

Wednesday, December 13, 2005

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

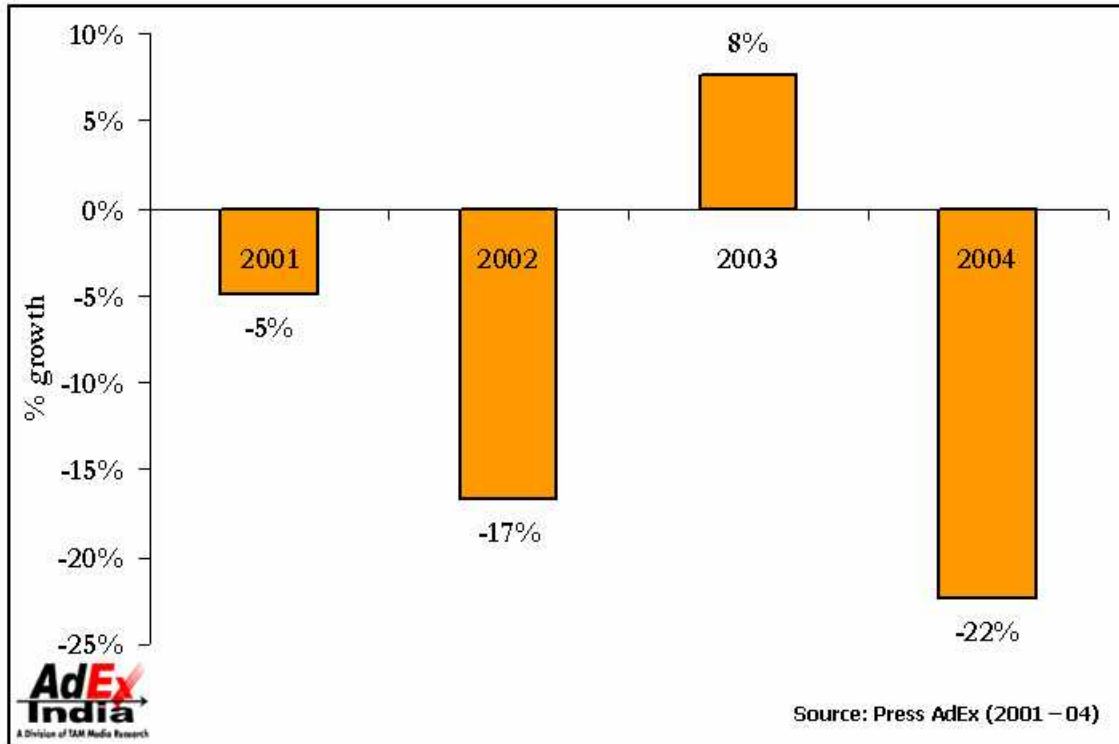
Subject: 11% dip in Washing Machine advertising spends in Press in 1st three quarters of 2005 compared to that of 2004

Key Findings:

- **11% drop in Washing Machine advertising spends in the first three quarters of 2005 compared to that of 2004.**
- **Press advertising spends dips 22% in 2004 compared to 2003.**
- **'Samsung Washing Machine' tops the brand list in Press during the first three quarters of 2005**
- **Only 9% advertising in Magazines**
- **Maximum usage of English Publications by advertisers**

