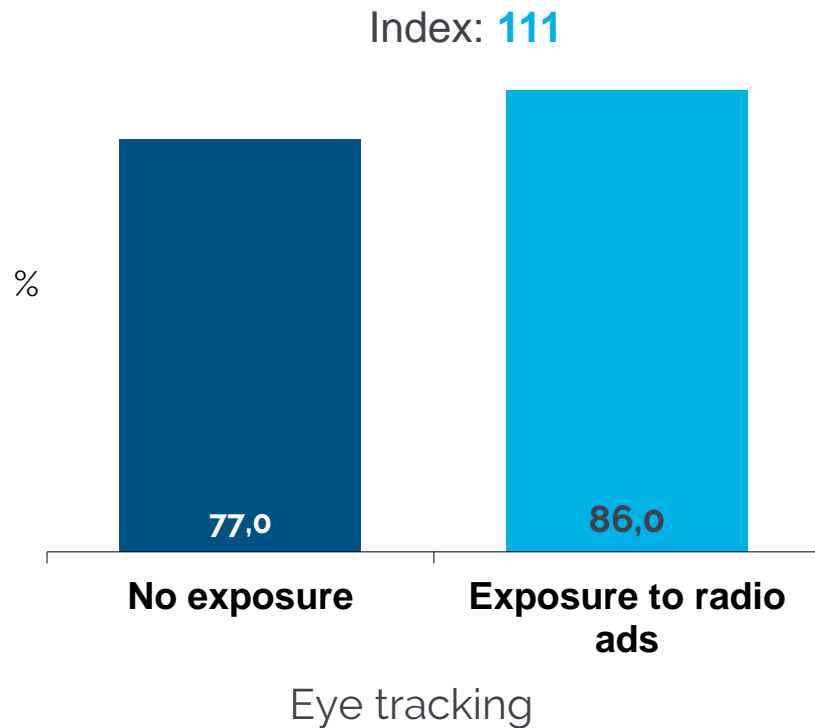


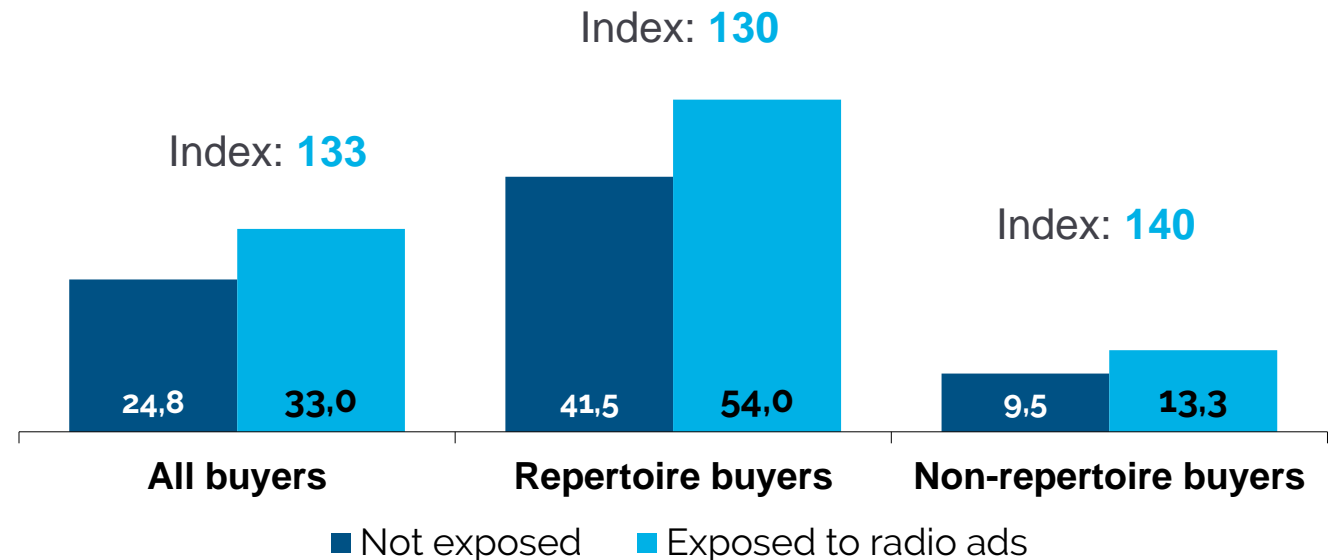
Last minute influence of radio advertising on FMCG brand consideration



% of respondents noticing advertised brands when looking at the relevant shelf



% of respondents claiming that they would buy advertised products



Q. Which of these products would you have bought from this shelf?