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# 1000 LEADING NATIONAL ADVERTISERS

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## **ADVERTISER PROFILE EDITION**

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Supplement to the Ad Age Special Report, June 23, 2003  
A comprehensive listing of advertising spending by media and brand sales and earnings, plus key marketing personnel, brand groups and their agencies.

## ADVERTISING AGE'S EXCLUSIVE RANKING OF THE NATION'S TOP SPENDERS

# METHODOLOGY

THE 100 LEADING National Advertisers are selected from the 250 largest national advertisers based on measured U.S. media spending in 2002. That group is pared to 100 after estimated unmeasured expenditures are added. All ad spending figures throughout this report are U.S. only.

Measured media advertising is spending in 14 national consumer media monitored by TNS Media Intelligence/CMR and Yellow Pages from Yellow Pages Integrated Media Association.

**Measured media:** TNSMI/CMR measures ads in 140-plus newspapers in 60 of the nation's top markets. CMR monitors space in national newspapers *The Wall Street Journal*, *USA Today* and *The New York Times*.

PIB/TNSMI/CMR Magazines measures ads in 230-plus consumer magazines and Sunday magazines. TNSMI/CMR data include revenue in more than 300 outdoor plant operator markets. TNSMI/CMR monitors network TV ads on ABC, CBS, NBC, Fox, WB, UPN and Pax TV and spot TV ads on 575-plus stations in the top 100 U.S. markets. TNSMI/CMR tracks spending on more than 180 syndicated TV programs per month and 37 cable TV networks and four radio networks. TNSMI/CMR gathers spot radio data from 4,000 stations in more than 225 markets. TNSMI/CMR tracks advertising on 2,500 Internet web sites.

**Unmeasured spending:** Unmeasured is an *Ad*

*Age* estimate and includes direct mail, sales promotion, co-op, couponing, catalogs, business and farm publications and special events, to name a few. Unmeasured is the difference between a company's reported or estimated ad costs and its measured media.

A company's reported ad costs, typically worldwide, are found generally in public documents and are weighted by *Ad Age* to reflect a U.S.-only percentage. Unmeasured ad spending for private companies is modeled to the unmeasured ratios of their publicly held direct competitors.

Top 100 profiles include the most recent fiscal-year financial returns, a company's megabrands that generated \$10 million-plus in measured media advertising in 2002 (the Top 100 supported 545 brands at this spending level), 14-media breakouts for the company's ad spending, corporate contacts, leading marketing personnel by division on which contact information is provided, the brands those executives cover, agencies with which they do business and the agency account personnel on major brands.

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## DOMESTIC ADVERTISING SPENDING TOTALS

By media bought in 2002 and 2001

MEDIA	ALL U.S. ADVERTISING SPENDING						COEN'S U.S. TOTALS*		
	ADVERTISING EXPENDITURES			MEDIUM AS % OF TOTAL			2002	2001	% CHG
	2002	2001	% CHG	2002	2001				
Magazine	\$16,749	\$16,417	2.0	7.1	7.1	\$10,995	\$11,095	-0.9	
Sunday magazine	1,314	1,157	13.6	0.6	0.5	NA	NA	NA	
Newspaper	19,347	17,729	9.1	8.2	7.7	37,225	37,640	-1.1	
National newspaper	2,799	2,932	-4.6	1.2	1.3	6,806	6,615	2.9	
Outdoor	2,398	2,380	0.7	1.0	1.0	5,175	5,134	0.8	
Network TV	20,015	18,638	7.4	8.4	8.1	15,000	14,300	4.9	
Spot TV	16,172	14,100	14.7	6.8	6.1	24,034	21,479	11.9	
Syndicated TV	2,946	3,192	-7.7	1.2	1.4	3,034	3,102	-2.2	
Cable TV networks	10,783	10,291	4.8	4.6	4.4	12,071	11,777	2.5	
Network radio	965	834	15.8	0.4	0.4	775	711	9.0	
National spot radio	2,446	2,164	13.1	1.0	0.9	3,340	2,956	13.0	
Internet	5,740	6,518	-11.9	2.4	2.8	4,883	5,645	-13.5	
Yellow Pages	13,776	13,592	1.4	5.8	5.9	13,776	13,592	1.4	
Measured media	115,450	109,945	5.0	48.7	47.5	137,114	134,046	2.3	
Unmeasured estimates	121,425	121,342	0.1	51.3	52.5	99,761	97,241	2.6	
Total U.S. advertising	236,875	231,287	2.4	100.0	100.0	236,875	231,287	2.4	

Notes: Dollars are in millions. Advertising expenditures by media from TNS Media Intelligence/CMR except Yellow Pages from Yellow Pages Integrated Media Association. \*Figures are extrapolated from Robert J. Coen's media analysis at Universal McCann. In the Coen figures, spot cable, local spot radio, direct mail, business papers and miscellaneous are included in unmeasured. AA chart: Kevin Brown

## 100 LEADERS

Ranked by total U.S. advertising spending 2002

RANK		ADVERTISER	HEADQUARTERS	TOTAL U.S. ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING		
2002	2001			2002	2001	% CHG	2002	2001	% CHG
1	1	General Motors Corp.	Detroit	\$3,652	\$3,366	8.5	\$2,447	\$2,202	11.1
2	2	AOL Time Warner	New York	2,923	2,830	3.3	1,812	1,726	5.0
3	3	Procter & Gamble Co.	Cincinnati	2,673	2,506	6.7	2,032	1,679	21.0
4	5	Pfizer	New York	2,566	2,330	10.1	821	816	0.7
5	4	Ford Motor Co.	Dearborn, Mich.	2,252	2,357	-4.5	1,407	1,273	10.6
6	6	DaimlerChrysler	Auburn Hills, Mich./Stuttgart, Germany	2,032	1,982	2.5	1,341	1,398	-4.1
7	7	Walt Disney Co.	Burbank, Calif.	1,803	1,750	3.0	1,154	1,103	4.6
8	9	Johnson & Johnson	New Brunswick, N.J.	1,799	1,561	15.3	1,079	890	21.3
9	11	Sears, Roebuck & Co.	Hoffman Estates, Ill.	1,661	1,512	9.9	714	684	4.4
10	8	Unilever	London/Rotterdam	1,640	1,569	4.5	689	581	18.6
11	16	Sony Corp.	Tokyo	1,621	1,313	23.5	875	656	33.4
12	10	GlaxoSmithKline	Greenford, Middlesex, U.K.	1,554	1,535	1.2	777	767	1.2
13	12	Toyota Motor Corp.	Toyota City, Japan	1,553	1,401	10.8	885	770	14.9
14	13	Verizon Communications	New York	1,527	1,395	9.5	1,069	865	23.6
15	14	McDonald's Corp.	Oak Brook, Ill.	1,336	1,330	0.4	574	665	-13.6
16	17	Viacom	New York	1,260	1,251	0.7	756	748	1.1
17	15	Altria Group	New York	1,206	1,320	-8.6	892	1,082	-17.5
18	19	Honda Motor Co.	Tokyo	1,193	1,109	7.5	710	682	4.0
19	18	Merck & Co.	Whitehouse Station, N.J.	1,158	1,134	2.2	324	323	0.4
20	22	L'Oreal	Paris	1,118	1,045	7.0	545	502	8.6
21	23	PepsiCo	Purchase, N.Y.	1,114	1,028	8.3	757	679	11.6
22	25	J.C. Penney Co.	Plano, Texas	1,108	951	16.5	443	371	19.5
23	32	SBC Communications	San Antonio, Texas	1,092	860	26.9	742	568	30.8
24	21	U.S. Government	Washington	1,083	1,067	1.5	596	587	1.5
25	24	Nestle	Vevey, Switzerland	1,073	963	11.5	494	520	-5.0
26	36	Nissan Motor Co.	Tokyo	967	773	25.0	703	541	30.0
27	28	Target Corp.	Minneapolis	960	926	3.6	528	477	10.7
28	30	General Mills	Minneapolis	954	900	6.0	592	630	-6.1
29	27	Microsoft Corp.	Redmond, Wash.	909	927	-1.9	427	603	-29.1
30	34	Home Depot	Atlanta	885	805	10.0	412	362	13.6
31	29	AT&T Wireless	Redmond, Wash.	873	905	-3.5	698	561	24.5
32	20	Sprint Corp.	Westwood, Kan.	863	1,098	-21.4	652	637	2.4
33	26	IBM Corp.	Armonk, N.Y.	832	938	-11.3	341	338	1.1
34	54	Best Buy Co.	Eden Prairie, Minn.	819	560	46.1	323	303	6.9
35	31	AT&T Corp.	Basking Ridge, N.J.	815	878	-7.1	391	452	-13.4
36	35	Estee Lauder Cos.	New York	805	790	1.9	129	138	-6.9
37	39	Diageo	London	798	717	11.3	215	172	25.2
38	41	Anheuser-Busch Cos.	St. Louis	793	693	14.4	432	369	17.1
39	60	Hewlett-Packard Co.	Palo Alto, Calif.	736	524	40.6	375	319	17.5
40	42	Yum Brands	Louisville, Ky.	733	678	8.0	612	566	8.0
41	40	Cendant Corp.	Parsippany, N.J.	727	716	1.6	214	211	1.6
42	33	Wyeth	Madison, N.J.	725	847	-14.4	293	343	-14.4
43	43	News Corp.	Sydney	716	675	6.0	540	513	5.3
44	37	Federated Department Stores	Cincinnati	715	753	-5.0	626	625	0.2
45	44	ConAgra Foods	Omaha, Neb.	680	668	1.9	163	140	16.4
46	45	May Department Stores Co.	St. Louis	656	668	-1.7	558	527	5.7
47	49	Mars Inc.	McLean, Va.	653	615	6.2	325	280	16.1
48	46	Burger King Corp.	Miami	650	664	-2.1	338	305	10.7
49	47	Kmart Corp.	Troy, Mich.	629	625	0.5	270	344	-21.4
50	52	Nike	Beaverton, Ore.	624	577	8.0	231	205	12.6

Note: Dollars are in millions. 2001 rankings are based on data collected in 2003. See Page 2 for sources and methodology. U.S. totals are Advertising Age estimates. Measured media include magazines, Sunday magazines, newspapers, national newspapers, outdoor, spot TV, network TV, syndicated TV, cable TV networks, network radio, national spot radio and Internet from TNS Media Intelligence/CMR and Yellow Pages from Yellow Pages Integrated Media Association. Ranking from Ad Age's 100 Leading National Advertisers Special Report (AA, June 23, 2003).



## 100 LEADERS (CONTINUED)

Ranked by total U.S. advertising spending 2002

RANK		ADVERTISER	HEADQUARTERS	TOTAL U.S. ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING		
2002	2001			2002	2001	% CHG	2002	2001	% CHG
51	55	Wal-Mart Stores	Bentonville, Ark.	\$618	\$558	10.8	\$408	\$352	16.0
52	58	Sara Lee Corp.	Chicago	605	546	10.7	212	191	10.7
53	51	Volkswagen	Wolfsburg, Germany	602	597	0.8	440	460	-4.4
54	53	Vivendi Universal	Paris	591	576	2.7	485	466	4.0
55	38	General Electric Co.	Fairfield, Conn.	579	746	-22.4	203	261	-22.4
56	64	Clorox Co.	Oakland, Calif.	572	462	24.0	486	300	62.1
57	56	Novartis	Basel, Switzerland	569	553	3.0	226	238	-4.8
58	48	Coca-Cola Co.	Atlanta	569	620	-8.2	302	415	-27.4
59	50	Bristol-Myers Squibb Co.	New York	563	614	-8.2	169	276	-38.8
60	65	American Express Co.	New York	542	450	20.6	309	252	22.7
61	59	Albertson's	Boise, Idaho	525	527	-0.4	139	121	14.7
62	69	Dell Computer Corp.	Austin, Texas	511	438	16.5	409	263	55.3
63	95	Deutsche Telekom	Bonn, Germany	509	303	68.3	359	213	68.3
64	57	Kroger Co.	Cincinnati	509	549	-7.3	90	93	-3.2
65	62	Schering-Plough Corp.	Madison, N.J.	508	490	3.7	223	215	3.7
66	63	Gillette Co.	Boston	495	463	6.8	250	176	42.0
67	75	Aventis	Strasbourg, France	486	422	15.2	177	151	17.8
68	68	SABMiller	London	459	440	4.3	252	242	4.3
69	78	Campbell Soup Co.	Camden, N.J.	447	395	13.2	354	312	13.2
70	77	Lowe's Cos.	North Wilkesboro, N.C.	444	399	11.4	267	227	17.2
71	72	Gap Inc.	San Francisco	434	425	1.9	334	255	30.8
72	74	Kellogg Co.	Battle Creek, Mich.	429	423	1.6	260	256	1.6
73	71	Visa International	San Francisco	423	429	-1.3	317	322	-1.3
74	70	Adolph Coors Co.	Golden, Colo.	420	430	-2.3	200	202	-1.2
75	73	Limited Brands	Columbus, Ohio	411	424	-3.2	99	83	19.2
76	85	Berkshire Hathaway	Omaha, Neb.	399	346	15.3	235	247	-4.9
77	76	Cadbury Schweppes	London	396	408	-2.9	256	264	-2.9
78	92	Mitsubishi Motors Corp.	Tokyo	392	317	23.8	282	228	23.8
79	81	Mattel	El Segundo, Calif.	384	376	2.3	150	184	-18.6
80	61	MCI	Ashburn, Va.	371	519	-28.4	223	311	-28.4
81	67	Bayer	Leverkusen, Germany	371	443	-16.3	185	221	-16.3
82	94	Wendy's International	Dublin, Ohio	359	313	14.9	280	238	17.9
83	90	MasterCard International	New York	358	320	11.9	251	224	11.9
84	80	Safeway	Pleasanton, Calif.	356	382	-6.8	71	73	-1.9
85	100	Doctor's Associates	Milford, Conn.	353	286	23.3	219	177	23.3
86	88	Kimberly-Clark Corp.	Irving, Texas	352	331	6.3	247	232	6.3
87	66	Intel Corp.	Santa Clara, Calif.	345	444	-22.3	104	133	-22.3
88	79	Morgan Stanley	New York	342	389	-12.0	188	171	9.9
89	83	Circuit City Stores	Richmond, Va.	341	351	-3.1	250	258	-3.1
90	86	SC Johnson	Racine, Wis.	341	339	0.6	290	288	0.6
91	82	Colgate-Palmolive Co.	New York	337	356	-5.3	98	107	-8.5
92	103	United Parcel Service	Greenwich, Conn.	331	267	24.1	166	92	79.8
93	84	Hershey Foods Corp.	Hershey, Pa.	331	350	-5.6	162	174	-7.0
94	99	Nextel Communications	Reston, Va.	320	286	11.8	198	163	21.6
95	93	Reckitt Benckiser	Windsor, Berkshire, U.K.	318	315	0.9	224	210	6.9
96	104	Kia Motors Corp.	Seoul	316	266	19.0	244	205	19.0
97	102	Kohl's Corp.	Menomonee Falls, Wis.	316	268	18.1	196	166	18.1
98	106	Fortune Brands	Lincolnshire, Ill.	313	262	19.5	113	71	59.3
99	89	Eastman Kodak Co.	Rochester, N.Y.	312	329	-5.1	197	158	24.6
100	97	Office Depot	Delray Beach, Fla.	312	299	4.3	128	128	-0.6

Note: Dollars are in millions. 2001 rankings are based on data collected in 2003. See Page 2 for sources and methodology. U.S. totals are Advertising Age estimates. Measured media include magazines, Sunday magazines, newspapers, national newspapers, outdoor, spot TV, network TV, syndicated TV, cable TV networks, network radio, national spot radio and Internet from TNS Media Intelligence/CMR and Yellow Pages from Yellow Pages Integrated Media Association. Ranking from Ad Age's 100 Leading National Advertisers Special Report (AA, June 23, 2003).

## TOP 100 PROFILES

## U.S. ADVERTISER PROFILES

## 61 Albertson's

## U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$42	\$267	-84.1
Sunday magazine	.931	2	NA
Newspaper	47,179	40,464	16.6
Outdoor	1,538	676	127.5
Spot TV	79,602	68,264	16.6
Cable TV networks	.15	531	-97.2
National spot radio	9,795	11,015	-11.1
Measured media	139,102	121,219	14.8
Unmeasured media	385,810	405,830	-4.9
Total	524,912	527,049	-0.4
By brand	2002	2001	% chg
Albertsons Food Stores	78,641	69,263	13.5
Jewel Food Store	20,439	18,763	8.9
Osco Drug Store	17,219	16,314	5.5
Sav-on Drug Store	14,984	9,642	55.4

## Sales &amp; earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$35,626	\$36,605	-2.7
Earnings	485	501	-3.2

## Headquarters

Albertson's/250 Parkcenter Blvd., P.O. Box 20, Boise, Idaho 83726/Phone: (208) 395-6200.

## Personnel, brands, agencies

**Corporate:** Larry Johnston, chmn & CEO; Peter Lynch, pres & chief operating officer; Drug division: Alina Gagnon, dir-adv; Jim Willyard, corp VP-mktg, drug & gm; Intermountain division: Craig Peterson, dir-adv; Frank Yaksitch, VP-mktg; Rocky Mountain division: Gina McCloud, mktg mgr; Trey Johnson, VP-mktg; Northwest division: Robin Paul, mktg mgr; Dennis Schwarz, dir-mktg; Southwest division: Frank Williams, mktg mgr; Keith Jones, dir-mktg; Eastern division: Carl Jablonski, pres; Mark Taylor, dir-adv; Midwest division: Jay Kramer, dir-adv; Jim Gentile, sr VP-mktg & merch; N. California division: Felecia Weaver, dir-adv; Craig Allen, sr VP-mktg; S. California division: Laurie Raymundo, adv mgr; Mike Czaykowski, mktg dir; Dennis Bassler, sr VP-merch; Florida division: Mike Wilber, mktg mgr; Jim Lajeunesse, VP-mktg; N. Texas division: Ray Nichols, mktg mgr; John Colgrove, VP-mktg.

**Duncan & Associates**, Los Angeles. Steve Moses, acct super. — Acme, Albertson's, Jewel-Osco, Max Foods, Osco-Drug, Sav-on Drugs, Super Saver.

**Acento Advertising**, Los Angeles. Carlos Corboda, acct dir. — Hispanic adv.

**Carol H. Williams Advertising**, Oakland, Calif. Robert Birks, acct dir. — African-American adv.

**Dae Advertising**, San Francisco. Angel Wong, sr acct exec. — Asian-American adv.

## 17 Altria Group

## U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$381,987	\$436,669	-12.5
Sunday magazine	16,556	12,645	30.9
Newspaper	9,202	3,177	189.6
National newspaper	1,654	2,387	-30.7
Outdoor	6,872	9,678	-29.0
Network TV	208,272	293,894	-29.1
Spot TV	52,026	61,853	-15.9
Syndicated TV	36,711	61,435	-40.2
Cable TV networks	161,020	169,896	-5.2
Network radio	8,575	13,560	-36.8
National spot radio	3,803	8,402	-54.7
Internet	5,763	8,412	-31.5
Measured media	892,441	1,082,008	-17.5
Unmeasured media	313,560	237,516	32.0
Total	1,206,001	1,319,524	-8.6

By brand	2002	2001	% chg
Nabisco foods	155,408	123,074	26.3
Kraft foods	114,548	130,412	-12.2
Post cereals	88,477	98,576	-10.2
Philip Morris Cos.	61,743	178,069	-65.3
Oscar Mayer meats	43,232	34,357	25.8
Jell-O desserts	29,739	34,801	-14.5
Kool-Aid beverages	24,527	15,933	53.9
Planters nuts	24,023	24,100	-0.3
Cool Whip topping	23,950	20,771	15.3
Capri Sun Coolers fruit drink	23,949	21,838	9.7
Balance energy bar	23,602	14,571	62.0
Parliament cigarettes	23,056	19,149	20.4
Crystal Light beverage mixes	20,912	26,288	-20.5
DiGiorno frozen pizza	20,084	24,039	-16.5
Maxwell House coffee	18,960	37,840	-49.9
Basic cigarettes	16,003	15,757	1.6
Philadelphia cream cheese	15,422	16,738	-7.9
Altoids mints	12,139	13,399	-9.4
Life Savers candies	12,009	8,048	49.2
A-1 Steak Sauce	11,684	8,613	35.7
Crema Savers candies	11,630	11,849	-1.9
It's Pasta Anytime entrees	11,292	NA	NA

## Sales &amp; earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$80,408	\$80,879	-0.6
Earnings	11,102	8,560	29.7
U.S.	2002	2001	% chg
Sales	44,725	52,098	-14.2
Pre-tax earnings	12,179	9,105	33.8
Division sales	2002	2001	% chg
Tobacco	52,041	51,370	1.3
Food	29,723	33,875	-12.3
Beer	2,641	4,244	-37.8
Financial svcs	495	435	13.8

**Headquarters**

Altria Group/120 Park Ave., New York, N.Y. 10017-5592/Phone: (917) 663-5000.

**Notes**

Altria Group became the new name for Philip Morris Cos. in January 2003. In July 2002, South African Breweries (later named SABMiller) bought the company's Miller Brewing Co. with stock. Altria now holds 36% of SABMiller's stock and a 24% voting interest. At that time, Altria deconsolidated its beer business and began accounting for SABMiller under the equity method. *Ad Age* has moved Miller ad expenditures for two consecutive full-year periods to SABMiller in this report.

**Personnel, brands, agencies**

**Corporate:** Louis C. Camilleri, chmn & CEO.

**Leo Burnett Worldwide**, Chicago. Tom Dudreck, exec VP. — corp campaigns.

**Kraft Foods:** 3 Lakes Dr., Northfield, Ill. 60093-2753/Phone: (847) 646-2000. Betsy D. Holden, co-CEO, Kraft Foods, and pres & CEO, Kraft Foods N. Amer.; Irene Rosenfeld, pres. N. Amer.; Paula A. Sneed, grp VP-Kraft Foods N. Amer. & pres, e-commerce & mktg svcs divs; Don Miceli, VP-media svcs; Barbara Ford, VP-adv svcs; Eric Leininger, sr VP-mktg svcs.

**Foote, Cone & Belding Worldwide**, Chicago & New York. Joan Black, exec VP & ww grp acct dir. — Boca Burger, California Pizza Kitchen pizza, Chips Ahoy!, Cool Whip, Corn Nuts, CremeSavers, DiGiorno, Fig Newtons, Fruit Snacks, General Foods International Coffees, Gevalia Kaffe, Good Seasonings, Gummi Savers, Handi-Snacks, Honeymaid Grahams, It's Pasta Anytime, Jack's pizza, Jell-O, Jet Puffed Marshmallows, Kraft BBQ sauce, Kraft Deluxe/Light Deluxe macaroni & cheese, Kraft Easy Mac macaroni & cheese, Kraft macaroni & cheese, Kraft pourable salad dressings, LifeSavers, Minute Rice, Nutter Butter, Oreo, Planters nuts, Rip-ums, Seven Seas, Shake 'n Bake, SnackWell's, Starbucks Grocery Partnership, Stove Top Stuffing, Stove Top Oven Classics, Teddy Grahams, Terry's Chocolates, Trolli, Tombstone pizza, Velveeta.

**J. Walter Thompson Co.**, Chicago. Barry Krause, pres-Chicago. — Breakstone's, Cheez Whiz, Claussen pickles, Grey Poupon, Knudsen dairy prods, Kraft Cheese Nips, Kraft Cheese Snacks, Kraft Deli Deluxe Slices, Kraft Dips, Kraft Grated Parmesan, Kraft Lite 'n Lively, Kraft Mayo, Kraft natural cheeses, Kraft sandwich cheeses, Kraft Singles, Kraft 2% cheese, Louis Rich, Lunchables, Miracle Whip, Oscar Mayer Lunchables, Oscar Mayer meats, Philadelphia cream cheese, Philly Snack Bars, Polly-O Italian cheeses, Ritz & Ritz Bits crackers, Triscuit, Wheat Thins.

**Leo Burnett Worldwide**, Chicago. Jamie King, VP & acct dir. — Altoids.

**Ogilvy & Mather Worldwide**, New York. Rick Roth, sr ptrn & ww client svcs dir. — Balance Bar, Capri Sun, Country Time, Crystal Light, Kool-Aid, Maxwell House, Post cereals, Tang, Yuban.

**Y&R Advertising**, New York. Kim Bealle, acct dir. — Baker's chocolate, Toblerone.

**MediaVest**, Chicago. Bill Tucker, agency of record dir. — media svcs.

**Bravo Group**, New York. Nilda Velez, VP & acct dir. — Hispanic adv, Oscar Mayer, Philadelphia, Post, Pourables, Ritz, Tang.

**Cultura**, Dallas. Roberto Abad, acct dir. — Hispanic cons promo.

**UniWorld Group**, New York. Ronny Mills, grp acct dir. —

urban mktg, Deluxe Mac & Cheese, Kool-Aid, Post.

**Philip Morris USA:** 120 Park Ave., New York, N.Y. 10017/Phone: (917) 663-6000. Michael E. Szymanczyk, chmn & CEO; Jack Nelson, pres-opers & tech; Nancy Brennan-Lund, sr VP-mktg; Suzanne A. LeVann, VP-Marlboro; Norma Suter, VP-Portfolio brands; David Beran, exec VP-strategy, comms & cons contact.

**Leo Burnett Worldwide**, Chicago. Tom Dudreck, exec VP. — Basic, Chesterfield, Cambridge, Marlboro, Merit, Virginia Slims.

**Y&R Advertising**, New York. Jane Brite, exec VP & mg ptrn. — corp affairs, Parliament.

**Starcom**, Chicago. Mary Ann Foxley, exec VP & media dir. — media svcs.

**60 American Express Co.**

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$53,062	\$57,747	-8.1
Sunday magazine	.867	212	308.9
Newspaper	19,651	13,821	42.2
National newspaper	20,461	15,381	33.0
Outdoor	6,694	2,483	169.6
Network TV	96,592	76,883	25.6
Spot TV	25,393	10,165	149.8
Syndicated TV	1,737	1,611	7.8
Cable TV networks	57,324	39,455	45.3
Network radio	2,315	5,100	-54.6
National spot radio	2,422	5,890	-58.9
Internet	22,457	23,042	-2.5
Measured media	308,975	251,790	22.7
Unmeasured media	233,086	197,834	17.8
Total	542,061	449,625	20.6

By brand	2002	2001	% chg
American Express financial svcs	267,133	221,050	20.8
Open Business Service Online	11,140	NA	NA

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$23,807	\$22,582	5.4
Earnings	2,671	1,311	103.7
U.S.	2002	2001	% chg
Sales	19,286	17,522	10.1
Division sales	2002	2001	% chg
Travel related svcs	17,721	17,359	2.1
American Express Fin. Advisors	5,618	4,791	17.3
American Express Bank	745	649	14.8
Corporate & other	99	123	-19.5

**Headquarters**

American Express Co./American Express Tower C, 3 World Financial Center, 200 Vesey St., New York, N.Y. 10285/Phone: (212) 640-2000.

**Personnel, brands, agencies**

**Corporate:** Kenneth I. Chenault, chmn & CEO; John D. Hayes, exec VP-global adv & brand mgmt; Richard Quigley, sr VP-adv & global brand mgmt; Nancy Smith, VP-global media & sponsorship mktg; Jennifer Sheehan, VP-U.S. adv; Stefanie Katz-Rothman, VP-U.S. adv; Sid Rothstein, VP-agency mgmt; Ellen Lasch, VP-brand mgmt; Christine Brandt-Jones, VP-marketplace insights.

