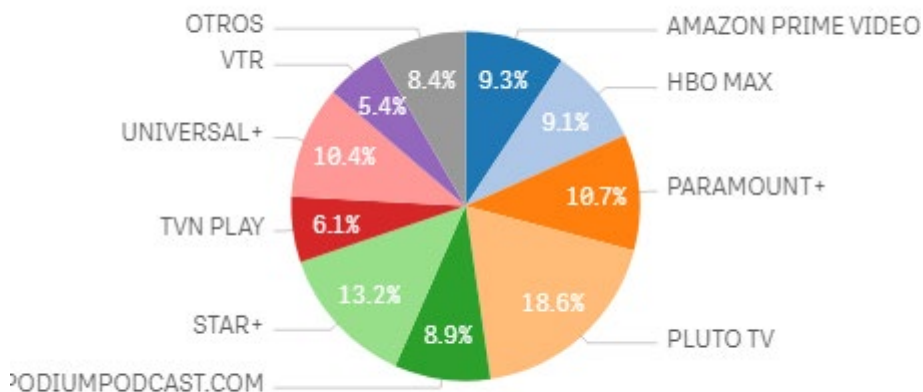




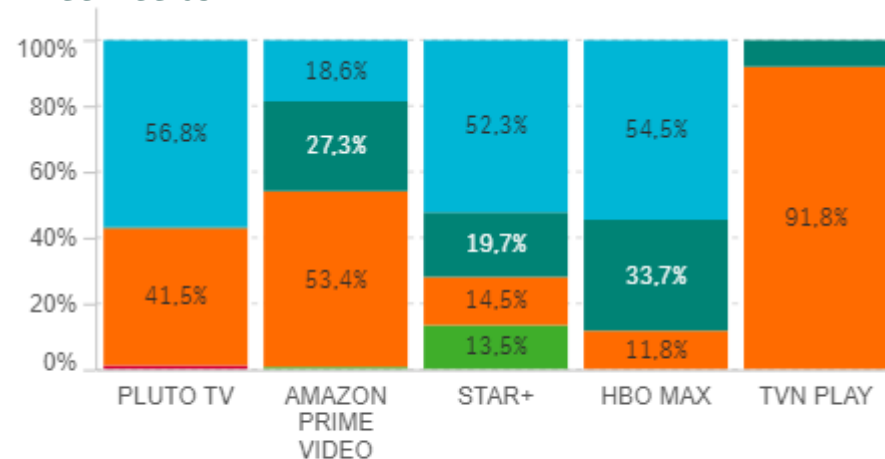
# SERVICIOS DE LIBRE TRANSMISIÓN (OTT SERVICE)

