

How sweet it is

The Mars/Wrigley marriage, brokered with the help of Berkshire Hathaway's Warren Buffett, seems like a compatible one. Both companies are family-owned and have little brand crossover, as Mars concentrates in chocolate and Wrigley in gums and mints—and they share Omnicom Group agencies. The deal is supposed to close in less than a year. Here's a snapshot of what the companies will look like.

MARS

TOP EXECUTIVES
PAUL S. MICHAELS,
GLOBAL PRESIDENT

HEADQUARTERS
MCLEAN, VA.

REVENUE
\$22 BILLION

**TOTAL MEASURED-MEDIA
SPENDING FOR ALL BRANDS, 2007:**
\$377 MILLION

MAJOR BRANDS

DOVE



3 MUSKETEERS



M&M'S



ETHEL M. CANDY



MILKY WAY



MY M&M'S



SKITTLES



SNICKERS



PRIMARY AGENCY

Nitro

UniWorld Group

BBDO

N/A

BBDO

IMC2

TBWA, New York

TBWA, New York

SPENDING

\$31 MILLION

\$23 MILLION

\$84 MILLION

\$23,000

\$5 MILLION

\$14 MILLION

\$13 MILLION

\$46 MILLION

MARKET SHARE

1%

5%

10%

N/A

6%

11%

11%

10%

MAJOR BRANDS

STARBURST



TWIX



PEDIGREE



WHISKAS



CESAR CANNED
PET FOOD



GOODLIFE RECIPE



COMBOS



UNCLE BEN'S



PRIMARY AGENCY

TBWA

Nitro

TBWA, Los Angeles

TBWA, Los Angeles

BBDO

TBWA, Los Angeles

TBWA, Los Angeles

TBWA, Los Angeles

SPENDING

\$20 MILLION

\$24 MILLION

\$32 MILLION

\$3 MILLION

\$24 MILLION

\$18 MILLION

\$224,000

\$27 MILLION

MARKET SHARE

10%

2%

6%

38%

14%

3%

N/A

76%

WM. WRIGLEY JR. CO.

TOP EXECUTIVE
WILLIAM WRIGLEY JR., CHAIRMAN
BILL PEREZ, CEO

HEADQUARTERS
CHICAGO

REVENUE
\$5.4 BILLION

**TOTAL MEASURED-MEDIA
SPENDING, ALL BRANDS**
\$169 MILLION

MAJOR BRANDS

ALTOIDS



BIG LEAGUE CHEW



EXCEL



FREEDENT



HUBBA BUBBA



LIFESAVERS



ECLIPSE



EXTRA



PRIMARY AGENCY

Energy BBDO

Energy BBDO

Energy BBDO

Energy BBDO

DDB, Chicago

DDB, Chicago

Energy BBDO

Energy BBDO

SPENDING

\$22 MILLION

\$177,000

\$78,000

\$3,000

\$3.4 MILLION

\$10 MILLION

\$27 MILLION

\$32 MILLION

MARKET SHARE

17%

N/A

N/A

7%

5%

9%

9%

16%

MAJOR BRANDS

5



BIG RED



DOUBLEMINT



JUICY FRUIT



ORBIT



SPEARMINT



WINTERFRESH



PRIMARY AGENCY

Energy BBDO

DDB, Chicago

DDB, Chicago

DDB, Chicago

Energy BBDO

DDB, Chicago

Energy BBDO

SPENDING

\$20 MILLION

\$954,000

N/A

N/A

\$48 MILLION

\$547,000

N/A

MARKET SHARE

N/A

6%

15%

11%

21%

7%

9%