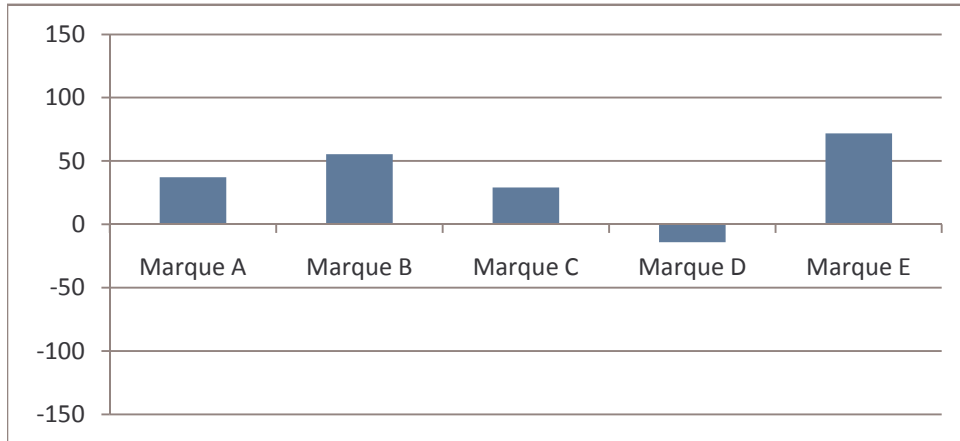


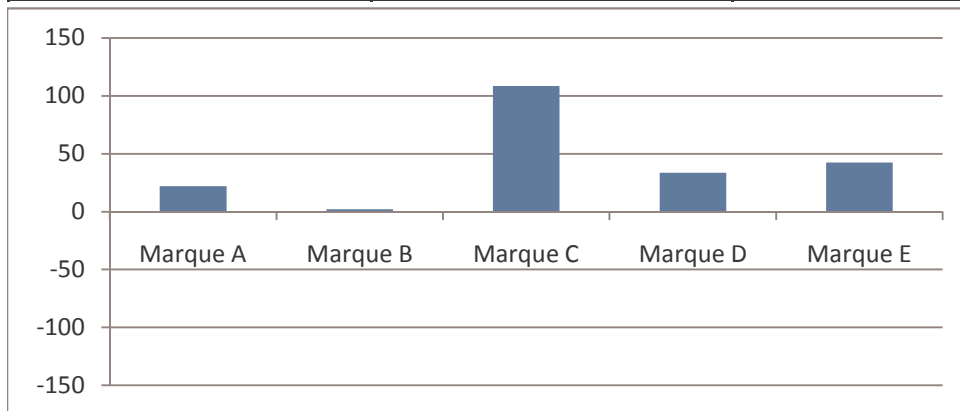
# ANNEXE 1

|  |                        |  |                         |  |                                   |
|--|------------------------|--|-------------------------|--|-----------------------------------|
|  | Marque du 1er quintile |  | Marque du 5ème quintile |  | Non significativité (seuil de 5%) |
|--|------------------------|--|-------------------------|--|-----------------------------------|

| <b>COLA</b> |          | <b>COCA</b> |           |          |
|-------------|----------|-------------|-----------|----------|
| Marque A    | Marque B | Marque C    | Marque D  | Marque E |
| 37.15365    | 55.40061 | 29.20761    | -13.98992 | 71.73708 |

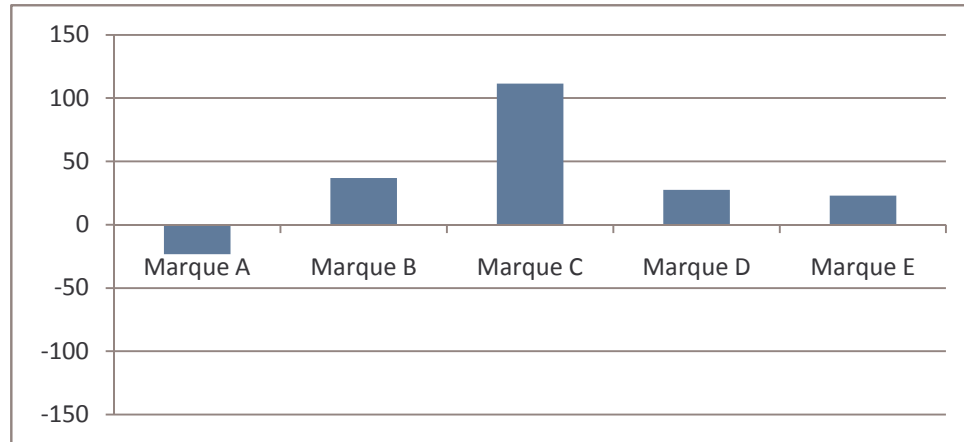


| <b>PILS</b> |          | <b>BIERE</b> |          |          |
|-------------|----------|--------------|----------|----------|
| Marque A    | Marque B | Marque C     | Marque D | Marque E |
| 22.07194    | 2.200924 | 108.4073     | 33.63971 | 42.33921 |

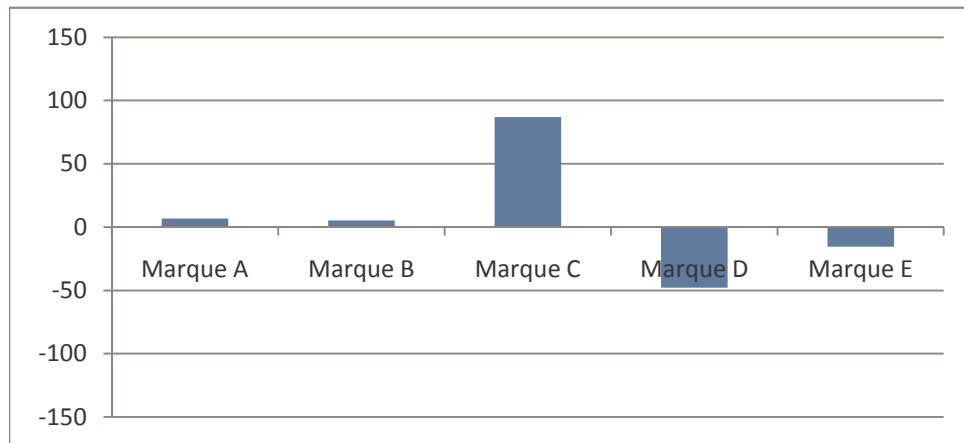


ANNEXE 1

| <b>SHAMPOO</b>  | <b>SHAMPOOINGS</b> |                 |                 |                 |
|-----------------|--------------------|-----------------|-----------------|-----------------|
| <b>Marque A</b> | <b>Marque B</b>    | <b>Marque C</b> | <b>Marque D</b> | <b>Marque E</b> |
| -23.42033       | 36.83381           | 111.5149        | 27.57592        | 23.07552        |

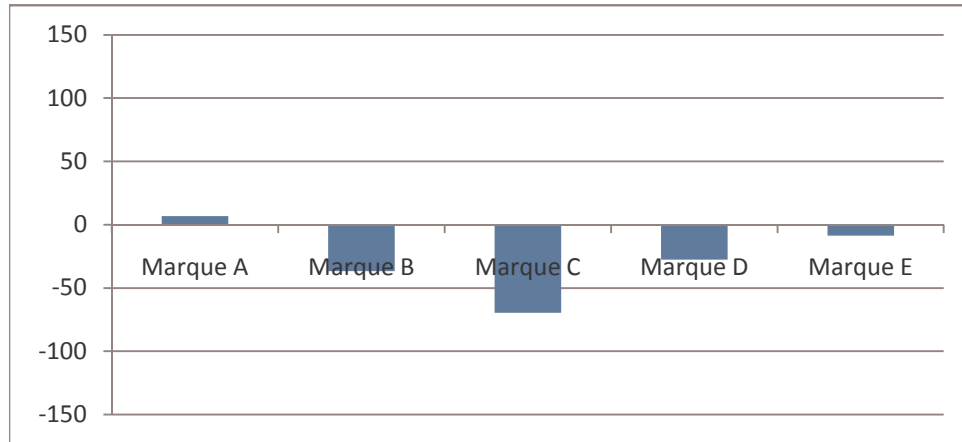


| <b>TANDPASTA</b> | <b>DENTIFRICES</b> |                 |                 |                 |
|------------------|--------------------|-----------------|-----------------|-----------------|
| <b>Marque A</b>  | <b>Marque B</b>    | <b>Marque C</b> | <b>Marque D</b> | <b>Marque E</b> |
| 6.772154         | 5.271777           | 86.97173        | -47.72293       | -15.36139       |

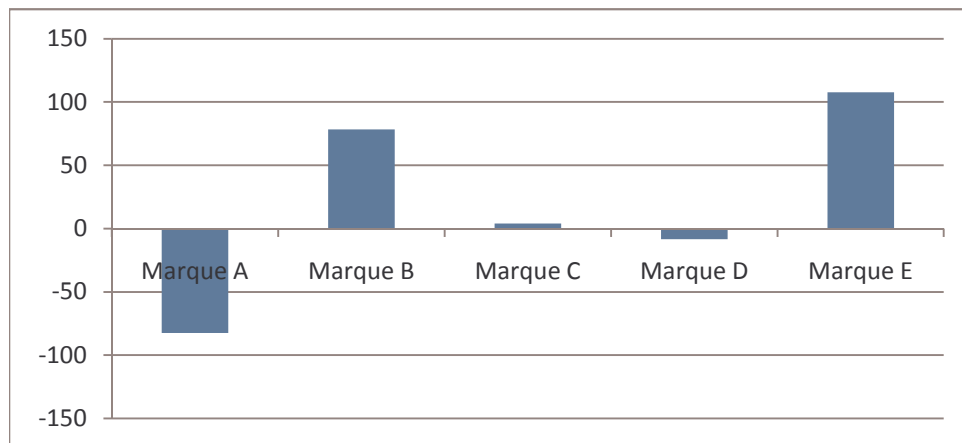


# ANNEXE 1

| <b>LUIERS</b> | <b>COUCHES</b> |           |           |           |
|---------------|----------------|-----------|-----------|-----------|
| Marque A      | Marque B       | Marque C  | Marque D  | Marque E  |
| 6.848295      | -36.71957      | -69.64276 | -27.59974 | -8.604388 |