Julio 2022

## %SOI

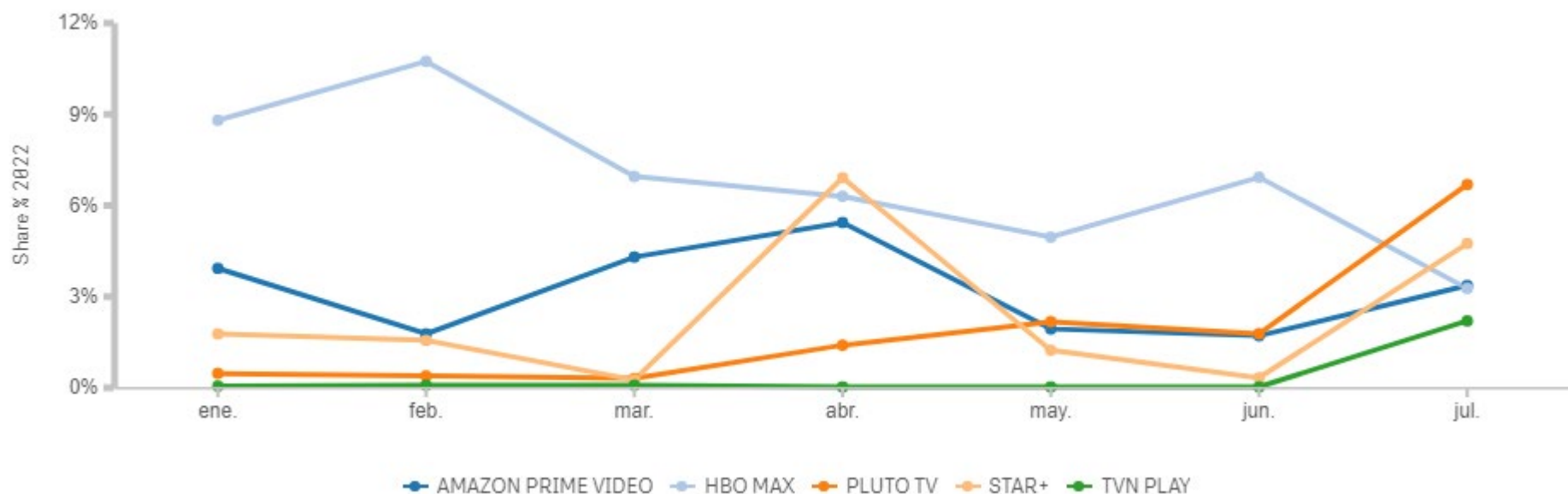


## Mix de medios

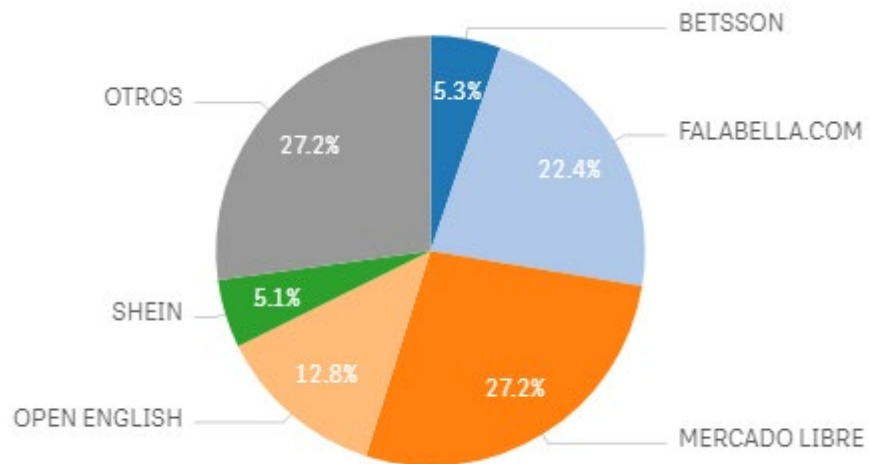


TV Abierta TV Paga Vía Pública + Metro Prensa Radio

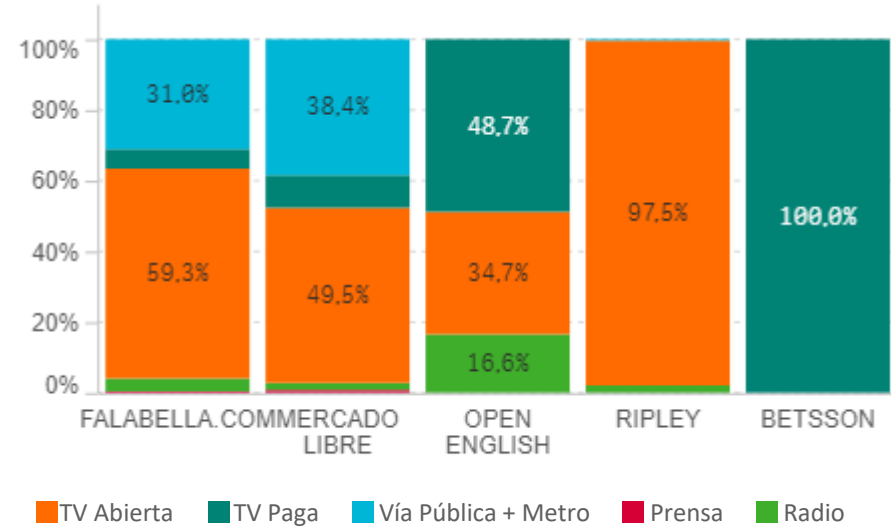
## Estacionalidad



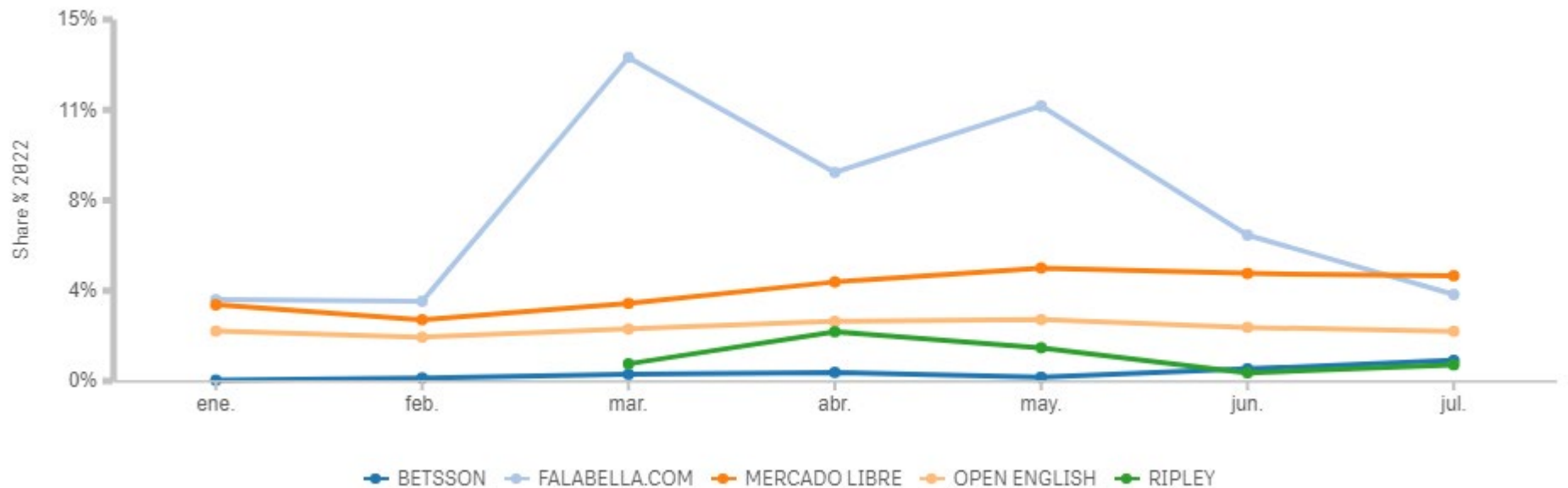
## %SOI



## Mix de medios



## Estacionalidad





## Julio 2022

| Institución       | Porcentaje |
|-------------------|------------|
| BCI               | 20.8%      |
| Seguros Falabella | 13.4%      |
| Banco Falabella   | 9.9%       |
| Banco Itau        | 9.7%       |
| Banco Ripley      | 11.4%      |
| Banco Estado      | 9.0%       |
| Otros             | 11.3%      |

| Instituição       | Depósitos | Crédito pessoal | Crédito empresarial | Outros |
|-------------------|-----------|-----------------|---------------------|--------|
| BANCO ESTADO      | 33,0%     | 14,7%           | 25,7%               | 26,2%  |
| BCI               | 23,0%     | 40,4%           | 36,2%               | 0,0%   |
| SANTANDER         | 25,2%     | 16,9%           | 49,8%               | 8,1%   |
| SEGUROS FALABELLA | 3,0%      | 22,9%           | 56,2%               | 13,4%  |
| BANCO RIPLEY      | 0,0%      | 5,0%            | 82,2%               | 12,8%  |

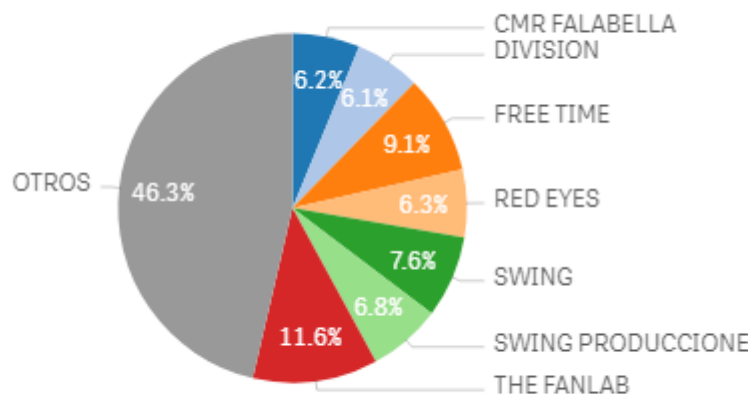
Line chart showing the share percentage of five companies from January to July 2022. The Y-axis ranges from 0% to 18% in 3% increments. The X-axis shows months from ene. to jul. The companies are BANCO ESTADO (dark blue), BANCO RIPLEY (light blue), BCI (orange), SANTANDER (light orange), and SEGUROS FALABELLA (green).

| Month | BANCO ESTADO | BANCO RIPLEY | BCI   | SANTANDER | SEGUROS FALABELLA |
|-------|--------------|--------------|-------|-----------|-------------------|
| ene.  | 4.2%         | 0.1%         | 0.8%  | 5.5%      | 0.5%              |
| feb.  | 3.8%         | 0.1%         | 0.1%  | 4.8%      | 0.1%              |
| mar.  | 4.3%         | 0.1%         | 0.1%  | 1.5%      | 0.1%              |
| abr.  | 2.5%         | 6.5%         | 2.5%  | 1.5%      | 0.5%              |
| may.  | 1.5%         | 5.2%         | 2.5%  | 2.5%      | 0.5%              |
| jun.  | 1.5%         | 16.5%        | 0.8%  | 1.5%      | 0.1%              |
| jul.  | 5.0%         | 5.8%         | 10.5% | 5.2%      | 6.5%              |