**Ogilvy & Mather Worldwide**, New York. John Seifert, mg ptrn.

**MindShare Worldwide**, New York. Ed Hughes, sr VP & ww strategic plng dir. — media svcs.

**Digitas**, New York. Michael Smith, exec VP & relationship mgr. — direct mktg.

**IDMedia**, New York. Gaye Sussman, pres. — direct response media svcs.

**Momentum IMC**, New York. Ander Wensberg, exec VP. — sponsorship mktg.

**OgilvyOne**, New York. Christian Carino, sr ptrn & client svcs dir. — direct mktg & direct response TV.

**American Express Financial Advisors:** 200 AXP Financial Center, Minneapolis, Minn. 55474/Phone: (612) 671-3131. Barbara Fraser, exec VP-prods & corp mktg; Giunero Floro, VP-creative svcs; John Hayes, exec VP-global adv & branding.

**Ogilvy & Mather Worldwide**, New York. John Seifert, mg ptrn; Bill Brooks, exec grp dir.

**MindShare Worldwide**, New York. Ed Hughes, sr VP & ww strategic plng dir. — media svcs.

**American Express Publishing Corp.:** 1120 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 382-5600. Ed Kelly, pres & CEO; Paul Francis, cfo & sr VP-corp devel & opers; Mark Stanich, sr VP & chief marketing officer; Kathi Doolan, VP & pub-Departures; Julie McGowan, sr VP & pub-Food & Wine; Ellen Asmodeo-Giglio, VP & pub-Travel + Leisure, Travel + Leisure Family; Robert C. Weber, VP & pub-T+L Golf; Janet Libert, pub & editor-SkyGuide.

**Turf**, New York. Mark Trippetti, founder & creative dir.

## 38 Anheuser-Busch Cos.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$26,152	\$24,451	7.0
Sunday magazine	.274	712	-61.6
Newspaper	9,524	6,292	51.4
National newspaper	2,698	2,734	-1.3
Outdoor	49,265	44,666	10.3
Network TV	237,167	202,213	17.3
Spot TV	59,028	50,228	17.5
Syndicated TV	5,743	900	538.1
Cable TV networks	34,561	31,579	9.4
Network radio	.375	235	59.6
National spot radio	.307	308	-0.5
Internet	7,036	4,642	51.6
Measured media	432,128	368,960	17.1
Unmeasured media	360,768	323,923	11.4
Total	792,896	692,883	14.4
By brand	2002	2001	% chg
Budweiser & Bud beers	252,830	227,903	10.9
Michelob beers	84,008	43,691	92.3
Anheuser-Busch Cos.	29,573	35,243	-16.1
Busch beers	22,569	19,633	15.0
Docs Malt Beverage	14,141	6,821	107.3
Sea World Adventure Park	13,466	13,129	2.6

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Net Sales	\$13,566	\$12,912	5.1
Earnings	1,934	1,705	13.4
Division sales (gross)	2002	2001	% chg
Domestic beer	12,563	11,951	5.1

Division sales (gross)	2002	2001	% chg
Packaging	2,072	2,000	3.6
Entertainment	.859	848	1.3
International beer	.714	555	28.6
Other	.93	108	-13.9

### Headquarters

Anheuser-Busch Cos./1 Busch Place, St. Louis, Mo. 63118/Phone: (314) 577-2000.

### Personnel, brands, agencies

**Corporate:** August A. Busch III, chmn; Patrick Stokes, pres & CEO; John Jacob, exec VP-global comms; Francine Katz, VP-corp comms; John Kaestner, VP-corp affairs; Terri Vogt, VP-public comms.

**DDB Worldwide Communications**, Chicago. Steve Jackson, grp acct dir. — cons awareness adv.

**Anheuser-Busch:** 1 Busch Place, St. Louis, Mo. 63118/Phone: (314) 577-2000. August A. Busch IV, pres-Anheuser-Busch Inc.; Bob Lachky, VP-brand mgmt & dir-global brand creative; Mike Owens, VP-sls; Joe Castellano, VP-retail mktg; Tony Ponturo, VP-global media & sports mktg; Peter McLoughlin, VP-corp media; Jim Schumacker, VP-creative devel & adv svcs; Tim Schoen, VP-presence mktg; John Marota, grp VP-retail creative svcs; Denny Galati, dir-creative devel; Paul Peacock, dir-opers, pres office; Steve Uline, grp dir-sports mktg & Bud sports; Pat McGauley, dir-high end brands; Dan Hoffman, dir-retail sls promo; Andy Goeler, dir-Budweiser mktg; Dan McHugh, dir-Bud Light mktg; Rick Leininger, dir-Michelob family & specialties; Danny Scott, dir-tactical brands; Marlene Coulis, dir-new prods.

**DDB Worldwide Communications**, Chicago. Steve Jackson, grp acct dir; John Greening, sr VP & mg ptrn. — Bud Light, Budweiser, Busch family.

**Palmer Jarvis DDB**, Toronto. Jeff McCrory, dir-client svcs; Tim Binkley, acct dir. — Bud Light, Budweiser, Doc's Hard Lemon, new prods.

**Fusion Idea Lab**, Chicago. Mike Oberman, ptrn; Matt Brennock, ptrn. — Bud Light, Budweiser.

**Goodby, Silverstein & Partners**, San Francisco. Jeff Goodby, pres; Stan Fiorito, grp acct dir. — Budweiser, Michelob family.

**Hill, Holliday, Connors, Cosmopolus**, Boston. Mike Sheehan, CEO; Marty Donahue, creative dir; Bryan Sweeney, exec producer. — Budweiser.

**Momentum**, St. Louis. Denny Reed, acct dir. — Bacardi Silver, Michelob family.

**Waylon Ad**, St. Louis. Jim Palumbo, pres; Kip Monroe, creative dir. — Michelob Ultra.

**Agencies assigned on a project basis.** — O'Doul's, new prods.

**Brado Cuneo**, St. Louis. Bob Cuneo, CEO. — special projects.

**Del Rivero Messianu DDB**, Miami. Angela Battistini, VP-acct svcs; Beatriz Orozco, acct exec; Enrique Faillace, creative dir; Luis Messianu, chief creative officer. — Hispanic adv, Bud Light, Budweiser.

**Dieste, Harmel & Partners**, Dallas. Aldo Quevedo, exec creative dir; Carlos Tourne, creative dir; David Ravelo, acct dir; Sylvia Galvan, acct super. — Hispanic adv, Bud Light.

**Ornelas & Associates**, Dallas. Victor Ornelas, pres. — Hispanic adv, Budweiser.

**Busch Entertainment:** 231 S. Bemiston, Ste. 600, Clayton, Mo. 63105/Phone: (314) 577-2000. Keith M. Kasen, chmn; Robin D. Carson, sr VP-mktg; Linda Smith, VP-brand mgmt; Dan



Dipiazza, VP-cons mktg; Shannon Rodriguez, dir-sls; Fred Jacobs, sr dir-comms; Marcy Lazar, dir-brand mgmt.

**DDB Worldwide Communications**, Chicago. Ramona Biliunas, VP & mgmt rep. — Adventure Island, Busch Gardens Tampa Bay, Busch Gardens Williamsburg, Discovery Cove, Sea World Orlando, Sea World San Antonio, Sea World San Diego, Sesame Place, Water Country USA.

## 2 AOL Time Warner

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$272,687	\$232,403	17.3
Sunday magazine	10,063	4,459	125.7
Newspaper	245,065	213,794	14.6
National newspaper	70,978	53,718	32.1
Outdoor	31,870	27,331	16.6
Network TV	352,651	359,528	-1.9
Spot TV	173,784	141,408	22.9
Syndicated TV	60,099	97,773	-38.5
Cable TV networks	243,593	294,196	-17.2
Network radio	8,838	9,370	-5.7
National spot radio	50,196	32,245	55.7
Internet	292,305	259,774	12.5
Measured media	1,812,130	1,725,999	5.0
Unmeasured media	1,110,661	1,103,516	0.6
Total	2,922,791	2,829,514	3.3

By brand	2002	2001	% chg
Warner Bros movies	507,472	499,046	1.7
New Line movies	224,535	168,878	33.0
America Online Internet svcs	152,037	193,928	-21.6
HBO cable TV	86,663	95,993	-9.7
Time Warner Cable Co.	64,476	39,398	63.7
Time-Life books & recordings	55,314	148,266	-62.7
WB TV network	34,680	29,449	17.8
TNT Cable TV	28,619	23,200	23.4
Sports Illustrated Magazine	28,387	13,662	107.8
TBS Cable TV	24,540	16,645	47.4
Harry Potter video	15,700	NA	NA
Lord of the Rings video	14,792	NA	NA
Road Runner Internet svcs	12,514	6,605	89.5
CNN Cable TV	12,467	10,860	14.8
Warner Books	12,459	10,437	19.4
Oceans Eleven video	11,875	NA	NA

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$40,961	\$37,166	10.2
Earnings	98,696	4,934	NA

U.S.	2002	2001	% chg
Sales	32,632	31,608	3.2

Division sales	2002	2001	% chg
Filmed entertainment	10,400	8,759	18.7
AOL	9,094	8,615	5.6
Cable/Broadcast Networks	7,655	7,050	8.6
Cable systems	7,035	6,028	16.7
Publishing	5,422	4,689	15.6
Music	4,205	4,036	4.2

### Headquarters

AOL Time Warner/75 Rockefeller Plaza, New York, N.Y. 10019/Phone: (212) 484-8000.

### Personnel, brands, agencies

**Corporate:** Richard Parsons, chmn & CEO; Jeffery Bewkes, chmn, Entertainment & Networks grp; Don Logan, chmn-Media & Comms grp.

**America Online:** 22000 AOL Way, Dulles, Va. 20166/Phone: (703) 265-2120. Johnathan Miller, chmn & CEO; Ted Leonsis, vice chmn & pres-AOL core svcs; Joseph Ripp, vice chmn; Lisa Hook, pres-AOL Broadband, premium & platform svcs; J. Michael Kelly, chmn & CEO-AOL intl & web svcs; Joe Redling, chief mktg officer; Lisa Brown, pres-interactive mktg.

**BBDO Worldwide**, New York. Nancy Hill, mg dir. — broadband, entertainment svcs.

**Wieden & Kennedy**, Portland, Ore. — corp awareness adv, corp brand adv.

**Initiative Media North America**, New York. Larry Orell, exec VP & gm. — media svcs, AOL, CompuServe, Digital City, ICQ, Mapquest, Moviefone, Netscape.

**AOL Interactive Video:** 120 E. 23rd St., 7th fl., New York, N.Y. 10010/Phone: (212) 379-5160. Joseph J. Collins, chmn & CEO; James A. Chiddix, pres; Sue Wrenn, VP-adv sls devel.

#### In-house.

**AOL Time Warner Book Group:** 1271 Ave. of the Americas, New York, N.Y. 10020/Phone: (212) 522-7200. Laurence J. Kirshbaum, chmn & CEO; Maureen Mahon Egen, pres & chief operating officer.

**In-house.** Cheryl Rozier, adv dir. — Aspect, Back Bay, Bullfinch, halala.com, Little, Brown & Co, Mysterious Press, Time Warner AudioBooks, Warner, Warner Business Books, Warner Faith.

**Heartland Music (a div of Time-Life Inc.):** 575 Lexington Ave., New York, NY 10022/Phone: (212) 753-4410. Stacy Kaufman, media dir.

#### In-house.

**Home Box Office:** 1100 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 512-1000. Jeffery L. Bewkes, chmn & CEO; Eric Kessler, exec VP-mktg; Ross Greenburg, pres-HBO Sports.

**BBDO Worldwide**, New York. Amy Russem, sr acct dir.

**New Line Cinema:** 116 N. Robertson Blvd., Ste. 200, Los Angeles, Calif. 90048/Phone: (310) 854-5811. Robert K. Shaye, co-chmn & co-CEO; Michael Lynne, co-chmn & co-CEO; Rolf Mittweg, pres & CEO-ww distribution & mktg; Russell Schwartz, pres-domestic mktg; David Tuckerman, pres-domestic theatrical dist; Diane Charbonic, exec VP-cooperative adv & media; Lisa Balshan, sr VP-natl promos.

**Carat North America**, New York & Los Angeles, N.Y. Vicki Petrie, grp dir-natl bdcst; Susan Victor, acct dir; Jenny Wakumoto, acct super. — media svcs, Fine Line Features, New Line Cinema, New Line Home Video.

**Southern Progress Corp. (a div of Time Inc.):** 2100 Lakeshore Dr., Birmingham, Ala. 35209/Phone: (205) 445-6000. Tom Angelillo, pres & CEO; Scott Sheppard, exec VP-adv; *Coastal Living*: Allison Thomas, mktg dir; *Cooking Light*: Kate Darden, mktg dir; *Health*: Eileen Kiernan, mktg dir; *Progressive Farmer*: Allen Vaughn, mktg svcs dir; *Southern Accents*: Julie Everett, mktg dir; *Southern Living*: Theresa Lux, mktg dir; *Sunset*: Beth Whiteley, VP & mktg dir.

**In-house.** — *Coastal Living*, *Cooking Light*, *Health*, *Progressive*

*Farmer, Southern Accent, Southern Living, Southern Progress, Sunset.*

**Time Inc.:** Time & Life Building, Rockefeller Center, New York, N.Y. 10020/Phone: (212) 522-1212. Ann Moore, chmn & CEO; Norman Pearlstine, editor-in chief; Fred O. Nelson, assoc publisher; *InStyle:* Stephanie George, pres; Lynnette Harrison, pub; Amy Keohane, VP-cons mktg & devel; Remy Kothe, assoc pub-mktg; Kym Blanchard, assoc pub-mktg; Money Group: Christopher J. Poleway, pres; Michael V. Dukmejian, publisher; Jim Richardson assoc pub-mktg; *People* Group: Peter Davor, pres; Kathleen H. Kayso, publisher; John L. Brown, VP-cons mktg; Shaun Gurl, VP-cons mktg; Daniel Oshiyauk, assoc pub-mktg; *People en Espanol:* Lisa Quiroz, pub; Ruth Gaviria, dir-mktg; *Real Simple:* Ann Jackson, grp pres-*In Style, Parenting & Real Simple*; Robin Domeniconi, publisher; Steve Sachs, assoc publisher; *Sports Illustrated:* Oliver Knowlton, VP & gm; Fabio Freyre, publisher; Johnathan Shar, cons mktg dir; Jeff Price, exec dir-sports mktg; Timothy S. Jarrell, VP-pub dir; Peter S. Krieger, publisher; Alec Casey, cons mktg dir; Gabrielle Severini, assoc publisher-mktg; *Teen People:* Paul Caine, publisher.

**Fallon Worldwide,** New York. — cons awareness adv, *Sports Illustrated, Time.*

**In-house.** — *Entertainment Weekly, People en Espanol, Teen People, Sports Illustrated for Kids.*

**No agency.** — *Baby Talk, First Moments, Healthy Pregnancy, Parenting* magazine.

**Kraftworks,** New York. Trente Miller, bus mgr. — cons mktg, *InStyle.*

**Larry Sons,** New York. Larry Sons, pres. — direct response-TV, *Sports Illustrated.*

**Mullen,** Wrentham, Mass. Bruce Gold, acct super. — *Fortune, FSB, Money.*

**Black Canyon Productions,** New York. Steve Stern, ptrn. — direct mktg, direct response TV, *Sports Illustrated.*

**Rowan Warren,** New York. Larry Rowan, pres. — direct mktg, direct response TV, *Sports Illustrated.*

**Time Warner Cable:** 290 Harbor Dr., Stamford, Conn. 06902/Phone: (203) 328-0600. Glenn A. Britt, chmn & CEO; John Billock, chief operating officer; Tom Baxter, pres; Christopher Bogart, pres & CEO-Time Warner Cable Ventures; Larry Fisher, pres-Time Warner Cable adv; Brian Kelly, sr VP-mktg; Lynn Yaeger, sr VP-corp affairs; Mark Harrad, VP-corp affairs.

**Time4 Media:** 2 Park Ave., New York, N.Y. 10016/Phone: (212) 779-5000. Mark Ford, pres. *Golf Magazine:* Chris Whigtman, publisher; Robert Schupler, dir mktg; Marine Group: John Young, publisher; Al Gillio, dir mktg; Mountain Sports Media: Andy Clurman, publisher-*Ski & Skiing*; Stef Luciano, dir mktg; *Popular Science:* Dennett Robertson, dir mktg; This Old House Ventures: Rich Berenson, publisher; Christopher Kamps, dir mktg; Time4Outdoors: Tom Ott, publisher-*Field & Stream, Outdoor Life*; Kerry Bianchi, dir mktg; Transworld Media: Mike Jaquet, publisher-*Freeze*; Brad McDonald, publisher-*Ride BMX, Transworld BMX, Transworld Motocross*; Fran Richard, publisher-*Transworld Skateboarding*; Tim Wrisley, publisher, *Transworld Snowboarding, Transworld Surf.*

**In-house.** — *BMX Business News, Field & Stream, Freeze, GolfMagazine, Motor Boating, Outdoor Life, Popular Science, Ride BMX, Salt Water Sportsman, Skateboarding News, Ski, Skiing, Skiing Trade News, Snowboarding Business, TransWorld BMX, TransWorld Motocross, TransWorld Skateboarding,*

*TransWorld Skateboarding Business News, TransWorld Snowboarding Business, TransWorld Stance, TransWorld Surf Business, TransWorld Surf Boarding News, Yachting Business.*

**Ryan Partnership,** New York. Mark Ryan, pres. — This Old House Ventures.

**Turner Broadcasting System:** CNN Center, P.O. Box 105366, Atlanta, Ga. 30348/Phone: (404) 827-1700. Jamie Kellner, chmn & CEO; Terence F. McGuirk, vice chmn-TBS & CEO-Turner Sports; Walter Isaacson, chmn & CEO-CNN News Group; Stan Kasten, pres-Turner Sports Teams; Larry Goldman, pres-CNN sls & mktg; Mark Lararus, pres-Turner Entertainment Group sls & pres-Turner Sports; Bradley J. Sielgel, pres-Turner Entertainment Networks.

**Agencies assigned on a project basis.** — CNN Radio.

**Agency in review.** — CNN.

**BBDO South,** Atlanta. — Turner South.

**Fitzgerald & Co,** Atlanta. Lisa Galanti, exec VP & mktg dir. — Atlanta Hawks basketball team.

**In-house.** — Atlanta Thrashers Hockey Club.

**In-house.** Anne Marie Loeffler, VP-media svcs. — media svcs.

**Warner Bros. Entertainment Inc:** 4000 Warner Blvd., Burbank, Calif. 91522/Phone: (818) 954-6000. Barry Meyer, chmn & CEO; Alan Horn, pres & chief operating officer; Dawn Taubin, pres-domestic mktg, Warner Bros Pictures; Lynn Whitney, sr VP-ww media, Warner Bros Pictures; Dan Romanelli, pres-Warner Bros Worldwide cons prods; Sander Schwartz, pres-Warner Bros Animation; Paul Levitz, pres & pub-DC Comics.

**Grey Entertainment,** Burbank, Calif. Kris Coontz, exec VP-media. — media svcs, Warner Bros Studio.

**In-house.** — DC Comics, Looney Tunes, Warner Pictures licensing ops.

**Warner Music Group:** 75 Rockefeller Plaza, New York, N.Y. 10019/Phone: (212) 484-6653. Roger Ames, chmn & CEO; Ahmet M. Ertegun, co-chmn & co-CEO, Atlantic Group; Val Azzoli, co-chmn & co-CEO, Elektra Entertainment Group; Sylvia Rhone, chmn & CEO-Elektra Entertainment; Tom Whalley, chmn & CEO-Warner Bros Records; Stephen Shrimpton, chmn & CEO-Warner Music Int'l; Leslie E. Bider, chmn & CEO-Warner/Chappell Music; David Mount, chmn & CEO-WEA Group; Scott Pascucci, pres-Warner strategic mktg.

**In-house.** — Alternative Distribution Alliance, Atlantic Group, Elektra Entertainment, Giant Merchandising, Rhino Entertainment, Warner/Chappell Music, Warner Bros. Records, Warner Music International, Warner Specialty Products, WEA.

**WB Network (a joint venture of Tribune Co. & Turner Broadcasting System):** 4000 Warner Blvd., Burbank, Calif. 91522/Phone: (818) 977-5000. Jed Petrick, pres & chief operating officer.

**MediaCom,** New York. Kris Coontz, exec VP-Entertainment mktg. — media svcs.

## 35 AT&T Corp.

U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$14,349	\$23,924	-40.0
Newspaper	22,756	15,231	49.4
National newspaper	9,534	13,325	-28.5
Outdoor	8,450	8,762	-3.6
Network TV	103,238	94,552	9.2

By media	2002	2001	% chg
Spot TV	54,656	74,992	-27.1
Syndicated TV	16,538	20,433	-19.1
Cable TV networks	121,869	148,570	-18.0
Network radio	9,780	4,481	118.3
National spot radio	12,160	12,655	-3.9
Internet	7,520	27,066	-72.2
Yellow Pages	9,000	8,000	12.5
Measured media	391,244	451,991	-13.4
Unmeasured media	423,847	425,663	-0.4
Total	815,091	877,654	-7.1

By brand	2002	2001	% chg
AT&T telephone svcs	371,090	414,599	-10.5

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$37,827	\$42,197	-10.4
Earnings	-13,082	7,715	NA
U.S.	2002	2001	% chg
Sales	37,827	42,197	-10.4
Division sales	2002	2001	% chg
Business svcs	26,235	27,705	-5.3
Consumer svcs	11,527	14,843	-22.3

**Headquarters**

AT&T Corp./One AT&T Way, Bedminster, N.J. 07921-0752/Phone: (980) 234-6213.

**Notes**

AT&T Broadband was sold to Comcast Corp. on November 18, 2002.

**Personnel, brands, agencies**

**Corporate:** David Dorman, chmn & CEO; Cathy Constable, VP-adv & brand mgmt.

**Y&R Advertising**, New York. June Blocklin, vice chmn.  
**Mediaedge:cia Worldwide**, New York. Beth Gordon, chmn; Steve Lanzano, exec VP & plng dir; Cathy Goodin, media acct dir. — media svcs.

**Bravo Group**, New York. Daisy Exposito, pres. — Hispanic adv.  
**Kang & Lee**, New York. Eliot Kang, pres & CEO. — Asian-American adv.

**Serino Coyne**, New York. Roger Micone, acct grp dir. — corp arts & underwriting.

**UniWorld Group**, New York. Byron Lewis, chmn & CEO; Herman Morales, grp acct dir. — African-American & Hispanic adv.

**AT&T Business:** 55 Corporate Dr., Bridgewater, N.J. 08807/Phone: (973) 443-3603. Betsy J. Bernard, pres; Dawn DiMartino, div mgr-bus adv & mktg comms.

**Y&R Advertising**, New York. June Blocklin, vice chmn.  
**Mediaedge:cia Worldwide**, New York. Beth Gordon, pres & CEO; Steve Lanzano, exec VP & plng dir; Lee Doyle, exec VP & media acct dir. — media svcs.

**Bravo Group**, New York. Daisy Exposito, pres. — Hispanic adv.  
**UniWorld Group**, New York. Byron Lewis, chmn & CEO. — African-American adv.

**AT&T Consumer:** 295 N. Maple Ave., Basking Ridge, N.J. 07920/Phone: (908) 221-2000. John Polumbo, pres & CEO; Tim Omaggio, dir-mktg svcs.

**Y&R Advertising**, New York. Ben Machtiger, mg ptrn.  
**Wunderman**, New York. Nils von Zelowitz, mgmt super; Deborah Cantor, acct exec. — WorldNet Service.

**Mediaedge:cia Worldwide**, New York. Beth Gordon, pres & CEO; Steve Lanzano, exec VP & plng dir; Cathy Goodin, VP & media acct dir. — media svcs.

**Bravo Group**, New York. Daisy Exposito, pres. — Hispanic adv.  
**Digitas**, Boston. David Kenny, chmn & CEO; Robert Hurley, exec VP-mktg. — direct mktg.

**Kang & Lee**, New York. Eliot Kang, pres & CEO. — Asian-American adv.

**UniWorld Group**, New York. Byron Lewis, chmn & CEO. — African-American adv.

**31 AT&T Wireless**

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$14,607	\$9,655	51.3
Sunday magazine	0	253	NA
Newspaper	382,657	328,435	16.5
National newspaper	36,806	33,673	9.3
Outdoor	12,731	11,394	11.7
Network TV	56,746	8,953	533.8
Spot TV	83,218	88,263	-5.7
Cable TV networks	26,895	6,423	318.7
Network radio	2,092	156	NA
National spot radio	43,796	44,316	-1.2
Internet	33,985	29,399	15.6
Measured media	698,301	560,920	24.5
Unmeasured media	174,575	343,791	-49.2
Total	872,877	904,711	-3.5
By brand	2002	2001	% chg
AT&T Wireless phone svcs	643,525	506,526	27.0

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$15,631	\$13,610	14.8
Earnings	-2,324	-887	NA
U.S.	2002	2001	% chg
Sales	15,631	13,610	14.8
Division sales	2002	2001	% chg
Wireless svcs & prods	15,631	13,610	14.8

**Headquarters**

AT&T Wireless/7277 164th Ave., N.E., Bldg. 1, Redmond, Wash. 98052/Phone: (425) 580-6000.

**Personnel, brands, agencies**

**Corporate:** John D. Zeglis, chmn & CEO; G. Michael Sievert, exec VP & chief mktg officer; Neve Savage, VP-mktg & comms.

**Ogilvy & Mather Worldwide**, New York. Peter Intermaggio, exec grp dir.

**Mediaedge:cia Worldwide**, New York. Charles Courtier, exec chmn; Lee Doyle, mg ptrn. — media svcs.

**Avenue A**, Seattle. Clark M. Kokich, pres. — Internet mktg.

**Bravo Group**, New York. Daisy Exposito, chmn & CEO. — Hispanic adv.



## 67 Aventis

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$82,814	\$56,396	46.8
Sunday magazine	8,907	4,343	105.1
Newspaper	.40	16,599	-99.8
National newspaper	2,460	2,585	-4.8
Outdoor	.48	254	-81.2
Network TV	42,221	30,407	38.9
Spot TV	2,214	15,333	-85.6
Syndicated TV	9,631	6,429	49.8
Cable TV networks	14,566	10,644	36.8
Network radio	9,329	1,320	606.8
National spot radio	1,553	4,087	-62.0
Internet	3,608	2,174	65.9
By media	2002	2001	% chg
Measured media	177,391	150,571	17.8
Unmeasured media	308,612	271,197	13.8
Total	486,003	421,768	15.2
By brand	2002	2001	% chg
Allegra allergy Rx	130,368	104,007	25.3
Aventis pharmaceuticals	13,660	16,286	-16.1
Nasacort AQ nasal Rx	11,278	16,262	-30.6
Penlac nail fungus Rx	10,283	8,584	19.8

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$19,113	\$20,559	-7.0
Earnings	1,938	1,349	43.7
U.S.	2002	2001	% chg
Sales	7,818	5,678	37.7
Division sales	2002	2001	% chg
Prescription drugs	14,853	13,593	9.3
CropScience	1,697	3,856	-56.0
Human vaccines	1,464	1,277	14.6
Therapeutic proteins	.990	1,012	-2.2
Other & eliminations	.167	1,007	-83.4

### Headquarters

Aventis/16, ave. de l'Europe, 67919 Strasbourg, France/Phone: 88-99-11-00.

Aventis/300 Somerset Corp. Blvd., Bridgewater, N.J. 09807-2854/Phone: (800) 981-2491.

