

MARKETAGENT.COM

WISSEN WAS BEWEGT



## COOL BRAND INDEX 2009



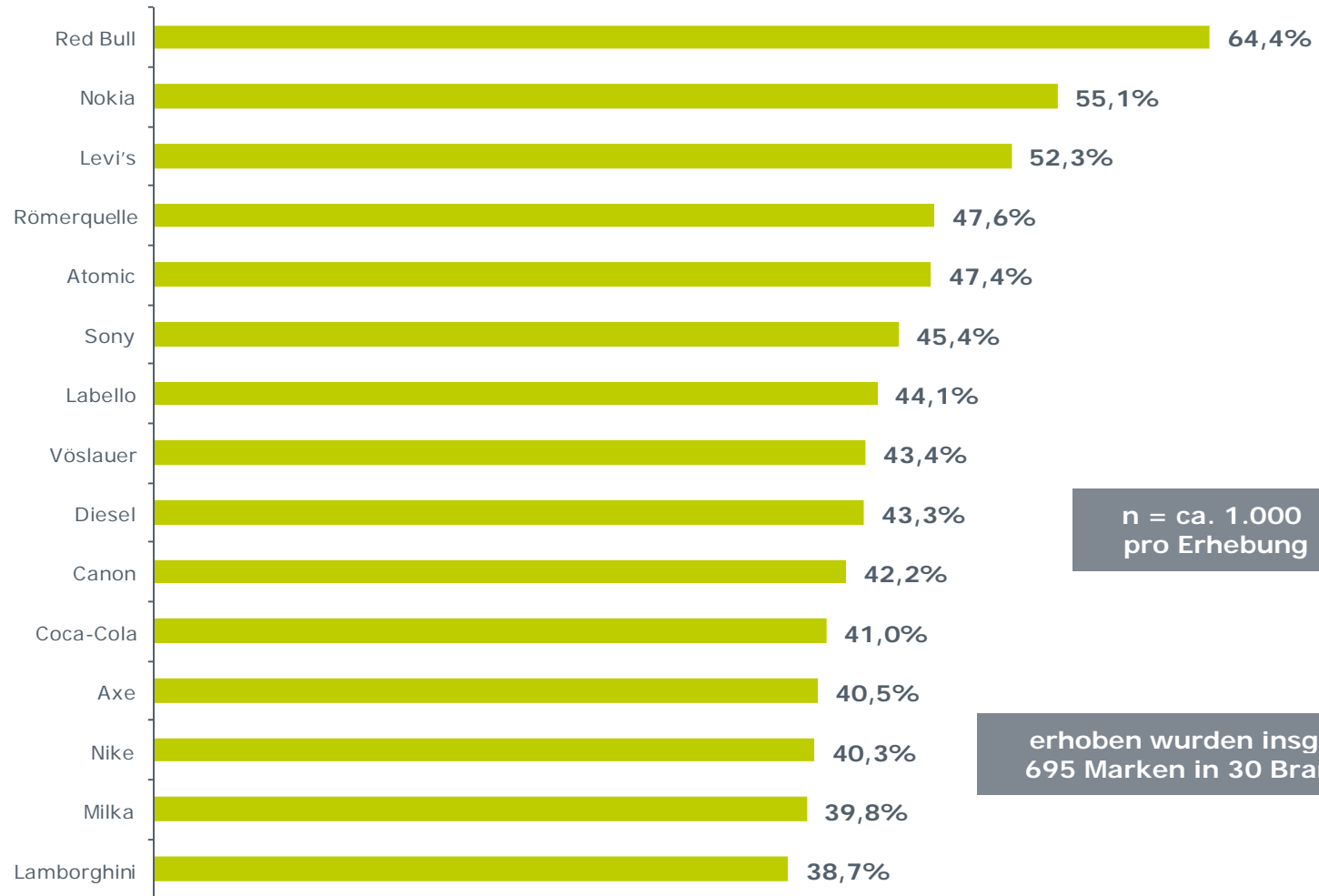
Jänner 2010

---

# COOL BRANDS Top 15



## Top 15 COOL BRANDS - alle Branchen

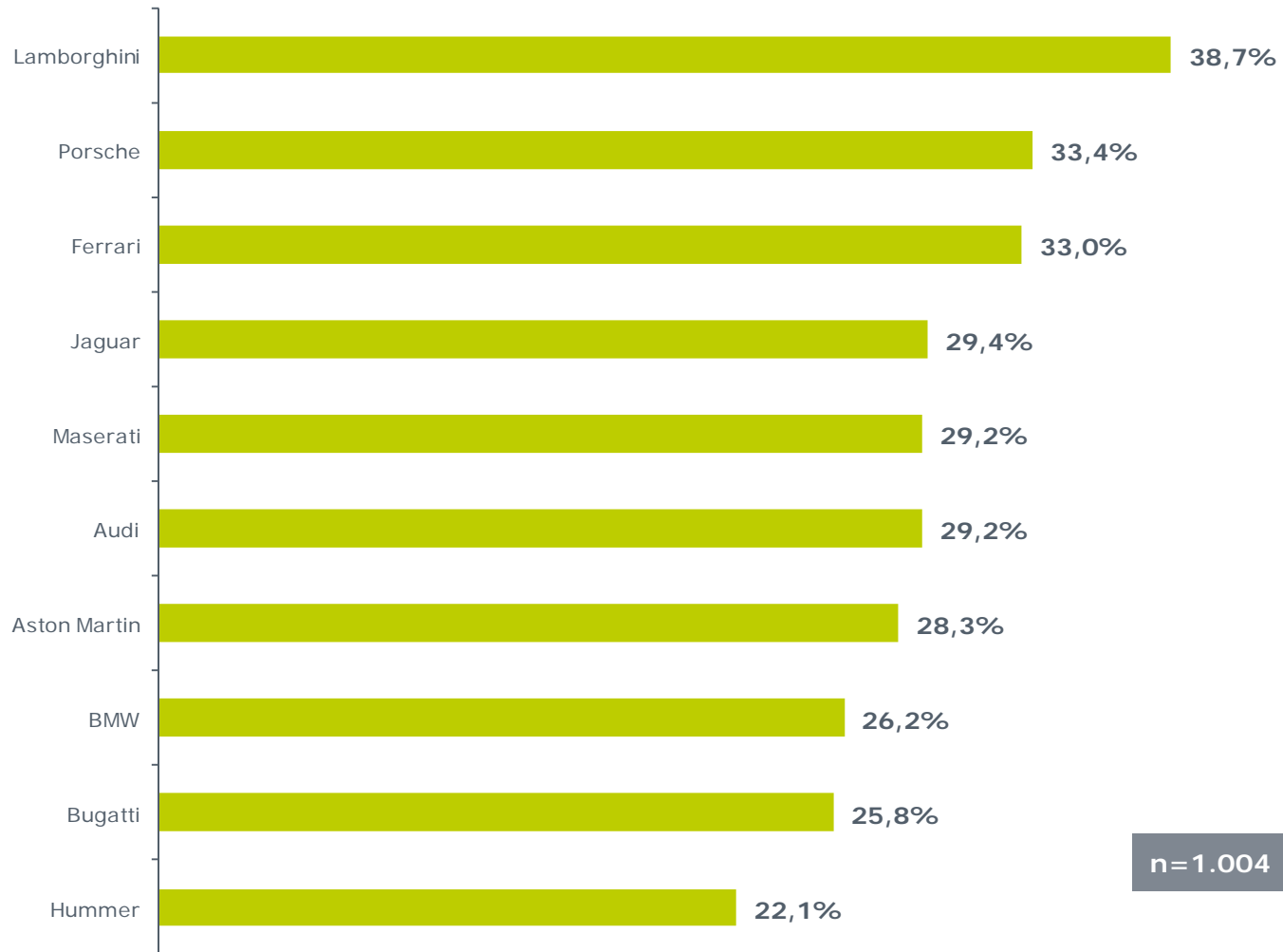


---

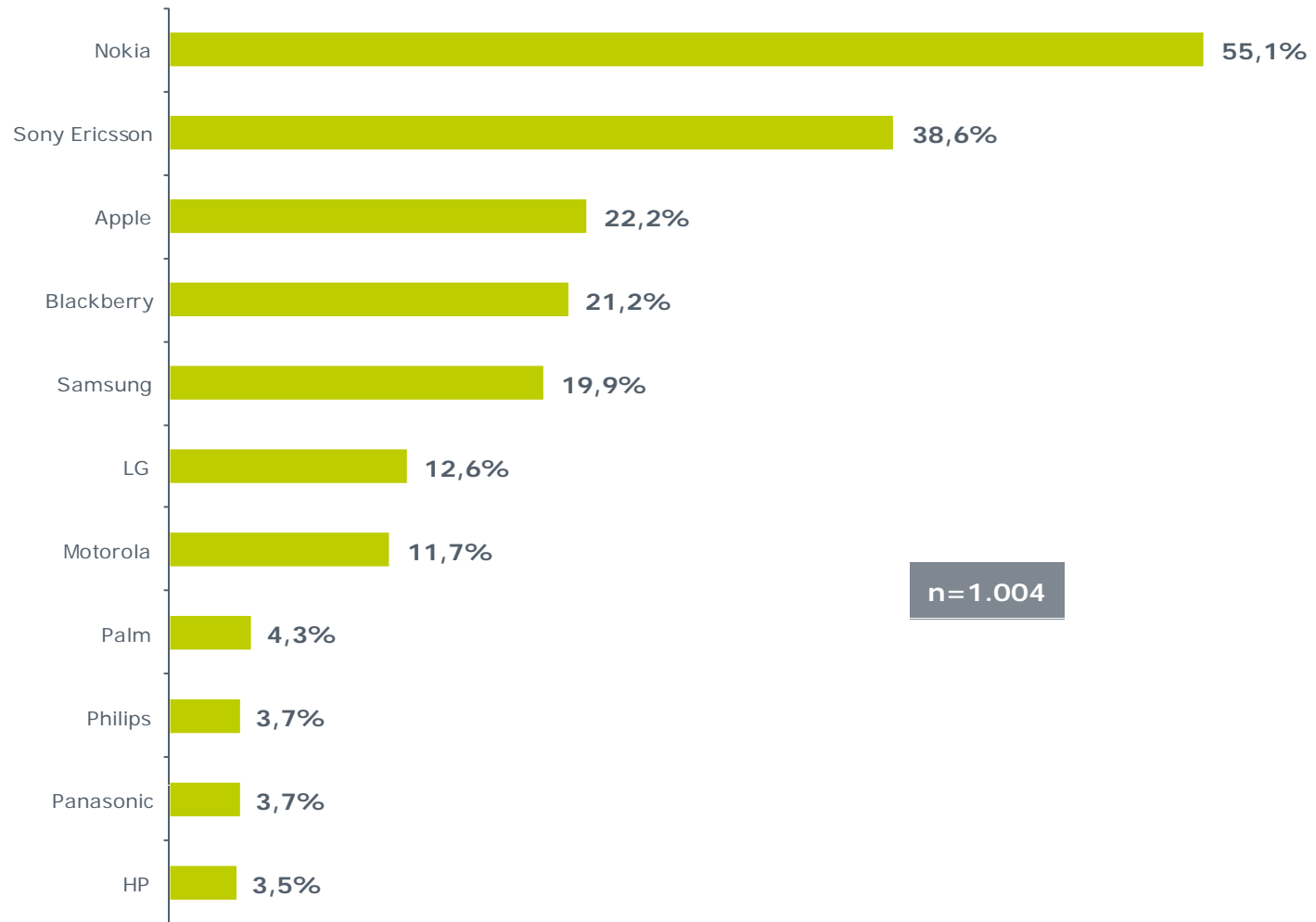
# COOL BRANDS Detail-Ergebnisse



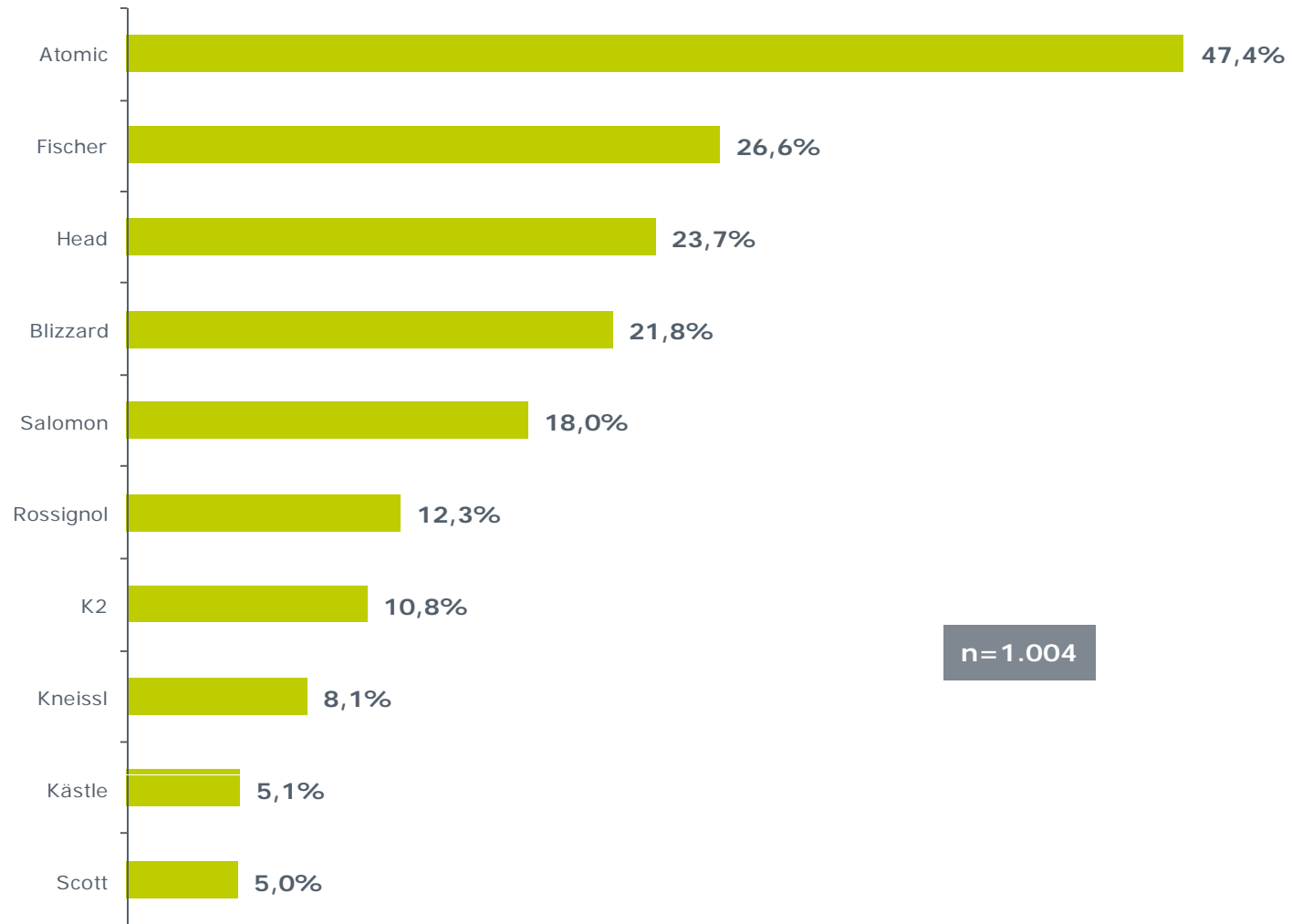