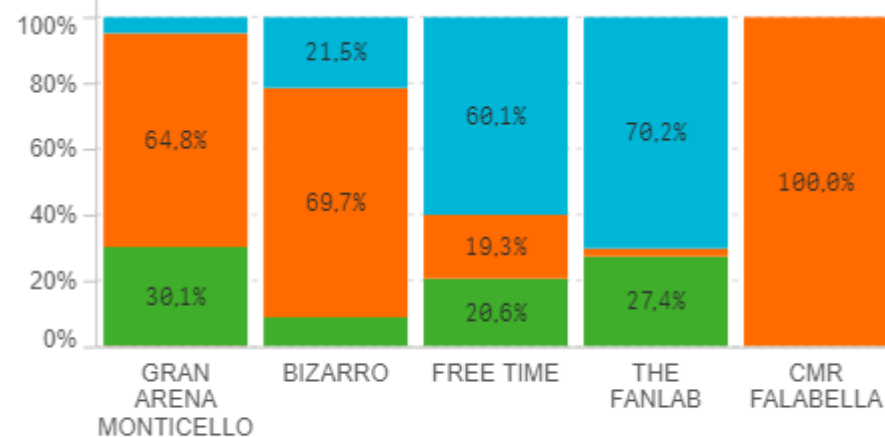
# EVENTOS SOCIALES Y CULTURALES

Julio 2022

## %SOI

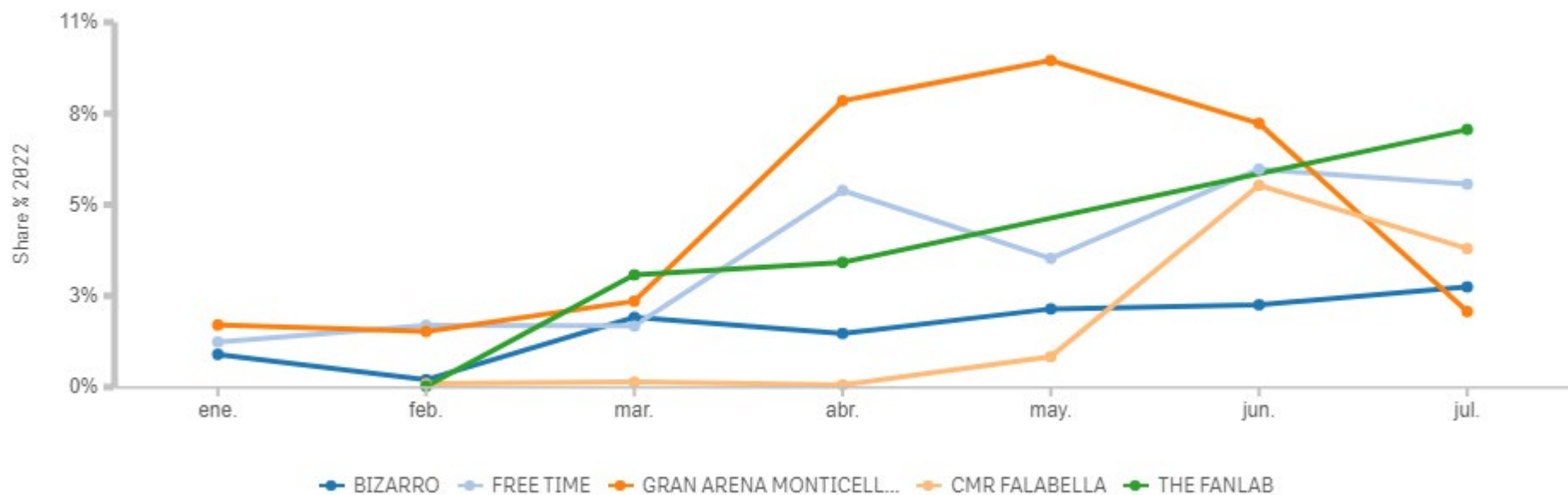


## Mix de medios



TV Abierta TV Paga Vía Pública + Metro Prensa Radio

## Estacionalidad



## Julio 2022

| Región         | Porcentaje |
|----------------|------------|
| OTROS          | 66.2%      |
| GASCO          | 20.7%      |
| CAJA LOS ANDES | 13.1%      |

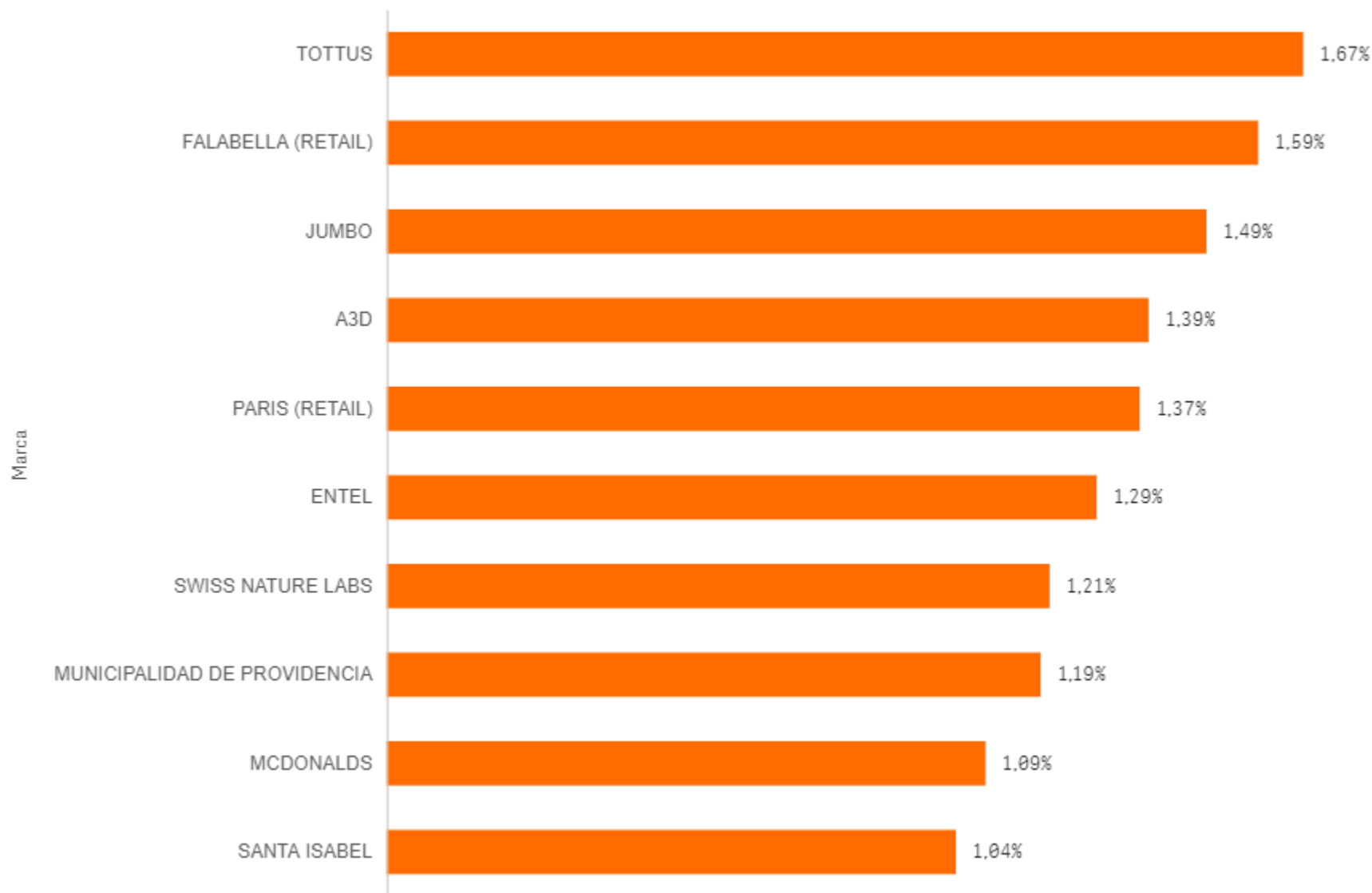
| Municipio           | Centros de Salud (rojo) | Centros de Salud Comunitarios (verde) | Centros de Salud Móviles (naranja) | Centros de Salud de Especialidad (azul) |
|---------------------|-------------------------|---------------------------------------|------------------------------------|-----------------------------------------|
| CAJA LOS ANDES      | 16,7%                   | 20,6%                                 | 60,4%                              | 2,3%                                    |
| GASCO               | 10,0%                   | 22,3%                                 | 38,3%                              | 28,6%                                   |
| MACAL               | 100,0%                  | 0,0%                                  | 0,0%                               | 0,0%                                    |
| PARQUE DEL RECUERDO | 61,2%                   | 34,4%                                 | 0,0%                               | 4,4%                                    |
| NICKELODEON         | 100,0%                  | 0,0%                                  | 0,0%                               | 0,0%                                    |

