

Wednesday, October 19, 2005

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

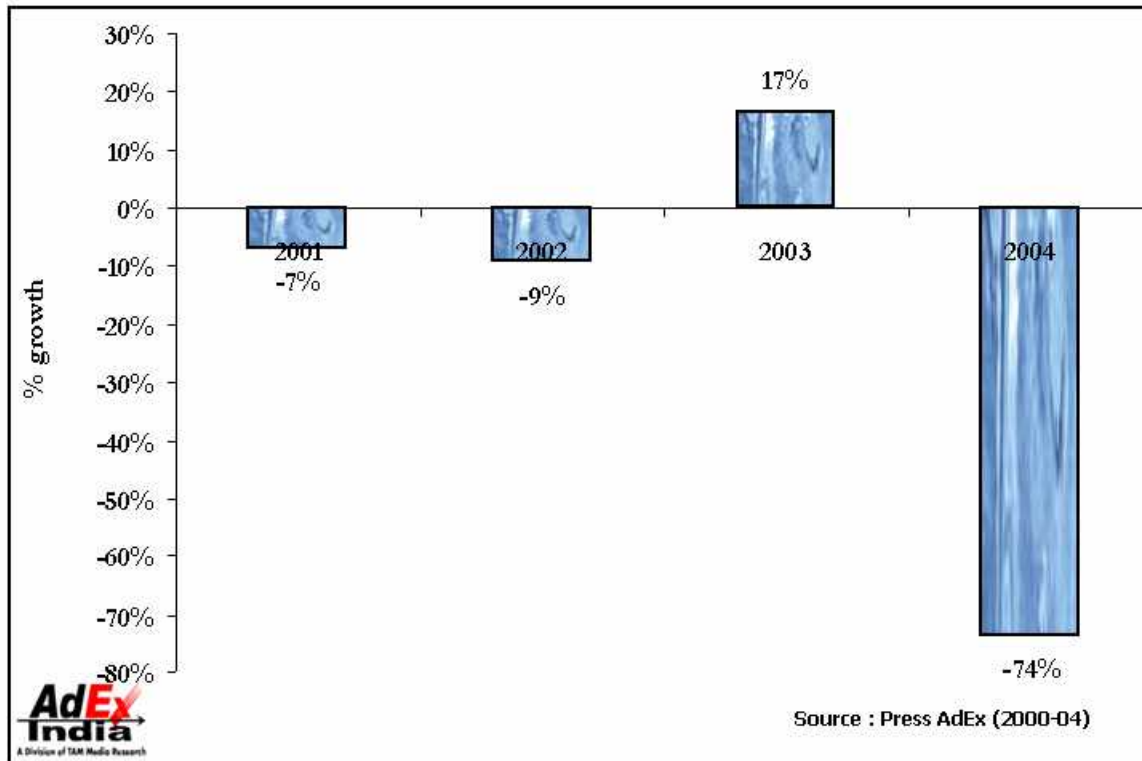
Subject: Mineral Water advertising grew by 20% in the 1st half of 2005 compared to the 1st half 2004 in Print

Key Findings:

- **20% rise in advertising spends in the 1st half of 2005 compared to 1st half 2004**
- **Except 2003, Mineral Water advertising dips across 2001-04**
- **The 1st halves, most preferred period for advertising**
- **'Aquafina Mineral Water' tops the brand list in Press in the 1st half of 2005**
- **Mineral Water advertisers prefer General Interest Newspapers**

