

AdSlogans - PosCheck

CLIENT

'YELLOW FATS (1/1/05 - 9/3/06)

POSITIONING/MESSAGE	LINE	BRAND	YEAR
better/best	Give your best slice.	Bremykt	2005
better/best	Top cow in dairy.	Devondale Extra Soft	2005
better/best	Life doesn't have a recipe but it's better with Dorina.	Dorina	2005
better/best	Better with butter.	President	2005
better/best	A bit of Rama makes life taste better.	Rama Classic	2005
better/best	Rama, the best under the sun.	Rama Classic	2005
better/best	Butter better.	Smart Balance	2006
better/best	What can be better?	Valio	2006
brand	Try new Anchor Lighter.	Anchor Lighter	2005
brand	Bread thinks only of Kargarden.	Arla Kaergarden	2005
brand	Happiness is in Balade.	Balade	2005
brand	Becel keeps the rhythm.	Becel	2005
brand	Becel takes your health to heart.	Becel	2006
brand	You only need Bremykt.	Bremykt	2005
brand	Much more than Canola.	Canola Balance	2006
brand	Delta. There is only one.	Delta	2005
brand	Life doesn't have a recipe but it's better with Dorina.	Dorina	2005
brand	Home is where the Dromona is.	Dromona Country Gold	2005
brand	Baking is enjoyable, Rama means baking,	Hera Sunflower	2005
brand	Kerrygold. One of life's pure pleasures.	Kerrygold	2005
brand	The Gold from the Emerald Isle.	Kerrygold	2005
brand	Comes from KerryGold.	KerryGold Softer	2005
brand	Discover the true taste of Kerry.	Kerrymaid	2005
brand	A happy ending starts with Melange.	Melange	2005
brand	Rama. Sure success.	Rama	2005
brand	A bit of Rama makes life taste better.	Rama Classic	2005
brand	Rama, the best under the sun.	Rama Classic	2005
brand	With Rama, please.	Rama Classic	2005
brand	Quality of life begins with Qualy.	Sadia Qualy	2005
brand	Qualy with a new look.	Sadia Qualy	2005
brand	Sadia, at your table every day.	Sadia Qualy	2005
brand	Kalbim takes care of all the family.	Ulker Kalbim	2005
buttery taste	More butter taste!	I Can't Believe It's Not Butter	2006
buttery taste	Now tastes even more buttery.	I Can't Believe It's Not Butter	2006

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buttery taste	Rediscover the taste of real butter.	National Dairy Council	2006
buttery taste	The margarine that really tastes like butter.	Natura	2005
buttery taste	For real buttery taste and the right balance, enjoy Smart Balance.	Smart Balance	2005
buttery taste	You're gonna love that buttery taste!	Smart Balance	2005
care / family	Look after yourself. Look after them. The heart is sacred.	Canola Life	2005
care / family	Caring for our children.	Clover Danone	2005
care / family	Chosen by caring moms.	Dari Creme	2005
care / family	Home is where the Dromona is.	Dromona Country Gold	2005
care / family	It's good for your family.	Planta	2006
care / family	For strong, growing kids.	Rama, Good Start	2005
care / family	For the families of today.	Tulipan	2005
care / family	Kalbim takes care of all the family.	Ulker Kalbim	2005
challenge	Get out what's inside!	Blue Band	2005
challenge	Take out all you can!	Blue Band	2005
challenge	Keep the beat. ®	Flora	2006
choice	Flora. It's the way I like it.	Flora	2005
choice	Flora Proactive, the choice of my heart.	Flora Proactiv	2006
cholesterol	Proven to help lower your cholesterol levels.	Becel Pro-Activ	2006
cholesterol	Actively lowers your cholesterol.	Becel Pro-Activ	2005
cholesterol	Actively reduces your cholesterol.	Becel Pro-Activ	2005
cholesterol	Becel Pro-Activ. Nothing more effective against cholesterol.	Becel Pro-Activ	2005
cholesterol	Power to lower cholesterol.	Becel Pro-Activ	2005
cholesterol	Proven to lower cholesterol.	Becel Pro-Activ	2005
cholesterol	Actively removes cholesterol.	Flora Proactiv	2006
cholesterol	The lightest cholesterol lowering spread.	Flora Proactiv	2006
convenience	When you just can't wait.	Anchor Spreadable	2005
convenience	Real butter in a tub.	Clover	2005
convenience	Sadia, at your table every day.	Sadia Quality	2005
cost/value	Large in flavour, small in price.	Campi	2005
difference	Doriana Extra Creamy is only a detail, that makes all the difference.	Doriana	2005
difference	I can't tell the difference can you?	I Can't Believe It's Not Butter	2006
difference	Details that make the difference.	Primavera	2005
dreams	Feed your dreams.	Calo	2005
enjoyment	Enjoy the taste of Country Life.	Country Life	2005