The chart displays the share percentage of five TV channels over a seven-month period. CAJA LOS ANDES (dark blue) starts at approximately 3.5% in January, drops to 1% in February, rises to 12% in April, drops to 3.5% in May, peaks at 16% in June, and ends at 9.5% in July. GASCO (light blue) remains near 0% until March, then rises steadily to 14% in July. MACAL (orange) starts at 1.5%, drops to 1% in February, and remains relatively stable around 1.5-2% until July. PARQUE DEL RECUERDO (light orange) starts at 0%, remains at 0% until March, and then rises to 3% in July. NICKELODEON (green) starts at 0%, remains at 0% until June, and rises to 2% in July.

| Month | CAJA LOS ANDES | GASCO | MACAL | PARQUE DEL RECUERDO | NICKELODEON |
|-------|----------------|-------|-------|---------------------|-------------|
| ene.  | 3.5%           | 0.5%  | 1.5%  | 0%                  | 0%          |
| feb.  | 1%             | 0%    | 1%    | 0%                  | 0%          |
| mar.  | 11%            | 0.5%  | 1.5%  | 0%                  | 0%          |
| abr.  | 12%            | 0.5%  | 2%    | 1.5%                | 0%          |
| may.  | 3.5%           | 1%    | 1.5%  | 0.5%                | 0%          |
| jun.  | 16%            | 7%    | 1.5%  | 0.5%                | 0%          |
| jul.  | 9.5%           | 14%   | 1.5%  | 3%                  | 2%          |

