



Markentracking
Markenlisten Q4/2020

Übersicht

Branchen	
Automotive (Dachmarken und Modelle)	x
Health	x
Finance (Banken, Bausparkassen, Versicherungen)	x
Beauty (Dachmarken und Produktlinien)	x
Electronics & Communications	x
Retail	x
Food & Beverage	x
Fashion	x
Travel	x
Mixed	x

Anzahl erhobener Marken/Modelle/Produkte	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020
Automotive (Dachmarken)	33	33	32	32	33	33	33	33
Automotive (Modelle)	39	39	39	39	37	37	38	38
Health	52	51	51	50	50	51	50	50
Finance (Banken, Bausparkassen)	18	18	18	17	17	16	16	16
Finance (Versicherungen)	9	10	10	10	10	10	10	10
Beauty (Dachmarken)	56	56	56	56	54	53	53	53
Beauty (Produktlinien)	10	10	10	10	3	3	3	3
Electronics & Communications	28	27	27	27	27	27	27	27
Retail	36	36	36	36	35	36	36	37
Food & Beverage	33	33	33	34	33	32	32	32
Fashion	48	50	50	50	50	49	49	49
Travel (ab 2020, bis 2019 in Mixed enthalten)					15	16	20	20
Mixed	36	36	37	38	23	24	23	23
Summe Marken/Modelle/Produkte	398	399	399	399	387	387	390	391

Branche: Automotive

Dachmarken	Modelle	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020
Alfa Romeo		x	x	x	x	x	x	x	x
Audi		x	x	x	x	x	x	x	x
	Audi A4							x	x
	Audi A6	x	x	x	x	x	x		
	Audi Q3	x	x	x	x	x	x	x	x
	Audi Q5	x	x	x	x	x	x	x	x
BMW		x	x	x	x	x	x	x	x
	BMW 3er	x	x	x	x	x	x	x	x
	BMW 5er	x	x	x	x	x	x	x	x
Citroen		x	x	x	x	x	x	x	x
	Citroen C3	x	x	x	x	x	x	x	x
Cupra						x	x	x	x
Dacia		x	x	x	x	x	x	x	x
	Dacia Duster	x	x	x	x	x	x	x	x
DS		x	x	x	x	x	x	x	x
Fiat		x	x	x	x	x	x	x	x
	Fiat 500	x	x	x	x	x	x	x	x
Ford		x	x	x	x	x	x	x	x
	Ford Fiesta	x	x	x	x	x	x	x	x
	Ford Focus	x	x	x	x	x	x	x	x
Honda		x	x	x	x	x	x	x	x
	Honda Civic	x	x	x	x	x	x		
	Honda CR-V	x	x	x	x	x	x		
Hyundai		x	x	x	x	x	x	x	x
	Hyundai i30	x	x	x	x	x	x	x	x
	Hyundai Tucson	x	x	x	x	x	x	x	x
Infiniti		x	x						
Jaguar		x	x	x	x	x	x	x	x
	Jaguar E-Pace	x	x	x	x	x	x	x	x
Jeep		x	x	x	x	x	x	x	x
Kia		x	x	x	x	x	x	x	x
Land Rover		x	x	x	x	x	x	x	x
Lexus		x	x	x	x	x	x	x	x
Mazda		x	x	x	x	x	x	x	x
	Mazda CX 30							x	x
	Mazda CX 5	x	x	x	x	x	x	x	x
	Mazda MX-5	x	x	x	x	x	x		
Mercedes-Benz		x	x	x	x	x	x	x	x
	Mercedes A-Klasse	x	x	x	x	x	x	x	x
	Mercedes E-Klasse	x	x	x	x				
	Mercedes EQC							x	x
Mini		x	x	x	x	x	x	x	x
Mitsubishi		x	x	x	x	x	x	x	x
Nissan		x	x	x	x	x	x	x	x
	Nissan Qashqai	x	x	x	x	x	x	x	x
Opel		x	x	x	x	x	x	x	x
	Opel Astra							x	x
	Opel Corsa							x	x
	Opel Crossland X	x	x	x	x	x	x	x	x
	Opel Grandland X	x	x	x	x	x	x	x	x
	Opel Insignia	x	x	x	x	x	x		
Peugeot		x	x	x	x	x	x	x	x
	Peugeot 3008							x	x
	Peugeot 5008	x	x	x	x				
Porsche		x	x	x	x	x	x	x	x
Renault		x	x	x	x	x	x	x	x
	Renault Captur	x	x	x	x	x	x	x	x
	Renault Zoe	x	x	x	x	x	x	x	x