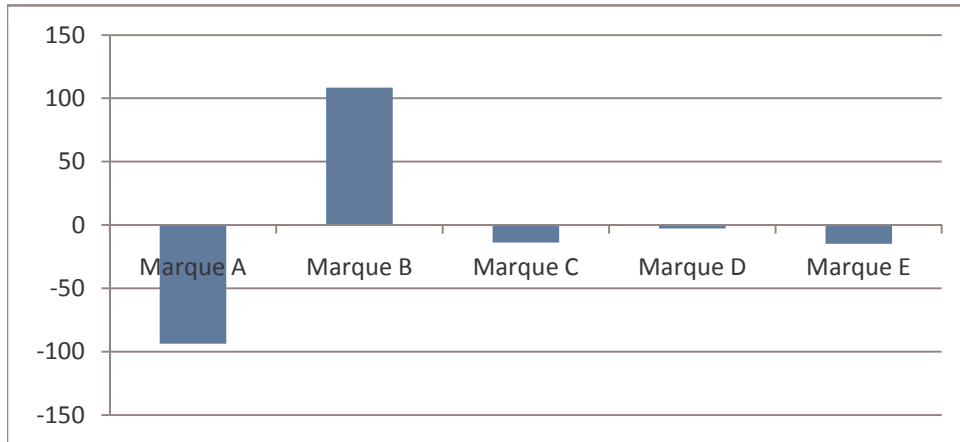


| <b>DEODORANT</b> | <b>DEODORANTS</b> |          |           |          |
|------------------|-------------------|----------|-----------|----------|
| Marque A         | Marque B          | Marque C | Marque D  | Marque E |
| -82.57363        | 78.38963          | 4.040531 | -8.367689 | 107.6214 |

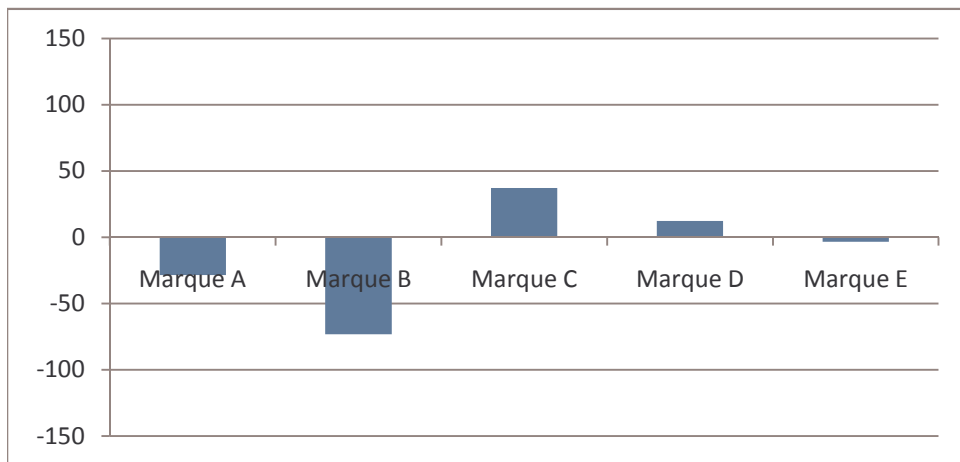


# ANNEXE 1

| <b>SCHEERMESJES</b> |          | <b>LAMES DE RASOIR</b> |           |           |
|---------------------|----------|------------------------|-----------|-----------|
| Marque A            | Marque B | Marque C               | Marque D  | Marque E  |
| -93.69968           | 108.5013 | -13.90515              | -2.715898 | -14.81004 |

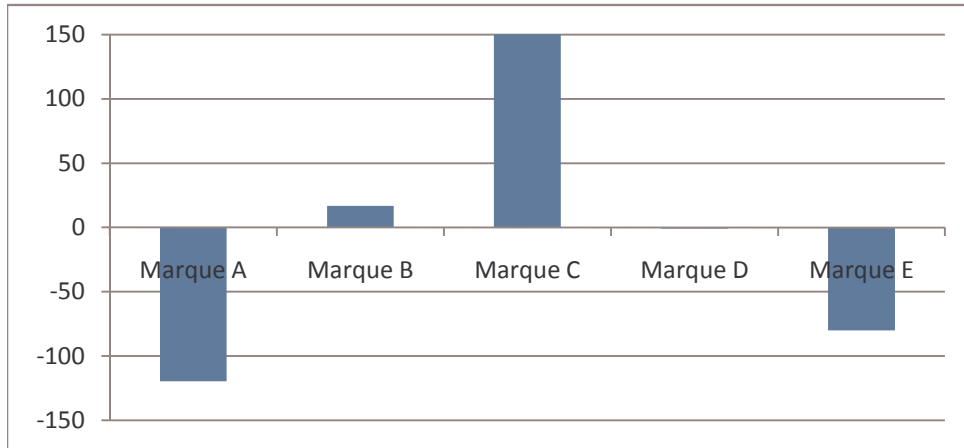


| <b>AFWASMID-DELEN HAND</b> |           | <b>LIQUIDES DETERGENTS</b> |          |           |
|----------------------------|-----------|----------------------------|----------|-----------|
| Marque A                   | Marque B  | Marque C                   | Marque D | Marque E  |
| -28.37490                  | -73.01550 | 37.17997                   | 12.28544 | -3.457523 |

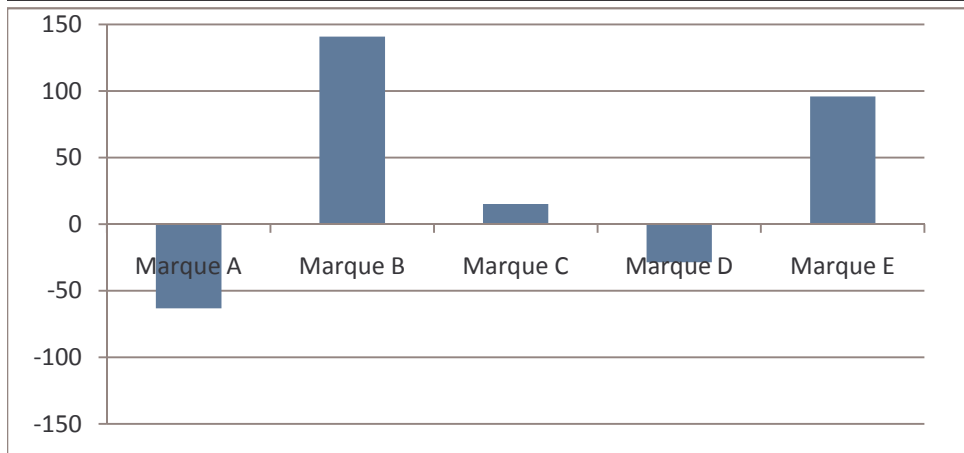


ANNEXE 1

| <b>WASMIDDELEN<br/>HOOFDWAS</b> | <b>PRODUITS POUR<br/>LA LESSIVE</b> |                 |                 |                 |
|---------------------------------|-------------------------------------|-----------------|-----------------|-----------------|
| <b>Marque A</b>                 | <b>Marque B</b>                     | <b>Marque C</b> | <b>Marque D</b> | <b>Marque E</b> |
| -119.6486                       | 16.81270                            | 150.1221        | -0.786713       | -79.99370       |

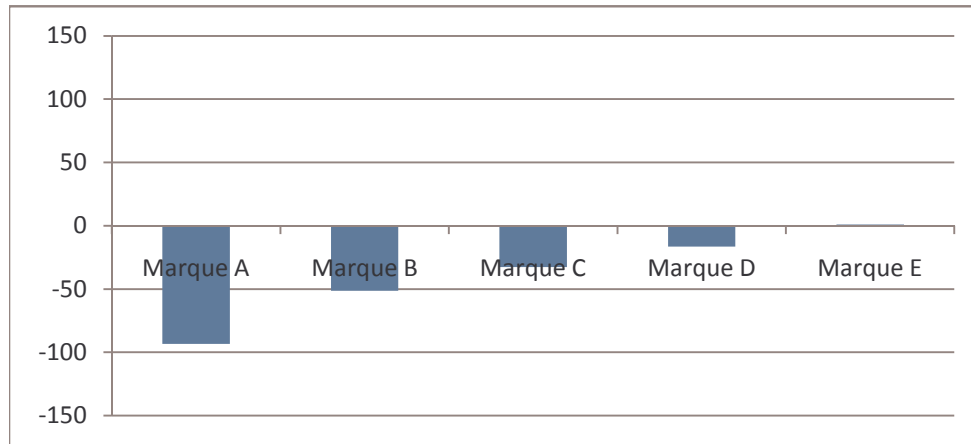


| <b>CANDYBARS</b> | <b>FRIANDISES</b> |                 |                 |                 |
|------------------|-------------------|-----------------|-----------------|-----------------|
| <b>Marque A</b>  | <b>Marque B</b>   | <b>Marque C</b> | <b>Marque D</b> | <b>Marque E</b> |
| -63.26384        | 140.8827          | 15.10526        | -28.43876       | 95.95683        |

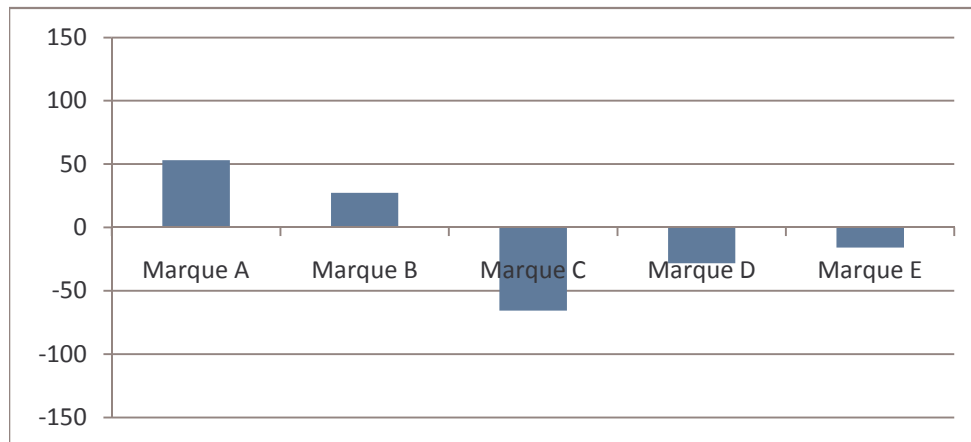


## ANNEXE 1

| KOFFIE    |           |           |           |          |
|-----------|-----------|-----------|-----------|----------|
| CAFE      |           |           |           |          |
| Marque A  | Marque B  | Marque C  | Marque D  | Marque E |
| -93.23987 | -51.44619 | -32.57061 | -16.60677 | 1.045939 |

