

Wednesday, November 2, 2005

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

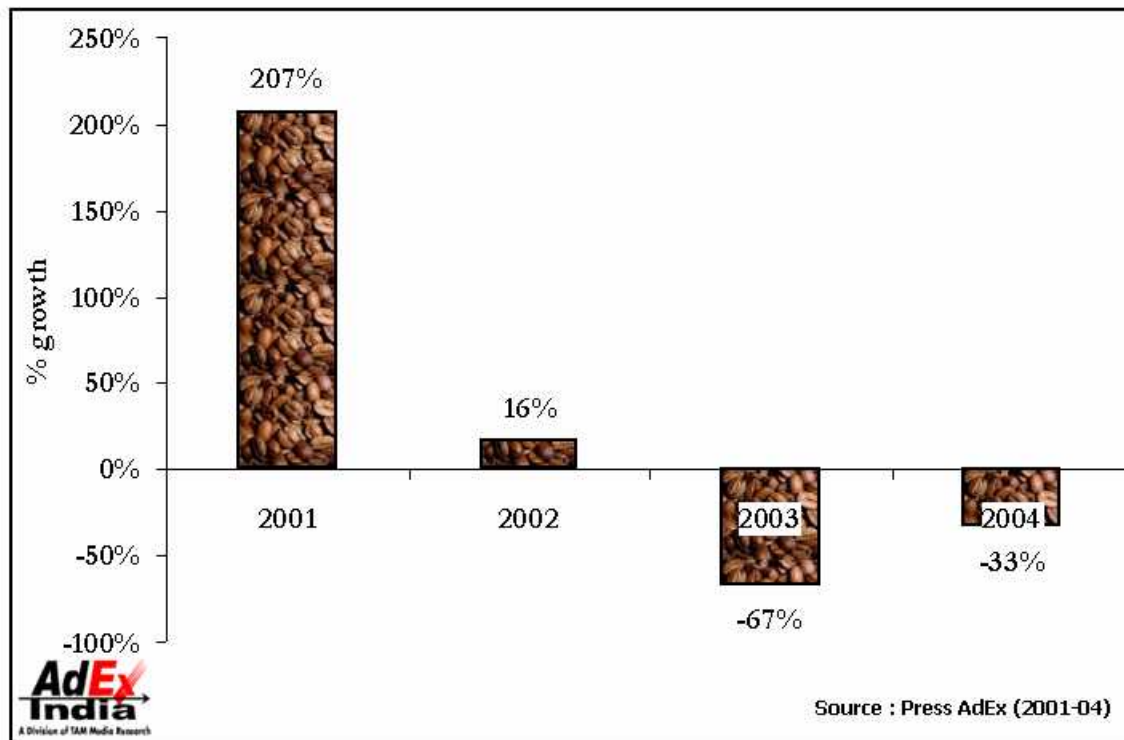
**Subject: Coffee advertising spends twice in Jan-Sept'05 that of Jan-Sept'04 in Print Medium**

**Key Findings:**

- **Coffee advertising spends doubled in Jan-Sept'05 compared to Jan-Sept'04**
- **Dip observed in Press advertising during last two years**
- **'Brooke Bond Bru Instant' coffee gets hotter in Print medium during the first three quarters of 2005**
- **Tamil Nadu Publications gets the maximum ads**

This week, AdEx India looks at the 'Coffee' category. Let's have a look at the growth in Coffee advertising spends during the years 2000-04 on Print medium.

