

Wednesday, December 07, 2005

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

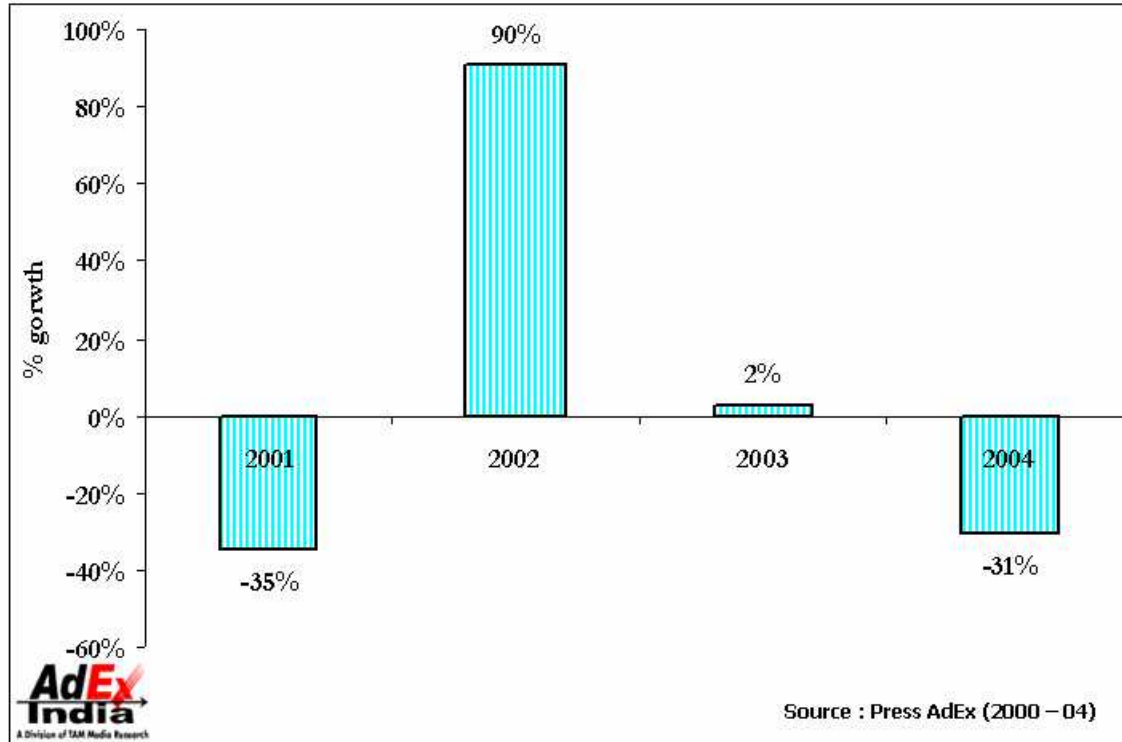
Subject: Just 1% rise in Tooth Pastes advertising spends in Press in 1st three quarters of 2005 compared to that of 2004

Key Findings:

- **No major change in Press advertising spends during the first three quarters of 2005 compared to the same period in 2004**
- **Tooth Pastes advertising observed 31% dip in 2004 compared to 2003**
- **'Anchor Tooth Pastes' tops the brand list in Press during the first three quarters of 2005**
- **Only 14% of Tooth Pastes advertising spends on Magazines**
- **Combination Promotion used to raise Sales**

