

ANEXO 5: Resultados - Efectos sobre el negocio (*Business Effects*)

			REPORTED BUSINESS EFFECTS																				
			Very large growth					Large/substantial					Small/negligible										
AÑO	CASO:	PREMIO:	V/LG Sales Gain	V/LG Market share gain	V/LG Reduction of price sensitivity	V/LG Customer retention loyalty increase	V/LG New customer acquisition Penetration	V/LG Profit gain	V/LG Other (specify)	L/S Sales Gain	L/S Market share gain	L/S Reduction of price sensitivity	L/S Customer retention loyalty increase	L/S New customer acquisition Penetration	L/S Profit gain	L/S Other (specify)	S/N Sales Gain	S/N Market share gain	S/N Reduction of price sensitivity	S/N Customer retention loyalty increase	S/N New customer acquisition Penetration	S/N Profit gain	S/N Other (specify)
2014	2014	Banco Sabadell	ORO	x			x	x	3		x				x	1			x				
	2014	Campofrío	ORO	x		x		x	3		x		x		x	1							
	2014	Coca Cola	ORO							x						1		x	x	x	x	x	1
	2014	Seguros El Corte Inglés	ORO																				
	2014	BSH Elect-Balay	PLATA		x			x	2	x						1			x	x		x	
	2014	Campofrío/Cuidate+	PLATA	x	x			x	x	4			x	x									
	2014	Limon&Nada	PLATA	x	x			x	3										x	x		x	
	2014	Solvía	PLATA	x	x			x	3						x				x	x			
	2014	Asprocan-Platano C	BRONCE																				
	2014	Burger King	BRONCE							x						1		x	x	x	x	x	1
	2014	Direct Seguros	BRONCE	x				x	2		x					1			x	x		x	
	2014	Volkswagen	BRONCE	x				x	2										x	x	x	x	1
	2014	Revista Libero	Oro-Bajo Ppto	x				x	2										x	x	x	x	1
	2014	Navidul	Plata-Bajo Ppto	x	x		x	x	4						x					x			
2014	Cacaolat	Bronce-Bajo Ppto							x						1		x	x	x	x	x	1	
2014	Oxfam Intermon	Oro-Resp.Soc.																					
2013	2013	Campofrío	ORO	x		x		x	4		x		x		1								
	2013	Fanta	ORO	x		x		x	3		x		x		1							x	
	2013	Durex	ORO		x			x	2	x			x		1				x			x	
	2013	Nenuco	ORO	x	x	x		x	4						x					x			
	2013	Aquarius	PLATA	x	x	x			3				x	x	x								
	2013	Shandy Cruzcampo	PLATA					x	1	x	x					2			x	x		x	
	2013	Pro-Evol. Soccer	PLATA																				
	2013	Sony PlayStation	PLATA	x				x	2		x	x				1				x		x	
	2013	Banco Sabadell	BRONCE	x				x	3		x				x	1			x				
	2013	Gallina Blanca	BRONCE	x	x			x	3										x	x		x	
	2013	Calvo	BRONCE	x	x	x		x	4					x	x								
	2013	Suchard	BRONCE		x				1	x						1			x	x	x	x	
	2013	Gol Televisión	Oro-Bajo Ppto					x	1	x		x		x		1			x			x	1
	2013	Kia	Plata-Bajo Ppto															x	x	x	x	x	2
2013	Springfield	Bronce-Bajo Ppto	x				x	2				x						x	x		x	1	
2013	Save the Children	Oro-Resp.Soc.	x				x	2						x				x	x	x		1	
2012	2012	Banco Sabadell	ORO	x				x	2		x	x	x		1							x	
	2012	Campofrío	ORO	x	x	x		x	5				x										
	2012	Mixta-Mahou/Smig	ORO		x			x	2	x					1				x	x		x	
	2012	11/11/11 ONCE	ORO	x		x		x	4				x						x				1
	2012	Atrapalo	PLATA	x					2		x				x	1				x	x		
	2012	Calvo	PLATA	x	x			x	3						x					x	x		
	2012	Nestlé multimarca	PLATA	x				x	3		x	x			x	1							
	2012	Sony-Los Pitufos	PLATA	x					2										x	x	x	x	1
	2012	El Corte Ingles	BRONCE	x					1										x	x	x	x	1
	2012	Lotería Navidad	BRONCE							x						1			x	x	x	x	1
	2012	McDonald's	BRONCE	x					2		x			x		1				x	x		
	2012	Mercedes Benz	BRONCE								x			x		1		x		x	x	x	1
	2012	Cafes La Estrella-Nest	Oro-Bajo Ppto	x					1					x	x				x	x	x		1
	2012	Mi primer Danone	Plata-Bajo Ppto						1		x	x			x	1					x		
2012	Asics	Bronce-Bajo Ppto								x			x		1		x		x	x		1	
2012	Fundac. Reina Sofía	Oro-Resp.Soc.												x	x		x	x	x	x		2	

