



## F1 MONACO GRAND PRIX 2007

### THE RACE

27TH MAY 2007

The report presents tv brand exposures analysis during F1 Monaco Grand Prix, 27<sup>th</sup> of May 2007. Every exposure that was clearly visible, not blurred and lasted for at least 1 second has been captured. More than one exposure of a particular brand in the same tv frame has been treated as one. All exposures have been classified into those exposed on boards, cars and clothing. Duration of every exposure has been measured. The calculation of value of exposures has been based on the TV audience and the advertising pricelist for channel TF1.

Among all brands on boards the most exposed was ING, Credit Suisse was the winner of car exposures and Mobil 1 was the first in clothing (drivers, team, including helmets).

More information:

Jurek Zielonka

International Marketing Director

mobile: +48 513 753 525

e-mail: [jurek.zielonka@pentagon-sport.com](mailto:jurek.zielonka@pentagon-sport.com)

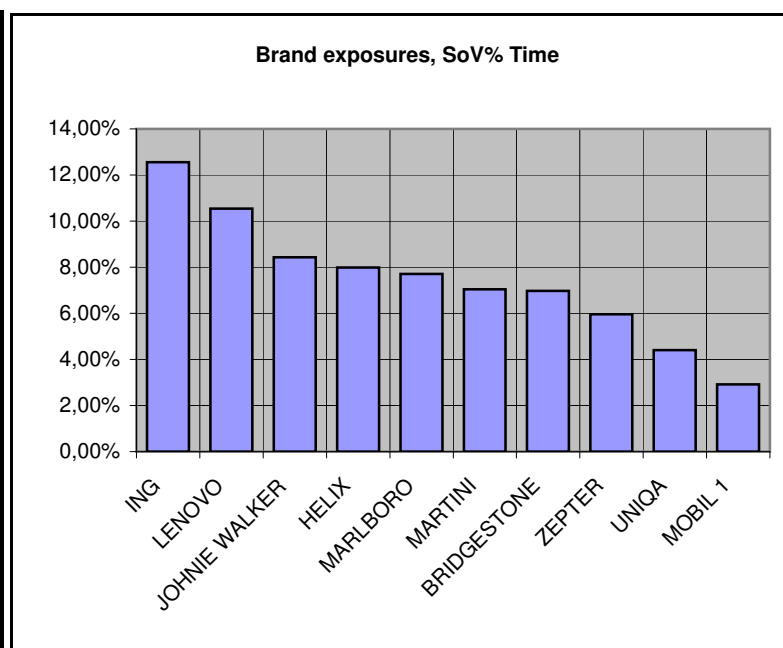
[www.pentagon-sport.com](http://www.pentagon-sport.com)

F1 MONACO GRAND PRIX 2007  
THE RACE  
27TH MAY 2007  
PENTAGON-SPORT.COM REPORT



BRAND EXPOSURE ANALYSIS REPORT

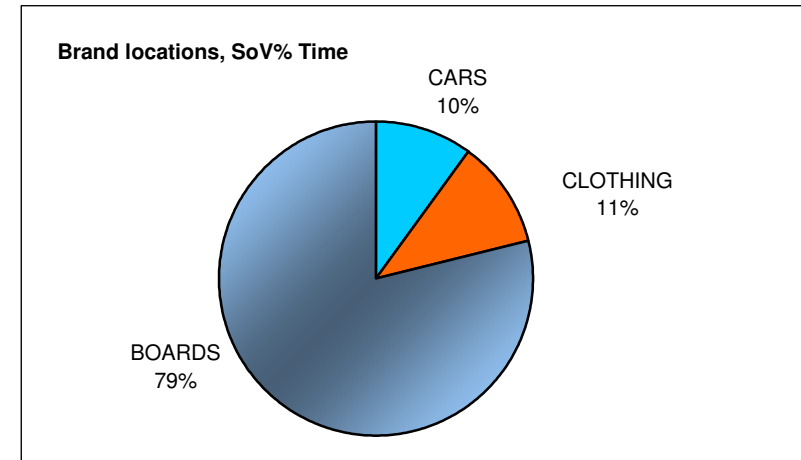
No.	Brand	Exposure (time)	SoV% Time	No. Of Exposures	No. Of contacts ('000)	€ Value
1	ING	00:12:49	12,56%	264	1 316 832	671 593
2	LENOVO	00:10:46	10,55%	240	1 197 120	564 173
3	JOHNNIE WALKER	00:08:36	8,42%	179	892 852	450 640
4	HELIX	00:08:09	7,98%	197	982 636	427 060
5	MARLBORO	00:07:52	7,71%	146	728 248	412 213
6	MARTINI	00:07:11	7,04%	120	598 560	376 407
7	BRIDGESTONE	00:07:06	6,97%	144	718 272	372 913
8	ZEPTER	00:06:04	5,96%	148	738 224	318 767
9	UNIQA	00:04:30	4,41%	110	548 680	235 800
10	MOBIL 1	00:02:59	2,92%	38	189 544	156 327
11	VODAFONE	00:02:49	2,76%	39	194 532	147 593
12	BOSS	00:02:39	2,60%	31	154 628	138 860
13	POTENZA	00:02:19	2,27%	53	264 364	121 393
14	CREDIT SUISSE	00:02:01	1,99%	12	59 856	106 547
15	LES CASINOS DE MONTE CARLO	00:01:52	1,83%	47	234 436	97 813
16	SHELL	00:01:08	1,11%	23	114 724	59 387
17	PETRONAS	00:01:08	1,11%	11	54 868	59 387
18	AIGO	00:01:00	1,00%	17	84 796	53 273
19	MERCEDES-BENZ	00:00:44	0,72%	12	59 856	38 427
20	SANTANDER	00:00:28	0,46%	6	29 928	24 453