## Top 10 COOL BRANDS – Autos



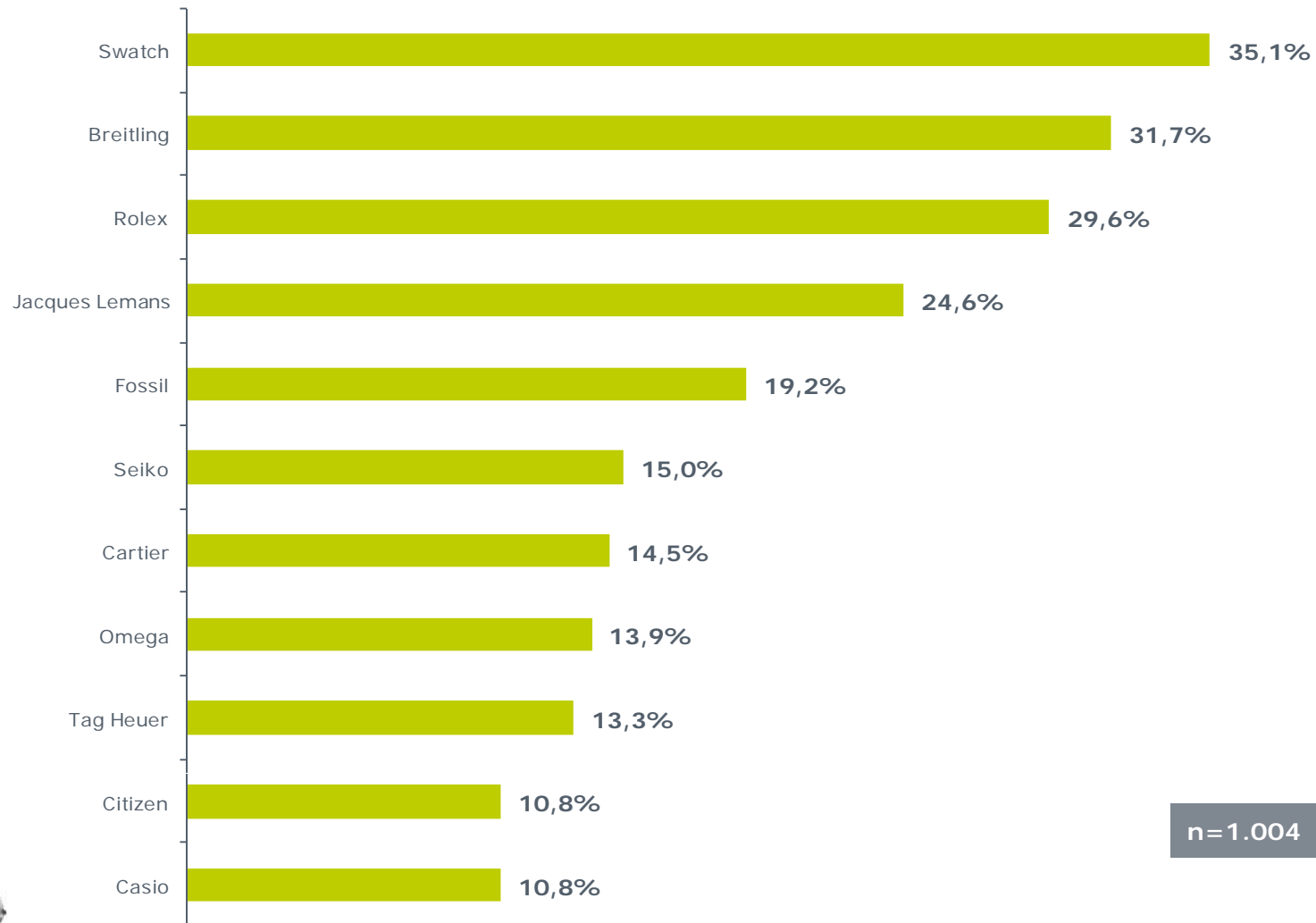
## Top 10 COOL BRANDS – Mobiltelefonie/Handys



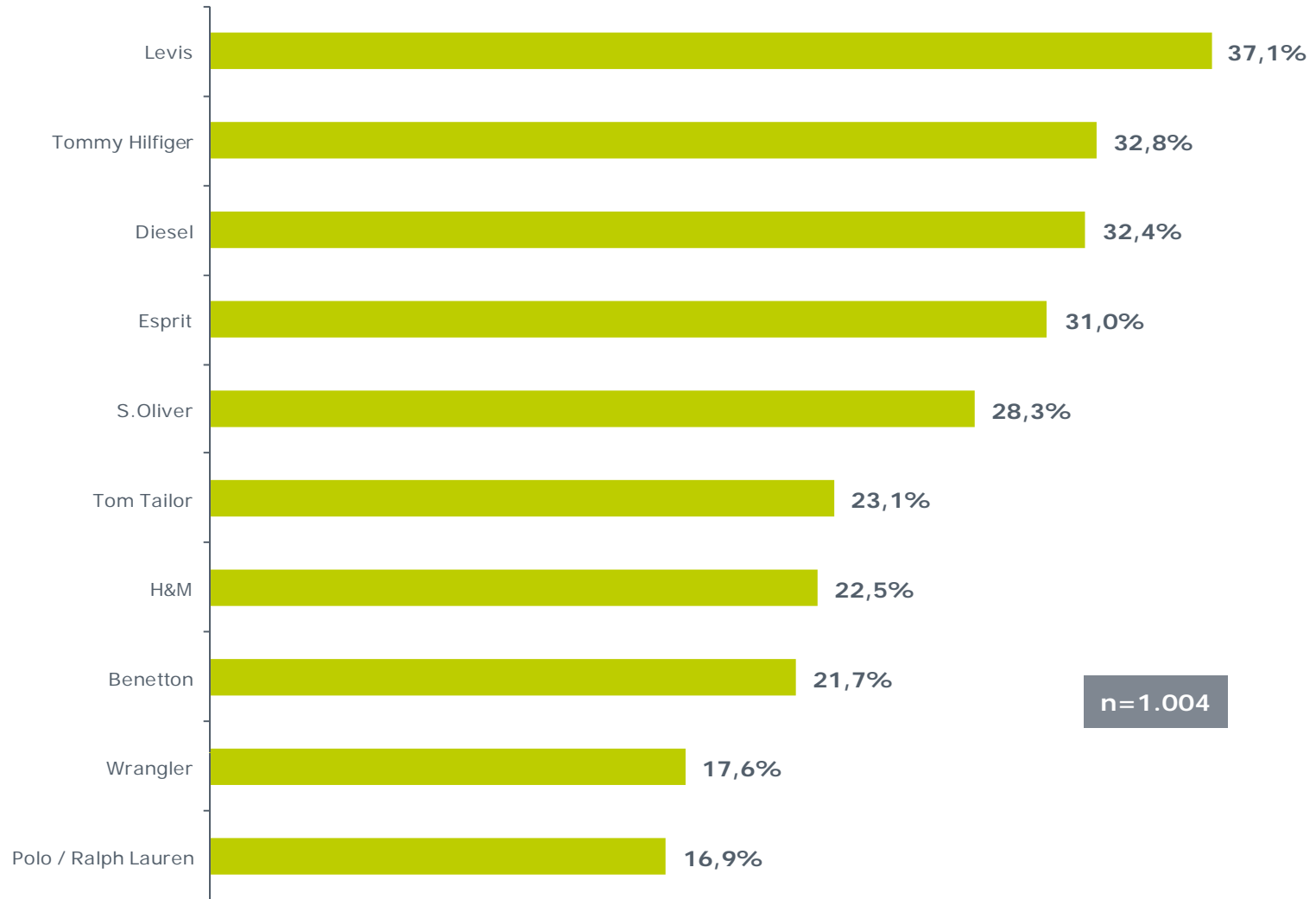
## Top 10 COOL BRANDS – Ski



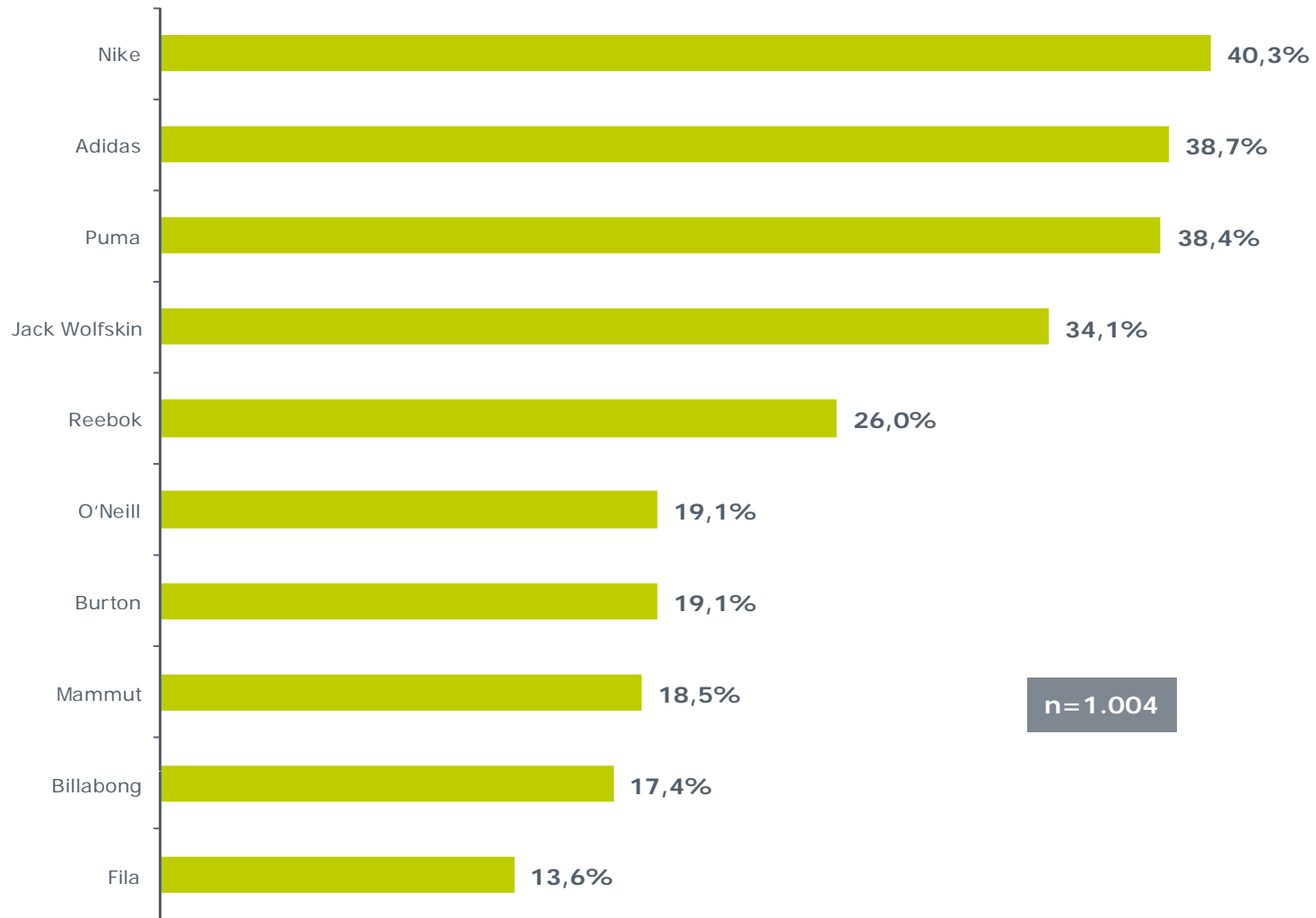
## Top 10 COOL BRANDS – Uhren



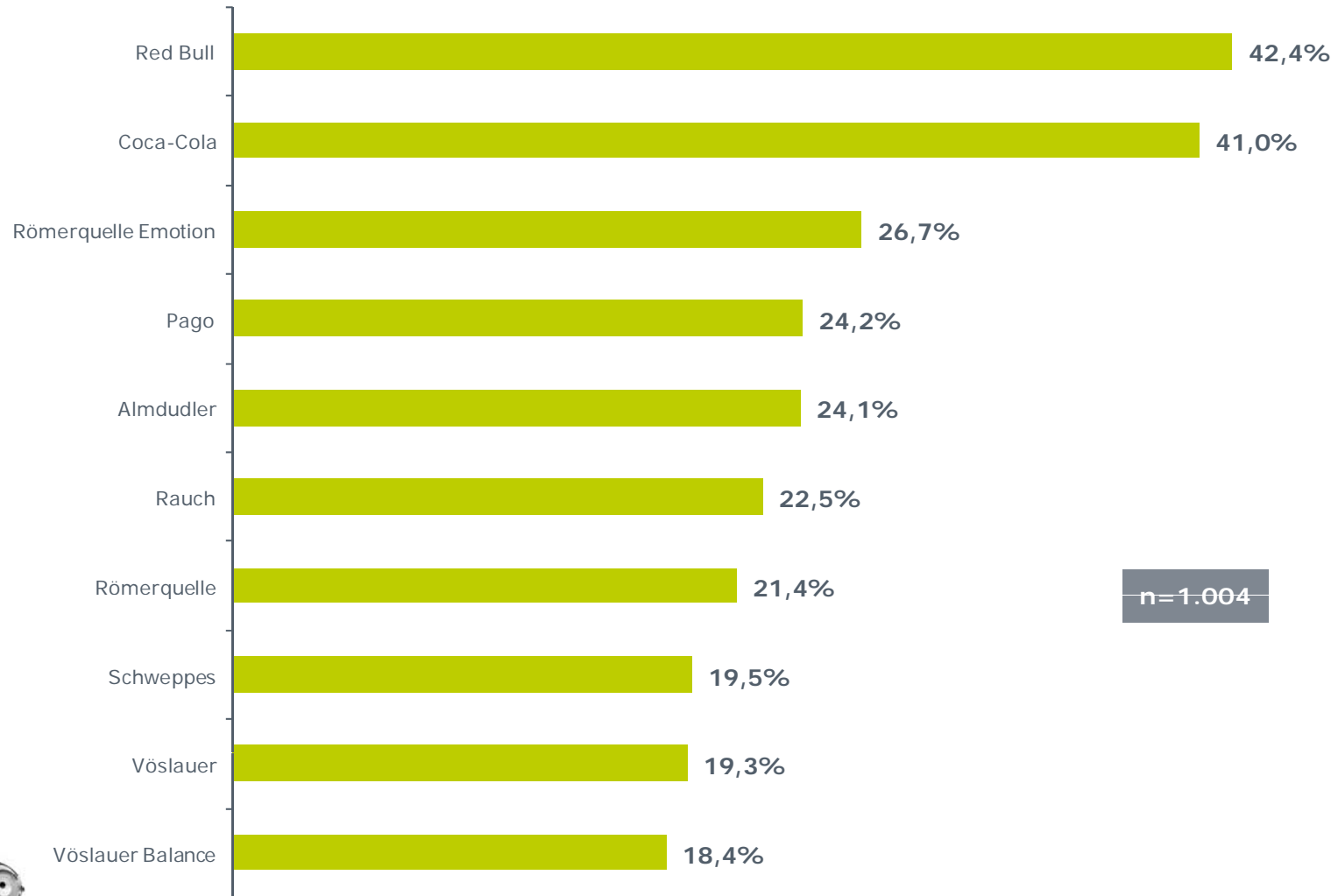
## Top 10 COOL BRANDS – Bekleidung (ohne exklusive Luxus-Labels)