Seat		x	x	x	x	x	x	x	x
	Seat Arona	x	x	x	x	x	x	x	x
	Seat Ibiza	x	x	x	x	x	x		
	Seat Leon	x	x	x	x	x	x	x	x
	Seat Tarraco							x	x
Skoda		x	x	x	x	x	x	x	x
	Skoda Fabia	x	x	x	x	x	x		
	Skoda Kamiq							x	x
	Skoda Octavia	x	x	x	x	x	x	x	x
Smart		x	x	x	x	x	x	x	x
Subaru		x	x	x	x	x	x	x	x
Suzuki		x	x	x	x	x	x	x	x
Toyota		x	x	x	x	x	x	x	x
	Toyota CH-R							x	x
	Toyota Corolla	x	x	x	x	x	x	x	x
	Toyota RAV4	x	x	x	x	x	x		
VW (Volkswagen)		x	x	x	x	x	x	x	x
	VW Golf	x	x	x	x	x	x	x	x
	VW ID3							x	x
	VW Polo	x	x	x	x	x	x		
	VW Tiguan	x	x	x	x	x	x	x	x
	VW T-Roc	x	x	x	x	x	x	x	x
Volvo		x	x	x	x	x	x	x	x
	Volvo XC 40	x	x	x	x	x	x	x	x
	Volvo XC 60	x	x	x	x	x	x	x	x

Branche: Health

Marken	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020
Almased Vitalkost	x	x	x	x	x	x	x	x
Aspirin	x	x	x	x	x	x	x	x
B12 Ankermann								x
Baldriparan	x	x	x	x	x	x	x	
Basica Direkt	x	x	x	x	x	x	x	x
Bioelectra	x	x	x	x	x	x	x	x
Bullrich	x	x	x	x	x	x	x	x
Ciclopoli	x	x	x	x	x	x	x	x
Contramutan	x	x	x	x	x	x	x	x
Crataegutt	x	x	x	x	x	x	x	x
DHU	x	x	x	x	x	x	x	x
Diclo Ratiopharm Schmerzgel	x	x	x	x	x	x	x	x
Doc Schmerzgel	x	x	x	x	x	x	x	x
Dolormin	x	x	x	x	x	x		
Doppelherz (Aktiv + System)	x	x	x	x	x	x	x	x
Elasten	x	x	x	x	x	x	x	x
Fenihydrocort	x	x						
Floradix			x	x	x	x	x	x
Formoline I112	x	x	x	x	x	x	x	x
Gelencium	x	x	x	x	x	x	x	x
Gelomyrtol	x	x	x	x	x	x	x	x
Glycowohl	x	x	x	x	x	x	x	x
Hametum	x	x	x	x	x	x	x	x
Hepar Hevert				x	x	x	x	x
Hoggar Night	x	x	x	x	x	x	x	x
Hyaluron-ratiopharm Augentropfen	x							
Iberogast	x	x	x	x	x	x	x	x
Kijimea Reizdarm	x	x	x	x	x	x	x	x
Klosterfrau	x	x	x	x	x	x	x	x
Lasea Kapseln	x	x	x	x	x	x	x	x
Lavita	x	x	x	x	x	x	x	x
Linola	x	x	x	x	x	x	x	x
Loceryl	x	x	x	x	x	x	x	x
Luvos	x	x	x	x	x	x	x	x
Magnesium Diasporal	x	x	x	x	x	x	x	x
Magnesium Verla	x	x	x	x	x	x	x	x
Meditonsin	x	x	x	x	x	x	x	x
Medivitan	x	x	x					
Midro Tee	x	x	x	x	x	x	x	x
Neurexan	x	x	x	x	x	x	x	x
Orthomol	x	x	x	x	x	x	x	x
Pascoflair	x	x	x					
Perenterol	x	x	x	x	x	x	x	x
Prostagutt Forte	x	x	x	x	x	x	x	x
Refigura	x	x	x	x	x	x	x	x

