

|                                   | Japan          | USA                | UK               | China           | India               | Indonesia        |
|-----------------------------------|----------------|--------------------|------------------|-----------------|---------------------|------------------|
| Airline                           | ANA            | American Airlines  | British Airways  | China Eastern   | Jet                 | Garuda Indonesia |
| Hotel group                       | JAL            | Marriott           | Hilton           | Shangrila       | Himachal Tourist    | Grand Hyatt      |
| Beer                              | Kirin          | Budweiser          | Stella Artois    | Budweiser       | Kingfisher          | Bintang          |
| Brandy/Cognac                     | Henessy        | Chrisitan Brothers | Martell          | Remy Martin     | Dr Bandy            | Contru           |
| Red Wine which country            | France         | Gaberne            | Australia        | China           | NA                  | Australia        |
| White Wine which country          | France         | Yellow Tail        | Australia        | China           | NA                  | Australia        |
| Whiskey/scotch                    | Suntory        | Jim Beem           | Glenfiddich      | Chivas          | Bagppiper Gold      | J&B              |
| Cola                              | Coca Cola      | Coca Cola          | Coca Cola        | Coca Cola       | Pepsi Cola          | Coca Cola        |
| Lemonade                          | Lipton         | NA                 | Sheweppes        | Nestea          | Home Made           | ABC              |
| Fruit juice                       | Coca Cola      | NA                 | Shop owns        | Huiyuan         | Mango               | Buarita          |
| RTD Coffee                        | Georgia        | NA                 | Nescafe          | Nestea          | Nescafe             | Kapal Api        |
| RTD Tea                           | Gogoro -Kocha  | NA                 | Tetley           | Uni presedents  | Tata tea            | The Sariwangi    |
| Car/Pickup Truck/SUV              | Toyota         | Ford               | Ford             | BMW             | Maruti              | Toyato           |
| Motorcycle                        | Honda          | Harley Davidson    | Yamaha           | Honda           | Puslar              | Honda            |
| Fuel for your car/motorcycle      | Eneos          | Shell              | BP               | China petroleum | Hindustan Petroleum | Petramina        |
| Lubricant for your car/motorcycle | Toyota         | Pennzoil           | Castrol          | Shell           | Castrol             | Top 1            |
| Convenience store                 | Seven Eleven   | NA                 | Tesco            | Seven Eleven    | Local               | Indomaret        |
| Everyday clothing store           | Uniqlo         | NA                 | Primak           | Baleno          | Local               | Matahari         |
| Designer clothing store           | Teikeo Kikuchi | NA                 | Selfridges       | Channel         | Gogia               | Shafira          |
| Fastfood chain                    | Mc Donald's    | Mc Donalds         | Mc Donald's      | KFC             | Mc Donald's         | KFC              |
| Grocery retailer                  | Jusco          | Kroeger            | Tesco            | Carrefour       | Local               | Makno            |
| Large screen/flat TVs             | Sony           | Sony               | Sony             | Sony            | LG                  | Sony             |
| Mobile phones                     | Domoco         | Motorola           | Nokia            | Nokia           | Nokia               | Nokia            |
| MP3 player                        | Apple          | Apple ipod         | Apple ipod       | Ipod            | Sony                | Sony             |
| Lipstick                          | Shiseido       | Cover Girl         | No 7             | Maybelline      | Lakme               | Revlon           |
| Eye make up                       | Shiseido       | Maybelline         | No 7             | Loreal          | Lakme               | Revlon           |
| Face make up                      | Shiseido       | Cover Girl         | Max factor       | Olay            | Lakme               | Sariayu          |
| Facial moisturiser                | Shiseido       | Oil of Olay        | Oil of Olay      | Olay            | Lakme               | Ponds            |
| Facial cleansers                  | Kao            | Oil of Olay        | Olay             | Olay            | Lakme               | Ponds            |
| Face powder                       | Shiseido       | Cover Girl         | Rimmel London    | Maybelline      | Ponds               | Sariayu          |