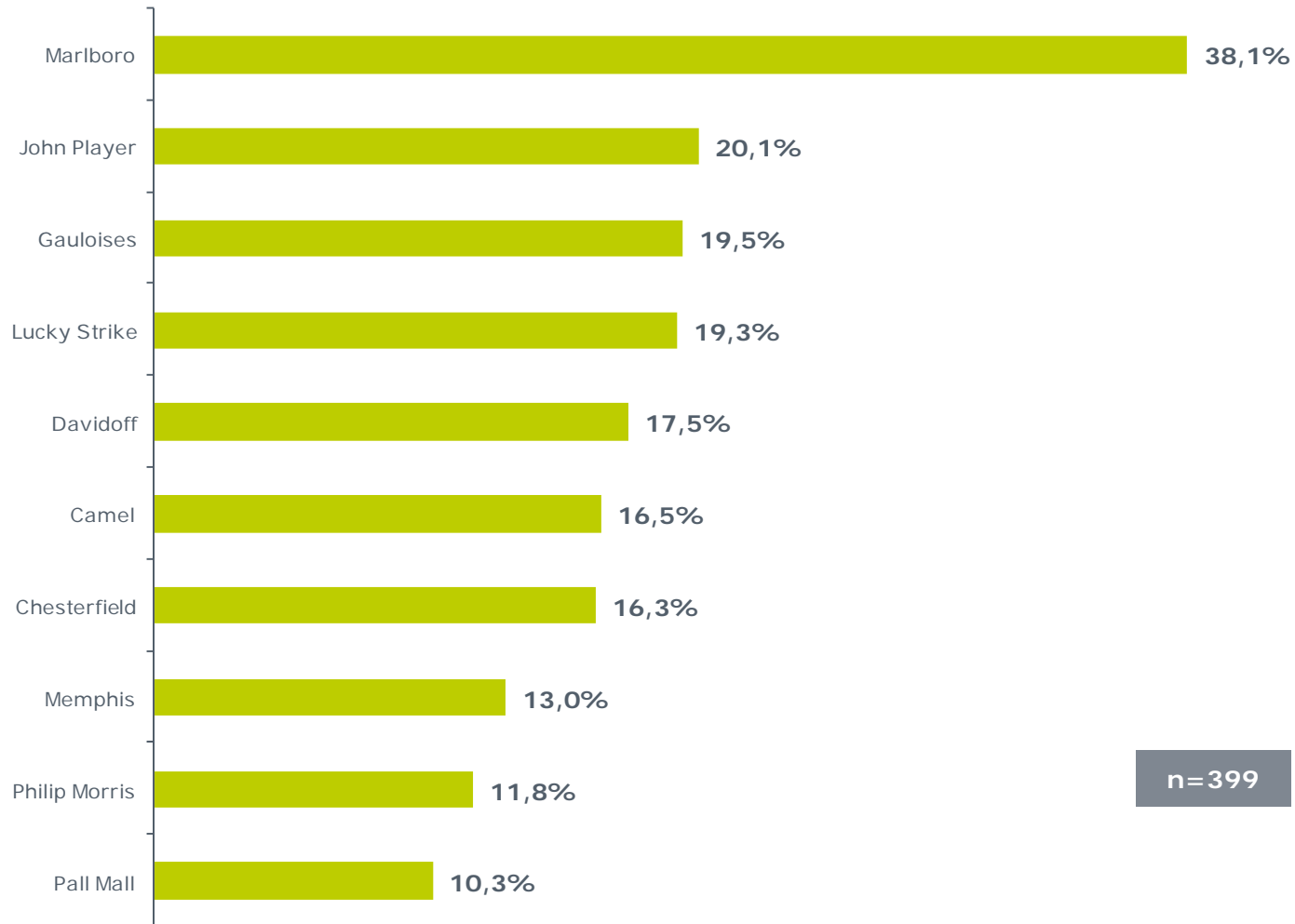
## Top 10 COOL BRANDS – Sportbekleidung und –schuhe / Outdoor-Accessoires



## Top 10 COOL BRANDS – antialkoholische Getränke



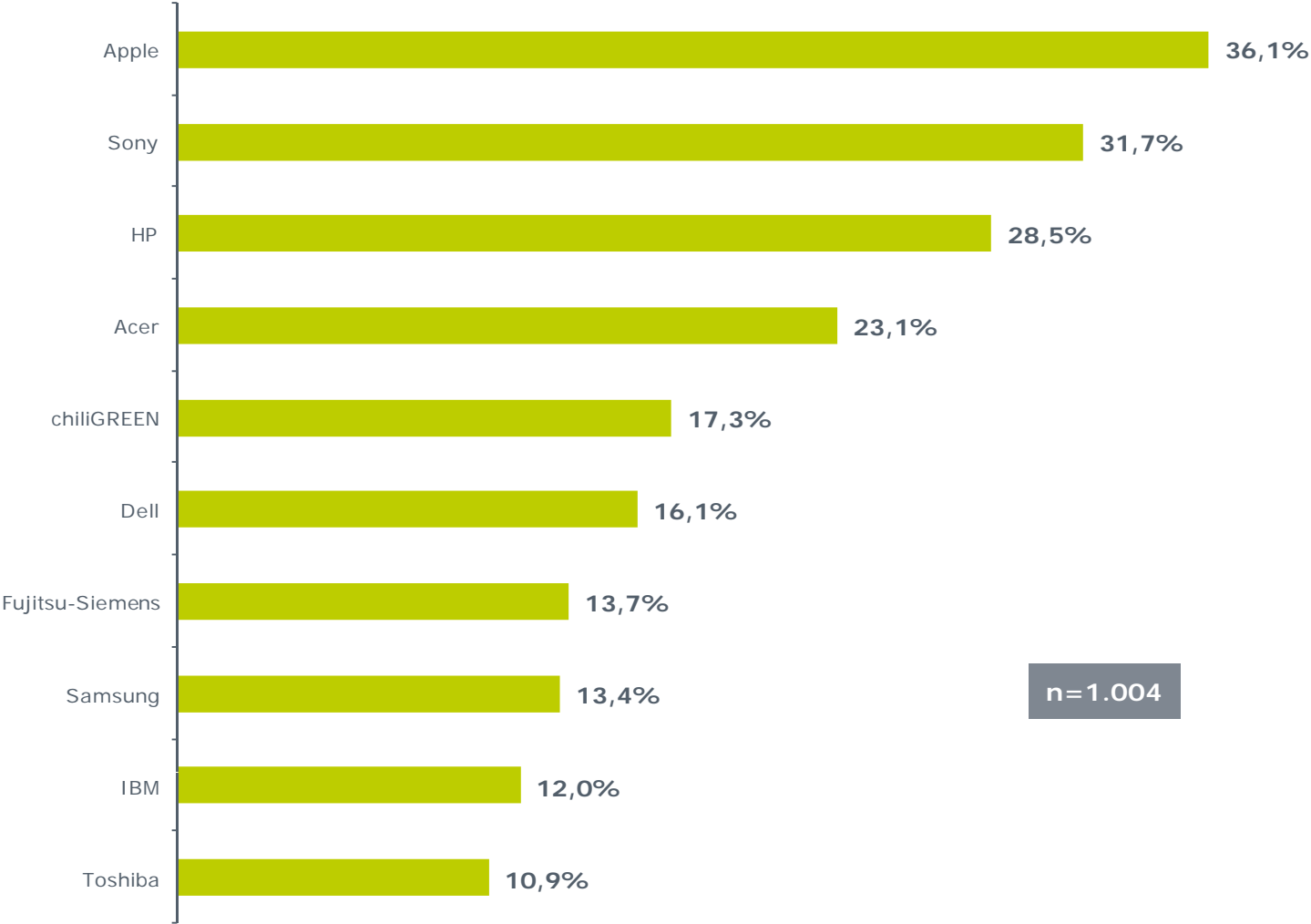
## Top 10 COOL BRANDS - Zigaretten



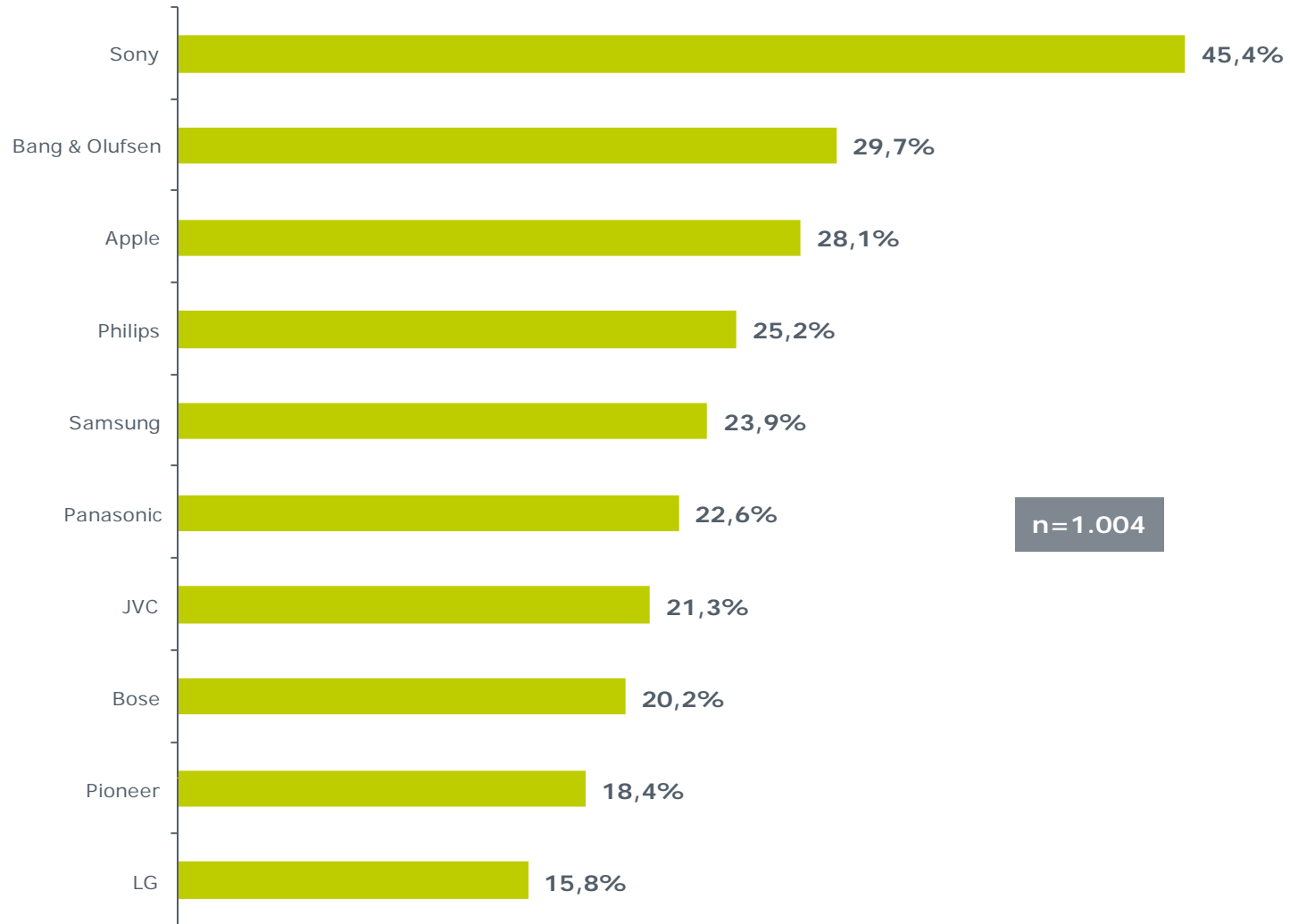
(Basis: Respondenten sind Raucher oder Gelegenheitsraucher)



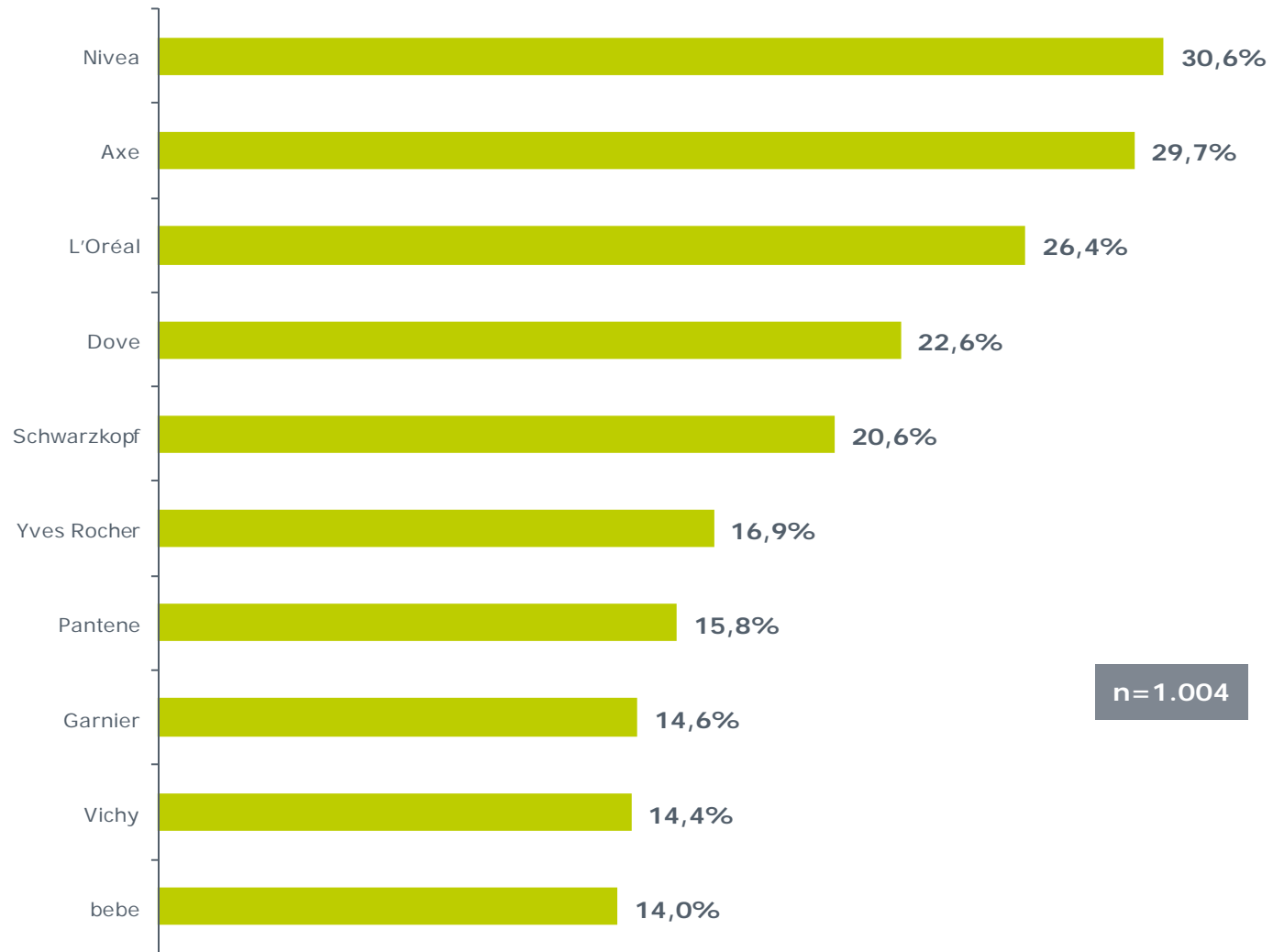
# Top 10 COOL BRANDS – Computer & Notebooks