### Personnel, brands, agencies

**Corporate:** Gerald Belle, pres-N. Amer. ops; Jurgen Lasowski, VP-bus devel & strategy; John R. Leone, sr VP-U.S. commercial ops & chief operating officer; Daniel G. Maher, VP-N. Amer. industrial ops; Charles F. Rouse, VP-N. Amer. comms & corp relations.

**Aventis Pharmaceuticals:** 1041 Route 202/206 N., Bridgewater, N.J. 08807-2854/Phone: (908) 243-6000.

**Euro RSCG Life LM&P**, New York. Anne Cunney, exec VP & mg dir.

**Euro RSCG Life Questar**, New York. Doug Burcin, exec VP, mg dir. — Arava.

**Euro RSCG MVBMS Partners**, New York. — cons awareness adv, Lantus.

**Harrison & Star Business Group**, New York. Ane Jones, grp acct

super. — Taxotere.

**In-house.** — media svcs, prof.

**McCann-Erickson Worldwide**, New York. Maryann Kuzel, grp mg dir. — cons awareness adv, Allegra (cons).

**Starcom**, Chicago. Julie Franks, acct dir. — media svcs, cons.

**Dermik Laboratories:** 1050 Westlakes Dr., Berwyn, Pa. 19426/Phone: (484) 595-2700. Robert J. Bitterman, pres.

**Creativity In Practice**, Langhorne, Pa. Kelly Kress, acct exec. — Carac, Dermatop.

**Donahoe Purohit Miller Advertising**, Chicago. Sharon Robinson, sr acct exec; Laurie Mack, acct exec. — BenzaClin, Klaron, Noritate, Penlac, Psorcon-e.

## 81 Bayer

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$14,678	\$6,531	124.7
Sunday magazine	.884	3,374	-73.8
By media	2002	2001	% chg
Newspaper	.291	1,135	-74.4
National newspaper	.325	1,986	-83.7
Outdoor	.728	676	7.7
Network TV	87,710	112,842	-22.3
Spot TV	8,776	12,631	-30.5
Syndicated TV	34,311	39,325	-12.8
Cable TV networks	30,412	34,120	-10.9
Network radio	2,821	6,468	-56.4
National spot radio	2,257	2,150	5.0
Internet	2,096	212	887.6
Measured media	185,289	221,450	-16.3
Unmeasured media	185,289	221,451	-16.3
Total	370,577	442,901	-16.3
By brand	2002	2001	% chg
Aleve pain remedies	48,439	57,745	-16.1
Bayer aspirin	45,043	46,121	-2.3
Alka-Seltzer antacids	23,268	33,844	-31.3
Advantage cat & dog Rx	18,581	25,164	-26.2
One-A-Day vitamins	16,974	17,793	-4.6

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$27,456	\$27,132	1.2
Earnings	.985	865	13.9
North America	2002	2001	% chg
Sales	8,334	8,850	-5.8
Division sales	2002	2001	% chg
Polymers & chemicals	9,987	9,876	1.1
Health care	8,686	9,581	-9.3
CropScience	4,353	2,543	71.2
Chemicals	3,062	3,360	-8.9

### Headquarters

Bayerwerk, 51368 Leverkusen, Germany/Phone: 49-214-301.

Bayer Corp., 100 Bayer Rd., Pittsburgh, Pa. 15205/Phone: (412) 777-2000.

### Notes

Bayer acquired Aventis' CropScience business in 2002, and sold its household insecticide business to SC Johnson in early 2003.



**Personnel, brands, agencies**

**Corporate:** Manfred Schneider, chmn-Bayer A.G.; Helge H. Wehmeier, pres & CEO-U.S.; J. Kolpon, VP-mktg.

**DDB Worldwide Communications**, New York. Ellen Fields, grp acct dir. — Science Literacy Program.

**Initiative Media North America**, New York. Larry Orell, exec VP & gm. — media buying.

**Agriculture Division:** 8400 Hawthorn Rd., P.O. Box 4913, Kansas City, Mo. 64120-0013/Phone: (816) 242-2000. Emil E. Lansu, pres; Jeff Pelaccio, mg-customer advocacy, crop protection prods; Dan Carrothers, dir-mktg, garden & prof care prods; Alfred Amend, VP-mktg & sls; Joseph Rainone, VP-mktg & new prods; Mark Schneid, dir-mktg, Bayer Advanced.

**BBDO Atlanta**, Atlanta. Stephen Weinstein, mgmt super. — Bayer Advanced.

**Initiative Media North America**, New York. Larry Orell, exec VP & gm. — media buying, Advanced Flea Control.

**Bayer Biological Products:** 4101 Research Commons, 79 Alexander Dr., Research Triangle Park, N.C. 27709/Phone: (919) 316-6396. Alison Arter, sr VP-commercial devel; Anthony Nagle, VP-coagulation; David Spencer, VP-respiratory & critical care; Joel Abelson, VP-immunoglobulins.

**Consumer Care Division:** 36 Columbia Rd., P.O. Box 1910, Morristown, N.J. 07962-1910/Phone: (973) 254-5000. Gary S. Balkema, pres; Timothy G. Hayes, region head-Northern.

**BBDO Chicago**, Chicago. Anne Dooley, client svc dir. — Aleve, Aleve Cold & Sinus, Flintstone vitamins, Bugs Bunny vitamins, RID lice treatment, Midol, One-A-Day.

**Euro RSCG Tatham Partners**, Chicago. Suzanne Lord, sr ptrn. — Femstat, Flintstones, Midol, Mycexel, One-A-Day.

**OMD Worldwide**, New York & Chicago, N.Y. Eve Leshaw; Deb Nevin. — media plng.

**Initiative Media North America**, New York. Larry Orell, exec VP & gm. — media buying.

**Pharmaceutical Division:** 400 Morgan Lane, West Haven, Conn. 06516/Phone: (203) 812-2000. Karen Dawes, sr VP-mktg & sls, bus grp head; Tig Conger, VP-mktg, anti-infective prods (Cipro, Avelox); Nancy Bryan, VP-mktg, men's health (Viadur, Verdenafil); Dona Conder-Flannery, VP-sls; Joseph Carofano, VP-sls; David Stellingworth, VP-managed markets; Laura Malis, mgr-div comms.

**Dudnyk Healthcare West**, San Francisco, Calif. Robin Mueller, acct mgr. — Coagulation-Koate, Kogenate.

**Integrated Communications Corp.**, Lawrenceville, N.J. — Viadur.

**Lyons Lavey Nickel Swift**. Joe Noel, sr VP & grp acct super. — Avelox, Bayer Biologicals, Bayer Oncology, Cipro IV, Cipro Tablets, Trasylol.

## 76 Berkshire Hathaway

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$29,186	\$25,797	13.1
Sunday magazine	1,690	2,688	-37.1
Newspaper	5,818	5,103	14.0
National newspaper	4,612	5,649	-18.4
Outdoor	3,478	2,548	36.5

	2002	2001	% chg
Network TV	30,415	28,253	7.7
Spot TV	50,365	40,710	23.7
Syndicated TV	20,831	71,485	-70.9
Cable TV networks	47,447	35,012	35.5
Network radio	9,571	11,228	-14.8
National spot radio	26,392	18,126	45.6
Internet	5,320	592	799.2
Measured media	235,124	247,191	-4.9
Unmeasured media	163,391	98,530	65.8
Total	398,516	345,721	15.3

By brand	2002	2001	% chg
Geico Insurance	142,790	165,407	-13.7
Dairy Queen restaurants	35,574	32,629	9.0
Benjamin Moore & Co.	21,835	14,395	51.7
Helzberg Diamonds	10,537	8,023	31.3

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$42,353	\$38,643	9.6
Earnings	4,286	795	439.1

Division sales	2002	2001	% chg
Insurance group	22,249	20,749	7.2
Shaw Industries (carpet)	4,334	4,012	8.0
Building products	3,702	3,269	13.2
Flight services	2,837	2,563	10.7
Finance & financial products	2,126	1,658	28.2
Retail operations	2,103	1,998	5.3
Other businesses	1,983	1,488	33.3
Apparel	1,619	726	123.0
Scott Fetzer Cos.	899	914	-1.6

**Headquarters**

Berkshire Hathaway/1440 Kiewit Plaza, Omaha, Neb. 68154/Phone: (402) 346-1400.

**Personnel, brands, agencies**

**Corporate:** Warren Buffett, chmn, pres & CEO.

**Acme Building Brands:** 2821 W. Seventh, Fort Worth, Texas 76701-2219/Phone: (817) 390-2409. Harrold Melton, pres & CEO.

**Felsware**, Fort Worth, Texas. Matt Felsware, pres. — media buying.

**Ben Bridge Jewelers:** Fourth & Pike, Seattle, Wash. 98111/Phone: (206) 448-8800. John Bridge, co-CEO; Ed Bridge, co-CEO; Steve Davolt, VP-mktg.

**Publicis Seattle**, Seattle. Stacy Gilchrist, acct exec.

**Benjamin Moore:** 51 Chestnut Ridge Rd., Montvale, N.J. 07645/Phone: (800) 344-0400. Yvan Dupuy, pres & CEO; Denis Abrams, exec VP & chief operating officer;

**Gianettino & Meredith Advertising**, Short Hills, N.J. Rick Riccardi, VP & acct super. — Benjamin Moore Paint.

**Borsheim's:** 120 Regency Pkwy., Omaha, Neb. 68114/Phone: (402) 391-0400. Susan M. Jacques, pres & CEO.

**SACCO Group**, Omaha. Kim Stowe, dir-client svcs.

**Buffalo News:** One News Plaza, Buffalo, N.Y. 14240/Phone: (716) 849-3434. Stanford Lipsey, pub; Warren T. Colville, pres.

**The Schutte Group**, Buffalo, N.Y. Suzanne Schutte, principal.  
**Media Pros**, Orchard, N.Y. — media buying.

**Cort's Furniture Rental:** 11250 Waples Mill Lane, Ste. 500, Fairfax, Va. 22030/Phone: (703) 968-8500. Paul Arnold, CEO; Steve Jobs, pres; Lloyd Henson, chief operating officer.

**Arnold Worldwide**, McLean, Va. Michael White, acct dir..

**Fruit of the Loom Industries:** One Fruit of the Loom Dr., Bowling Green, Ky. 42103/Phone: (270) 781-6400. John B. Holland, pres & CEO.

**Richards Group**, Dallas. Diane Fannon, principal; Dennis Walker, creative grp head; Ron Henderson, creative grp head. — Best by Fruit of the Loom, BVD, Fruit of the Loom, FunGals, Funpals, Lofteez, Screen Stars, Underoos.

**Grupo Gallegos**, Long Beach, Calif. John Gallegos, principal. — Hispanic adv.

**Richards/Gravelle**, Dallas, Texas. Mary Price, grp media dir. — media svcs.

**Garan:** 350 Fifth Ave., New York, N.Y. 10148/Phone: (212) 563-2000. Seymour Lichtenstein, chief operating officer.

**No agency.**

**Geico:** Government Employee's Insurance Co., 1 Geico Plaza, Washington, DC 20076/Phone: (800) 824-5404. Tony Nicely, pres & CEO; Edward W. Ward, VP-mktg.

**Martin Agency**, Richmond, Va. Paul McKee, exec VP & chief operating officer. — Geico Direct auto insurance.

**Lopez Negrete Communications**, Houston. Alex Lopez Negrete, pres & CEO. — Hispanic adv.

**H.H. Brown Shoe Co.:** 124 W. Putnam Ave., Greenwich, Conn. 06830/Phone: (203) 661-2424. Frank Rooney, chmn; Jim Issler, pres & chief operating officer.

**In-house.** — Born Shoe Co., Carolina Shoe Co., Cove Shoe Co., Dexter Shoe Co., Double-H Boot, HH Brown Shoes, Lowell Shoe Co., Nursemates, Softspots, Supremes.

**Helzberg Diamonds:** 1825 Swift, North Kansas City, Mo. 64116/Phone: (800) 669-7780. Jeff Comment, chmn; John Goodman, sr VP-mktg & adv; Linda Baker, adv dir.

**Doner**, Southfield, Mich. Alan Kalter, chmn & CEO; Jennifer Sproul, VP.

**International Dairy Queen:** 7505 Metro Blvd., P.O. Box 39286, Edina, Minn. 55439/Phone: (952) 830-0200. Charles W. Mooty, pres & CEO; Michael Keller, exec VP-mktg.

**Grey Worldwide**, New York. Mike Gaertner, acct exec. — Dairy Queen restaurants, Grill & Chill, Karmel Korn Shoppe, Orange Julius stores.

**MediaCom**, New York. Larry Swyer, exec VP, grp dir. — media buying, Dairy Queen restaurants, Grill & Chill, Karmel Korn Shoppe, Orange Julius stores.

**Johns Manville:** 717 17th St., Denver, Colo. 80217-5108/Phone: (303) 978-2000. C. L. Henry, chmn & CEO.

**Brozena Schaller Menaker & Ripley**, Denver. Ed Brozena, pres & CEO; Joe Kramer, sr acct dir. — Air handling systems, commercial & ind roofing, engineered products, fire protection systems, pipe & equipment insulations.

**McClain Finlon Advertising**, Denver. Martin Knapp, acct exec; Brian Macintosh, acct super. — Comfort Therm, EasyFit.

**Jordan's Furniture:** 100 Stockwell Dr., Avon, Mass. 02322/Phone: (508) 580-4900. Barry Tatelman, pres.

**Blitz Media**, South Natick, Mass. Marci Cohen, pres.

**Justin Brands:** 610 W. Daggett, Fort Worth, Texas 76104/Phone: (817) 332-4385. Randy Watson, pres & CEO; Gary Faulharber, dir-mktg.

**Balcom Agency**, Fort Worth, Texas. Stuart Balcom, pres; RaeAnn Bellucci, acct exec; Trey Sprinkle, art dir. — Chippewa footwear, Justin, Justin Juniors, Justin work boots, Nacona boots, Tony Lama.

**MidAmerica Energy Holdings:** 666 Grand Ave., Des Moines, Iowa 50309/Phone: (515) 242-4300. Greg E. Abel, pres.

**Bozell & Jacobs**, Omaha. Kim Mekelson, ptnr; Kevin Hutchinson, mgmt super.

**Nebraska Furniture Mart:** 700 S. 72nd. St., Omaha, Neb. 68114/Phone: (402) 397-6100. Irv Blumkin, chmn & CEO; Mark Hamilton, dir-mktg; Teri Harold, adv mgr.

**Red Stone Communications**, Omaha. Gail Johnston, VP.

**In-house.** — media buying.

**Pampered Chef:** One Pampered Chef Lane, Addison, Ill. 60101-5630/Phone: (630) 261-8900. Doris Christopher, chmn & CEO; Shelia O'Connell Cooper, CEO.

**No agency.**

**R.C. Willey Home Furnishings:** 2301 S. 300 W., Salt Lake City, Utah 84115/Phone: (801) 461-3900. Scott Hymas, CEO; Jeff Child, pres; Clark Yospe, VP-mktg & adv.

**In-house.**

**Scott Fetzer Cos.:** 28800 Clemens Rd., Westlake, Ohio 44145/Phone: (440) 892-3000. Campbell-Hausfeld: Gary Heeman, pres-Air Prods; Bob Bicknell, sr VP-sls & mktg; Steve Carroll, bus mgr-power prods; Dan Sanchez, mgr-mktg comms; Hillary Myers, brand mgr; Douglas Quikut: Nathan Howard, gm; WorldBook Encyclopedia: Robert Martin, pres.

**In-house.** — Child Craft, Early World of Learning, World Book Multimedia, World Book Encyclopedia.

**McNabb Kelley & Barre**, Jonesboro, Ark. Chris Barre, ptnr. — Ginsu Knives.

**Odell Advertising/Marketing**, North Canton, Ohio. Dean Crawford, VP-sls.

**In-house.** — media buying, media & print, Campbell-Hausfeld. **Sullivan Design Group**, Cincinnati, Ohio. Mike Sullivan, principal. — special projects, print production, Campbell-Hausfeld.

**See's Candies:** 210 El Camino Real, South San Francisco, Calif. 94080/Phone: (650) 583-7307. Charles Huggins, pres; Richard Van Doren, VP-mktg.

**Black Rocket Euro RSCG**, San Francisco. Robert Boyce, media dir; Chris Chaffin, creative dir.

**Shaw Industries:** 616 E. Walnut Ave., Dalton, Ga. 30722/Phone: (706) 278-3812. Robert Shaw, chmn & CEO; Julian D. Saul, pres; C.K. Bevil, dir-mktg comms.

**In-house.**

**Star Furniture:** 16666 Barker Springs Rd., Houston, Texas 77084/Phone: (281) 492-6661. Mark Scriber, pres; Mike Galloway, adv dir.

**Yaffe/Deuster**, Houston. Brad Deuster, pres. — bdcst adv.

## 34 Best Buy Co.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$31,339	\$21,684	44.5
Sunday magazine	.0	1,020	NA
Newspaper	163,809	150,243	9.0
National newspaper	6,893	5,971	15.4
Outdoor	233	216	7.9
Network TV	51,602	45,960	12.3
Spot TV	40,520	38,862	4.3
Syndicated TV	.0	11	NA
Cable TV networks	13,694	19,324	-29.1
Network radio	1,955	2,287	-14.5
National spot radio	737	385	91.4
Internet	12,599	16,669	-24.4
Measured media	323,381	302,632	6.9
Unmeasured media	495,306	257,798	92.1
Total	818,687	560,430	46.1

By brand	2002	2001	% chg
Best Buy stores	301,405	265,951	13.3

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$20,946	\$17,711	18.3
Earnings	.99	570	-82.6

U.S.	2002	2001	% chg
Sales	19,303	17,115	12.8
Operating income	1,002	886	13.1

### Headquarters

Best Buy Co./7601 Penn Ave. S., Richfield, Minn. 55423/Phone: (612) 291-1000.

### Personnel, brands, agencies

**Corporate:** Richard M. Schulze, founder & chmn; Brad Anderson, CEO & co-chmn; Michael Linton, exec VP & chief mktg officer; Barry Judge, VP-cons & brand mktg; Mary Miller, VP-customer loyalty mktg.

**Best Buy Advertising (in-house).** Ruby Anik, VP-adv; Ric West, VP-promo mktg.

**Starcom,** Chicago. John Muszynski, exec VP & dir-Bdcast Investment Grp. — media buying-natl bdcst.

## 59 Bristol-Myers Squibb Co.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$73,361	\$62,356	17.6
Sunday magazine	18,032	28,046	-35.7
Newspaper	3,996	66,759	-94.0
National newspaper	.872	5,628	-84.5
Outdoor	407	697	-41.6
Network TV	41,765	70,649	-40.9
Spot TV	363	4,402	-91.8
Syndicated TV	13,344	13,237	0.8
Cable TV networks	10,984	14,018	-21.6
Network radio	1,715	570	200.9
National spot radio	126	7,453	-98.3
Internet	4,076	2,479	64.4
Measured media	169,039	276,294	-38.8
Unmeasured media	394,425	337,692	16.8
Total	563,464	613,986	-8.2

By brand	2002	2001	% chg
Plavix blood thinner Rx	53,331	9,416	466.4
Excedrin pain relief	35,397	46,856	-24.5
Pravachol cholesterol Rx	31,554	47,166	-33.1
Glucovance diabetes Rx	29,332	106,243	-72.4

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$18,119	\$17,987	0.7
Earnings	2,066	4,834	-57.3

U.S.	2002	2001	% chg
Sales	11,361	11,744	-3.3

Division sales	2002	2001	% chg
Pharmaceuticals	14,705	14,941	-1.6
Nutritionals	1,828	1,827	0.1
Other healthcare	1,586	1,219	30.1

### Headquarters

Bristol-Myers Squibb Co./345 Park Ave., New York, N.Y. 10154/Phone: (212) 546-4000.

### Personnel, brands, agencies

**Corporate:** Peter Dolan, pres & CEO.

**MindShare Worldwide,** New York. A.J. Storinge, grp plng dir. — media svcs.

**Mead Johnson Nutritionals:** 2400 W. Lloyd Expressway, Evansville, Ind. 47721/Phone: (812) 429-5000. Randall Alsmat, pres.

**No agency.** — Boost, ChoiceDM, Nutramigen, ProSobee.

**Ogilvy & Mather Worldwide,** New York. — Enfamil, Enfamil AR.

**U.S. Pharmaceutical Group:** 777 Scudders Mill Rd., Plainsboro, N.J. 08536/Phone: (609) 897-2000. Donald J. Heyden, exec VP & pres-Americas; Dean Mitchell, pres-U.S. primary care; Brian Markison, pres-oncology & virology; Gary Matthews, pres-cons medicines; Wendy Dixon, chief mktg officer; Tom Chetrick, VP-mktg svcs.

**Adrenaline,** New York. Terry Gallo, pres. — Pravachol.

**Bates USA,** New York. Howard Courtemanche, exec VP. — Glucophage, Glucovance.

**Gotham,** New York. Marty Smith, vice chmn. — Comtrex, Keri.

**In-house.** Peter Sheridan, dir. — Choice.

**McCaffery Ratner Gollieb & Lane,** New York. Dave Gillies, acct mgr. — Bufferin, Vagisil.

**Ogilvy & Mather Worldwide,** New York. — cons awareness adv, Plavix.

**Under The Radar,** Dobbs Ferry, N.Y. Jimmy Cohen, chmn; Tom Womback, pres. — Excedrin, Excedrin PM.

**MindShare Worldwide,** New York. A.J. Storinge, grp plng dir. — media svcs.

## 48 Burger King Corp.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$8,211	\$6,267	31.0
Sunday magazine	.0	597	NA
Newspaper	353	478	-26.2
National newspaper	1,939	1,278	51.7
Outdoor	5,612	5,977	-6.1
Network TV	144,072	146,231	-1.5
Spot TV	30,307	22,723	33.4

By media	2002	2001	% chg
Syndicated TV	55,111	53,149	3.7
Cable TV networks	55,965	48,547	15.3
Network radio	4,046	199	NA
National spot radio	30,818	19,791	55.7
Internet	1,604	65	NA
Measured media	338,036	305,302	10.7
Unmeasured media	312,034	358,397	-12.9
Total	650,070	663,699	-2.1
By brand	2002	2001	% chg
Burger King restaurants	336,271	298,253	12.7

  

Sales & earnings (\$ in millions)			
Worldwide	2002	2001	% chg
Sales	\$11,300	\$11,200	0.9
U.S.	2002	2001	% chg
Sales	8,600	8,573	0.3

**Headquarters**

Burger King Corp./5505 Blue Lagoon Dr., Miami, Fla. 33126/Phone: (305) 378-3000.

**Notes**

Worldwide and U.S. sales figures for Burger King are systemwide sales cited by Burger King. Burger King was sold at the turn of 2003 by Diageo to Texas Pacific Group, a U.S.-based private-equity firm.

**Personnel, brands, agencies**

**Corporate:** Bradley D. Blum, CEO; Robert T. Nilsen, pres; Russ Klein, chief mktg officer; Craig Braasch, VP & global adv dir; Gladding Markunas, sr VP-cons insight & strategic branding; Rick Brown, sr VP-mktg prog & sls.

**Y&R Advertising,** New York. Carl Hartman, mg ptrn; Chris Callas, dir-field mktg.

**MindShare Worldwide,** New York. Drew Burke, strategic plng dir. — media svcs.

**Bromley Communications,** San Antonio. Ernest Bromley, CEO; Sandra Howard, acct mgr. — Hispanic adv.

**Campbell Mithun,** Minneapolis. Tim Hawley, sr VP & gm. — kids mktg.

**VML,** Kansas City, Mo. Scott McCormick, pres. — interactive mktg.

**UniWorld Group,** New York. Maurice Grant, grp acct dir. — African-American adv.

## 77 Cadbury Schweppes

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$6,101	\$13,109	-53.5
Newspaper	453	921	-50.8
Outdoor	3,879	1,605	141.7
Network TV	154,613	158,727	-2.6
Spot TV	13,828	12,414	11.4
Syndicated TV	16,974	14,733	15.2
Cable TV networks	44,140	47,440	-7.0
Network radio	12,104	10,483	15.5
National spot radio	2,225	2,954	-24.7
Internet	1,537	1,227	25.3
Measured media	255,988	263,613	-2.9
Unmeasured media	140,190	144,365	-2.9
Total	396,178	407,977	-2.9

By brand	2002	2001	% chg
Dr Pepper soft drnks	84,463	96,103	-12.1
Trident gums	39,858	25,796	54.5
7up soft drinks	34,026	40,472	-15.9
Dentyne gums	26,584	36,110	-26.4
Halls cough prods	22,800	24,775	-8.0
Red Fusion soft drink	12,429	NA	NA

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$7,837	\$7,153	9.6
Earnings	.811	.782	3.7
North America	2002	2001	% chg
Sales	3,036	2,969	2.3
Operating profit	.840	.844	-0.5
Division sales	2002	2001	% chg
North America beverages	2,663	2,519	5.7
Americas confectionery	.373	.450	-17.1

**Headquarters**

Cadbury Schweppes/25 Berkeley Square, London, U.K. W1J 6HB/Phone: 44-171-409-1313.

Cadbury Schweppes, Americas Beverages/5301 Legacy Dr., Plano, Texas 75024/Phone: (972) 673-7000.

**Notes**

Cadbury Schweppes purchased Adams Division of Pfizer in 2002. The division included more than \$100 million in measured spending from Halls, Trident, Bubblicious, Chiclets, Freshen-Up, Dentyne, Certs and Clorets among its plethora of brands.

**Personnel, brands, agencies**

**Corporate:** John Sunderland, exec chmn; Todd Stitzer, CEO; Gilbert M. Cassagne, pres-Americas Beverages; Matt Shattock, pres-Americas Confectionery.

**Cadbury Adams:** 400 Interpace Pkwy., Building B, Parsippany, N.J. 07054/Phone: (973) 385-0187. Brad Irwin, pres; Philip Dobbs, VP-mktg.

**Deutsch,** New York. Jennie Burns, acct dir. — Bassett's Licorice, Hawaiian Punch Soft & Chewy Candy, Sour Patch Kids, Swedish Fish.

**J. Walter Thompson Co.,** New York. Colleen Gowd, global bus dir; Tony Stanol, ww dir in charge. — Adam's Key Brands: Bubbalo, Chiclets, Chiclets Ice, Halls, Halls Fruit Breezers, Trident, Trident Advantage, Trident for Kids, Trident White.

**Dr Pepper/Seven Up:** 5301 Legacy Dr., Plano, Texas 75024/Phone: (972) 673-7000. Mike McGrath, pres & CEO; Jim Trebilcock, sr VP-cons mktg; John Clark, chief adv officer.

**Agency in review.** — Hawaiian Punch.

**Latitude 90,** Dallas. Stuart Hayashi, principal. — A&W Root Beer, Canada Dry, Diet Rite, Raging Cow, Sundrop, Vernors.

**Y&R Advertising,** New York. John O'Brien, mg ptrn; Marianna Raphael, ptrn. — dnL, Dr Pepper, Schweppes, 7 UP, Sunkist, Red Fusion.

**Mediaedge:cia Worldwide,** New York. Charles Courtier, exec chmn; Cathy Goodin, mg ptrn. — media svcs, Dr Pepper, 7 UP.

**Mott's North America:** 6 High Ridge Park, Stamford, Conn. 06905/Phone: (203) 968-7500. Jack Belsito, pres & CEO-Mott's & Snapple; Michael Sands, chief mktg officer-Mott's & Snapple; Lesya Lysyj, sr VP-mktg.



