

Wednesday, January 25, 2006

**Latest Newsletter from AdEx India, a division of TAM Media Research**

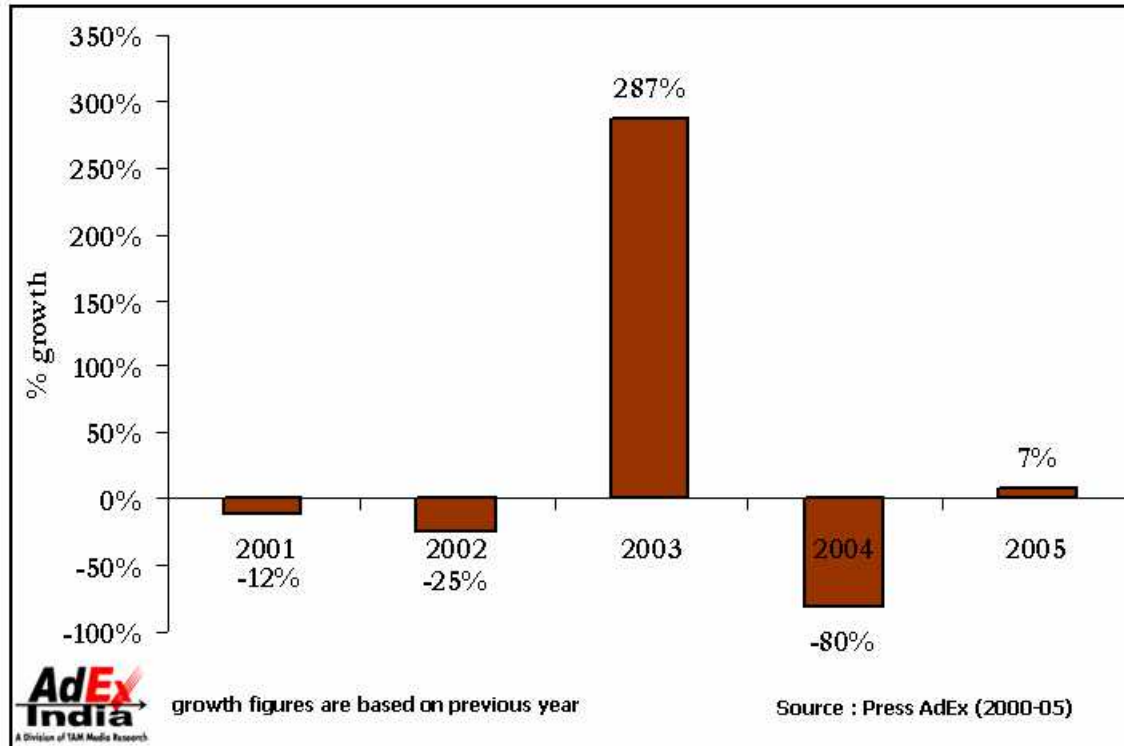
**Subject: Just 7% rise in Chocolates advertising spends in Press in 2005 compared to 2004**

**Key Findings:**

- **7% rise in Chocolates advertising spends in Press in 2005 compared to previous year**
- **'Cadbury's India', the highest spender in Print medium in 2005**
- **'Cadbury Celebration Rich Dry Fruits' tops the brand list**
- **Magazines gets just 17% advertising spends**
- **Only 14% of spends used to boost up Sales**

This week, AdEx India looks at '**Chocolates**' category. Let's have a look at the advertising spends for the years 2000-05.