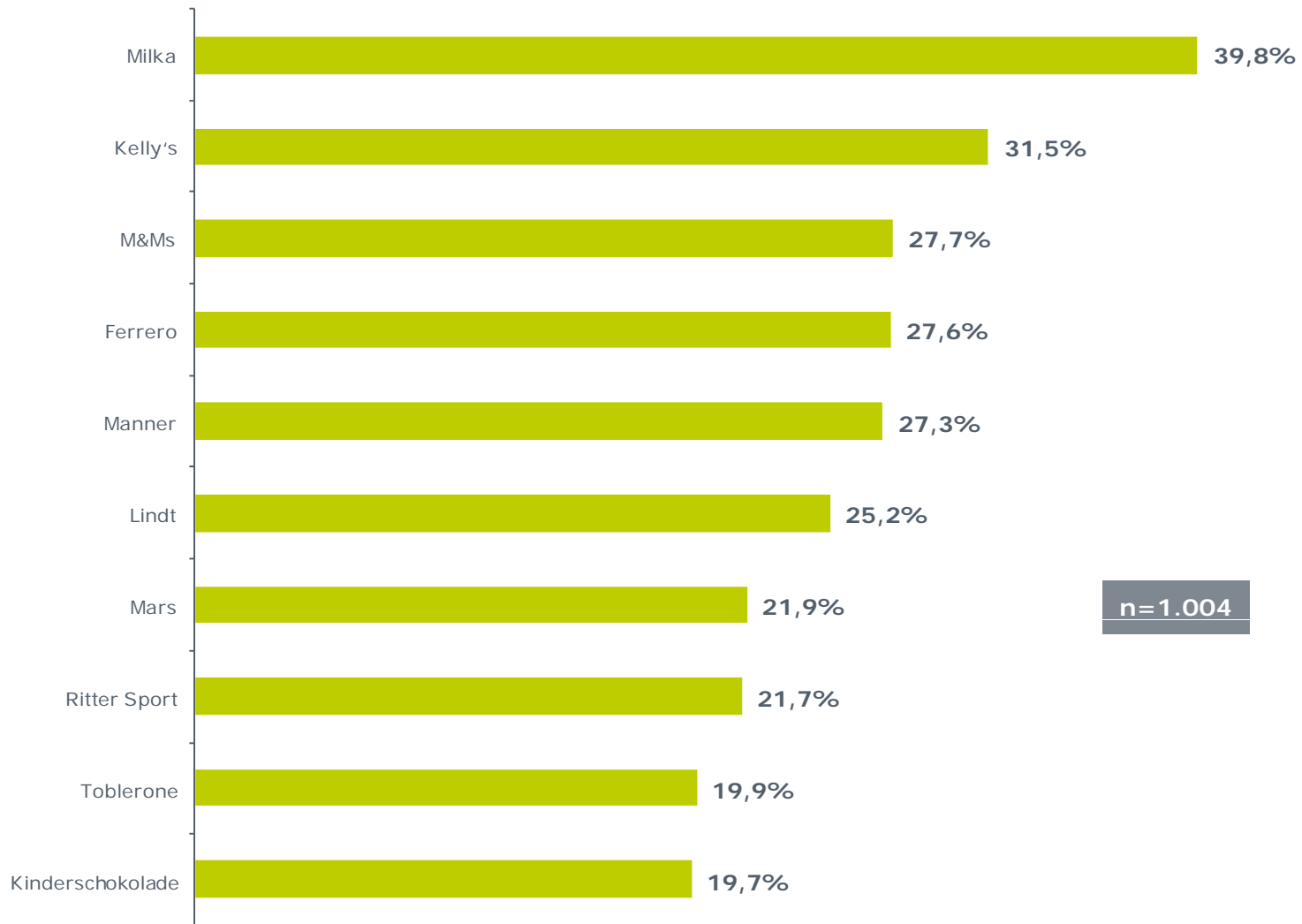
## Top 10 COOL BRANDS – Unterhaltungselektronik



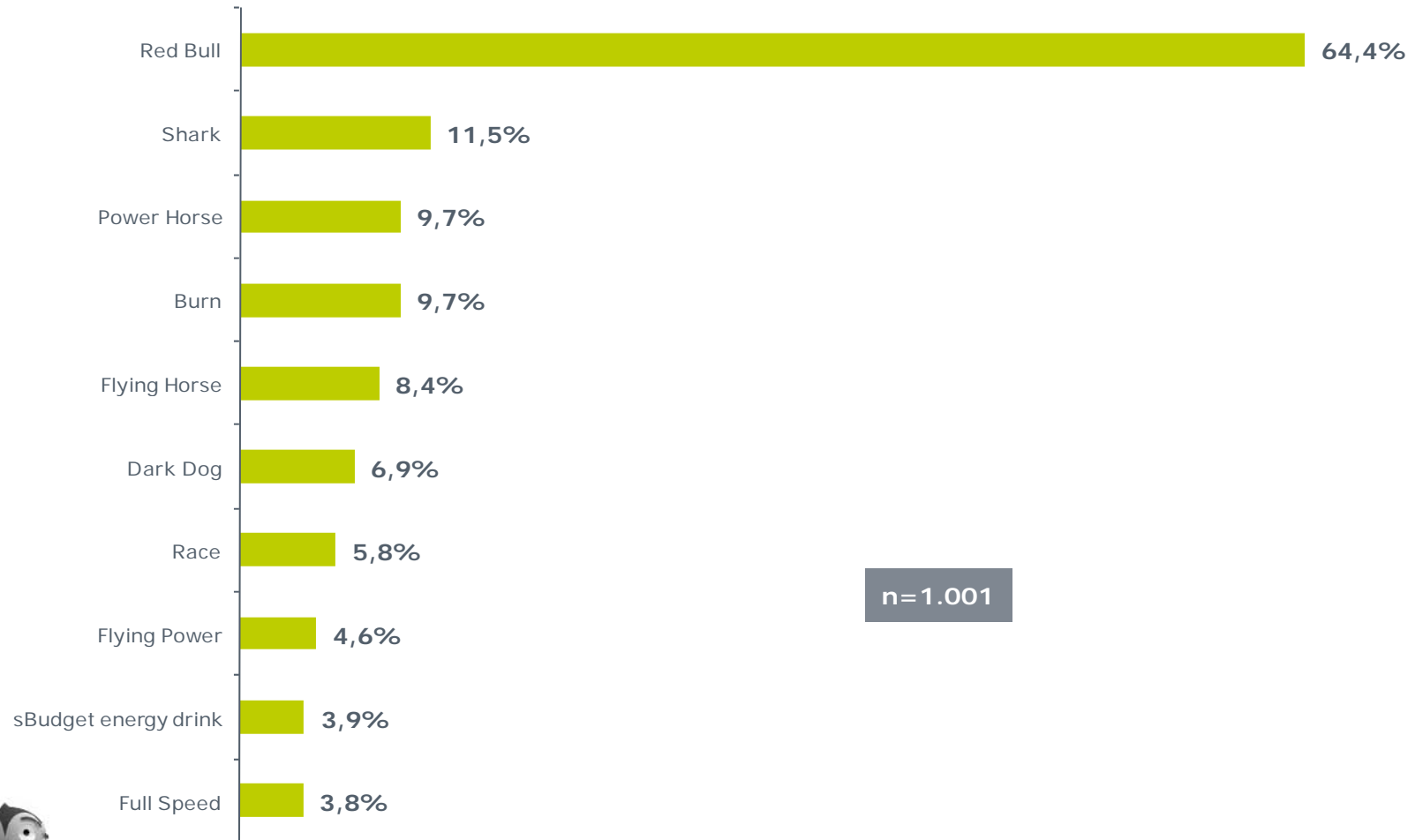
## Top 10 COOL BRANDS – Körper- und Haarpflege



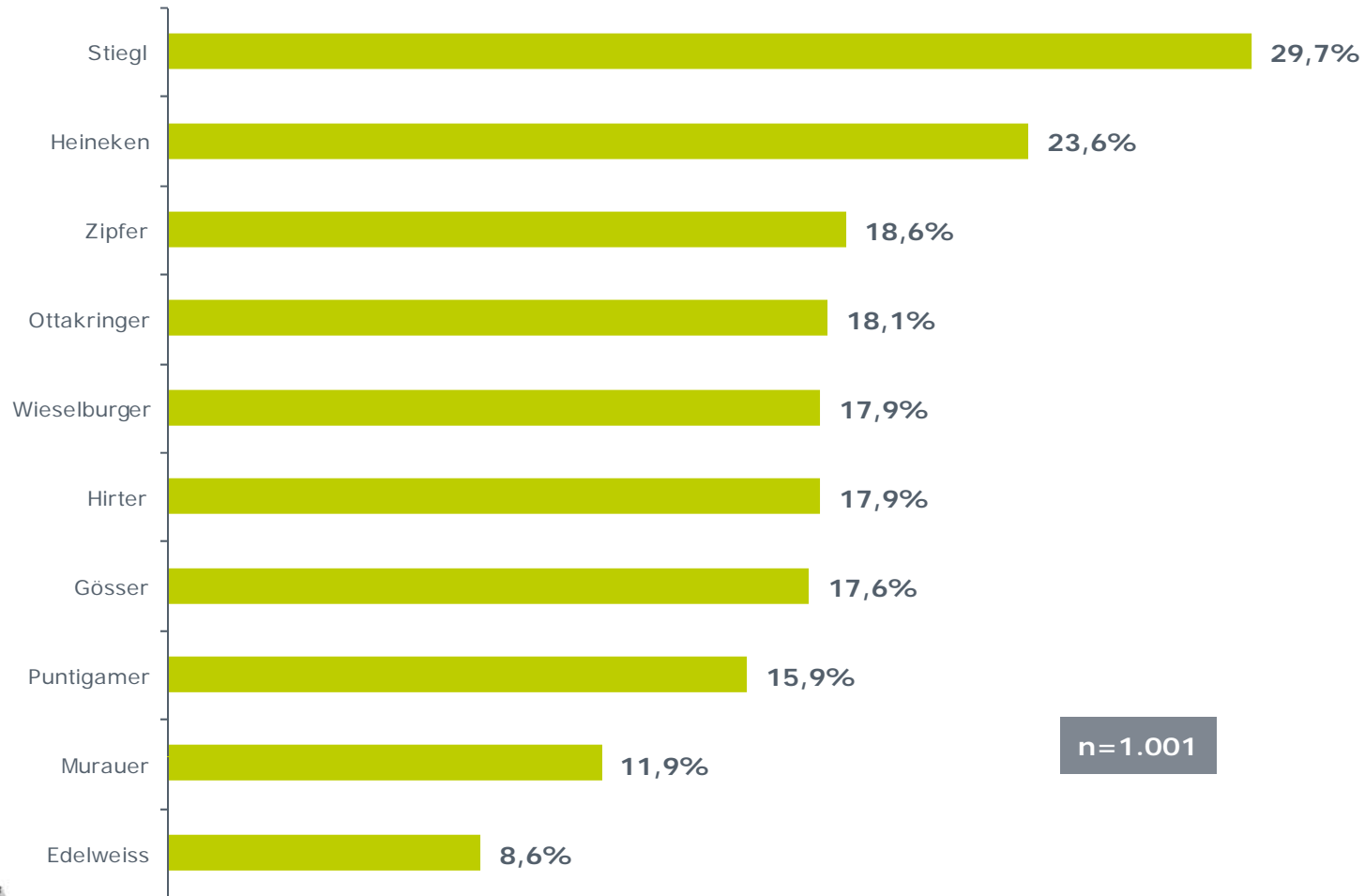
## Top 10 COOL BRANDS – Süßigkeiten, Snacks und Schokolade