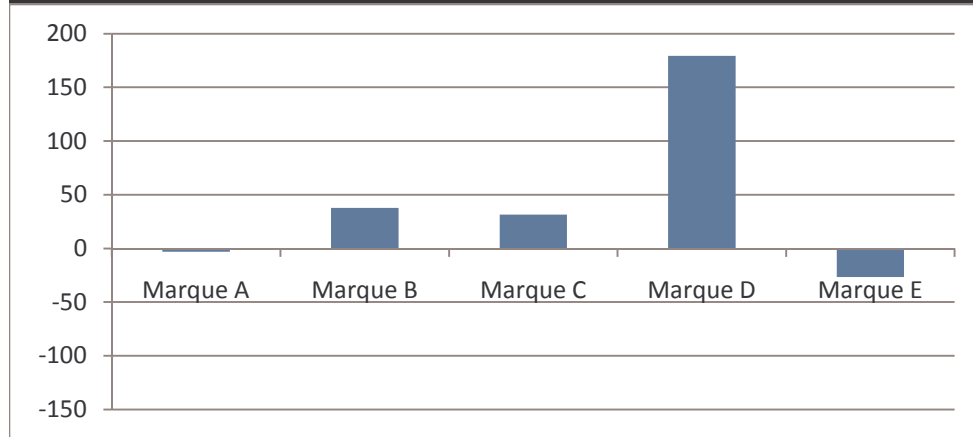


| AUTOVERZEKERINGEN |          |           |           |           |
|-------------------|----------|-----------|-----------|-----------|
| ASSURANCES AUTO   |          |           |           |           |
| Marque A          | Marque B | Marque C  | Marque D  | Marque E  |
| 53.19926          | 27.23984 | -65.61187 | -28.30495 | -15.76618 |

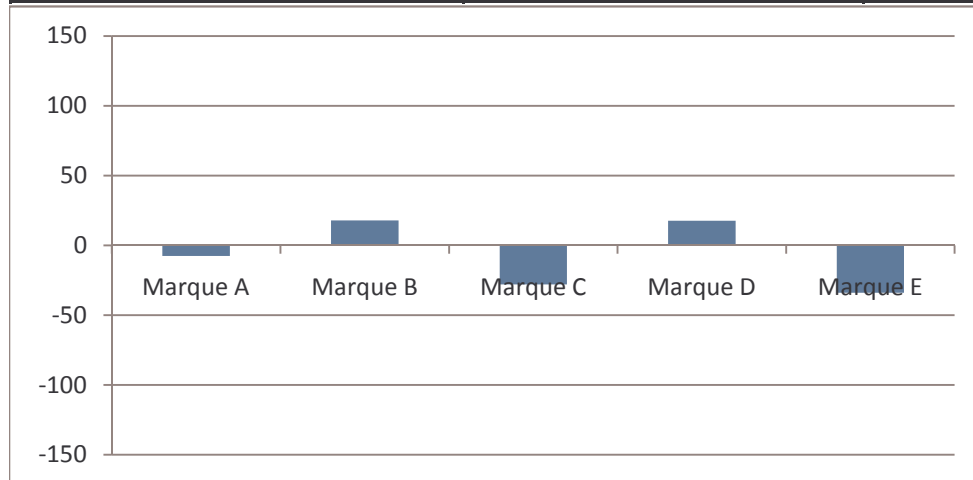


ANNEXE 1

| <b>BANKEN</b> |          | <b>BANQUES</b> |          |           |
|---------------|----------|----------------|----------|-----------|
| Marque A      | Marque B | Marque C       | Marque D | Marque E  |
| -2.974008     | 37.86844 | 31.54402       | 179.3347 | -26.64077 |

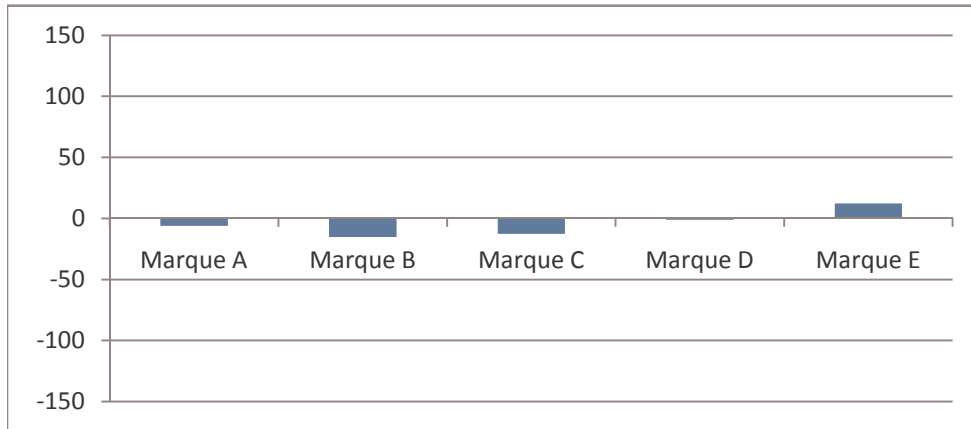


| <b>TELEVISIES</b> |          | <b>TELEVISIONS</b> |          |           |
|-------------------|----------|--------------------|----------|-----------|
| Marque A          | Marque B | Marque C           | Marque D | Marque E  |
| -7.531108         | 17.77542 | -27.93365          | 17.51562 | -34.03818 |

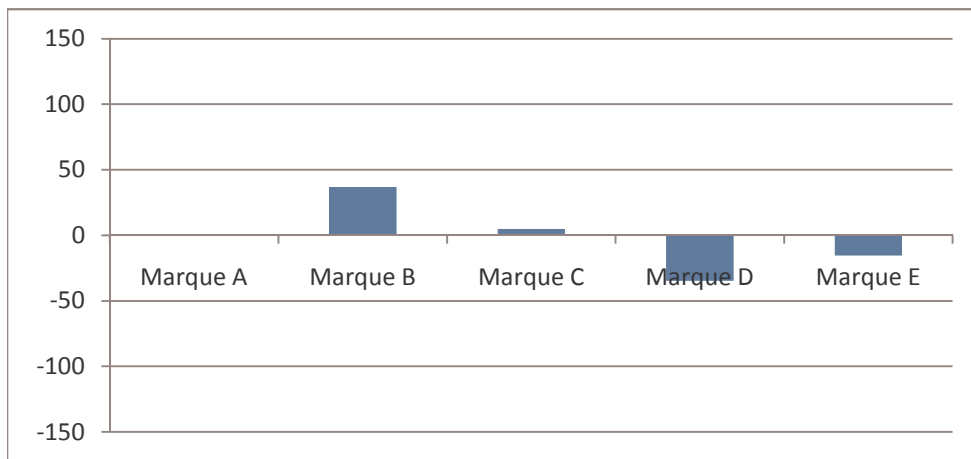


ANNEXE 1

| <b>SCHEERAPPARATEN<br/>MANNEN</b> | <b>RASOIRS HOMME</b> |                 |                 |                 |
|-----------------------------------|----------------------|-----------------|-----------------|-----------------|
| <b>Marque A</b>                   | <b>Marque B</b>      | <b>Marque C</b> | <b>Marque D</b> | <b>Marque E</b> |
| -6.033580                         | -15.26959            | -12.76610       | -1.087676       | 12.33448        |

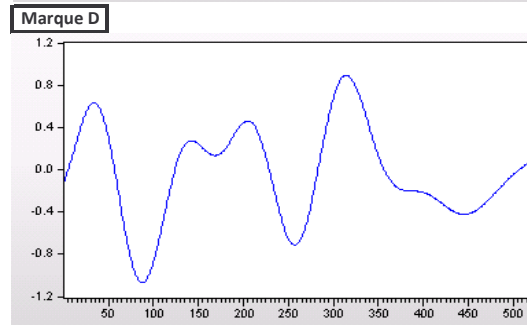
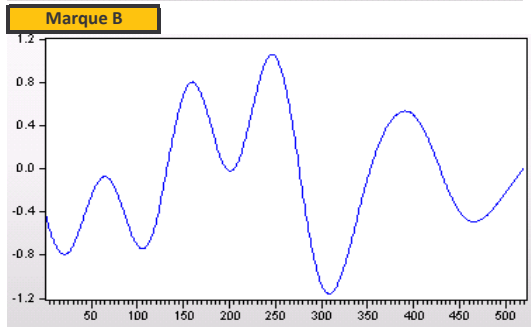
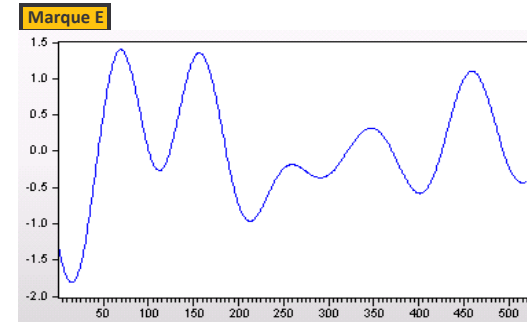
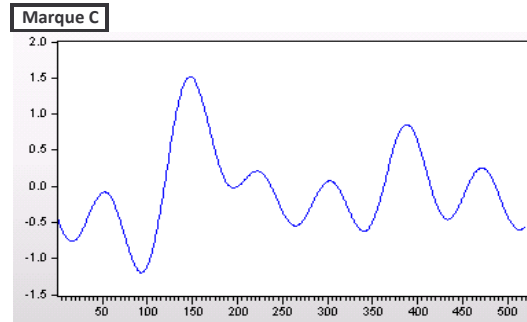
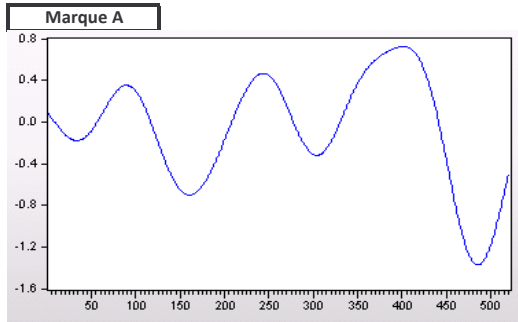


| <b>WASAUTOMATEN</b> | <b>MACHINES A LAVER</b> |                 |                 |                 |
|---------------------|-------------------------|-----------------|-----------------|-----------------|
| <b>Marque A</b>     | <b>Marque B</b>         | <b>Marque C</b> | <b>Marque D</b> | <b>Marque E</b> |
| 0.1929900           | 36.93053                | 4.800394        | -34.80890       | -15.33048       |



