

Wednesday, October 26, 2005

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

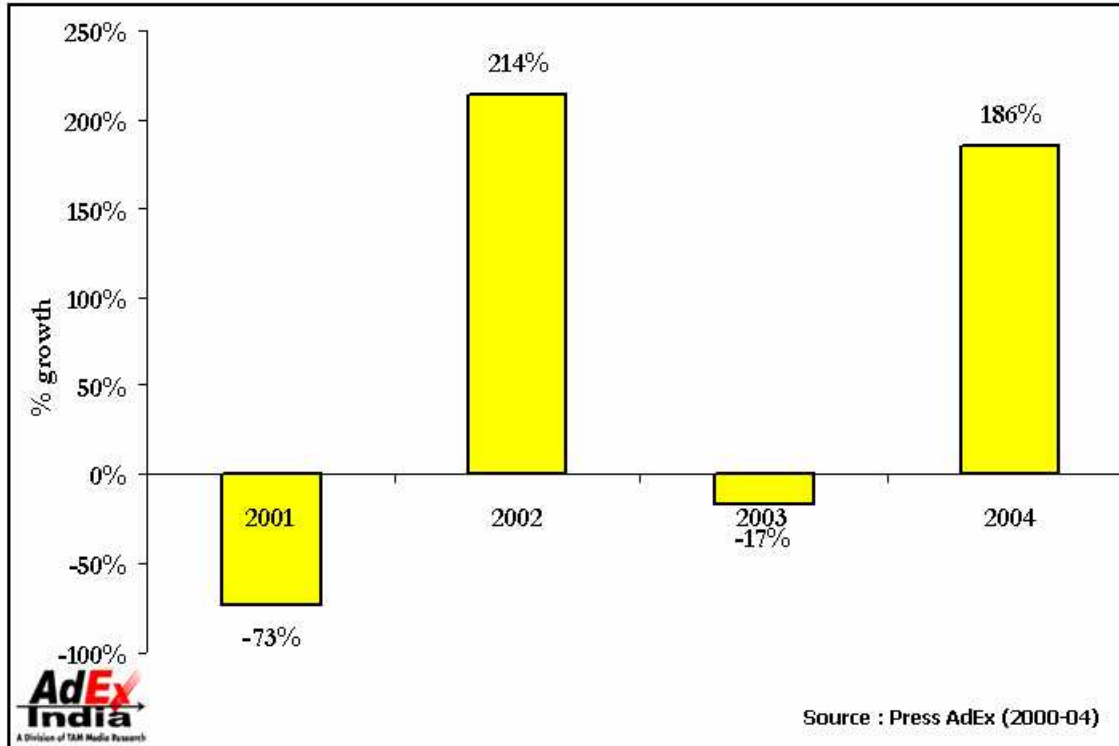
**Subject: Cold Cream advertising dipped by 14% during Jan-Sept'05 compared to the Jan-Sept'04 in Print medium**

**Key Findings:**

- **14% dip in Press advertising spends during the first three quarters of 2005 compared to the same period in 2004**
- **Cold Cream advertising observed 186% rise in 2004 compared to 2003**
- **'Simco Moisturizing Cream' tops the brand list in Press during the first three quarters of 2005**
- **Maximum spends on Education & Career Magazines**