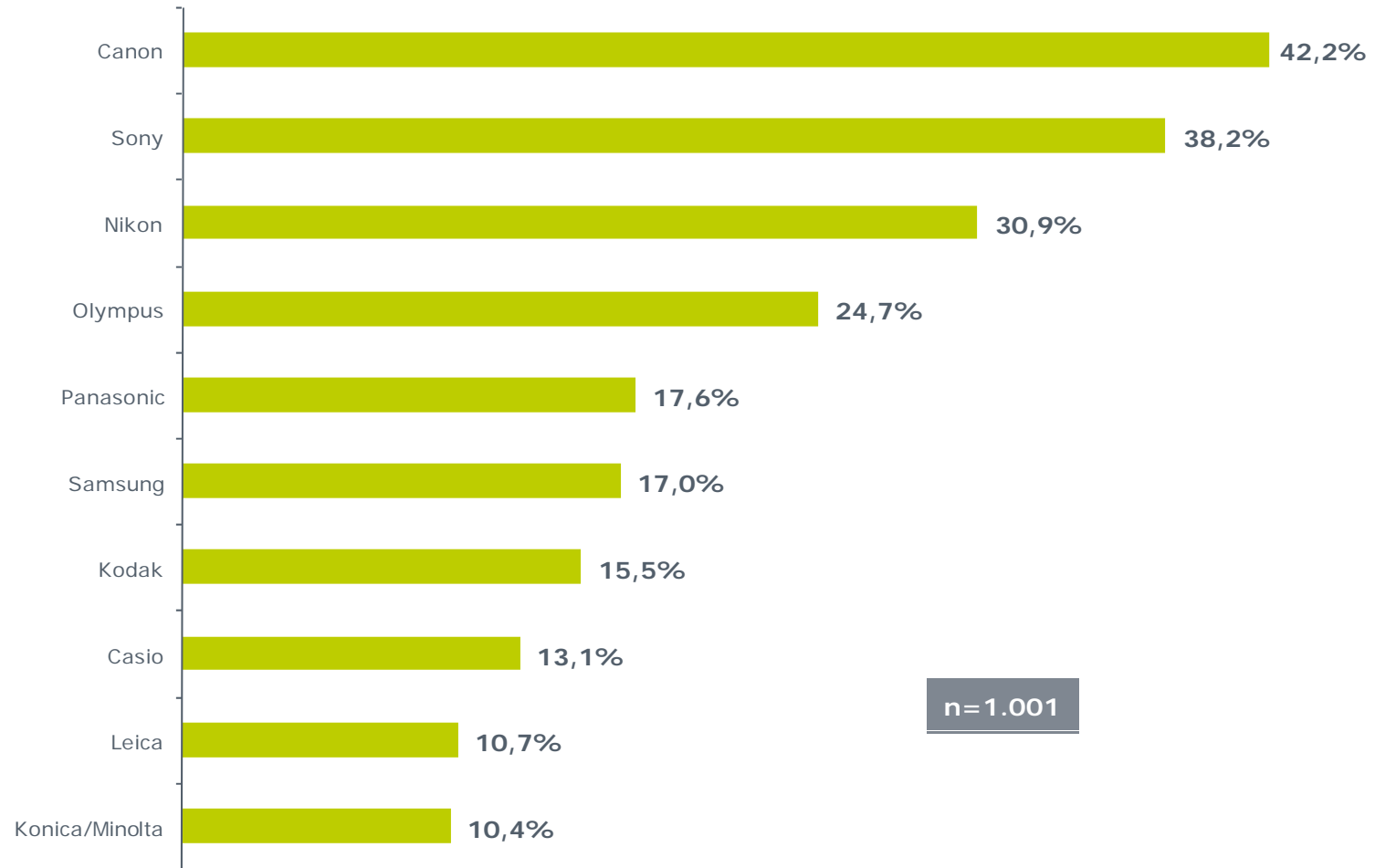
## Top 10 COOL BRANDS – Energy-Drinks



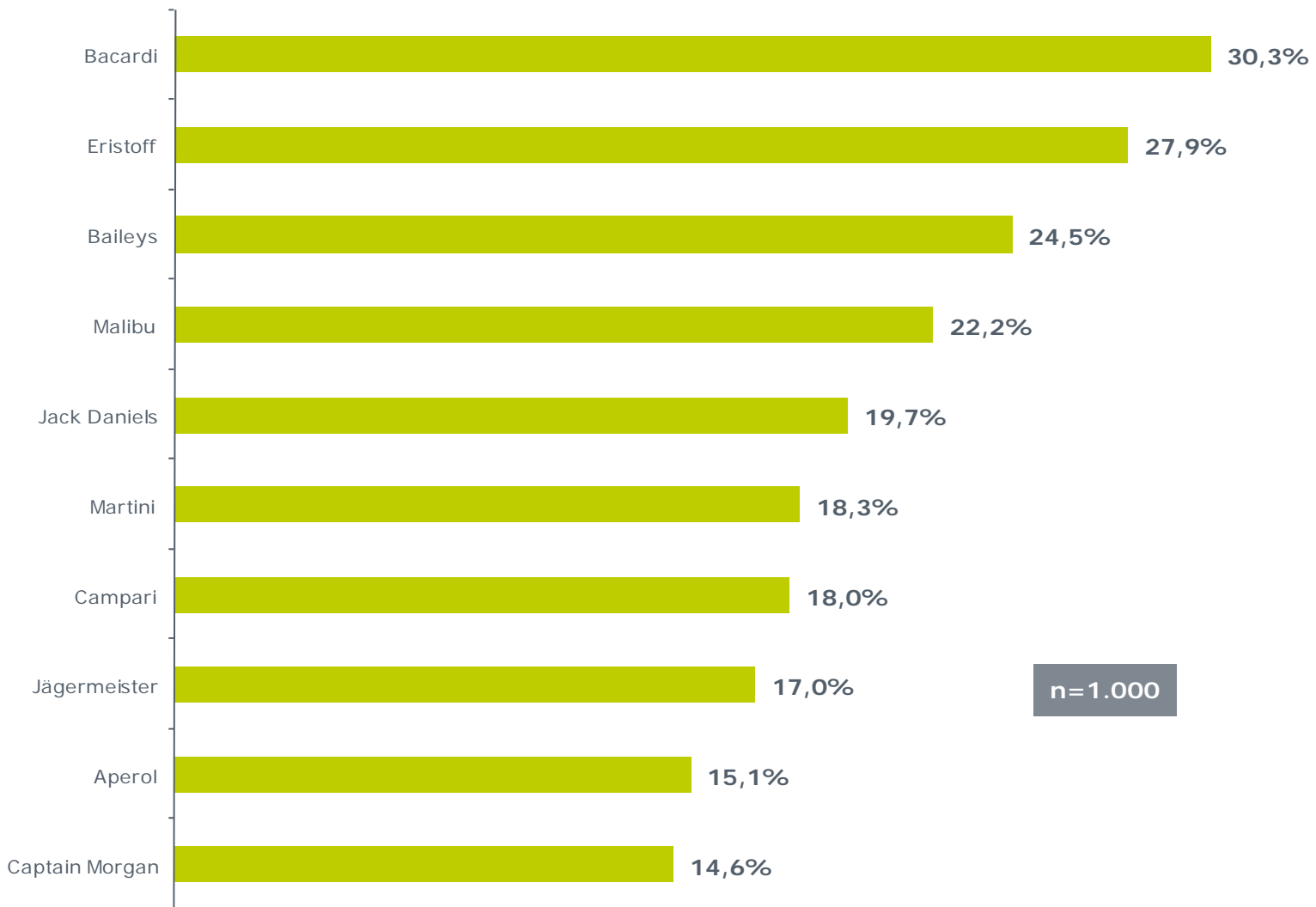
## Top 10 COOL BRANDS – Bier



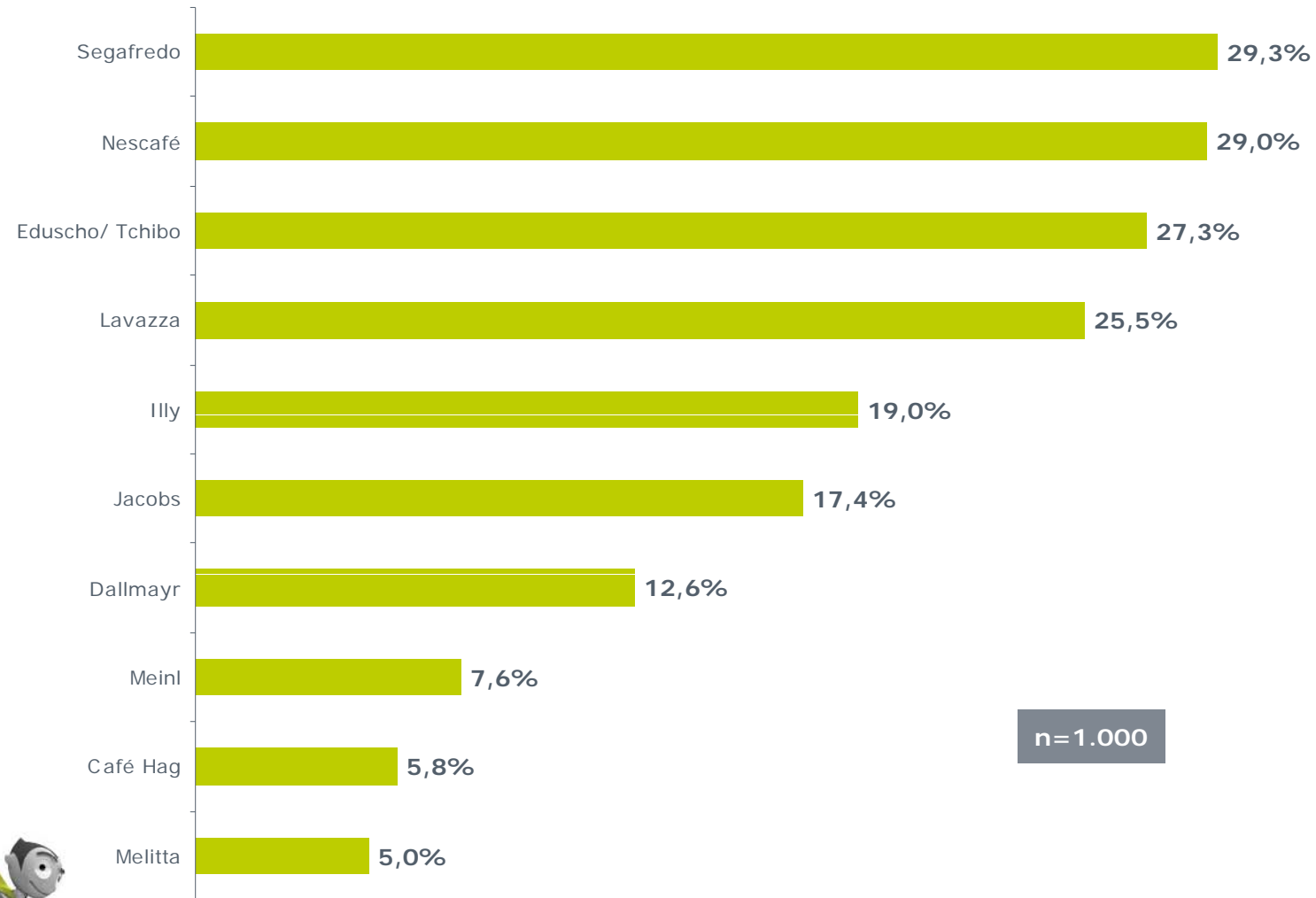
## Top 10 COOL BRANDS – Digitalkameras



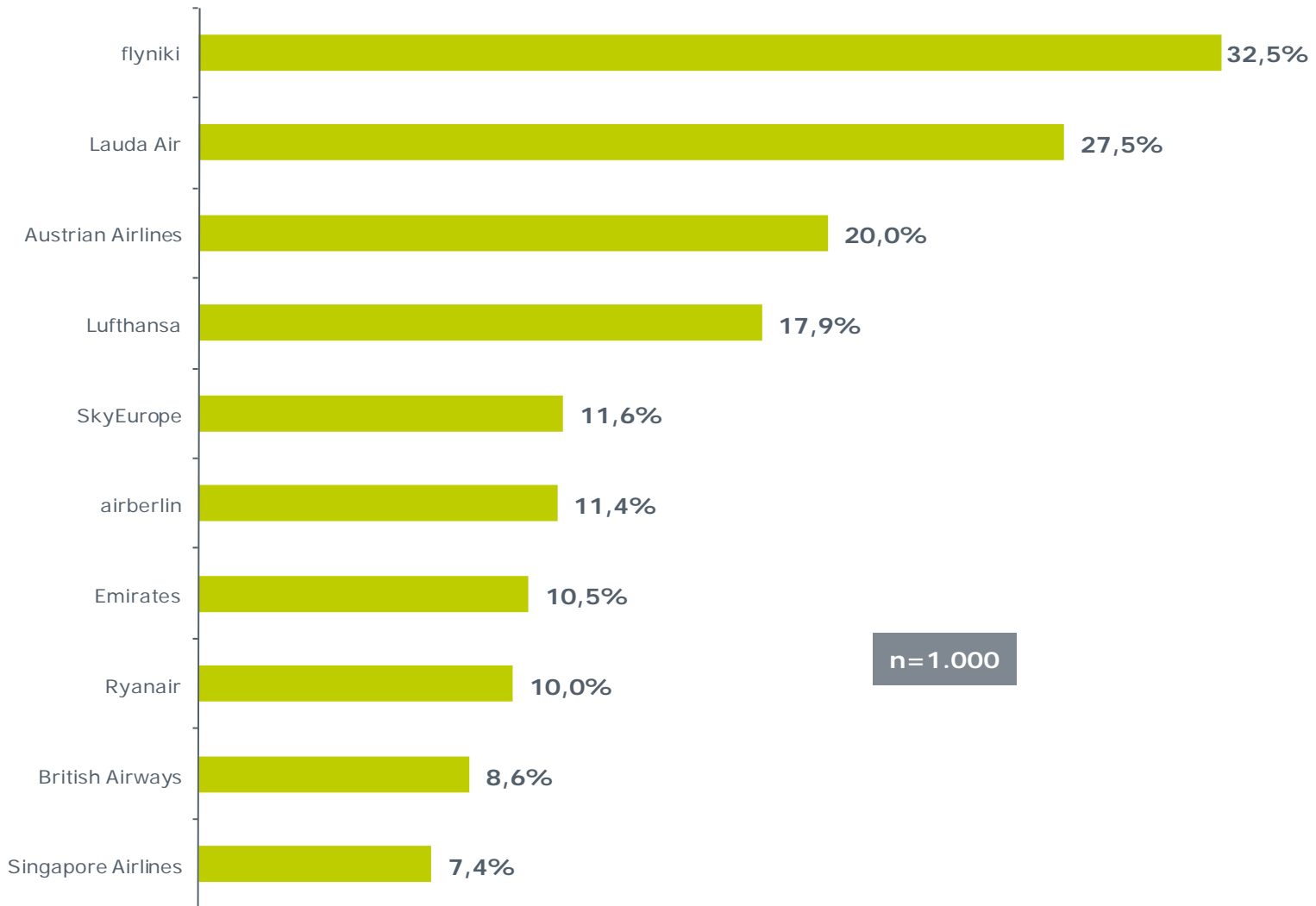
## Top 10 COOL BRANDS – alkoholische Getränke/ Spirituosen