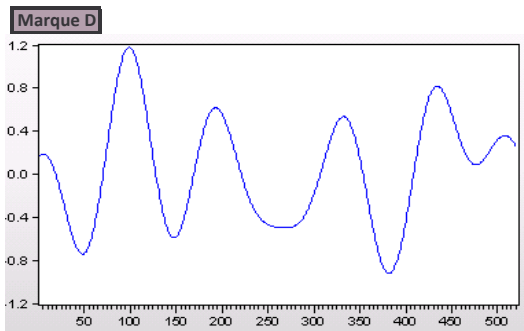
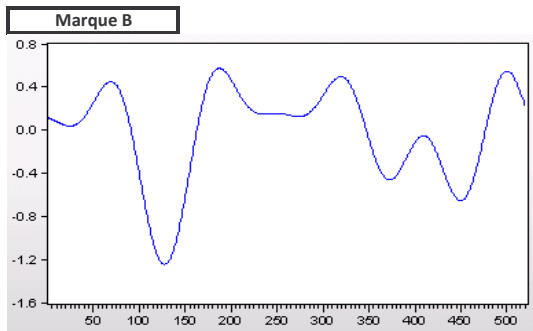
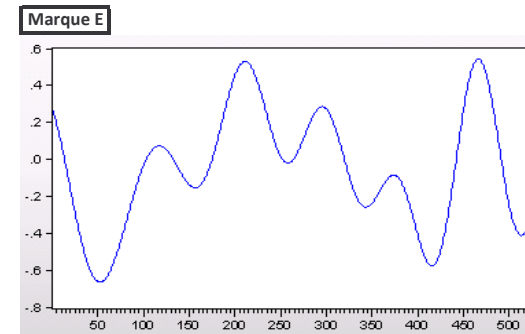
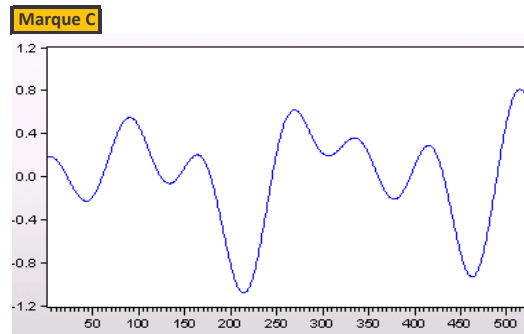
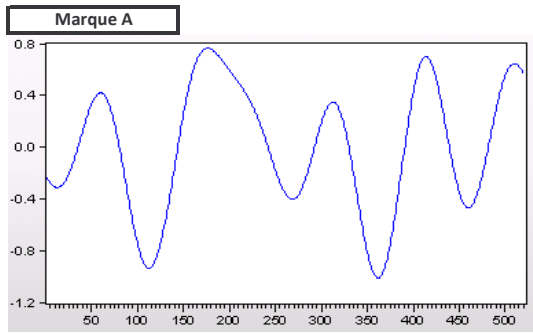
# ANNEXE 2

|      |      |
|------|------|
| COLA | COCA |
|------|------|



# ANNEXE 2

## TANDPASTA DENTIFRICES

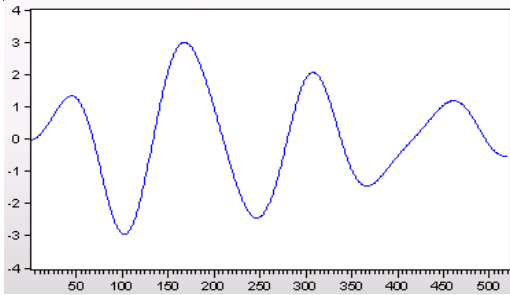


# ANNEXE 2

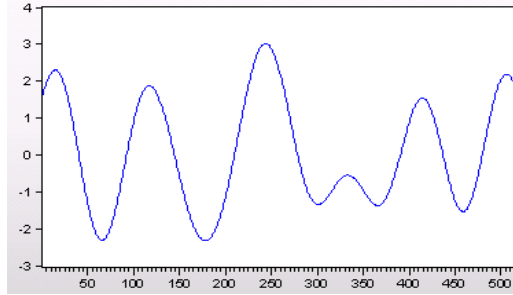
LUIERS

COUCHES

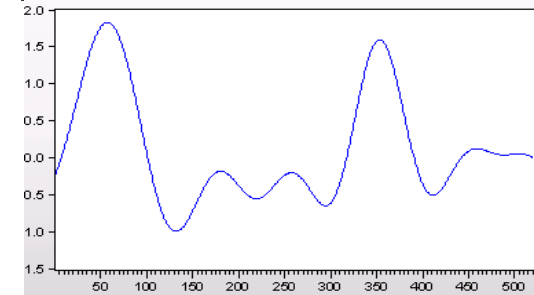
Marque A



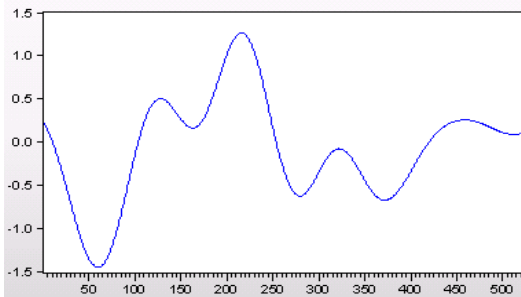
Marque C



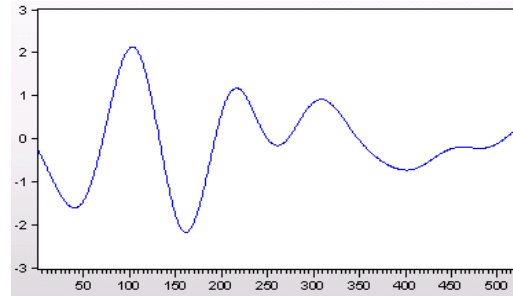
Marque E



Marque B

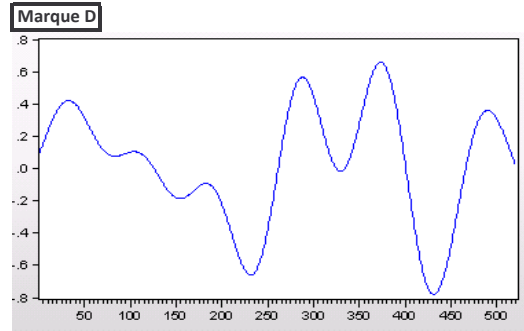
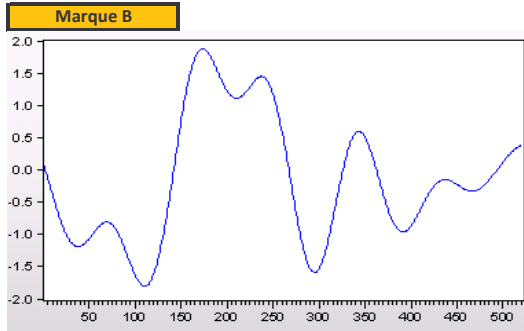
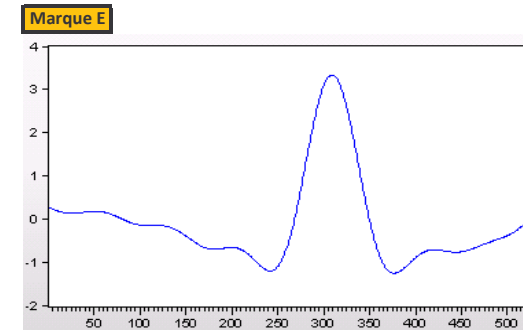
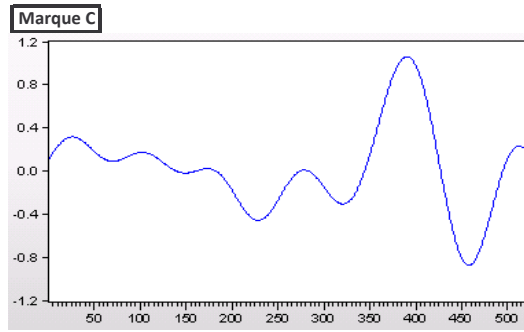
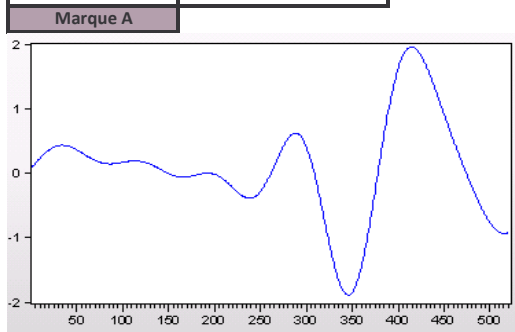