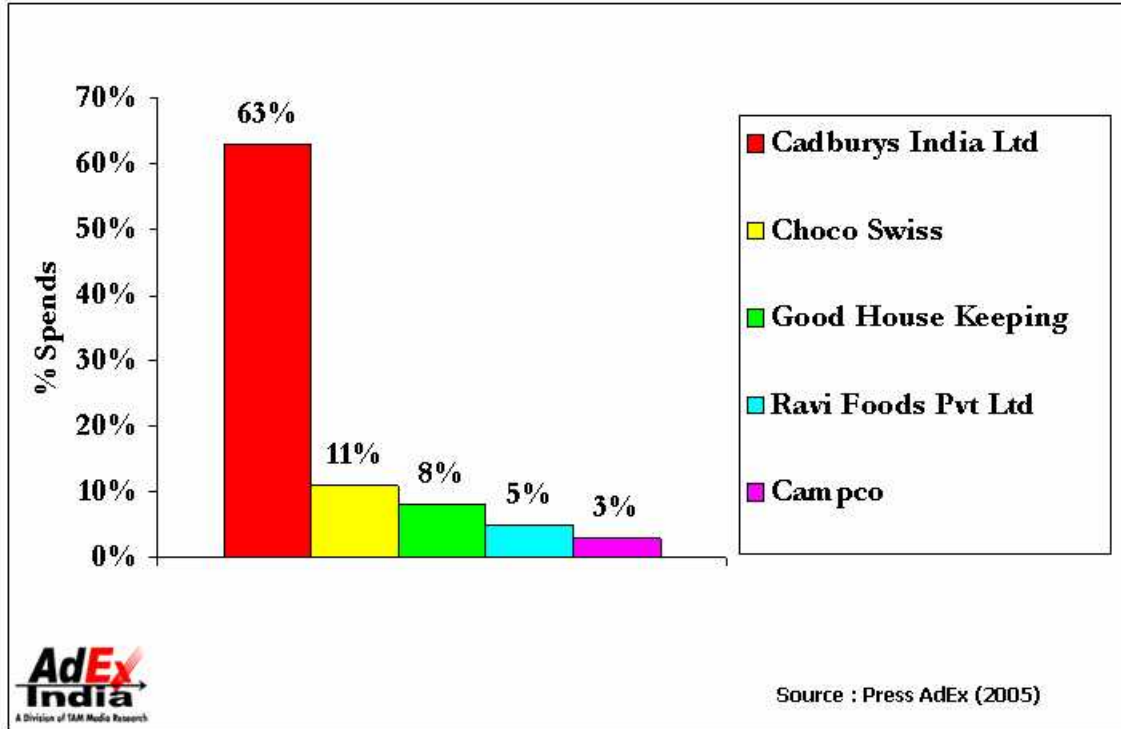
**After a dip of 80% in Chocolates advertising spends in 2004, growth of 7% in 2005**



- 7% growth of in Chocolates advertising spends in 2005 compared to 2004
- Chocolates advertising observed a very high growth in 2003 whereas dipped in 2004

Now let's take a look at the Top Advertisers for the year 2005 in the Print medium.

**Cadburys India rules Chocolates advertising in the year 2005 on Print Medium**



- 'Cadbury India' - way ahead of all the advertisers in the Chocolates category
- Choco Swiss with 11% advertising spends at second position.

So, which were the top brands in this category in the Print medium in 2005? Let's look at the below table for the answer.

**Cadburys Celebration Rich Dry Fruits leads Chocolates advertising in Press**

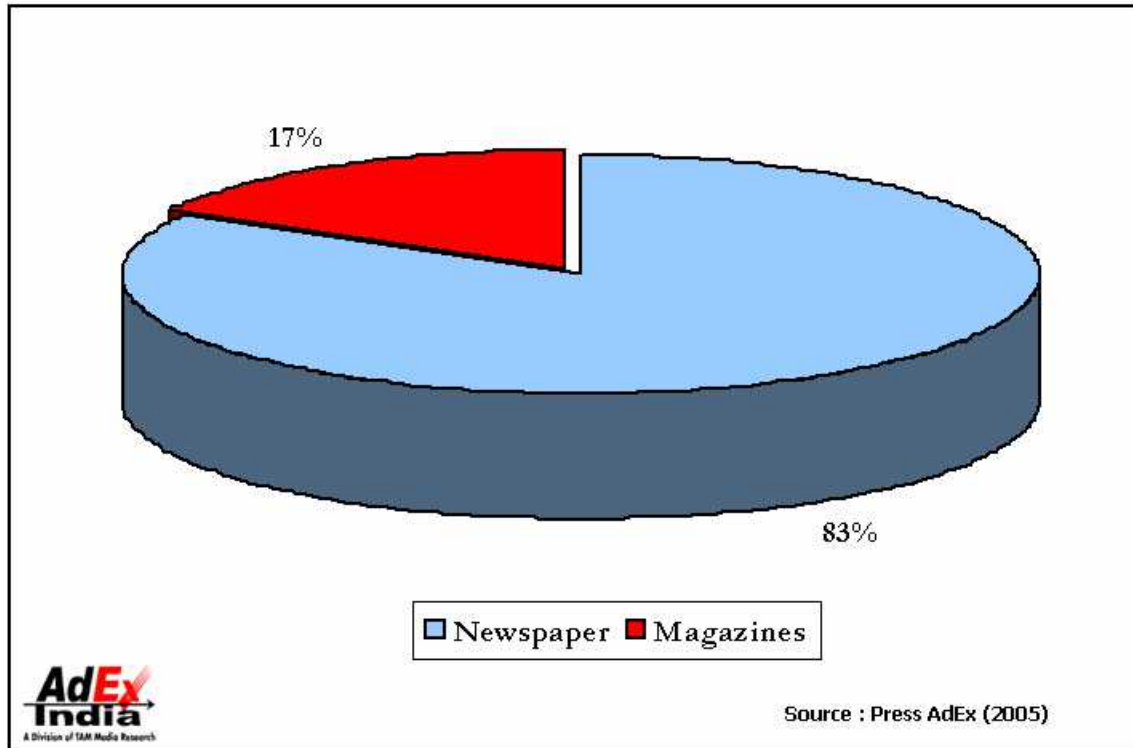
Brands	% Spends
Cadburys Celebration Rich Dry Fruits	28%
Cadburys Perk XL	22%
Choco Swiss	11%
Fantasie	8%
Cadburys Dairy Milk Chocolate	6%
Dukes Big Bite	5%
Toblerone Chocolates	4%
Campco Range	3%
Cadburys Dairy Milk Chunky	3%
Cadburys 5 Star Crunchy	2%