# Top 10 Marcas

Julio 2022



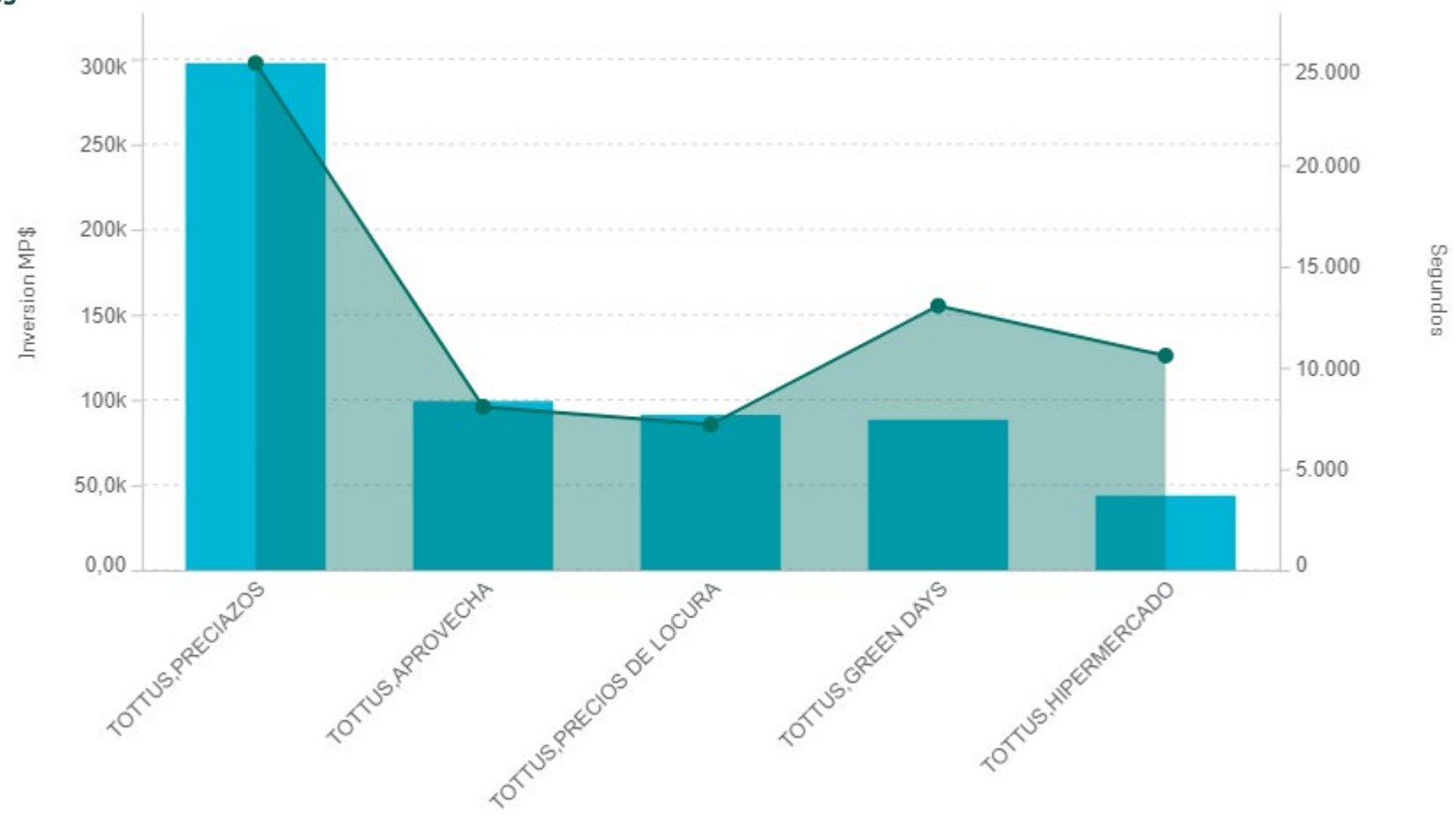
Segundos Julio - 2022

72.006

Inversion Miles de Pesos - Julio

679,2k

## Top 5 Productos



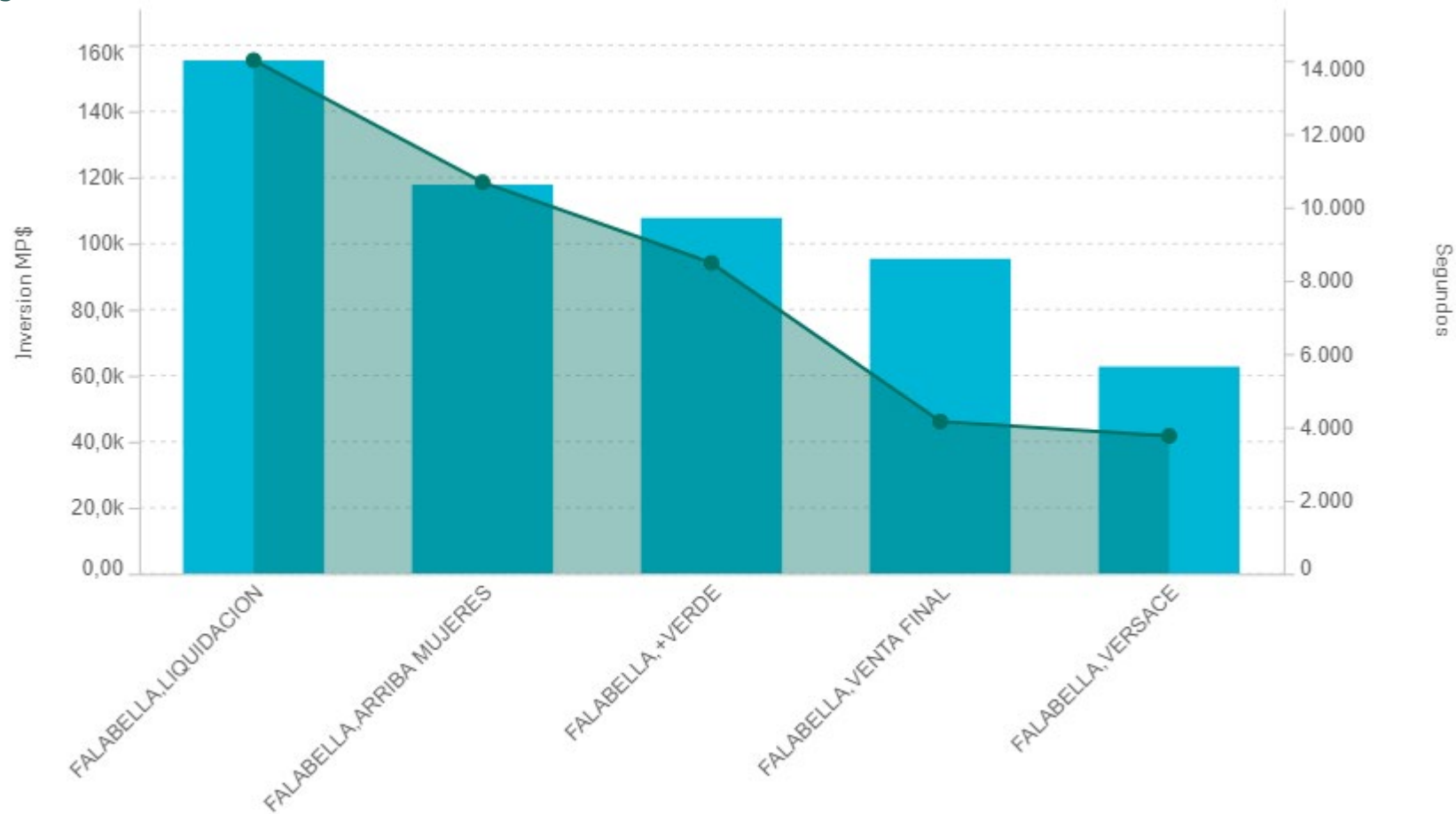
Segundos Julio - 2022

49.184

Inversion Miles de Pesos - Julio

645,8k

## Top 5 Productos



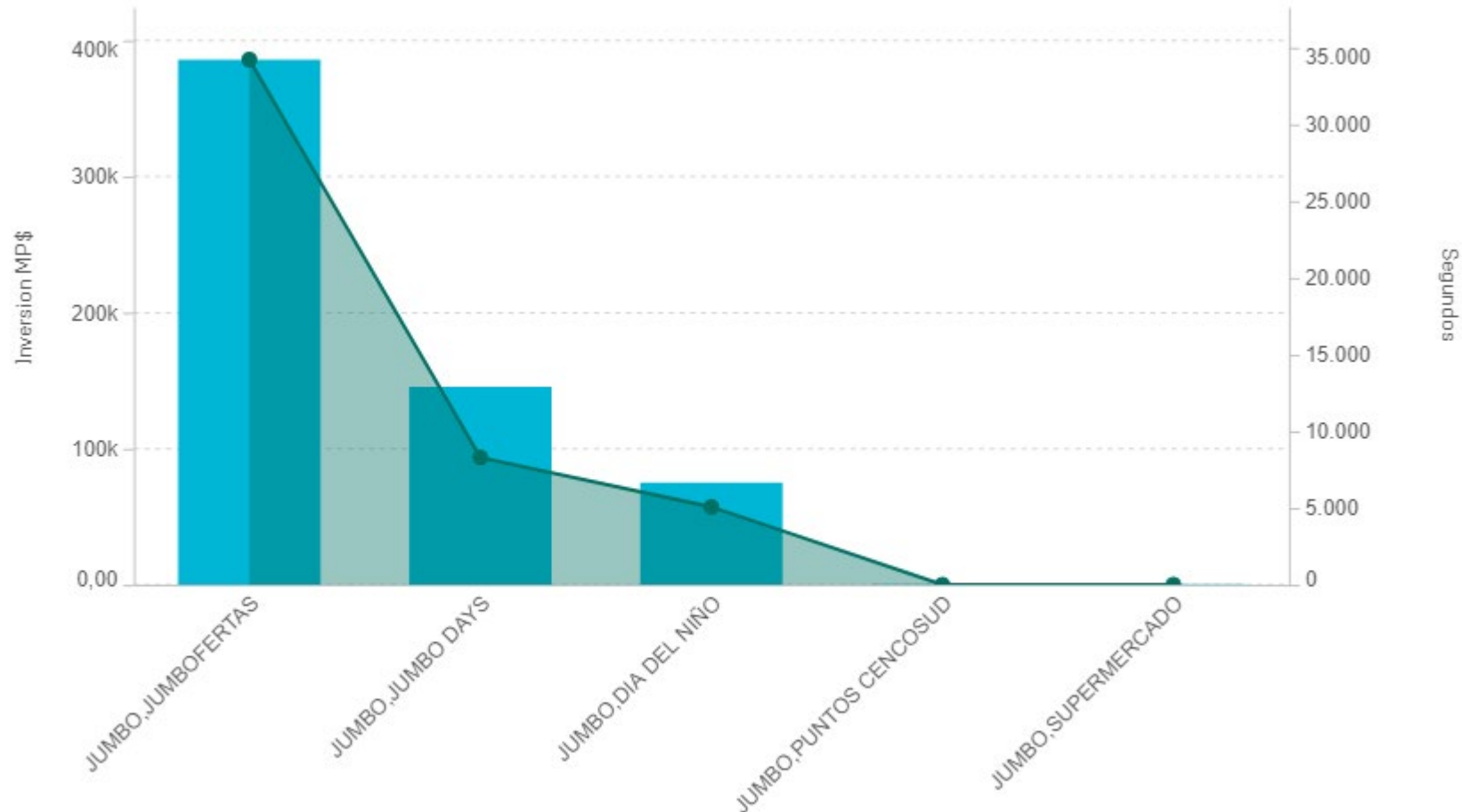
