

AdvertisingAge's®

**21st Annual** **GLOBAL**  
**21st** **MARKETERS**

**PART 1: GLOBAL AD SPENDING BY MARKETER**

**crain**

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# WHO SPENDS THE MOST WORLDWIDE? AS USUAL, IT'S PROCTER & GAMBLE

For sixth straight year, marketer leads Top 100, which upped outlays a mere 1.1% as U.S. spending declined

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THE WORLD'S TOP 100 marketers spent \$97.8 billion in global media in 2006, a scant 1.1% increase over 2005, according to Ad Age's 21st annual Global Marketers report covering 90 countries. The group increased its spending on measured media 5.1% in 2005 and 12.1% in 2004.

Procter & Gamble Co. continued its six-year streak at No. 1, with \$8.52 billion, up 4.1%. P&G is so far ahead of the pack that no other marketer is likely to catch up anytime soon even though rivals Unilever at No. 2 and fourth-ranked L'Oréal are growing faster, increasing their spending 8.1% and 12.7%, respectively, last year.

Worldwide growth was pulled down by the U.S., where spending on measured media by the Top 100 marketers fell by 2.2%. Some of the biggest U.S.-based global marketers slashed spending by double digits, with the deepest cuts in the U.S. General Motors Corp.'s spending was down 17.4% worldwide and 24.3% in the U.S., while Johnson & Johnson cut its budget 13.2% worldwide and 19.3% in the U.S.

In the U.S., some of the marketers who grew their media budgets the most were American companies that aren't part of the global group, such as Verizon and AT&T. (A Top 100 marketer had to report media spending on at least three continents to qualify as "global," regardless of headquarters.) And spending outside the U.S. increased because of the falling U.S. dollar.

Automotive and entertainment/media, two of the three biggest ad categories, showed drops of 0.4% and 5%,

See Top 100 on Page 3

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# Top 100

From Page 2

respectively, to \$22.2 billion and \$9.54 billion. The strongest growth was in the personal-care category, where the nine marketers boosted spending 6.2% to \$19.53 billion.

In a mixed year, 43 of the Top 100 spent less on measured media in 2006 than in 2005, and 57 spent more. In general, food, drug and electronics marketers and retailers spent more on measured media in 2006, and soft drink, financial-services and alcoholic-beverages marketers cut spending.

Apple rocketed into the Top 100 for the first time, with media spending that jumped 85.2% to \$351 million, landing Apple in the No. 83 spot; it came in at No. 118 in 2005.

The other two marketers new to the ranking are European companies who just missed the cutoff last year: Dutch financial-services group ING and France's Pernod Ricard.

The Top 100 spent \$46.02 billion, or 47.1% of the group's global total, in the U.S. in 2006. In part, that reflects that the U.S. is the home market for 46 of the 100 top global marketers. Europe attracted 31.8% of the group's spending, and Asia drew 15.3%.

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# TOP 100 GLOBAL MARKETERS

Ranked by total worldwide measured ad spending from Nielsen, TNS, Ibope, PARC, Steadman, Sigma and others

RANK		ADVERTISER	HEADQUARTERS	WORLDWIDE ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING			SPENDING BY MAJOR REGION IN 2006*		
2006	2005			2006	2005	% CHG	2006	2005	% CHG	ASIA	EUROPE	LATIN AMERICA
1	1	Procter & Gamble Co.	Cincinnati	\$8,522	\$8,184	4.1	\$3,527	\$3,395	3.9	\$1,774	\$2,671	\$235
2	2	Unilever	London/Rotterdam	4,537	4,197	8.1	848	763	11.1	1,309	1,906	329
3	3	General Motors Corp.	Detroit	3,353	4,059	-17.4	2,208	2,918	-24.3	56	839	94
4	5	L'Oreal	Clichy, France	3,119	2,768	12.7	753	798	-5.6	277	1,910	68
5	4	Toyota Motor Corp.	Toyota City, Japan	3,098	2,840	9.1	1,203	1,075	11.9	1,172	574	38
6	6	Ford Motor Co.	Dearborn, Mich.	2,869	2,643	8.5	1,701	1,567	8.6	126	850	74
7	7	Time Warner	New York	2,136	2,477	-13.8	1,838	2,076	-11.5	80	184	2
8	10	Nestle	Vevey, Switzerland	2,114	2,109	0.2	605	585	3.4	276	1,075	104
9	8	Johnson & Johnson	New Brunswick, N.J.	2,025	2,334	-13.2	1,351	1,675	-19.3	227	340	36
10	9	DaimlerChrysler**	Auburn Hills, Mich./Stuttgart, Germany	2,003	2,118	-5.4	1,425	1,592	-10.5	32	449	29
11	11	Honda Motor Co.	Tokyo	1,910	1,833	4.2	878	855	2.7	833	110	13
12	14	Coca-Cola Co.	Atlanta	1,893	1,754	7.9	487	476	2.3	444	746	132
13	12	Walt Disney Co.	Burbank, Calif.	1,755	1,823	-3.7	1,438	1,421	1.2	89	187	0
14	17	GlaxoSmithKline	Brentford, Middlesex, U.K.	1,754	1,606	9.3	1,295	1,192	8.6	102	281	42
15	13	Nissan Motor Co.	Tokyo	1,670	1,780	-6.2	944	1,024	-7.8	455	187	22
16	19	Sony Corp.	Tokyo	1,620	1,537	5.4	1,117	1,009	10.7	97	317	2
17	18	McDonald's Corp.	Oak Brook, Ill.	1,611	1,554	3.7	785	762	3.0	301	431	33
18	16	Volkswagen	Wolfsburg, Germany	1,609	1,610	-0.1	302	425	-28.9	38	1,171	55
19	21	Reckitt Benckiser	Slough, Berkshire, U.K.	1,550	1,446	7.2	286	288	-0.7	152	1,023	34
20	15	PepsiCo	Purchase, N.Y.	1,530	1,670	-8.4	966	1,125	-14.1	180	218	82
21	20	Kraft Foods	Northfield, Ill.	1,513	1,500	0.9	996	1,072	-7.1	18	429	21
22	23	Danone Group	Paris	1,297	1,260	3.0	83	81	2.5	31	1,076	96
23	22	General Electric Co.	Fairfield, Conn.	1,253	1,345	-6.8	1,098	1,168	-6.0	15	103	0
24	26	Yum Brands	Louisville, Ky.	1,178	1,118	5.4	749	719	4.2	310	60	10
25	25	News Corp.	New York	1,104	1,119	-1.3	871	886	-1.7	26	178	0
26	27	Dell	Round Rock, Texas	1,097	1,092	0.5	730	782	-6.6	157	192	0
27	28	PSA Peugeot Citroen	Paris	1,021	983	3.8	0	0	NA	15	951	38
28	35	Hyundai Motor Co.	Seoul	978	818	19.5	550	426	29.1	194	135	22
29	30	Matsushita Electric Industrial Co.	Kadoma, Japan	943	900	4.8	118	97	21.6	764	39	0
30	32	Mars Inc.	McLean, Va.	894	894	0.0	362	350	3.4	62	424	12
31	29	Sears Holdings Corp.	Hoffman Estates, Ill.	887	922	-3.8	793	823	-3.6	5	0	38
32	34	Kellogg Co.	Battle Creek, Mich.	885	823	7.5	495	476	4.0	42	263	43
33	43	Pfizer	New York	878	693	26.8	663	510	30.0	20	138	31

Note: Figures are in millions of U.S. dollars and are AA DataCenter estimates. 2005 rankings are based on data collected in 2007. Measured media in the U.S. include magazines, Sunday magazines, newspapers, national newspapers, outdoor, spot TV, network TV, syndicated TV, cable TV networks, local radio, network radio, national spot radio, Spanish-language media and internet from TNS Media Intelligence found in the 100 Leading National Advertisers Special Report (AA, June 25). Outside the U.S., sources vary and are presented with each country chart beginning on Page 8. \*Media spending in Canada, the Middle East and Africa are not broken out but are included in advertiser worldwide totals. \*\*For combined DaimlerChrysler. Company sold Chrysler in August 2007.

# TOP 100 GLOBAL MARKETERS

Ranked by total worldwide measured ad spending from Nielsen, TNS, Ibope, PARC, Steadman, Sigma and others