Marque D



# ANNEXE 2

## DEODORANT DEODORANTS

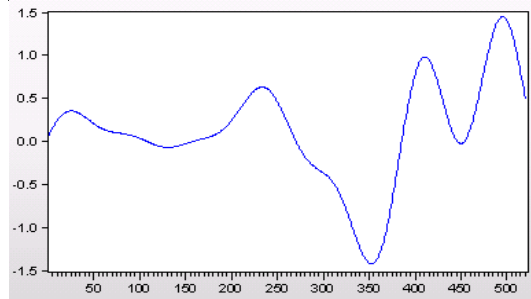


## ANNEXE 2

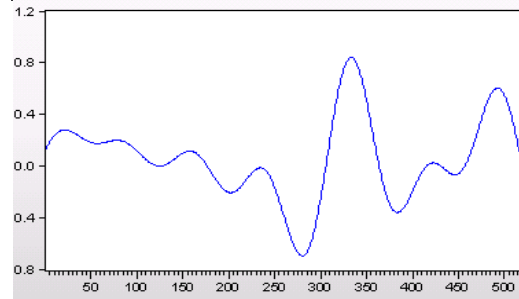
SCHEERMESJES

LAMES DE  
RASOIR

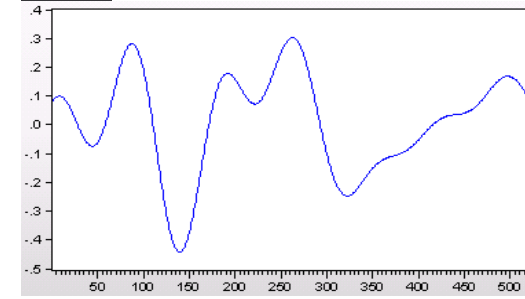
Marque A



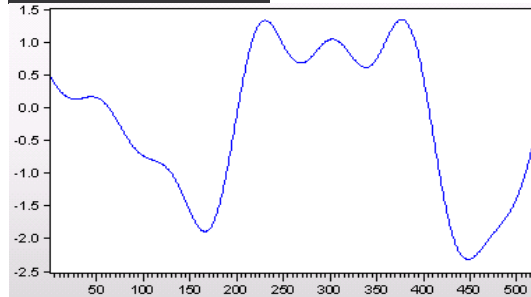
Marque C



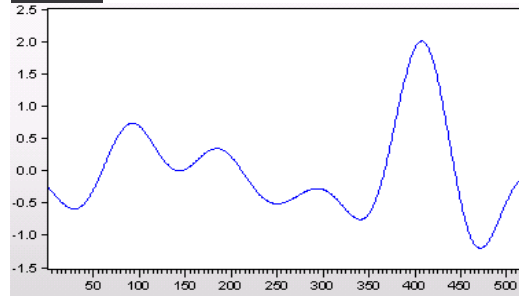
Marque E



Marque B

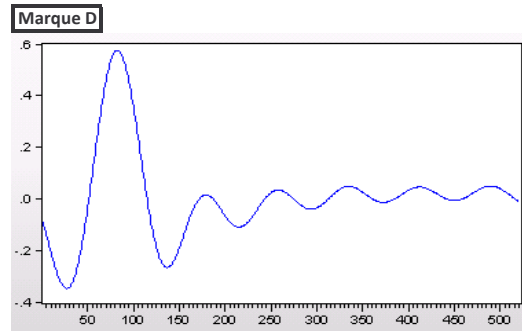
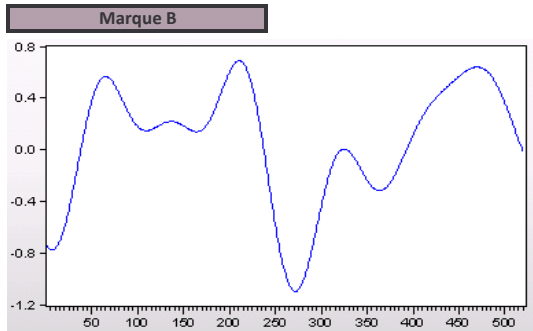
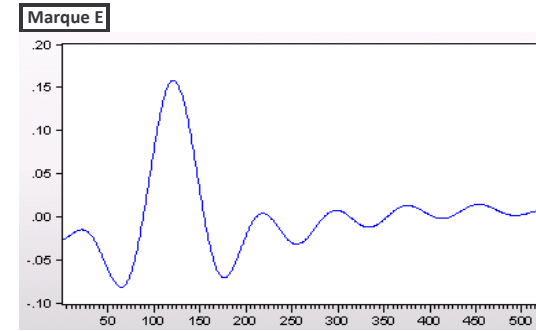
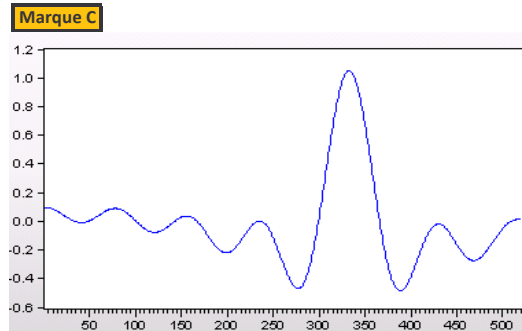
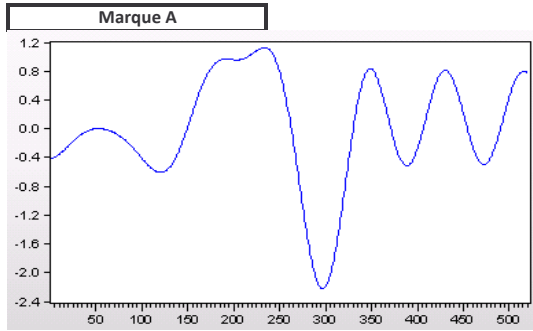


Marque D



# ANNEXE 2

|                               |                          |
|-------------------------------|--------------------------|
| <b>AFWASMIDDELEN<br/>HAND</b> | <b>LIQUIDES<br/>DET.</b> |
|-------------------------------|--------------------------|