| Shampoo                           | Lux            | Pantene            | Head & Shoulders | Rejoice         | Sunsilk             | Sunsilk          |
| Conditioner                       | Lux            | Pantene            | Pantene          | Pantene         | Garnier             | Pantene          |
| Soap                              | Kao            | Dove               | Dove             | Safeguard       | Lux                 | Lux              |
| Shower gel                        | Lux            | NA                 | Radox            | Olay            | Lux                 | Lux              |

|                                   | Thailand       | Russia           | Poland          | Hungary          | Romania          |
|-----------------------------------|----------------|------------------|-----------------|------------------|------------------|
| Airline                           | Thai Airways   | Aeroflot         | Lot             | Malev            | Tarom            |
| Hotel group                       | Oriental Hotel | NA               | Orbis           | Hilton           | Marriott         |
| Beer                              | Heineken       | Baltika          | Zyiriec         | Heineken         | Tuborg           |
| Brandy/Cognac                     | Regency        | Armenian/Ararat  | Napoleon        | Napoleon         | Alexandrian      |
| Red Wine which country            | France         | Georgia          | Kadarka         | Hungary          | NA               |
| White Wine which country          | France         | France           | Sophia          | Hungary          | NA               |
| Whiskey/scotch                    | J&B            | Red Label        | J&B             | J&B              | Jack Daniels     |
| Cola                              | Pepsi Cola     | Coca Cola        | Coca Cola       | Coca Cola        | Cocal Cola       |
| Lemonade                          | Fanta          | Coca Cola        | Hellena         | Focno Answera    | Homemade         |
| Fruit juice                       | Tipco          | Ja               | Hortex          | Sio              | Progat           |
| RTD Coffee                        | Nescafe        | Nescafe          | Nescafe         | Tchibo           | Jacobs           |
| RTD Tea                           | Lipton Ice tea | Nestea           | Lipton          | Nestee           | Ice tea          |
| Car/Pickup Truck/SUV              | Toyota         | Vaz              | Toyota          | Volkswagen       | Mercedes         |
| Motorcycle                        | Honda          | Honda            | Yamaha          | Jamaha           | Suzuki           |
| Fuel for your car/motorcycle      | PTT            | 95               | BP              | MOL              | OMV              |
| Lubricant for your car/motorcycle | Shell          | Castrol          | Mobil           | Shell            | Castrol          |
| Convenience store                 | Seven Eleven   | Kopeika          | PSS spolem      | CBA              | Oncos            |
| Everyday clothing store           | Allz           | Oggi             | NA              | Butikok          | Nike             |
| Designer clothing store           | Allz           | Mexx             | Adidas          | Saxxo            | Irina Schrotlers |
| Fastfood chain                    | KFC            | Mc Donald's      | Mc Donald's     | Mc Donald's      | Mc Donald's      |
| Grocery retailer                  | Tesco Lotus    | Perekryostok     | PSS spolem      | Tesco            | Carrefour        |
| Large screen/flat TVs             | Sony           | Samsung          | Sony            | Samsung          | Sony             |
| Mobile phones                     | Nokia          | Nokia            | Nokia           | Nokia            | Nokia            |
| MP3 player                        | SONy           | Samsung          | Creative        | Sony             | Sony             |
| Lipstick                          | Misteen        | Avon             | Avon            | Avon             | Avon             |
| Eye make up                       | Shiseido       | Avon             | Loreal          | Avon             | Avon             |
| Face make up                      | Shiseido       | Avon             | Avon            | Avon             | Avon             |
| Facial moisturiser                | Nivea          | Avon             | Nivea           | Avon             | Nivea            |
| Facial cleansers                  | Ponds          | Avon             | Nivea           | Avon             | Avon             |
| Face powder                       | Avon           | Avon             | Avon            | Avon             | Avon             |
| Shampoo                           | Sunsilk        | Head & shoulders | Timotei         | Head & Shoulders | Head & shoulders |
| Conditioner                       | Sunsilk        | Pantene          | Carnier Fructis | Loreal           | Avon             |