RANK		ADVERTISER	HEADQUARTERS	WORLDWIDE ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING			SPENDING BY MAJOR REGION IN 2006*		
2006	2005			2006	2005	% CHG	2006	2005	% CHG	ASIA	EUROPE	LATIN AMERICA
34	36	Tchibo Holding*	Hamburg, Germany	\$859	\$811	6.0	\$82	\$79	3.8	\$62	\$687	\$8
35	33	Renault	Boulogne-Billancourt, France	834	840	-0.8	0	0	NA	19	769	29
36	24	Vodafone	Newbury, U.K.	813	1,247	-34.8	0	0	NA	39	744	5
37	42	Colgate-Palmolive Co.	New York	791	710	11.4	152	140	8.6	255	221	137
38	45	Henkel	Duesseldorf	777	687	13.2	60	55	9.1	29	680	0
39	37	Microsoft Corp.	Redmond, Wash.	769	796	-3.4	447	462	-3.2	124	175	0
40	38	Hewlett-Packard Co.	Palo Alto, Calif.	739	778	-5.0	472	507	-6.9	67	174	0
41	31	Viacom	New York	735	894	-17.8	654	807	-19.0	8	49	0
42	40	France Telecom	Paris	730	736	-0.9	6	3	99.0	1	706	0
43	48	SC Johnson	Racine, Wis.	728	670	8.8	447	432	3.5	37	173	49
44	41	Kao Corp.	Tokyo	709	736	-3.6	156	158	-1.3	540	8	0
45	46	Canon	Tokyo	704	685	2.8	143	131	9.2	505	41	0
46	39	Wal-Mart Stores	Bentonville, Ark.	685	737	-7.1	536	582	-7.9	0	79	25
47	51	Samsung Group	Seoul	675	647	4.3	157	128	22.7	310	161	11
48	44	Novartis	Basel, Switzerland	654	692	-5.5	473	529	-10.6	9	151	9
49	54	Ferrero	Pino Torinese, Italy	643	582	10.4	25	19	31.6	11	599	0
50	50	General Mills	Minneapolis	621	649	-4.3	580	613	-5.4	8	12	1
51	57	Vivendi	Paris	614	536	14.7	107	80	33.8	19	480	0
52	60	Wyeth	Madison, N.J.	590	518	13.9	450	384	17.2	55	55	0
53	55	MasterCard International	Purchase, N.Y.	580	547	6.1	346	336	3.0	20	181	16
54	49	American Express Co.	New York	571	666	-14.3	534	603	-11.4	11	17	0
55	56	Bayer	Leverkusen, Germany	570	544	4.8	304	317	-4.1	22	200	34
56	63	Metro Group	Duesseldorf	568	490	16.0	0	0	NA	2	556	2
57	53	Mazda Motor Corp.	Hiroshima, Japan	551	590	-6.7	230	209	10.0	179	120	0
58	62	Telefonica	Madrid	549	507	8.2	2	4	-50.0	0	445	103
59	71	Fiat	Turin, Italy	542	418	29.6	4	5	-20.0	3	468	61
60	65	Visa International	San Francisco	538	467	15.2	418	360	16.1	32	32	31
61	52	Anheuser-Busch Cos.	St. Louis	517	635	-18.5	510	607	-16.0	1	7	0
62	59	Clorox Co.	Oakland, Calif.	515	520	-1.0	495	487	1.6	7	0	5
63	95	Merck & Co.	Whitehouse Station, N.J.	514	278	85.1	512	269	90.3	1	1	0
64	58	Wm. Wrigley Jr. Co.	Chicago	494	522	-5.4	191	201	-5.0	99	194	0
65	61	Cadbury Schweppes	London	493	517	-4.6	290	304	-4.6	59	87	27
66	67	Suzuki Motor Co.	Hamamatsu, Japan	492	453	8.6	121	107	13.1	238	106	9
67	47	Citigroup	New York	491	684	-28.2	428	624	-31.4	27	17	18

Note: Figures are in millions of U.S. dollars and are AA DataCenter estimates. See footnotes, Page 4. \*Tchibo Holding, which owns German coffee marketer Tchibo and controls personal-care marketer Beiersdorf, in July 2007 changed its name to Maxingvest.

# TOP 100 GLOBAL MARKETERS

Ranked by total worldwide measured ad spending from Nielsen, TNS, Ibope, PARC, Steadman, Sigma and others

RANK		ADVERTISER	HEADQUARTERS	WORLDWIDE ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING			SPENDING BY MAJOR REGION IN 2006*		
2006	2005			2006	2005	% CHG	2006	2005	% CHG	ASIA	EUROPE	LATIN AMERICA
68	75	Campbell Soup Co.	Camden, N.J.	\$467	\$403	15.9	\$414	\$334	24.0	\$16	\$26	\$0
69	83	Sharp Corp.	Osaka, Japan	465	338	37.3	71	44	61.4	371	22	0
70	79	LVMH Moet Hennessy Louis Vuitton	Paris	456	352	29.5	207	154	34.4	52	197	0
71	73	Schering-Plough Corp.	Kenilworth, N.J.	451	415	8.5	428	393	8.9	4	0	9
72	69	BMW	Munich	448	439	1.9	135	157	-14.0	20	264	0
73	81	LG Group	Seoul	425	341	24.7	73	56	30.4	296	40	0
74	64	Kimberly-Clark Corp.	Irving, Texas	412	473	-12.9	255	310	-17.7	48	52	41
75	68	Kia Motors Corp.	Seoul	410	444	-7.6	185	219	-15.5	76	118	1
76	70	Fuji Heavy Industries	Tokyo	405	419	-3.3	159	169	-5.9	203	39	0
77	78	Doctor's Associates	Milford, Conn.	402	364	10.4	362	326	11.0	5	9	0
78	66	Nokia Corp.	Espoo, Finland	396	465	-14.7	49	70	-30.0	135	182	0
79	72	Mattel	El Segundo, Calif.	389	416	-6.4	193	185	4.3	11	131	43
80	82	Burger King Holdings	Miami	362	339	6.8	286	269	6.3	1	66	0
81	91	Aldi Group	Essen, Germany	361	293	23.1	0	0	100.0	3	358	0
82	76	Diageo	London	359	370	-3.0	183	166	10.2	25	130	0
83	118	Apple	Cupertino, Calif.	351	190	85.2	292	158	84.8	10	35	0
84	87	Heineken	Amsterdam	338	304	11.1	129	106	21.7	5	193	0
85	74	SABMiller	London	321	413	-22.1	241	294	-18.0	0	27	23
86	85	Sony BMG Music Entertainment	New York	321	308	4.2	77	77	0.0	18	217	1
87	88	Carrefour	Levallois-Perret, France	318	302	5.3	0	0	NA	20	261	36
88	93	Nintendo Co.	Kyoto, Japan	310	288	7.8	77	81	-4.9	189	41	0
89	98	Nike	Beaverton, Ore.	308	272	13.3	220	201	9.5	30	50	0
90	99	Shiseido Co.	Tokyo	306	262	16.7	6	6	0.0	295	4	0
91	100	Ikea International	Delft, Sweden	301	259	16.2	85	86	-1.2	15	178	0
92	77	IBM Corp.	Armonk, N.Y.	290	368	-21.1	232	283	-18.0	9	39	0
93	89	Hitachi	Tokyo	286	300	-4.9	28	33	-15.2	249	6	0
94	90	Sanofi-Aventis	Paris	271	297	-8.8	245	275	-10.9	1	25	0
95	102	Joh. A. Benckiser	Ludwigshafen, Germany	271	254	6.3	132	133	-0.8	5	126	0
96	92	Molson Coors Brewing Co.	Denver/Montreal	267	291	-8.4	185	200	-7.5	0	25	11
97	96	Toshiba Corp.	Tokyo	267	274	-2.7	43	53	-18.7	210	12	0
98	84	Philips Electronics	Amsterdam	259	314	-17.5	105	142	-26.1	32	117	2
99	101	ING Group	Amsterdam	253	258	-1.8	56	43	28.2	16	173	0
100	103	Pernod Ricard	Paris	247	248	-0.4	66	73	-9.4	60	110	0

Note: Figures are in millions of U.S. dollars and are AA DataCenter estimates. See footnotes, Page 4.

## TOP 100 AD SPENDING BY CATEGORY

In measured media bought in 2006 and 2005

CATEGORY	MEASURED ADVERTISING EXPENDITURES			% TOTAL	ADVERTISER COUNT
	2006	2005	% CHG		
Automotive	\$22,195	\$22,291	-0.4	22.7	16
Personal care	19,526	18,394	6.2	20.0	9
Entertainment & media	9,538	10,038	-5.0	9.8	8
Food	7,793	7,638	2.0	8.0	7
Drugs	7,707	7,376	4.5	7.9	9
Electronics	4,023	3,800	5.9	4.1	8
Soft drinks	3,916	3,941	-0.6	4.0	3
Retail	3,576	3,355	6.6	3.7	7
Cleaners	3,571	3,323	7.5	3.7	4
Restaurants	3,553	3,375	5.3	3.6	4
Computers	3,247	3,223	0.7	3.3	5
Telephone	2,488	2,956	-15.8	2.5	4
Financial	2,433	2,622	-7.2	2.5	5
Beer, wine & liquor	2,050	2,261	-9.4	2.1	6
Candy	1,137	1,104	3.0	1.2	2
Toys	699	704	-0.6	0.7	2

Figures are U.S. dollars in millions and represent the top 100 only. All figures are considered AA DataCenter estimates.

## MEASURED MEDIA SPENDING BY REGION

Advertising data from 90 countries

REGION	MEASURED ADVERTISING EXPENDITURES			% OF TOTAL
	2006	2005	% CHG	
Africa	\$711	\$655	8.6	0.7
Asia and Pacific	14,915	14,947	-0.2	15.3
Europe	31,121	29,498	5.5	31.8
Latin America	2,483	2,203	12.7	2.5
Middle East	422	424	-0.5	0.4
Canada	2,093	1,898	10.3	2.1
Total outside the U.S.	51,745	49,625	4.3	52.9
U.S.	46,015	47,049	-2.2	47.1
Worldwide	97,760	96,673	1.1	100.0

Figures are U.S. dollars in millions and represent the top 100 only. All figures are considered AA DataCenter estimates.

## METHODOLOGY FOR THE 2007 GLOBAL MARKETERS

GLOBAL MARKETERS that became the Top 100 were collated from media lists from 90 countries provided by monitoring services, primarily Nielsen, TNS, Ibope, PARC, Steadman and Sigma. In some cases, monitoring services are licensees or partners of Nielsen or TNS. Other independent companies also supplied data. McCann Worldgroup, JWT, MindShare and Diamond Ogilvy also contributed significantly to the report.

Rankings provided by country listed as many as 500 advertisers to as few as 10. In all cases, the Ad Age DataCenter aggregated spending by parent company. For example, ASDA spending in the U.K. is attributed to Wal-Mart Stores for the Top 100 ranking. Data reported by brand were similarly summed by parent advertiser. (DaimlerChrysler had not yet split at the time most of the data were gathered.)

Media lists per country were by gross ad rates. Advertising Age adjusted some markets' gross media expenditures to reflect a market's global media volume

among all countries.

