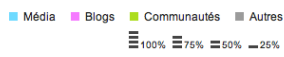


Classement février 2010



Rang	Marque	Attention rate	Investissements Pub (en k€) *	Mix Attention	Mots-clés
1	GOOGLE	680.270	2214		
2	TWITTER	650.115	0		
3	APPLE	543.198	657		
4	FACEBOOK	410.782	0		
5	MICROSOFT	214.317	1343		
6	TF1	208.162	8032		
7	YAHOO!	157.656	0		
8	YOUTUBE	143.574	0		
9	RENAULT	142.602	22847		
10	SONY	124.370	1626		
11	FRANCE 2	96.682	874		
12	M6	91.756	3052		
13	EDF	78.609	705		
14	SFR	78.327	13171		
15	NINTENDO	77.976	1651		
16	SAMSUNG	77.512	574		
17	NOKIA	76.812	767		
18	SNCF	75.050	3098		
19	ORANGE	65.254	6833		
20	PEUGEOT	64.673	18308		
21	LA POSTE	61.773	112		
22	AMAZON	60.540	0		
23	NRJ	59.578	340		
24	DAILYMOTION	58.798	38		
25	HEWLETT PACKARD	58.514	90		
26	FORD	57.015	5975		
27	MYSPACE	54.147	1		
28	BMW	53.247	6723		
29	BLACKBERRY	51.152	0		
30	HTC	50.616	775		
31	TOYOTA	49.933	3567		
32	AIRBUS	48.989	0		
33	RTL	47.261	2825		
34	MERCEDES-BENZ	45.536	1506		
35	CANAL +	42.059	3476		
36	AIR FRANCE	39.398	597		
37	VEOLIA	39.127	42		
38	DISNEY	38.873	610		
39	DELL	36.476	425		
40	EBAY	36.163	0		
41	ADOBE	36.118	0		
42	ASUS	35.948	0		
43	MOTOROLA	35.092	0		
44	EUROPE 1	34.751	3976		
45	AUDI	34.214	5864		
46	SKYPE	33.756	0		
47	PALM	33.552	0		
48	OPEL	33.461	6145		
49	FREE	31.916	5415		
50	GDF SUEZ	31.406	1131		