

ANEXO 6: Resultados - Efectos sobre la marca
(Intermediate Effects)

			REPORTED INTERMEDIATE EFFECTS																PRE/POST TEST															
			Very large growth					Large/substantial					Small/negligible																					
AÑO	CASO:	PREMIO:	VLG Awareness	VLG Image	VLG Direct effect	VLG Differentiation	VLG Fame	VLG Quality	VLG Commitment	VLG Trust	Recuento	L/S Awareness	L/S Image	L/S Direct effect	L/S Differentiation	L/S Fame	L/S Quality	L/S Commitment	L/S Trust	S/N Awareness	S/N Image	S/N Direct effect	S/N Differentiation	S/N Fame	S/N Quality	S/N Commitment	S/N Trust	SUMA DE REPORTED INTERMEDIATE EFFECTS	Awareness Index	Persuasion Index	likeability	Communication	Standout	Recuento
2014	Banco Sabadell	ORO	x	x	x	x	x	x	x	x	8																8	x	x	x	x	x	5	
2014	Campofrío	ORO	x	x	x	x	x		x		6						x									x	8	x		x	x		3	
2014	Coca Cola	ORO	x	x			x		x		4			x	x										x	x	8	x		x	x		3	
2014	Seguros El Corte Inglés	ORO									0																0						0	
2014	BSH Elect-Balay	PLATA	x						x	x	3		x	x	x		x							x			8	x	x	x	x	x	5	
2014	Campofrío/Cuidate+	PLATA	x	x	x	x					4					x	x								x	x	8	x	x	x	x	x	5	
2014	Limon&Nada	PLATA	x	x	x	x	x				5														x	x	8	x	x	x	x	x	5	
2014	Solvía	PLATA	x	x	x	x				x	5					x	x								x		8	x	x	x	x		4	
2014	Asprocan-Platano C	BRONCE									0																0						0	
2014	Burger King	BRONCE									0		x	x	x	x					x				x	x	8			x	x		2	
2014	Direct Seguros	BRONCE								x	1	x	x	x	x								x	x	x		8	x		x	x	x	4	
2014	Volkswagen	BRONCE	x	x							2			x	x	x									x	x	8	x	x	x	x	x	5	
2014	Revista Libero	Oro-Bajo Ppto									0	x		x	x	x						x			x	x	8						0	
2014	Navidul	Plata-Bajo Ppto	x	x	x						3				x	x									x	x	8	x	x	x	x		4	
2014	Cacaolat	Bronce-Bajo Ppto	x								1					x						x	x	x	x	x	8						0	
2014	Oxfam Intermon	Oro-Resp.Soc.									0																0						0	

2014

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AÑO	CASO:	PREMIO:	VLG Awareness	VLG Image	VLG Direct effect	VLG Differentiation	VLG Fame	VLG Quality	VLG Commitment	VLG Trust	Recuento	L/S Awareness	L/S Image	L/S Direct effect	L/S Differentiation	L/S Fame	L/S Quality	L/S Commitment	L/S Trust	S/N Awareness	S/N Image	S/N Direct effect	S/N Differentiation	S/N Fame	S/N Quality	S/N Commitment	S/N Trust	SUMA DE REPORTED INTERMEDIATE EFFECTS	Awareness Index	Persuasion Index	likeability	Communication	Standout	Recuento	
2012	Banco Sabadell	ORO	x	x	x	x	x	x	x	x	8																	8	x				x	2	
	Campofrío	ORO	x	x	x	x	x		x		6						x										x	8	X		X	X	X	4	
	Mixta-Mahou/Smig	ORO	x			x	x				3		x	x											x	x	x	8	x	x	x		x	4	
	11/11/11 ONCE	ORO	x		x		x				3		x		x										x		x	8	x		x	x		3	
	Atrapalo	PLATA	x				x				2			x	x								x			x	x	8						0	
	Calvo	PLATA	x			x	x				3		x	x			x									x	x	8	x		x	x	x	4	
	Nestlé multimarca	PLATA	x	x					x		3		x		x										x		x	8	x	x	x	x		4	
	Sony-Los Pitufos	PLATA	x			x	x				3		x	x												x	x	8						0	
	El Corte Ingles	BRONCE	x	x							2			x		x								x		x		8	x		x	x	x	4	
	Lotería Navidad	BRONCE				x					1	x												x	x		x	8						0	
	McDonald's	BRONCE	x	x					x		4			x	x	x												8	x		x	x		3	
	Mercedes Benz	BRONCE	x	x			x				3						x							x		x		8					x	1	
	Cafes La Estrella-Nest	Oro-Bajo Ppto	x		x		x				3		x		x											x		x	8	x					1
	Mi primer Danone	Plata-Bajo Ppto	x	x					x		3				x										x			8		x	x	x	x	4	
	Asics	Bronce-Bajo Ppto	x	x							2				x		x								x		x	8	x		x	x		3	
Fundac. Reina Sofía	Oro-Resp.Soc.	x								x	2		x				x							x	x	x	8						0		