A Top 100 marketer had to have reported media spending this year on at least three continents to qualify as "global" regardless of headquarters.

As it was, Germany had nine headquarters, France had 10 and the U.K. had seven among Top 100 marketers. Japan was home base for 15 and the U.S. for 46.

Because Ad Age treats exchange rates on a historic basis, exchange rate fluctuations increased spending outside the U.S. due to the falling dollar. Europe's 2006 media tallies were affected by a 1.0% increase in the euro and a 1.0% increase in the British pound versus the dollar. Asia-Pacific was affected by the yen's 4.6% decline against the dollar.

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## AFRICA

### Algeria

Sigma Conseil

Advertiser	2006	2005	%CHG
Orascom Telecom Holding	\$26.0	\$21.0	23.8
Algerie Telecom	13.0	5.0	160.0
Wataniya Telecom	12.0	7.0	71.4
Hyundai Motor Co.	6.0	2.0	200.0
Consortium Algerien De Telecomms.	4.0	NA	NA
Danone Group	4.0	4.0	0.0
PSA Peugeot Citroen	2.0	2.0	0.0
Renault	2.0	1.0	100.0
Sarl Elsecom	2.0	1.0	100.0
Henkel	2.0	2.0	0.0

Figures are U.S. dollars in millions.

### Ghana

Steadman Group

Advertiser	2006	2005	%CHG
GT	\$1.0	NA	NA
Scancom Gh	0.5	NA	NA
Millicom International Cellular	0.3	NA	NA
Kasapa Telecom	0.2	NA	NA
Nestle	0.1	NA	NA
Diageo	0.1	NA	NA
Ecobank Ghana	0.1	NA	NA
Ghana Commercial Bank	0.1	NA	NA
Unilever	0.1	NA	NA
Barclays	0.1	NA	NA

Figures are U.S. dollars in millions.

### Kenya

Steadman Group

Advertiser	2006	2005	%CHG
Safaricom	\$12.0	NA	NA
CelTel International	11.9	5.1	132.7
East Africa Breweries	6.0	4.1	48.1
Bidco	6.0	1.4	331.2
Unilever	5.8	4.3	34.5
Population Service Intern	5.7	4.8	17.1
Reckitt Benckiser	4.6	3.5	28.5
Coca-Cola Co.	4.1	1.2	235.2
Nakumatt Supermarkets	3.3	1.9	77.6
Colgate-Palmolive Co.	3.1	1.3	148.4

Figures are U.S. dollars in millions.

### Morocco

Sigma Conseil

Advertiser	2006	2005	%CHG
Maroc Telecom	\$51.0	\$50.0	2.0
Medi Telecom	25.0	21.0	19.0
Procter & Gamble Co.	16.0	12.0	33.3
Lesieur Cristal	8.0	7.0	14.3
Unilever	7.0	7.0	0.0
Ctre Nat. de la Prévention Contre			
Les Accidents De La Circulation	7.0	5.0	40.0
Loterie Nat (E) (De Gestion De La)	7.0	5.0	40.0
Centrale Laitiere	6.0	5.0	20.0
Fondation Med V Pour La Solidarite	5.0	4.0	25.0
Attijariwafa Bank	5.0	3.0	66.7

Figures are U.S. dollars in millions.

### Nigeria

Media Monitoring Report via JWT

Advertiser	2006	2005	%CHG
MTN Group	\$19.0	\$9.4	101.9
Heineken	10.0	7.5	32.8
Globalcom	9.0	NA	NA
Diageo	9.0	4.5	99.2
CelTel International	8.0	6.8	18.0
Coca-Cola Co.	7.0	4.5	54.9
Unilever	3.0	4.5	-33.6
PepsiCo	3.0	NA	NA
Nokia Corp.	3.0	NA	NA
Platinum Bank	3.0	NA	NA

Figures are U.S. dollars in millions.

### South Africa

Nielsen Global AdView

Advertiser	2006	2005	%CHG
SABC	\$285.5	\$123.7	130.8
Naspers	265.3	95.2	178.6
ETV	110.1	110.7	-0.5
Unilever	67.1	71.3	-6.0
Vodacom	63.9	54.0	18.3
MTN Group	62.0	59.0	5.0
Shoprite Holdings	49.0	39.7	23.4
Pick N Pay	44.3	39.6	11.8
Cell C	40.6	31.6	28.5
Standard Bank	37.6	33.3	13.0

Figures are U.S. dollars in millions.

### Tanzania

Steadman Group

Advertiser	2006	2005	%CHG
CelTel International	\$5.1	\$3.2	56.7
Vodacom	3.5	2.4	42.5
Coca-Cola Co.	2.6	0.9	177.9
MIC Tanzania	1.6	1.3	24.5
Population Service Intern	1.3	1.3	-3.8
SBC Tanzania	1.2	0.6	115.9
Tanzania Breweries	1.1	1.6	-28.7
TZ Telcom. Corp.	1.0	NA	NA
Sabuni Detergent	0.8	2.1	-62.9
Unilever	0.7	0.9	-25.0

Figures are U.S. dollars in millions.

### Tunisia

Sigma Conseil

Advertiser	2006	2005	%CHG
OTT (Tunisiana)	\$6.0	\$5.0	20.0
Tunisie Telecom	5.0	3.0	66.7
Sotubi	3.0	2.0	50.0
Standard Chartered	3.0	3.0	0.0
Sotuchoc	2.0	2.0	0.0
SNBG	2.0	1.0	100.0
SFBT	2.0	3.0	-33.3
Henkel	2.0	2.0	0.0
SAH (Lilas)	1.0	1.0	0.0
IAT (President)	1.0	1.0	0.0

Figures are U.S. dollars in millions.

### Uganda

Steadman Group

Advertiser	2006	2005	%CHG
CelTel International	\$5.1	\$4.4	15.2
MTN Group	3.6	6.9	-48.4
East African Breweries	2.0	3.9	-48.3
SABMiller	1.5	2.1	-29.6
Uganda Telcom	1.5	2.5	-42.3
Crown Bottlers	1.2	1.7	-26.5
Unilever	1.0	1.1	-15.0
Mukwano Industries	0.9	1.0	-13.6
Stanbic Bank Uganda	0.9	0.8	8.5
Movit Co.	0.7	0.4	49.5

Figures are U.S. dollars in millions.



## ASIA & PACIFIC

### Australia

Nielsen Global AdView

Advertiser	2006	2005	%CHG
Telstra Corp	\$79.5	\$58.1	36.8
Coles Myer	71.6	58.3	22.9
Harvey Norman Holdings	66.0	55.1	19.8
Woolworths	62.5	62.5	0.0
Toyota Motor Corp.	47.9	48.6	-1.4
Procter & Gamble Co.	42.6	49.3	-13.6
Ford Motor Co.	42.6	54.5	-21.9
McDonald's Corp.	41.2	38.8	6.2
Unilever	39.4	39.2	0.5
L'Oreal	38.4	41.0	-6.4

Figures are U.S. dollars in millions.

### Azerbaijan

TV MR AZ (lic. of AGB Nielsen Media Research)

Advertiser	2006	2005	%CHG
Azercell J.V.	\$10.7	NA	NA
Colgate-Palmolive Co.	10.6	NA	NA
TV Shop, 0180 - 552 57 57	10.0	NA	NA
Bakcell	4.9	NA	NA
TV Shop, 0180 - 550 24 55	3.9	NA	NA
Multi Shop	3.7	NA	NA
Reckitt Benckiser	3.6	NA	NA
Azim Daqitim	3.6	NA	NA
Procter & Gamble Co.	3.1	NA	NA
Rixos	2.8	NA	NA

Figures are U.S. dollars in millions.

### China

CTR Media Intelligence (TNS)

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$977.8	\$948.5	3.1
Unilever	377.0	230.8	63.4
Harbin Pharma Group	353.5	288.5	22.5
Shanghai Goldenpartner Biology	179.3	162.0	10.6
China Mobile Telecom	178.3	120.3	48.2
Yum Brands	133.3	79.8	67.1
Hayao Group Sanchine Pharmacy	126.0	89.3	41.2
L'Oreal	121.0	83.0	45.8
Colgate-Palmolive Co.	108.0	121.0	-10.7
Nice Group	92.3	64.0	44.1

Figures are U.S. dollars in millions, discounted by AA.

### Hong Kong

Nielsen Global AdView

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$50.2	\$62.5	-19.6
HSBC	38.3	28.4	35.0
Cheung Kong (Holding) Ltd.	35.4	45.3	-21.9
Hin Sang Hong Co.	31.1	37.5	-17.1
Sun Hung Kai Property Co.	21.8	23.5	-7.1
Wong Wong Prods	19.6	3.9	395.2
Bank Of China Gp	15.8	9.0	76.3
Dairy Farm	15.3	12.7	20.8
HK Government	15.2	12.8	18.6
Sony Corp.	14.8	11.9	19.1

Figures are U.S. dollars in millions, discounted by AA.

### India

Nielsen Global AdView

Advertiser	2006	2005	%CHG
Unilever	\$221.6	\$160.9	37.7
Procter & Gamble Co.	62.1	61.2	1.5
Reckitt Benckiser	51.3	34.2	50.1
Tata Group	50.3	51.7	-2.7
Paras Pharmaceuticals	42.7	40.6	5.1
PepsiCo	36.9	35.9	2.9
L'Oreal	32.0	21.6	48.0
Colgate-Palmolive Co.	30.0	20.2	48.6
Coca-Cola Co.	29.2	13.7	113.8
Dabur India	27.8	29.1	-4.5

Figures are U.S. dollars in millions, discounted by AA.

