

# THE NOVELTY FACTOR

## JUXTCONSULT OCTOBER AD BOX-OFFICE SNAPSHOT

### THE 10 MOST EFFECTIVE ADS OF THE MONTH

RANK	BRAND AD	LAST MONTH RANK
①	Vodafone/Hutch	③
②	Airtel	①
③	Nokia	②
④	Pepsi	⑤
⑤	Reliance Mobile	⑱
⑥	Colgate	⑦
⑦	LIC	⑫
⑧	Fevicol	⑳
	ICICI	
⑨	Prudential Life	⑭
⑩	Surf Excel	④



JuxtConsult's Ad Box-Office, India's biggest monthly monitor of most effective television ads among urban consumers, for October has taken on a whole new complexion with as many as four new entrants in the top 10 most effective ads. Reliance Mobile, LIC, Fevicol and ICICI Prudential Life were all relative underdogs in September - (Fevicol was 28th in overall ranking. Vodafone moved up two notches to occupy the top slot, pipping Airtel and Nokia. Cheeka's (Vodafone icon) mass appeal seems to have done the trick. After all, dog is man's best friend. Also, captaincy and India's wins seem to have done wonders for Mahendra Singh Dhoni, who jumped to the third slot in October from number 10 in September. Actor Akshay Kumar's magic at the box office with potboiler Bhool Bhulaiyya too seems to have worked. He has moved up from 19th position in September to number 6 in October. However, Shah Rukh Khan & Amitabh Bachchan remain hard to dislodge & retained the first & second spots