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AÑO	CASO:	PREMIO:	VLG Awareness	VLG Image	VLG Direct effect	VLG Differentiation	VLG Fame	VLG Quality	VLG Commitment	VLG Trust	Recuento	L/S Awareness	L/S Image	L/S Direct effect	L/S Differentiation	L/S Fame	L/S Quality	L/S Commitment	L/S Trust	S/N Awareness	S/N Image	S/N Direct effect	S/N Differentiation	S/N Fame	S/N Quality	S/N Commitment	S/N Trust	SUMA DE REPORTED INTERMEDIATE EFFECTS	Awareness Index	Persuasion Index	li/keability	Communication	Standout	Recuento	
2011	Mixta-Mahou/Smig	ORO	x			x	x				3		x	x											x	x	x	8	x	x	x	x			4
	Ikea	ORO	x	x	x	x	x		x		6														x		x	8	x	x	x	x	x		5
	Movistar	ORO	x		x	x	x				4		x												x	x	x	8							0
	Flex	PLATA	x				x				2		x	x			x	x					x				x	8	x	x	x	x			4
	Cruzcampo	PLATA	x	x		x	x		x		5			x											x		x	8	x	x	x	x	x		5
	Coca Cola Zero	PLATA	x				x				2			x			x					x		x		x	x	8							0
	BBVA	BRONCE	x	x	x						3				x			x						x	x		x	8	x	x	x	x			4
	Carrefour	BRONCE									0	x		x		x						x		x		x	x	8							0
	ING Direct	BRONCE	x	x							2			x										x	x	x	x	8	x		x	x			3
	Orange	BRONCE		x	x						2	x												x	x	x	x	8	x		x	x			3
	Atrápalo	Oro-Bajo Ppto					x				1	x										x	x	x		x	x	8							0
	Terra	Oro-Bajo Ppto					x				1	x		x								x		x		x	x	8							0
	Bwin	Plata-Bajo Ppto									0					x						x	x	x	x		x	x	8						0
	Ambar	Plata-Bajo Ppto		x		x	x				3			x				x				x				x		8							0
	Digital+	Bronce-Bajo Ppto	x				x				2		x	x										x		x	x	8							0
Medicos S/Front	Oro-Resp.Soc.	x	x	x	x	x		x	x	7														x			8							0	

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2010	Atrápalo	ORO	x	x	x	x	x	x	x	5				x						x					x			8							0
	Pavofrío/Campof	ORO	x	x	x	x	x	x	x	7									x								8	x	x	x	x	x	5		
	Estrella Damm	ORO	x	x		x	x			4			x												x	x	x	8	x		x			2	
	Flor de Esgueva	ORO		x		x		x		3	x		x						x					x		x	8	x	x	x	x			4	
	Campofrío	PLATA	x		x	x			x	4		x			x	x											x	8	x		x	x		3	
	Línea Directa	PLATA			x	x				2	x										x				x	x	x	8	x	x	x	x		4	
	Turismo Canarias	PLATA	x				x			2		x	x	x											x	x	x	8						0	
	Yoigo	PLATA	x			x				x	3		x			x							x			x	x	8						0	
	Mahou	BRONCE	x				x		x	3		x											x	x		x		x	8	x				1	
	ING Direct	BRONCE	x							1		x											x	x	x	x	x	8	x			x		2	
	McDonald's	BRONCE		x				x		2									x	x	x						8		x	x	x		3		
	Gillette	BRONCE	x				x			2		x	x										x		x	x	x	8	x					1	
	Zapata Inmobilia	Oro-Bajo Ppto				x	x			2	x		x									x				x	x	x	8					0	
	Rodilla	Plata-Bajo Ppto					x			1	x		x									x		x		x	x	8						0	
	Microsoft	Bronce-Bajo Ppto								0					x	x												2						0	
Fundac. ONCE	Oro-Resp.Soc.	x	x			x		x	4			x							x				x		x		8						0		