**Agency in review.** — Clamato.

**Agency in review.** — Hawaiian Punch.

**Deutsch**, New York. Jennifer Burns, acct dir. — IBC Root Beer, Margaritaville, Mr. & Mrs. T mixers, Roses.

**Wolf Group**, New York. Larry Stevens, sr media planner; Paul McCormick, mg ptrn acct svcs. — media svcs, Mott's apple & juice products.

**Snapple Beverage Group:** 709 Westchester Ave., Westchester, N.Y. 10604/Phone: (914) 397-9200. Jack Belsito, pres & CEO-Mott's & Snapple; Michael Sands, chief mktg officer-Mott's & Snapple; Sheryl Adkins-Greene, sr VP-mktg.

**Boathouse Group**, Needham Heights, Mass. John Connors, ptrn. — Nantucket Nectars.

**BR Zoom**, Wilton, Conn. Dana Moser, grp dir. — Yoo-Hoo.

**Decker**, Glastonbury, Conn. Andrew Maguire, pres & CEO. — Orangina, Stewart's.

**Deutsch**, New York. Adam Levine, exec VP & brand dir. — Snapple.

**Vigilante**, New York. Larry Woodard, pres & CEO. — Mistic.

## 69 Campbell Soup Co.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$91,304	\$78,351	16.5
Sunday magazine	13,549	19,238	-29.6
Newspaper	1,433	4,284	-66.5
National newspaper	.707	974	-27.4
Outdoor	.601	2	NA
Network TV	141,941	94,264	50.6
Spot TV	18,580	31,249	-40.5
Syndicated TV	16,764	10,248	63.6
Cable TV networks	51,275	45,487	12.7
Network radio	9,797	11,415	-14.2
National spot radio	1,051	3,492	-69.9
Internet	6,510	13,294	-51.0
Measured media	353,512	312,298	13.2
Unmeasured media	93,972	83,015	13.2
Total	447,484	395,314	13.2
By brand	2002	2001	% chg
Campbell's soups	171,058	155,103	10.3
Pepperidge Farm foods	62,846	50,701	24.0
Swanson foods	36,472	12,190	199.2
V8 beverages	30,807	33,593	-8.3
Prego pasta sauces	21,676	24,442	-11.3
Pace picante sauce & salsa	12,563	6,582	90.9

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$6,133	\$5,771	6.3
Earnings	.525	.649	-19.1
U.S.	2002	2001	% chg
Sales	4,339	4,313	0.6
Earnings before interest & taxes	.913	1,137	-19.7
Division sales	2002	2001	% chg
N. Amer. Soup & Away From Home	2,524	2,532	-0.3
Biscuits & confectionary	1,507	1,446	4.2
N. Amer. sauces & beverages	1,182	1,161	1.8
International soup & sauces	.920	.632	45.6

### Headquarters

Campbell Soup Co./World Headquarters, Campbell Place, Camden, N.J. 08103-1799/Phone: (856) 342-4800.

### Personnel, brands, agencies

**Corporate:** Douglas R. Conant, pres & CEO; Carl Johnson, sr VP-corp strategy, bus devel & sls tech; Denise Morrison, sr VP-sls & chief customer officer; Patrick O'Malley, sr VP-global supply chain.

**Away From Home Division:** Campbell Place, Camden, N.J. 08103-1799/Phone: (856) 342-4800. Joe Kiely, pres.

**Noble Communications**, Springfield, Mo. Larry Bisno, mgmt super.

**Godiva Chocolatier:** 355 Lexington Ave., New York, N.Y. 10017/Phone: (212) 984-5900. Archibald van Beuren, pres-Godiva ww; Eugene Dunkin, pres-Godiva N. Amer.; Geralyn Breig, pres-Godiva intl.; Michael Simon, VP-N. Amer. mktg.

**Margeotes Fertitta & Partners**, New York. George Fertitta, pres; Liz Morrow, media dir.

**North America Food & Beverage Division:** Campbell Place, Camden, N.J. 08103-1799/Phone: (856) 342-4800. Jim Goldman, pres; Sean Connelly, VP & gm-beverages & Latin America/Mexico.

**Y&R Advertising**, New York. Shelley Diamond, exec VP & mg dir. — Franco American foods, Pace sauces, Prego sauces, V8 beverages.

**Mediaedge:cia Worldwide**, New York. Suzanne Kaufman, dir-strategic comms. — media buying.

**North America Soup Division:** Campbell Place, Camden, N.J. 08103-1799/Phone: (856) 342-4800. Larry S. McWilliams, pres; Jeremy Fingerman, pres-U.S. soup; Mike Conway, VP-Adult Simple Meals; Mathew Chapple, VP-U.S. Cooking; Michael Ferry, VP-All Family Eating; Ian Smith, VP-Soup Innovation.

**BBDO Worldwide**, New York. Tom Sebok, exec VP & mg dir; Paul Reilly, sr VP & sr acct dir. — Healthy Request soups, Campbell condensed soups, new prods, Select soups, Simply Home, Soup at Hand, Swanson broth.

**Mediaedge:cia Worldwide**, New York. Suzanne Kaufman, dir-strategic comms. — media buying.

**Pepperidge Farm:** 595 Westport Ave., Norwalk, Conn. 06851/Phone: (203) 846-7000. Mark Sarvary, pres; Jay Gould, chief mktg officer; Patrick J. Callaghan, sr VP-bus devel & pres-frozen foods; Maureen Linder, bus dir-bakery mktg; Barbara Eden, dir-mktg svcs.

**Y&R Advertising**, New York. Shelley Diamond, exec VP & mg dir.

**Mediaedge:cia Worldwide**, New York. Suzanne Kaufman, dir-strategic comms. — media buying.

## 41 Cendant Corp.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$8,815	\$12,189	-27.7
Sunday magazine	.76	93	-18.3
Newspaper	27,660	31,761	-12.9
National newspaper	7,357	8,606	-14.5
Outdoor	25,665	24,943	2.9

By media	2002	2001	% chg
Network TV	25,362	19,201	32.1
Spot TV	9,368	11,306	-17.1
Syndicated TV	5,120	8,014	-36.1
Cable TV networks	56,247	43,722	28.6
Network radio	3,007	3,048	-1.4
National spot radio	2,948	3,054	-3.5
Internet	15,137	10,969	38.0
Yellow Pages	27,663	34,199	-19.1
Measured media	214,424	211,106	1.6
Unmeasured media	512,436	504,502	1.6
Total	726,860	715,608	1.6
By brand	2002	2001	% chg
Avis Rent A Car	27,415	9,081	201.9
Century 21 real estate	22,255	28,602	-22.2
Budget Rent A Car	20,836	29,431	-29.2
Coldwell Banker real estate	19,484	10,755	81.2
Cheap Tickets travel	16,378	14,456	13.3
Days Inn hotels	11,581	15,606	-25.8
Jackson Hewitt tax svcs	10,839	7,649	41.7

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$14,088	\$8,613	63.6
Earnings	.846	385	119.7
U.S.	2002	2001	% chg
Sales	12,329	7,842	57.2
Domestic pre-tax income	1,276	529	141.2
Division sales	2002	2001	% chg
Real estate svcs	4,687	1,859	152.1
Vehicle svcs	4,175	3,322	25.7
Hospitality	2,180	1,522	43.2
Travel distribution	1,695	437	287.9
Financial svcs	1,325	1,402	-5.5

**Headquarters**

Cendant Corp./9 W. 57th St., New York, N.Y. 10019/Phone: (212) 413-1800.

**Notes**

Cendant Corp. acquired Budget Rent-a-Car out of bankruptcy for \$109 million and the assumption of \$2.4 billion debt in November 2002.

**Personnel, brands, agencies**

**Corporate:** Henry R. Silverman, chmn, pres & CEO; Stephen P. Holmes, vice chmn & chmn & CEO-hospitality div; Kevin M. Sheehan, chmn & CEO-vehicle svcs div; Samuel L. Katz, chmn & CEO-travel distribution div & financial svcs; Richard A. Smith, chmn & CEO-real estate div.

**AmeriHost Franchise Systems:** 1 Sylvan Way, Parsippany, N.J. 07054/Phone: (973) 428-9700. Keith Pierce, pres & CEO; Daniel Del Olmo, dir-mktg.

**No agency.**

**Avis Rent A Car System:** 6 Sylvan Way, Parsippany, N.J. 07054/Phone: (973) 496-3500. F. Robert Salerno, pres & chief operating officer; Scott Deaver, exec VP-mktg.

**McCann-Erickson Worldwide,** New York. Kevin Scher, sr VP & grp mg dir.

**Impax Marketing Group,** Philadelphia. Jennifer Moyer, VP. — sls promo.

**Budget Rent A Car System:** 6 Sylvan Way, Parsippany, N.J. 07054/Phone: (973) 428-9700. F. Robert Salerno, pres & chief operating officer; Scott Deaver, exec VP-mktg.

**McCann-Erickson Worldwide,** New York. Kevin Scher, sr VP & grp mg dir.

**Century 21 Real Estate Corp.:** 1 Campus Dr., Parsippany, N.J. 07054/Phone: (973) 428-9700. Van Davis, pres & CEO; John Greenleaf, sr VP-mktg; Ken Toumey, VP-brand mgmt.

**Lowe & Partners Worldwide,** New York. Tom Bernardin, pres & CEO.

**MediaCom,** New York. Brooke Goldstein, sr VP & AOR dir. — media svcs.

**Blue Dingo/GB,** New York. Joe Beatrice, CEO. — interactive mktg.

**Octagon Worldwide,** New York. Woody Thompson, VP-consultancy. — sports & event mktg.

**Vidal Partnership,** New York. Roberto Ruiz, ptnr. — Hispanic adv, Hispanic mktg & comms.

**Weber Shandwick,** New York. Rene Mack, pres & gm, Cons Lifestyle Grp. — public relations.

**Cheap Tickets:** 7 Sylvan Way, Parsippany, N.J. 07054/Phone: (973) 496-0900. Evans Gebhardt, pres, Cendant's Retail Travel Svcs Div.

**Grey Worldwide,** New York. Adam Komack, sr VP & grp acct dir.

**Coldwell Banker:** 1 Campus Dr., Parsippany, N.J. 07054/Phone: (973) 428-9700. Alex Perriello, pres & CEO; Regina Taylor, sr VP-mktg; Barbara Salerno, VP-adv & special markets; Monica Stickel, VP-affiliate mktg; Jennifer Smith, VP-strategic bus devel.

**Kaplan Thaler Group,** New York. Robin Koval, gm.

**MediaCom,** New York. Brooke Goldstein, sr VP & AOR dir. — media svcs.

**Bootstrap Software,** New York. Jay Erickson, CEO. — interactive mktg.

**Kinesis,** New York. Andreas Panayi, CEO. — interactive mktg.

**Days Inns Worldwide:** 1 Sylvan Way, Parsippany, N.J. 07054/Phone: (973) 428-9700. Joe Kane, pres; Patricia Campbell, dir-mktg.

**Decker,** Glastonbury, Conn. Andrew Maguire, pres.

**MediaCom,** New York. Brooke Goldstein, sr VP & AOR dir. — media svcs.

**ERA Real Estate:** 1 Campus Dr., Parsippany, N.J. 07054/Phone: (973) 428-9700. Brenda W. Casserly, pres & chief operating officer; P.J. Martin Smith, sr VP-mktg; Lynne Roth, dir-adv & direct mktg.

**Christy MacDougall Mitchell Bodden,** New York. Steve Bennett, acct mgr.

**MediaCom,** New York. Brooke Goldstein, sr VP & AOR dir. — media svcs.

**Fairfield Resorts:** 8669 Commodity Circle, Orlando, Fla. 32819/Phone: (407) 370-5200. Bryant Raper, sr VP-mktg.

**No agency.**

**Howard Johnson:** 1 Sylvan Way, Parsippany, N.J. 07054/Phone: (973) 428-9700. Ken Greene, pres; Keri Putera, dir-mktg.

**Christy MacDougall Mitchell Bodden,** New York. Steve Bennett, acct mgr.

**MediaCom**, New York. Brooke Goldstein, sr VP & AOR dir. — media svcs.

**Jackson Hewitt:** 7 Sylvan Way, Parsippany, N.J. 07054/Phone: (973) 496-1040. Michael Lister, pres & chief operating officer; Peter Tahinos, sr VP-mktg.

**DeVito/Verdi**, New York. Ellis Verdi, pres.

**MediaCom**, New York. Brooke Goldstein, sr VP & AOR dir. — media svcs.

**Grafica Group**, Chester, N.J. Jason Bacherach, acct mgr. — online media.

**Knights Franchise Systems:** 1 Sylvan Way, Parsippany, N.J. 07054/Phone: (973) 428-9700. Anthony Falor, pres & CEO; Jocelyne Bucci, mktg assoc.

**MediaCom**, New York. Brooke Goldstein, sr VP & AOR dir. — media svcs.

**Lodging.com:** 455 N. Federal Hwy., Ste. O, Boca Raton, Fla. 33487/Phone: (561) 989-9330. Carl Marbach, pres; William Marbach, VP-sls.

**No agency.**

**Ramada Franchise Systems:** 1 Sylvan Way, Parsippany, N.J. 07054/Phone: (973) 496-9700. Paul Hanley, pres; Faith Taylor, dir-mktg.

**Bezons/Nathanson Marketing Group**, New York. David Nathanson, ptrn & chief creative officer; Mark Bezons, founding ptrn.

**MediaCom**, New York. Brooke Goldstein, sr VP & AOR dir. — media svcs.

**Super 8 Motels:** 1 Sylvan Way, Parsippany, N.J. 07054/Phone: (973) 496-8441. John Valletta, pres; Rosanne Zusman, dir-mktg.

**Work**, Richmond, Va. Don Just, CEO.

**MediaCom**, New York. Brooke Goldstein, sr VP & AOR dir. — media svcs.

**Travelodge:** 1 Sylvan Way, Parsippany, N.J. 07054/Phone: (973) 428-9700. John Valletta, pres & CEO; Doug Anderson, dir-mktg.

**Bezons/Nathanson Marketing Group**, New York. David Nathanson, ptrn & chief creative officer; Mark Bezons, ptrn & CEO.

**MediaCom**, New York. Brooke Goldstein, sr VP & AOR dir. — media svcs.

**Villager Lodge Franchise Systems:** 1 Sylvan Way, Parsippany, N.J. 07054/Phone: (973) 428-9700. Anthony Falor, pres; Jocelyne Bucci, mktg assoc.

**MediaCom**, New York. Brooke Goldstein, sr VP & AOR dir. — media svcs.

**Wingate Inns International:** 1 Sylvan Way, Parsippany, N.J. 07054/Phone: (973) 428-9700. Keith Pierce, pres & CEO; Daniel Del Omo, dir-mktg.

**Work**, Richmond. Don Just, CEO.

**MediaCom**, New York. Brooke Goldstein, sr VP & AOR dir. — media svcs.

## 89 Circuit City Stores

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$16,573	\$11,547	43.5
Newspaper	73,892	93,634	-21.1
National newspaper	10,474	25,832	-59.5
Outdoor	11	400	-97.2
Network TV	89,214	55,900	59.6
Spot TV	28,113	32,836	-14.4
Syndicated TV	0	613	NA
Cable TV networks	20,317	21,167	-4.0
Network radio	1,141	3,464	-67.1
Internet	10,588	12,951	-18.2
Measured media	250,433	258,344	-3.1
Unmeasured media	90,292	93,144	-3.1
Total	340,725	351,488	-3.1
By brand	2002	2001	% chg
Circuit City Stores	239,845	245,166	-2.2

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$9,954	\$9,518	4.6
Earnings	106	219	-51.6

### Headquarters

Circuit City Stores/9950 Mayland Dr., Richmond, Va. 23233-1464/Phone: (804) 527-4000.

### Notes

Circuit City Stores spun off its CarMax unit as an independent, separately traded public company in October of 2002.

### Personnel, brands, agencies

**Corporate:** Alan McCollough, chmn, pres & CEO; Kim Maguire, chief merchandising officer.

**Foote, Cone & Belding Worldwide**, Chicago. Zain Raj, exec VP & chief growth officer.

**In-house.** — media buying.

## 56 Clorox Co.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$135,397	\$94,155	43.8
Sunday magazine	14,698	7,276	102.0
Network TV	154,575	87,273	77.1
Spot TV	31,525	13,373	135.7
Syndicated TV	57,237	23,863	139.9
Cable TV networks	85,285	67,615	26.1
Network radio	4,510	4,346	3.8
National spot radio	1,542	195	690.7
Internet	1,579	1,932	-18.3
Measured media	486,490	300,028	62.1
Unmeasured media	85,851	161,554	-46.9
Total	572,341	461,583	24.0
By brand	2002	2001	% chg
Clorox prods	193,002	96,470	100.1
Glad food storage bags	67,779	41,565	63.1
Hidden Valley Ranch dressings	39,187	22,415	74.8
Brita water filter prods	34,963	22,624	54.5
Pine-Sol cleaners	26,190	19,943	31.3
Liquid Plumr drain cleaners	22,102	14,278	54.8

By brand	2002	2001	% chg
Fresh Step cat litter	.19,621	11,847	65.6
Tilex bathroom cleaners	.17,493	11,031	58.6
Formula 409 cleaning prods	.15,597	11,000	41.8
Armor All car care prods	.15,476	9,324	66.0
Scoop Away cat litter	.10,260	9,361	9.6

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$4,061	\$3,903	4.0
Earnings	.322	323	-0.3
U.S.	2002	2001	% chg
Sales	.3,349	3,169	5.7
Earnings before taxes	.582	427	36.3
Division sales	2002	2001	% chg
Household prods-N. Amer.	.2,198	2,097	4.8
Specialty prods	.1,304	1,222	6.7
Household prods-intl	.559	584	-4.3

**Headquarters**

Clorox Co./1221 Broadway, Oakland, Calif. 94612/Phone: (510) 271-7000.

**Personnel, brands, agencies**

**Corporate:** Craig Sullivan, chmn & CEO; Jerry Johnston, pres & chief operating officer; Larry Peiros, grp VP; Rich Conti, grp VP; David Matz, VP-mktg; Scott Weiss, VP & gm-Brita prods & Canada; Glenn Savage, VP & gm-laundry & homecare; Beth Springer, VP & gm-Glad prods; Dan Dahlgren, VP & category mgr-auto care; Derek Gordon, VP-mktg, specialty prods; Anthony Gerst, VP-brand mktg; Doug Milliken, VP-brand devel.

**DDB Worldwide Communications**, San Francisco. Dan Odishoo, mg ptrn; Mary Moudry, pres.

**OMD Worldwide**, San Francisco. Paul Davey, plng-print; Stacey Larson, natl bdcst. — media buying.

**Dieste, Harmel & Partners**, Dallas. Tony Dieste, pres & CEO. — Hispanic adv.

## 58 Coca-Cola Co.

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$36,739	\$39,410	-6.8
Sunday magazine	.974	850	14.6
Newspaper	.2,467	1,935	27.5
National newspaper	.957	424	125.7
Outdoor	.10,034	5,417	85.2
Network TV	.155,745	198,892	-21.7
Spot TV	.40,867	62,517	-34.6
Syndicated TV	.8,682	26,500	-67.2
Cable TV networks	.38,379	68,672	-44.1
Network radio	.2,725	1,468	85.6
National spot radio	.514	291	76.6
Internet	.3,480	8,747	-60.2
Measured media	.301,563	415,123	-27.4
Unmeasured media	.267,424	204,461	30.8
Total	.568,987	619,583	-8.2
By brand	2002	2001	% chg
Coke & Diet Coke	.154,360	224,153	-31.1
Sprite	.42,628	75,844	-43.8
Minute Maid	.23,080	37,635	-38.7
Dasani bottled water	.20,425	26,406	-22.6
Nestea iced tea	.12,784	3,759	240.1

By brand	2002	2001	% chg
Powerade sports beverage	.10,922	23,157	-52.8

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$19,564	\$17,545	11.5
Earnings	.3,050	3,969	-23.2
North America	2002	2001	% chg
Sales	.6,264	5,729	9.3
Operating income	.1,494	1,480	0.9

**Headquarters**

Coca-Cola Co./1 Coca-Cola Plaza, Atlanta, Ga. 30313/Phone: (404) 676-2121.

**Personnel, brands, agencies**

**Corporate:** Douglas N. Daft, chmn & CEO; Daniel P. Palumbo, sr VP & chief mktg officer; Chuck Fruit, sr VP-ww media & alliances.

**Coca Cola Juices, Teas & Emerging Brands:** 2000 St. James Place, Houston, Texas 77056/Phone: (713) 888-5000. Mike Saint John, sr VP & gm; Bradley Goist, sr VP; Charles Torrey, grp dir-Minute Maid/refrigerated; Rick Zuroweste, grp dir-kids; Laura Lopez, VP-bottler juice brand team; Mary Herrera, dir-emerging brands; Shawn Sugarman, pres & CEO-Odwalla.

**Doner**, Southfield, Mich. Monica Tysell, exec VP & acct mgmt dir. — Minute Maid.

**Geppetto Group**, New York. Jennifer Goodman, mgr dir. — Hi-C. **Starcom**, Chicago. Katie Ford, dir. — media plng.

**Coca-Cola North America:** One Coca-Cola Plaza, Atlanta, Ga. 30313/Phone: (404) 676-2121. Jeffrey T. Dunn, pres; Chris Lowe, chief mktg officer-Coca Cola N.Amer.

**Campbell Mithun**, Minneapolis. Donna Wiederkehr, mgmt super. — Citra, Fresca, new product devel.

**Berlin Cameron/Red Cell**, New York. Andy Berlin, chmn; Martin Navarrete, acct dir. — Coca-Cola Classic, COOL from Nestea, Dasani water, Mello Yello, Pibb Xtra.

**Foote, Cone & Belding Worldwide**, New York & Chicago. Jeff Tarakajian, pres. — Diet Coke, Fruitopia.

**Ogilvy & Mather Worldwide**, New York. Scott Flood, sr ptrn & ww mg dir. — Fanta, Sprite.

**Wieden & Kennedy**, Portland, Ore. John Russell, acct dir. — KMX, PowerAde.

**Doner**, Southfield, Mich. Heidi Riggs, acct svc super. — Simply Orange.

**Martin Agency**, Richmond, Va. Monica Valenti, acct super. — Vanilla Coke.

**MediaVest**, New York. Richard Beaven, sr VP & media dir. — media svcs, natl & local media plng.

**Burrell Communications Group**, Chicago. McGhee Williams, mg dir; Mark Miranda, dir-client svcs. — African-American adv, Sprite.

**Lapiz**, Chicago. Delores Kunda, pres & CEO. — Hispanic adv.

**Fitzgerald & Co.**, Atlanta. Lisa Galanti, mg dir; Russ Leblanc, VP & mgmt super. — N. Amer. regional adv

**Agencies assigned on a project basis.** — regional agencies, Barq's.



## 91 Colgate-Palmolive Co.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$16,644	\$32,845	-49.3
Outdoor	.64	7	817.1
Network TV	50,350	44,758	12.5
Spot TV	4,842	2,895	67.3
Syndicated TV	5,165	5,547	-6.9
Cable TV networks	19,939	19,966	-0.1
National spot radio	.319	299	6.6
Internet	.248	364	-31.9
Measured media	97,630	106,681	-8.5
Unmeasured media	239,024	248,917	-4.0
Total	336,654	355,598	-5.3
By brand	2002	2001	% chg
Colgate dental care	70,236	60,819	15.5
Palmolive dish soaps	11,529	10,524	9.5

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$9,294	\$9,084	2.3
Earnings	1,288	1,147	12.3
North America	2002	2001	% chg
Sales	2,745	2,638	4.1
Operating profit	.579	.517	12.0
Division sales	2002	2001	% chg
Oral, personal & healthcare	8,107	7,975	1.7
Total Pet Nutrition	1,187	1,109	7.0

### Headquarters

Colgate-Palmolive Co./300 Park Ave., New York, N.Y. 10022-7499/Phone: (212) 310-2000.

### Personnel, brands, agencies

**Corporate:** Reuben Mark, chmn & CEO; William S. Shanahan, pres; Lois Juliber, chief operating officer; Javier Teruel, exec VP; Ian Cook, exec VP.

**Colgate U.S.:** 300 Park Ave., New York, N.Y. 10022-7499/Phone: (212) 310-2000. Seamus McBride, pres; Peter Chase, VP-mktg; Jim Napolitano, VP-sls; Suzan Harrison, VP & gm-oral care; Sheila Hopkins, VP & gm-personal care; Peter Ryan, VP & gm-home care; Bill Kashimer, dir-U.S. media; John Simone, dir-mktg comms svcs; Phyllis Woolley-Roy, dir-African-American mktg; Ricardo Martinez, dir-Hispanic mktg.

**Y&R Advertising,** New York. Gord McLean, mg ptrn; John Morris, mg ptrn, Colgate Palmolive North America. — Ajax, Colgate toothpastes, Colgate toothbrushes, Fabuloso, Irish Spring, Lady Speed Stick, Mennen Speed Stick, Murphy Oil Soap, Palmolive dish soap, Softsoap

**Siboney USA,** New York. Marie-Jose Hunter, acct dir. — Hispanic adv.

**UniWorld Group,** New York. Byron Lewis, chmn & CEO; Ronny Mills, grp acct dir; Reshawyn Smith, acct exec. — African-American adv.

**Hill's Pet Nutrition:** 400 S. W. Eighth St., Topeka, Kan. 66603/Phone: (785) 354-8523. Robert C. Wheeler, CEO; Steve Marton, pres & chief operating officer; Richard F. Hawkins, vice chmn & CEO Hill's Intl; Joy Klemencic, VP-global bus devel & strategic plng; Hope Jaglowitz, VP-gm, U.S. mktg; Paula Stack, gm mktg; John Junchoff, dir-cons mktg; Karen Padgett DVM, dir-vet-

erinary bus channel.

**Y&R Advertising,** New York. John Morris, sr ptrn. — Hill's science diet.

## 45 ConAgra Foods

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$30,072	\$28,465	5.6
Sunday magazine	1,262	1,573	-19.8
Newspaper	.139	420	-66.9
National newspaper	.380	661	-42.5
Outdoor	.640	451	42.0
Network TV	65,524	43,859	49.4
Spot TV	9,728	11,226	-13.3
Syndicated TV	21,819	27,712	-21.3
Cable TV networks	23,307	22,488	3.6
Network radio	.25	219	-88.6
National spot radio	9,366	2,498	274.9
Internet	.969	658	47.2
Measured media	163,232	140,230	16.4
Unmeasured media	516,901	527,522	-2.0
Total	680,133	667,753	1.9
By brand	2002	2001	% chg
Healthy Choice foods	34,568	21,731	59.1
Chef Boyardee pasta meals	15,665	26,054	-39.9
Orville Redenbacher popcorn	15,279	9,248	65.2
Homestyle Bakes entree meals	12,225	11,646	5.0
Marie Callenders frozen dinners	11,379	2,661	327.6

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$27,630	\$27,101	2.0
Earnings	.783	.639	22.5
U.S.	2002	2001	% chg
Sales	23,330	23,101	1.0
Income before taxes	1,268	1,104	14.9
Division sales	2002	2001	% chg
Packaged foods	12,364	11,368	8.8
Meat processing	10,024	10,432	-3.9
Agricultural products	3,573	3,636	-1.7
Food ingredients	1,669	1,665	0.2

### Headquarters

ConAgra Foods/1 ConAgra Dr., Omaha, Neb. 68102/Phone: (402) 595-4000.

### Notes

ConAgra Foods agreed to sell its poultry business to Pilgrim's Pride on June 9, 2003. The deal awaits approval.