### Indonesia

Nielsen Global AdView

Advertiser	2006	2005	%CHG
Unilever	\$181.8	\$157.9	15.1
Metro TV	56.2	47.5	18.4
Cakrawala Andalas Televisi	49.1	30.8	59.6
Televisi Pendidikan Indonesia	47.3	37.5	25.9
Rajawali Citra Televisi	43.5	43.8	-0.5
Surya Citra Televisi	38.5	34.5	11.6
Global TV	37.0	36.8	0.5
Indosiar Visual Mandiri	36.6	33.6	8.9
Lativi	31.8	16.4	94.6
Honda Motor Co.	31.7	20.0	58.4

Figures are U.S. dollars in millions, discounted by AA.

### Japan

Nikkei Adv. Resrch Inst. and Universal McCann

Advertiser	2006	2005	%CHG
Toyota Motor Corp.	\$1,023.9	\$929.4	10.2
Matsushita Electric Industrial Co.	714.1	712.8	0.2
Honda Motor Co.	705.5	676.7	4.3
Softbank Mobile	542.1	0.0	NA
Kao Corp.	481.8	514.3	-6.3
Canon	447.4	460.2	-2.8
Seven & I Holdings Co.	438.8	90.2	386.3
Nissan Motor Co.	413.0	424.1	-2.6
Aeon Co.	404.4	297.8	35.8
Kddi Corp.	387.2	288.7	34.1

Figures are U.S. dollars in millions.

### Kazakhstan

TNS Gallup Media Asia

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$56.6	NA	NA
Colgate-Palmolive Co.	21.1	NA	NA
LG Group	19.3	NA	NA
Mars Inc.	19.1	NA	NA
Henkel	17.7	NA	NA
Unilever	16.3	NA	NA
K Cell (Kazakhstan Cellular)	12.5	NA	NA
Turanalem Bank	10.7	NA	NA
Wm. Wrigley Jr. Co.	9.3	NA	NA
Kar-Tel (Beeline)	9.3	NA	NA

Figures are U.S. dollars in millions.

### Malaysia

Nielsen Global AdView

Advertiser	2006	2005	%CHG
Maxis Communication Bhd	\$42.7	\$26.0	64.6
Unilever	32.0	21.1	51.2
Procter & Gamble Co.	31.1	34.9	-11.0
Celcom	29.0	32.5	-10.8
Telenor	29.0	21.4	35.7
Nestle	21.7	16.1	34.4
Yum Brands	12.7	11.6	9.6
Petronas	10.7	9.7	10.1
Telekom Malaysia	10.4	12.8	-18.1
Sony Corp.	8.5	9.2	-7.9

Figures are U.S. dollars in millions.

### New Zealand

Nielsen Global AdView

Advertiser	2006	2005	%CHG
Telecom Corp. of NZ	\$39.1	\$48.2	-18.9
Foodstuffs	34.2	38.1	-10.2
Progressive Enterprises	26.2	24.5	6.9
Harvey Norman Holdings	22.8	23.1	-1.1
NZ Lotteries Commission	21.8	22.2	-1.7
The Warehouse	20.7	22.4	-7.3
Vodafone	19.2	24.7	-22.1
L'Oreal	18.1	22.0	-17.5
Unilever	17.9	18.5	-3.4
Reckitt Benckiser	17.2	17.9	-3.9

Figures are U.S. dollars in millions.

### Pakistan

Gallup Pakistan

Advertiser	2006	2005	%CHG
Unilever	\$16.9	\$11.6	45.4
Pakistan Telecommunication Co.	11.1	6.2	77.2
Pakistan Mobile Comms. (Mobilink)	10.6	4.4	141.0
PepsiCo	7.6	4.1	87.7
Telenor	7.5	3.5	115.7
Jang Group	7.1	5.4	32.3
Procter & Gamble Co.	7.0	5.5	27.6
Warid Telecomm (Pvt)	5.2	1.8	182.3
Colgate-Palmolive Co.	4.8	2.7	75.4
Ary Group	4.7	2.3	104.4

Figures are U.S. dollars in millions.

### Philippines

Nielsen Global AdView

Advertiser	2006	2005	%CHG
Unilever	\$40.9	\$34.5	18.3
Procter & Gamble Co.	36.6	39.8	-8.0
Nestle	21.1	14.4	45.9
Colgate-Palmolive Co.	19.7	15.6	26.0
United Laboratories	19.5	13.2	48.1
Philippine Long Distance Telephone Co.	15.9	13.2	20.6
Johnson & Johnson	10.0	9.0	10.7
San Miguel Corp.	8.3	9.6	-13.6
Fortune Tobacco Corp.	7.9	7.3	8.0
Globe Telecom	5.9	6.0	-2.2

Figures are U.S. dollars in millions, discounted by AA.

# GLOBAL MARKETERS: Top 10 Global Marketers by Country

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## Singapore

Nielsen Global AdView

Advertiser	2006	2005	%CHG
Yum Brands	\$11.6	\$10.3	12.1
Courts	11.2	11.0	1.7
McDonald's Corp.	9.5	9.7	-1.6
Warner Music Group	9.3	3.4	173.1
Carlsberg	9.0	3.9	132.4
StarHub Cable TV	8.8	7.5	17.5
Kids Central Live!/Mediacorp TV 12	8.5	NA	NA
Harvey Norman Holdings	8.3	8.3	0.0
HSBC	7.7	7.1	9.5
Tiger Beer/Asia Pacific Breweries	6.5	2.9	125.6

Figures are U.S. dollars in millions.

## South Korea

KADD via Diamond Ogilvy Korea

Advertiser	2006	2005	%CHG
LG Group	\$240.0	\$180.6	32.9
Samsung Group	204.4	235.7	-13.3
KT Corp.	148.8	148.1	0.5
Hyundai Motor Co.	142.6	94.4	51.1
SK Group	135.9	122.9	10.6
Lotte Group	123.6	111.4	10.9
American International Group	94.5	60.9	55.2
Amore Pacific	64.5	56.6	14.0
Kia Motors Corp.	55.6	49.5	12.4
Hi Mart	48.8	47.0	3.9

Figures are U.S. dollars in millions.

## Sri Lanka

MAP (Media Analyser Package) Nielsen via MindShare

Advertiser	2006	2005	%CHG
Unilever	\$9.6	\$8.7	9.1
Telekom Malaysia	5.7	4.4	28.6
Abans	5.5	3.8	47.4
Lanka Bell	4.8	3.4	43.7
SI Telecom	4.8	3.3	46.0
SI Insurance Corp.	4.5	NA	NA
Sri Lanka Telecom	4.2	NA	NA
Fonterra Co-Operative Group	4.1	NA	NA
Nestle	3.7	3.5	4.7
GlaxoSmithKline	3.6	1.6	131.1

Figures are U.S. dollars in millions.

## Taiwan

AGB Nielsen via MindShare

Advertiser	2006	2005	%CHG
Far Glory Realty	\$43.4	NA	NA
Uni-President Enterprises Corp.	37.7	25.0	50.7
Procter & Gamble Co.	32.3	41.0	-21.2
Ford Motor Co.	22.6	9.9	128.8
L'Oreal	20.7	13.8	49.4
Liulangshang	19.7	12.5	57.2
Kao Corp.	18.3	12.2	50.3
Unilever	17.8	14.1	26.0
Mitsubishi Motors Corp.	16.7	18.3	-8.8
Johnson & Johnson	16.5	NA	NA

Figures are U.S. dollars in millions.

## Thailand

Nielsen Global AdView

Advertiser	2006	2005	%CHG
Unilever	\$134.7	\$102.7	31.1
Procter & Gamble Co.	44.4	42.2	5.3
Advance Info Service Pcl.	42.2	39.9	5.8
Toyota Motor Corp.	36.3	26.3	37.7
Nestle	26.3	18.9	39.5
PTT Public Co. Ltd.	25.9	16.8	54.3
Tchibo Holding	24.7	15.8	55.8
Total Access Communications	23.7	23.1	2.5
Osotspa (Teck Heng Yoo)	22.5	24.6	-8.4
Boonrawd Brewery Co. Ltd.	21.5	18.4	17.1

Figures are U.S. dollars in millions.

## Vietnam

TNS Media Intelligence

Advertiser	2006	2005	%CHG
Unilever	\$48.3	\$41.9	15.1
Procter & Gamble Co.	22.1	17.3	27.3
Royal Friesland Foods	9.8	6.9	42.9
Vinamilk Co.	9.3	7.4	25.8
Vietnam Post & Telecom (VNPT) Corp.	8.7	NA	NA
VP Bank	8.4	NA	NA
VMS - MobiFone	8.2	3.8	114.6
Vietnam Brewery	6.9	6.6	4.8
Nokia Corp.	6.5	5.3	23.4
Samsung Group	6.5	3.2	104.1

Figures are U.S. dollars in millions.

## EUROPE Austria

Focus Research

Advertiser	2006	2005	%CHG
Deutsche Telekom	\$51.9	\$70.8	-26.8
Aldi Group	35.0	30.3	15.6
Volkswagen	32.9	35.6	-7.6
Hutchison Whampoa	32.8	NA	NA
One GSM	31.2	25.5	22.6
Metro Group	25.9	21.7	19.7
Edeka Zentrale	25.8	22.9	12.6
Bank Austria	24.4	NA	NA
Lidl & Schwarz Stiftung & Co.	20.8	18.9	9.9
Mobilkom Austria	20.3	NA	NA

Figures are U.S. dollars in millions.

## Belarus

Universal McCann

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$29.9	NA	NA
Henkel	14.0	NA	NA
Reckitt Benckiser	12.5	NA	NA
Belarusian Lotteries	10.7	NA	NA
Nestle	9.9	NA	NA
Unilever	7.5	NA	NA
Wm. Wrigley Jr. Co.	7.1	NA	NA
Berlin-Chemie Menarini Group	6.9	NA	NA
Mars Inc.	6.3	NA	NA
Coca-Cola Co.	6.1	NA	NA

Figures are U.S. dollars in millions.

