

THE BEST ADVERTISING, 1997: TELEVISION

RANK 98	RANK 97	BRAND	RESPONDENTS					PARAMETERS					TOTAL SCORE	
			ADULT MALES	YOUNG MALES	ADULT FEMALES	YOUNG FEMALES	AWAIDNES	APPEAL	TECHNICAL CREDITION	ORIGINALITY	WILLINGNESS TO SEE AGAIN	CREDIBILITY		INFORMATION CONTENT
1	1	PEPSI-COLA	1	1	6	1	1	1	1	1	1	1	1	12,124
2	10	CLOSE-UP TOOTHPASTE	3	4	2	2	2	2	2	2	2	2	2	8,140
3	3	COCA-COLA	2	2	14	4	3	3	5	5	4	5	7	7,280
4	4	LUX	4	11	1	5	4	5	4	4	5	4	4	7,189
5	2	BPL TV	5	3	5	6	5	4	3	3	3	3	3	6,836
6	25	PEPSODENT	7	8	4	8	5	6	6	6	6	6	5	5,762
7	5	COLGATE DENTAL CREAM	6	13	3	14	7	7	7	7	6	7	6	5,743
8	6	CADBURY'S DAIRY MILK CHOCOLATE	11	7	21	3	8	8	9	8	9	8	11	4,368
9	9	SURF EXCEL	17	21	7	11	9	10	11	10	14	9	8	4,198
10	7	ONIDA TV	9	10	12	13	9	8	8	9	8	9	9	4,092
11	15	ARIEL	12	24	8	15	12	11	10	12	12	11	9	3,946
12	11	LIRIL SOAP	8	18	15	34	13	15	12	15	10	14	16	3,619
13	N.R.	HAMAM	19	15	11	19	15	12	13	11	13	12	12	3,438
14	N.R.	RIN	20	36	9	24	19	19	17	17	18	16	14	3,298
15	N.R.	COLGATE GEL	18	25	17	16	11	17	14	14	15	14	13	3,181
16	32	RAYMOND	10	5	53	31	19	20	21	20	21	19	24	3,166
17	40	CLINIC PLUS	22	34	10	25	18	20	20	21	19	20	17	3,128
18	N.R.	BRITANNIA	15	28	18	21	16	13	17	13	17	13	15	3,127
19	8	THUMS-UP	13	6	34	30	13	14	19	19	11	21	20	3,020
20	N.R.	PERK	25	17	37	7	16	18	16	16	19	17	19	2,929
21	21	SUNSLIK	23	93	13	20	31	26	25	28	31	27	26	2,910
22	31	FAIR & LOVELY ACTIVE	36	53	20	9	26	24	23	23	26	24	20	2,741
23	N.R.	KITKAT	26	16	25	18	19	16	15	17	15	18	18	2,737
24	N.R.	CINTHOL SOAP	24	31	23	26	22	22	22	22	23	22	23	2,563
25	N.R.	JOHNSON & JOHNSON	56	67	16	17	28	28	31	30	37	30	30	2,426
26	N.R.	SUZUKI SAMURAI	16	12	64	46	29	23	28	25	21	26	28	2,333
27	19	HORLICKS	30	41	28	22	23	25	24	24	24	23	22	2,252
28	27	HERO HONDA	14	9	156	40	41	40	39	42	45	42	41	2,235
29	N.R.	VIPUL	29	123	19	58	39	43	44	42	44	44	45	2,190
30	16	LAKME ULTRA	125	97	22	10	41	47	49	48	50	45	44	2,137
31	23	COMPLAN	35	35	26	42	25	31	27	26	27	25	25	2,094
32	13	VIDEOCON WASHING MACHINE	32	54	30	28	32	28	26	29	28	29	27	1,992
33	N.R.	BAJAJ	21	14	91	52	34	34	34	33	30	33	33	1,959
34	N.R.	CLINIC ALL CLEAR	28	87	31	45	43	39	35	36	38	35	35	1,900
35	N.R.	BPL CORPORATE	33	29	36	60	24	33	29	32	25	31	29	1,872
36	17	TITAN	41	37	63	23	38	30	30	27	29	28	32	1,785
37	N.R.	ROTOMAC GLASSE	34	43	59	29	33	27	32	30	34	32	34	1,730
38	N.R.	DHARA OIL	47	57	38	38	30	36	37	34	34	34	36	1,713
39	37	ORGANICS	37	68	40	39	35	35	33	40	39	38	31	1,702
40	24	DOVE	118	56	24	43	48	44	47	41	46	43	39	1,692
41	46	PANTENE PRO-V	108	66	27	44	40	47	42	47	47	48	43	1,607
42	26	MIRINDA	42	26	84	47	45	37	36	37	33	36	38	1,596
43	N.R.	CADBURY CORPORATE	44	38	74	37	27	32	42	35	34	40	49	1,554
44	101	AKAI	38	22	103	55	36	42	41	44	41	40	41	1,518
45	N.R.	PARAG	53	96	33	59	46	46	46	45	42	46	47	1,510
46	12	POND'S	89	79	35	48	36	44	45	46	49	46	46	1,484
47	88	TVS SCOOTY	49	50	82	32	47	38	39	38	42	39	40	1,454
48	N.R.	ACTION SHOES	58	46	51	49	44	41	38	39	40	37	37	1,449
49	18	NIRMA LIMC	46	157	29	110	49	50	50	50	48	50	50	1,445
50	N.R.	VIDEOCON TV	27	47	65	141	50	49	48	49	32	49	48	1,444