Regaine	x	x						
Rheumagil	x	x	x	x	x	x	x	x
Salus			x	x	x	x	x	x
Sililevo	x	x	x	x	x	x	x	x
Taxofit	x	x	x	x	x	x	x	x
Tebonin	x	x	x	x	x	x	x	x
Thermacare	x	x	x	x	x	x	x	x
Thomapyrin	x	x	x	x	x	x	x	x
Umckaloabo	x	x	x	x	x	x	x	x
Vagisan	x	x	x	x	x	x	x	x
Vertigo Heel						x	x	x
Voltaren Schmerzgel	x	x	x	x	x	x	x	x

Branche: Finance

Marken	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020
Banken, Bausparkassen								
comdirect	x	x	x	x	x	x	x	x
Commerzbank	x	x	x	x	x	x	x	x
Deka Investmentfonds	x	x	x	x	x	x	x	x
Deniz Bank	x	x	x	x	x			
Deutsche Bank	x	x	x	x	x	x	x	x
HypoVereinsbank	x	x	x	x	x	x	x	x
ING (ING DiBa)	x	x	x	x	x	x	x	x
Interhyp	x	x	x	x	x	x	x	x
LBS	x	x	x	x	x	x	x	x
Postbank	x	x	x	x	x	x	x	x
Schwäbisch Hall	x	x	x	x	x	x	x	x
Sparda-Banken	x	x	x	x	x	x	x	x
Sparkasse	x	x	x	x	x	x	x	x
SwissLife	x	x	x					
Targobank	x	x	x	x	x	x	x	x
Union Investment	x	x	x	x	x	x	x	x
Volksbanken Raiffeisenbanken	x	x	x	x	x	x	x	x
Wüstenrot	x	x	x	x	x	x	x	x
Versicherungen								
ADAC	x	x	x	x	x	x	x	x
Allianz	x	x	x	x	x	x	x	x
AOK Krankenkasse	x	x	x	x	x	x	x	x
Barmer	x	x	x	x	x	x	x	x
DAK-Gesundheit	x	x	x	x	x	x	x	x
ERGO/ERGO Direkt	x	x	x	x	x	x	x	x
Hanse Merkur	x	x	x	x	x	x	x	x
HUK-Coburg	x	x	x	x	x	x	x	x
R+V Versicherung		x	x	x	x	x	x	x
TK Techniker Krankenkasse	x	x	x	x	x	x	x	x

