

News monitored for: Pepsi - Brands



TOP OF THE MIND AD SURVEY

Slice bears fruit, Zoozoos make a comeback

The Zoozoos have returned—to television screens and the Top 10 in the ad ratings. Vodafone Essar Ltd ads featuring these funny characters with ballooned bodies and egg-shaped heads, promoting its third-generation (3G) mobile phone service, have grabbed five of the top 10 slots in February.

Just ahead of summer, an ad for the Slice Mango drink has taken the No. 1 spot on the ad reach index, a measure of brand awareness and recall among viewers, scoring 80 points to beat the second-placed Vodafone ad by a single point. The other Zoozoo ads on the list are ranked fourth, fifth, sixth and eighth.

Two Lay's chips ads also feature in the February Top 10, along with an ad each for Idea Cellular Ltd and TVS Wego. The Lay's chips/Magic Masala and TVS Wego ads are the only two to have scored 100 in the brand recall segment.

The Mint-Synovate-TVAdIndex survey covered 755 respondents from high-income groups in New Delhi, Mumbai and Bangalore.

The Zoozoos were introduced two years ago, during the second season of the Indian Premier League cricket tournament, to promote Voda-

fone's value-added services. Although they run for only a few months of the year, they are quite popular with television viewers and invariably dominate the ad ratings.

Almost the same set of ads make up the Top 10 on the ad diagnostics index, which measures softer features such as likeability, enjoyment, believability and claim. The only new entrant to the list is a Lehar Kurkure/Masala Munch ad. TVS Wego does not figure in this list.

The Slice Mango ad tops the diagnostics index too with 78 points, three points ahead of the second-ranked Vodafone ad.

Overall, ads in February haven't scored as high as those in January, when an Idea Cellular ad topped the charts, clocking 84 on both the reach and diagnostics indices.

feedback@livemint.com

WWW.LIVEMINT.COM

For the full survey, log on to www.livemint.com/adsurvey

The top ads are selected on the basis of their score on the ad reach index. This score is calculated by multiplying the awareness score and the brand recall score and dividing this by 100. The ad diagnostics score is not used to rate the ads, but is provided to help advertisers understand how successful their ads have been in breaking through the clutter. The ad diagnostics score is an average of an ad's likeability, enjoyment, believability and claims score.



TOP TELEVISION ADS IN FEBRUARY

	Awareness (%)	Brand recall (%)	Ad reach index
1 Slice Mango drink	84	95	80
2 Vodafone 3G national	84	94	79
3 Lay's chips/Magic Masala	76	100	76
4 Vodafone 3G national	75	98	74
5 Vodafone 3G national	75	96	72
6 Vodafone 3G national	71	90	64
7 Idea/national	71	87	62
8 Vodafone 3G national	69	86	59
9 TVS Wego	59	100	59
10 Lay's chips	68	86	58

HOW THEY SCORED ON AD DIAGNOSTICS

	Likeability (%)	Enjoyment (%)	Believability (%)	Claim (%)	Ad diagnostics
1 Slice Mango drink	82	81	75	75	78
2 Vodafone 3G national	82	79	75	62	75
3 Vodafone 3G national	74	73	69	67	71
4 Idea/national	71	71	67	60	67
5 Vodafone 3G national	75	73	62	56	67
6 Vodafone 3G national	69	69	63	59	65
7 Vodafone 3G national	70	61	64	64	65
8 Lay's chips	68	67	60	63	65
9 Lehar Kurkure/Masala Munch	68	67	57	64	64
10 Lay's chips/Magic Masala	75	64	58	56	63

The survey, conducted by Synovate India and supported by ad monitoring firm TVAdindex, covers 755 respondents—255 in New Delhi and 250 each in Mumbai and Bangalore. The respondents, in the age group of 18-40, have access to cable or satellite television, and belong to high-income groups. The scores were compiled on the basis of spontaneous recall, aided recall and likeability.

Slice Mango drink

Bang Bang Films

The "sweetness" of the "wait" for a ripe mango is the focus of this top-scoring ad. It features actor Katrina Kaif holding up a raw mango, waiting—and waiting—for it to ripen, and in sheer heaven when it does. The pure pleasure of mango—and Slice Mango. The tag line: *Sabr ka Phal Meetha Hota Hai* (quite literally, in this case, the fruit of patience is sweet).