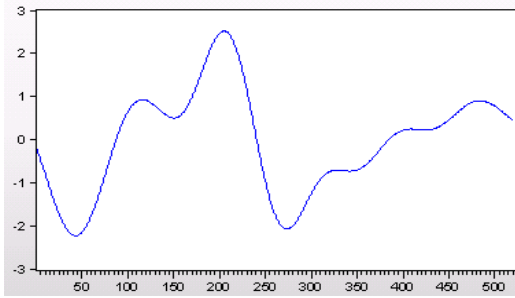


# ANNEXE 2

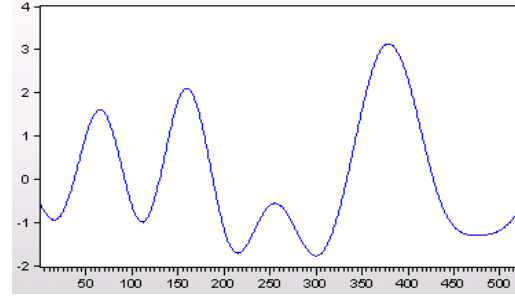
**WASMIDDELEN  
HOOFDWAS**

**PROD.  
LESSIVE**

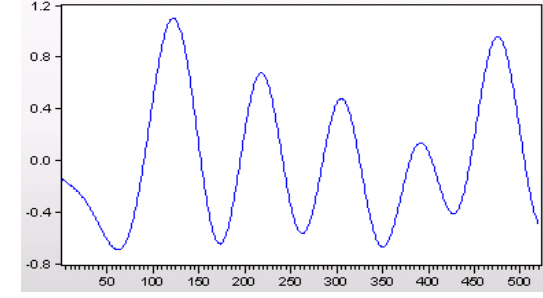
Marque A



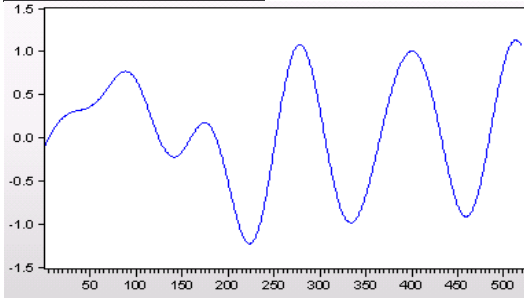
Marque C



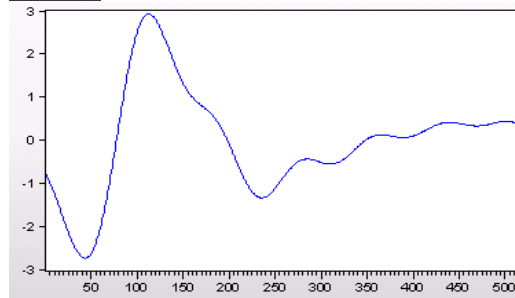
Marque E



Marque B



Marque D

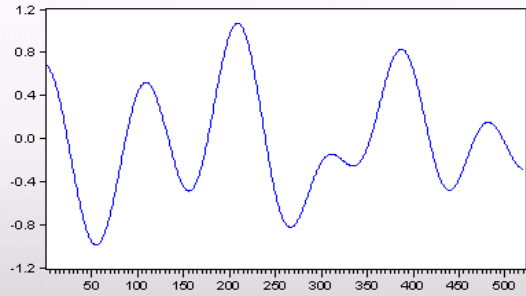


# ANNEXE 2

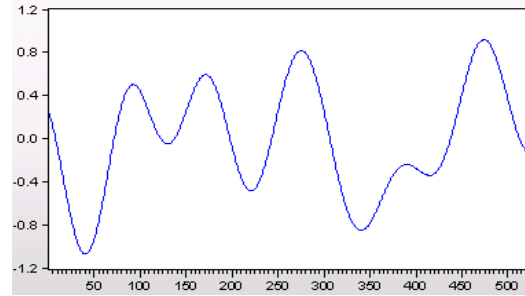
CANDYBARS REPEN

BARRES  
FRIANDISES

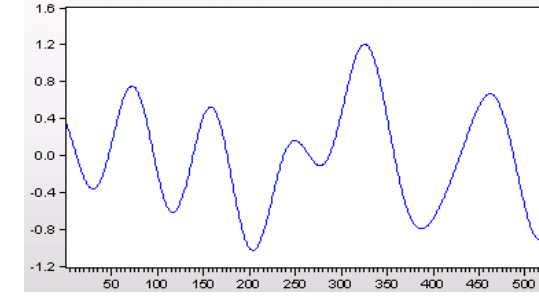
Marque A



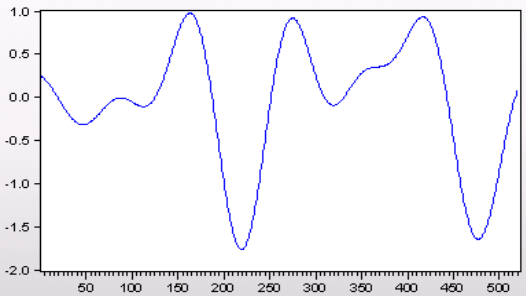
Marque C



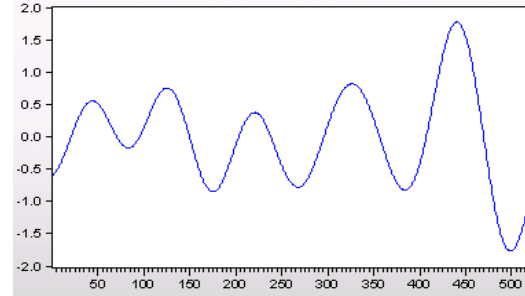
Marque E



Marque B

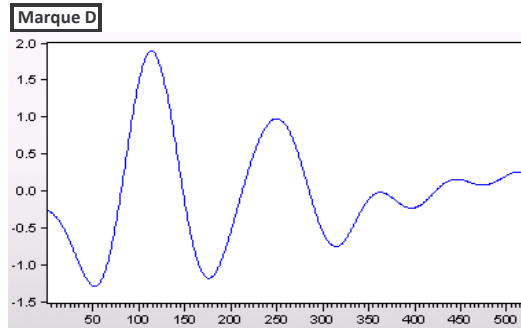
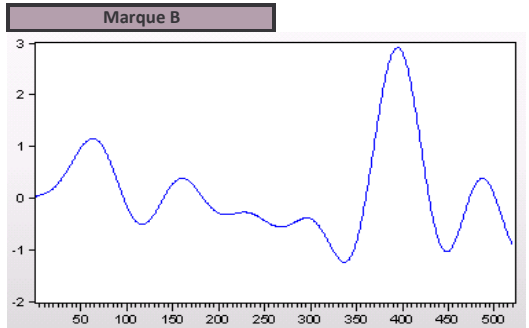
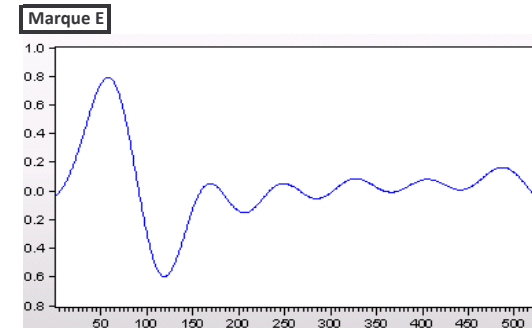
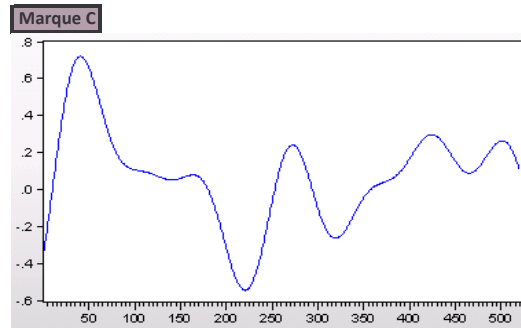
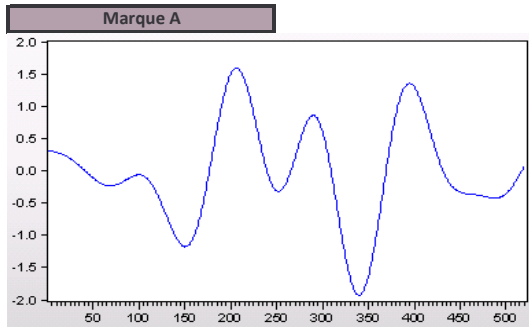