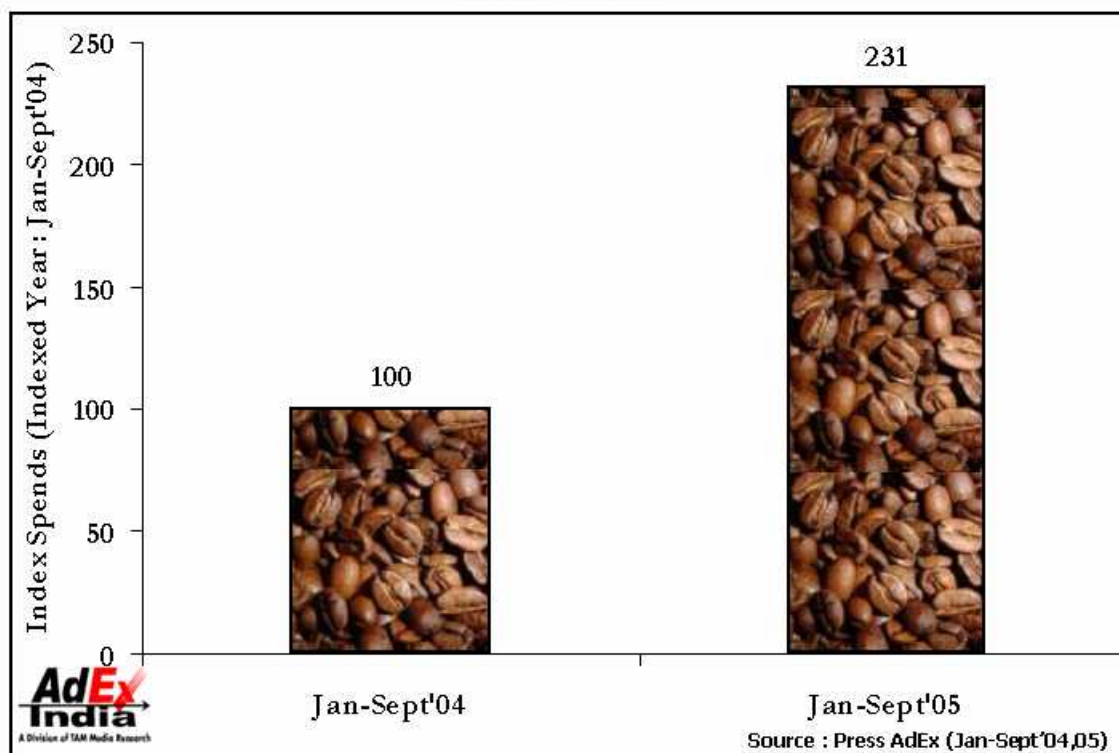
**Coffee advertising dips post 2002!**



- Dip in advertising spends in last two years
- De-growth of 33% in Coffee advertising in 2004 compared to 2003

Is there any rise in Coffee advertising during the first three quarters of 2005 compared to the same period in 2004 in Print medium? The chart below gives the answers.

**Advertising spends doubled in the 1<sup>st</sup> three quarters of 2005 compared to same period of 2004**



- Coffee advertising spends doubled in Jan-Sept'05 compared to that of Jan-Sept'04

Let's watch out the Top 5 Coffee brands advertised in Press during Jan-Sept'05.

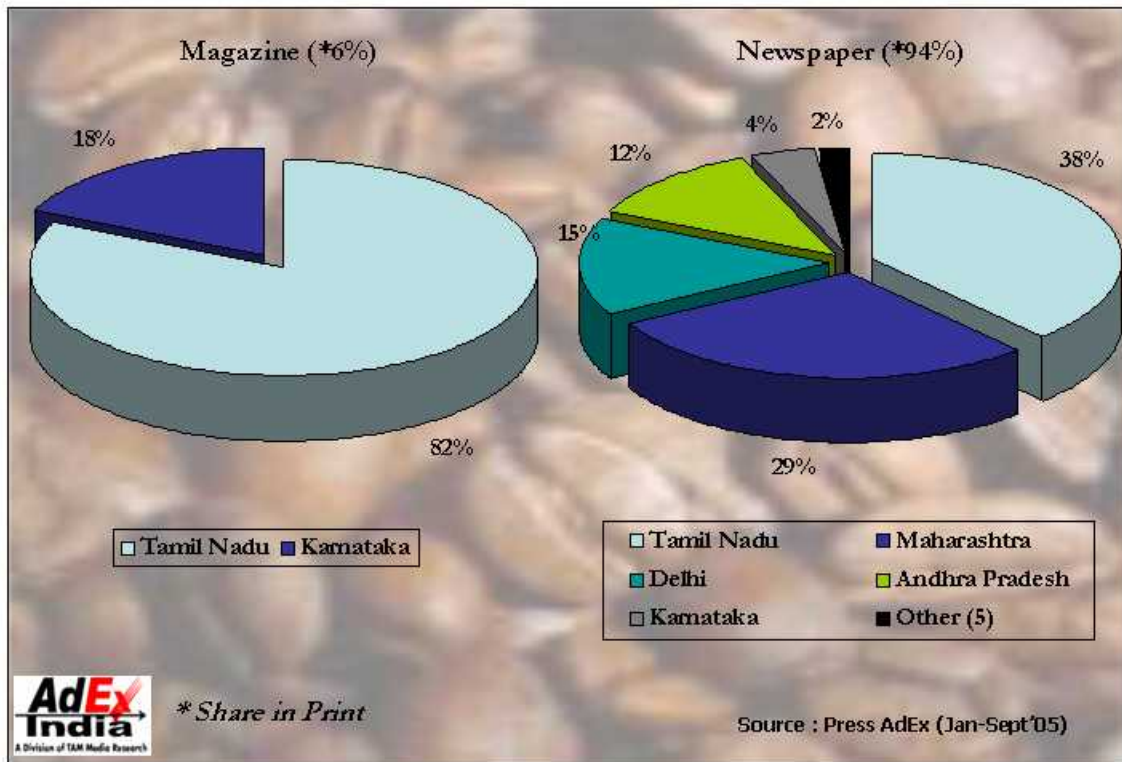
**Brooke Bond Bru Instant leads Coffee advertising**

| <b>Brands</b>           | <b>Advertiser</b>    | <b>% Share</b> |
|-------------------------|----------------------|----------------|
| Brooke Bond Bru Instant | Brooke Bond Lipton   | 64%            |
| Nescafe Instant         | Nestle India Limited | 14%            |
| Brooke Bond Bru Malabar | Brooke Bond Lipton   | 10%            |
| Tata Coorg Coffee       | Tata Coffee Ltd      | 7%             |
| Leo                     | Leo Coffee           | 1%             |

- 'Brooke Bond Bru Instant' gets hotter in Print medium during Jan-Sept'05.
- 'Nescafe Instant' at second position with 14% advertising spends.

Let's also have a look at the Publication state preferred by Coffee advertisers in Jan-Sept'05?

**Tamil Nadu Publications, the choice of advertisers**



- 94% Coffee advertising spends on Newspapers whereas 6% on Magazines
- Tamil Nadu Publications gets max. advertising

We shall be coming out with similar analyses on other categories in the coming days.

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

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