Source : Press AdEx (2005)

- Top 10 brands contributes 92% advertising share
- `Cadburys Celebration Rich Dry Fruits` with 28% advertising spends at 1<sup>st</sup> position

Now lets have a look at which kind of publications (Newspapers or Magazines) did the advertisers spend on the most during the year 2005.

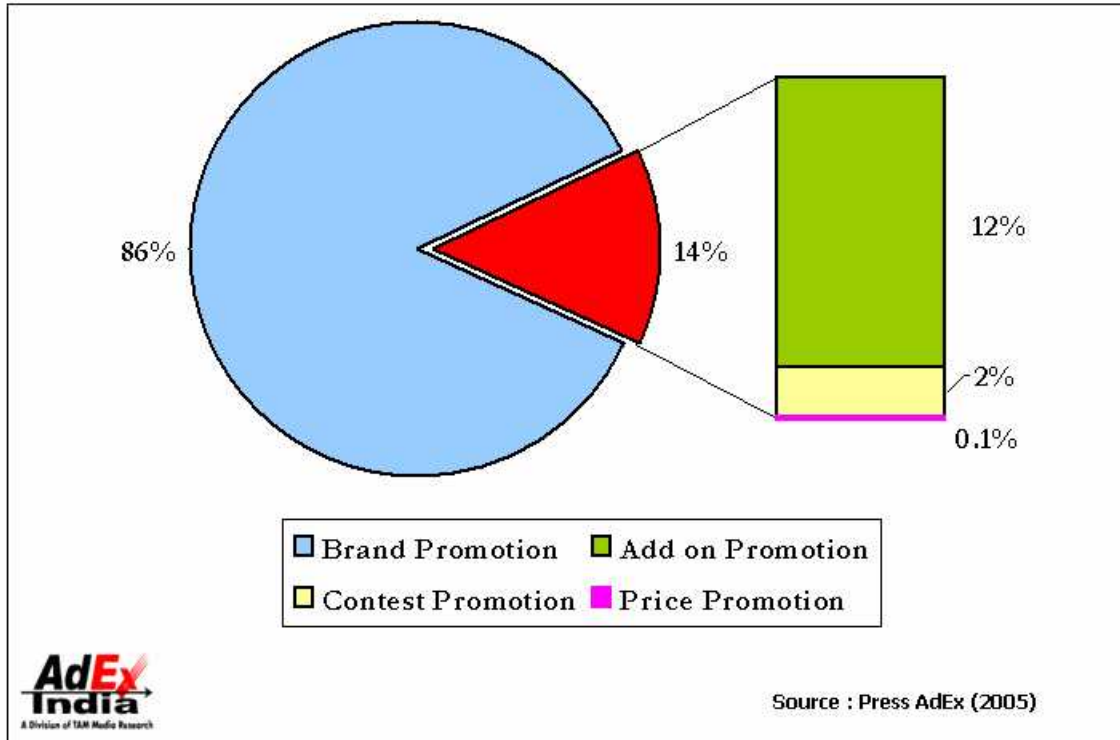
**Max. Chocolates advertising spends on Newspapers**



- 83% advertising spends on Newspapers
- Only 17% advertising spends on Magazines

Lastly, let's look at the share of Sales Promotional advertising and the various type of Promotions used to boost up the sales revenue.

**Only 14% of Chocolates advertising in Sales Promotional in Nature!**



- 86% ad revenue used for branding the Chocolate, while just 14% of ad revenue being used up to increase sales.
- Ad on Promotion dominates Sales Promotion.

We at AdEx India shall come out with similar analyses on other categories in the future.

**(Analysis from AdEx India-A Division of TAM Media Research)**

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