### Personnel, brands, agencies

**Corporate:** Bruce Rohde, chmn & CEO; F. Martin Thrasher, pres & chief operating officer-ConAgra Foods Retail Products.

**ConAgra Dairy Foods Company:** 2001 Butterfield Rd., Downers Grove, Ill. 60515/Phone: (630) 353-5200. Rich Scalise, pres & chief operating officer; Rob Stevens, VP-retail mktg; John Tuerff, VP-foodservice mktg; Tom Nestor, VP-retail sls; Tom Hayes, VP-foodservice sls.

**Grey Worldwide,** New York. Ken Levy, exec VP & mg ptrn. — Parkay, Fleischmann's, Blue Bonnet.

**Promotion Network,** Chicago. Nancy Shamberg, acct dir. —

County Line, Nikos & promo-Egg Beaters.

**MediaCom**, New York. Susan Jones, sr VP & grp dir. — media buying.

**ConAgra Foods Grocery Foods Group:** 3353 Michelson Dr., Irvine, Calif. 92612/Phone: (949) 437-1000. Dennis O'Brien, pres & chief operating officer; Bonnie Carlson, VP-integrated mktg.

**Fogarty Klein Monroe**, Dallas. Christine Gensch, media super. — Homestyle Bakes, Hunts canned tomatoes, Hunts ketchup, Manwich, Pam cooking spray, Wolf Brand.

**Grey Worldwide**, New York. Ken Levy, exec VP & mg ptr. — Butterball stuffing, broth & gravy.

**ConAgra Foods Snack Foods Group:** 7450 Metro Blvd., Edina, Minn. 55439/Phone: (952) 835-6900. John McKeon, pres & chief operating officer.

**Grey Worldwide**, New York. Ken Levy, exec VP & mg ptr. — Orville Redenbacher's popcorn.

**ConAgra Frozen Foods Group:** 5 ConAgra Dr., Omaha, Neb. 68102/Phone: (402) 595-6000. R. Dean Hollis, pres & chief operating officer.

**Fogarty Klein Monroe**, Houston. Rich Driscoll, VP & acct dir. — Banquet.

**Grey Worldwide**, New York. Ken Levy, exec VP & mg ptr. — Marie Callender's.

**Leo Burnett Worldwide**, Chicago. Chris Lindblad, sr VP & acct dir. — Healthy Choice.

**Wonder Group**, Cincinnati. Alex Perkins, sr promo consultant. — Promo: Kid Cuisine.

**ConAgra Poultry Co.:** 2475 Meadowbrook Pkwy., Ste. A, Duluth, Ga. 30096/Phone: (770) 232-4200. Gerard Dowd, pres & chief operating officer; John Curran, sr VP-retail sls & mktg; Steve Berman, dir-mktg.

**Domus Advertising**, Philadelphia. Elizabeth Tuppeny, pres & CEO. — Country Pride fresh chicken.

**Grey Worldwide**, New York. Ken Levy, exec VP & mg ptr. — Butterball fresh chicken.

**ConAgra Refrigerated Foods Group:** 2001 Butterfield Rd., Downers Grove, Ill. 60515/Phone: (630) 512-1000. Kevin Kotecki, pres & chief operating officer; Steve Silk, pres-cons prods bus unit; Mark Brown, exec VP & gm-deli bus unit; Robert Wright, pres-turkey bus unit; Gene Demboski, pres-ham bus unit; Paul Reich, VP & gm-cons prods bus unit-Decker brand; Marty Silver, exec VP & gm-cons prods bus unit-Hebrew National brand; Peter Hetrick, VP & gm, cons prods bus unit-Armour brand; Mike Kelly, VP-sls & bus devel, cons prods bus unit; Tom Perlstein, VP & gm-turkey bus unit; Mike Perrino, VP-mktg, deli bus unit; Moira Stoddard, dir-mktg & bus devel, turkey bus unit; Jon Lewallen, dir-mktg, ham bus unit; Mark Kleinman, VP-mktg, cons prods bus.

**Cramer-Krasselt**, Chicago. Tim Denison, sr VP-acct mgmt. — Cook's.

**Grey Worldwide**, New York. Ken Levy, exec VP & mg ptr. — Armour, Butterball, Hebrew National.

**Leo Burnett Worldwide**, Chicago. Chris Lindblad, sr VP & acct dir. — Healthy Choice.

**Point Group**, Dallas. Susan Owen, pres & CEO. — Decker Foods.

**Trade Marketing Group**, Chicago. John Myers, pres; Tracy Nappier, VP. — bus-to-bus.

## 74 Adolph Coors Co.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$1,617	\$120	NA
Newspaper	1,423	1,350	5.4
National newspaper	.452	164	175.6
Outdoor	10,081	7,445	35.4
Network TV	134,539	138,880	-3.1
Spot TV	29,843	20,421	46.1
Syndicated TV	.0	207	NA
Cable TV networks	19,570	32,210	-39.2
National spot radio	2,085	1,313	58.8
Internet	.20	33	-40.6
Measured media	199,661	202,143	-1.2
Unmeasured media	220,678	227,949	-3.2
Total	420,339	430,092	-2.3
By brand	2002	2001	% chg
Coors beers	172,343	161,259	6.9
Zima malt beverages	13,396	15,946	-16.0

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$3,776	\$2,843	32.8
Earnings	.162	.123	31.7
U.S.	2002	2001	% chg
Sales	2,401	2,430	-1.2
Operating Income	.191	.189	1.1

### Headquarters

Adolph Coors Co./311 Tenth St., Golden, Colo. 80401/Phone: (303) 279-6565.

### Notes

Coors acquired Bass Holdings in February 2002 from Interbrew that included assets of beer brands Carling, Worthington and Caffrey's in England and Wales. In the acquisition, it obtained the U.K. and the Republic of Ireland distribution rights to Grolsch (via a joint venture in which Coors Brewers Ltd. has a 49% interest with Royal Grolsch N.V.). Brand rights for Carling, the largest acquired brand by volume, are mainly for Europe. Coors' other major operating unit abroad is Coors Canada, a partnership with Molson that manages all marketing activities for Coors' products in Canada. Coors owns 50.1% of the partnership and Molson, 49.9%.

### Personnel, brands, agencies

**Corporate:** William K. Coors, chmn-Adolph Coors Co.; Peter H. Coors, chmn-Coors Brewing Co.; W. Leo Kiely III, pres & CEO-Coors Brewing Co..

**Coors Brewing Co.:** 311 Tenth St., Golden, Colo. 80401/Phone: (303) 279-6565. Ron Askew, chief mktg officer; Carl Barnhill, sr VP-sls.

**Foote, Cone & Belding Worldwide**, Chicago. Dan Fox, exec VP & grp mg dir; Marty Stock, sr VP & mg dir. — all brands.

**Deuts**, Los Angeles. Mike Sheldon, mg ptr & gm. — Coors Light.

**Arnold Worldwide**, Boston. — Coors Original.

**Initiative Media North America**, Chicago. Fred Wray, exec VP & gm. — natl bdcst media svcs.

**Bromley Communications**, San Antonio. Marco Garsed, acct exec. — Hispanic adv.

**Carol H. Williams Advertising**, Oakland, Calif. Larry Hancock, acct exec. — African-American adv.

# 6 DaimlerChrysler

## U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$259,532	\$258,328	0.5
Sunday magazine	2,890	8,927	-67.6
Newspaper	119,839	128,084	-6.4
National newspaper	20,914	33,081	-36.8
Outdoor	10,551	16,227	-35.0
Network TV	228,389	253,146	-9.8
Spot TV	557,288	559,503	-0.4
Syndicated TV	2,414	4,519	-46.6
Cable TV networks	89,788	96,595	-7.0
Network radio	10,080	4,948	103.7
National spot radio	14,696	13,248	10.9
Internet	10,588	7,035	50.5
Yellow Pages	14,000	14,000	0.0
Measured media	1,340,969	1,397,641	-4.1
Unmeasured media	690,802	584,825	18.1
Total	2,031,772	1,982,467	2.5
By brand	2002	2001	% chg
Dodge vehicles	472,273	499,132	-5.4
Chrysler vehicles	416,475	474,409	-12.2
Jeep vehicles	266,152	247,408	7.6
Mercedes-Benz vehicles	128,367	134,620	-4.6
DaimlerChrysler corporate	27,281	19,265	41.6

## Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$138,638	\$137,000	1.2
Earnings	4,373	-593	NA
U.S.	2002	2001	% chg
Sales	72,002	72,708	-1.0
Division sales	2002	2001	% chg
Chrysler Group	55,778	56,891	-2.0
Mercedes car group	46,499	42,752	8.8
Commercial vehicles	26,323	25,605	2.8
Services	14,550	15,101	-3.6
Other	2,524	4,039	-37.5

## Headquarters

DaimlerChrysler/225 Epplestrasse, 70546 Stuttgart, Germany /Phone: 49-711-17-0.

DaimlerChrysler/1000 Chrysler Dr., Auburn Hills, Mich. 48326-2766/Phone: (248) 576-5741.

## Notes

Exchange rates used for the Euro are based on monthly averages: 2002 (\$0.926829) and 2001 (\$0.896167).

## Personnel, brands, agencies

**Corporate:** Juergen E. Schrempp, chmn; Dieter Zetsche, pres & CEO; Chrysler Group: Joe Eberhardt, exec VP-global sls, mktg & svcs; George Murphy, sr VP-global brand mktg; Gary Dilts, sr VP-sl; Don Schmid, dir-global event mktg; Dave Bostwick, dir-corp mkt research; Rich Everett, dir-interactive comm & dir mktg; David Rooney, dir-media opers, cross brand mktg; Kenneth A. Levy, VP-comms.

**BBDO Detroit**, Troy, Mich. Mike Vogel, chmn & CEO. — corporate, DaimlerChrysler svcs, fleet, Mopar.

**PHD Detroit**, Troy, Mich. Cindy Nelson, exec VP. — media svcs.

**GlobalHue**, Southfield, Mich. Don Coleman, chmn & CEO. —

multicultural adv.

**Chrysler Division:** 1000 Chrysler Dr., CIMS 485-05-10, Auburn Hills, Mich. 48326-2766/Phone: (248) 512-6001. Thomas R. Marinelli, VP-Chrysler mktg; Ann Fandozzi, dir-Chrysler mktg & family vehicle prod plng; Steve Bartoli, dir-Chrysler car mktg & premium vehicle prod plng; Bonita Stewart, dir-Chrysler brand comms.

**BBDO Detroit**, Troy, Mich. Mike Vogel, chmn & CEO. — Chrysler vehicles.

**PHD Detroit**, Troy, Mich. Beth Mayry, sr VP & dir-Chrysler. — media svcs.

**GlobalHue**, Southfield, Mich. Dennis Castillo, VP & Chrysler brand acct dir. — multicultural adv.

**Dodge Division:** 1000 Chrysler Dr., CIMS 485-05-08, Auburn Hills, Mich. 48326-2766/Phone: (248) 512-2571. Darryl Jackson, VP-Dodge mktg; Joe Veltri, dir-Dodge truck mktg & product plng; Dave Kimball, dir-Dodge mktg & small vehicle prod plng; Rich Ray, dir-commercial vehicles; Julie Roehm, dir-brand comms.

**BBDO Detroit**, Troy, Mich. Mike Vogel, chmn & CEO. — Dodge vehicles.

**PHD Detroit**, Troy, Mich. Denise Smith, VP & dir-Dodge. — media svcs.

**GlobalHue**, Southfield, Mich. Melissa Killinger, sr VP & Dodge brand acct dir. — multicultural adv.

**Jeep Division:** 1000 Chrysler Dr., CIMS 485-05-58, Auburn Hills, Mich. 48326-2766/Phone: 248-512-2297. Jeffrey Bell, VP-Jeep mktg; Michael Accavitti, dir-Jeep mktg & activity vehicle prod plng; Jay B. Kuhnle, dir-Jeep brand comms.

**BBDO Detroit**, Troy, Mich. Mike Vogel, chmn & CEO. — Jeep vehicles.

**PHD Detroit**, Troy, Mich. Debbie Jones, sr VP & dir-Jeep. — media svcs.

**GlobalHue**, Southfield, Mich. Bryan Whigam, VP & Jeep brand acct dir. — multicultural adv.

**Mercedes-Benz USA:** One Mercedes Dr., Montvale, N.J. 07645/Phone: (201) 573-0600. Paul Halata, pres & CEO; Michelle Cervantez, VP-mktg; David Schembri, VP-pre-owned & fleet opers; Keith May, VP-sl.

**Merckley Newman Harty Partners**, New York. Alex Gellert, ptrn & mg dir. — Mercedes-Benz vehicles.

**BBDO Detroit**, Troy, Mich. Mike Vogel, chmn & CEO. — Mercedes-Benz parts & service.

**PHD**, New York. Lee Wilson, sr VP & dir-Mercedes-Benz. — media buying.

# 62 Dell Computer Corp.

## U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$41,920	\$59,816	-29.9
Sunday magazine	71,406	37,588	90.0
Newspaper	44,449	15,081	194.7
National newspaper	32,124	45,494	-29.4
Outdoor	554	13	NA
Network TV	53,139	28,771	84.7
Spot TV	6,831	4,382	55.9
Syndicated TV	4,143	5,936	-30.2
Cable TV networks	104,890	29,665	253.6
National spot radio	1,237	134	823.4

By media	2002	2001	% chg
Internet	47,807	36,160	32.2
Measured media	408,501	263,040	55.3
Unmeasured media	102,125	175,357	-41.8
Total	510,626	438,397	16.5
By brand	2002	2001	% chg
Dell computers	360,693	226,875	59.0

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$35,404	\$31,168	13.6
Earnings	2,122	1,246	70.3
Americas	2002	2001	% chg
Sales	25,047	21,760	15.1

**Headquarters**

Dell Computer Corp./1 Dell Way, Round Rock, Texas 78682-2222/Phone: (512) 338-4400.

**Personnel, brands, agencies**

**Corporate:** Michael S. Dell, chmn & CEO; Kevin B. Rollins, pres & chief operating officer; Michael George, chief mktg officer & VP-U.S. cons mktg & e-business.

**DDB Worldwide Communications**, Chicago. Greg Taucher, ww acct dir.

**OMD Worldwide**, Chicago. Robert Habeck, sr VP & grp media dir; Susan Morgenstein, acct exec. — media svcs.

**Haggin Marketing**, Sausalito, Calif. Greg Carter, sr VP. — cons catalog, direct mktg.

**Hill, Holliday, Connors, Cosmopolos**, Boston. Scott Rabschnuk, grp acct dir. — bus catalog, direct mktg.

**T3**, Austin, Texas. Michelle Mendoza, acct super. — bus catalog, direct mktg.

**63 Deutsche Telekom**

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$9,550	\$1,102	766.6
Newspaper	158,591	116,944	35.6
National newspaper	13,799	16,476	-16.2
Outdoor	2,454	140	NA
Network TV	60,941	4,217	NA
Spot TV	67,186	60,644	10.8
Syndicated TV	13,347	37	NA
Cable TV networks	15,689	6,206	152.8
National spot radio	7,449	2,312	222.2
Internet	4,990	1,133	340.4
Yellow Pages	5,037	4,100	22.8
Measured media	359,031	213,311	68.3
Unmeasured media	150,233	89,258	68.3
Total	509,265	302,569	68.3
By brand	2002	2001	% chg
T-Mobile cellular phone svcs	346,457	203,736	70.1

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$49,800	\$43,285	15.1
Earnings	22,800	3,137	NA
North America	2002	2001	% chg
Sales	5,715	2,748	108.0

**Headquarters**

Deutsche Telekom/Friedrich-Ebert-Allee 140, Bonn, Germany 53113/Phone: 49-228-181-0.

Deutsche Telekom/280 Park Ave., 26th fl., New York, N.Y. 10017/Phone: (212) 424-2196.

**Personnel, brands, agencies**

**Corporate:** Kai Uwe Ricke, CEO.

**T-Mobile:** 12920 S.E. 38th St., Bellevue, Wash. 98006/Phone: (800) 218-9270. John Stanton, chmn; Robert Dotson, pres & CEO; John Clelland, VP-mktg.

**Saatchi/Publicis in the West**, Seattle. Scott Foreman, sr VP & grp mg dir. — T-Mobile telephone services.

**37 Diageo**

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$78,652	\$80,392	-2.2
Sunday magazine	604	739	-18.3
Newspaper	1,896	3,876	-51.1
National newspaper	361	503	-28.3
Outdoor	23,315	28,632	-18.6
Network TV	46,669	21,906	113.0
Spot TV	13,486	10,755	25.4
Syndicated TV	3,495	16	NA
Cable TV networks	31,749	12,702	150.0
National spot radio	11,068	10,590	4.5
Internet	4,106	1,944	111.2
Measured media	215,401	172,055	25.2
Unmeasured media	582,379	544,851	6.9
Total	797,780	716,907	11.3
By brand	2002	2001	% chg
Smirnoff Vodkas	57,823	49,343	17.2
Captain Morgan rums & malts	30,780	20,039	53.6
Crown Royal Canadian whiskey	25,763	21,878	17.8
Guinness beers	15,853	8,443	87.8
Jose Cuervo tequilas	13,425	8,350	60.8
Tanqueray gins	10,807	6,918	56.2

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$16,689	\$18,489	-9.7
Earnings	2,392	1,741	37.4
North America	2002	2001	% chg
Sales	6,978	9,231	-24.4
Operating profit	1,281	1,444	-11.3
Division sales	2002	2001	% chg
Premium drinks	12,876	10,931	17.8
Packaged food	2,152	6,055	-64.5
Quick svc restaurants	1,820	1,503	21.1

**Headquarters**

Diageo/8 Henrietta Place, London, U.K. WIM9AG/Phone: 44-171-927-5200.

Diageo/4-6 Landmark Square, Stamford, Conn. 06901-2704/Phone: (203) 359-7100.

**Personnel, brands, agencies**

**Corporate:** James Blyth, chmn; Paul Walsh, grp chief exec.



**Guinness UDV North America:** 6 Landmark Sq., Stamford, Conn. 06901/Phone: (203) 359-7100. Paul Clinton, pres-N. Amer.; Mark Waller, exec VP-cons strategy & mktg.

**Arnell Group**, New York. Karen Shuldiner, dir. — Jose Cuervo tequilas.

**Abbott Mead Vickers/BBDO**, London. — Guinness.

**Brand Architecture International**, New York. Adam Stagliano, pres; James Verrier, bus dir. — Bass, Harp's, Kaliber.

**Butler, Shine, Stern & Partners**, Sausalito, Calif. Tracey Faux, acct dir. — Beaulieu Vineyard, Sterling Vineyards, Barton & Guestier.

**Grey Worldwide**, New York. Matt Disimone, acct exec. — Captain Morgan, Crown Royal Canadian Whiskey, Godiva Chocolate Liqueur, Myers' Dark Rum, Pisa Liqueur, VO Canadian Whiskey.

**J. Walter Thompson Co.**, New York. Howard Portrate, dir in charge; Peter Grossman, dir in charge. — Baileys Irish Cream, Smirnoff, Smirnoff Ice, Smirnoff Ice Triple Black.

**Manhattan Marketing Ensemble**, New York. Doug Campbell, acct exec. — Guinness Extra Stout.

**MediaCom**, New York. Jim Porcarelli, exec VP & dir-client svcs. — media svcs.

**Schieffelin & Somerset Co.:** 2 Park Ave., New York, N.Y. 10016/Phone: (212) 251-8200. John Esposito, pres & CEO; Steve Rust, exec VP-sls.

**Bartle Bogle Hegarty**, New York. Kirsten Flanik, grp acct dir. — Johnnie Walker.

**Colby & Partners**, Los Angeles. Diane Dryer, sr VP & acct dir. — Domaine Chandon.

**Tracy Locke Partnership**, Wilton, Conn. Laura Ballou, ptrn & client svc dir. — Grand Marnier.

**J. Walter Thompson Co.**, New York. Howard Portrate, dir in charge; Peter Grossman, dir in charge. — Classic Malts, Glen Ellen, J&B, Tanqueray.

**Kirshenbaum Bond Creative Network**, New York. Scott Moore, acct dir; Jamie Rosen, acct super; Jenna Andreola, asst acct exec. — Hennessy.

**MediaCom**, New York. Jim Porcarelli, exec VP, dir-client svcs. — media svcs.

## 7 Walt Disney Co.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$97,273	\$122,974	-20.9
Sunday magazine	16,805	20,889	-19.6
Newspaper	204,459	173,817	17.6
National newspaper	46,142	39,239	17.6
Outdoor	33,349	25,449	31.0
Network TV	345,828	311,391	11.1
Spot TV	145,140	131,116	10.7
Syndicated TV	50,635	53,050	-4.6
Cable TV networks	129,828	123,164	5.4
Network radio	13,725	21,023	-34.7
National spot radio	31,502	22,775	38.3
Internet	39,207	57,754	-32.1
Measured media	1,153,893	1,102,641	4.6
Unmeasured media	649,065	647,581	0.2
Total	1,802,957	1,750,223	3.0
By brand	2002	2001	% chg
Buena Vista movies	408,928	303,347	34.8
Miramax movies	175,789	252,089	-30.3

Disney entertainment & media	168,421	200,776	-16.1
ABC TV network & cable	65,955	79,565	-17.1
ESPN & ESPN 2 Cable TV	34,586	39,832	-13.2
Beauty & the Beast Video	27,299	923	2857.6
Monsters Inc. video	26,902	NA	NA
Lilo & Stitch video	16,195	NA	NA
Walt Disney movies	14,878	1,638	808.3
Cinderella Dreams video	11,098	NA	NA
Atlantis/Lost Empire video	10,406	NA	NA
Snow Dogs video	10,057	NA	NA

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$25,329	\$25,172	0.6
Earnings	1,236	-158	NA
U.S.	2002	2001	% chg
Sales	20,770	20,895	-0.6
Operating income	1,739	3,045	-42.9
Division sales	2002	2001	% chg
Media networks	9,733	9,569	1.7
Studio entertainment	6,691	6,009	11.3
Parks & resorts	6,465	7,004	-7.7
Consumer products	2,440	2,590	-5.8

### Headquarters

Walt Disney Co./500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 560-1000.

### Personnel, brands, agencies

**Corporate:** Michael D. Eisner, chmn & CEO; Robert A. Iger, pres & chief operating officer; Roy E. Disney, vice chmn; Sanford M. Litvack, vice chmn.

**Leo Burnett Worldwide**, Chicago. Jim Tracy, exec VP & acct dir.  
**Starcom**, Chicago. — media svcs.

**A&E Television Networks** (a joint venture of ABC, Hearst & NBC): 235 E. 45th St., New York, N.Y. 10017/Phone: (212) 210-1400. Abbe Raven, exec VP & gm; Artie Scheff, sr VP-mktg; Lori Peterzell, dir-adv.

**TBWA Worldwide**, New York. Nicole Minore, acct dir.

**Horizon Media**, New York. Ruby Gottlieb, sr VP, dir-plng affiliated media svcs; Greg Fein, acct super. — media svcs.

**ABC:** 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 460-7777. Alex Wallau, pres-ABC Television Network; Susan Lyne, pres-ABC Entertainment; Mike Benson, sr VP-mktg, adv & promo, ABC Entertainment; Mike Shaw, pres-sls; Dan Longest, sr VP-integrated sls promo; Valerie McMichael, sr VP-mktg & promo, ABC Daytime; Cynthia Vannoy, VP-adv & promo, ABC Sports; Alan Ives, VP-adv & promo, ABC News.

**Leo Burnett Worldwide**, Chicago. Jim Tracy, exec VP & acct dir. — corp awareness adv, corporate image.

**BLT & Associates**, Los Angeles. Clive Baillie, pres & CEO; Andi Delott, acct dir. — ABC entertainment.

**In-house.** — ABC news, ABC entertainment.

**OMD Worldwide**, Los Angeles. Susie Vye, acct exec. — media svcs.

**ABC Cable Networks Group:** 3800 W. Alameda, Burbank, Calif. 91505/Phone: (818) 569-7500. Anne Sweeney, pres; Eleo Hensleigh, exec VP-ww brand strat; Adam Sanderson, sr VP-brand mktg; John Rood, VP-brand mktg; ABC Family Channel: Angela Shapiro, pres; Regina DiMartino, sr VP mktg, adv & promo.

**OMD Worldwide**, Los Angeles. Susie Vye, acct exec. — media svcs, ABC Family Channel.

**ABC Radio Networks**: 13725 Montfort Dr., Dallas, Texas 75240/Phone: (972) 991-9200. Trague Keller, pres; Ken Mayer, chief operating officer; Kevin Miller, sr VP & chief mktg officer.

**Publicis Dialog**. Rogan Carlesimo, VP & mgmt super. — ABC radio, ESPN radio, Radio Disney.

**In-house**. — media svcs.

**Buena Vista Home Entertainment**: 350 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 295-5200. Robert Chapek, pres; Patrick Fitzgerald, sr VP-sls & distribution; Kristy Frudenberg, sr VP-adv; Gordon Ho, sr VP-brand mktg; Dana Lombardo, sr VP-mkt rsch; Andy Siditsky, sr VP-ww mktg svcs; Bill Stelman, sr VP-ops mgmt & plng; Heidi Trotta, sr VP-publicity; Lori MacPherson, VP-brand mktg; Kristin McQueen, VP-bus & legal affairs.

**In-house**.

**Buena Vista Motion Pictures Group**: 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 560-1000. Nina Jacobson, pres.

**In-house**.

**Buena Vista Music Group**: 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 560-1000. Bob Cavallo, CEO.

**In-house**.

**Buena Vista Pictures Marketing**: Hollywood, Touchstone & Walt Disney Studios, 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 560-1000. Dick Cook, chmn-Walt Disney Studios; Oren Aviv, pres; Brett Dicker, exec VP; Kristy Frudenberg, sr VP-media; Deanna McDaniel, VP-Internet mktg; John Sabel, sr VP-creative print svcs.

**In-house**.

**Buena Vista Television**: 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 560-1000. Sal Sardo, sr VP-mktg; Sandra Brewer, VP-affiliate relations; Kimberly Harbin, VP-publicity; Mike Henry, exec dir, creative svcs; Blake Bryant, VP-creative svcs.

**Agencies assigned on a project basis**.

**Disney Consumer Products**: 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 560-1000. Andy Mooney, chmn ww; Phil Shaw, sr VP-global innovation.

**No agency**.

**ESPN**: 77 W. 66th St., New York, NY 10023/Phone: (212) 456-7777. George Bodenheimer, pres; Lee Ann Daly, sr VP-mktg; Aaron Taylor, VP-mktg; Spence Kramer, dir-adv & prog mktg.

**Hyperion Publishing**: 77 W. 66th St., 11th fl., New York, N.Y. 10023/Phone: (212) 456-7777. Bob Miller, pres; Adult Books: Jane Comins, dir-mktg; Caroline Skinner, asst dir-mktg; Children's Books: Deborah Dugan, pres; Ann Dieble, dir mktg.

**Spier NY/Lord Group**, New York. Bethany Chamberlain, pres & CEO.

**Lifetime Entertainment Services (a joint venture of Walt Disney & Hearst)**: 309 W. 49th St., New York, N.Y. 10019/Phone: (212) 424-7000. Carole Black, pres & CEO; Lynn Picard, sr VP-sls.

**In-house**.

**Miramax Films**: 375 Greenwich St., New York, N.Y. 10013/Phone: (212) 941-3800. Paul Pflug, exec VP-corp comms & media relations; Jason Cassidy, exec VP-mktg; Lori Sale, exec VP-ww promos.