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

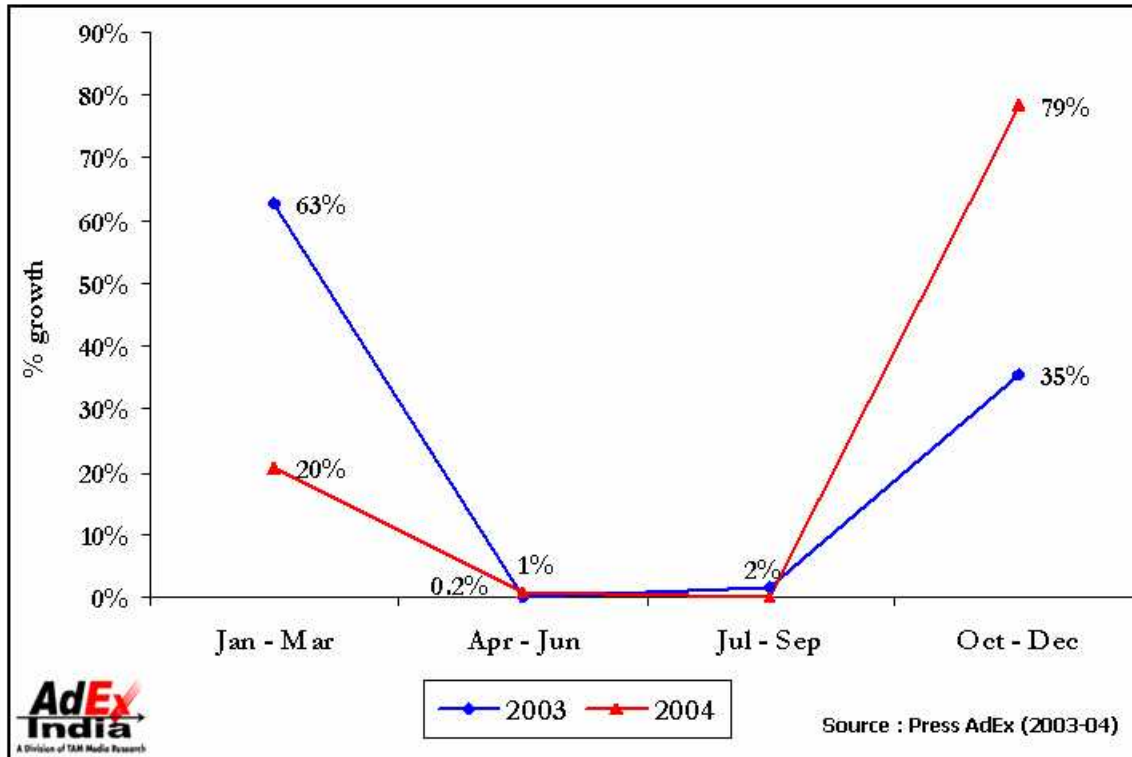
**Cold Cream advertising spends rise 186% in 2004 compared to 2003**



- Advertising spends observes growth every alternate year
- Max. growth in advertising spends in 2002 (214%) compared to 2001

Let's have a look at its advertising pattern across the quarters. The graph below shows its advertising share during 2003-04.

