

SnifBrasil especial 

EMPRESA	LEMBRANÇA - PONTOS	RECALL (%)	Conceito - Total de pontos	RK Lembrança	RK Conceito
Tetra Pak	3,0000	23,38	23,0	1	1
Burti	1,5000	11,69	19,0	2	2
Creative	1,0000	7,79	10,0	3	3
Oz Design	1,0000	7,79	10,0	3	3
Task	1,0000	7,79	10,0	3	3
Triunfo	0,5000	3,90	10,0	9	6
Fabracor	1,0000	7,79	9,0	6	7
Wr Embalagens	1,0000	7,79	9,0	6	7
Giverny	0,5000	3,90	9,0	10	9
Matavelli	0,5000	3,90	9,0	11	9
Promo Brasil	0,3300	2,57	7,0	13	11
D'Espinola	1,0000	7,79	6,0	8	12
Target Embalagens	0,5000	3,90	6,0	12	13