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2011	2011	Mixta-Mahou/Smig		x			x	2	x						1				x	x		x			
	2011	Ikea	ORO	x	x			2			x	x	x	x											
	2011	Movistar	ORO	x	x			3			x				x				x	x					
	2011	Flex	PLATA	x				1		x				x		1			x	x		x			
	2011	Cruzcampo	PLATA	x				x	x	3		x				1			x	x					
	2011	Coca Cola Zero	PLATA	x				x		2		x				1			x	x		x			
	2011	BBVA	BRONCE	x				x		2		x	x	x		x	1								
	2011	Carrefour	BRONCE								x						1		x	x	x	x	x	1	
	2011	ING Direct	BRONCE						x	1	x				x		1		x	x	x			1	
	2011	Orange	BRONCE		x				x	2	x		x				1				x		x		
	2011	Atrápalo	Oro-Bajo Ppto																						
	2011	Terra	Oro-Bajo Ppto		x				x	2								x		x	x		x	1	
	2011	Bwin	Plata-Bajo Ppto															x	x	x	x	x	x	2	
	2011	Ambar	Plata-Bajo Ppto	x	x		x		3													x	x		
	2011	Digital+	Bronce-Bajo Ppto	x					x	2		x				x					x			1	
2011	Medicos S/Front	Oro-Resp.Soc.	x					x	2										x	x	x	x	1		
2010	2010	Atrápalo	ORO	x	x			x	x	4										x	x				
	2010	Pavofrío/Campof	ORO	x	x	x	x	x	x	6															
	2010	Estrella Damm	ORO	x	x					2			x	x	x					x					
	2010	Flor de Esgueva	ORO	x	x	x			x	5											x				
	2010	Campofrío	PLATA	x	x				x	4		x	x												
	2010	Línea Directa	PLATA	x					x	2		x	x			x	1				x				
	2010	Turismo Canarias	PLATA	x					x	2						x				x	x	x	1		
	2010	Yoigo	PLATA								x					x	1		x		x	x		1	
	2010	Mahou	BRONCE																						
	2010	ING Direct	BRONCE						x	1	x						1		x	x	x		x	1	
	2010	McDonald's	BRONCE																						
	2010	Gillette	BRONCE	x					x	2										x	x	x		x	1
	2010	Zapata Inmobilia	Oro-Bajo Ppto	x					x	x	3		x								x			1	
	2010	Rodilla	Plata-Bajo Ppto						x	1										x	x	x	x	x	2
	2010	Microsoft	Bronce-Bajo Ppto								x						1			x	x	x	x	x	1
2010	Fundac. ONCE	Oro-Resp.Soc.	x					x	2										x	x	x		x	1	
2009	2009	Atrápalo	ORO		x			x	2	x		x			x	1				x					
	2009	Ikea	ORO	x					1		x					1				x	x	x	x		
	2009	Línea Directa	ORO	x					2		x					1				x	x		x		
	2009	Trina	ORO	x	x				x	3			x							x			x		
	2009	Bancaja	PLATA	x					x	2		x				x	1			x	x				
	2009	BBVA	PLATA								x					x	1			x	x	x		x	1
	2009	Conect	PLATA	x	x					2										x	x	x	x		
	2009	Telefónica	PLATA	x	x					3			x								x				
	2009	Banco Gallego	BRONCE	x						2										x	x	x		x	1
	2009	Coca cola	BRONCE																	x	x	x	x	x	2
	2009	Ford	BRONCE								x						1			x	x	x	x	x	1
	2009	Florette	BRONCE	x	x	x				3				x	x									x	
	2009	Mahou	Oro-Bajo Ppto																	x	x	x	x	x	2
	2009	Banc de Sang	Plata-Bajo Ppto	x						2										x	x	x		x	1
	2009	Albal	Bronce-Bajo Ppto	x		x				3		x					1							x	
2009	Conf. Episcopal	Oro-Resp.Soc.	x						x						2					x			x	1	