Segundos Julio - 2022

47.606

Inversion Miles de Pesos - Julio

607,5k

## Top 5 Productos





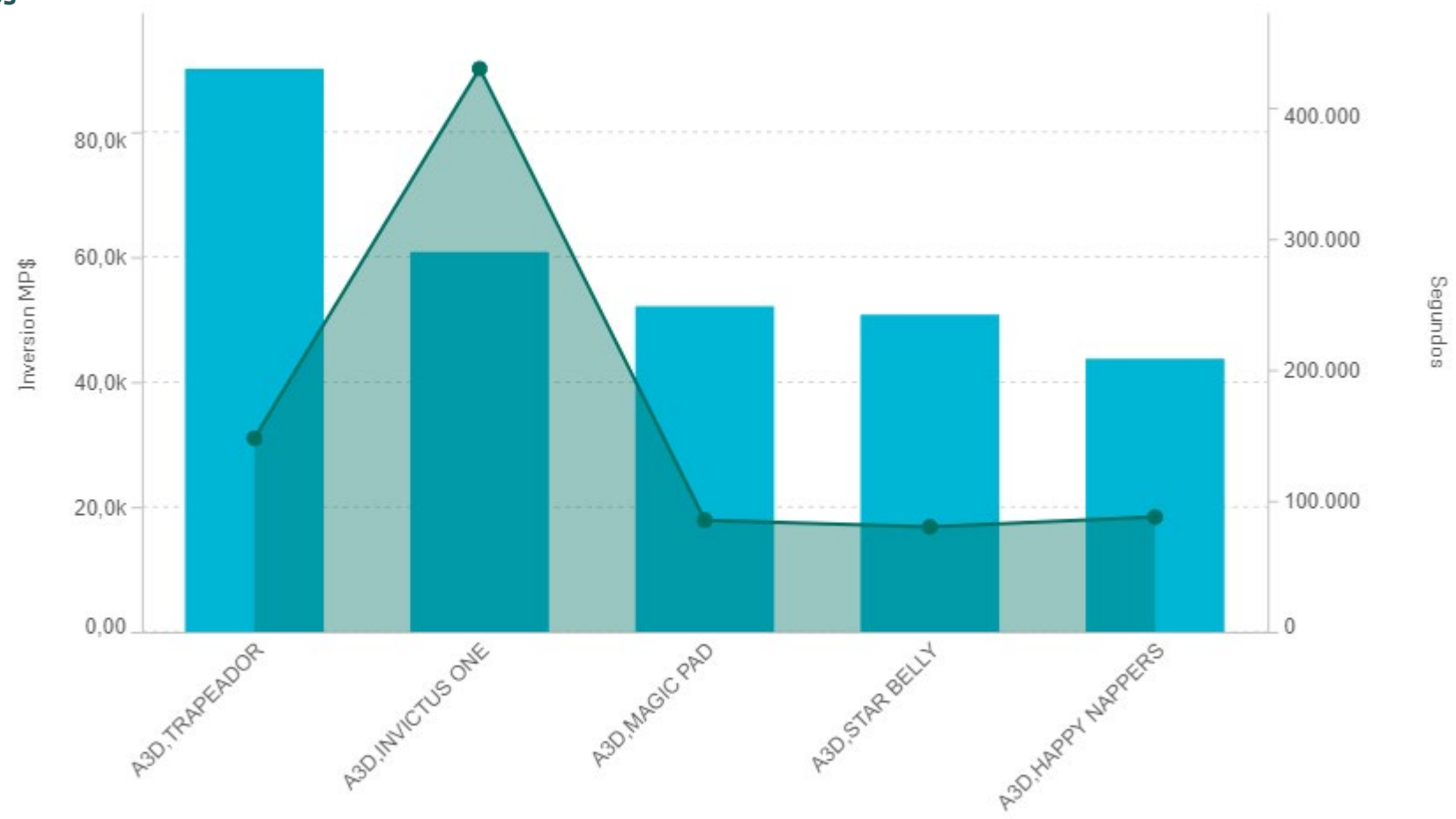
Segundos Julio - 2022

4.067.301

Inversion Miles de Pesos - Julio

564,6k

Top 5 Productos



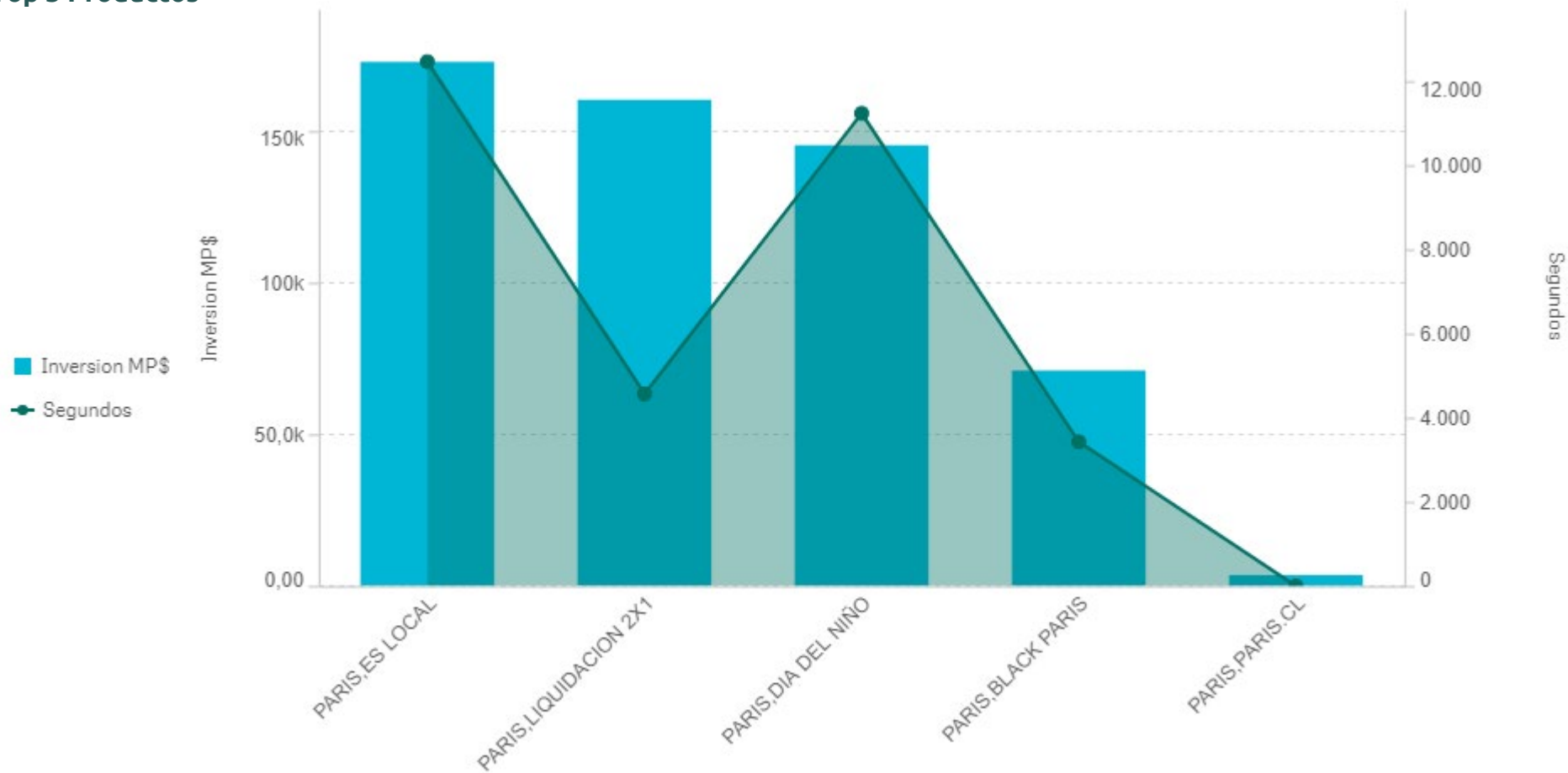
Segundos Julio - 2022

32.895

Inversion Miles de Pesos - Julio