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enjoyment	Baking is enjoyable, Rama means baking,	Hera Sunflower	2005
enjoyment	Kerrygold. One of life's pure pleasures.	Kerrygold	2005
enjoyment	For real buttery taste and the right balance, enjoy Smart Balance.	Smart Balance	2005
food preparation	Fried food tastes good.	Blue Band	2005
food preparation	Baking is enjoyable, Rama means baking,	Hera Sunflower	2005
food preparation	The new law of the sandwich.	Kremlevskoe Maslo	2006
food preparation	Manuel - makes a sandwich.	Manuel	2006
freshness	Fresh new pack, same Flora goodness.	Flora	2006
freshness	Cool and fresh. Flora.	Flora	2005
goodness	It's good for the good mouth.	Blue Band	2005
goodness	The taste of dairy goodness.	Dairygold	2006
goodness	Real goodness. Real nutrition.	Filma	2005
goodness	Fresh new pack, same Flora goodness.	Flora	2006
goodness	Where simple goodness begins.	Land O Lakes	2005
goodness	Sensible and good from the vegetable kingdom.	Milda	2006
happiness	Happiness is in Balade.	Balade	2005
happiness	Keeping your heart happy.	Flora	2005
happiness	A happy ending starts with Melange.	Melange	2005
happiness	To eat healthy, it's the beginning of happiness.	President La Motte	2005
health	For a healthy life style.	Alfa Vital	2005
health	Becel keeps the rhythm.	Becel	2005
health	Healthier life. Healthier heart.	Becel	2005
health	Becel takes your health to heart.	Becel	2006
health	Maintain your rhythm.	Becel	2006
health	Bonella, be seen and feel good.	Bonella	2005
health	Real goodness. Real nutrition.	Filma	2005
health	Flora. Helps maintain a healthy heart.	Flora	2005
health	Healthy healthier.	Flora	2006
health	Healthy rhythm.	Flora	2006
health	Help keep everything flowing with Omega 3 and 6.	Flora	2006
health	Help keep everything flowing like it should.	Flora Light	2005
health	Take your health at heart.	Fruit D'Or	2005
health	For us who needs a little bit more exercise.	Latt & Lagom	2005
health	You can do more if you are lighter.	Latta	2005