Branche: Beauty

Dachmarken Produktlinien	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020
Alcina	x	x	x	x	x	x	x	x
Alpecin	x	x	x	x	x	x	x	x
Artdeco	x	x	x	x	x	x	x	x
Betty Barclay (Düfte / Parfums)	x	x	x	x	x	x	x	x
Bi-Oil	x	x	x	x	x	x	x	x
Bioré	x	x	x	x				
Biorepair	x	x	x	x	x	x	x	x
Biotherm	x	x	x	x	x	x	x	x
Bulgari	x	x	x	x	x			
Calvin Klein / ck (Düfte / Parfums)	x	x	x	x	x		x	x
Catrice	x	x	x	x	x	x	x	
CD	x	x	x	x	x	x	x	x
Celyoung	x	x	x	x	x	x	x	x
Celyoung Antiaging	x	x	x	x				
Chanel	x	x	x	x	x	x	x	x
Chloé	x	x	x	x	x	x	x	x
Christina Aguilera (Düfte / Parfums)	x	x	x	x	x	x	x	x
Clarins	x	x	x	x	x	x	x	x
Clinique	x	x	x	x	x	x	x	x
Dermasence	x	x	x	x	x	x	x	x
Diadermine	x	x	x	x	x	x	x	x
Dior	x	x	x	x	x	x	x	x
Dove	x	x	x	x	x	x	x	x
Elmex	x	x	x	x	x	x	x	x
Essie	x	x	x	x	x	x	x	x
Estée Lauder	x	x	x	x	x	x	x	x
Eubos	x	x	x	x	x	x	x	x
Garnier	x	x	x	x	x	x	x	x
Guerlain	x	x	x	x	x	x	x	x
Jil Sander	x	x	x	x	x	x	x	x
John Frieda	x	x	x	x	x	x	x	x
Frizz ease (John Frieda)	x	x	x	x	x	x	x	x
Kneipp	x	x	x	x	x	x	x	x
L'Oréal Paris	x	x	x	x	x	x	x	x
L'Oréal Paris Botanicals	x	x	x	x				
L'Oréal Paris Dermo Expertise	x	x	x	x				
Lacalut								x
Lancôme	x	x	x	x	x	x	x	x
Lavera	x	x	x	x	x	x	x	x
Marc Jacobs	x							
Maybelline New York	x	x	x	x	x	x	x	x
medipharma cosmetics		x	x	x	x	x	x	x
Meridol	x	x	x	x	x	x	x	x
Narciso Rodriguez	x	x	x	x	x	x	x	x
Neutrogena	x	x	x	x	x	x	x	x
Nivea	x	x	x	x	x	x	x	x
Nivea Cellular Anti-Age	x	x	x	x				
Nivea (Gesichtspflege)	x	x	x	x				
Nivea Vital	x	x	x	x	x	x	x	x
Nivea Men	x	x	x	x	x	x	x	x

Pantene Pro-V	x	x	x	x	x	x	x	x
Paul Mitchell (Wild Beauty)	x	x	x	x	x	x	x	x
Plantur	x	x	x	x	x	x	x	x
Plantur 39	x	x	x	x				
Prada Parfums	x	x	x	x	x	x	x	x
Rituals	x	x	x	x	x	x	x	x
Santaverde	x	x	x	x	x	x	x	x
Schwarzkopf	x	x	x	x	x	x	x	x
Sebamed	x	x	x	x	x	x	x	x
Shiseido	x	x	x	x	x	x	x	x
Tetesept	x	x	x	x	x	x	x	x
Thierry Mugler	x	x	x	x	x	x	x	x
Versace Parfums	x	x	x	x	x	x	x	x
Vichy	x	x	x	x	x	x	x	x
Vichy Neovadiol	x	x	x	x				
Weleda	x	x	x	x	x	x	x	x
Wella	x	x	x	x				
Yves Saint Laurent	x	x	x	x	x	x	x	x