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2009	Atrápalo	ORO	x			x	x				3			x							x					x	x	x	8	x		x				2
	Ikea	ORO	x	x		x	x			x	5			x				x								x			8	x	x	x	x	x	5	
	Línea Directa	ORO	x	x	x	x					4					x									x	x	x	8	x	x	x	x			4	
	Trina	ORO	x	x	x	x	x				5															x	x	x	8	x	x	x	x	x	5	
	Bancaja	PLATA			x	x				x	3	x			x						x					x			8						0	
	BBVA	PLATA	x	x		x					3			x											x	x	x	x	8	x					1	
	Conect	PLATA	x				x				2			x								x		x		x	x	x	8						0	
	Telefónica	PLATA	x	x	x		x				4				x											x	x	x	8						0	
	Banco Gallego	BRONCE			x	x					2	x	x		x											x	x	x	8						0	
	Coca cola	BRONCE	x	x		x	x		x		5												x			x		x	8	x	x	x	x	x	5	
	Ford	BRONCE					x				1	x										x	x	x		x	x	x	8						0	
	Florette	BRONCE	x	x	x				x		4				x										x		x	x	8	x	x	x	x		4	
	Mahou	Oro-Bajo Ppto									0		x			x						x		x		x	x	x	8						0	
	Banc de Sang	Plata-Bajo Ppto		x	x						2								x			x		x	x		x	8						0		
	Albal	Bronce-Bajo Ppto		x	x		x				3	x			x		x										x	x	8						0	
Conf. Episcopal	Oro-Resp.Soc.		x		x					2		x														x	x	8						0		

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2007	2007	BMW X3	ORO	x	x	x	x	x	x		6							x								x	8	x	x	x	x	x	5	
	2007	Fairy	ORO			x	x				2						x	x	x		x	x					8						0	
	2007	DeAPlaneta	ORO								0																0						0	
	2007	Euskaltel	ORO								0																0						0	
	2007	Durex	ORO	x	x	x	x	x			5														x	x	x	8	x		x	x	3	
	2007	Atrápalo	PLATA	x			x	x			3		x	x											x	x	x	8					0	
	2007	Coca Cola Zero	PLATA	x	x	x	x				4					x									x	x	8	x					1	
	2007	Nestle Fondue Choco	PLATA								0		x								x		x	x	x	x	x	8					0	
	2007	Linea Directa	PLATA								0																0						0	
	2007	Repsol	PLATA	x	x	x	x		x		5								x	x					x		8	x		x	x	3		
	2007	Coca Cola Light	BRONCE								0	x	x			x							x	x		x	x	8					0	
	2007	Philips	BRONCE								0																0						0	
	2007	11811	BRONCE	x	x		x	x			4			x											x	x	x	8	x		x	x	3	
	2007	Fujitsu	BRONCE	x	x	x	x		x		5					x										x	x	8	x	x	x	x	5	
	2007	Volkswagen Polo	BRONCE	x	x	x					3					x	x							x		x	x	8	x	x	x	x	5	
2007	TV3-La Marató	Oro-Resp.Soc.								0		x	x					x						x	x	x	8					0		

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2006	2006	MTV España	ORO	x	x	x	x	x			5						x								x		x	8							0
	2006	Vital Dent	ORO								0						x											1							0
	2006	Aquarius	ORO	x	x	x	x	x	x	x	7																x	8	x	x	x	x	x		5
	2006	Eko-Nestlé	ORO								0		x	x			x				x			x	x		x	8	x	x	x	x		4	
	2006	11888	ORO								0	x	x	x	x									x	x	x	x	8						0	
	2006	Digital+	PLATA	x			x	x	x		4		x	x												x	x	8	x	x	x	x		4	
	2006	Maiz Bonduelle	PLATA	x							1											x	x	x	x	x	x	8	x					1	
	2006	Dacia Logan	PLATA	x							1		x	x	x	x										x	x	8	x	x	x			3	
	2006	Vueling	PLATA	x	x	x	x	x	x	x	7									x								8	x	x	x	x	x		5
	2006	Bosch batidora	PLATA				x				1	x	x	x										x	x	x	x	8	x	x	x			3	
	2006	Cepsa	PLATA	x	x						2				x				x				x		x		x	8	x		x			2	
	2006	Amena Empresas	BRONCE	x							1			x					x			x		x	x		x	8	x	x	x	x		4	
	2006	Fanta	BRONCE	x	x	x	x	x		x	6															x		8	x	x	x	x	x		5
	2006	Navidul-Campof	BRONCE		x	x			x		3										x			x	x		x	8	x	x	x	x		4	
	2006	Consejo juventud	BRONCE	x				x			2				x				x			x	x			x		8						0	
2006	Fund. Alcohol y Socieda	Oro-Resp.Soc.	x		x				x	3					x						x		x		x		8						0		