558k

## Top 5 Productos



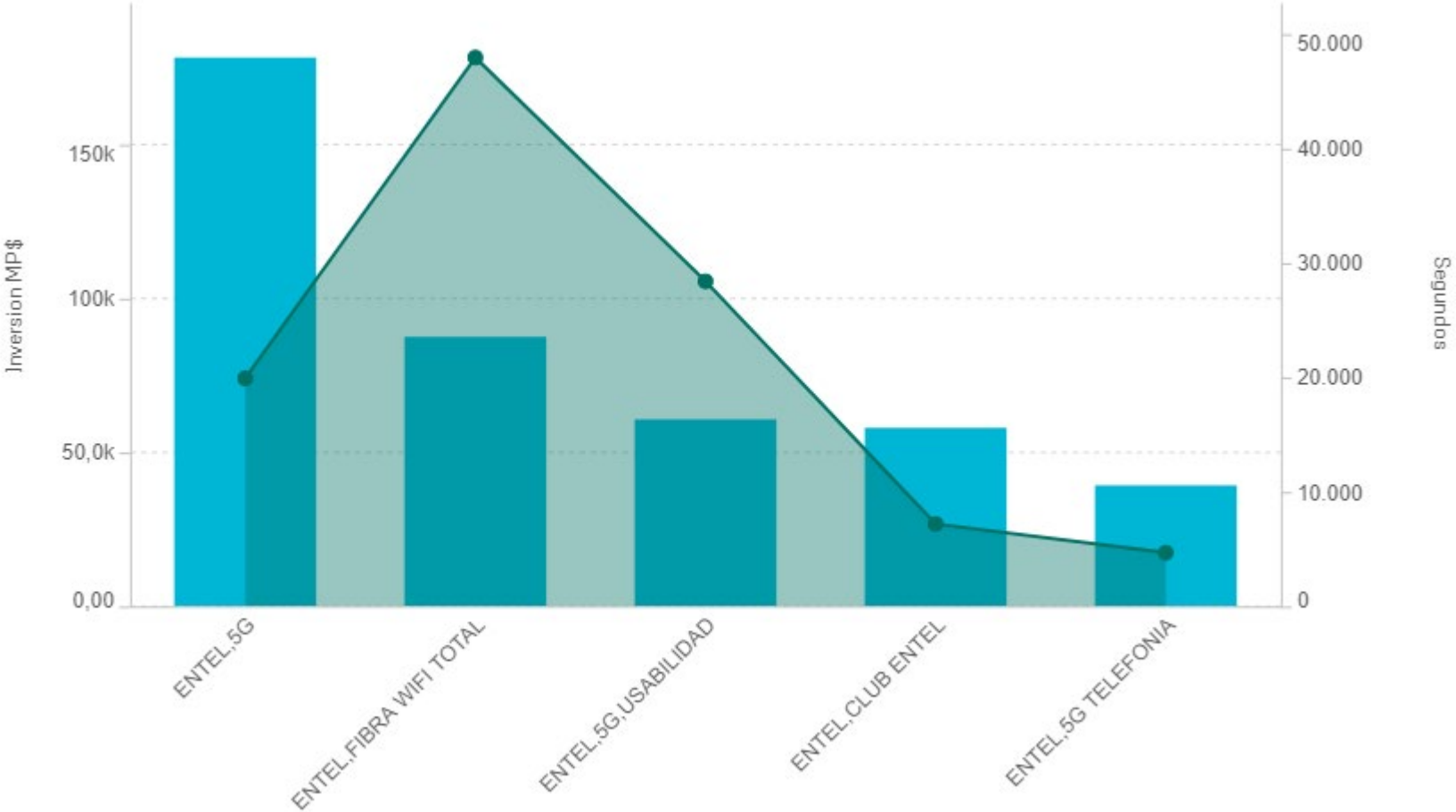
Segundos Julio - 2022

160.329

Inversion Miles de Pesos - Julio

526,1k

Top 5 Productos



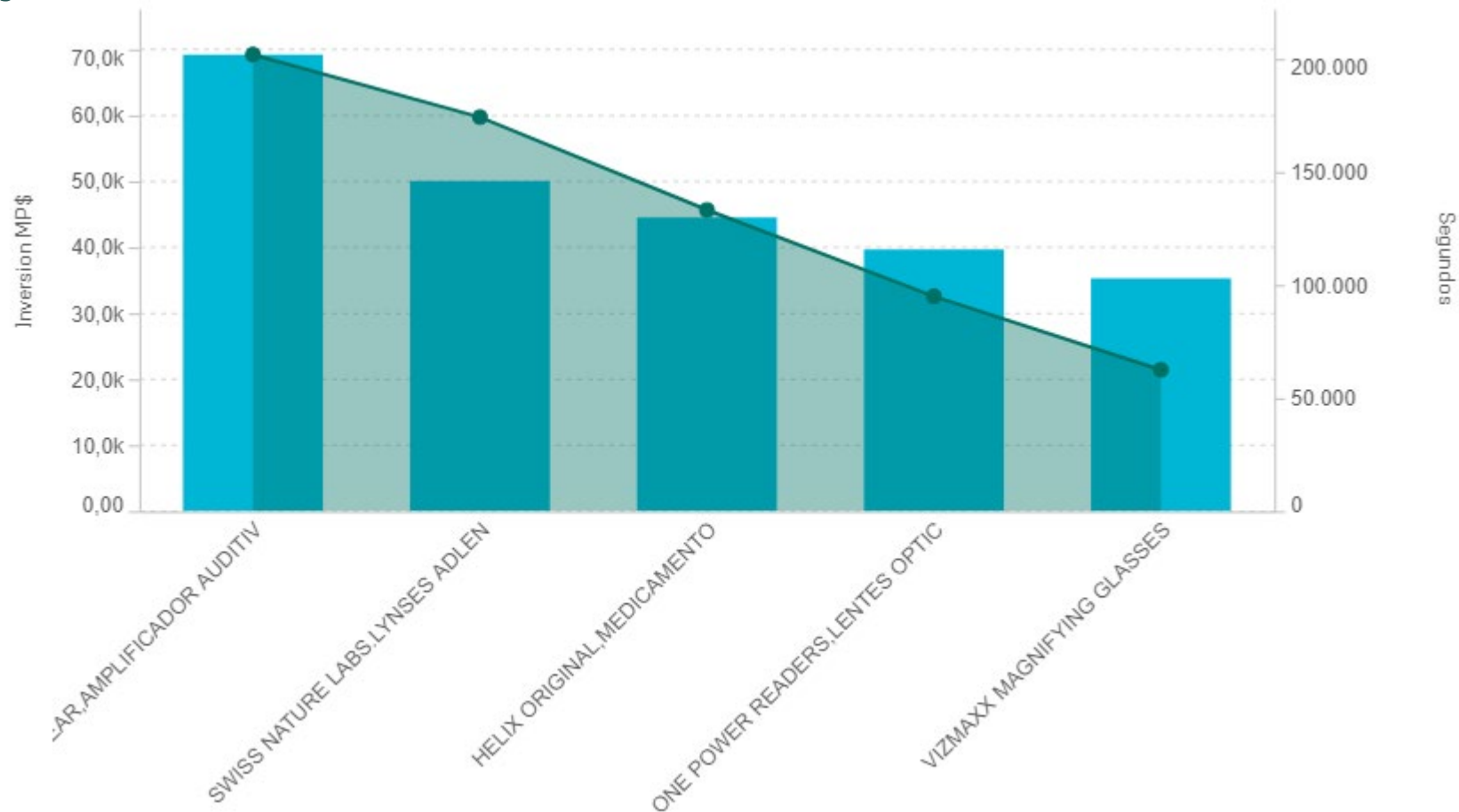
Segundos Julio - 2022

1.742.952

Inversion Miles de Pesos - Julio

491,3k

## Top 5 Productos



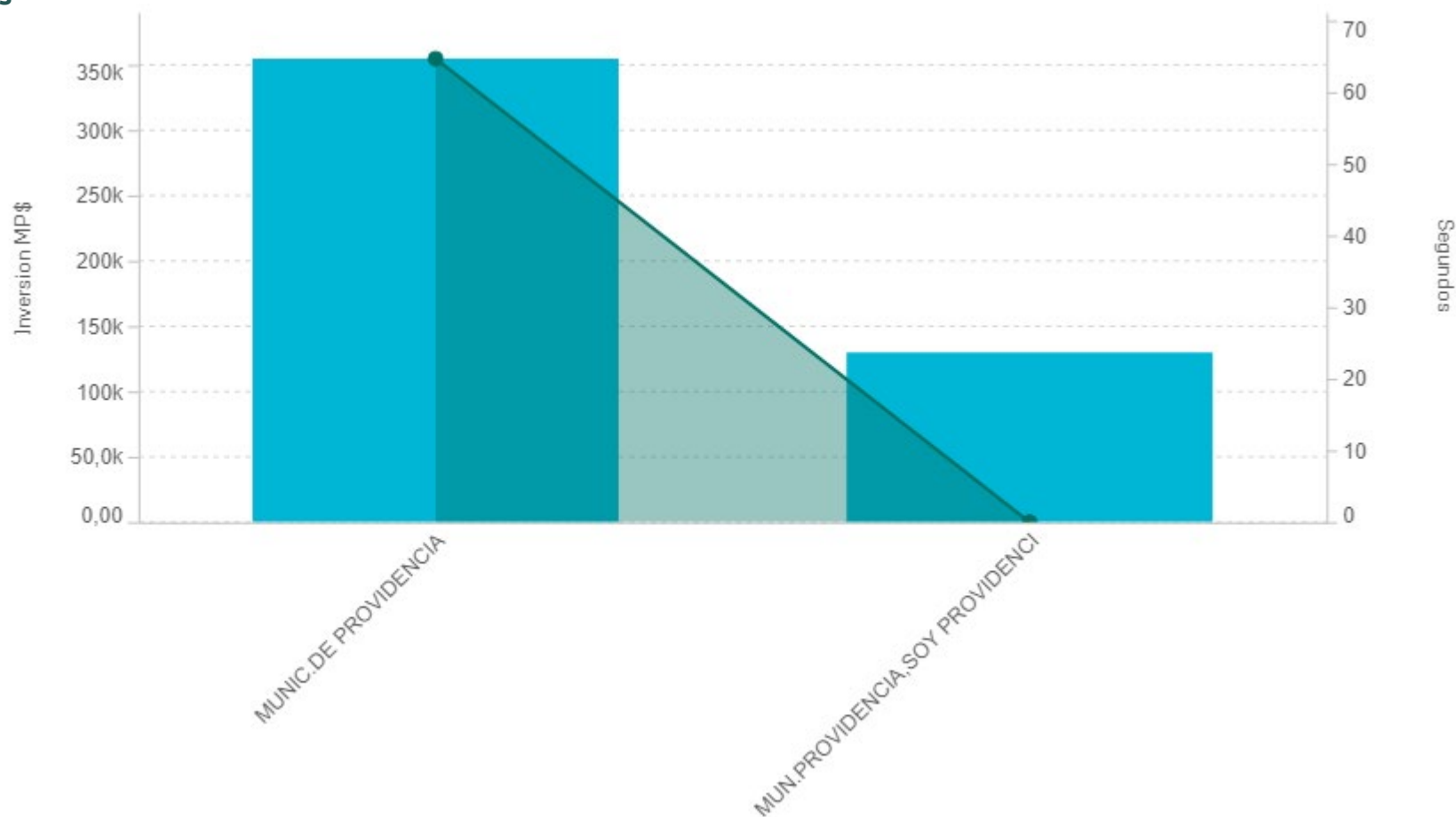
