

# ADVERTISING INFORMATION SERVICES PR DATA

## Important Note

**Digital TV:** Expenditure amount shows on Digital TV includes all complimentary spots and due to lack of visibility on those, hence all spots have rate card applied.

**In-Store:** Since May 2015 data In-Store exclude Lotus, Big C.

### TOP 10 BRANDS GROUP ESTIMATED ADSPEND

Exclude Section : Classified, CD/DVD (Musical & Film Products), Government & Community Announce, Leisure, House ad.

Jun 15 VS Jun 14 000'BAHT

NO	BRANDS		Jun 2015	Jun 2014
1	TOYOTA PASSENGER CARS	↑	141,722	95,820
2	TOYOTA PICKUPS	↑	131,093	66,736
3	NIVEA BODY SKINCARE PRODUCT	↑	114,353	64,082
4	NIVEA DEODORANTS	↑	107,430	57,305
5	DUMEX POWDER MILK	↑	107,258	80,320
6	COKE SOFT DRINK	↓	105,257	123,832
7	VASELINE BODY SKINCARE PRODUCT	↑	92,106	29,772
8	SAMSUNG MOBILE PHONE UNIT	↑	87,671	54,451
9	BRAND'S ESSENCE OF CHICKEN	↑	82,669	66,755
10	NIVEA FOR MEN FACIAL CLEANSER	↑	68,703	31,880

### ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

Jun 15 VS Jun 14 BAHT MILLIONS

MEDIA	Jun 15	SOV %	Jun 14	SOV %	DIFF	% Change
ANALOG TV	4,809	40.79	5,531	56.96	-(722)	-(13.05)
CABLE/SATELLITE	537	4.55	510	5.25	27	5.29
DIGITAL TV	3,332	28.26	513	5.28	2,819	549.51
RADIO	499	4.23	458	4.72	41	8.95
NEWSPAPERS	1,057	8.96	1,086	11.18	-(29)	-(2.67)
MAGAZINES	325	2.76	396	4.08	-(71)	-(17.93)
CINEMA	406	3.44	317	3.26	89	28.08
OUTDOOR	360	3.05	334	3.44	26	7.78
TRANSIT	354	3.00	328	3.38	26	7.93
IN STORE	26	0.22	165	1.70	-(139)	-(84.24)
INTERNET	85	0.72	72	0.74	13	18.06
<b>TOTAL</b>	<b>11,791</b>	<b>100.0</b>	<b>9,711</b>	<b>100.0</b>	<b>2,080</b>	<b>21.42</b>

### TOP 10 BRANDS GROUP ESTIMATED ADSPEND

Exclude Section : Classified, CD/DVD (Musical & Film Products), Government & Community Announce, Leisure, House ad.

YTD Jun 2015 VS YTD Jun 2014 000'BAHT

NO	BRANDS		2015	2014
1	TOYOTA PASSENGER CARS	↑	774,046	590,747
2	COKE SOFT DRINK	↑	567,566	565,093
3	TOYOTA PICKUPS	↑	535,724	423,233
4	TESCO-LOTUS SUPERCENTER	↑	507,849	240,992
5	SAMSUNG MOBILE PHONE UNIT	↑	421,709	202,255
6	WALL'S ICE CREAM	↑	420,019	378,669
7	CLEAR ANTI DANDRUFF SHAMPOOS	↑	404,895	336,073
8	A I A LIFE INSURANCE	↑	398,882	303,497
9	TRUE MOVE H ISP	↑	395,568	74,633
10	NIVEA DEODORANTS	↑	354,867	242,371

### ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

Exclude Section : Classified, House ads

YTD Jun 2015 VS YTD Jun 2014 BAHT MILLIONS

MEDIA	2015	SOV %	2014	SOV %	DIFF	% Change
ANALOG TV	29,239	42.41	31,837	57.83	-(2,598)	-(8.16)
CABLE/SATELLITE	2,954	4.29	4,240	7.70	-(1,286)	-(30.33)
DIGITAL TV	18,701	27.13	1,118	2.03	17,583	1,572.72
RADIO	2,628	3.81	2,569	4.67	59	2.30
NEWSPAPERS	5,987	8.68	6,119	11.11	-(132)	-(2.16)
MAGAZINES	2,034	2.95	2,345	4.26	-(311)	-(13.26)
CINEMA	2,243	3.25	1,864	3.39	379	20.33
OUTDOOR	2,111	3.06	2,009	3.65	102	5.08
TRANSIT	2,058	2.99	1,754	3.19	304	17.33
IN STORE	447	0.65	786	1.43	-(339)	-(43.13)
INTERNET	536	0.78	415	0.75	121	29.16
<b>TOTAL</b>	<b>68,938</b>	<b>100.0</b>	<b>55,056</b>	<b>100.0</b>	<b>13,882</b>	<b>25.21</b>

### TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

Jun 15 VS Jun 14 000'BAHT

NO	ADVERTISERS		Jun 2015	Jun 2014
1	UNILEVER (THAI) HOLDINGS	↑	766,126	603,643
2	BEIERSDORF (THAILAND) CO.,LTD.	↑	486,658	243,475
3	TOYOTA MOTOR THAILAND CO.,LTD.	↑	307,959	273,440
4	ADVANCE INFO SERVICE PCL.	↑	236,698	216,228
5	OFFICE OF THE PRIME MINISTER	↑	203,799	98,635
6	CEREBOS(THAILAND)LTD.	↑	165,701	87,319
7	REAL FUTURE CO.,LTD.	↑	152,267	27,230
8	AJINOMOTO SALES CO.,(THAILAND)	↑	144,601	104,216
9	COLGATE-PALMOLIVE(THAILAND)LTD	↑	143,260	61,748
10	NESTLE(THAI) LTD.	↑	142,675	84,912

### TOP 10 ADVERTISERS ESTIMATED ADSPEND

Exclude Section : Classified, House ads

YTD Jun 2015 VS YTD Jun 2014 000'BAHT

NO	ADVERTISERS		2015	2014
1	UNILEVER (THAI) HOLDINGS	↑	4,668,134	4,521,332
2	BEIERSDORF (THAILAND) CO.,LTD.	↑	1,825,449	1,126,377
3	TOYOTA MOTOR THAILAND CO.,LTD.	↑	1,675,829	1,440,316
4	ADVANCE INFO SERVICE PCL.	↑	1,086,629	935,035
5	L'OREAL (THAILAND) LTD.	↑	965,998	775,153
6	PROCTER & GAMBLE (THAILAND)	↑	944,018	538,561
7	COCA-COLA (THAILAND)	↑	906,265	863,896
8	OFFICE OF THE PRIME MINISTER	↑	856,965	508,951
9	TOTAL ACCESS COMMUNICATIONS	↑	778,116	666,067
10	PEPSI-COLA(TH.)TRADING CO.,LTD	↑	764,214	459,167

Update : 15/07/2015