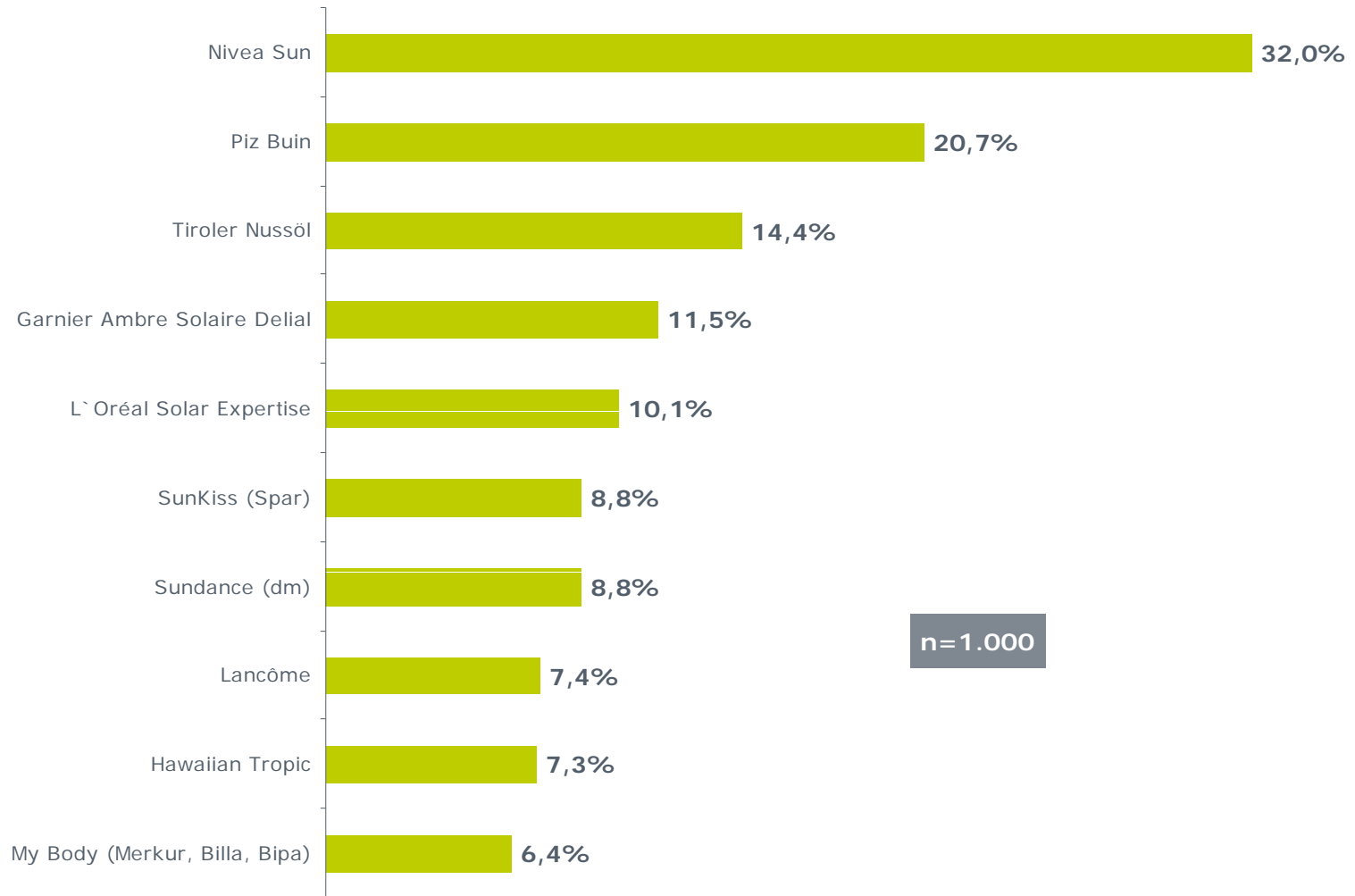
## Top 10 COOL BRANDS – Kaffeemarken



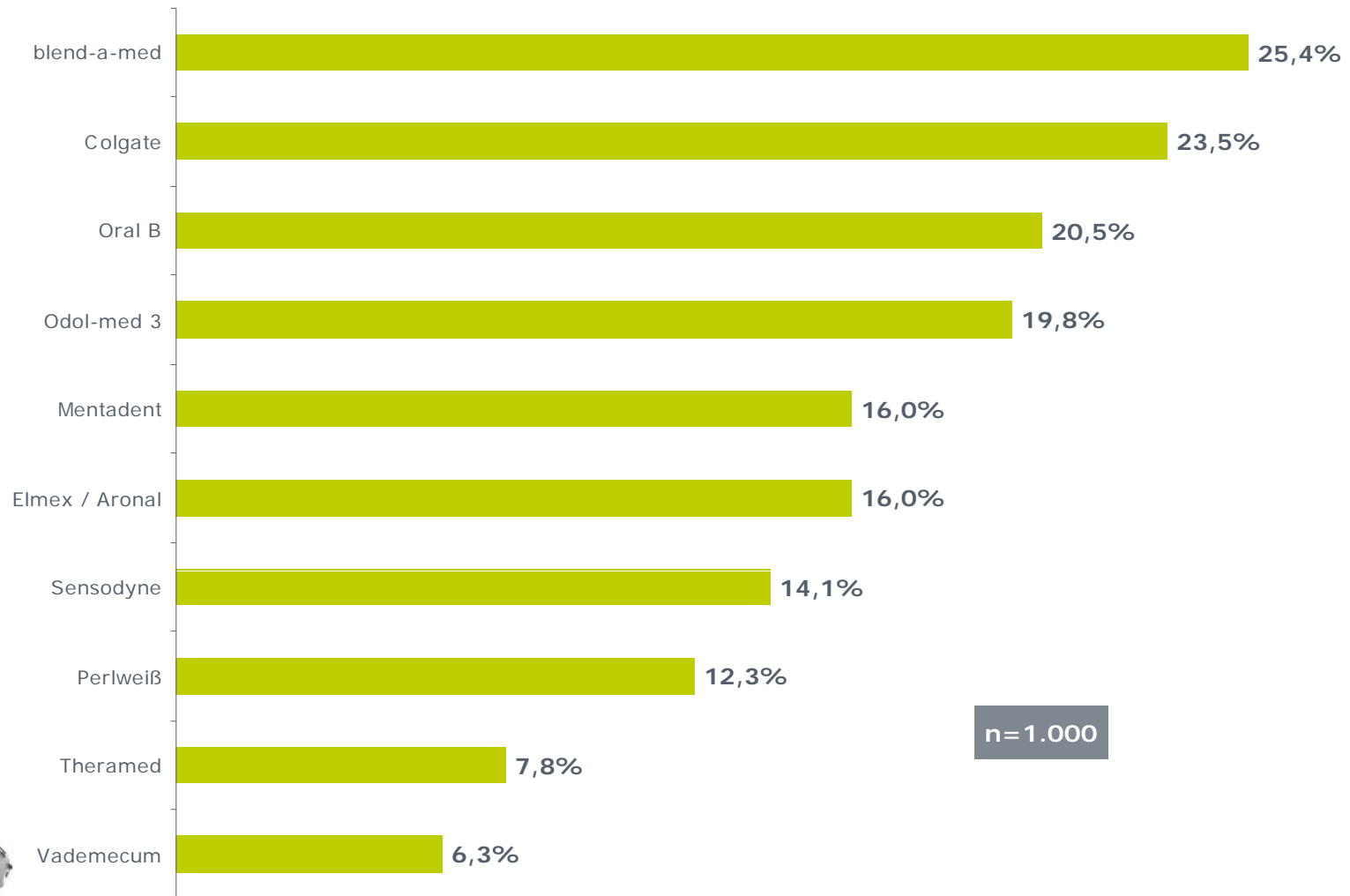
## Top 10 COOL BRANDS – Fluglinien



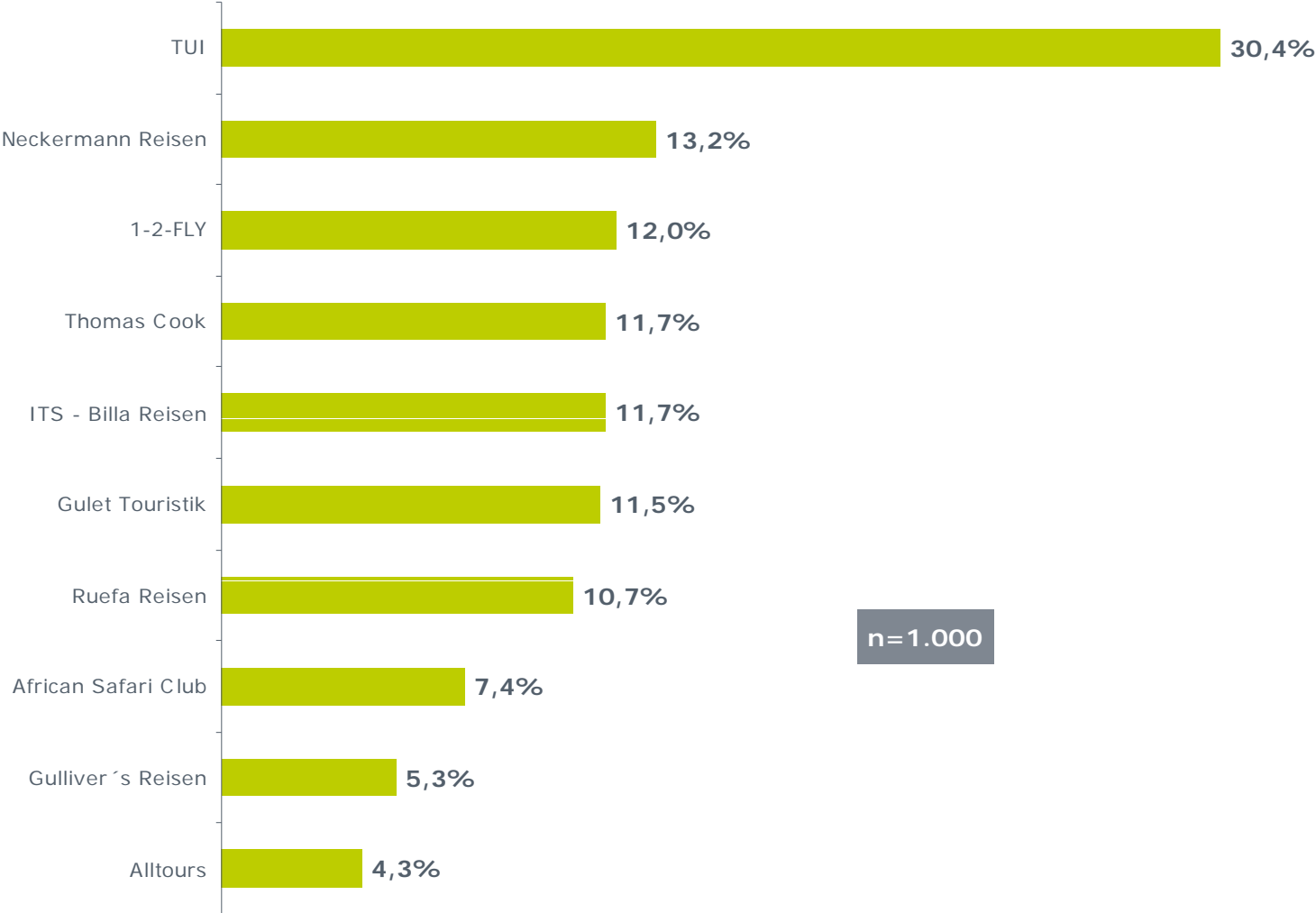
## Top 10 COOL BRANDS – Sonnenschutzmittel-Marken



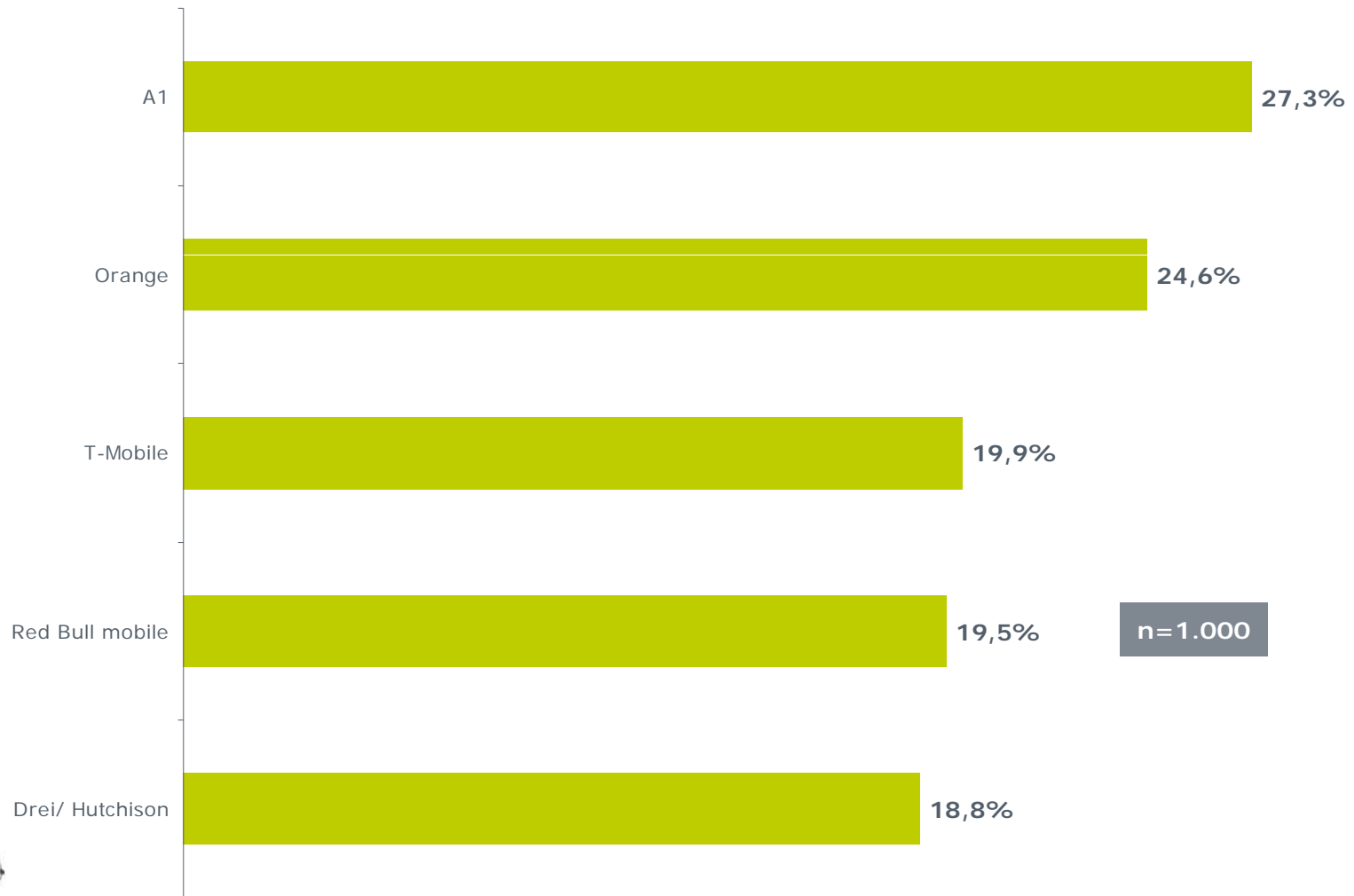
## Top 10 COOL BRANDS – Zahnpflege-Marken