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

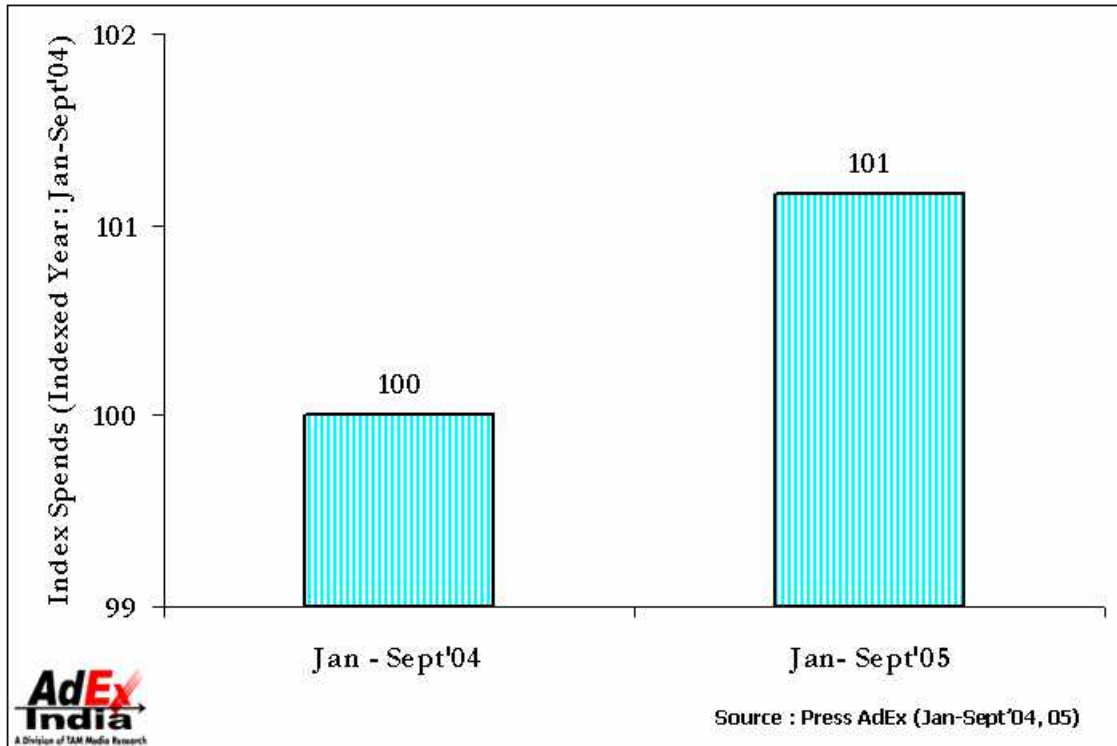
Tooth Pastes advertising spends dip 31% in 2004 compared to that of 2003



- Tooth Pastes advertising spends dipped 31% in 2004 compared to 2003
- Max. growth (90%) observed in 2002 compared to that of 2001

Does the year 2005 able to compensate the dip observed in 2004? Let's have a look at its advertising spends during the first three quarters of 2005 compared to the same period in 2004.

Merely 1% rise in Tooth Pastes advertising spends in 1st three quarters of 2005 compared to that of 2004



- No major difference in the Tooth Pastes advertising spend in 1st three quarters of 2005 compared to the same period in 2004

Let's watch out the Top 10 Tooth Pastes brands in Press during the first three quarters of 2005.

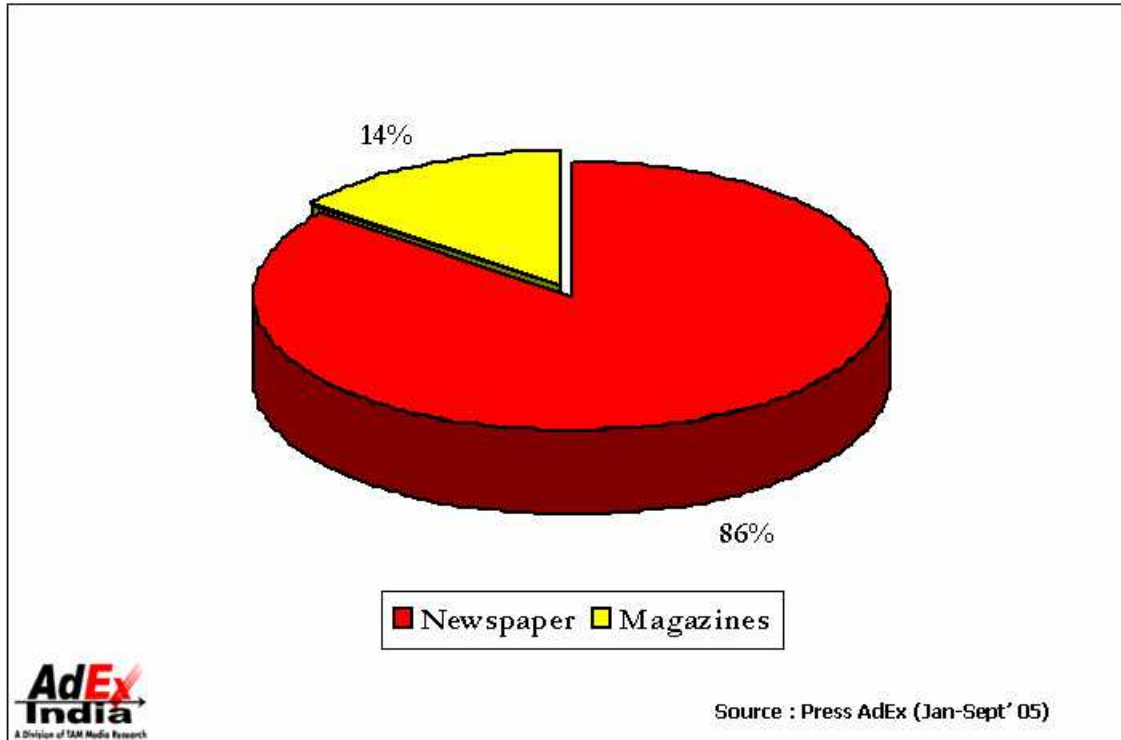
Top Tooth Paste Brands advertised on Press in 1st three quarters of 2005