## Belgium

MediaXim

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$113.9	\$100.0	13.9
Belgacom Group	93.5	95.5	-2.0
Federale Belgische Staat	84.8	64.2	32.0
Danone Group	70.3	83.0	-15.2
Unilever	66.3	72.1	-8.0
Aldi Group	51.5	17.7	191.6
L'Oreal	46.2	35.6	29.6
Vum Groep	45.1	22.2	103.2
Volkswagen	44.9	50.6	-11.2
Carrefour	39.4	38.2	3.1

Figures are U.S. dollars in millions.

## Bosnia and Herzegovina

Mareco Index Bosnia/Gallup/TNS Media Intelligence

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$12.0	\$8.0	50.0
Coca-Cola Co.	11.0	7.0	57.1
Reckitt Benckiser	10.0	7.0	42.9
Tchibo Holding	5.0	4.0	25.0
Henkel	4.0	2.0	100.0
Wm. Wrigley Jr. Co.	4.0	3.0	33.3
SC Johnson	4.0	2.0	100.0
L'Oreal	3.0	1.0	200.0
Doncafe International	3.0	1.0	200.0
Agrokor	3.0	1.0	200.0

Figures are U.S. dollars in millions.

## Bulgaria

TNS TV Plan AdEx Monitoring

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$28.7	\$24.8	16.2
Mobiltel	18.7	17.3	8.2
BTK	18.7	9.9	89.4
Coca-Cola Co.	15.0	12.4	21.2
Globul	15.0	12.4	21.2
Nestle	12.5	12.4	1.0
Ficosota Sintez	8.7	7.4	17.8
Unilever	7.5	7.4	1.0
Henkel	7.5	7.4	1.0
Kamenitza	6.2	6.2	1.0

Figures are U.S. dollars in millions.

## Croatia

AGB Nielsen Media Research

Advertiser	2006	2005	%CHG
Deutsche Telekom	\$45.8	\$43.0	6.6
Reckitt Benckiser	28.3	27.9	1.3
Procter & Gamble Co.	28.2	27.3	3.4
Telekom Austria	21.9	20.3	7.6
Coca-Cola Co.	15.3	22.0	-30.4
Europapress Holding	15.0	6.4	135.6
Henkel	13.8	12.2	13.6
Unilever	13.7	14.4	-5.1
L'Oreal	12.5	6.5	93.2
Hrvatska Lutrija	11.4	11.5	-0.4

Figures are U.S. dollars in millions.

## Cyprus

AGB Nielsen Media Research

Advertiser	2006	2005	%CHG
Orfanides	\$19.2	NA	NA
Hellenic Bank	17.0	NA	NA
Laiki Bank	15.1	NA	NA
Golden Telemedia	12.8	NA	NA
Bank of Cyprus	12.8	NA	NA
Coca-Cola Co.	12.2	NA	NA
Carrefour	11.0	NA	NA
Procter & Gamble Co.	10.6	NA	NA
Nestle	7.9	NA	NA
Peoplestel	6.4	NA	NA

Figures are U.S. dollars in millions.

## Czech Republic

TNS Media Intelligence

Advertiser	2006	2005	%CHG
Vodafone	\$96.1	\$47.4	102.8
Telefonica	95.8	66.3	44.5
Procter & Gamble Co.	70.1	53.8	30.3
Deutsche Telekom	56.8	55.6	2.1
Danone Group	54.5	65.5	-16.8
Henkel	45.9	32.3	42.4
Unilever	40.7	35.9	13.2
L'Oreal	39.8	28.4	40.3
Volkswagen	36.9	33.8	9.2
Nestle	34.9	27.6	26.3

Figures are U.S. dollars in millions.

## Denmark

TNS Gallup

Advertiser	2006	2005	%CHG
Dansk Supermarked	\$39.4	\$35.3	11.6
TDC	37.8	46.5	-18.7
Danske Bank	32.9	38.6	-14.8
Nykredit Realkredit	29.4	23.7	24.1
Carlsberg	22.8	22.9	-0.6
Dansk Tipstjeneste	22.4	20.7	8.2
Semler Gruppen	22.2	21.6	2.6
FDB	21.8	20.1	8.4
Telenor	20.9	17.6	18.8
TeliaSonera	20.6	25.3	-18.5

Figures are U.S. dollars in millions.

## Estonia

TNS Emor/TNS Media Intelligence

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$4.5	\$3.5	29.0
EMT	2.4	1.8	34.2
Tele2	2.0	1.1	81.7
Swedbank	1.6	1.5	11.2
Royal Ahold	1.4	1.5	-6.5
Coca-Cola Co.	1.3	1.1	22.0
A-Selver	1.3	1.1	23.3
Eliion Ettevõtte	1.2	0.8	45.2
L'Oreal	1.2	1.0	21.4
Reckitt Benckiser	1.1	1.0	17.0

Figures are U.S. dollars in millions.

## Finland

TNS Gallup

Advertiser	2006	2005	%CHG
Elisa	\$20.5	\$18.9	8.4
TeliaSonera	17.3	19.2	-10.0
Unilever	17.2	16.1	6.6
Ford Motor Co.	13.7	13.5	2.0
L'Oreal	12.8	9.7	31.3
Procter & Gamble Co.	11.8	9.9	18.6
Volkswagen	11.5	10.0	14.1
Toyota Motor Corp.	10.3	8.3	23.9
Dna Finland	9.9	10.3	-3.0
Valio	9.8	8.4	16.9

Figures are U.S. dollars in millions.

## France

TNS Media Intelligence

Advertiser	2006	2005	%CHG
Vivendi	\$389.0	\$349.1	11.4
L'Oreal	384.2	347.5	10.6
PSA Peugeot Citroen	336.5	311.3	8.1
France Telecom	295.4	313.4	-5.7
Renault	265.8	242.7	9.5
Association Familiale Mulliez	258.1	277.6	-7.0
Danone Group	224.9	224.3	0.3
Nestle	215.9	226.8	-4.8
Carrefour	201.5	201.1	0.2
Canal + Groupe	186.5	180.6	3.2

Figures are U.S. dollars in millions, discounted by AA.

## Georgia

TV MR GE (lic. of AGB Nielsen Media Research)

Advertiser	2006	2005	%CHG
Colgate-Palmolive Co.	\$5.1	NA	NA
Magti GSM	3.4	NA	NA
Geocell	2.9	NA	NA
Procter & Gamble Co.	2.7	NA	NA
Elite Electronics Trading Network	1.7	NA	NA
Rustaveli Akhmeteli	1.4	NA	NA
Aversi	1.2	NA	NA
Coca-Cola Co.	1.2	NA	NA
Mars Inc.	1.1	NA	NA
PSP	1.1	NA	NA

Figures are U.S. dollars in millions.

## Germany

Nielsen Global AdView

Advertiser	2006	2005	%CHG
Metro Group	\$401.7	\$350.4	14.6
Deutsche Telekom	289.6	239.8	20.8
Lidl & Schwarz Stiftung & Co.	280.9	268.2	4.8
Procter & Gamble Co.	265.8	237.2	12.1
Volkswagen	257.2	223.1	15.3
L'Oreal	236.6	196.0	20.7
Bertelsmann	227.7	204.5	11.4
Albrecht, Muelheim	215.9	204.5	5.6
Unilever	204.5	212.8	-3.9
Axel Springer Verlag	193.3	212.9	-9.2

Figures are U.S. dollars in millions.

## Greece

Media Services

Advertiser	2006	2005	%CHG
Hellenic Telecom Org. (OTE)	\$70.2	\$68.9	1.9
Telecom Italia	48.6	35.2	37.9
Procter & Gamble Co.	47.6	33.7	41.0
Vodafone	45.3	41.7	8.6
L'Oreal	43.5	20.3	114.7
OPAP	33.7	30.2	11.5
Nestle	25.1	22.1	13.7
Naspers	24.1	26.3	-8.2
Piraeus Bank	23.2	17.9	29.5
National Bank of Greece	22.3	15.6	43.3

Figures are U.S. dollars in millions.

## Hungary

TNS Media Intelligence

Advertiser	2006	2005	%CHG
Deutsche Telekom	\$105.5	\$133.4	-20.9
Procter & Gamble Co.	98.4	73.9	33.2
Unilever	87.3	80.3	8.7
Reckitt Benckiser	62.0	57.7	7.4
Telenor	60.5	55.1	9.7
Henkel	53.6	52.5	2.2
Bayer	52.3	45.0	16.3
Danone Group	47.1	56.5	-16.6
L'Oreal	45.3	41.5	9.1
Vodafone	41.9	43.2	-3.2

Figures are U.S. dollars in millions.

## Ireland

Institute of Advertising Practitioners in Ireland (IAP)

Advertiser	2006	2005	%CHG
Government - ROI	\$71.6	NA	NA
McDonald's Corp.	32.1	6.5	395.3
Unilever	27.4	24.4	12.1
Independent News & Media	26.1	NA	NA
Diageo	25.1	27.0	-7.0
Eircom Group	24.2	8.8	173.1
Sherry Fitzgerald	20.7	NA	NA
Procter & Gamble Co.	20.0	16.8	18.9
DSG International	18.9	20.3	-6.7
Vodafone	16.8	22.8	-26.4

Figures are U.S. dollars in millions.

