

Top of the mind

A survey of the best commercials on television in April 2007

A good ad is not just about catching the target group's attention. It is about breaking through the clutter and cementing brand recall. And the ones that have topped the charts for April do both. Innovative creatives add freshness, while slick presen-

tation make the seconds-long flick memorable.

Mint's monthly survey analyses television commercials on different parameters. Conducted by Synovate, a global market-research agency, and supported by TV Ad Indx, an advertisement-monitoring

firm, the survey covered 750 respondents in Delhi, Mumbai and Bangalore. All were between 18 and 40 years of age, and were from high-income households that had access to cable and satellite television. It was based on both aided and unaided brand recall.

BRAND PARADE

The first format of the acid test for grading the top television commercials has been based on two parameters—the consumer should be able to recall the advertisement and should be able to assign the brand. In the second format, scores were taken for each advertisement on spontaneous recall, aided recall and likeability. Then an average of the scores on each parameter decided the rankings.

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TOP ADS ON AWARENESS AND RECALL

	Awareness(%)	Brand Recall(%)
1 Airtel/National	85	99
2 Fair & Lovely MultiVitamin Cream	83	93
3 Lux Soap	76	98
4 Pepsi Gold	76	100
5 Tata Indicom Mobile service/National	76	99
6 Motorola MotoRokr	66	96
7 Cadbury Dairy Milk Eclairs	61	91
8 7 Up/Lemon & Lime	58	93
9 Bajaj Pulsar DTS-i	58	92
10 Hutch National	49	96
11 Bingo/Mustard Sting	47	94
12 AIG Corporate	45	56
13 Reliance Money	39	98
14 Nokia MMS/6070/6080	38	98
15 Parle Musst Bites	38	96

Ranked according to brand awareness

TOP ADS ON DIAGNOSTICS

	Likeability(%)	Enjoyed(%)	Believe(%)	Claimed(%)	Ad diagnostics(%)
1 Airtel/National	85	97	90	89	90
2 Nokia MMS/6070/6080	69	98	92	86	86
3 Motorola MotoRokr	66	97	88	81	83
4 Pepsi Gold	76	95	78	73	81
5 AIG Corporate	45	95	85	82	77
6 Tata Indicom Mobile service/National	76	90	74	65	76
7 Hyundai Getz/Prime	29	93	81	77	70
8 Bajaj Pulsar DTS-i	58	92	60	60	68
9 7 Up/Lemon & Lime	58	88	63	54	66
10 Ashok Leyland Corporate	13	94	81	72	65
11 Makemytrip.com	30	75	80	72	64
12 Voltas Split AC	26	97	71	62	64
13 Hutch National	49	84	62	60	64
14 Cadbury Dairy Milk Eclairs	61	90	56	46	63
15 Lux Soap	76	86	50	41	63

*Average of likeability, enjoyment, believe and claimed