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

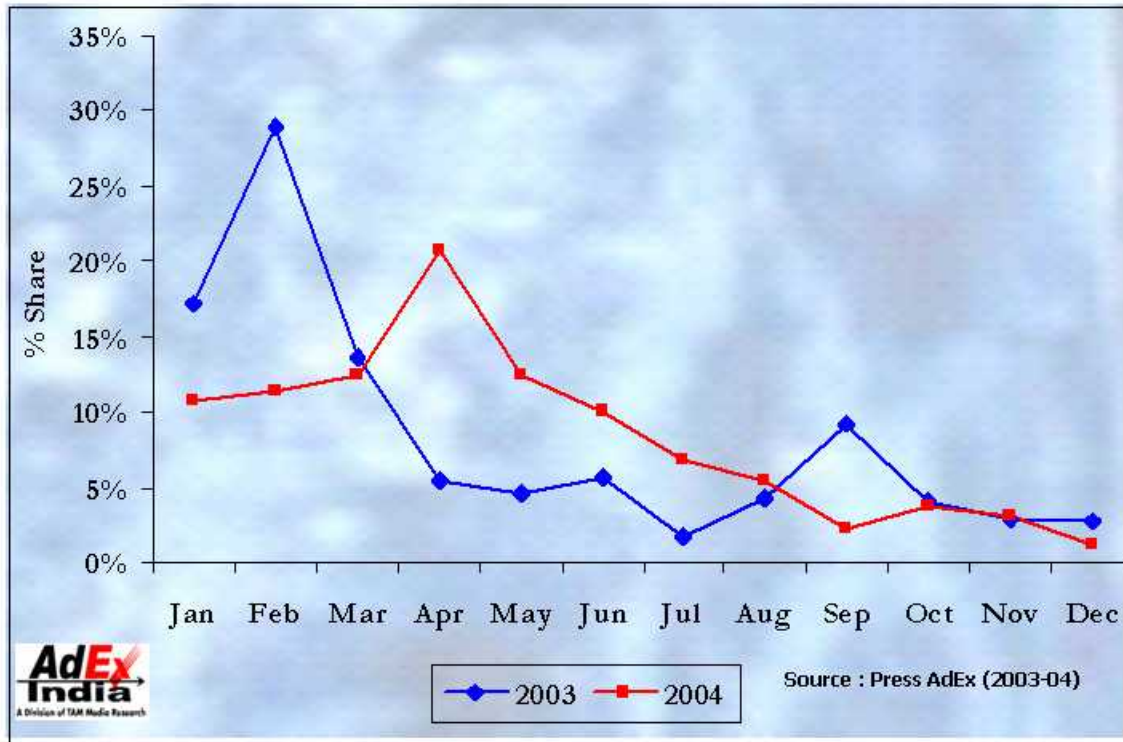
Mineral Water advertising flow down 74% in 2004 compared to 2003 in Print



- Except 2003, Mineral Water advertising observes dip
- Max. 74% dip in Mineral Water advertising in 2004 compared to 2003

Which period is most preferred by Mineral Water advertisers across the year? The graph below gives the answer.

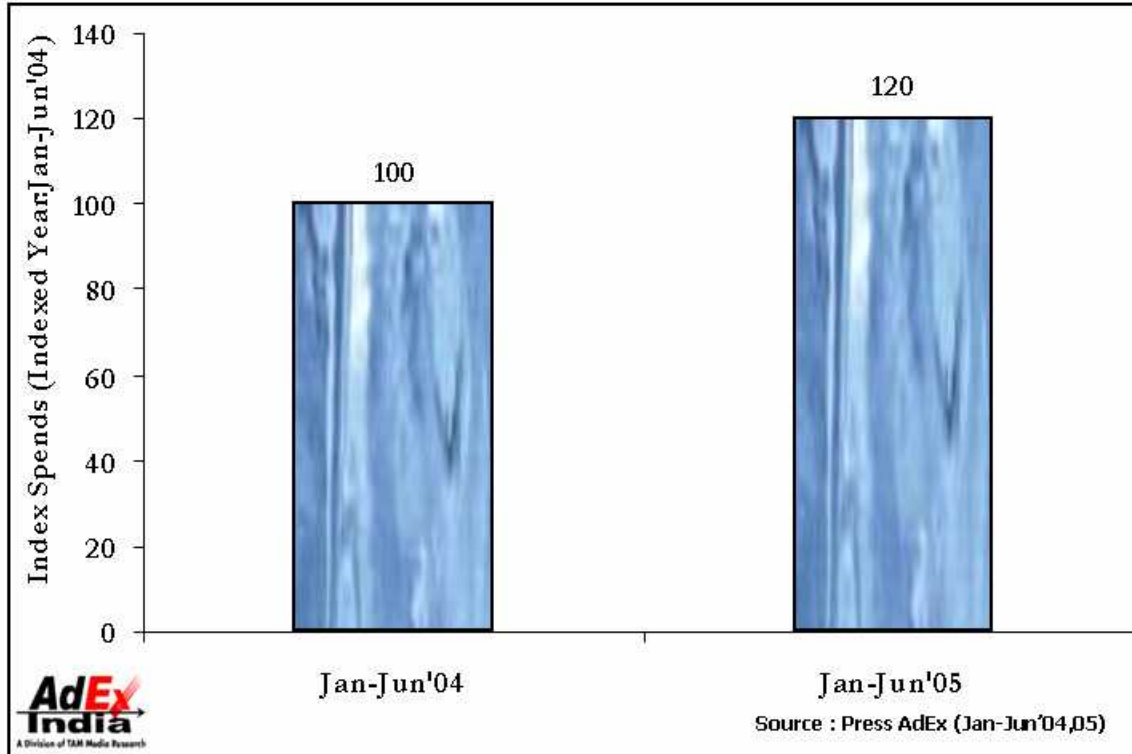
Max. advertising during 1st half of the year