## Italy

Nielsen Global AdView

Advertiser	2006	2005	%CHG
Fiat	\$156.5	\$131.5	19.0
Procter & Gamble Co.	125.0	135.8	-8.0
Unilever	122.8	142.0	-13.5
Ferrero	121.7	105.8	15.1
Telecom Italia	111.1	142.3	-21.9
L'Oreal	105.8	93.7	12.9
Vodafone	95.9	94.5	1.5
Barilla Holding	94.1	93.8	0.3
Volkswagen	91.7	87.9	4.3
PSA Peugeot Citroen	84.6	78.6	7.6

Figures are U.S. dollars in millions, discounted by AA.

# GLOBAL MARKETERS: Top 10 Global Marketers by Country

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## Latvia

TNS Latvia/TNS Media Intelligence

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$34.2	\$25.0	36.7
Tele2	14.4	5.4	168.7
TeliaSonera	10.8	7.1	51.1
Coca-Cola Co.	10.8	7.1	51.1
Reckitt Benckiser	10.8	8.9	20.9
L'Oreal	9.0	3.6	151.9
Bite	9.0	1.8	403.7
Colgate-Palmolive Co.	7.2	5.4	34.3
Maxima	5.4	3.6	51.1
Unilever	5.4	3.6	51.1

Figures are U.S. dollars in millions.

## Lithuania

TNS Gallup/TNS Media Intelligence

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$37.5	\$28.2	33.0
TeliaSonera	20.0	14.7	35.9
Tele2	16.9	17.2	-2.0
Reckitt Benckiser	12.6	12.3	1.8
Švyturys-Utenos Alus	11.9	9.9	20.8
Berlin-Chemie Menarini Group	9.2	9.4	-1.7
Bite	9.0	13.2	-32.1
Danone Group	8.3	8.0	3.5
Coca-Cola Co.	8.2	7.7	6.8
Palink	7.5	6.6	13.8

Figures are U.S. dollars in millions.

## Macedonia

SMMRI Skopje

Advertiser	2006	2005	%CHG
Unilever	\$6.4	\$3.6	79.3
Vreme	6.2	NA	NA
TCCC	5.5	NA	NA
Nectar Backa Palanka	4.9	NA	NA
Danone Group	4.4	NA	NA
Cosmofon	3.7	NA	NA
Wm. Wrigley Jr. Co.	3.3	3.0	7.9
PepsiCo	3.2	NA	NA
Procter & Gamble Co.	3.2	3.2	1.2
Mobimak	3.0	NA	NA

Figures are U.S. dollars in millions.

## Moldova

TV MR MLD SRL (lic. of AGB Nielsen Media Research)

Advertiser	2006	2005	%CHG
Moldcell S.A., I.M.	\$1.8	NA	NA
Patria	0.7	NA	NA
Mobias Banca S.A.	0.6	NA	NA
Samsung Group	0.5	NA	NA
Nestle	0.5	NA	NA
Moldtelecom S.A.	0.4	NA	NA
MediaPro S.R.L.	0.3	NA	NA
Patria Lukoil	0.2	NA	NA
PastaZara	0.1	NA	NA
On Clinic	0.1	NA	NA

Figures are U.S. dollars in millions.

## Netherlands

Nielsen Global AdView

Advertiser	2006	2005	%CHG
Unilever	\$210.6	\$185.7	13.4
Procter & Gamble Co.	103.7	107.6	-3.7
L'Oreal	73.4	77.7	-5.6
Kpn 'S-Gravenhage	72.6	71.0	2.2
Tchibo Holding	48.9	47.3	3.6
Danone Group	47.9	43.8	9.2
Mars Inc.	44.1	31.8	38.9
Rabobank Nederland Utrecht	35.9	26.2	37.0
Albert Heijn Zaandam	35.6	41.7	-14.6
PSA Peugeot Citroen	35.2	34.1	3.3

Figures are U.S. dollars in millions, discounted by AA.

## Norway

Nielsen Global AdView

Advertiser	2006	2005	%CHG
Telenor	\$49.5	\$61.3	-19.3
Lilleborg Dagligvare	49.1	49.7	-1.2
Royal Ahold	37.8	34.4	9.8
Volkswagen	34.3	30.6	12.1
L'Oreal	31.2	27.9	11.8
Suzuki Motor Corp.	27.5	23.6	16.4
Ford Motor Co.	25.8	25.0	3.4
Coop Norway	24.2	20.8	16.4
Tine Ba	23.8	28.1	-15.5
Norsk Tipping As	22.8	22.4	1.6

Figures are U.S. dollars in millions.

## Poland

Expert Monitor (TNS Media Intelligence)

Advertiser	2006	2005	%CHG
Unilever	\$139.2	\$108.9	27.7
Procter & Gamble Co.	131.7	121.8	8.2
Deutsche Telekom	102.5	80.5	27.4
Nestle	95.8	66.4	44.3
L'Oreal	88.8	67.2	32.2
Polkomtel	78.7	68.8	14.4
Danone Group	66.3	42.1	57.3
France Telecom	65.4	NA	NA
Agora	59.6	47.3	26.1
Tchibo Holding	56.4	41.4	36.0

Figures are U.S. dollars in millions.

## Portugal

MediaMonitor (Marktest Group)

Advertiser	2006	2005	%CHG
Portugal Telecom	\$172.8	\$173.1	-0.2
Reckitt Benckiser	128.4	99.9	28.5
Vodafone	122.2	129.6	-5.7
Modelo Continente Hipermercados	114.7	108.2	6.0
Procter & Gamble Co.	113.1	104.7	8.0
L'Oreal	112.1	73.6	52.3
Danone Group	87.3	73.3	19.2
Unicer-Bebidas De Portugal	80.5	56.7	42.0
Optimus Telecomunicacoes	79.0	102.7	-23.1
Cofidis	70.7	48.7	45.2

Figures are U.S. dollars in millions.

## Romania

Alfa Cont

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$43.7	\$27.7	57.6
Unilever	26.2	18.2	43.7
European Drinks & European Food	23.1	12.2	90.1
L'Oreal	21.6	12.9	67.3
Kraft Foods	19.5	13.5	44.7
Danone Group	19.5	19.2	1.2
Coca-Cola Co.	15.7	14.2	10.9
Henkel	14.2	12.7	11.2
Quadrant Amroq Beverages	13.6	12.6	7.8
Colgate-Palmolive Co.	13.4	9.8	36.4

Figures are U.S. dollars in millions, discounted by AA.

## Russia

TNS Gallup AdFact

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$163.9	\$207.5	-21.0
L'Oreal	73.3	81.3	-9.8
Unilever	71.5	81.9	-12.8
Henkel	55.3	55.7	-0.8
Mars Inc.	55.1	60.0	-8.2
Wimm-Bill-Dann	50.9	52.3	-2.7
Vimpel-Communications	50.3	47.2	6.7
Nestle	47.4	60.4	-21.5
Danone Group	45.5	52.0	-12.6
Mobile TeleSystems	42.8	47.6	-10.1

Figures are U.S. dollars in millions, discounted by AA.

## Serbia

AGB Nielsen Media Research

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$47.4	\$36.1	31.0
Henkel	24.8	15.4	61.7
Coca-Cola Co.	22.8	15.5	47.3
Drzavna Lutrija Srbije	22.6	17.9	26.2
Unilever	18.2	9.9	84.9
InBev	18.0	24.8	-27.6
Tchibo Holding	17.8	12.3	44.2
Carlsberg	14.2	8.4	69.3
L'Oreal	13.9	6.4	117.3
Ca Meridian Banka	13.7	NA	NA

Figures are U.S. dollars in millions.

## Slovak Republic

TNS Media Intelligence

Advertiser	2006	2005	%CHG
Deutsche Telekom	\$131.9	\$128.7	2.5
France Telecom	77.8	64.8	20.2
Procter & Gamble Co.	62.3	42.0	48.5
Henkel	34.9	23.7	47.3
Unilever	33.3	23.4	42.5
Nestle	33.3	22.0	51.1
L'Oreal	32.9	24.1	36.4
Danone Group	32.6	27.2	20.1
Reckitt Benckiser	32.4	21.2	52.9
Coca-Cola Co.	20.7	14.0	47.9

Figures are U.S. dollars in millions.

## Slovenia

Advertiser	2006	2005	%CHG
Mediana			
Procter & Gamble Co.	\$25.0	\$20.8	20.1
Telekom Slovenije	15.6	12.9	20.8
Reckitt Benckiser	13.3	16.7	-20.2
Henkel	13.0	11.5	13.3
L'Oreal	12.5	12.6	-0.3
Telekom Austria	11.3	10.3	9.3
Mercator	9.9	5.9	67.7
Tchibo Holding	8.0	8.1	-1.3
MasterCard International	6.5	5.8	13.0
3Line	6.4	0.9	583.6

Figures are U.S. dollars in millions.

## Spain

InfoAdex (a TNS Partner)

Advertiser	2006	2005	%CHG
Telefonica	\$182.7	\$185.1	-1.3
Volkswagen	150.9	126.2	19.5
L'Oreal	124.3	111.5	11.5
Procter & Gamble Co.	109.4	101.0	8.4
El Corte Ingles	99.9	98.9	1.0
Renault	83.9	66.3	26.7
General Motors Corp.	80.7	86.3	-6.4
Vodafone	73.3	86.3	-15.0
Danone Group	73.3	64.2	14.2
Ford Motor Co.	68.0	57.9	17.5

Figures are U.S. dollars in millions, discounted by AA.

## Sweden

IRM-Institute for Advertising & Media Statistics

Advertiser	2006	2005	%CHG
Royal Ahold	\$119.5	\$115.8	3.2
KF (Swedish Cooperative Union)	109.6	108.9	0.7
TeliaSonera	84.2	74.5	13.1
Unilever	72.1	76.9	-6.3
L'Oreal	52.3	36.0	45.5
Volkswagen	51.9	41.7	24.5
Elgiganten	50.5	37.7	33.8
Hutchison Whamoa	48.1	40.7	18.4
Ford Motor Co.	47.9	51.3	-6.7
Procter & Gamble Co.	46.6	56.5	-17.5

Figures are U.S. dollars in millions.