Marque D



# ANNEXE 2

**KOFFIE**      **CAFE**

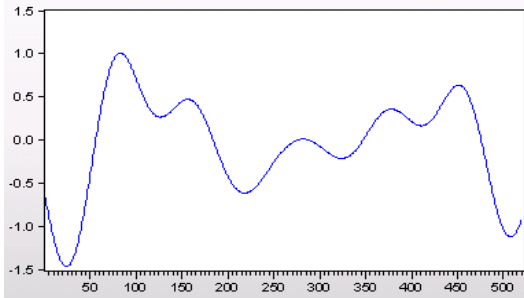


# ANNEXE 2

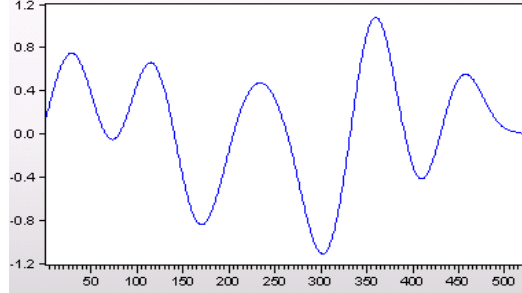
AUTO  
VERZEKERINGEN

ASSURANCES  
AUTO

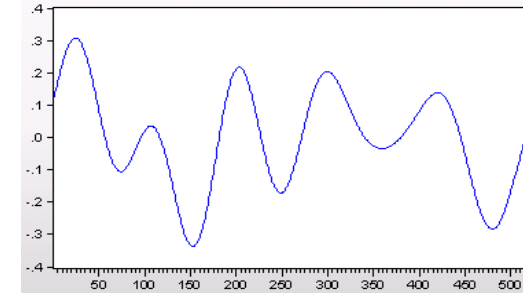
Marque A



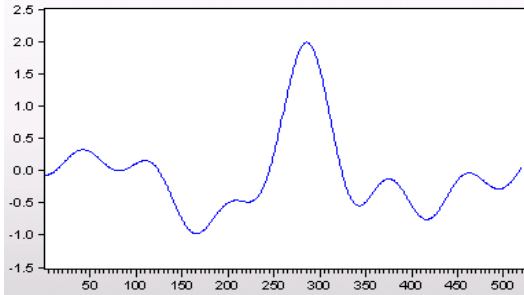
Marque C



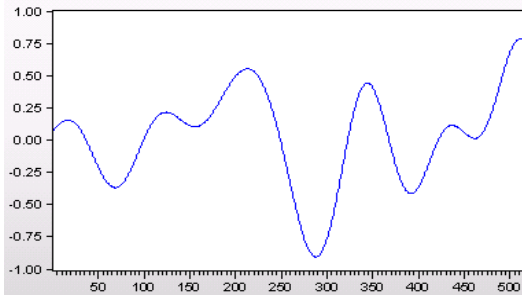
Marque E



Marque B



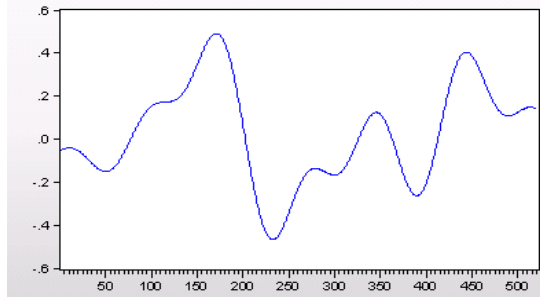
Marque D



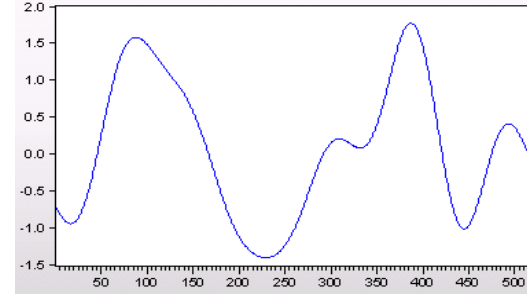
# ANNEXE 2

**BANKEN** | **BANQUES**

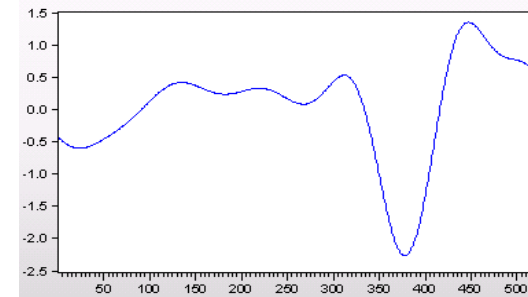
**Marque A**



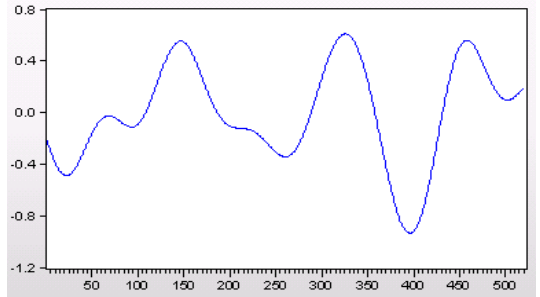
**Marque C**



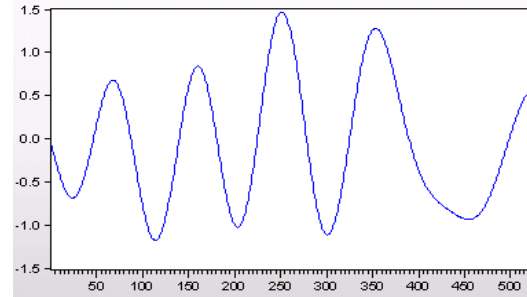
**Marque E**



**Marque B**



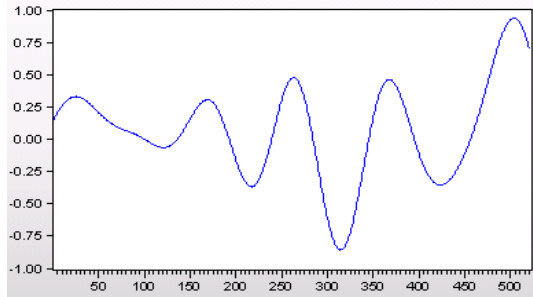
**Marque D**



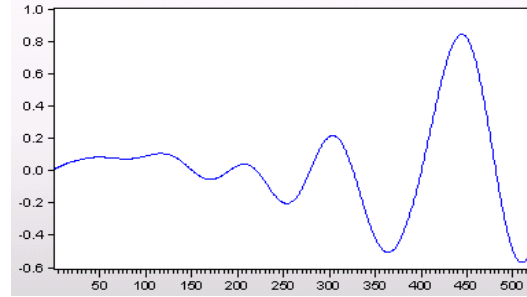
# ANNEXE 2

## TELEVISIES TELEVISIONS

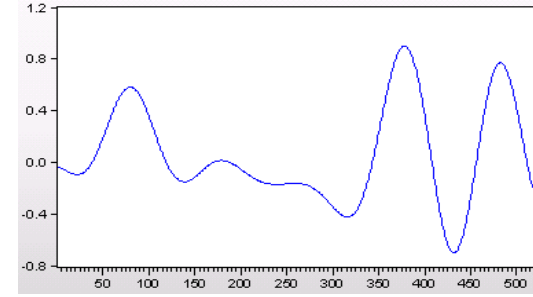
Marque A



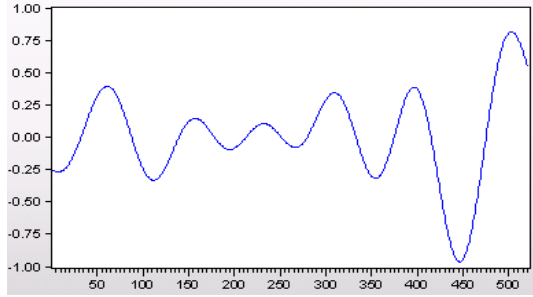
Marque C



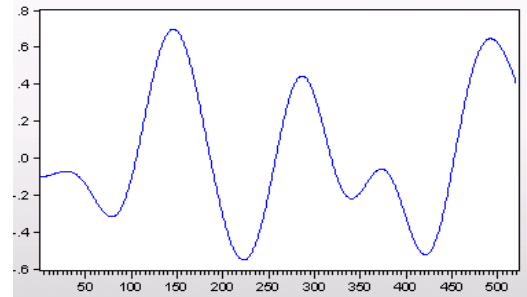
Marque E



Marque B

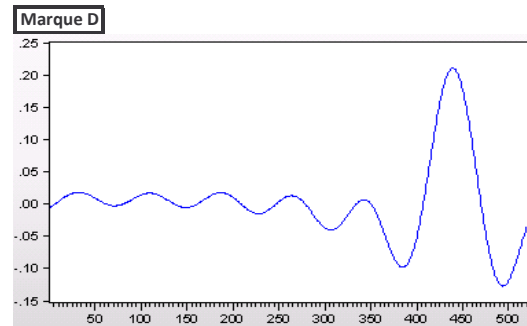
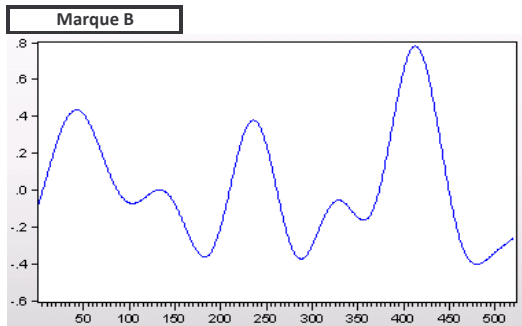
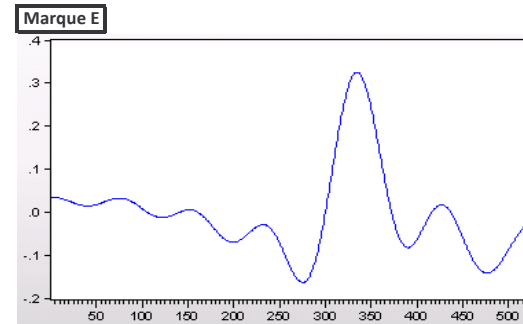
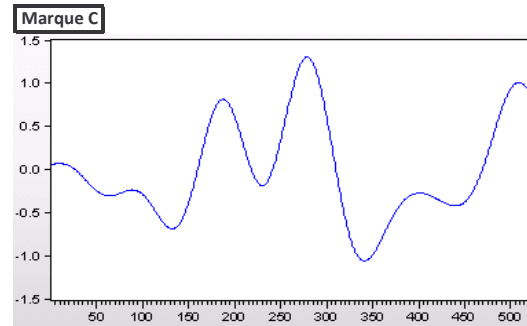
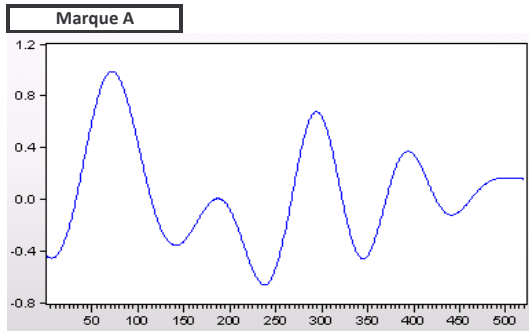


Marque D



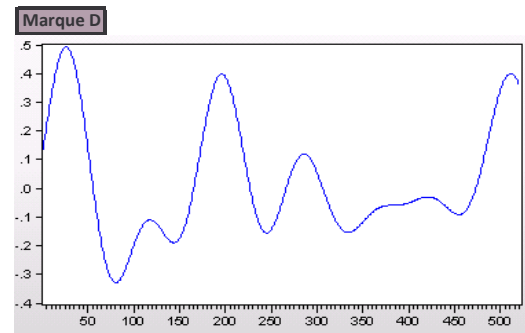
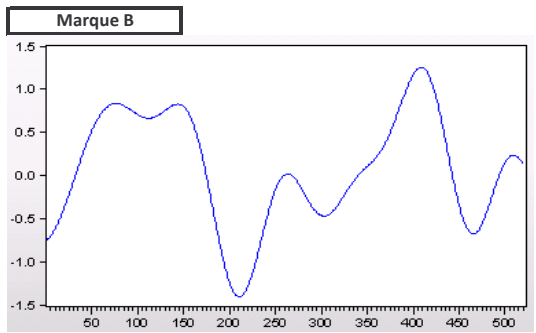
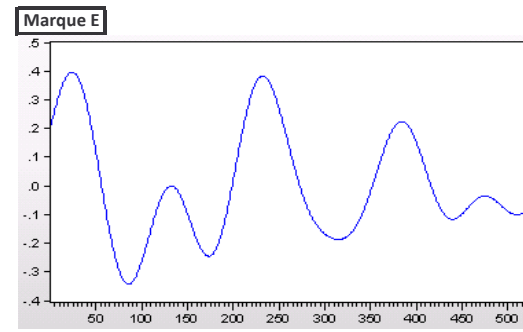
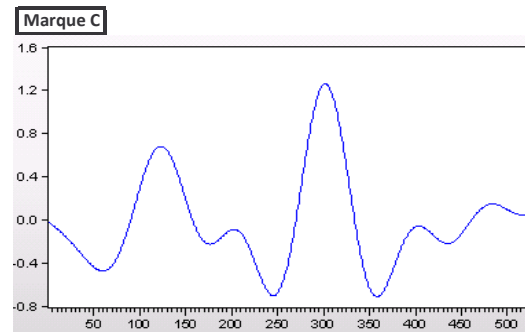
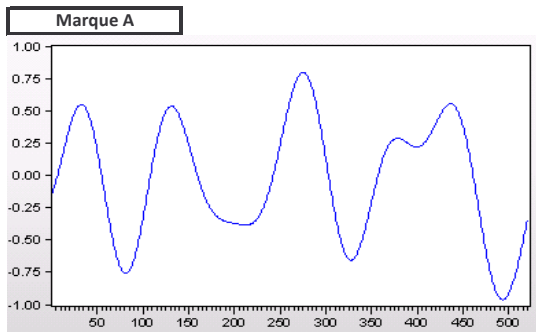
# ANNEXE 2

|                                |                  |
|--------------------------------|------------------|
| SCHEERAPP-<br>ARATEN<br>MANNEN | RASOIRS<br>HOMME |
|--------------------------------|------------------|



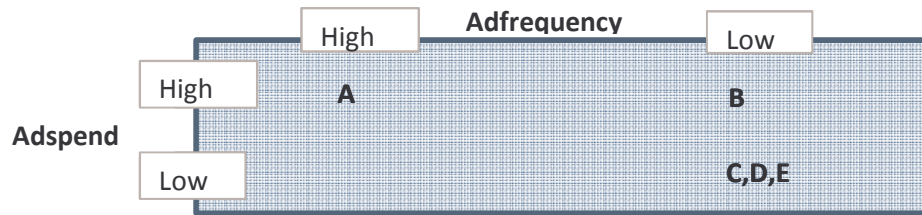
# ANNEXE 2

|                   |                     |
|-------------------|---------------------|
| WASAUTOM-<br>ATEN | MACHINES A<br>LAVER |
|-------------------|---------------------|

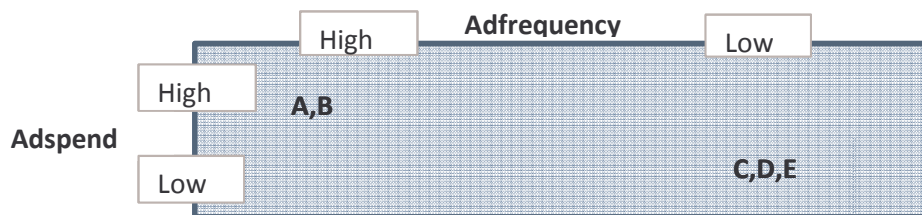


# ANNEXE 3

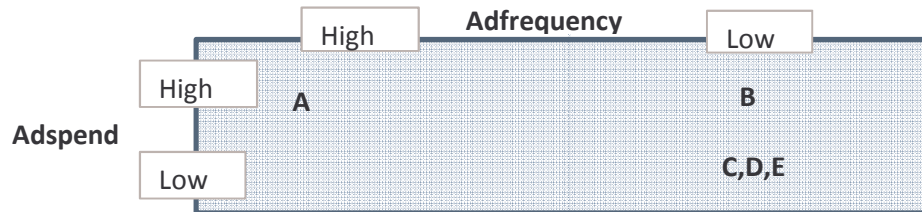
| <b>COLA</b>           | <b>COCA</b>       |
|-----------------------|-------------------|
| Moyenne "Adfrequency" | Moyenne "Adspend" |
| 271                   | 54233             |



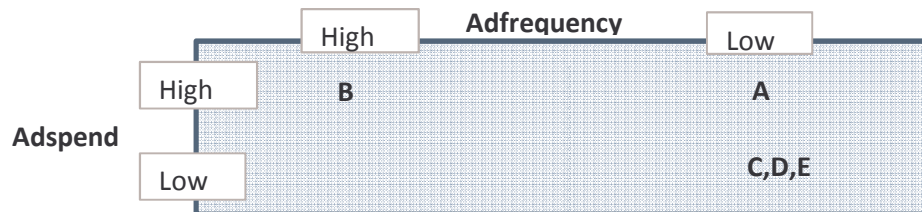
| <b>PILS</b>           | <b>BIERE</b>      |
|-----------------------|-------------------|
| Moyenne "Adfrequency" | Moyenne "Adspend" |
| 452                   | 118365            |



| <b>SHAMPOO</b>        | <b>SHAMPOOINGS</b> |
|-----------------------|--------------------|
| Moyenne "Adfrequency" | Moyenne "Adspend"  |
| 261                   | 45353              |