- Max. advertising during 1st half of the year.

Whether Mineral Water advertising shows any rise/dip in the 1st half of 2005 compared to the 1st half of the previous year in Print medium. The chart below gives the answers.

Mineral Water advertising rises 20% in 1st half of 2005 compared to 2004



- 20% rise in advertising spends in the 1st half of 2005 compared to the 1st half of 2004 in Print Medium

Let's look at the Top 5 Mineral Water brands, along with advertisers, in Press during the 1st half of 2005.

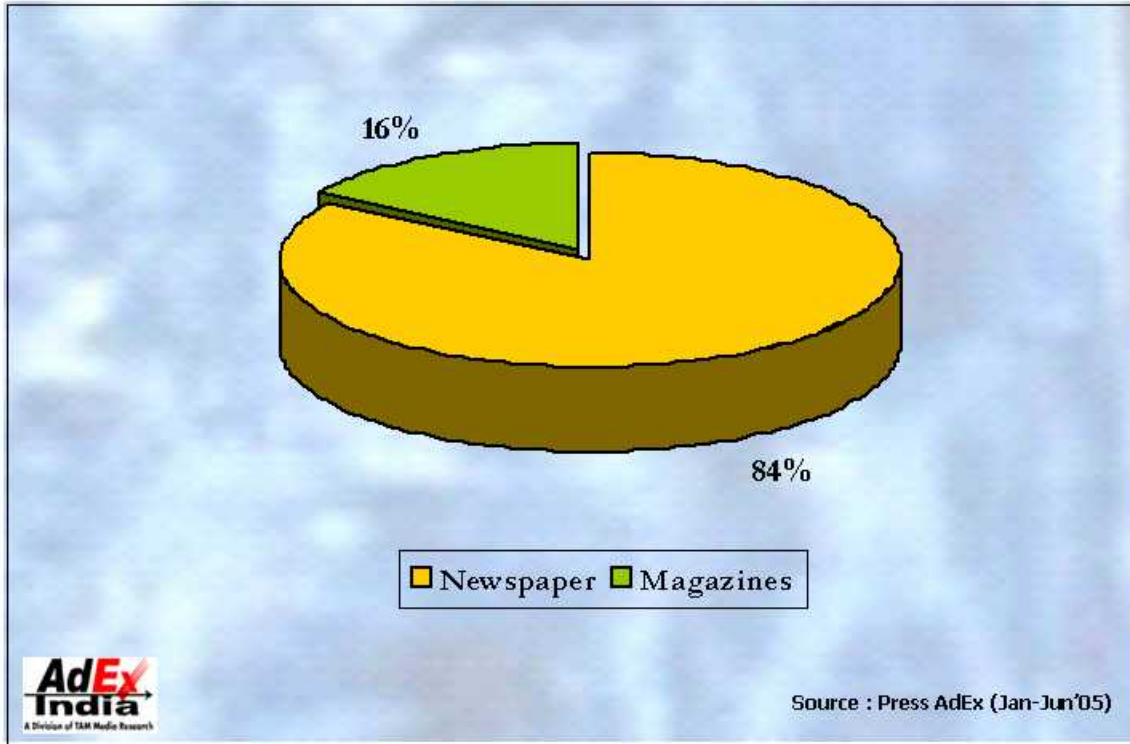
Aquafina Mineral Water tops category advertising

