

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

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

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

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2008	2008 CajaMadrid	ORO	x	x							x			
	2008 Calvo	ORO	x	x	x	x	x				x			
	2008 Smart	ORO	x					1				x	x	x
	2008 Fiat 500	ORO	x					1	x			x	x	x
	2008 Coca Cola	PLATA	x	x	x			3	x				x	x
	2008 Groupama	PLATA									x	x	x	x
	2008 ONCE	PLATA	x		x	x	3		x		x		x	1
	2008 PSOE	PLATA		x	x	x	3			x		x		1
	2008 Ayto. Madrid	BRONCE	x			x	2			x		x	x	1
	2008 Heineken	BRONCE	x			x	2		x	x	x	x		1
	2008 ING Direct	BRONCE									x	x	x	2
	2008 Renault Megane	BRONCE					x			1	x	x	x	1
	2008 Atrápalo	Oro-Bajo Ppto					x		x	1	x	x	x	1
	2008 MMT Estudiantes	Plata-Bajo Ppto	x		x		2				x	x	x	1
	2008 Bitter Rosso	Bronce-Bajo Ppto									x	x	x	2
	2008 Fund. Prodís	Oro-Resp.Soc.	x			x	2				x	x	x	x
2007	2007 BMW X3	ORO	x	x	x	x	x	5					x	
	2007 Fairy	ORO	x	x	x	x		4		x	x			
	2007 DeAPlaneta	ORO												
	2007 Euskaltel	ORO			x			1			x	x	x	2
	2007 Durex	ORO	x	x		x		3		x	x		x	
	2007 Atrápalo	PLATA	x		x		2	x			1	x	x	x
	2007 Coca Cola Zero	PLATA	x	x		x		3				x	x	x
	2007 Nestle Fondue Choco	PLATA							x	x	1	x	x	1
	2007 Linea Directa	PLATA							x	x	1	x	x	1
	2007 Repsol	PLATA	x		x	x	x	4				x		x
	2007 Coca Cola Light	BRONCE									x	x	x	2
	2007 Philips	BRONCE	x			x	2			x		x	x	1
	2007 11811	BRONCE	x				1			x		x	x	1
	2007 Fujitsu	BRONCE	x	x				2		x	x		x	x
	2007 Volkswagen Polo	BRONCE	x			x	2		x	x		x		x
	2007 TV3-La Marató	Oro-Resp.Soc.	x	x			x	3		x	x		x	
2006	2006 MTV España	ORO		x		x	x	3			x	x	x	1
	2006 Vital Dent	ORO	x	x	x	x		4		x	x			
	2006 Aquarius	ORO	x	x		x		3		x	x		x	
	2006 Eko-Nestlé	ORO	x	x		x		3			x		x	x
	2006 11888	ORO	x	x				2		x	x		x	x
	2006 Digital+	PLATA	x					1	x	x	x	1		x
	2006 Maiz Bonduelle	PLATA	x	x	x	x		4		x	x			
	2006 Dacia Logan	PLATA	x					1		x		x	x	1
	2006 Vueling	PLATA	x	x		x		3				x	x	x
	2006 Bosch batidora	PLATA	x	x	x	x		4			x		x	
	2006 Cepsa	PLATA									x	x	x	2
	2006 Amena Empresas	BRONCE	x			x		2	x		1	x	x	x
	2006 Fanta	BRONCE	x					1	x	x	1	x		x
	2006 Navidul-Campof	BRONCE	x	x	x			3		x	x	x		
	2006 Consejo juventud	BRONCE				x	1				x	x	x	2
	2006 Fund. Alcohol y Sociedad	Oro-Resp.Soc.									x	x	x	2