



#Error	#Error	#Error	#Error
0.7	(2.5)		1.7
1.0			
0.8			
	(13.5)		
(1.8)	(5.5)		
	(5.8)		
(0.8)	(7.5)		
0.3			0.6
(2.0)	(1.5)		

 Brand not present in market
 Brand conviction change not available

Brand conviction change MAT Q1 09 vs MAT Q1 08

Green >3% Red <-3%