Brands	Advertiser	% Share
Aquafina Mineral Water	Pepsi Co	22%
Seagrams Imperial Blue *	Seagram	17%
Team Energy Herbal Water	Membrane Technologies Ltd	13%
Kinley Mineral Water	Coca Cola India Ltd	10%
Sabols Packaged Drinking Water	Swadeshi Products Ltd	7%

- 'Aquafina Mineral Water' tops advertising in the 1st half of 2005

Which publication nature (i.e. Newspapers or Magazines) is preferred by the Mineral Water advertisers in the 1st half of 2005? The pie below gives the answers.

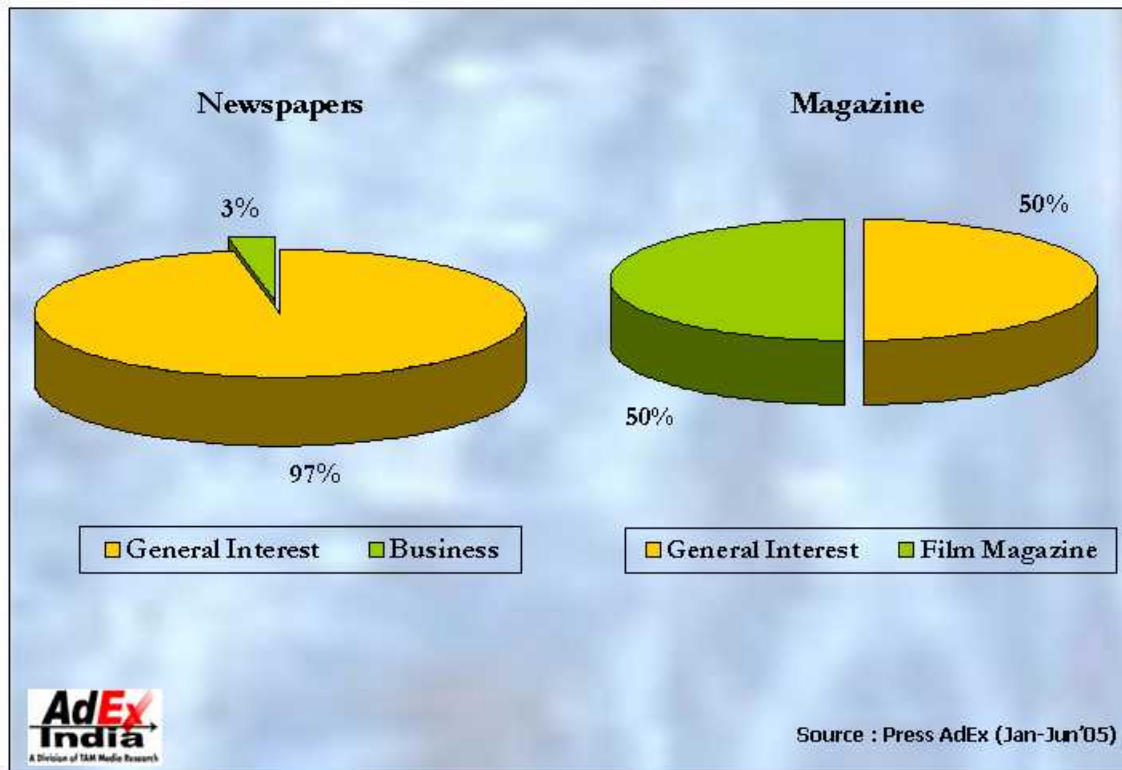
Mineral Water advertiser prefers Newspaper ad space for advertising



- 84% of the advertising spends in Newspapers
- Magazines gets 16% advertising spends

Which type of publications has been preferred by the Mineral Water advertisers in the 1st half of 2005? The pie below gives the answers.

General Interest Publications, the choice of Advertisers



- General Interest Newspapers, the choice
- Equal advertising spends in General Interest and Film 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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