Contacts and value calculations done for channel TF1

### SUMMARY OF BRAND LOCATIONS

Location	Exposure (time in seconds)	SoV% Time	No. Of Exposures
CARS	607	9,91%	132
CLOTHING (DRIVER'S AND TEAM, INC	694	11,33%	158
BOARDS	4824	78,76%	1745



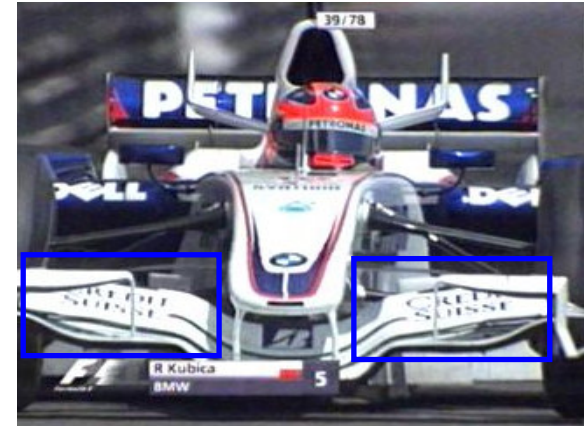
### SUMMARY OF BOARDS LOCATIONS (TOP 10)

No.	Brand	Exposure (s)	SoV% Time	No. Of Exposures	No. Of contacts ('000)	€ Value
1	ING	755	12,33%	259	1 291 892	659 367
2	LENOVO	609	9,94%	236	1 177 168	531 860
3	HELIX	489	7,98%	197	982 636	427 060
4	JOHNNIE WALKER	486	7,93%	174	867 912	424 440
5	MARTINI	431	7,04%	120	598 560	376 407
6	BRIDGESTONE	410	6,69%	139	693 332	358 067
7	MONACO GRAND PRIX	406	6,63%	124	618 512	354 573
8	ZEPTER	365	5,96%	148	738 224	318 767
9	MARLBORO	307	5,01%	121	603 548	268 113
10	UNIQA	270	4,41%	110	548 680	235 800



**SUMMARY OF CAR LOCATIONS (TOP 10)**

No.	Brand	Exposure (s)	SoV% Time	No. Of Exposures	No. Of contacts ('000)	€ Value
1	CREDIT SUISSE	122	1,99%	12	59 856	106 547
2	MARLBORO	111	1,81%	12	59 856	96 940
3	VODAFONE	81	1,32%	19	94 772	70 740
4	PETRONAS	68	1,11%	11	54 868	59 387
5	LENOVO	37	0,60%	4	19 952	32 313
6	AIGO	34	0,56%	8	39 904	29 693
7	DELL	23	0,38%	11	54 868	20 087
8	RENAULT	13	0,21%	4	19 952	11 353
9	INTEL	13	0,21%	4	19 952	11 353
10	BMW	12	0,20%	8	39 904	10 480



**SUMMARY OF CLOTHING LOCATIONS (DRIVER'S AND TEAM, INCLUDING HELMETS, TOP 10)**

No.	Brand	Exposure (s)	SoV% Time	No. Of Exposures	No. Of contacts ('000)	€ Value
1	MOBIL 1	176	2,87%	35	174 580	153 707
2	BOSS	150	2,45%	29	144 652	131 000
3	VODAFONE	88	1,44%	20	99 760	76 853
4	MARLBORO	54	0,88%	13	64 844	47 160
5	MERCEDES-BENZ	44	0,72%	12	59 856	38 427
6	JOHNNIE WALKER	30	0,49%	5	24 940	26 200
7	AIGO	27	0,44%	9	44 892	23 580
8	SHELL	23	0,38%	6	29 928	20 087
9	SANTANDER	17	0,28%	4	19 952	14 847
10	BRIDGESTONE	17	0,28%	5	24 940	14 847

