

IRRITATING ADS

The nation's most-hated ads from 2005

Q: Which of the following TV commercials irritated you the most last year?

	Brand	Agency	%
1	Jamster Crazy Frog	In-house	60
2	Norwich Union Direct	Abbott Mead Vickers BBD0	55
3	Phones4U	WCRS	48
4	Elephant.co.uk	In-house	44
5	Diamond Car Insurance	In-house	40
6=	Iceland	Tom Reddy Advertising	38
6=	AA Loans	Rapier	38
8	Gaviscon	Cheetham Bell JWT	37
9	Activia	RKCR/Y&R	36
10	KFC	Bartle Bogle Hegarty	35
11=	3	WCRS	34
11=	Specsavers	In-house	34
13	Esure	In-house	33
14=	Dixons	M&C Saatchi	32
14=	Cillit Bang	JWT Budapest	32
16	Kellogg's Special K	JWT	31
17=	Tampax Compak	Leo Burnett	29
17=	Flora pro.activ	Bartle Bogle Hegarty	29
19	Citroën C3	Euro RSCG London	28
20	Thomson Directories	Miles Calcraft Briginshaw Duffy	27

Advertising research was conducted from 13-15 December by TNS as part of its twice-weekly OnLineBus omnibus among 1000 adults aged 16-64. For details of the survey, contact sue.frameword@tns-global.com (020 7868 6802).