Branche: Electronics & Communications

Marken	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020
1+1 Internet AG	x	x	x	x	x	x	x	x
AEG	x	x	x	x	x	x	x	x
Aldi Talk							x	x
Amazon Echo/Alexa	x	x	x	x	x	x	x	x
Apple	x	x	x	x	x	x	x	x
AVM / FRITZ!Box	x	x	x	x	x	x	x	x
Bosch	x	x	x	x	x	x	x	x
Bose	x							
DATEV	x	x	x	x	x	x	x	x
Dell	x	x	x	x	x	x	x	x
Dyson	x	x	x	x	x	x	x	x
Facebook							x	x
Google	x	x	x	x	x	x	x	x
Google Home/Assistant	x	x	x	x	x	x	x	x
hp Hewlett-Packard	x	x	x	x	x	x	x	x
Huawei		x	x	x	x	x	x	x
KENWOOD	x							
Lexware	x	x	x	x	x	x	x	x
Liebherr	x	x	x	x	x	x	x	x
Microsoft	x	x	x	x	x	x		
Miele	x	x	x	x	x	x	x	x
O2	x	x	x	x	x	x	x	x
Panasonic	x	x	x	x	x	x	x	x
Samsung (Smartphones, Tablets, Notebooks)	x	x	x	x	x	x	x	x
Samsung (Unterhaltungselektronik)	x	x	x	x	x	x	x	x
Samsung (Haushaltsgeräte)	x	x	x	x	x	x		
Sony	x	x	x	x	x	x	x	x
Telekom	x	x	x	x	x	x	x	x
Teufel	x	x	x	x	x	x	x	x
Unitymedia	x	x	x	x	x	x	x	x
vodafone	x	x	x	x	x	x	x	x

Branche: Retail

Marken	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020
Aldi	x	x	x	x	x	x	x	x
Aldi Nord	x	x	x	x	x	x	x	x
Aldi Süd	x	x	x	x	x	x	x	x
Amazon	x	x	x	x	x	x	x	x
Bauhaus	x	x	x	x	x	x	x	x
Channel21 (TV-Shopping-Sender)	x	x	x	x	x	x	x	x
Conrad Electronic	x	x	x	x	x	x		
dm Drogerie Markt							x	x
Edeka	x	x	x	x	x	x	x	x
Euronics	x	x	x	x	x	x	x	x
Expert	x	x	x	x	x	x	x	x
Fielmann	x	x	x	x	x	x	x	x
Fressnapf	x	x	x	x	x	x	x	x
Galeria Karstadt Kaufhof					x	x	x	x
Galeria Kaufhof	x	x	x	x				
Hawesko / Hanseatisches Wein & Sekt Kontor	x	x	x	x	x	x	x	x
Hoeffner Möbelhäuser	x	x	x	x	x	x	x	x
Home Shopping Europe / HSE	x	x	x	x	x	x		
Hornbach	x	x	x	x	x	x	x	x
Ikea	x	x	x	x	x	x	x	x
Intersport	x	x	x	x	x	x	x	x
Karstadt	x	x	x	x				
Kaufland	x	x	x	x	x	x	x	x
Lidl	x	x	x	x	x	x	x	x
Media Markt	x	x	x	x	x	x	x	x
Müller Drogerie							x	x
Netto	x	x	x	x	x	x	x	x
Norma	x	x	x	x	x	x	x	x
Obi	x	x	x	x	x	x	x	x
Penny	x	x	x	x	x	x	x	x
Real	x	x	x	x	x	x	x	x
Reformhaus						x	x	x
Rewe	x	x	x	x	x	x	x	x
Roller	x	x	x	x	x	x	x	x
Rossmann	x	x	x	x	x	x	x	x
Saturn	x	x	x	x	x	x	x	x
Segmüller	x	x	x	x	x	x	x	x
Tchibo	x	x	x	x	x	x	x	x
TK Maxx								x
Toom Baumarkt	x	x	x	x	x	x	x	x
XXXL Möbelhäuser	x	x	x	x	x	x	x	x