**Agency in review**.

**Walt Disney Internet Group**: 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 623-3200. Steve Wadsworth, pres; Ken Goldstein, exec VP & gm-Disney Online; Dan Sherlock, VP-mktg.

**In-house**.

**Walt Disney Parks & Resorts**: 1675 Buena Vista Dr., Lake Buena Vista, Fla. 32830/Phone: (407) 824-2222. Al Weiss, pres; Linda Warren, exec VP-mktg & brand mgmt, Walt Disney World Resort; Barbara Ifshin, sr VP-adv & creative svcs; Bryan Wittman, VP-project devel & special events-Disneyland.

**Leo Burnett Worldwide**, Chicago. Jim Tracy, exec VP & acct dir; Todd Cromheecke, VP & acct dir.

**Walt Disney Studios**: 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 560-1000. Dick Cook, chmn; Oren Aviv, pres-Buena Vista Pictures Marketing; Bob Chapek, pres-Buena Vista Home Entertainment.

**Starcom**, Chicago. Renetta McCann, CEO; Kathy Ring, exec VP & chief mktg officer. — media svcs.

## 85 Doctor's Associates

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$217	\$347	-37.6
Newspaper	456	332	37.3
National newspaper	13	32	-59.4
Outdoor	1,712	1,171	46.2
Network TV	104,828	82,671	26.8
Spot TV	80,272	60,588	32.5
Syndicated TV	10,997	18,107	-39.3
Cable TV networks	19,043	13,535	40.7
National spot radio	146	282	-48.4
Internet	7	235	-97.1
Measured media	218,692	177,300	23.3
Unmeasured media	134,037	108,669	23.3
Total	352,729	285,969	23.3
By brand	2002	2001	% chg
Subway restaurants	218,685	176,960	23.6

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$6,047	\$5,243	15.3
U.S.	2002	2001	% chg
Sales	5,200	4,500	15.6

### Headquarters

Doctor's Associates/325 Bic Dr., Milford, Conn. 06460/Phone: (203) 877-4281.

### Notes

Financial returns for Doctor's Associates are from Technomic and are systemwide.

### Personnel, brands, agencies

**Corporate**: Peter Buck, chmn; Frederick DeLuca, pres & CEO;

Bill Schettini, chief mktg officer; Chris Carroll, mktg dir-Subway Franchisee Advertising Fund Trust.

**Agency in review.** — Subway.

**Ryan Partnership**, Westport, Conn. Paul Kramer, pres; Paulina Connolly, VP-creative svcs. — merchandising, Subway.

**MediaCom**, New York. Peter Olson, sr VP & mgr-natl bdcst; Larry Swyer, exec VP & grp dir. — media buying, Subway.

## 99 Eastman Kodak Co.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$31,494	\$25,056	25.7
Sunday magazine	5,263	4,363	20.6
National newspaper	1,260	3,167	-60.2
Outdoor	.66	171	-61.3
Network TV	128,021	99,889	28.2
Spot TV	7,042	3,743	88.1
Syndicated TV	.313	777	-59.8
Cable TV networks	20,800	14,089	47.6
National spot radio	.202	1	NA
Internet	2,042	6,627	-69.2
Measured media	196,757	157,883	24.6
Unmeasured media	115,556	171,043	-32.4
Total	312,313	328,926	-5.1
By brand	2002	2001	% chg
Kodak film & cameras	194,673	148,282	31.3

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$12,835	\$13,234	-3.0
Earnings	.770	76	913.2
U.S.	2002	2001	% chg
Sales	6,008	6,419	-6.4
Division sales	2002	2001	% chg
Photography	9,002	9,403	-4.3
Health imaging	2,274	2,262	0.5
Commercial imaging	1,456	1,454	0.1
All other	.103	110	-6.4

### Headquarters

Eastman Kodak Co./343 State St., Rochester, N.Y. 14650/Phone: (716) 724-4000.

### Personnel, brands, agencies

**Corporate:** Daniel Carp, chmn & CEO; Carl Gustin, sr VP & chief mktg officer; Daniel Palumbo, sr VP-cons imaging; Kent McNeley, chief mktg officer-cons imaging.

**Saatchi & Saatchi**, Rochester, N.Y. Larry Kleehammer, acct dir.

**Ogilvy & Mather Worldwide**, New York. Michael Hemingway, sr ptrn & exec grp dir.

## 44 Federated Department Stores

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$22,404	\$21,142	6.0
Sunday magazine	1,426	1,205	18.3
Newspaper	478,243	485,650	-1.5
National newspaper	42,551	40,869	4.1
Outdoor	1,349	1,568	-14.0

By media	2002	2001	% chg
Spot TV	.62,844	56,257	11.7
Cable TV networks	.0	1	NA
National spot radio	.4,197	3,738	12.3
Internet	.12,681	14,184	-10.6
Measured media	.625,695	624,614	0.2
Unmeasured media	.89,385	127,935	-30.1
Total	.715,080	752,548	-5.0

By brand	2002	2001	% chg
Macy's stores	.387,670	380,975	1.8
Bloomingdale's stores	.65,905	62,378	5.7
Lazarus stores	.44,849	47,901	-6.4
Burdines stores	.35,514	36,501	-2.7
Rich's stores	.35,004	36,987	-5.4
Bon Marche stores	.27,406	20,541	33.4

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$15,435	\$15,651	-1.4
Earnings	.818	-276	NA

### Headquarters

Federated Department Stores/7 W. Seventh St., Cincinnati, Ohio 45202/Phone: (513) 579-7000.

### Notes

Federated sold off piecemeal Fingerhut and its multiple catalog units during 2002. Those units included Figi's, Arizona Mail Order, Bedford Fair and Popular Club. Federated began treating its Fingerhut unit as a discontinued operation on Feb. 2, 2002, the beginning of Federated's fiscal year.

### Personnel, brands, agencies

**Corporate:** Terry Lundgren, pres & CEO; James Zimmerman, chmn.

**Bloomingdale's:** 1000 Third Ave., New York, N.Y. 10022/Phone: (212) 705-2000. Edwin Holman, pres; Tony Spring, exec VP-mktg; John Funck, sr VP-creative.

### In-house.

**Initiative Media North America**, Atlanta. Richard Simms, exec VP & gm. — media buying.

**Bon Marche:** Third Ave. & Pine St., Seattle, Wash. 98181/Phone: (206) 344-2121. Peter Sachse, pres; Jack Arndt, sr VP-mktg & sls promo; Mark Gordon, photo studio dir; Brent Frerichs, VP-media svcs & analysis; Sue Sleeth, media plng mgr; Val Walser, VP-adv prods & opers; Mary Jean Stephens, div VP-special events & pr; Robert Raible, VP-creative.

### In-house.

**Burdines:** 22 E. Flagler St., Miami, Fla. 33131/Phone: (305) 835-5151. Michael Osborn, pres; Carey Watson, sr VP-mktg; Gilbert Lorenzo, VP-adv admin & prodn; Ron Rodriguez, VP-special events & publicity; Richard Todaro, VP-creative; Lisa Kauffman, VP-adv.

### In-house.

**Macy's East:** 151 W. 34th St., New York, N.Y. 10001/Phone: (212) 695-4400. Harold Kahn, chmn & CEO; James Gray, pres & chief operating officer; Martine Reardon, exec VP-mktg.

### In-house.

**Macy's West:** 50 O'Farrell St., San Francisco, Calif. 94120/Phone: (415)397-3333. Robert Mettler, pres; Sheila Field, sr VP-mktg & sls promo; Jane McGinnis, VP-adv finance; Susan Mesec, VP-mktg plng & analysis; Sally Cohen, VP-sls promo; Stacey Osborn, dir-mktg; Alexandra Robinson, dir-direct mail media; Jane Kelley, dir-bdcast media; LaTonya Lawson, dir-new media; Gary Paterson, dir-creative opers; Brian Weart, dir-acct execs; Pat Holt, dir-ROP creative; Kelly Keenan, dir-direct mail creative; Kimberly DesJardine, dir-campaign devel.

**In-house.**

**Rich's-Macy's/Lazarus/Goldsmith's:** 223 Perimeter Center Pkwy., Atlanta, Ga. 30346/Phone: (770) 913-4000. David Nichols, pres; Diann Mahood, exec VP-mktg; Steve Weinbaum, dir-adv plng; Susan Hancock, div VP-special events; Robin Gagnon, VP-strategic mktg; Karen Martin, div VP & dir-adv admin; Steven Cohen, div VP & dir-creative; Susan Purdy, div VP-credit mktg; Mark Walsh, dir-ptnrship mktg.

**In-house.**

**Initiative Media North America,** Atlanta. Rob Claxton, gm. — media buying.

## 5 Ford Motor Co.

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$251,304	\$303,322	-17.1
Sunday magazine	2,810	1,387	102.6
Newspaper	129,050	142,779	-9.6
National newspaper	52,563	67,541	-22.2
Outdoor	8,607	13,926	-38.2
Network TV	437,896	305,103	43.5
Spot TV	326,767	250,066	30.7
Syndicated TV	23,582	12,188	93.5
Cable TV networks	106,791	113,609	-6.0
Network radio	15,244	12,798	19.1
National spot radio	6,042	8,082	-25.2
Internet	23,793	17,204	38.3
Yellow Pages	22,935	24,700	-7.1
Measured media	1,407,386	1,272,705	10.6
Unmeasured media	844,431	1,084,154	-22.1
Total	2,251,817	2,356,859	-4.5
By brand	2002	2001	% chg
Ford vehicles	834,045	655,523	27.2
Lincoln vehicles	162,056	146,997	10.2
Jaguar vehicles	79,230	72,194	9.7
Mercury vehicles	78,091	120,412	-35.1
Land Rover vehicles	71,496	47,831	49.5
Hertz Rent A Car	56,611	52,543	7.7
Volvo vehicles	41,938	94,301	-55.5
Quality Care parts & service	32,813	40,303	-18.6

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$163,420	\$161,519	1.2
Earnings	-980	-5,453	NA
U.S.	2002	2001	% chg
Sales	108,392	107,771	0.6
Division sales	2002	2001	% chg
Automotive	138,869	134,087	3.6
Ford Credit	22,970	24,846	-7.6
Hertz	4,978	4,925	1.1
Other fin svcs	639	781	-18.2

**Headquarters**

Ford Motor Co./World Headquarters, One American Rd., Dearborn, Mich. 48126/Phone: (313) 322-3000.

**Personnel, brands, agencies**

**Corporate:** William Clay Ford, Jr., chmn & CEO; Nick V. Scheele, pres & chief operating officer; Mark Fields, grp VP-Premier Automotive Grp; James J. Padilla, exec VP & pres-N. Amer.; Janet E. Valentic, VP-global mktg; James G. O'Connor, grp VP-N. Amer., mktg, sls & svc; Dan Werbin, exec dir-Premier Automotive Grp, N. Amer.; James F. Rogers, mgr-mktg strategy, Premier Automotive Grp.

**Ogilvy & Mather Worldwide,** Detroit. Jan Starr, exec VP & mg dir.

**Ford Motor Media,** Detroit. Kevin Brown, exec dir. — media buying.

**Beanstalk Group,** New York. Linden D. Nelson, CEO. — licens-ing.

**UniWorld Group,** New York. Hensley Jemmott, mgmt super. — African-American adv & media buying.

**Zubi Advertising Services,** Coral Gables, Fla. Joe Zubizarreta, exec VP; Tim Swies, exec VP. — Hispanic adv & media buying.

**Aston Martin-Jaguar-Land Rover North America:** One Premier Pl., Irvine, Calif. 92618/Phone: (949) 341-6100. Mike O'Driscoll, pres; Richard Beattie, exec VP-sls & mktg; John Walton, VP & gm-Aston Martin; Steve McKnight, VP-remarketing & dist; Gary Temple, VP-cust care; Sally Eastwood, VP-mktg, Land Rover; George Ayres, VP-mktg, Jaguar.

**No agency.**

**Y&R Advertising,** Irvine, Calif. Steve Patterson, sr VP & brand team leader. — Jaguar, Land Rover.

**Ford Motor Media,** Detroit. Kevin Brown, exec dir. — media buying.

**Mediaedge:cia Worldwide,** Detroit. Charles Courtier, exec chmn; Jack Valente, mg ptrn & gm. — media comms svcs, Jaguar, Land Rover.

**UniWorld Group,** New York. Earl Black, assoc media dir. — African-American media buying.

**Zubi Advertising Services,** Coral Gables, Fla. Joe Zubizarreta, exec VP; Tim Swies, exec VP. — Hispanic media buying.

**Ford Customer Service Division:** World Headquarters, One American Rd., Dearborn, Mich. 48126/Phone: (313) 322-3000. Kathleen A. Ligocki, VP-Ford Customer Service Division.

**Ogilvy & Mather Worldwide,** Detroit. Jan Starr, exec VP & mg dir. — Quality Care parts & svc.

**Ford Motor Media,** Detroit. Kevin Brown, exec dir. — media buying.

**Zubi Advertising Services,** Coral Gables, Fla. Joe Zubizarreta, exec VP; Tim Swies, exec VP. — Hispanic adv & media buying.

**Ford Division:** Regent Court, 16800 Executive Plaza Dr., Dearborn, Mich. 48126/Phone: (313) 322-3000. Stephen G. Lyons, pres; Francisco N. Codina, genl mktg mgr; Ben Poore, car grp mktg mgr; Douglas W. Scott, truck grp mktg mgr; Chantel E. Lenard, SUV grp mktg mgr; Richard S. Stoddart, mktg comms mgr.

**J. Walter Thompson Co.,** Detroit. Sean Neall, global bus dir; Bob McClowry, exec mgmt dir.

**Ford Motor Media,** Detroit. Mark Kaline, global media mgr. — media buying.

**UniWorld Group,** New York. Fermina Platon, mgmt super. —



African-American adv & media buying.

**Zubi Advertising Services**, Coral Gables, Fla. Joe Zubizarreta, exec VP. — Hispanic adv & media buying.

**Hertz Corp.:** 225 Brae Blvd., Park Ridge, N.J. 07656/Phone: (201) 307-2000. Craig R. Koch, pres & CEO; Brian J. Kennedy, exec VP-mktg & sls; Frank Camacho, staff VP-mktg, U.S. Rent-A-Car; Janet Smyth, div VP-mktg svcs.

**DDB Worldwide Communications**, New York. Nina Gramaglia, acct svcs dir.

**Lincoln-Mercury:** Regent Court Bldg., 16800 Executive Plaza Dr., Dearborn, Mich. 48126/Phone: 313-322-3000. Darryl Hazel, pres; John Fitzpatrick, genl mktg mgr; Ann Kalass, mktg comms mgr; Mike Crowley, grp brand mgr, Lincoln-Mercury.

**Y&R Advertising**, Irvine, Calif. Peter R. Rentschler, Jr., exec VP & client leader.

**Ford Motor Media**, Detroit. Kevin Brown, exec dir. — media buying.

**Bravo Group**, New York. Mary Miqueli, sr VP & gm. — Hispanic adv.

**UniWorld Group**, New York. Byron Lewis, pres. — African-American adv.

**Zubi Advertising Services**, Coral Gables, Fla. Joe Zubizarreta, exec VP; Tim Swies, exec VP. — Hispanic media buying.

**Volvo Cars of North America:** One Premier Place, Irvine, Calif. 92618/Phone: (949) 341-6500. Vic H. Doolan, pres & CEO; Thomas Andersson, exec VP-mktg; Roger Omisher, VP-public affairs; Jim Borsh, natl adv mgr.

**Euro RSCG MVBMS Partners**, New York. Chris Ross, global acct dir; Phil Guglielmetti, grp acct dir (tactical); Max Hegerman, natl acct dir (brand).

**Ford Motor Media**, Detroit. Kevin Brown, exec dir.

**Zubi Advertising Services**, Coral Gables, Fla. Joe Zubizarreta, exec VP; Tim Swies, exec VP. — Hispanic media buying.

## 98 Fortune Brands

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$73,729	\$39,005	89.0
Newspaper	230	66	248.2
National newspaper	1,596	860	85.5
Outdoor	1,597	1,265	26.2
Network TV	20,572	17,717	16.1
Spot TV	848	197	330.3
Syndicated TV	184	983	-81.3
Cable TV networks	5,723	7,413	-22.8
National spot radio	3,124	2,600	20.2
Internet	2,560	602	325.3
Measured media	112,672	70,708	59.3
Unmeasured media	200,306	191,173	4.8
Total	312,978	261,881	19.5
By brand	2002	2001	% chg
Jim Beam alcoholic beverages	22,800	18,430	23.7
Titleist golf equipment	21,800	22,489	-3.1

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$5,678	\$5,560	2.1
Earnings	526	386	36.3

U.S.	2002	2001	% chg
Sales	4,542	4,341	4.6
Income before taxes	649	377	72.1
Division sales	2002	2001	% chg
Home products	2,532	2,068	22.4
Office products	1,105	1,176	-6.0
Spirits & wine	1,033	1,368	-24.5
Golf products	1,008	947	6.4

### Headquarters

Fortune Brands/1700 E. Putnam Ave., Old Greenwich, Conn. 06870-0811/Phone: (203) 698-5000.

### Personnel, brands, agencies

**Corporate:** Thomas Hays, chmn & CEO.

**Acco World Corp.:** 300 Tower Pkwy., Lincolnshire, Ill. 60069/Phone: (847) 419-4100. David D. Campbell, pres & CEO; Jeff Ackerberg, VP-mktg, Swingline staplers; Tom Russo, VP-mktg, Kensington computer accessories; John Stasiw, VP-mktg, Wilson Jones office supplies; Pat Kilroy, VP-mktg, Apollo Boone office presentation prods; Gary Voorhees, VP-mktg, Day Timers personal organizers.

### Agencies assigned on a project basis.

**Acushnet Co.:** P.O. Box 965, Fairhaven, Mass. 02719/Phone: (800) 225-8500. Mary Lou Bohn, VP-adv & comms, Acushnet Co.; Jim Connor, pres-FootJoy; Jeff Harmet, gm-Cobra.

**Arnold Worldwide**, Boston. — Titleist, FootJoy, and Pinnacle golf equipment.

**Vitrorobertson**, San Diego. Barbara Davies, acct exec; Gerry Widmer, grp acct super. — Cobra golf equipment.

**JBB Worldwide:** 510 Lake Cook Rd., Deerfield, Ill. 60069-3665/Phone: (847) 948-8888. Richard B. Reese, pres & CEO; Thomas Flocco, exec VP & chief operating officer; Ron Kapolnek, sr VP & gm; Thomas Maas, VP-global brand mgmt, Jim Beam Bourbon; Boris Oglesby, VP-cordials, super premium & white spirits.

**Y&R Advertising**, Chicago. — Jim Beam, DeKuyper, Knob Creek, VOX vodka.

**North Castle Partners Advertising**, Stamford, Conn. — El Tesoro, Dalmore.

**Master Lock Co.:** 2600 N. 32nd St., Milwaukee, Wis. 53210/Phone: (414) 444-2800. John Heppner, pres.

**Cramer-Krasselt**, Milwaukee. Moe Drane, VP-acct super.

**MasterBrand Cabinets:** 1 MasterBrand Cabinet Dr., Jasper, Ind. 47546/Phone: (812) 482-2527. Rich Forbes, pres & CEO; Neil Lynch, exec VP-mktg & strategic plnng; Mark Nowotarski, dir-brand mktg & comms; Gordon McCance, sr dir-channel mktg; John Rose, sr dir & prod mg; Andy Wells, dir-mktg design & presentation.

**Carmichael Lynch**, Minneapolis. Pat Weas, acct dir.

**Marketing Support**, Chicago. Brian Arnold, VP.

**Vest Advertising**, Louisville, Ky. Rita Vest, pres.

**In-house.** — media svcs.

**Moen:** 25300 Al Moen Dr., North Olmsted, Ohio 44070/Phone: (440) 962-2000. Bruce Carbonari, chmn; Richard E. Posey, pres & CEO; David Lingafelter, VP-mktg & prod devel; Todd Teter, VP-prod mktg.

**Cramer-Krasselt**, Chicago. Courtney Sommerschild, acct exec.

**Waterloo Industries**: P.O. Box 2095, 100 E. Fourth St., Waterloo, Iowa 50703/Phone: (319) 235-7131. Gerald Heinlen, pres & CEO; Gary Marcus, dir mktg & new bus devel.

**Hellman Associates**, Waterloo, Iowa. Betty Hellman, acct exec.

**Mathis, Earnest & Vandeventer**, Cedar Falls, Iowa. Sarah Albertson, acct exec.

## 71 Gap Inc.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$44,537	\$39,848	11.8
Sunday magazine	5,023	2,472	103.2
Newspaper	5,958	769	674.8
National newspaper	4,415	1,971	124.0
Outdoor	9,720	22,983	-57.7
Network TV	155,670	104,545	48.9
Spot TV	17,267	23,518	-26.6
Syndicated TV	37,155	15,650	137.4
Cable TV networks	31,561	18,085	74.5
National spot radio	4,770	5,330	-10.5
Internet	17,761	20,114	-11.7
Measured media	333,836	255,285	30.8
Unmeasured media	99,717	170,191	-41.4
Total	433,554	425,476	1.9
By brand	2002	2001	% chg
Old Navy stores	158,004	110,469	43.0
Gap stores	133,450	102,300	30.4
Banana Republic stores	24,621	22,403	9.9

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$14,455	\$13,848	4.4
Earnings	466	-8	NA
North America	2002	2001	% chg
Sales	12,500	12,000	4.2

### Headquarters

Gap Inc./2 Folsom St., San Francisco, Calif. 94105/Phone: (650) 952-4400.

### Personnel, brands, agencies

**Corporate**: Paul Pressler, pres & CEO; Donald G. Fisher, chmn.

**Banana Republic**: 2 Folsom St., San Francisco, Calif. 94105/Phone: (650) 952-4400. Mark Hansen, pres; Jack Calhoun, exec VP-mktg; Steve Stickel, sr VP-stores & opers; Deborah Lloyd, sr VP-prod design & devel.

#### In-house.

**PHD**, San Francisco. Jeanne Selvester, gm. — print media svcs.

**Starcom**, Chicago. Jack Sullivan, sr VP, dir. — out-of-home buying.

**Gap**: 1 Harrison St., San Francisco, Calif. 94105/Phone: (650) 952-4400. Gary Muto, pres; Lee Bird, exec VP & chief operating officer; Pina Ferlisi, sr VP-design & prod devel.

**Laird & Partners**, New York. Trey Laird, founder.

**Corinthian Media**, New York. Ellen Carry, exec VP, acct svcs. — TV buying.

**PHD**, New York. Steve Grubbs, CEO-N. Amer.; Harry Keeshan, exec VP-natl bdcst. — TV buying.

**Starcom**, Chicago. Jack Sullivan, sr VP, dir. — out-of-home buying.

**Gap Inc. Direct**: 2 Folsom St., San Francisco, Calif. 94104/Phone: (650) 952-4400. Toby Lenk, pres.

#### In-house.

**Old Navy**: 2 Folsom St., San Francisco, Calif. 94105/Phone: (650) 952-4400. Jenny J. Ming, pres; Tom Sands, exec VP-stores & opers.

#### In-house.

**PHD**, New York. Harry Keeshan, exec VP-natl bdcst. — TV buying.

**Starcom**, Chicago. Jack Sullivan, sr VP, dir. — out-of-home buying.

## 55 General Electric Co.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$58,663	\$40,749	44.0
Sunday magazine	2,455	677	262.6
Newspaper	18,470	23,863	-22.6
National newspaper	6,998	5,006	39.8
Outdoor	3,481	2,095	66.1
Network TV	54,627	112,118	-51.3
Spot TV	11,530	15,749	-26.8
Syndicated TV	.0	126	NA
Cable TV networks	13,245	15,456	-14.3
Network radio	6,919	6,132	12.8
National spot radio	13,556	14,618	-7.3
Internet	5,207	17,459	-70.2
Yellow Pages	7,500	7,000	7.1
Measured media	202,650	261,048	-22.4
Unmeasured media	376,350	484,797	-22.4
Total	579,000	745,845	-22.4
By brand	2002	2001	% chg
GE electronics & financial svcs	111,270	76,854	44.8
NBC TV network	57,468	126,987	-54.7

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$131,698	\$125,913	4.6
Earnings	14,118	14,118	0.0

U.S.	2002	2001	% chg
Sales	90,954	85,999	5.8

Division sales	2002	2001	% chg
Insurance	23,296	23,890	-2.5
Power systems	22,926	20,211	13.4
Commercial finance	16,040	13,880	15.6
Aircraft engines	11,141	11,389	-2.2
Consumer finance	10,266	9,508	8.0
Industrial products & systems	9,755	9,097	7.2
Technical products & svcs	9,266	9,011	2.8
Consumer products	8,456	8,435	0.2
Materials	7,651	7,069	8.2
NBC	7,149	5,769	23.9
All other	4,331	6,674	-35.1
Equipment management	4,254	4,401	-3.3

### Headquarters

General Electric Co./3135 Easton Turnpike, Fairfield, Conn. 06431/Phone: (203) 373-2211.

**Notes**

General Electric obtained Bravo from Cablevision Systems Corporation for \$1.25 billion in November 2002.

**Personnel, brands, agencies**

**Corporate:** Jeffrey R. Immelt, chmn & CEO; Judy L. Hu, gm-corp adv & mktg comms; James R. Harman, mgr-corp adv.

**BBDO Worldwide**, New York. Andy Russem, sr acct dir.

**Bravo:** 2 Park Ave., 11th fl., New York, N.Y. 10016/Phone: (212) 561-3300. Jeff Gaspin, pres-Bravo; Vivi Zigler, sr VP-mktg & adv, Bravo and NBC.

**NBC Agency (In-house).**

**CNBC:** 2200 Fletcher Ave., Fort Lee, N.J. 07024/Phone: (201) 585-2622. Pamela Thomas-Graham, pres & CEO; Lilach Asofsky, sr VP-mktg & rsch.

**NBC Agency (in-house).**

**GE Consumer Finance:** 260 Long Ridge Rd., Stamford, Conn. 06927/Phone: (203) 357-4000. David R. Nissen, pres & CEO.

**No agency.**

**GE Consumer Products:** , Louisville, Ky. 40225/Phone: (502) 452-4311. James P. Campbell, pres & CEO; Paul Klein, mgr-adv, cons & commercial lighting prods & major appliances.

**BBDO Worldwide**, New York. Andy Russem, sr acct dir.

**OMD Worldwide**, New York. Toni Racioppo, plng/print; Suzanne Nowacki, natl bdcst. — media svcs.

**GE Insurance:** 260 Long Ridge Rd., Stamford, Conn. 06927/Phone: (203) 357-4000. Michael D. Fraizer, pres & CEO.

**No agency.**

**MSNBC:** 1 MSNBC Plaza, Secaucus, N.J. 07094/Phone: (201) 583-5000. Erik Sorenson, pres & gm; Val Nicholas, MSNBC creative svcs grp; Cheryl-Lynn Crowther, dir-mktg, MSNBC.com.

**NBC Agency (in-house).**

**NBC:** 30 Rockefeller Plaza, New York, N.Y. 10112/Phone: (212) 664-4444. Bob Wright, vice chmn-GE, chmn & CEO, NBC; Keith Turner, pres-sls & mktg; Alan Wurtzel, pres-rsch & media devel; Frank Radice, sr VP-adv & promo; Jay Linden, exec VP-strategic partnership grp; Ed O'Donnell, sr VP-mktg.