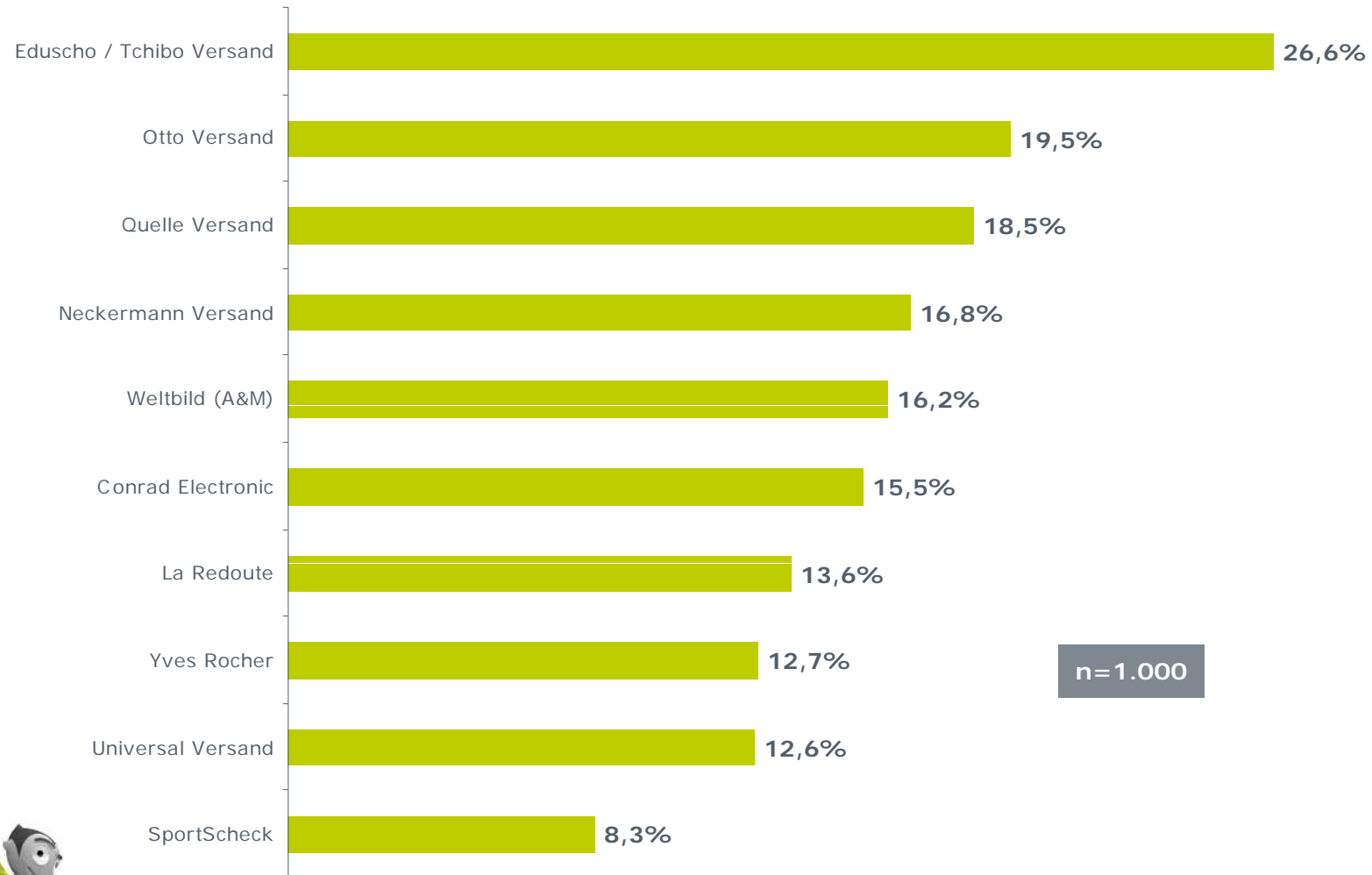
# Top 10 COOL BRANDS – Reiseveranstalter



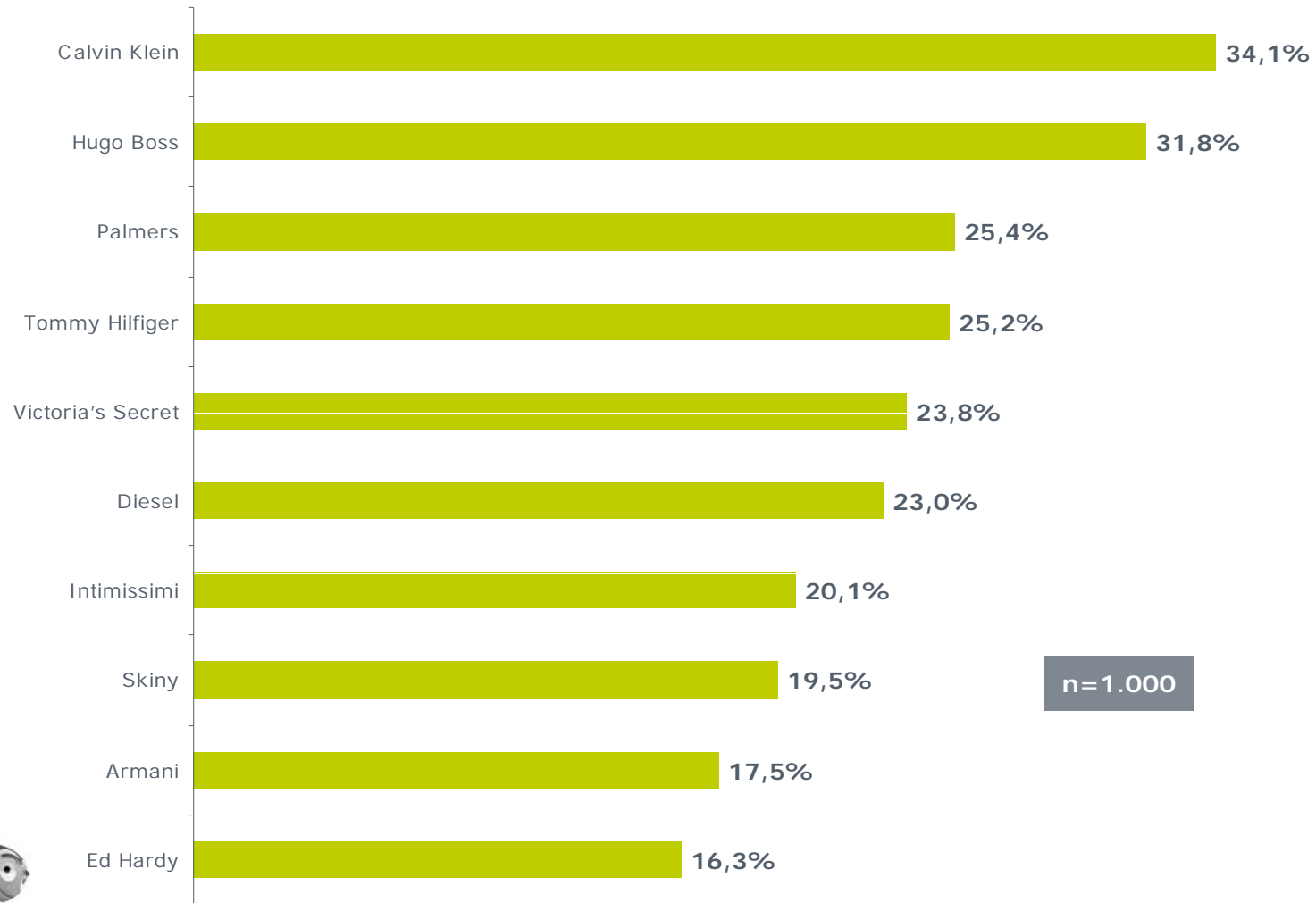
## Top 5 COOL BRANDS – österreichische Mobilfunkbetreiber



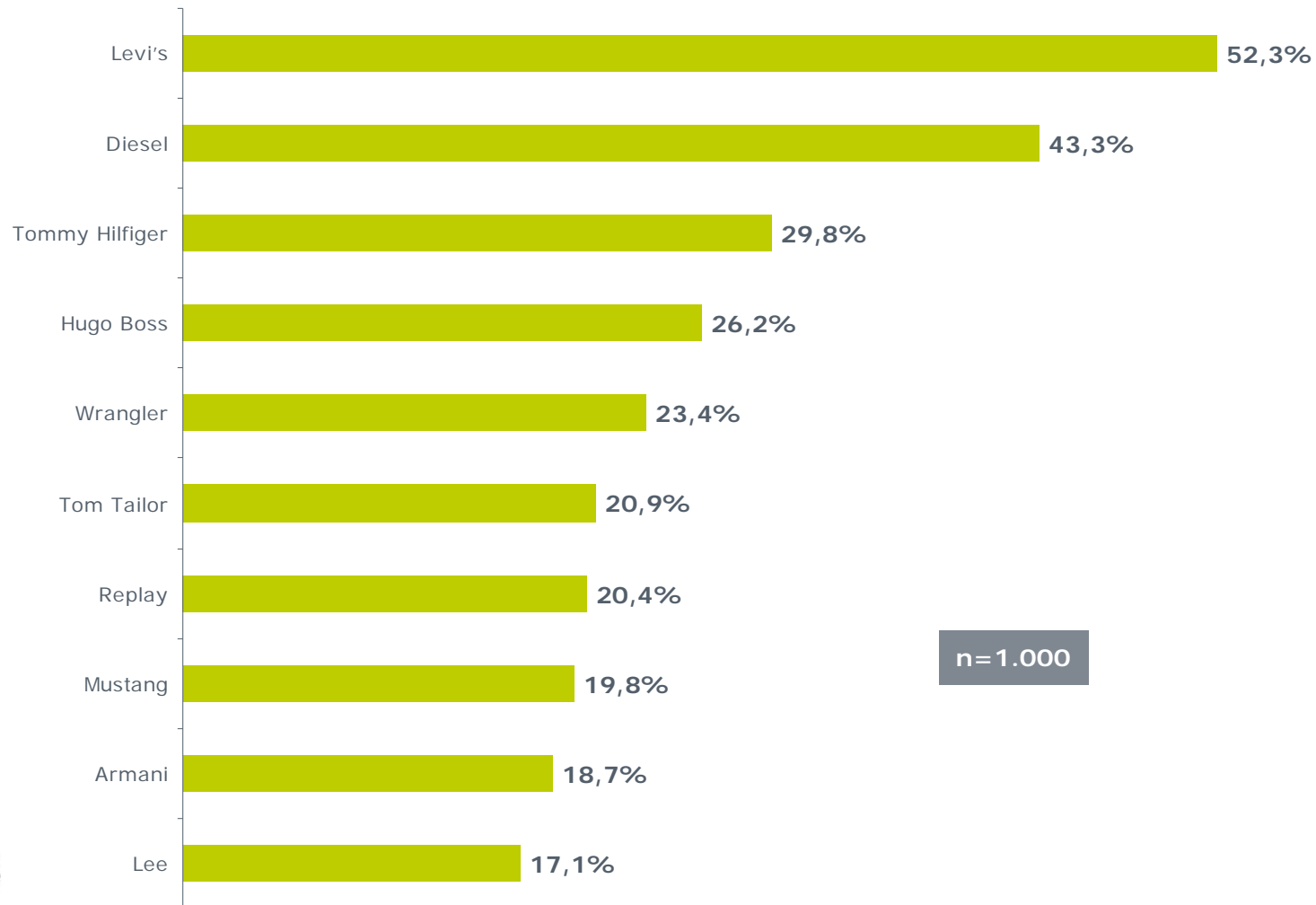
## Top 10 COOL BRANDS – Versandhandels-Unternehmen



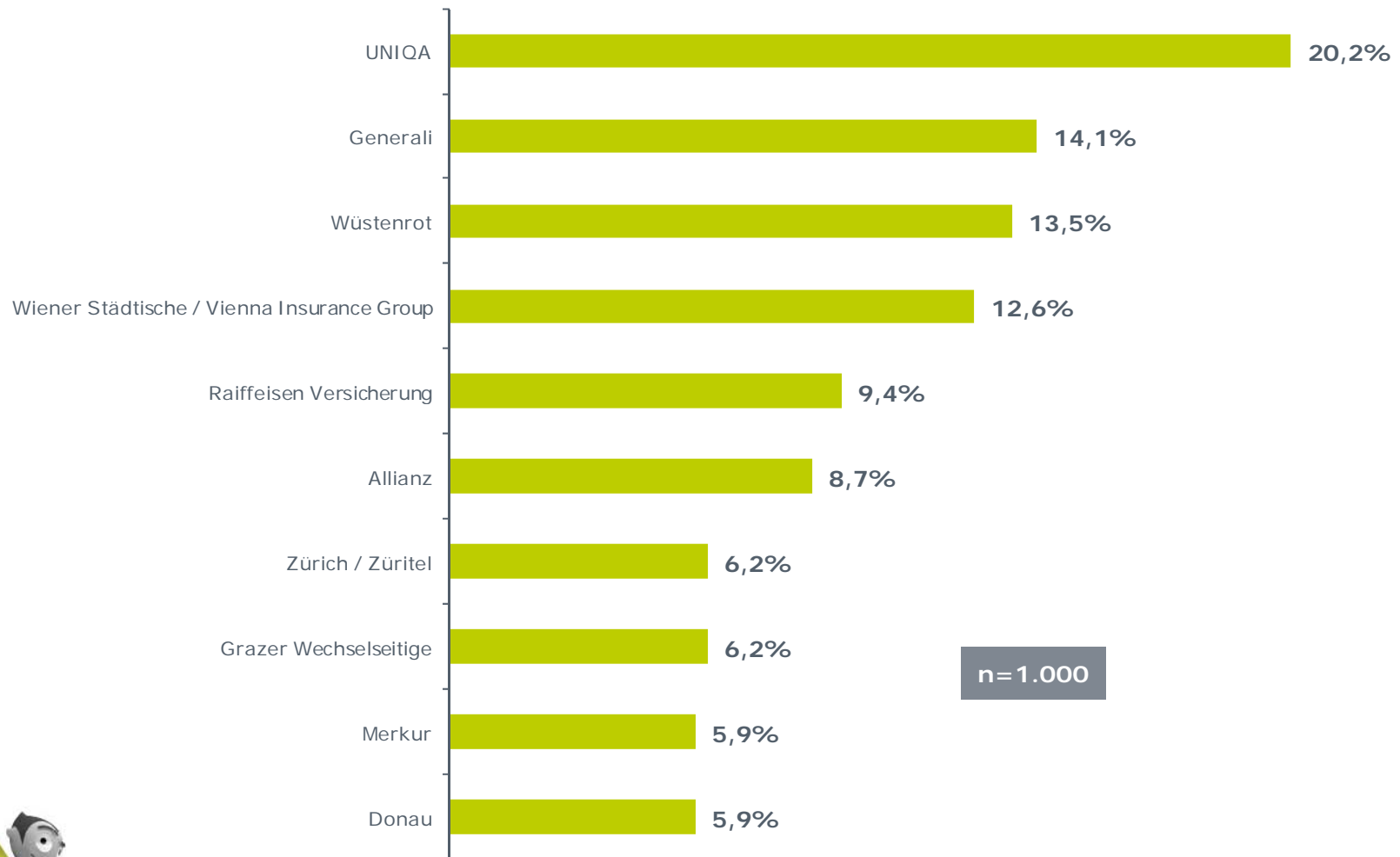
## Top 10 COOL BRANDS – Unterwäsche-Marken