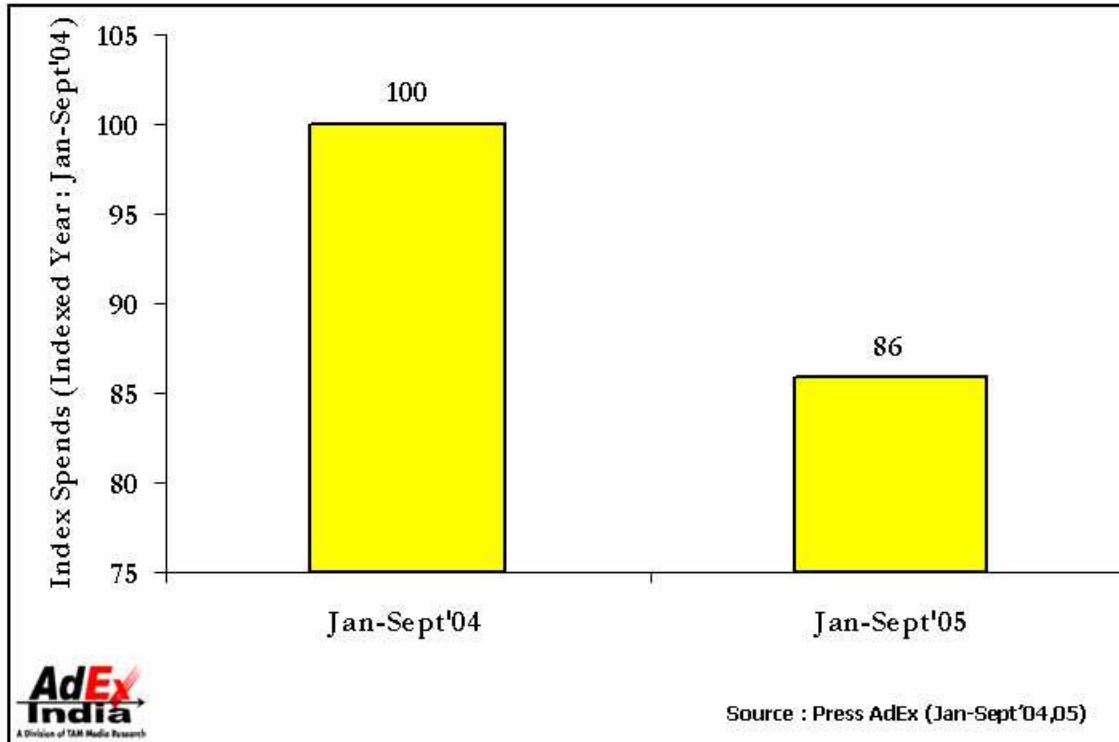
**Winter Season, the obvious choice**



- Max. advertising during Winter Season.

Since we have seen that Press advertising spends in Cold Creams rose every alternate year, now let's look at its advertising spends during the first three quarters of 2005 compared to the same period in 2004.

**14% dip in Cold Cream advertising spends in Jan-Sept'05 compared to that of 2004**



- 14% dip in advertising spends in the Jan-Sept'05 compared to the Jan-Sept'04 in Print Medium

Let's watch out the Top 5 Cold Cream brands in Press during the first three quarters of 2005.

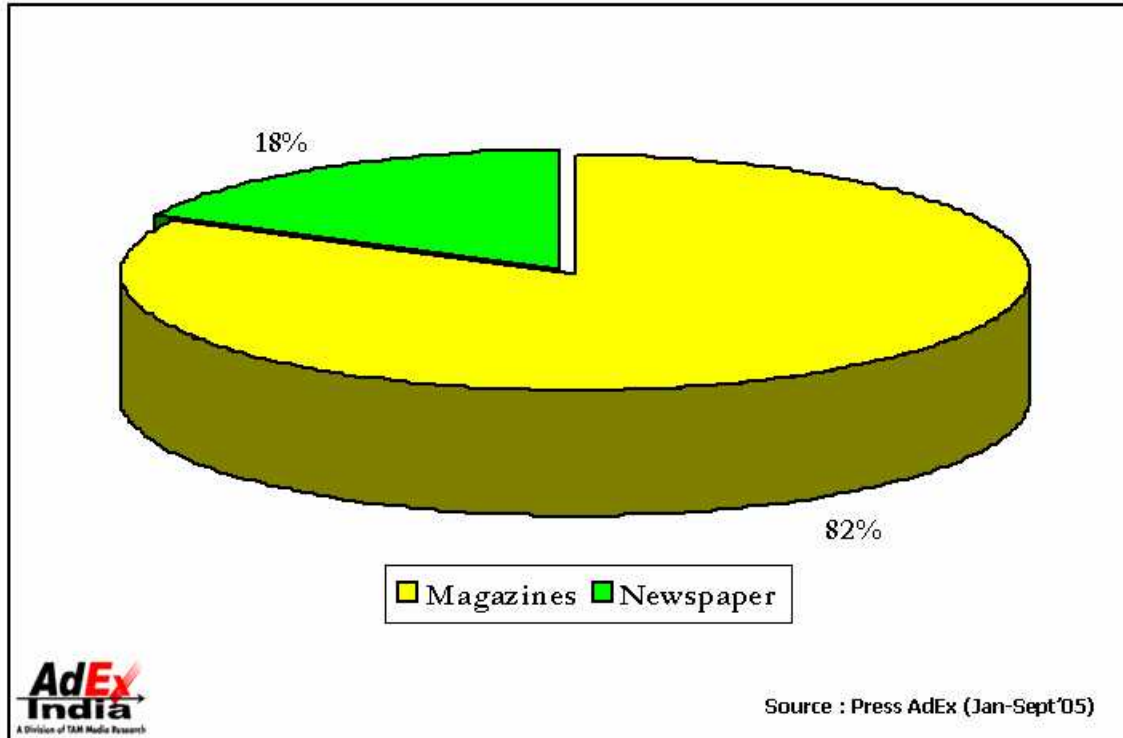
**Top 5 Cold Cream's Brands in Jan-Sept'05**