**NBC Agency (In-house).**

**MediaVest**, Los Angeles. Molly Taylor, acct exec. — media svcs.

**NBC Agency:** 3000 W. Alameda Ave., Burbank, Calif. 91523/Phone: (818) 840-4444. John D. Miller, co-pres; Vince Manze, co-pres; Jim Vescera, sr VP-on air adv; Vivi Zigler, sr VP-adv svcs; Jenness Brewer, sr VP-print adv; Frank Radice, sr VP-network adv & promo, East Coast.

**Horizon Media**, Los Angeles. Amy Berke, sr VP-acct mgmt svcs. — media buying, radio & cable.

**MediaVest**, Los Angeles. Caryl Weinstein, VP & assoc media dir. — media svcs, print & natl media.

**Telemundo Communications Group:** 2470 W. Eighth Ave., Hialeah, Fla. 33010/Phone: (800) 688-8851. Jim McNamara, pres & CEO; Steve Mandala, exec VP-sls.

**NBC Agency (In-house).**

## 28 General Mills

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$39,446	\$67,019	-41.1
Sunday magazine	2,421	3,938	-38.5
Newspaper	135	1,040	-87.0
National newspaper	0	514	NA
Outdoor	950	2,987	-68.2
Network TV	205,987	195,626	5.3
Spot TV	200,903	163,635	22.8
Syndicated TV	12,267	40,524	-69.7
Cable TV networks	120,851	149,606	-19.2
Network radio	3,246	1,105	193.8
National spot radio	1,683	3,111	-45.9
Internet	3,674	969	279.1
Measured media	591,562	630,074	-6.1
Unmeasured media	362,571	270,029	34.3
Total	954,133	900,103	6.0

By brand	2002	2001	% chg
General Mills cereals	215,330	238,165	-9.6
Pillsbury bakery goods	115,183	122,828	-6.2
Yoplait yogurt	70,718	54,574	29.6
Betty Crocker foods	47,499	68,246	-30.4
Progresso Soup	41,621	39,024	6.7
Totinos frozen pizza rolls	14,811	12,531	18.2
Pop-secret microwave popcorn	10,541	2,428	334.2
Nature Valley granola bars	10,148	7,177	41.4
Bugles corn snacks	10,077	13,455	-25.1

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$7,949	\$5,450	45.9
Earnings	458	665	-31.1
U.S.	2002	2001	% chg
Sales	7,139	5,187	37.6
Earnings before income taxes	653	991	-34.1
Division sales	2002	2001	% chg
U.S. retail	6,143	4,790	28.2
Bakeries & foodservice	1,028	397	158.9
International	778	263	195.8

### Headquarters

General Mills/1 General Mills Blvd., Minneapolis, Minn. 55426/Phone: (763) 764-2311.

### Personnel, brands, agencies

**Corporate:** Stephen Sanger, chmn & CEO; Mark Addicks, VP-Gcom; Rick Hosfield, VP-adv; Doug Moore, VP-adv & branding.

**Consumer Foods:** 1 General Mills Blvd., Minneapolis, Minn. 55426/Phone: (763) 764-2311. Ian Friendly, sr VP & pres-Big G cereals; Paul Oliver, sr VP & pres-foodservice; Chris O'Leary, sr VP-meals; Bob Waldron, sr VP & pres-Yoplait USA; Peter Capell, sr VP & pres-Snacks Unlimited; Jeffrey Rotsch, sr VP-sls; Brooks Gekler, VP & gm-Lloyd's Barbeque; Dave Homer, pres-baking prods; Peter Robinson, pres-Pillsbury USA.

**Campbell Mithun**, Minneapolis. Mike Nelson, exec VP & mgmt super; Shawne Murphy-Johnston, VP & mgmt super. — Bacos, Betty Crocker Complete Meals, Betty Crocker Desserts, Bisquick, Bowl Appetit, Bugles, Chex Cereal, Chex Morning Mix, Chex Snack Mix, Cinnamon Toast Crunch, Gardetto's, Golden Grahams, Hamburger & Chicken Helper, Harmony, Honey Nut

Chex, Lloyd's, Milk N' Cereal Bars, Nature Valley Cereal, Nature Valley granola bars, Oatmeal Crisp Fruit & Cereal Bars, Pop Secret, Specialty Potatoes, Suddenly Salad, Tuna Helper.

**Saatchi & Saatchi**, New York. Michael Burns, mg prtner; Anne Adriance, exec VP & ww dir; Allen Banks, pres & CEO-ZenithGPE; Ruthanne Greenberg, mg dir-ZenithGPE. — Apple Cinnamon Cheerios, Berry Burst Cheerios, Cheerios, Cocoa Puffs, Columbo Yogurt, Cookie Crisp, Country Corn Flakes, Dunkaroos, Fiber One, Frosted Cheerios, Fruit by the Foot, Fruit Roll-Ups, GoGurt, Green Giant, Gushers, Honey Nut Cheerios, Honey Nut Clusters, Kaboom, Kix, Lucky Charms, Monster Cereals, MultiGrain Cheerios, Nouriche, Oatmeal Crisp, Progresso Soups, Old El Paso, Pillsbury Breakfast Products, Pillsbury Refrigerated Baked Goods, Reese's Puffs, Total, Total Corn Flakes, Total Raisin Bran, Totino's Pizza & Snacks, Trix, Trix yogurt, Wheaties, Yoplait, Yoplait Whips, Yumsters.

**Schafer Condon Carter**, Chicago. Allison Branen, acct mgr. — Foodservice.

**Burrell Communications Group**, Chicago. Karen Goodbar, VP & acct mgmt dir. — African-American adv.

**Casanova Pendrill Publicidad**, Irvine, Calif. Laura Marella, VP & media dir; Sara Albach, acct super. — Hispanic adv, GoGurt, Honey Nut Cheerios, Kix, Yoplait.

**Small Planet Foods**: 719 Metcalf St., Sedro-Woolley, Wash. 98284/Phone: (360) 855-0100. Gene Kahn, pres & CEO; John DePaolis, VP-mktg.

**Sterling Rice Group**, Boulder, Colo. Matt Bury, sr acct mgr. — Cascadian Farm, Muir Glen.

## 1 General Motors Corp.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$395,515	\$386,523	2.3
Sunday magazine	9,967	11,273	-11.6
Newspaper	196,407	178,453	10.1
National newspaper	48,131	44,863	7.3
Outdoor	29,207	25,466	14.7
Network TV	777,795	661,852	17.5
Spot TV	518,618	475,415	9.1
Syndicated TV	18,351	65,320	-71.9
Cable TV networks	341,959	249,172	37.2
Network radio	16,267	8,263	96.9
National spot radio	28,951	29,006	-0.2
Internet	45,785	46,029	-0.5
Yellow Pages	20,000	20,000	0.0
Measured media	2,446,953	2,201,635	11.1
Unmeasured media	1,205,216	1,164,776	3.5
Total	3,652,168	3,366,412	8.5
By brand	2002	2001	% chg
Chevrolet vehicles	795,439	780,196	2.0
Cadillac vehicles	220,264	137,429	60.3
General Motors Corp.	217,773	77,151	182.3
Saturn vehicles	212,169	147,516	43.8
GMC vehicles	210,364	196,644	7.0
Buick vehicles	163,079	160,008	1.9
Pontiac vehicles	150,137	217,811	-31.1
DirecTV satellite system	137,430	135,162	1.7
Ditech.com financial svcs	75,880	63,234	20.0
Saab vehicles	61,186	28,395	115.5
Hummer vehicles	44,565	4,676	853.1
Oldsmobile vehicles	38,608	116,797	-66.9

By brand	2002	2001	% chg
GM Goodwrench parts & svc	22,629	3,630	523.4
GMAC financial svcs	12,945	11,885	8.9
OnStar vehicle monitoring sys	11,854	28,995	-59.1

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$186,763	\$177,260	5.4
Earnings	1,736	601	188.9
U.S.	2002	2001	% chg
Sales	138,692	132,004	5.1
Division sales	2002	2001	% chg
Automotive, comms svcs & other	159,737	151,491	5.4
Financing, insurance	27,026	25,769	4.9

### Headquarters

General Motors Corp./300 Renaissance Center, P.O. Box 300, Detroit, Mich. 48265-2000/Phone: (313) 556-5000.

### Notes

General Motors Corp. is selling its interest in Hughes Electronics Corp., owner of DirecTV, to News Corp. The deal is slated to be finalized by the end of this year.

### Personnel, brands, agencies

**Corporate**: Rick Wagoner, chmn & CEO; Robert A. Lutz, vice chmn-prod devel & chmn-GM N. Amer.; Gary L. Cowger, pres-GM N. Amer.; Steven J. Harris, VP-comms; Michael Browner, exec dir-media & mktg opers; John F. Smith, grp VP-N. Amer. vehicle sls, svc & mktg; John G. Middlebrook, VP-mktg & adv; C.J. Fraleigh, exec dir-adv & corp mktg; Tim Roush, dir-adv, mktg & strategic opers; Marissa Sison, dir-adv rsch; Elizabeth Lazar, genl dir-media opers; Ken Wechselberger, genl dir-local mktg grps & dealer co-op mktg; Candace Robbins, dir-co-op mktg; Steve Tihanyi, genl dir-mktg alliances & regional opers; Steve Hill, dir-retail plng & GM brand.

**McCann-Erickson Worldwide**, Detroit. Gary Neel, exec VP & mg dir.

**chemistri**, Troy, Mich. Patrick Sherwood, CEO.

**General Motors Planworks**, Detroit. Dennis Donlin, pres; Mary Carpenter, dir-opers. — media plng.

**General Motors Mediaworks**, Warren, Mich. Linda Thomas Brooks, exec VP & mg dir. — media buying.

**A Partnership**, New York. Jeannie Yuen, CEO. — Asian-American adv.

**Accentmarketing**, Coral Gables, Fla. Marta Noa, sr VP & acct dir. — Hispanic adv.

**Manning, Selvage & Lee**, Los Angeles. Phil O'Dell, VP & mgmt super. — California mktg initiative.

**Mullen**, Wenham, Mass. George Rogers, acct dir. — GM credit card, GM used cars.

**Quantum Marketing**, Bloomfield Hills, Mich. David Bethards, exec VP & mg dir. — sls promo.

**Carol H. Williams Advertising**, Oakland, Calif. Carol H. Williams, pres & CEO. — African-American adv.

**Buick Motor Division**: 100 Renaissance Center, 482-A32-B45, Detroit, Mich. 48265-1000/Phone: (313) 556-5000. Roger Adams, mktg gm; Randall Tallerico, dir-adv & sls promo; Michael Hand, adv & promo mgr; Jill Cooley, adv & promo mgr; Larry Peck, golf mktg mgr; Paul Arata, field adv mgr.

**McCann-Erickson Worldwide**, Troy, Mich. Garry Neel, exec VP & mg dir.



**General Motors Planworks**, Detroit. Dennis Donlin, pres; Mary Carpenter, dir-ops. — media plng.

**General Motors Mediaworks**, Warren, Mich. Linda Thomas Brooks, exec VP & mg dir. — media buying.

**Accentmarketing**, Coral Gables, Fla. Marta Noa, sr VP & acct dir. — Hispanic adv, retail.

**izz**, Detroit. Peter Galio, dir-client svcs. — interactive mktg.

**Momentum Worldwide**, Troy, Mich. Bruce Florine, pres. — sls promo.

**MRM Partners**, Troy, Mich. Chris Batchik, sr VP & grp acct dir. — relationship mktg.

**Cadillac Motor Car Division**: 100 Renaissance Center, Detroit, Mich. 48265/Phone: (313) 667-5562. Mark LaNeve, mktg gm; John Howell, dir-global brand devel; Christopher Hamer, dir-adv & sls promo; Tim O'Neill, adv mgr; William Waldron, adv mgr; Jay Spenichian, mktg dir-CTS, SRX, future prods & performance vehicles.

**chemistri**, Troy, Mich. Michael Wright, sr VP & grp acct dir.

**General Motors Planworks**, Detroit. Dennis Donlin, pres; Mary Carpenter, dir-ops. — media plng.

**General Motors Mediaworks**, Warren, Mich. Linda Thomas Brooks, exec VP & mg dir. — media buying.

**Accentmarketing**, Coral Gables, Fla. Marta Noa, sr VP & acct dir. — Hispanic adv, retail.

**Chevrolet Motor Division**: 100 Renaissance Center, Detroit, Mich. 48265-1000/Phone: (313) 556-5000. Brent Dewar, mktg gm; Thomas Wilkinson, dir-comms; Kim Kosak, genl dir-adv & sls promo; James D. Jandasek, natl mgr-passenger car adv & sls promo; Robert (Mac) Whisner, natl mgr-truck adv & sls promo.

**Campbell-Ewald**, Warren, Mich. Mike Ryan, vice chmn & chief operating officer; Timothy E. Keaton, exec VP & acct dir.

**General Motors Planworks**, Detroit. Dennis Donlin, pres; Mary Carpenter, dir-ops. — media plng.

**General Motors Mediaworks**, Warren, Mich. Rick Sirvaitis, pres & chief operating officer; John Miles, exec VP & mg dir; Linda Thomas Brooks, exec VP & mg dir; Cathy Tocco, exec VP & mg dir. — media buying.

**Accentmarketing**, Coral Gables, Fla. Marta Noa, sr VP & acct dir. — Hispanic adv.

**General Motors Service & Parts Operations**: 6200 Grand Pointe Dr., Grand Blanc, Mich. 48439/Phone: (810) 606-2000. Douglas J. Herberger, VP & gm.

**Campbell-Ewald**, Southfield, Mich. James P. Huchok, exec VP & acct dir. — ACDelco.

**chemistri**, Troy, Mich. Michael Talovich, sr VP & acct dir. — GM Parts, Goodwrench Service.

**GMAC**: 300 Galleria Officentre, Ste. 507, Southfield, Mich. 48034/Phone: (248) 263-3070. Eric A. Feldstein, pres; John E. Gibson, exec VP-N. Amer. ops; James E. Farmer, VP-merch, adv & comms.

**Campbell-Ewald**, Warren, Mich. James P. Huchok, exec VP & acct dir.

**chemistri**, Troy, Mich. Patrick Sherwood, pres & CEO.

**Quantum Marketing**, Bloomfield Hills, Mich. David Bethards, exec VP & mg dir. — sls promo.

**GMAC Residential Holdings**: 100 Witmer Rd., P.O. Box 963, Horsham, Pa. 19044/Phone: (215) 682-1000. David Applegate, pres & CEO; Richard Gillespie, exec VP & chief mktg officer.

**In-house**. — Ditech.com, GMAC Global Relocation, GMAC Mortgage, GMAC Real Estate.

**General Motors Mediaworks**, New York. Linda Thomas Brooks, exec VP & mg dir. — media plng, Ditech.com.

**Hughes Electronics Corp.**: 200 N. Supelveda Blvd., P.O. Box 956, El Segundo, Calif. 90245-0956/Phone: (310) 364-6000. Jack A. Shaw, pres & CEO; Robert A. Marsocci, VP-corp comms; Roxanne S. Austin, pres & chief operating officer, DirecTV; Jayne Hancock, VP-mktg, DirecTV.

**Deutsch**, Los Angeles. Mike Sheldon, mg ptrn & gm. — DirecTV.

**Hummer**: 100 Renaissance Center, 482-A22-B98, Detroit, Mich. 48265-1000/Phone: (313) 665-1211. Michael C. DiGiovanni, gm; Marc Hernandez, H2 mktg dir; Liz Vanzura, adv & promo dir.

**Modernista**, Boston. Lance Jensen, co-owner; Gary Koepke, co-owner.

**General Motors Planworks**, Detroit. Dennis Donlin, pres; Mary Carpenter, dir-ops. — media plng.

**General Motors Mediaworks**, Warren, Mich. Linda Thomas Brooks, exec VP & mg dir. — media buying.

**Oldsmobile Division**: 100 Renaissance Center, Detroit, Mich. 48265-1000/Phone: (313) 556-5000. Darwin Clark, div mktg gm; Pam Hughes, adv mgr.

**Leo Burnett Worldwide**, Chicago. Nina Abnee, exec VP & acct dir.

**OnStar Corp.**: 1400 Stephenson Hwy., Troy, Mich. 48083/Phone: (248) 588-6050. Chet Huber, pres; Tony DiSalle, VP-sls & mktg; Andrew Young, adv mgr.

**Campbell-Ewald**, Warren, Mich. Steve Aiello, sr VP.

**Pontiac-GMC Division**: 100 Renaissance Center, P.O. Box 100, Detroit, Mich. 48265-1000/Phone: (313) 556-5000. Lynn C. Myers, gm; Sam Mancuso, mktg dir-Sierra & Yukon; Bob Kraut, mktg dir-Bonneville, GTO & Grand Prix; Craig Bierley, mktg dir-Envoy & Sonoma; David Kanous, mktg dir-Safari & Savana; Jim Panaretos, mktg dir-Grand Am; Jim Vurpillat, mktg dir-Aztek & Montana; Linda Pesonen, mktg dir-Vibe & Sunfire; Steven Rosenblum, dir-GMC adv & sls promo; Mark-Hans Richer, dir-Pontiac adv & sls promo.

**chemistri**, Troy, Mich. Stan Fields, exec VP & grp acct dir. — Pontiac vehicles.

**Low & Partners Worldwide**, New York. Susan Cantor, exec VP & dir-acct svcs. — GMC vehicles.

**General Motors Planworks**, Detroit. Dennis Donlin, pres; Mary Carpenter, dir-ops. — media plng.

**General Motors Mediaworks**, Warren, Mich. Linda Thomas Brooks, exec VP & mg dir. — media buying.

**Accentmarketing**, Coral Gables, Fla. Marta Noa, sr VP & acct dir. — Hispanic adv.

**Saab Cars USA**: 4405-A International Blvd., Norcross, Ga. 30093/Phone: 770-279-0100. Debra Kelly-Ennis, pres & chief operating officer; Jon Brancheau, VP-mktg; Kristi August, dir-integrat-ed mktg.

**Low & Partners Worldwide**, New York. Claire Capeci, sr VP & acct dir.

**General Motors Mediaworks**, Warren, Mich. Linda Thomas Brooks, exec VP & mg dir. — media buying.

**Brann Worldwide**, Baltimore. Paul Walczyk, exec VP & gm. —

Direct & relationship mktg.

**Carlson Marketing Group**, Troy, Mich. Ed Barclay, exec VP & gm. — sls promo.

**Digitas**, Boston. Rob Willms, pres-central & west. — interactive mktg.

**Saturn Corp.**: 100 Renaissance Center, MC 482-A15-A91, Detroit, Mich. 48265-1000/Phone: (313) 665-5000. Annette K. Clayton, chmn & pres; Jill Lajdziak, VP-sls, svc & mktg; Chuck Thomson, exec dir-mktg; Scott McLaren, adv mgr.

**Goodby, Silverstein & Partners**, San Francisco. Jeff Goodby, co-chmn; Rich Silverstein, co-chmn.

**General Motors Planworks**, Detroit. Dennis Donlin, pres; Mary Carpenter, dir-ops. — media plng.

**General Motors Mediaworks**, Warren, Mich. Linda Thomas Brooks, exec VP & mg dir. — media buying.

## 66 Gillette Co.

U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$35,307	\$25,332	39.4
Sunday magazine	0	179	NA
Newspaper	1,161	103	NA
National newspaper	365	53	588.5
Network TV	138,952	87,709	58.4
Spot TV	3,620	1,392	160.1
Syndicated TV	30,883	26,941	14.6
Cable TV networks	33,989	30,591	11.1
Network radio	687	1,848	-62.8
National spot radio	2,391	572	318.0
Internet	2,180	1,359	60.4
Measured media	249,954	176,079	42.0
Unmeasured media	245,005	287,292	-14.7
Total	494,959	463,371	6.8
By brand	2002	2001	% chg
Gillette shaving products	103,102	57,926	78.0
Duracell batteries	47,875	41,648	15.0
Braun appliances	45,021	35,298	27.5
Oral-B dental products	21,786	14,879	46.4
Right Guard Sport Stick ap/deod.	16,816	12,429	35.3
Soft & Dri Solid ap/deod	10,825	6,112	77.1

Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$8,453	\$8,084	4.6
Earnings	1,216	910	33.6
U.S.	2002	2001	% chg
Sales	3,282	3,245	1.1
Operating income	952	533	78.6
Division sales	2002	2001	% chg
Blades & razors	3,435	3,200	7.3
Duracell products	1,898	1,953	-2.8
Oral care	1,248	1,149	8.6
Braun	1,056	981	7.6
Special care	816	801	1.9

### Headquarters

Gillette Co./Prudential Tower Bldg., Boston, Mass. 02199/Phone: (617) 421-7000.

### Personnel, brands, agencies

**Corporate:** James M. Kilts, chmn & CEO; Edward F. DeGraan, pres & chief operating officer.

**MindShare Worldwide**, New York. Ernie Simon, strategic plng dir. — media svcs.

**Blades & Razors:** Prudential Tower Bldg., Boston, Mass. 02199/Phone: (617) 421-7000. Peter Hoffman, pres.

**BBDO Worldwide**, New York. Simon Marlow, dir-multinat client svcs. — Mach3, Venus, Sensor3.

**MindShare Worldwide**, New York. Ernie Simon, strategic plng dir.

**Braun:** Prudential Tower Bldg., Boston, Mass. 02199/Phone: (617) 421-7000. Bernhard Wild, chmn.

**Lowe & Partners Worldwide**, New York. Richard Ellis, exec VP & ww mg dir. — Electric shavers.

**MindShare Worldwide**, New York. Ernie Simon, strategic plng dir. — media svcs.

**Commercial Operations North America:** Prudential Tower Bldg., Boston, Mass. 02199/Phone: (617) 421-7000. Joseph F. Dooley, pres; James White, VP-mktg svcs; Richard Meyer, dir-media svcs.

**Duracell:** 8 Research Dr., Berkshire Corporate Park, Bethel, Conn. 06801/Phone: (203) 769-4000. Mark Leckie, pres.

**Acme Idea Co.**, Norwalk, Conn. Carol Herman, dir-bus devel.

**MindShare Worldwide**, New York. Ernie Simon, strategic plng dir. — media svcs.

**Oral Care Products:** Prudential Tower Bldg., Boston, Mass. 02199/Phone: (617) 421-7000. Bruce Cleverly, pres.

**BBDO Worldwide**, New York. Simon Marlow, dir-multi-natl client svcs. — Oral-B toothbrushes, Braun oral care appliances.

**MindShare Worldwide**, New York. Ernie Simon, strategic plng dir. — media svcs.

**Personal Care Products:** Prudential Tower Bldg, Boston, Mass. 02199/Phone: (617) 421-7000. Joseph Scalzo, pres.

**BBDO Worldwide**, New York. Simon Marlow, dir-multi-natl client svcs. — Aftershave, Gillette series, Right Guard, Satin Care pre/post-shave, preps, Soft & Dri.

**MindShare Worldwide**, New York. Ernie Simon, strategic plng dir. — media svcs, strategic plng dir.

## 12 GlaxoSmithKline

U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$170,673	\$126,114	35.3
Sunday magazine	13,959	9,183	52.0
Newspaper	17,668	2,486	610.7
National newspaper	2,645	993	166.4
Outdoor	3,268	1,699	92.4
Network TV	316,202	335,439	-5.7
Spot TV	24,311	29,664	-18.0
Syndicated TV	100,183	127,682	-21.5
Cable TV networks	118,127	124,296	-5.0
Network radio	2,213	1,132	95.5
National spot radio	3,888	4,408	-11.8
Internet	3,861	4,342	-11.1

By media	2002	2001	% chg
Measured media	776,999	767,438	1.2
Unmeasured media	776,999	767,451	1.2
Total	1,553,997	1,534,889	1.2
By brand	2002	2001	% chg
Paxil anti-depression Rx	126,143	65,112	93.7
Advair asthma Rx	108,766	53,988	101.5
Flonase nasal Rx	76,873	66,042	16.4
Imitrex migraine Rx	70,957	70,596	0.5
Avandia diabetes Rx	47,949	55,514	-13.6
Valtrex herpes Rx	46,731	51,260	-8.8
Nicoderm CQ stop smoking sys.	39,137	33,371	17.3
Tums antacids	31,397	40,719	-22.9
Abreva cold sore treatment	30,986	33,927	-8.7
Aquafresh toothpaste	30,954	47,949	-35.4
Nicorette stop smoking prods	30,661	35,246	-13.0
GlaxoSmithKline products	15,309	7,764	97.2
Sensodyne toothpaste	12,660	6,063	108.8
Citrucel fiber laxative	11,996	9,007	33.2

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$31,379	\$29,546	6.2
Earnings	6,845	6,321	8.3
U.S.	2002	2001	% chg
Sales	15,987	14,546	9.9
U.S. operating income	3,132	1,347	132.5
Division sales	2002	2001	% chg
Pharmaceuticals	26,620	24,811	7.3
Consumer healthcare	4,759	4,736	0.5

**Headquarters**

GlaxoSmithKline/Glaxo Wellcome House, Berkeley Ave. Greenford, Middlesex, U. K. UB6, ONN/Phone: 44-171-493-4060.

GlaxoSmithKline/5 Moore Dr., P.O. Box 13398, Research Triangle Park, N.C. 27709/Phone: (919) 483-2100.

**Personnel, brands, agencies**

**Corporate:** J.P. Garnier, CEO; David Stout, pres-pharmaceutical opers; Chris Viehbacher, pres-U.S. pharmaceuticals.  
**MPG**, New York. John Mandel, co-CEO; Dene Callas, co-CEO; Suzanne Ziv, sr VP, mg dir. — media buying.

**GlaxoSmithKline Consumer Healthcare:** 100 Beecham Dr., Pittsburgh, Pa. 15205/Phone: (412) 928-1000. Jack Ziegler, pres.

**Arnold McGrath, New York**, New York. Barry Silverstein, exec VP, grp dir. — Citrucel, Committ, Ecotrin, Gaviscon, Nicoderm CQ, Nicorette, Oxy Balance, Tums.

**Grey Healthcare Group**, New York. Aquafresh toothpaste: Rhannon Carr, asst acct exec; Flonase: Megan McCann, acct super; Polident: Brian Gold, asst acct exec; Super Poli-Grip: Lisa McQuiaston, acct super. — Aquafresh dental gum, Aquafresh toothpaste, Aquafresh Whitening toothpaste, Contac, Dentu-Crème, Flex toothbrushes, Massengill, Poli-Grip. Polident, Sensodyne, Super Poli-Grip.

**Publicis Mid-America**, Dallas. Carter Keith, grp acct dir. — BC Analgesics, Bean-O food enzyme supplements, Goody's headache powder, Phazyme gas relief.

**MediaCom**, New York. Elyse Hoelzer, exec VP, dir-comms plng. — media svcs, Aquafresh, Contac, Flex toothbrushes, Geritol, Massengil, Oscal, Vivarin, Sominex.

**GlaxoSmithKline Pharmaceutical Division:** 1 Franklin Plaza, P.O. Box, Pittsburgh, Pa. 19102/Phone: (888) 825-5249. Bob Ingram, chief operating officer-pharmaceutical opers; David Stout, pres-U.S. pharmaceuticals; James Palmer, sr VP-new prod devel, pharmaceuticals.

**CommonHealth**, Parsippany, N.J. Matt Giegerich, CEO & pres. — Avandamet.

**Euro RSCG MVBMS Partners**, New York. Paul Klein, grp acct dir; Suzanne Winkleman, acct dir. — Valtex.

**FCB HealthCare**, New York. Tom Domanico, chmn & CEO, ww creative dir; Dana Maiman, pres & CEO. — Havrix, Energix-B, Lamictal, Lamictal-Bipolar, Infanrix, Twinrix, Valtrex, Wellbutrin.