## Switzerland

Advertiser	2006	2005	%CHG
Nielsen Global AdView			
Fed. of Migros Cooperatives	\$175.6	\$155.1	13.3
Coop	138.3	151.8	-8.9
Swisscom	57.3	57.6	-0.5
Nestle	48.5	41.0	18.0
L'Oreal	48.0	26.5	81.1
Procter & Gamble Co.	47.1	44.6	5.4
PSA Peugeot Citroen	30.3	27.3	10.8
Volkswagen	28.9	25.1	14.8
General Motors Corp.	27.5	29.9	-8.1
Die Post, Bern	26.5	25.0	6.0

Figures are U.S. dollars in millions.

## Turkey

Bilesim Medya-Nielsen Media Research

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$207.9	\$144.0	44.4
Ulker	160.2	131.2	22.0
Unilever	84.4	135.8	-37.9
Coca-Cola Co.	60.5	69.3	-12.6
Koc Holding	51.4	43.2	19.1
PepsiCo	48.3	69.5	-30.6
Reckitt Benckiser	43.5	70.1	-38.0
Danone Group	36.9	55.7	-33.7
Nestle	35.9	45.7	-21.5
Vestel	32.1	39.9	-19.6

Figures are U.S. dollars in millions.

## Ukraine

Monitoring SMI Ukraine

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$24.8	\$24.8	0.0
UMC	19.7	18.6	5.9
Kyivstar GSM	14.5	15.7	-7.7
Unilever	14.2	12.0	17.9
Henkel	10.9	8.5	28.1
Reckitt Benckiser	9.6	5.1	87.1
Kraft Foods	8.9	7.5	18.6
Nestle	8.9	8.2	7.7
Astelit Co.	8.0	9.4	-14.8
Vimpel-Communications	7.2	NA	NA

Figures are U.S. dollars in millions, discounted by AA.

## United Kingdom

Advertiser	2006	2005	%CHG
Nielsen Global AdView			
Procter & Gamble Co.	\$384.7	\$390.4	-1.5
Unilever	305.6	356.7	-14.3
COI Communications	253.3	306.1	-17.2
L'Oreal	217.0	193.0	12.4
DFS Furn	180.7	157.8	14.6
Ford Motor Co.	180.3	191.2	-5.7
Volkswagen	152.1	155.8	-2.4
Reckitt Benckiser	152.0	146.4	3.8
General Motors Corp.	144.4	155.8	-7.3
Tesco	143.8	122.2	17.7

Figures are U.S. dollars in millions.

## LATIN AMERICA

### Argentina

Advertiser	2006	2005	%CHG
Ibope			
Unilever	\$56.3	\$30.7	83.5
Danone Group	49.8	33.7	47.7
Clasificados	33.6	26.4	27.4
Procter & Gamble Co.	22.8	15.2	49.6
Varios Grafica	20.2	15.3	31.7
Cencosud	16.7	NA	NA
SC Johnson	15.5	11.4	36.3
Telecom Argentina	15.3	10.4	47.9
Editorial Agea	15.3	NA	NA
Autoavisos Grafica	15.3	13.0	17.3

Figures are U.S. dollars in millions, discounted by AA.

## Brazil

Advertiser	2006	2005	%CHG
Ibope			
Casas Bahia	\$313.2	\$319.7	-2.1
Unilever	112.5	58.4	92.6
Ambev	69.8	NA	NA
General Motors Corp.	63.5	53.7	18.4
Grupo Pao De Acucar	61.1	NA	NA
Fiat	60.9	42.9	42.0
Justica Eleitoral	54.6	16.6	228.3
Abril	53.3	27.7	92.8
Ford Motor Co.	52.9	41.0	29.0
CEF (state bank)	52.2	32.7	59.9

Figures are U.S. dollars in millions, discounted by AA.

## Chile

Advertiser	2006	2005	%CHG
Ibope			
Unilever	\$10.8	\$10.8	-0.5
Falabella	9.6	7.6	26.1
Economicos Clasificados	7.6	NA	NA
Paris	7.2	NA	NA
Comercial E.C.C.	5.8	5.3	10.8
Procter & Gamble Co.	5.8	10.6	-45.4
SC Johnson	4.7	4.1	13.6
Nestle	4.4	6.7	-34.6
Distrib. y Servicio D&S	4.2	3.2	32.2
L'Oreal	4.1	3.7	13.0

Figures are U.S. dollars in millions, discounted by AA.

## Colombia

Advertiser	2006	2005	%CHG
Ibope			
Bancolombia	\$22.1	\$10.6	108.6
Unilever	21.6	5.1	326.9
Colgate-Palmolive Co.	19.3	4.1	373.2
Comcel	19.0	NA	NA
SABMiller	18.8	6.3	196.9
Postobon	17.3	7.5	129.1
Quala	17.0	4.3	298.2
Coca-Cola Co.	15.9	6.8	135.3
Tecnoquimicas	15.0	5.6	165.6
Nacional de Chocolates	12.9	4.3	201.9

Figures are U.S. dollars in millions, discounted by AA.

## Guatemala

Advertiser	2006	2005	%CHG
Ibope			
Colgate-Palmolive Co.	\$2.8	NA	NA
Unilever	2.3	NA	NA
Sears Holdings Corp.	2.2	NA	NA
Telgua	2.2	NA	NA
Procter & Gamble Co.	1.8	NA	NA
Prensa Libre	1.6	NA	NA
TV Offer	1.5	NA	NA
Banco G&T Continental	1.1	NA	NA
Quick Photo	1.1	NA	NA
CCA	1.0	NA	NA

Figures are U.S. dollars in millions, discounted by AA.

## Mexico

Advertiser	2006	2005	%CHG
Ibope			
Televisa Group	\$372.3	\$151.5	145.7
Television Azteca	162.0	NA	NA
Procter & Gamble Co.	108.4	95.0	14.1
Pres De La Rep Mex	89.3	76.3	17.1
Orfeon	88.6	55.3	60.2
Unilever	83.6	75.9	10.2
Organizacion Bimbo	65.6	NA	NA
Nestle	57.7	49.8	15.8
Senado De La Rep	56.5	NA	NA
Coca-Cola Co.	55.6	57.0	-2.4

Figures are U.S. dollars in millions, discounted by AA.

## Panama

Advertiser	2006	2005	%CHG
Ibope			
Cable & Wireless	\$9.0	\$10.5	-15.0
TV Shopping	5.8	4.0	46.2
Telefonica	5.2	5.0	3.4
TV Offer Panama	3.9	1.9	100.0
Colgate-Palmolive Co.	3.5	2.5	39.3
Cable Onda	3.4	2.3	49.8
Dist Comercial	3.3	2.6	27.0
Do It Center	3.1	2.8	11.9
Cristopher Holding	2.9	NA	NA
Corp La Prensa	2.8	2.4	17.5

Figures are U.S. dollars in millions.

## Paraguay

Advertiser	2006	2005	%CHG
Ibope			
Unilever	\$2.2	\$1.5	50.8
Gateway Telecommunications	1.8	1.2	53.3
Telecom Argentina	1.3	0.5	144.4
Gobierno Nacional	1.0	NA	NA
Cervepar	1.0	NA	NA
America Movil	0.9	0.3	233.9
Tchibo Holding	0.8	0.5	65.7
SC Johnson	0.6	0.3	95.6
Gambling	0.6	0.6	7.0
Talisman	0.6	0.6	-2.5

Figures are U.S. dollars in millions, discounted by AA.

## Peru

Advertiser	2006	2005	%CHG
Ibope			
Procter & Gamble Co.	\$10.8	\$10.1	7.3
Alicorp	8.0	6.1	32.5
America Movil	6.0	3.3	81.3
Telefonica	4.5	4.7	-5.0
SABMiller	4.1	NA	NA
Nestle	4.0	3.2	26.7
Coca-Cola Co.	3.9	3.2	21.8
Grupo Gloria	3.5	2.7	30.9
Unilever	3.3	3.1	7.1
ONEPE	2.5	NA	NA

Figures are U.S. dollars in millions, discounted by AA.

## Puerto Rico

Advertiser	2006	2005	%CHG
Mediafax			
Procter & Gamble Co.	\$34.9	\$39.5	-11.6
Verizon Communications	25.8	23.9	7.9
Toyota Motor Corp.	22.7	17.4	30.9
Walgreens	21.9	19.3	13.3
Sears Holdings Corp.	21.4	28.7	-25.3
AT&T	18.5	14.8	25.2
Suncom Wireless	15.4	16.1	-4.3
Caribbean Restaurant	15.4	NA	NA
McDonald's Corp.	13.6	16.3	-16.8
Unilever	13.2	17.2	-23.4

Figures are U.S. dollars in millions.

## Uruguay

Advertiser	2006	2005	%CHG
Ibope			
Unilever	\$6.7	\$5.1	30.5
SC Johnson	6.1	4.7	28.1
L'Oreal	3.0	2.1	42.5
Johnson & Johnson	2.9	3.5	-16.7
Coca-Cola Co.	2.8	1.5	78.9
Fabricas Nacionales De Cerveza	2.3	NA	NA
Conaprole	2.0	1.8	14.1
Ancel	1.7	NA	NA
Bayer	1.7	1.3	23.2
Durulte Sa	1.6	NA	NA

Figures are U.S. dollars in millions, discounted by AA.