Branche: Food & Beverage

Marken	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020
Bergader	x	x	x	x	x	x	x	x
Bitburger	x	x	x	x	x	x	x	x
Dallmayr	x	x	x	x	x	x	x	x
Danone (auch Danone Actimel und Activia)	x	x	x	x	x	x	x	x
Darboven (z.B. IDEE KAFFEE, Café Intención, EILLES Gourmet Café, ALBERTO, Mövenpick und SANSIBAR Caffè)	x	x	x	x	x	x	x	x
Dr. Oetker Backwaren	x	x	x	x				
Erdinger	x	x	x	x	x	x	x	x
Fachingen Heil+Mineralbrunnen	x	x	x	x	x	x	x	x
Goldsteig					x	x	x	x
innocent	x	x	x	x	x	x	x	x
Kinder (Schokolade)	x	x	x	x	x	x	x	x
Knorr	x	x	x	x	x	x	x	x
Knorr natürlich lecker	x	x	x	x				
Kölln				x	x	x	x	x
König Pilsener	x	x	x	x	x	x	x	x
Krombacher	x	x	x	x	x	x	x	x
Lavazza	x	x	x	x	x	x	x	x
Lindt	x	x	x	x	x	x	x	x
Lindt Excellence	x	x	x	x	x	x	x	x
Lindt Lindor	x	x	x	x	x	x	x	x
Lindt Mini Pralines	x	x	x	x	x	x	x	x
Maggi	x	x	x	x	x	x	x	x
Meißner	x	x	x	x	x	x	x	x
Milka	x	x	x	x	x	x	x	x
Minus L	x	x	x	x	x			
Nespresso Kaffee/ Espresso	x	x	x	x	x	x	x	x
Rabenhorst	x	x	x	x	x	x	x	x
Rotkäppchen Sekt	x	x	x	x	x	x	x	x
Rügenwalder	x	x	x	x	x	x	x	x
Teekanne	x	x	x	x	x	x	x	x
Veltins	x	x	x	x	x	x	x	x
Vilsa	x	x	x	x	x	x	x	x
Warsteiner	x	x	x	x	x	x	x	x
Wiltmann	x	x	x	x	x	x	x	x
Zott	x	x	x	x	x	x	x	x

Branche: Fashion

Marken	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020
Bekleidungsgeschäft, Schuhgeschäft, Versandhandel bzw. Katalog								
Adler Bekleidungsmärkte	x	x	x	x	x	x	x	x
Bader	x	x	x	x	x	x	x	x
C & A	x	x	x	x	x	x	x	x
Deichmann	x	x	x	x	x	x	x	x
H & M, Hennes & Mauritz	x	x	x	x	x	x	x	x
Kik	x	x	x	x	x	x	x	x
McArthurGlen	x	x	x	x	x	x	x	x
Otto	x	x	x	x	x	x	x	x
Peek & Cloppenburg	x	x	x	x	x	x	x	x
Peter Hahn	x	x	x	x	x	x	x	x
Sinn Leffers (Sinn GmbH)	x	x	x	x	x	x	x	x
Zalando	x	x	x	x	x	x	x	x
hochwertige Armbanduhren, Schmuck								
Bulgari (Uhren + Schmuck)	x	x	x	x	x	x	x	x
Breitling	x	x	x	x	x	x	x	x
Hublot	x	x	x	x	x	x	x	x
Pandora	x	x	x	x	x	x	x	x
Patek Philippe	x	x	x	x	x	x	x	x
Rolex	x	x	x	x	x	x	x	x
Tag Heuer	x	x	x	x	x	x	x	x
Thomas Sabo	x	x	x	x	x	x	x	x
Wempe	x	x	x	x	x	x	x	x
Mode, Bekleidung, Accessoires								
Bamigo	x	x	x	x	x			
Brax	x	x	x	x	x	x	x	x
Camel Active	x	x	x	x	x	x	x	x
Christian Dior Couture	x	x	x	x	x	x	x	x
Esprit	x	x	x	x	x	x	x	x
Gerry Weber				x	x	x	x	x
Gore / Gore Tex	x	x	x	x	x	x	x	x
Hermès	x	x	x	x	x	x	x	x
Herno	x	x	x	x	x	x	x	x
Hugo Boss	x	x	x	x	x	x	x	x
Jack Wolfskin		x	x	x	x	x	x	x
Levi Strauss / Levi's	x	x	x	x	x	x	x	x
Longchamp		x	x	x	x	x	x	x
Louis Vuitton	x	x	x	x	x	x	x	x
Marc Cain	x	x	x	x	x	x	x	x
Marc O'Polo	x	x	x	x	x	x	x	x
Mey	x	x	x	x	x	x	x	x
Olymp	x	x	x	x	x	x	x	x
Opus	x	x	x	x	x	x	x	x
s.Oliver	x	x	x	x	x	x	x	x
Triumph	x	x	x	x	x	x	x	x
Tod's	x	x	x	x	x	x	x	x
Tom Tailor	x	x	x	x	x	x	x	x
Tommy Hilfiger	x	x	x					
Walbusch	x	x	x	x	x	x	x	x
Schuhe								
FinnComfort	x	x	x	x	x	x	x	x
Gabor	x	x	x	x	x	x	x	x
Geox Schuhe	x	x	x	x	x	x	x	x
Sioux	x	x	x	x	x	x	x	x
Tamaris	x	x	x	x	x	x	x	x

