

Q Which of the following TV commercials do you remember seeing recently?

27.10		Brand	Agency/TV Buyer	%
1	(-)	Walkers	Abbott Mead Vickers BBDO/OMD UK	59
2	(4)	Marks & Spencer	RKCR Y&R/Walker Media	54
3	(1=)	Tetley	MCBD/Mediavest	47
4	(3)	Asda	Saatchi & Saatchi/Carat	44
5	(-)	Jackpotjoy.com	(Beta)/Maxus	42
6=	(5)	Sky	WCRS/Mediacom	41
6=	(-)	Microsoft Windows 7	Crispin Porter Bogusky/Universal McCann	41
8	(-)	Glade Touch 'n' Fresh	Draft FCB/Universal McCann	37
9=	(8=)	Argos	CHI & Partners/Mindshare	34
9=	(-)	WH Smith	DLKW Lowe/Carat	34
9=	(-)	Lindt	Draft FCB Hamburg/Mediacom	34
12	(-)	Morrisons	DLKW Lowe/MEC	32
13	(-)	Waitrose	MCBD/Manning Gottlieb OMD	30
14	(-)	Currys/PC World	M&C Saatchi/Walker Media	28
15	(-)	Galaxy	SapientNitro/ZenithOptimedia	27
16=	(11)	Tesco	The Red Brick Road/Initiative	26
16=	(16)	Vanish Oxi-Action	Euro RSCG/ZenithOptimedia	26
19=	(-)	Harveys	Velvet TV/MediaVest	24
19=	(-)	BT Total Broadband	Abbott Mead Vickers BBDO/Maxus	23
19=	(-)	The Co-operative	TBWA\Manchester/PHD Rocket	23