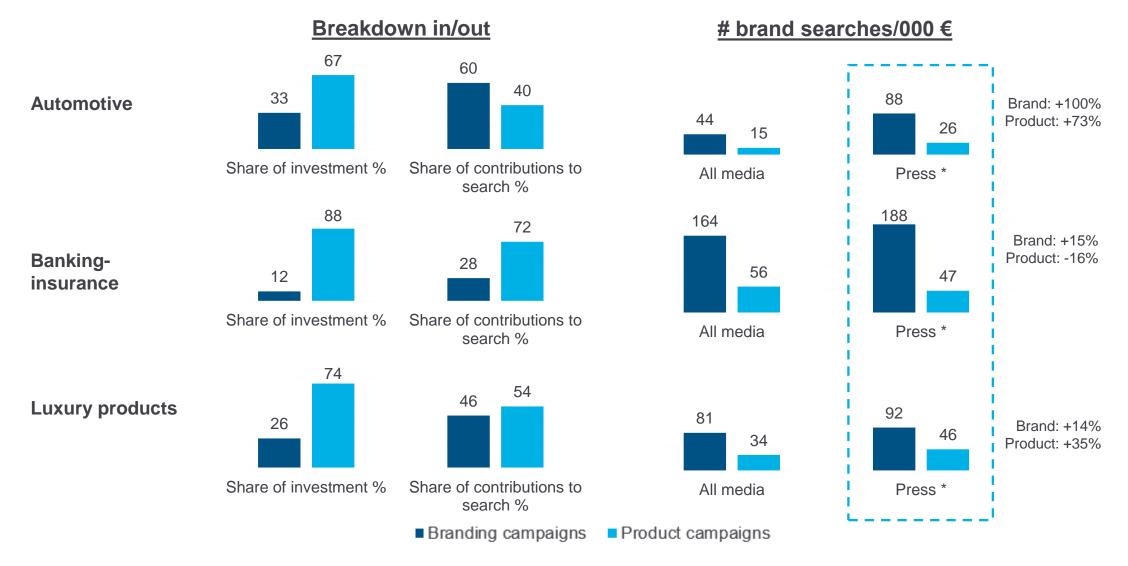
Print media ads generally increase brand search queries

With large variations in categories & types of campaigns





Breakdown in/out # brand searches/000 € 67 60 40 88 Automotive 33 Brand: +100% 44 Product: +73% 26 15 Share of investment % Share of contributions % All media Press 88 188 164 72 Brand: +15% Product: -16% Banking-28 56 47 insurance 12 Share of investment % Share of contributions % All media Press 74 54 46 Luxury products 92 81 Brand: +14% 26 34 Product: +35%% Share of investment % Share of contributions % All media Press Branding campaigns ■ Product campaigns