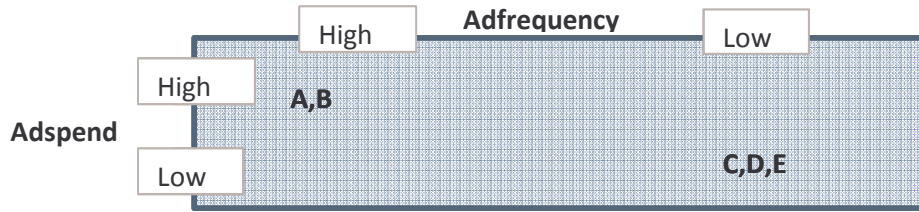


| <b>TANDPASTA</b>      | <b>DENTIFRICES</b> |
|-----------------------|--------------------|
| Moyenne "Adfrequency" | Moyenne "Adspend"  |
| 149                   | 24551              |

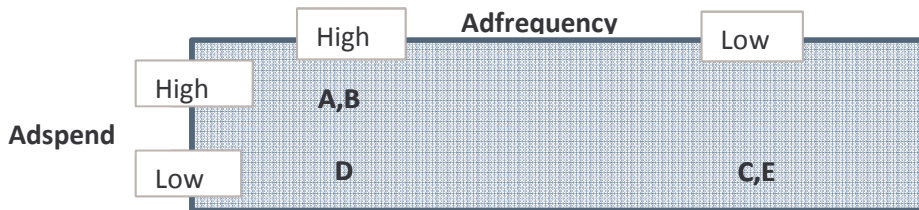


# ANNEXE 3

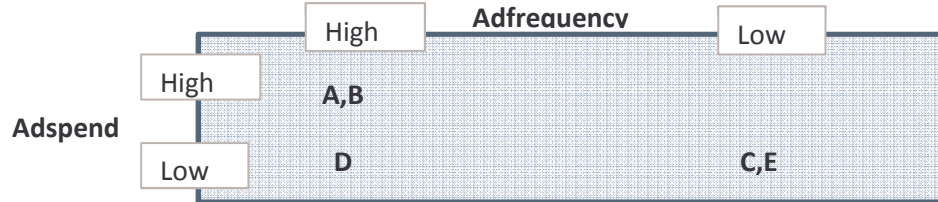
| <b>LUIERS</b>         | <b>COUCHES</b>    |
|-----------------------|-------------------|
| Moyenne "Adfrequency" | Moyenne "Adspend" |
| 180                   | 23939             |



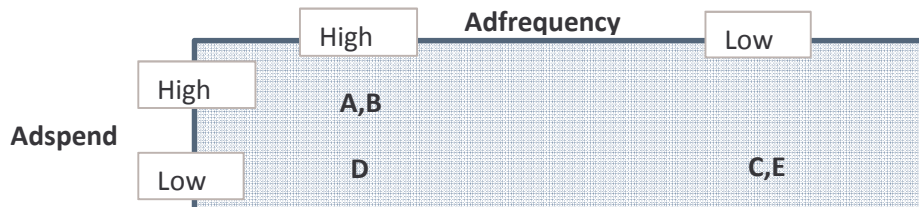
| <b>DEODORANT</b>      | <b>DEODORANTS</b> |
|-----------------------|-------------------|
| Moyenne "Adfrequency" | Moyenne "Adspend" |
| 85                    | 16285             |



| <b>SCHEERMESJES</b>   | <b>LAMES DE RASOIR</b> |
|-----------------------|------------------------|
| Moyenne "Adfrequency" | Moyenne "Adspend"      |
| 116                   | 13898                  |

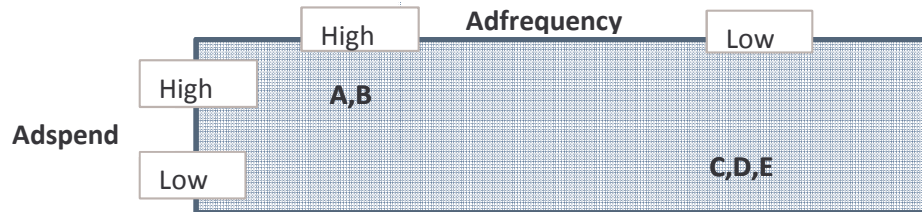


| <b>CANDYBARS REPEN</b> | <b>BARRES DE FRIANDISES</b> |
|------------------------|-----------------------------|
| Moyenne "Adfrequency"  | Moyenne "Adspend"           |
| 195                    | 40514                       |

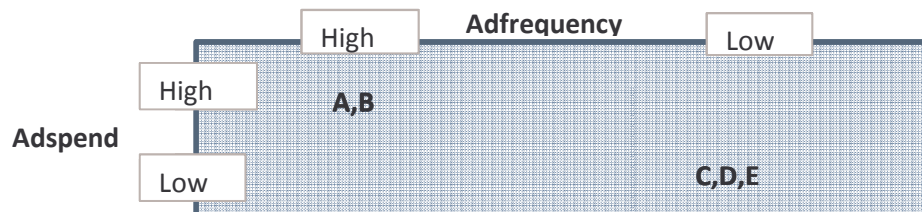


# ANNEXE 3

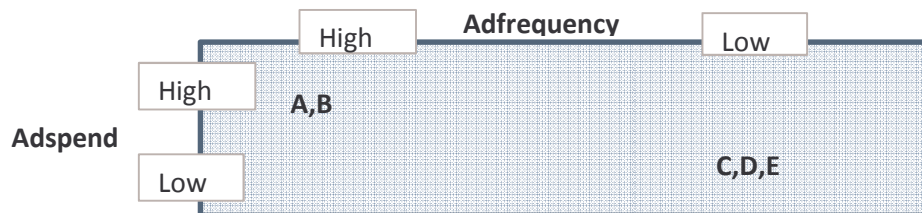
| <b>KOFFIE</b>         | <b>CAFE</b>       |
|-----------------------|-------------------|
| Moyenne "Adfrequency" | Moyenne "Adspend" |
| 101                   | 25376             |



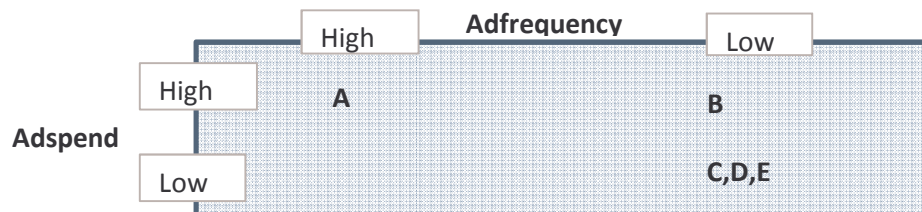
| <b>AFWASMIDDELEN HAND</b> | <b>LIQUIDES DETERGENTS</b> |
|---------------------------|----------------------------|
| Moyenne "Adfrequency"     | Moyenne "Adspend"          |
| 112                       | 16423                      |



| <b>WASMIDDELEN HOOFD WAS</b> | <b>PRODUITS LESSIVE</b> |
|------------------------------|-------------------------|
| Moyenne "Adfrequency"        | Moyenne "Adspend"       |
| 130                          | 22366                   |

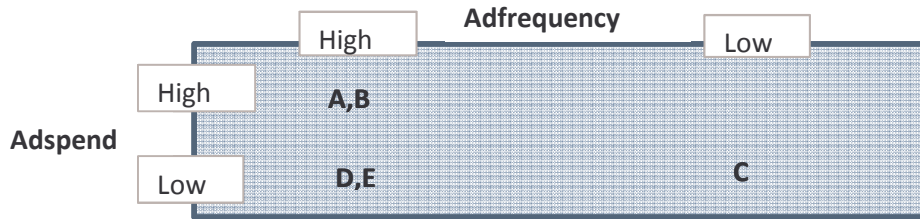


| <b>AUTOVERZEKERINGEN</b> | <b>ASSURANCES AUTO</b> |
|--------------------------|------------------------|
| Moyenne "Adfrequency"    | Moyenne "Adspend"      |
| 238                      | 16303                  |

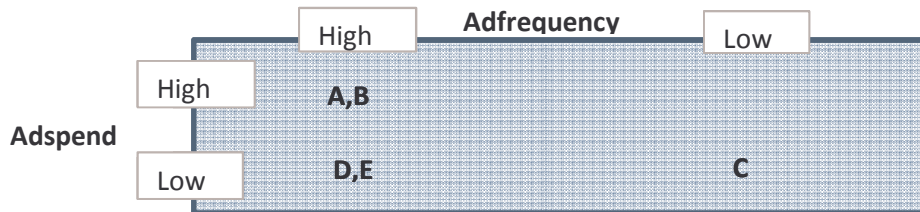


# ANNEXE 3

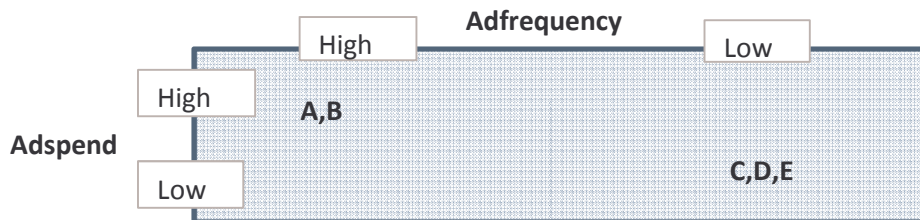
| BANKEN                | BANQUES           |
|-----------------------|-------------------|
| Moyenne "Adfrequency" | Moyenne "Adspend" |
| 436                   | 75488             |



| TELEVISIES            | TELEVISIONS       |
|-----------------------|-------------------|
| Moyenne "Adfrequency" | Moyenne "Adspend" |
| 116                   | 14996             |



| SCHEERAPPARATEN<br>MANNEN | RASOIRS HOMME     |
|---------------------------|-------------------|
| Moyenne "Adfrequency"     | Moyenne "Adspend" |
| 71                        | 10726             |



| WASAUTOMATEN          | MACHINES A LAVER  |
|-----------------------|-------------------|
| Moyenne "Adfrequency" | Moyenne "Adspend" |
| 92                    | 5100              |