| Soap                              | Lux            | Dove             | Palmolive       | Baba Dove        | Dove             |
| Shower gel                        | Lux            | Palmolive        | Palmolive       | Dove             | Avon             |

|                                   | Egypt      | Turkey      | South Africa | Brazil      | Mexico       | Argentina            |
|-----------------------------------|------------|-------------|--------------|-------------|--------------|----------------------|
| Airline                           | Egypt Air  | Turk Hava   | SAA          | TAM         | Aeromexicana | Aerolines Argentinas |
| Hotel group                       | Sheraton   | Hilton      | Holiday Inn  | Ibis        | Holiday Inn  | Hilton               |
| Beer                              | NA         | Efes Pilsen | Castle       | Skol        | Corona       | Quilmes              |
| Brandy/Cognac                     | NA         | Remy Martin | KWV          | Domec       | Presidente   | NA                   |
| Red Wine which country            | NA         | Turkey      | South Africa | Sao Tome    | Domeq        | Michel Torino        |
| White Wine which country          | NA         | Turkey      | South Africa | Almadem     | Domeq        | New age              |
| Whiskey/scotch                    | NA         | J&B         | Bells        | Black Label | Chivas Regal | J&B                  |
| Cola                              | Pepsi Cola | Coca cola   | Coca Cola    | Coca Cola   | Coca Cola    | Coca Cola            |
| Lemonade                          | Natural    | Tang        | Shweppes     | NA          | NA           | NA                   |
| Fruit juice                       | Juhayna    | Cappy       | Liquifruit   | NA          | NA           | NA                   |
| RTD Coffee                        | Nescafe    | NA          | Ricoffee     | NA          | NA           | NA                   |
| RTD Tea                           | Lipton     | Lipton      | Five roses   | NA          | NA           | NA                   |
| Car/Pickup Truck/SUV              | Chevrolet  | BMW         | Toyota       | Volkswagen  | Ford         | Ford                 |
| Motorcycle                        | NA         | Honda       | Yamaha       | Honda       | Honda        | Honda                |
| Fuel for your car/motorcycle      | Mobil      | BP          | BP           | Shell       | Magna        | YPF                  |
| Lubricant for your car/motorcycle | Mobil      | Shell       | Castrol      | BR          | Quaker State | YPF                  |
| Convenience store                 | Amr        |             | Spar         | Select      | NA           | NA                   |
| Everyday clothing store           | Srour      | Collezione  | Edgars       | C&A         | NA           | NA                   |
| Designer clothing store           | Nike       | Gucci       | Levi         | C&A         | NA           | NA                   |
| Fastfood chain                    | KFC        | Mc Donald's | KFC          | Mc Donald's | KFC          | Mc Donald's          |
| Grocery retailer                  | Fath Allah | NA          | Pick N Pay   | Guanabara   | Wal Mart     | Careffour            |
| Large screen/flat TVs             | Toshiba    | Sony        | LG           | Philips     | Panasonic    | Philips              |
| Mobile phones                     | Nokia      | Nokia       | Nokia        | Motorola    | Nokia        | Motorola             |
| MP3 player                        | Sony       | Sony        | Sony         | Sony        | Sony         | Sony                 |
| Lipstick                          | Avon       | Avon        | Revlon       | Avon        | Avon         | Avon                 |
| Eye make up                       | Avon       | Avon        | Revlon       | Avon        | Jafra        | Avon                 |
| Face make up                      | Avon       | Avon        | Revlon       | Avon        | Mary Kay     | Avon                 |
| Facial moisturiser                | Avon       | Nivea       | Ponds        | Natura      | Ponds        | Avon                 |
| Facial cleansers                  | Avon       | Nivea       | Ponds        | Natura      | Ponds        | Avon                 |
| Face powder                       | Avon       | Avon        | Revlon       | Avon        | Ponds        | Avon                 |
| Shampoo                           | Pert plus  | Pantene     | Pantene      | Seda        | Pantene      | Sedal                |
| Conditioner                       | Johnsons   | Pantene     | Pantene      | Seda        | Pantene      | Sedal                |
| Soap                              | Lux        | Haci Sakir  | Lux          | Lux         | Palmolive    | Lux                  |
| Shower gel                        | Lux        | Palmolive   | Radox        | Natura      | NA           | NA                   |