All the Respondent figures indicate the rank of a brand's advertising on the basis of the scores awarded by the respective respondent segment. All the Parameter figures indicate the rank of a brand's advertising on the basis of the scores awarded by all respondents on that parameter. All ranks pertain to all the television advertising for a brand in calendar 1997, and not for individual campaigns or commercials. N.R.: Not Ranked in the 1997 survey

THE BEST ADVERTISING, 1997: PRINT

RANK 98	RANK 97	BRAND	RESPONDENTS					PARAMETERS					TOTAL SCORE	
			ADULT MALES	YOUNG MALES	ADULT FEMALES	YOUNG FEMALES	AWAIDNES	APPEAL	TECHNICAL CREDITION	ORIGINALITY	WILLINGNESS TO SEE AGAIN	CREDIBILITY		INFORMATION CONTENT
1	149	BPL TV	1	3	2	2	1	1	1	1	1	1	1	6,460
2	16	COLGATE DENTAL CREAM	2	7	1	6	2	2	2	2	2	2	2	4,540
3	N.R.	PEPSODENT	4	10	7	10	4	4	6	4	4	3	4	3,385
4	7	RAYMOND	5	1	25	12	8	6	8	8	7	8	8	3,173
5	N.R.	LUX	10	22	3	7	6	7	5	7	8	7	5	3,167
6	4	ONIDA TV	8	13	5	8	5	5	4	6	5	6	6	3,074
7	3	LAKME ULTRA	40	32	4	1	9	11	13	12	13	14	12	3,004
8	6	PEPSI-COLA	12	2	41	3	11	10	9	10	9	9	9	2,948
9	N.R.	BAJAJ SCOOTERS	3	5	34	25	13	12	10	11	11	10	10	2,902
10	2	TITAN	9	18	11	5	10	8	7	5	6	5	7	2,713
11	11	COCA-COLA	21	4	26	9	7	9	10	9	10	11	11	2,267
12	10	CIELO	6	9	172	44	44	43	33	35	35	38	42	2,231
13	N.R.	AKAI	14	12	29	33	12	15	18	17	16	17	15	1,886
14	8	VIDEOCON TV	11	40	23	49	23	24	22	19	21	21	20	1,869
15	N.R.	ARIEL	16	25	14	40	18	16	14	20	18	12	14	1,843
16	N.R.	VIDEOCON WASHING MACHINE	13	57	15	39	19	20	21	22	22	22	22	1,807
17	N.R.	LALITHA JEWELLERY MART	27	27	13	16	16	14	12	15	12	12	17	1,749
18	N.R.	MRF	15	6	62	62	27	25	24	24	23	24	24	1,739
19	N.R.	COLGATE GEL	18	36	20	27	15	18	19	13	17	20	16	1,711
20	23	HORLICKS	41	29	10	15	17	17	17	14	15	15	18	1,674
21	1	BPL RANGE	23	16	27	31	13	13	16	21	19	18	13	1,651
22	N.R.	HAMAM	30	35	12	29	24	19	14	16	14	16	21	1,634
23	N.R.	RIN	36	51	9	21	26	20	20	18	19	19	18	1,598
24	27	SURF EXCEL	46	61	8	17	20	22	23	25	24	23	23	1,550
25	12	HERO HONDA	17	11	80	30	21	23	24	23	26	25	25	1,545
26	20	ESTEEM	20	15	132	19	30	29	34	38	33	33	33	1,415
27	N.R.	GODREJ REFRIGERATOR	19	95	24	69	42	41	37	34	34	30	38	1,368
28	5	PHILIPS TV	42	19	19	66	25	27	27	26	24	26	26	1,320
29	126	SAMSUNG TV	22	33	45	173	47	47	43	41	44	48	48	1,236
30	17	WILLS FILTER KINGS	24	34	68	58	22	26	30	29	29	43	46	1,202
31	N.R.	JOHNSON & JOHNSON	99	43	17	20	43	32	40	30	30	29	31	1,163
32	17	VIMAL SUITINGS	25	37	61	95	29	33	35	44	41	40	41	1,142
33	24	SUNSLIK	52	66	40	13	36	28	26	27	27	27	32	1,092
34	N.R.	MARUTI 800	29	38	57	77	34	35	35	31	36	36	28	1,089
35	N.R.	VDIS '97	26	39	83	65	33	40	44	37	43	39	34	1,087
36	14	REVLON	69	87	33	11	35	42	29	39	28	31	39	1,081
37	9	POND'S	76	58	28	22	31	31	28	36	31	32	27	1,022
38	N.R.	HMT	44	68	49	24	39	30	32	28	31	27	29	1,019
39	N.R.	PHILIPS RANGE	35	56	64	36	28	34	31	32	38	34	30	1,008
40	N.R.	ONIDA CORPORATE	37	71	38	67	32	38	37	45	42	44	35	1,007
41	35	FAIR & LOVELY ACTIVE	116	60	30	14	40	35	41	42	37	37	37	1,006
42	N.R.	CINTHOL SOAP	78	98	21	32	38	37	42	33	39	41	43	991
43	N.R.	BATA	28	88	77	42	45	44	45	42	45	35	40	976
44	15	GODREJ	61	112	16	96	46	45	46	47	47	46	44	960
45	N.R.	GARDEN VARELI	117	120	18	38	48	48	47	46	46	45	47	909
46	21	ACTION SHOES	47	46	55	70	37	39	39	40	40	42	36	881
47	N.R.	LML	39	17	194	140	49	50	49	49	48	49	49	873
48	N.R.	NIIT	75	14	196	26	41	46	48	48	49	47	45	864
49	N.R.	GOLD FLAKE	31	31	163	281	50	49	50	50	50	50	50	861
50	N.R.	SURF WITH WASHBOOSTERS	64	47	52	48	XX	XX	XX	XX	XX	XX	XX	860

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