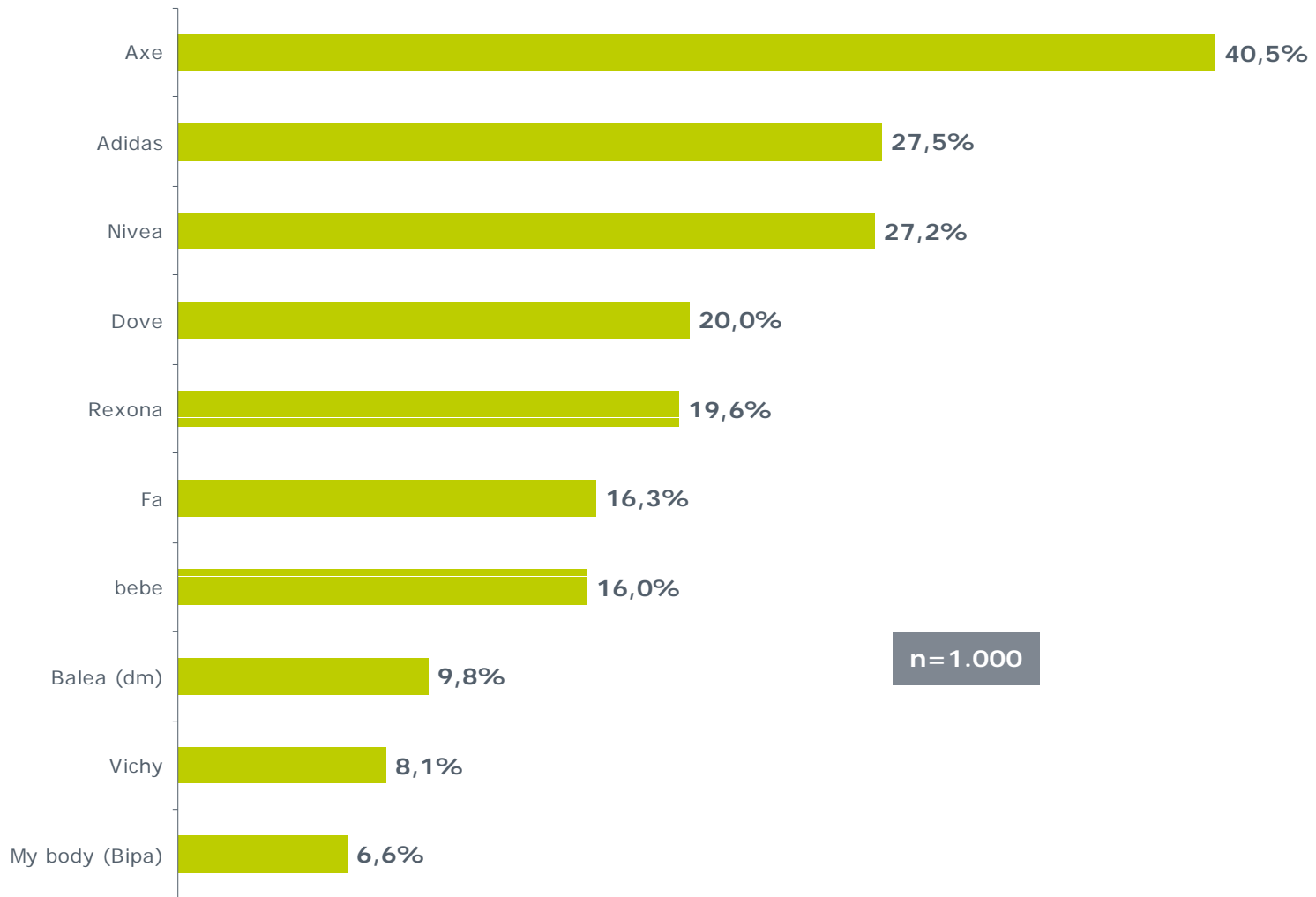
## Top 10 COOL BRANDS – Jeans-Marken



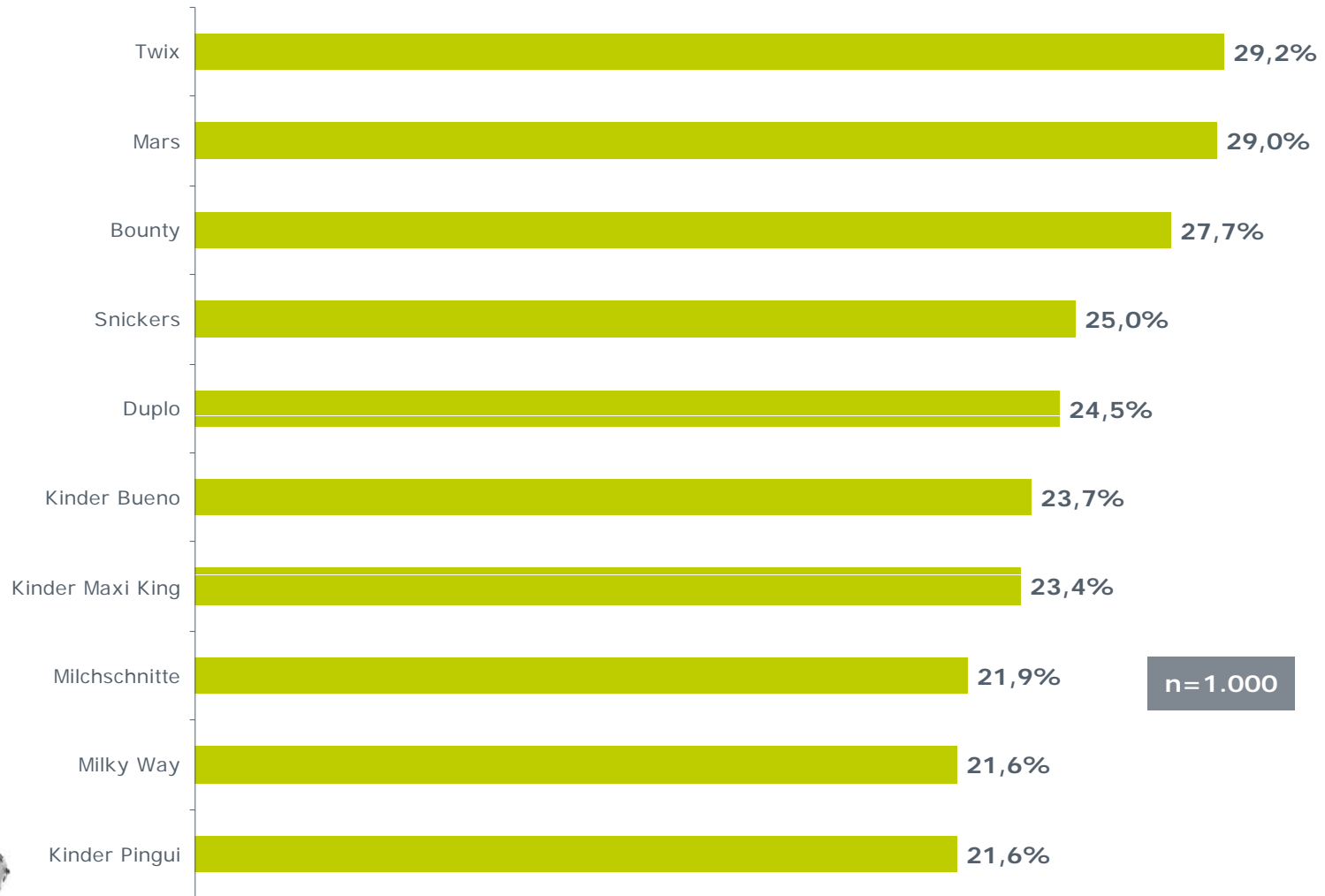
## Top 10 COOL BRANDS – Versicherungsunternehmen



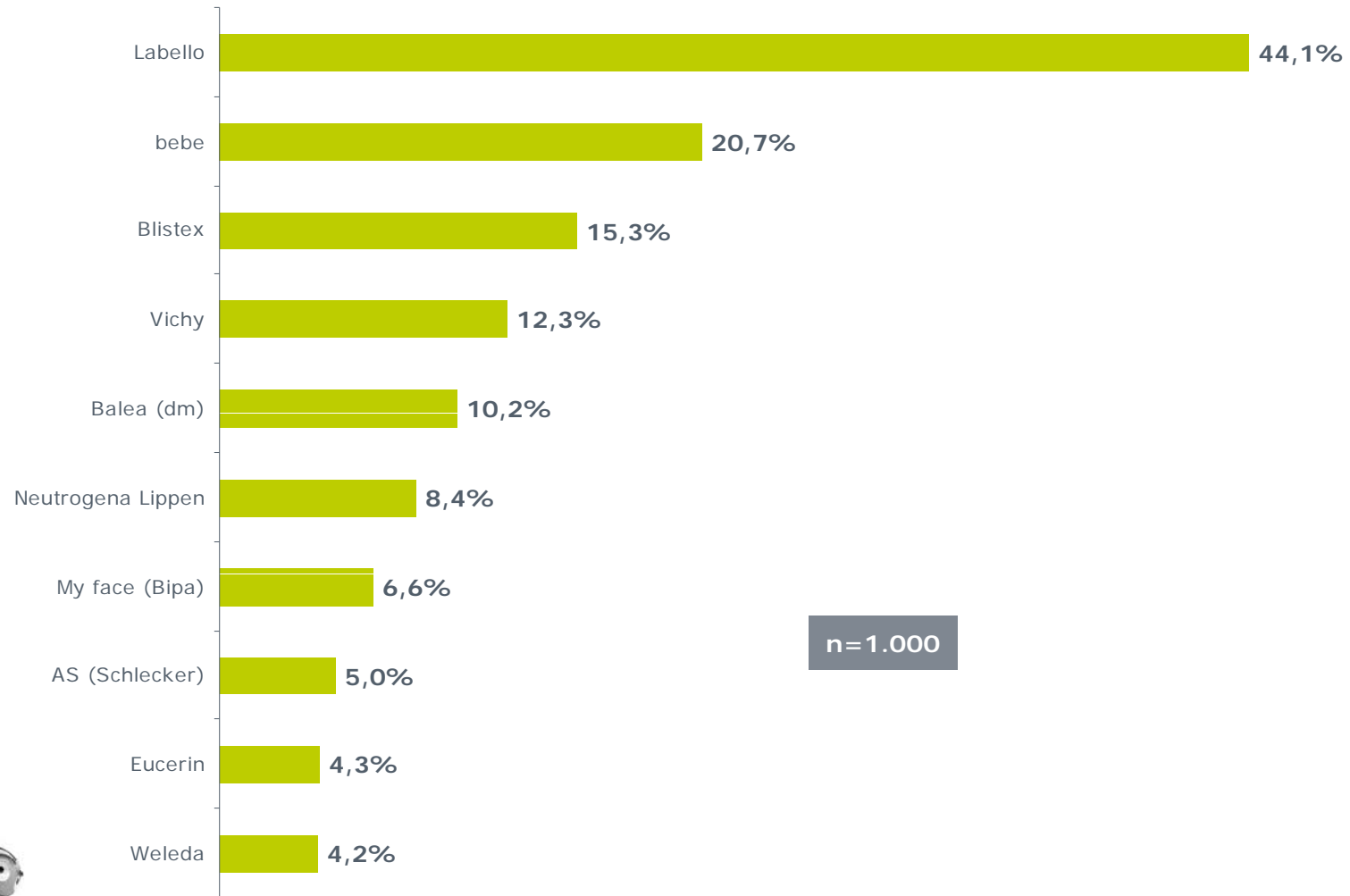
## Top 10 COOL BRANDS – Deodorant-Marken



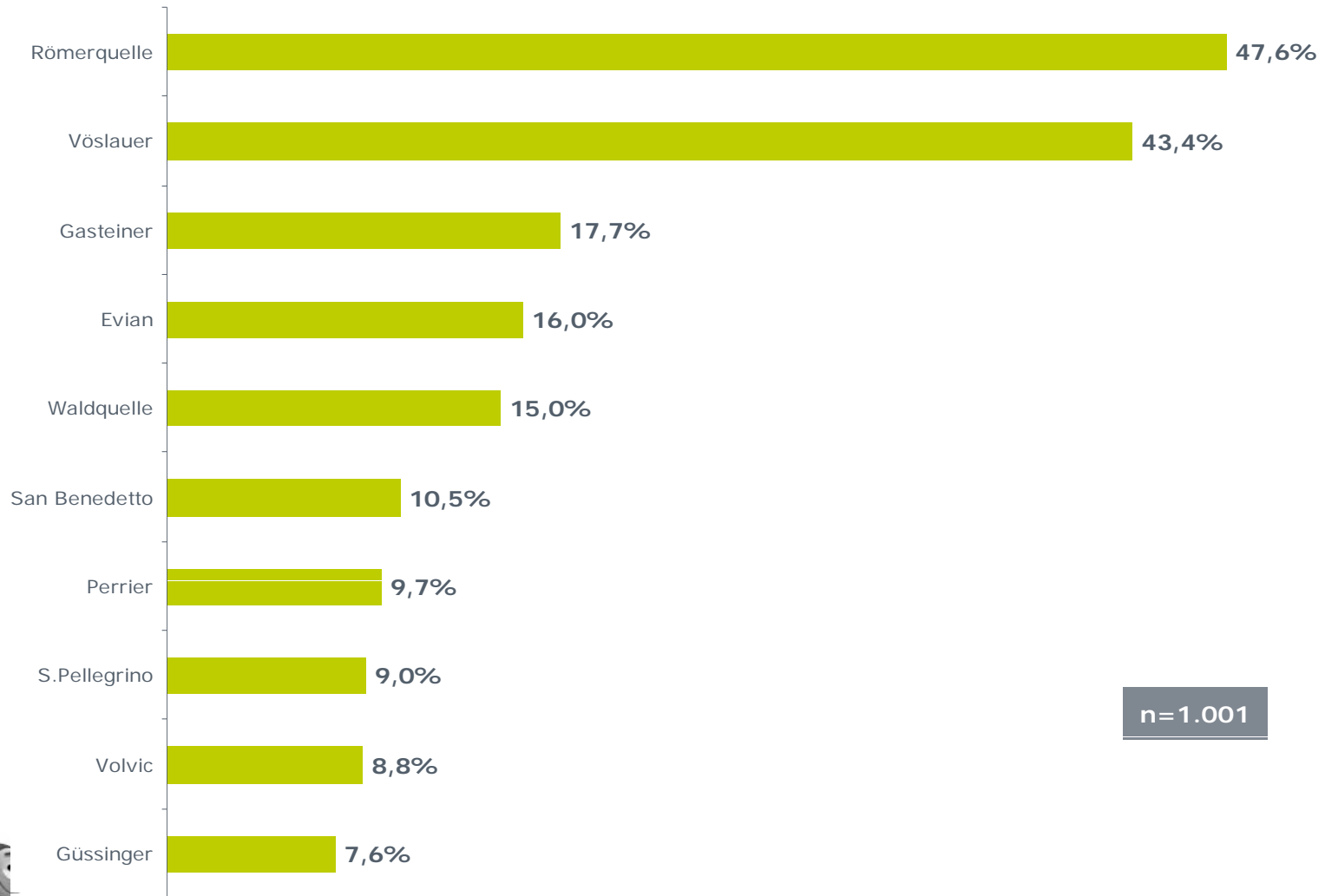
## Top 10 COOL BRANDS – Schokoriegel



## Top 10 COOL BRANDS – Lippenpflege-Marken



## Top 10 COOL BRANDS – Mineralwasser-Marken



Kontakt / Feedback / Rückfragen ...

---

Judith Leutgeb, Mag.  
j.leutgeb@marketagent.com  
02236 – 205 886 – 26

Brown Boveri Straße 8/1  
A-2351 Wiener Neudorf

[www.marketagent.com](http://www.marketagent.com)