Segundos Julio - 2022

65

Inversion Miles de Pesos - Julio

484,6k

## Top 5 Productos



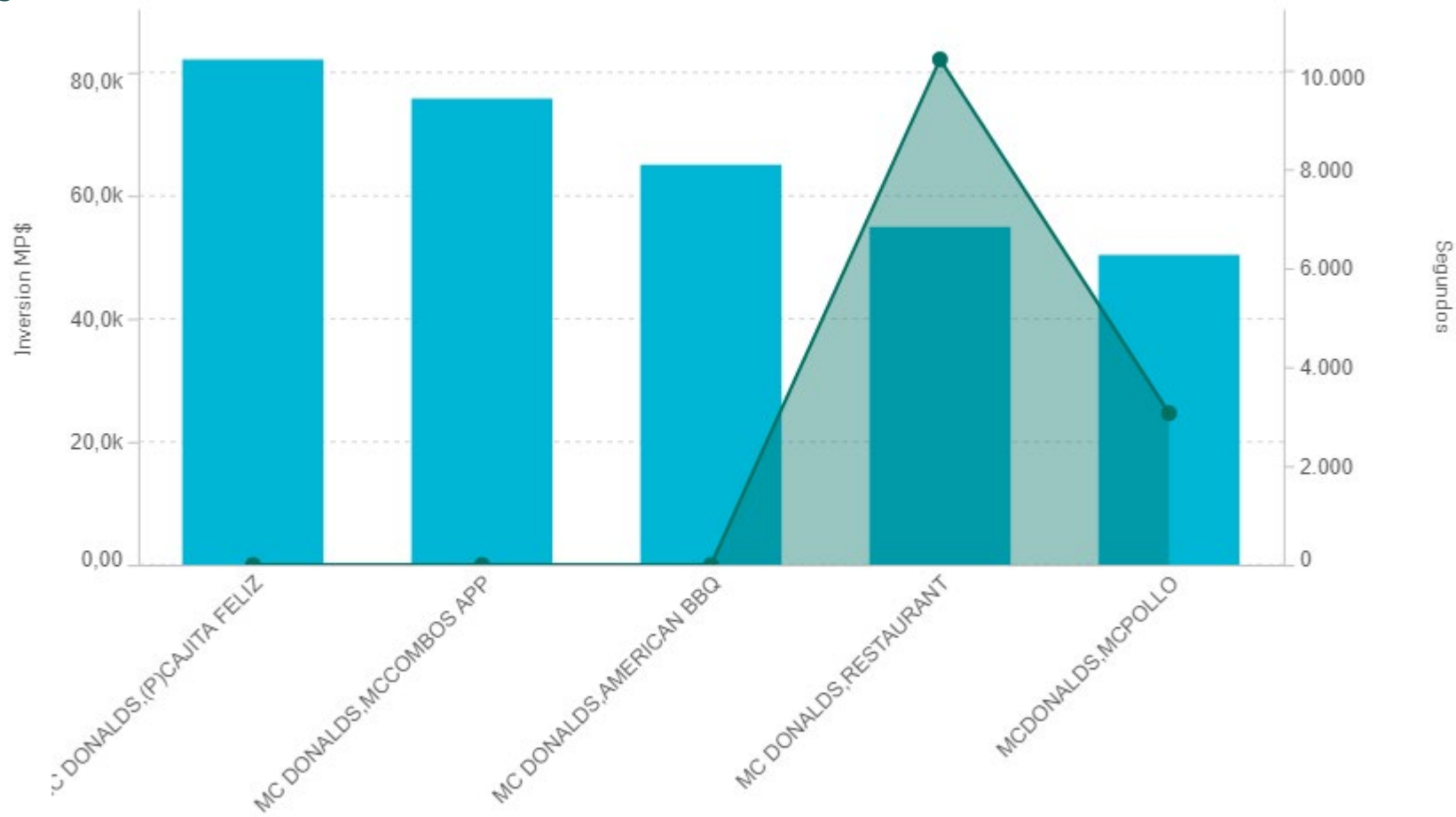
Segundos Julio - 2022

52.040

Inversion Miles de Pesos - Julio

443,7k

## Top 5 Productos



Segundos Julio - 2022

27.977

Inversion Miles de Pesos - Julio

421,8k

## Top 5 Productos