## Venezuela

Advertiser	2006	2005	%CHG
Ibope			
Cedesa	\$33.0	\$24.6	34.4
Procter & Gamble Co.	24.4	16.0	52.4
Movidamovil	24.3	NA	NA
Unilever	16.8	10.0	69.0
Nestle	15.7	7.6	106.7
Telefonica	13.1	8.4	54.8
Coca-Cola Co.	11.6	9.4	23.9
Globovision	9.2	NA	NA
Qualaven	8.6	4.5	91.5
Telecom Italia	8.1	8.9	-9.5

Figures are U.S. dollars in millions, discounted by AA.

## MIDDLE EAST

### Bahrain

Advertiser	2006	2005	%CHG
Pan Arab Research Center			
PepsiCo	\$2.3	\$0.6	283.1
Bah.Int`L Circuit	2.2	1.7	28.6
Batelco	2.1	1.9	9.6
Vodafone	2.0	1.7	17.2
Kuwait Finance House	1.3	0.4	206.9
British Airways	1.2	0.2	433.6
General Motors Corp.	1.1	1.3	-16.3
Gulf Bid	1.0	NA	NA
North Star Communication	1.0	0.2	315.1
Hertz Global Holdings	0.9	0.5	66.0

Figures are U.S. dollars in millions.

### Egypt

Advertiser	2006	2005	%CHG
Pan Arab Research Center			
Mobinil	\$20.0	\$13.0	54.4
Vodafone	16.1	9.5	70.0
PepsiCo	9.9	5.7	74.9
Ranin	9.4	3.1	203.1
National Bank of Egypt	8.4	7.7	9.5
Procter & Gamble Co.	6.2	2.7	132.8
Min. Finance	5.6	NA	NA
Coca-Cola Co.	5.6	3.1	82.2
Talaat Moustaf Group	4.9	NA	NA
Telecom Egypt	4.9	3.3	48.6

Figures are U.S. dollars in millions.

### Israel

Advertiser	2006	2005	%CHG
IFAT			
Bezeq	\$22.0	\$20.0	10.0
Strauss-Elite	19.0	18.0	5.6
Supsersal	16.0	11.0	45.5
France Telecom	16.0	14.0	14.3
Procter & Gamble Co.	16.0	12.0	33.3
Cellcom	13.0	14.0	-7.1
Coca-Cola Co.	13.0	12.0	8.3
Osem	12.0	14.0	-14.3
Co-Op, Haribua Hakahol	11.0	9.0	22.2
Tnuva	10.0	11.0	-9.1

Figures are U.S. dollars in millions.

# GLOBAL MARKETERS: Top 10 Global Marketers by Country

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## Jordan

Pan Arab Research Center

Advertiser	2006	2005	%CHG
Fastlink	\$4.4	\$5.7	-23.1
Umniah	3.9	2.5	56.0
Mobilecom	3.6	3.9	-7.7
Jordan National	3.4	3.1	10.3
Arab Bank	2.9	2.7	6.3
Housing Bank	2.2	1.5	44.2
Jordan Telecom	1.9	2.1	-9.1
PepsiCo	1.8	1.2	43.4
Cairo Amman Bank	1.3	0.7	85.4
Procter & Gamble Co.	1.3	0.2	408.5

Figures are U.S. dollars in millions.

## Kuwait

Pan Arab Research Center

Advertiser	2006	2005	%CHG
National Assembly '06 [Election]	\$8.9	NA	NA
Americana	8.2	1.3	513.1
Unilever	6.8	NA	NA
National Bank Of Kuwait	6.7	NA	NA
Vodafone	6.6	4.9	34.4
Wataniya Telecom	6.3	7.1	-12.0
Gulf Bank	6.2	3.1	101.2
Toyota Motor Corp.	5.9	6.1	-3.9
Procter & Gamble Co.	5.7	0.6	810.4
Kuwait Finance House	4.5	2.9	52.1

Figures are U.S. dollars in millions.

## Lebanon

Pan Arab Research Center

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$35.3	\$39.5	-10.9
PepsiCo	13.2	12.8	3.0
Byblos Bank	12.4	11.3	9.7
Nestle	8.2	8.7	-5.6
Coca-Cola Co.	6.7	6.1	9.9
L'Oreal	6.0	5.7	5.5
Blom Bank	4.5	4.0	15.0
Henkel	4.4	1.8	148.4
Aishti	3.7	NA	NA
Smeds	3.3	1.8	83.5

Figures are U.S. dollars in millions.

## Oman

Pan Arab Research Center

Advertiser	2006	2005	%CHG
Bank Muscat	\$4.0	\$3.1	27.0
Min. House Power Water	3.5	NA	NA
Nawras Telecom	3.5	2.1	63.9
Mobile Telecom	2.8	3.6	-22.0
Muscat Arab C.C.	2.6	NA	NA
Toyota Motor Corp.	2.5	2.8	-10.5
Oman International Bank	2.1	NA	NA
Omantel	1.9	4.0	-52.3
Muscat Festival	1.9	1.7	13.4
Bank Dhofar	1.5	0.6	143.6

Figures are U.S. dollars in millions.

## Qatar

Pan Arab Research Center

Advertiser	2006	2005	%CHG
Doha Asian Games	\$10.2	\$0.71437.3	
Q-Tel	6.1	2.1	184.5
Qatar National Bank	5.0	1.3	277.6
Doha Bank	3.0	2.0	49.0
Americana	2.1	NA	NA
Commercial Bank Of Qatar	1.7	1.1	59.4
Lulu	1.7	0.8	113.1
Al Emadi Hospital	1.7	NA	NA
General Motors Corp.	1.7	0.5	268.1
North A.Qatar C.	1.5	0.9	80.0

Figures are U.S. dollars in millions.

## Saudi Arabia

Pan Arab Research Center

Advertiser	2006	2005	%CHG
Saudi Telecomm	\$32.8	\$20.9	57.2
Etihad Etisalat Co.	29.0	1.2	NA
General Motors Corp.	18.1	13.3	36.7
Toyota Motor Corp.	14.3	11.3	26.8
National Commercial Bank	14.3	NA	NA
Al Marai	9.9	4.4	127.3
Samba	8.2	6.0	36.4
Saudi British Bank	8.0	5.2	52.5
Procter & Gamble Co.	7.3	2.5	187.7
Al Rajhi	6.1	4.1	47.9

Figures are U.S. dollars in millions.

## Syria

Pan Arab Research Center

Advertiser	2006	2005	%CHG
PepsiCo	\$1.0	\$0.4	130.4
Nestle	0.6	0.7	-20.4
Areeba	0.6	NA	NA
Damascus International	0.4	0.4	-14.1
Nokia Corp.	0.3	0.6	-39.6
Hyundai Motor Co.	0.3	0.2	39.5
Syriatel	0.2	0.3	-28.6
Toyota Motor Corp.	0.2	0.0	482.1
Al Hafez	0.2	0.1	101.9
Banque Audi	0.2	NA	NA

Figures are U.S. dollars in millions.

## United Arab Emirates

Pan Arab Research Center

Advertiser	2006	2005	%CHG
Dubai Holding	\$18.2	\$1.7	994.6
Watani-Uae	14.4	NA	NA
General Motors Corp.	9.3	3.8	146.6
Etisalat	9.1	3.7	146.6
Emaar	9.0	8.5	6.3
Procter & Gamble Co.	8.8	1.4	521.1
Unilever	7.7	1.3	496.7
Damas	7.6	5.9	28.9
Nokia Corp.	7.3	8.8	-16.9
UAE National Election	6.8	NA	NA

Figures are U.S. dollars in millions.

## Yemen

Pan Arab Research Center

Advertiser	2006	2005	%CHG
Al Hana	\$1.0	\$0.6	74.9
Yemeni	0.8	0.9	-12.0
Al Mumtaz	0.7	0.2	190.4
Al Sanabel	0.4	0.4	10.3
Abu Al Walad	0.4	0.5	-17.8
Yemeni Baby	0.4	0.3	16.7
Mahmood Saeed	0.4	NA	NA
Al Qamaria	0.3	0.3	5.8
Crystal	0.3	0.5	-31.7
Yemen Mobile	0.3	0.1	196.4

Figures are U.S. dollars in millions.

## CANADA AND U.S. Canada

Nielsen Global AdView

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$182.0	\$169.4	7.4
General Motors Corp.	97.7	114.2	-14.4
Telus Corp.	77.3	70.9	9.1
L'Oreal	74.8	63.2	18.3
Provincial Government Lotteries	71.9	66.7	7.7
Sony Corp.	71.2	55.0	29.6
Ford Motor Co.	71.0	50.4	40.9
Honda Motor Co.	67.8	52.5	29.0
Johnson & Johnson	63.4	50.3	26.0
Toyota Motor Corp.	58.6	56.4	3.9

Figures are U.S. dollars in millions.

## U.S. top 10

TNS Media Intelligence\*

Advertiser	2006	2005	%CHG
Procter & Gamble Co.	\$3,526.5	\$3,395.0	3.9
AT&T	2,341.3	1,813.3	29.1
General Motors Corp.	2,208.4	2,918.2	-24.3
Verizon Communications	1,947.0	1,761.7	10.5
Time Warner	1,837.8	2,075.8	-11.5
Ford Motor Co.	1,700.7	1,567.1	8.5
Walt Disney Co.	1,438.4	1,420.8	1.2
DaimlerChrysler	1,425.1	1,592.3	-10.5
Johnson & Johnson	1,351.4	1,674.6	-19.3
GlaxoSmithKline	1,295.4	1,192.4	8.6

Figures above are measured media only, in millions of dollars.

## ABOUT THE U.S. DATA

Ad Age annually publishes a ranking of the 100 Leading National Advertisers (AA, June 25). That ranking is based on combined measured media figures and estimated unmeasured advertising spending. The ranking and a free PDF report containing profiles of the top 100 (Marketer Profiles Yearbook) can be downloaded from the **DataCenter** on **AdAge.com**. \*Nielsen also monitors U.S. ad spending.