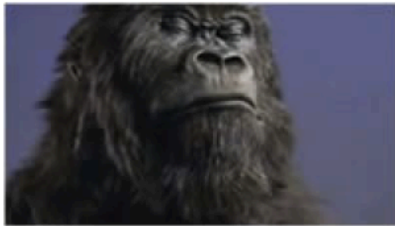


RESULTS

1/ How did overall results compare for 'Gorilla' vs 'Evian'?



1st



2nd

Most people preferred the 'Drumming Gorilla' ad from Cadbury to the 'Roller-skating Babies' from Evian.

2/ What were the industry split results for 'Gorilla' vs 'Evian'?



Brand
Marketer

1st

2nd

Agency

1st

2nd

Publisher

No Result

No Result

Vendor

1st

2nd

On average, each industry preferred the Drumming Gorilla to the Evian babies.

3/ Between the Male 'Underbelly' watchers and the Female 'Kath & Kim' watchers, who liked 'Wedding' most?



2nd



1st

The women who watch 'Kath & Kim' liked the 'Wedding' more than the Male 'Underbelly' watchers.

4/ Which industry liked 'Chokito' most?



Brand Marketer	3
Agency	4
Publisher	2
Vendor	1

On average, the people who liked the Chokito "Say no to bouncers" video most were the Vendors. The Publishers were second, the Brand marketers third and the Agency people liked it least.

5/ Which industry liked 'Piano' most?



Brand Marketer	3
Agency	4
Publisher	2
Vendor	1

On average, the people who liked the Piano video most were the Vendors. The Publishers were second, the Brand marketers third and the Agency people liked it least.

6/ What was the favorite video for each demographic split?

					
	Wedding		Chokito		Wedding
	Gorilla		Gorilla		Piano
	Chokito		Wedding		Chokito
	Gorilla		Chokito		Piano