Branche: Travel (ab 2020, bis 2019 in Mixed enthalten)

Marken	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020
easyJet							x	x
Emirates	x	x	x	x	x	x	x	x
Lufthansa	x	x	x	x	x	x	x	x
DB Bahn	x	x	x	x	x	x	x	x
Studiosus	x	x	x	x	x	x	x	x
AIDA	x	x	x	x	x	x	x	x
A-Rosa	x	x	x	x	x	x	x	x
Costa Kreuzfahrten	x	x	x	x	x	x	x	x
CUNARD Kreuzfahrten		x	x	x	x	x	x	x
FTI Touristik							x	x
Hapag Lloyd Kreuzfahrten	x	x	x	x	x	x	x	x
Hurtigruten	x	x	x	x	x	x	x	x
MSC Kreuzfahrten	x	x	x	x	x	x	x	x
Nicko Tours / Nicko Cruises							x	x
NCL (Norwegian Cruise Line)			x	x	x	x	x	x
Österreich Werbung	x	x	x	x	x	x	x	x
Trendtours Touristik							x	x
Tui	x	x	x	x	x	x	x	x
Mein Schiff (früher: Tui Cruises)*	x	x	x	x	x	x	x	x
SunExpress						x	x	x

Branche: Mixed

Marken	Q1/2019	Q2/2019	Q3/2019	Q4/2019	Q1/2020	Q2/2020	Q3/2020	Q4/2020
Online-Sportwetten, Online-Lotto, Online-Casino, Online-Poker								
bet-at-home	x	x	x	x	x	x	x	x
inter wetten	x	x	x	x	x	x	x	x
ODDSET	x	x	x	x	x	x	x	x
tipico	x	x	x	x	x	x	x	x
Lotterie								
Aktion Mensch	x	x	x	x	x	x	x	x
Deutsche Fernsehlotterie	x	x	x	x	x	x	x	x
SKL (Süddeutsche Klassenlotterie)	x	x	x	x	x	x	x	x
Reifen								
Continental	x	x	x	x	x	x	x	x
Goodyear	x							
Michelin	x	x	x	x	x	x	x	x
Reinigungsmittel, Waschmittel, Weichspüler								
Dr. Beckmann	x	x	x	x	x	x	x	x
Frosch	x	x	x	x	x	x	x	x
Tankstellen / Kraftstoffe / Motoröle								
Liqui Moly	x	x	x	x	x	x	x	x
Shell						x	x	x
Sonstiges								
Bravo Hits	x	x	x	x	x	x		
Deutsche Post	x	x	x	x	x	x	x	x
E.ON	x	x	x	x	x	x	x	x
Kibek	x	x	x	x	x	x	x	x
Kind Hörgeräte	x	x	x	x	x	x	x	x
Oral B elektrische Zahnbürsten	x	x	x	x	x	x	x	x
Payback				x	x	x	x	x
Porsche Design	x	x	x	x	x	x	x	x
Rinti	x	x	x	x	x	x		
Stihl	x	x	x	x	x	x	x	x
WMF	x	x	x	x	x	x	x	x
RWE							x	x