| <b>Brands</b>                                 | <b>Advertiser</b>      | <b>% Spends</b> |
|---|------------------------|-----------------|
| Simco Moisturizing Cold Cream                 | Simco                  | 26%             |
| Nivea Cream                                   | J L Morrison India Ltd | 22%             |
| Ayur Herbal Cold Cream                        | Three N Products       | 16%             |
| Ponds Moisturising Cold Cream                 | Ponds India            | 14%             |
| Fairever Beautiful Skin Winter Fairness Cream | Cavin Kare Limited     | 11%             |

- 'Simco Moisturizing Cold Cream' tops advertising during the first three quarters in 2005
- 'Nivea Cream' at second position with 22% advertising spends

Which publication nature (i.e. Newspapers or Magazines) is preferred by the Cold Cream advertisers in the Jan-Sept'05? The pie below gives the answers.

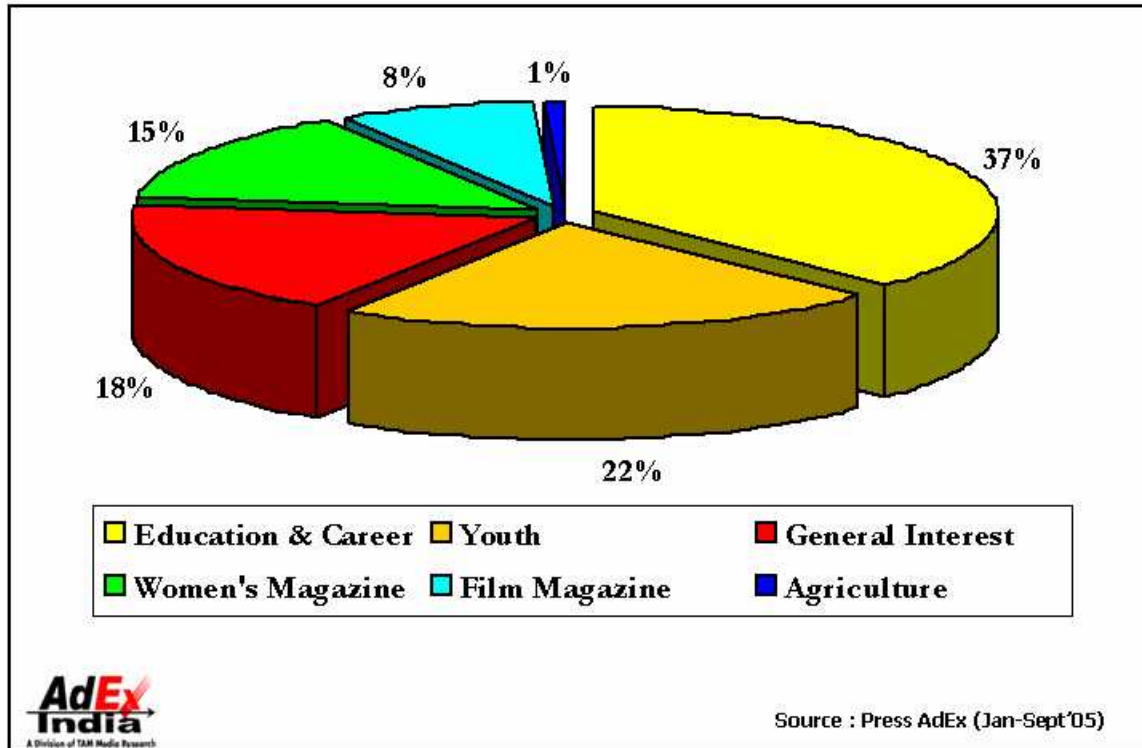
**Cold Cream spends max. on Magazines**



- 82% of the advertising spends in Magazines
- Newspapers gets 18% advertising spends

Which type of Magazines do the Cold Cream advertisers prefer? The pie below shows its advertising spend share during the first three quarters of 2005.

**Education & Career Magazines, the choice of Cold Cream Advertisers**



- Education & Career type Magazines, the preferred one
- Next choice is Youth, followed by General Interest Magazines

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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