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health	To eat healthy, it's the beginning of happiness.	President La Motte	2005
health	For your health, don't do things by half.	Primevere Double Effect	2005
health	Taking your health to heart.	Promise Buttery Light	2005
health	Healthy and rich every day.	Soprole Mix	2005
heart	Listen to your heart.	Becel	2005
heart	Live with all your heart.	Becel	2005
heart	Live with the whole of your heart.	Becel	2006
heart	Look after yourself. Look after them. The heart is sacred.	Canola Life	2005
heart	Flora. Helps maintain a healthy heart.	Flora	2005
heart	Your heart asks for it.	Flora	2005
heart	Your heart friendly margarine.	Flora	2005
heart	Keeping your heart happy.	Flora	2005
heart	Live to your heart's content.	Flora Light	2005
heart	Flora Proactive, the choice of my heart.	Flora Proactiv	2006
heart	Take your health at heart.	Fruit D'Or	2005
heart	Taking your health to heart.	Promise Buttery Light	2005
heritage	100 years on the Argentinean table.	Molinos Delicia Sabores	2005
ingredients	Made with 100% natural ingredients.	Anchor Spreadable	2005
living / lifestyle	Healthier life. Healthier heart.	Becel	2005
living / lifestyle	Latta - live more colourfully.	Latta	2006
living / lifestyle	Live brighter.	Latta	2006
living / lifestyle	The taste of living better.	Prealpi	2005
living / lifestyle	A bit of Rama makes life taste better.	Rama Classic	2005
living / lifestyle	For a healthy life style.	Alfa Vital	2005
living / lifestyle	Coast clear for life.	Becel	2005
living / lifestyle	Live with the whole of your heart.	Becel	2006
living / lifestyle	Life doesn't have a recipe but it's better with Dorina.	Dorina	2005
living / lifestyle	Live to your heart's content.	Flora Light	2005
living / lifestyle	Live your natural life.	Al Dawwar	2005
living / lifestyle	Live with all your heart.	Becel	2005
living / lifestyle	You getting on with life in every sense.	Ciclus	2005
location	A tasty piece of Ireland.	KerryGold	2005
location	The Gold from the Emerald Isle.	Kerrygold	2005
love	Churned with love.	Clover	2005

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POSITIONING/MESSAGE	LINE	BRAND	YEAR
love	You're gonna love it!	Smart Balance	2005
love	You're gonna love that buttery taste!	Smart Balance	2005
low fat	Same great taste. 25% less fat.	Anchor	2006
low fat	All the flavour, half the fat.	Arias	2005
low fat	Now with even less saturated fat.	Belmont	2005
low fat	Half the fat, all the taste	Dairy Farmers	2005
low fat	The lightest cholesterol lowering spread.	Flora Proactiv	2006
low fat	Light in everything but in taste.	Solo Delifine	2005
low fat	New lowest fat. 19% fat compared with 38% in the leading low fat spread.	St Ivel Gold	2005
low fat	The UK's lowest fat spread.	St Ivel Gold	2005
low fat	50% off half the fat of Flora Light.	St Ivel Gold	2005
low fat	19% fat compared with 38% in the leading low fat spread.	St Ivel Gold Lowest Fat	2005
luxury	The everyday luxury.	Lurpak	2005
natural	Live your natural life.	Al Dawwar	2005
natural	Natural care.	Arla Kaergarden	2005
natural	Nothing can be more natural.	Bregott	2005
natural	Le Beurre. A natural talent.	Butter	2005
natural	It's natural that you like all of the flavour of the country.	Campi	2005
natural	Die Butter. The natural talent.	Die Butter	2005
natural	Soft by nature, not by vegetable oil.	KerryGold Softer	2005
omega	With Omega 3 and 6.	Flora	2006
omega	Help keep everything flowing with Omega 3 and 6.	Flora	2006
omega	Promise is high in Omega 3 and has no trans fat.	Promise	2005
quality	Planta Fin, It's good and high quality, pass on.	Planta Fin	2006
quality	Quality of life begins with Qualy.	Sadia Qualy	2005
quality	The symbol of quality food.	Simas	2005
quality	Taste and qualities aspired by others.	Valio Oivariini	2006
question	What's in your tub?	Anchor	2006
question	I can't tell the difference can you?	I Can't Believe It's Not Butter	2006
reassurance	There is something certain about soft spread.	Fjallbrynt	2005
simplicity	Where simple goodness begins.	Land O Lakes	2005
softness	There is something certain about soft spread.	Fjallbrynt	2005
softness	Soft by nature, not by vegetable oil.	KerryGold Softer	2005
success	Rama. Sure success.	Rama	2005