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

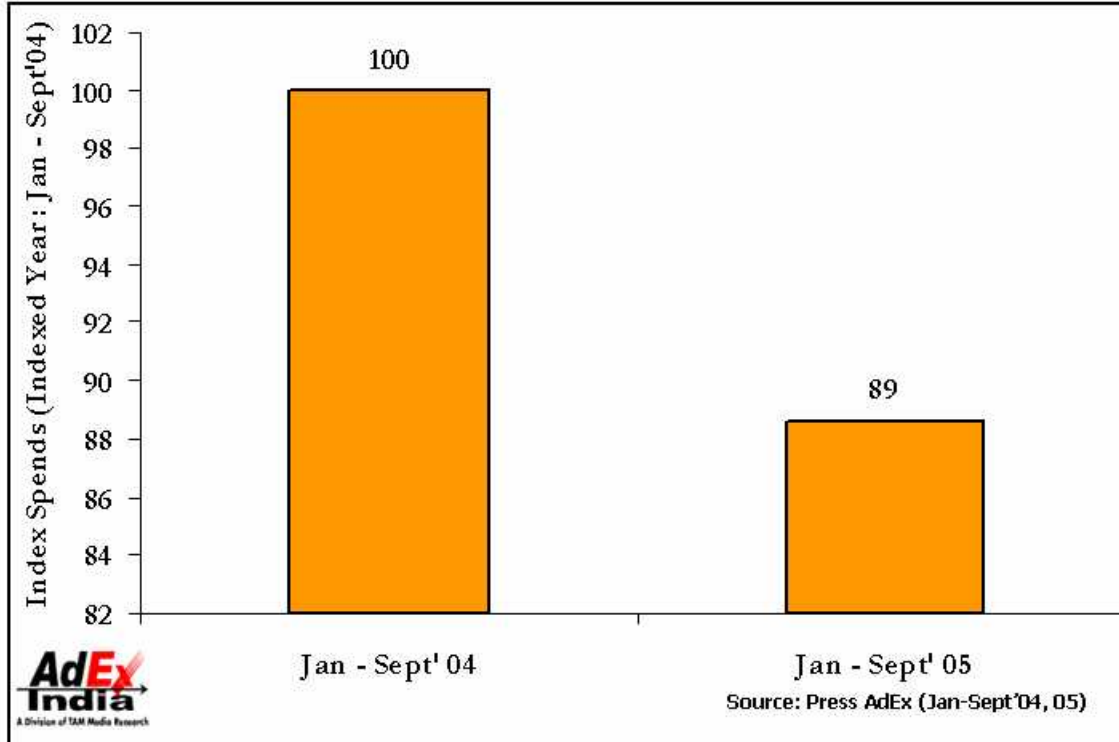
Washing Machine advertising spends declined 22% in 2004 compared to that of 2003



- Washing Machine advertising spends dips 22% in 2004 compared to 2003
- 8% rise observed in advertising in 2003 compared to 2002

Check out whether 2005 shows any rise in advertising spends? The chart below shows its advertising spends during the first three quarters of 2005 compared to the same period in 2004.

Washing Machine advertising spends dropped 11% in 1st three quarters of 2005 compared to that of 2004



- A drop of 11% in advertising spends during Jan-Sep '05 compared to that of 2004

Check out the Top brands advertised in Press in 1st three quarters of 2005? The table below gives the answers.

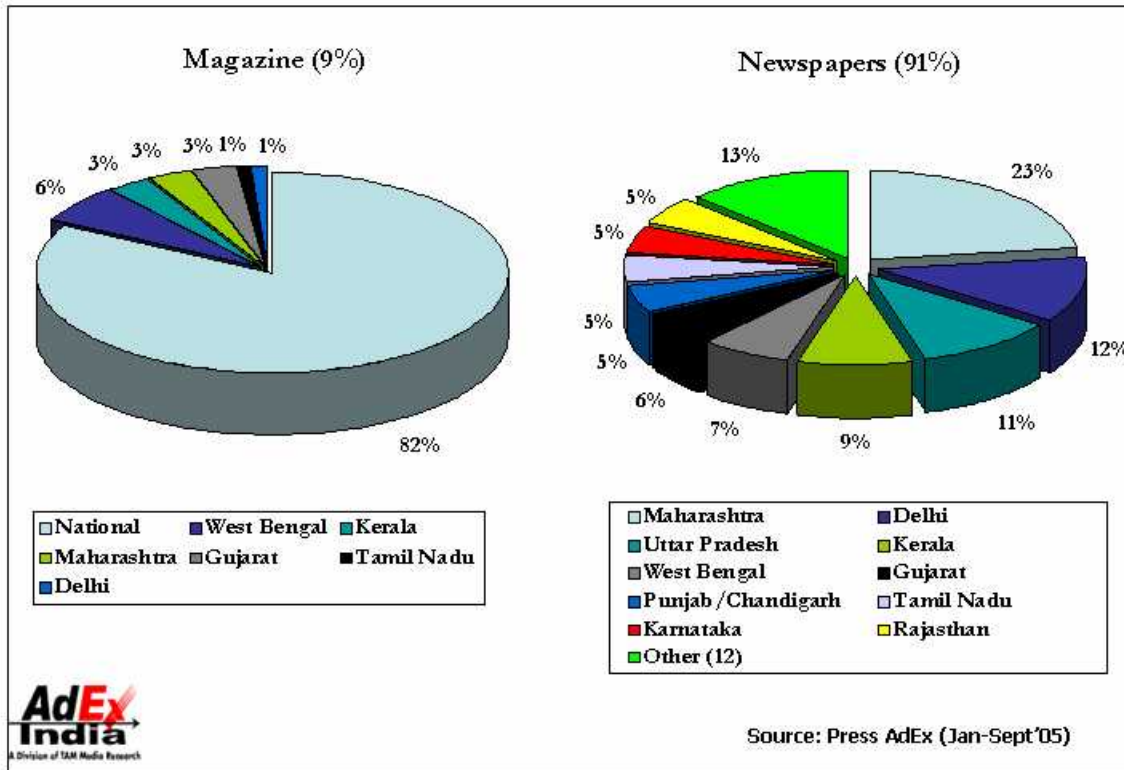
Top 5 Washing Machine Brands advertised in Press