Brands	Advertiser	% Share
Anchor Tooth Paste	Anchor Health & Beauty Care	17%
Colgate Cibaca Top	Colgate Palmolive India Ltd	14%
Colgate Dental Cream	Colgate Palmolive India Ltd	13%
Anchor Gel Lemon Mint	Anchor Health & Beauty Care	11%
Colgate Total	Colgate Palmolive India Ltd	8%
Pepsodent Whitening	Hindustan Lever Ltd	6%
Anchor Gel Icy Mint	Anchor Health & Beauty Care	5%
Anchor Gel	Anchor Health & Beauty Care	4%
Pepsodent Germicheck Plus	Hindustan Lever Ltd	3%
Anchor Gel Fresh Mint	Anchor Health & Beauty Care	3%

- 'Anchor Tooth Paste' tops advertising during the first three quarters in 2005
- 3 out of 5 Brands of 'Anchor Health & Beauty Care' are the new launched ones in 3rd quarters of 2005

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

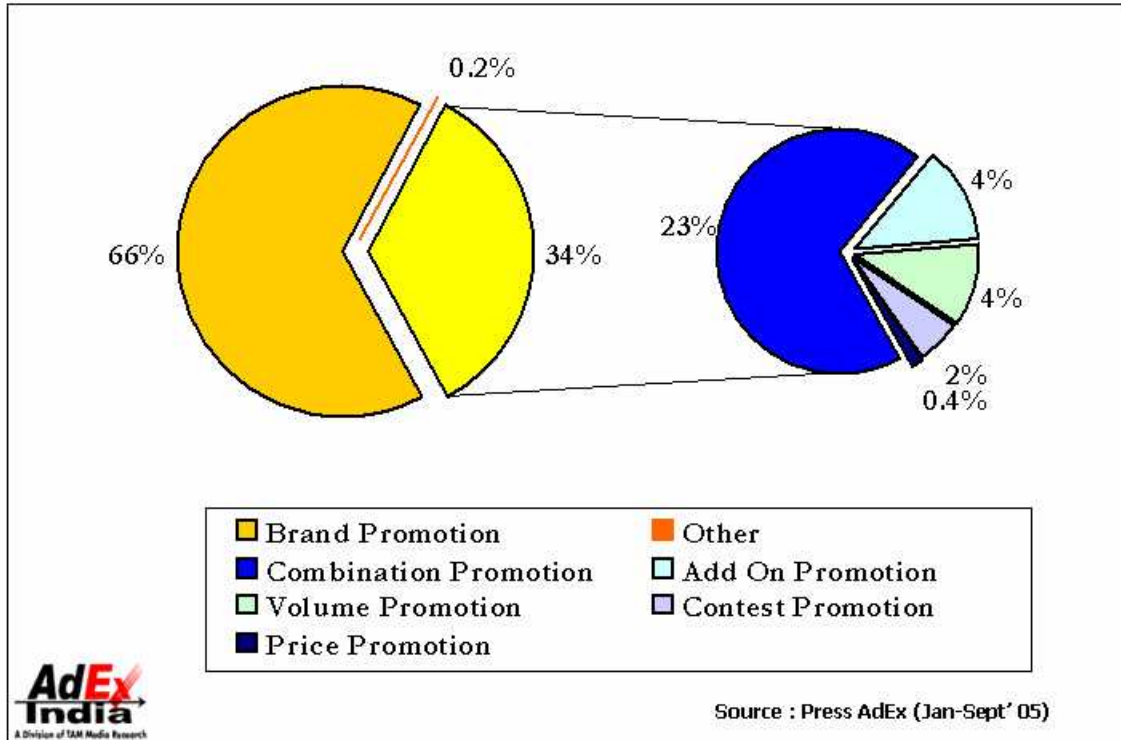
Max. advertising in Newspapers in 1st three quarters of 2005



- 86% of the advertising spends in Newspapers
- Magazines gets 14% advertising spends

Which media strategy is used by Tooth Pastes advertisers for attracting consumers?

Combination Promotion, mostly used by Tooth Pastes advertisers to attract consumers



- 66% advertising spends used for Brand Promotion and 34% used for Sales Promotion
- Combination Promotion used for attracting more consumers

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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