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taste	Same great taste. 25% less fat.	Anchor	2006
taste	All the flavour, half the fat.	Arias	2005
taste	Taste the best of life.	Bertolli	2005
taste	Fried food tastes good.	Blue Band	2005
taste	The gentle taste of childhood.	Bords Eve	2006
taste	The taste loved by Malaysian.	Buttercup	2005
taste	It's natural that you like all of the flavour of the country.	Campi	2005
taste	Large in flavour, small in price.	Campi	2005
taste	With all the flavour of the country.	Campi	2006
taste	Enjoy the taste of Country Life.	Country Life	2005
taste	Half the fat, all the taste	Dairy Farmers	2005
taste	The taste of dairy goodness.	Dairygold	2006
taste	You have never tried so much taste.	Delicia	2005
taste	Taste that opens your appetite.	Farm	2006
taste	It is the taste.	Flora	2005
taste	Outrageously great taste.	I Can't Believe It's Not Butter	2005
taste	You'll appreciate each mouthful.	Imperial	2005
taste	Distractingly tasty.	Kerry Low Low	2006
taste	A tasty piece of Ireland.	KerryGold	2005
taste	Discover the true taste of Kerry.	Kerrymaid	2005
taste	It's all in the taste.	Kerrymaid	2006
taste	Your delicious meal has become tastier.	Lurpak	2005
taste	More flavour for your meals.	Molinos Delicia Sabores	2005
taste	The taste for life.	Olivani	2005
taste	Taste you won't forget.	Palma	2005
taste	On the way to the taste.	Paysan Breton	2005
taste	The victory of taste.	Pobeda	2005
taste	The taste of living better.	Prealpi	2005
taste	A taste that will leave you without words.	President	2006
taste	Delicious balance.	Rama Harmonia	2005
taste	We have the right balance and the great taste.	Smart Balance	2005
taste	Light in everything but in taste.	Solo Delifine	2005
taste	Unique name. Unique taste.	Tek Sut Krem Peynir	2006
taste	Raises the taste.	Tine Smor	2005

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POSITIONING/MESSAGE	LINE	BRAND	YEAR
taste	Taste and qualities aspired by others.	Valio Oivariini	2006
temptation	Go on, it's allowed.	Bridelight	2005
temptation	Give in to Lurpak.	Lurpak	2005
unique	Unique name. Unique taste.	Tek Sut Krem Peynir	2006
you	If you like it and its good for you, you like it more.	Danica	2005
you	Be good to yourself.	Raisio Benecol	2005
you	It's natural to love yourself.	Valle Allegee	2005
you	Inspires you.	Vaqueiro	2006

END

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Summary

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PosCheck compares positioning/messages of brands in a given category and shows main themes and gaps.

POSITIONING/MESSAGE	QTY	%	SAMPLE LINE	BRAND	YEAR
taste	35	22	Distractingly tasty.	Kerry Low Low	2006
brand	24	15	With Rama, please.	Rama Classic	2005
health	19	12	For a healthy life style.	Alfa Vital	2005
living / lifestyle	13	8	You getting on with life in every sense.	Ciclus	2005
heart	12	8	Live with all your heart.	Becel	2005
low fat	10	6	All the flavour, half the fat.	Arias	2005
better/best	8	5	Better with butter.	President	2005
care / family	8	5	It's good for your family.	Planta	2006
cholesterol	8	5	The lightest cholesterol lowering spread.	Flora Proactiv	2006
natural	7	4	Nothing can be more natural.	Bregott	2005
buttery taste	6	4	Now tastes even more buttery.	I Can't Believe It's Not Butter	2006
goodness	6	4	The taste of dairy goodness.	Dairygold	2006
enjoyment	4	3	Enjoy the taste of Country Life.	Country Life	2005
happiness	4	3	A happy ending starts with Melange.	Melange	2005
quality	4	3	The symbol of quality food.	Simas	2005
you	4	3	Be good to yourself.	Raisio Benecol	2005
food preparation	4	3	The new law of the sandwich.	Kremlevskoe Maslo	2006
convenience	3	2	Real butter in a tub.	Clover	2005
love	3	2	Churned with love.	Clover	2005
challenge	3	2	Keep the beat. ®	Flora	2006
difference	3	2	I can't tell the difference can you?	I Can't Believe It's Not Butter	2006
omega	3	2	Help keep everything flowing with Omega 3 and 6.	Flora	2006
freshness	2	1	Cool and fresh. Flora.	Flora	2005
location	2	1	A tasty piece of Ireland.	KerryGold	2005
softness	2	1	Soft by nature, not by vegetable oil.	KerryGold Softer	2005
temptation	2	1	Give in to Lurpak.	Lurpak	2005
choice	2	1	Flora Proactive, the choice of my heart.	Flora Proactiv	2006
question	2	1	I can't tell the difference can you?	I Can't Believe It's Not Butter	2006
cost/value	1	1	Large in flavour, small in price.	Campi	2005
dreams	1	1	Feed your dreams.	Calo	2005