Brands	Advertiser	% Spends
Samsung Washing Machine	Samsung India Electronics Ltd	24%
LG Intello Wash	LG Electronics India Ltd	15%
Godrej Dreamwash	Godrej	12%
Whirlpool Sensation	Whirlpool Of India Limited	9%
Whirlpool Stainwash	Whirlpool Of India Limited	9%

- 'Samsung Washing Machine' tops the brands list with 25% advertising share
- 'LG Intello Wash', the newly launched Washing Machine gets the 2nd position

Which state do the Washing Machine advertisers focused on, to increase their sales? The pie below shows it's advertising share during Jan-Sep' 05.

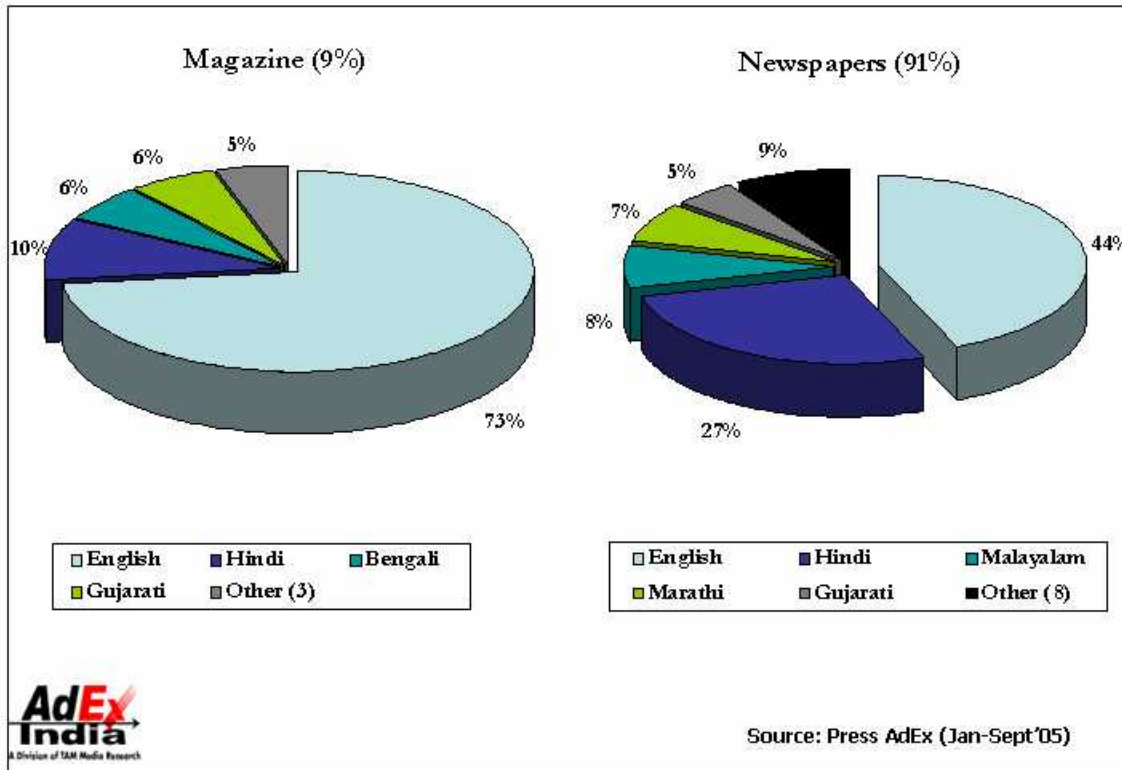
States preferred for advertising



- 91% spends used for ads on Newspapers and only 9% spends on Magazine
- 'Maharashtra' state Newspapers, preferred for advertising
- National Magazines, the choice

Which publication languages are preferred by Washing Machine advertisers in Press?

English Publications used for advertising



- Overall, English Publications are used maximum by Washing Machine advertisers

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)

+++

Siddhartha Mukherjee

Director - Corporate Communications
TAM Media Research
Dr. Babasaheb Ambedkar Road
Chinchpokli (E)
Mumbai - 400 033
India
Tel: +91 22 23718103/8325/8912; Extn: 540
Mobile: +91 9820082516
Fax: +91 22 23718086
E-mail: siddhartha@tamindia.com
website: www.tamindia.com