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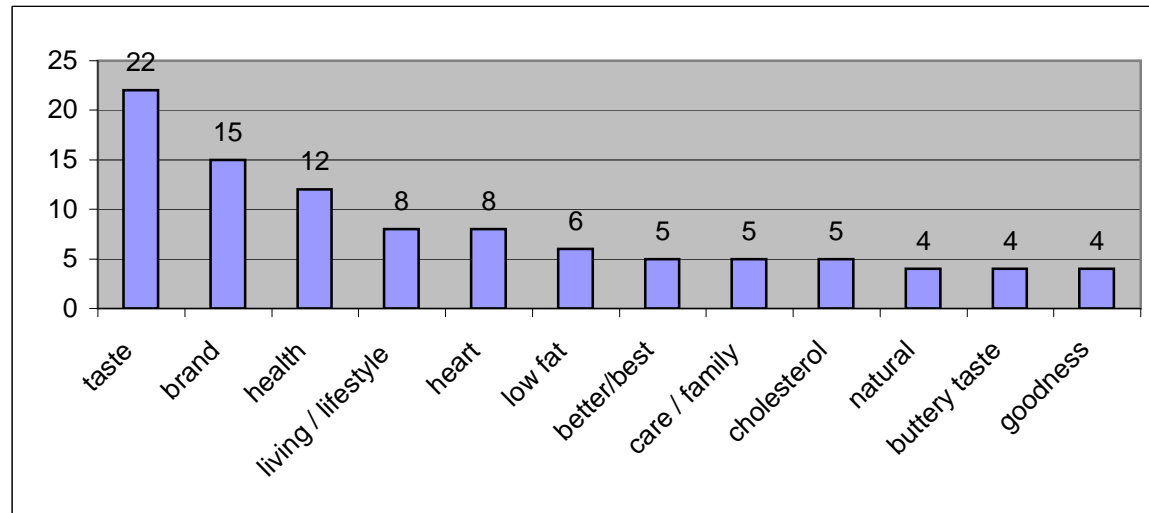
Summary

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POSITIONING/MESSAGE	QTY	%	SAMPLE LINE	BRAND	YEAR
heritage	1	1	100 years on the Argentinean table.	Molinos Delicia Sabores	2005
ingredients	1	1	Made with 100% natural ingredients.	Anchor Spreadable	2005
luxury	1	1	The everyday luxury.	Lurpak	2005
reassurance	1	1	There is something certain about soft spread.	Fjallbrynt	2005
simplicity	1	1	Where simple goodness begins.	Land O Lakes	2005
success	1	1	Rama. Sure success.	Rama	2005
unique	1	1	Unique name. Unique taste.	Tek Sut Krem Peynir	2006

TOP 12 EXPRESSIONS RANKED BY PERCENTAGE POPULARITY



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