**Grey Healthcare Group**, New York. Christopher Eugenetta, asst acct exec. — Imitrex, Wellbutrin.

**MediaCom**, New York. Elyse Hoeltzer, exec VP, dir-comms plng. — media svcs, Abreva, Remifermin.

**93 Hershey Foods Corp.**

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$18,406	\$16,126	14.1
Sunday magazine	1,148	13	NA
Outdoor	319	366	-12.9
Network TV	79,369	81,421	-2.5
Spot TV	2,499	3,375	-25.9
Syndicated TV	28,312	35,008	-19.1
Cable TV networks	27,217	32,894	-17.3
Network radio	2,963	2,646	12.0
National spot radio	68	893	-92.4
Internet	1,678	1,570	6.9
Measured media	162,094	174,312	-7.0
Unmeasured media	168,710	176,067	-4.2
Total	330,804	350,379	-5.6
By brand	2002	2001	% chg
Hershey candies	62,678	55,068	13.8
Reeses peanut butter cups	39,204	22,700	72.7
Ice Breakers gum & mints	23,561	9,737	142.0
Kit Kat candy bar	13,435	14,418	-6.8

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$4,120	\$4,137	-0.4
Earnings	404	207	95.2

**Headquarters**

Hershey Foods Corp./100 Crystal A Dr., P.O. Box 810, Hershey, Pa. 17033-0810/Phone: (717) 534-4000.

**Personnel, brands, agencies**

**Corporate:** Richard H. Lenny, chmn, pres & CEO; Tom Hernquist, sr VP & chief mktg officer; Chris Lansing, VP-flagship brands; Mike Wege, VP-portfolio brands; Kristen Anderson, VP-brand integration.

**DDB Worldwide Communications**, New York. Christopher Miles, ww grp acct dir; Ned Russell, grp acct dir; Gary Exelbert, grp acct dir. — Hershey's baking pieces, Hershey's chocolate syrup, Hershey's chocolate bar, Hershey's cocoa, Hershey's miniatures, Hershey's nuggets, Kit Kat, PayDay, Reese's Pieces, Twizzlers, York Peppermint Patties.

**Ogilvy & Mather Worldwide**, New York. Michael Vaughn, sr VP & exec grp dir; Darren Kapelus, exec grp dir. — Almond Joy,

Cadbury Creme Eggs, Hershey's Kisses, Jolly Rancher candy, Mounds, Reese's Fast Break, Reese's peanut butter cups, Reesesticks.

**No agency.** — Breath Savers, Stickfree, Bubble Yum, Fruit Stripe, Carefree.

**OMD Worldwide**, New York. — media buying.

**North Castle Partners Advertising**, Stamford, Conn. Grant MacDonald, exec VP; Beth Davis, acct dir & ptr. — Ice Breakers.

**Dieste, Harmel & Partners**, Dallas. Warren Harmel, mg ptr. & founder; Victor Arroyo, promo dir. — Hispanic adv.

## 39 Hewlett-Packard Co.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$106,242	\$105,896	0.3
Sunday magazine	10,218	4,554	124.4
Newspaper	62,406	24,738	152.3
National newspaper	48,927	43,283	13.0
Outdoor	461	717	-35.8
Network TV	56,297	40,584	38.7
Spot TV	4,343	4,455	-2.5
Syndicated TV	1,246	837	48.8
Cable TV networks	33,666	51,039	-34.0
Network radio	0	90	NA
National spot radio	1,715	90	NA
Internet	49,868	43,178	15.5
Measured media	375,389	319,461	17.5
Unmeasured media	360,668	204,238	76.6
Total	736,057	523,699	40.5
By brand	2002	2001	% chg
Hewlett-Packard computers	228,591	138,498	65.1
Compaq computers	96,894	137,113	-29.3

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$56,588	\$45,226	25.1
Earnings	903	408	NA
U.S.	2002	2001	% chg
Sales	23,302	18,833	23.7
Division sales	2002	2001	% chg
Imaging & printing systems	20,324	19,426	4.6
Personal Systems Group	14,733	10,117	45.6
Enterprise Systems Group	11,400	8,395	35.8
HP Services	9,095	6,124	48.5
HP Financial Services	1,707	1,454	17.4

### Headquarters

Hewlett-Packard Co./3000 Hanover St., Palo Alto, Calif. 94304-1185/Phone: (650) 857-1501.

### Notes

Hewlett-Packard full-year returns in its fiscal 2002 ended Oct. 31 and include almost six months of Compaq Computer Corp., acquired on May 3, 2002.

### Personnel, brands, agencies

**Corporate:** Carleton S. Fiorina, chmn & CEO; Michael Winkler, exec VP-chief marketing officer; Allison Johnson, sr VP-global brand & comms; Gary Elliot, VP-brand & mktg comms; Karen Jones, dir-adv.

**Goodby, Silverstein & Partners**, San Francisco. John Coyne, acct dir. — brand adv, brand media plng.

**Publicis & Hal Riney**, San Francisco. Frank Schumacher, VP & ww grp acct dir. — Product & solutions adv.

**Optimedia International U.S.**, San Francisco. — media buying.

## 30 Home Depot

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$35,809	\$39,194	-8.6
Sunday magazine	78	55	41.8
Newspaper	79,132	65,864	20.1
National newspaper	6,948	2,722	155.2
Outdoor	750	605	24.0
Network TV	143,275	100,473	42.6
Spot TV	23,787	66,823	-64.4
Syndicated TV	6,522	15,131	-56.9
Cable TV networks	45,795	30,892	48.2
National spot radio	62,159	39,888	55.8
Internet	337	528	-36.2
Yellow Pages	6,455	NA	NA
Measured media	411,609	362,175	13.6
Unmeasured media	473,571	442,660	7.0
Total	885,180	804,835	10.0
By brand	2002	2001	% chg
Home Depot stores	390,338	347,309	12.4
Expo Design Center stores	13,802	12,147	13.6

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$58,247	\$53,553	8.8
Earnings	3,664	3,044	20.4

### Headquarters

Home Depot/2455 Paces Ferry Rd., N.W., Atlanta, Ga. 30339/Phone: (770) 433-8211.

### Personnel, brands, agencies

**Corporate:** Robert L. Nardelli, chmn, pres & CEO; Jerry Edwards, exec VP-merch; John Ross, VP-adv; John Costello, client exec VP & chief mktg officer.

**Richards Group**, Dallas. Stan Richards, principal; Gary Gibson, creative dir.

**Initiative Media North America**, Los Angeles. Tim Spengler, exec VP & natl TV dir; Robert Claxton, gm. — media buying.

**Strategic Print Marketing**, Marietta, Ga. Gabriella Austin, VP; Jack Feichtner, acct exec. — media buying-print.

**Casanova Pendrill Publicidad**, Irvine, Calif. Paul Casanova, pres; Fernando Garcia, acct exec. — Hispanic adv.

**DDB Worldwide Communications**, Chicago. Pat Dermody, pres; Jim Lecinski, acct sr VP & grp acct dir. — direct mktg.

**EXPO Design Center Division:** 2455 Paces Ferry Rd. N.W., Atlanta, Ga. 30339/Phone: (770) 433-8211. Annette Verschuren, pres; Rick Vazquez, sr VP-merch.

**In-house.**

## 18 Honda Motor Co.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$134,173	\$129,268	3.8
Sunday magazine	2,875	1,382	108.0
Newspaper	20,631	7,509	174.7



By media	2002	2001	% chg
National newspaper	9,607	9,240	4.0
Outdoor	4,253	2,824	50.6
Network TV	141,901	157,939	-10.2
Spot TV	295,516	275,938	7.1
Syndicated TV	14,478	16,552	-12.5
Cable TV networks	73,991	66,906	10.6
Network radio	192	238	-19.3
National spot radio	657	378	73.9
Internet	11,423	14,045	-18.7
Measured media	709,697	682,219	4.0
Unmeasured media	483,071	427,080	13.1
Total	1,192,769	1,109,299	7.5
By brand	2002	2001	% chg
Honda vehicles	495,877	452,450	9.6
Acura vehicles	202,062	215,703	-6.3

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$65,486	\$58,958	11.1
Earnings	3,505	2,905	20.7
North America	2002	2001	% chg
Sales	38,708	34,498	12.2
Operating income	3,275	3,222	1.6
Division sales	2002	2001	% chg
Automotive	52,905	47,485	11.4
Motorcycles	8,035	7,591	5.8
Other	2,681	2,353	13.9
Financial svcs	1,980	1,676	18.1

**Headquarters**

Honda Motor Co./1-1, 2-chome, Minami-Aoyama, Minato-ku, Tokyo, Japan 107-8556/Phone: 81-3-3423-1111.

American Honda Motor Co./ 1919 Torrance Blvd., Torrance, Calif. 90501-2746/Phone: (310) 783-2000.

**Notes**

Exchange rates used for financials are averages for 12 months ending March 31 of year. 2003: \$0.008215 and 2002: \$0.008008.

**Personnel, brands, agencies**

**Corporate:** Takeo Fukui, pres & CEO-Honda Motor Co.; Koichi Amemiya, pres & CEO-American Honda Motor Co.; Eric Conn, asst VP-natl auto adv; Susie Rossick, mgr-corp adv.

**Rubin Postaer & Associates**, Santa Monica, Calif. Bill Hagelstein, exec VP.

**Acura Division:** 1919 Torrance Blvd., Torrance, Calif 90501-2746/Phone: (310) 783-2000. Richard Colliver, exec VP-sls; Dennis Manns, asst VP-sls; Rob Alen, mgr-natl adv.

**Rubin Postaer & Associates**, Santa Monica, Calif. Bill Hagelstein, exec VP; Joan Egan, VP & grp acct dir.

**La Agencia de Orci & Asociados**, Los Angeles. Alberto Ferrer, dir-client svcs. — Hispanic adv.

**Honda Division:** 1919 Torrance Blvd., Torrance, Calif. 90501-2746/Phone: (310) 783-2000. Richard Colliver, exec VP-sls; Richard Szamborski, asst VP-sls; Doug Hoffman, mgr-natl adv.

**Rubin Postaer & Associates**, Santa Monica, Calif. Bill Hagelstein, exec VP; Chuck Valentine, sr VP & grp acct dir.

**La Agencia de Orci & Asociados**, Los Angeles. Alberto Ferrer, dir-client svcs. — Hispanic adv.

**Muse Codero Chen & Partners**, Los Angeles. Gina Cadres, VP-client svcs. — African-American adv.

**Honda Power Equipment:** 4900 Marconi Dr., Alpharetta, Ga. 30005/Phone: (678) 339-2600. Hirotaro Ishihara, VP; Wade Terry, VP; John Lally, mgr-natl adv.

**Frank Best International**, Nashville, Tenn. Bobby Frank, pres & gm; Gunnar Eng, VP-client svcs.

**Initiative Media Worldwide**, Atlanta. Richard Simms, exec VP & gm. — media svcs.

**Motorcycle Division:** 1919 Torrance Blvd., Torrance, Calif. 90501-2746/Phone: (310) 783-2000. Raymond Blank, VP; Wayne Toyota, sr mgr-motorcycle adv & promo.

**Dailey & Associates**, Los Angeles. Steve Mitchell, dir-client svcs.

**33 IBM Corp.**

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$78,004	\$79,602	-2.0
Sunday magazine	1,381	10,327	-86.6
Newspaper	20,307	11,458	77.2
National newspaper	66,565	49,215	35.3
Outdoor	2,538	3,450	-26.4
Network TV	90,844	112,585	-19.3
Spot TV	268	2,412	-88.9
Syndicated TV	6,672	5,359	24.5
Cable TV networks	51,695	37,146	39.2
National spot radio	177	3,244	-94.5
Internet	22,784	22,025	3.4
Yellow Pages	NA	800	NA
Measured media	341,234	337,623	1.1
Unmeasured media	491,044	600,223	-18.2
Total	832,278	937,846	-11.3
By brand	2002	2001	% chg
IBM computers	310,909	304,930	2.0

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$81,186	\$83,067	-2.3
Earnings	3,579	7,723	-53.7
U.S.	2002	2001	% chg
Sales	32,759	34,233	-4.3
Operating income	3,838	5,644	-32.0
Division sales	2002	2001	% chg
Global services	39,214	34,956	12.2
Hardware	29,305	33,392	-12.2
Software	14,299	12,939	10.5
Global financing	4,142	3,426	20.9
Enterprise investments	1,026	1,153	-11.0

**Headquarters**

IBM Corp./New Orchard Rd., Armonk, N.Y. 10504/Phone: (914) 499-1900.

**Personnel, brands, agencies**

**Corporate:** Sam Palmisano, chmn & CEO; Abby Kohnstamm, sr VP-mktg; Maureen McGuire, VP-ww mktg mgmt & integrated mktg comms; Lisa Baird, VP-ww adv.

**IBM Direct Marketing:** 1133 Westchester Ave., White Plains, N.Y. 10604/Phone: (800) 426-4968. Diane Brink, VP-mktg, Americas;

Scott Frank, VP-Americas integrated mktg comms.  
**OgilvyOne Worldwide**, New York. Carla Hendra, pres-OgilvyOne N. Amer.; Bruce Lee, sr ptrn & exec creative dir. — Software, servers, services, ww strategy, N. Amer. Execution.  
**Wunderman**, New York. Barry Kessel, exec VP-global mgr; Jennifer Lindstrom, sr VP & grp acct dir; Thomas Lehner, sr VP & regional acct dir. — Software, storage, personal computers, printing, global svcs, micro-electronics, ibm.com, global finance.

**IBM Global Services**: Route 100, Somers, N.Y. 10589/Phone: (914) 766-1900. Douglas T. Elix, sr VP & grp exec-IBM Global Svcs; Ralph Martino, VP-mktg & strategy; Paul Magill, VP-mktg; Deirdre Bigley, VP-integrated mktg comms.

**Ogilvy & Mather Worldwide**, New York. Tim Eldridge, exec grp dir.

**IBM Personal Computing Group**: Route 100, Somers, N.Y. 10589/Phone: (914) 766-1900. Steve Ward, sr VP & grp exec; Andrew Sotiropoulos, VP-PCD mktg; Josh Shapiro, VP-integrated mktg comms.

**Ogilvy & Mather Worldwide**, New York. Sally Kissane, adv dir.  
**Ogilvy & Mather Worldwide**, New York. Nasareen Madhany, sr ptrn & ww media dir. — media svcs.

**Wunderman**, New York. Jennifer Lindstrom, sr VP & global grp dir. — direct mktg.

**IBM Server Systems**: Route 100, Somers, N.Y. 10589/Phone: (914) 766-1900. William Zeitler, sr VP & grp exec; John E. Callies, VP-eServer mktg; Nancy Roath, VP-integrated mktg comms, eServer.

**Ogilvy & Mather Worldwide**, New York. Sally Kissane, adv dir. — IBM eServer pSeries, xSeries, iSeries, zSeries.

**ibm.com**: 1133 Westchester Ave., White Plains, N.Y. 10604/Phone: (914) 766-1900. Rich Fennessy, gm; David Bradley, VP-mktg & strategy; Curt Gillespie, VP-interactive mktg.

**AnswerThink**, New York. Mark Fithian, acct dir. — Interactive adv.

**Modem Media**, Norwalk, Conn. Rob Powers, VP & grp acct dir. — Interactive adv.

**R/GA**, New York. Michelle Mora, acct dir. — Interactive adv.

**Ogilvy & Mather Interactive**, New York. Jeannette McClellan, pres. — Interactive adv.

**Software Group**: Route 100, Somers, N.Y. 10589/Phone: (914) 766-1900. Steve Mills, sr VP & grp exec; Donn Atkins, VP-ww software sls & mktg; Mark Rosen, VP-integrated mktg comms.

**Ogilvy & Mather Worldwide**, New York. Spencer Osborn, exec grp dir. — DB2, developerWorks, WebSphere, Lotus, Tivoli.

## 87 Intel Corp.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$15,531	\$21,819	-28.8
Newspaper	325	1,698	-80.8
National newspaper	12,885	5,051	155.1
Outdoor	1,302	1,589	-18.1
Network TV	49,714	57,460	-13.5
Spot TV	2,733	1,409	94.0
Syndicated TV	2,213	10,497	-78.9
Cable TV networks	12,316	17,159	-28.2
National spot radio	49	3,286	-98.5

By media	2002	2001	% chg
Internet	6,476	13,265	-51.2
Measured media	103,559	133,233	-22.3
Unmeasured media	241,638	310,867	-22.3
Total	345,198	444,100	-22.3
By brand	2002	2001	% chg
Intel computer processors	96,865	119,899	-19.2

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$26,764	\$26,539	0.8
Earnings	3,117	1,291	141.4
U.S.	2002	2001	% chg
Sales	7,698	8,233	-6.5
U.S. pre-tax income	2,165	NA	NA
Division sales	2002	2001	% chg
Intel architecture business	22,316	21,446	4.1
Wireless comms & computing	2,239	2,232	0.3
Intel Communications Group	2,080	2,580	-19.4
Other	129	281	-54.1

### Headquarters

Intel Corp./2200 Mission College Blvd., P.O. Box 5819, Santa Clara, Calif. 95052-8119/Phone: (408) 765-8080.

### Personnel, brands, agencies

**Corporate**: Craig Barrett, CEO; Paul Otellini, pres & chief operating officer; Pamela L. Pollace, VP & dir-ww corp mktg grp; Greg Sieck, VP & dir brand stgy & adv; Sean Connolly, mg-ww adv.

**Euro RSCG MVBMS Partners**, New York. George Gallate, global dir-Euro RSCG Interaction & global brand dir-Intel; Michael Kantrow, ptrn & mg dir; Stephen Sonnenfeld, grp acct dir. — Intel Pentium 4, Intel Xeon, Intel Itanium, Intel Inside.

**MPG**, New York. Mike Haggerty, sr VP-mg dir. — media svcs.

## 8 Johnson & Johnson

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$256,205	\$211,283	21.3
Sunday magazine	13,521	5,989	125.8
Newspaper	5,273	424	NA
National newspaper	4,059	123	NA
Outdoor	995	821	21.2
Network TV	508,473	434,973	16.9
Spot TV	50,681	31,717	59.8
Syndicated TV	66,606	63,960	4.1
Cable TV networks	144,896	131,468	10.2
Network radio	10,731	1,923	458.0
National spot radio	8,938	2,067	332.4
Internet	9,051	4,977	81.9
Measured media	1,079,429	889,725	21.3
Unmeasured media	719,620	671,200	7.2
Total	1,799,049	1,560,925	15.3
By brand	2002	2001	% chg
Neutrogena beauty prods	151,150	136,926	10.4
Tylenol pain remedies	121,289	112,934	7.4
Procrit anemia Rx	75,531	59,447	27.1
Ortho contraceptives Rx	72,941	52,689	38.4
Aveeno skin care	61,690	56,996	8.2
Johnson & Johnson products	57,017	52,172	9.3
Acuvue disposable contact lens	48,787	26,089	87.0

By brand	2002	2001	% chg
One Touch Basic glucose mntr . . .	28,849	6,823	322.8
Ditropan XI bladder Rx . . . . .	26,010	18,972	37.1
Clean & Clear beauty prods . . .	25,663	18,839	36.2
Band-Aid bandages . . . . .	24,705	15,473	59.7
RoC Beauty products . . . . .	24,670	28,097	-12.2
Motrin pain remedies . . . . .	24,593	36,044	-31.8
Motistat yeast remedies . . . . .	23,434	22,207	5.5
Imodium remedies . . . . .	22,709	20,567	10.4
St. Joseph Aspirin pain tablets . .	21,477	9,228	132.7
Stayfree Maxi Pads . . . . .	18,939	15,688	20.7
Viactiv soft calcium chews . . .	17,694	8,358	111.7
Reach dental supplies . . . . .	15,800	11,143	41.8
Lactaid milk & remedies . . . . .	15,212	14,724	3.3
McNeil Consumer Pdts . . . . .	13,297	3,392	292.0
Retin-A Micro acne Rx . . . . .	12,985	11,809	10.0
Splenda sweetener . . . . .	12,369	7,963	55.3
Centocor remedies . . . . .	11,532	56	NA
Simply Stuffly & Simply Cough . .	11,267	20	NA

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales . . . . .	\$36,298	\$32,317	12.3
Earnings . . . . .	6,597	5,668	16.4
U.S.	2002	2001	% chg
Sales . . . . .	22,455	19,825	13.3
Division sales	2002	2001	% chg
Pharmaceutical . . . . .	17,151	14,851	15.5
Medical devices & diagnostics . .	12,583	11,146	12.9
Consumer . . . . .	6,564	6,320	3.9

**Headquarters**

Johnson & Johnson/1 Johnson & Johnson Plaza, New Brunswick, N.J. 08933/Phone: (732) 524-0400.

**Personnel, brands, agencies**

**Corporate:** William C. Weldon, chmn & CEO; James T. Lenahan, vice chmn & pres; Andrea Alstrup, corp VP-adv; Dawn Jacobs, VP adv.

**Universal McCann**, New York. Peggy Kelly, sr VP & global client svcs dir. — media buying-national broadcast.

**OMD Worldwide**, New York. Jill Botway, mg dir; Ginger Taylor White, J&J print dir. — media buying-print.

**Casanova Pendorill Publicidad**, Irvine, Calif. Laura Marella, VP & media dir. — media buying-Hispanic.

**Advanced Sterilization Products:** 33 Technology Dr., Irvine, Calif. 92618/Phone: (800) 595-0200.

No agency.

**Centocor:** 200 Great Valley, Malvern, Pa. 19355/Phone: (610) 651-6000. Tony Vernon, pres; Scott Habig, VP-sls & mktg.

**OgilvyOne Worldwide**, New York. Allison Womack, sr ptnr & client svcs dir-healthcare.

**Codman:** 325 Paramount Dr., Raynham, Mass. 02767/Phone: (508)880-8100. Glen Kashuba, ww pres.

**Anderson DDB**, New York. Gord Desveaux, exec VP & dir strategic plng.

**Cordis Corp.:** 1400 NW 57th Court, Miami Lakes, Fla. 33014/Phone: (800) 327-2490.

No agency.

**Deputy Orthopaedics:** 700 Orthopaedic Dr., Warsaw, Ind. 46581/Phone: (574) 267-8143. Kevin Sidow, ww pres.

**Anderson DDB**, New York. Gord Desveaux, exec VP & dir strategic plng.

**Ethicon:** U.S. Route #22, Somerville, N.J. 08876/Phone: (908) 218-0707. Dan Wildman, pres; Gary Fishetti, VP-mktg & sls.

**Harrington Group**, Morristown, N.J. Kevin Harrington, pres. — Dermabond.

**Regan Campbell Ward**, New York. Maureen Regan, pres. — Sutures BV175, Vicryl Plus.

**Tierney Communications**, Philadelphia. Molly Watson, sr VP-mgmt. — Gynecare.

**J&J/Merck Consumer Pharmaceuticals Co.:** 7050 Camp Hill Rd., Ft. Washington, Pa. 19034-2292/Phone: (215) 233-7700. Renaat Van den Hoof, pres.

**Saatchi & Saatchi**, New York. Tom Lom, exec VP & ww acct dir.

**Janssen Pharmaceutica Products:** 1125 Trenton-Harbourton Rd., Titusville, N.J. 08560-0200/Phone: (609) 730-2000. Peter Miller, pres.

**Torre Lazur McCann Healthcare Worldwide**, Parsippany, N.J. Michael McCloud, CEO; Joe Laborsky, pres. — Aciphex.

**KPR**, New York. Robert Muratore, pres. — Duragesic, Risperdal.

**Johnson & Johnson Consumer Products Co.:** 199 Grandview Rd., Skillman, N.J. 08558/Phone: (908) 874-1000. Colleen Goggins, corp grp chmn-N Amer; Sharon D'Agostino, pres-skincare; Sheri McCoy, pres-baby/kids & wound franchise.

**Lowe & Partners Worldwide**, New York. Peter Leinroth, exec VP & ww client dir. — baby care prods.

**DDB Worldwide Communications**, New York & Chicago, N.Y. Ben Arno, grp acct dir. — skincare prods.

**McCann-Erickson Worldwide**, New York. Claire Roundal, exec VP & grp mg dir. — wound/oral care.

**Johnson & Johnson Medical:** 2500 Arbrook Blvd., Arlington, Texas 76014-3031/Phone: (817) 262-3900.

No agency.

**Johnson & Johnson Professional:** 325 Paramount Dr., Raynham, Mass. 02767/Phone: (508) 880-8100.

No agency.

**Johnson & Johnson Worldwide Advertising Group:** 410 George St., New Brunswick, N.J. 08901/Phone: (732) 524-0400. Andrea Alstrup, corp VP-adv.

**LifeScan:** 1000 Gibraltar, Milpitas, Calif. 95035/Phone: (408) 263-9789. Peter Luther, pres; Eric Compton, VP-mktg.

**Anderson DDB**, New York. Gord Desveaux, exec VP & dir-strat plng.

**McNeil Consumer & Specialty Pharmaceuticals/Nutritionals Worldwide:** 7050 Camp Hill Rd., Fort Washington, Pa. 19034/Phone: (215) 273-7000. William L. McComb, pres-cons & pharmaceuticals; Ashley McEvoy, VP; Colin Watts, pres-nutritionals; Deborah Sandler, VP.

**Alchemy**, New York. Rich Pounder, pres.

**Saatchi & Saatchi**, New York. Tom Lorn, exec VP & ww acct dir.

**Neutrogena Corp.:** 5760 W. 96th St., Los Angeles, Calif. 90045/Phone: (310) 642-1150. Jan Hall, pres.

**Carlson & Partners**, New York. Liz Laarouchi, sr VP & grp acct dir.

**Ortho Biotech:** 430 U.S. Route #22 E., Bridgewater, N.J. 08807/Phone: (908) 541-4000. Gary Reedy, pres; Joe Schultz, sls & mktg.

**Anderson DDB**, New York. Gord Desveaux, exec VP & dir-strategic plng.

**OgilvyOne Worldwide**, New York. Allison Womack, sr ptnr & client svcs dir-healthcare.

**Ortho-Dermatological:** P.O. Box 300, Skillman, N.J. 08869/Phone: (908) 904-3300.

No agency.

**Ortho-McNeil Pharmaceutical:** U.S. Route #202, Raritan, N.J. 08869/Phone: (908) 218-6000. Seth Fischer, pres.

**Alchemy**, New York. Rich Pounder, pres.

**Personal Products Co.:** 199 Granview Rd., Skillman, N.J. 08558/Phone: (908) 874-1000. Michael Sneed, pres; Naomi Kelman, VP-mktg.

**Lowe & Partners Worldwide**, New York. Peter Leinroth, exec VP, ww client dir.

**McCann-Erickson Worldwide**, New York. Claire Roundal, exec VP, grp mg dir.

**Vistakon:** P.O. Box 10157, Jacksonville, Fla. 32247/Phone: (904) 443-1000. Don Casey, pres; Peter Valenti, VP-mktg.

**McCann-Erickson Worldwide**, New York. Claire Roundal, exec VP & grp mg dir.

## 90 SC Johnson

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$15,982	\$13,845	15.4
Sunday magazine	1,892	644	193.8
Newspaper	.0	73	NA
National newspaper	.85	7	NA
Network TV	165,493	174,818	-5.3
Spot TV	15,488	16,254	-4.7
Syndicated TV	42,093	41,900	0.5
Cable TV networks	47,894	38,726	23.7
Network radio	.0	473	NA
National spot radio	556	326	70.6
Internet	.118	769	-84.7
Measured media	289,611	287,835	0.6
Unmeasured media	51,108	50,796	0.6
Total	340,719	338,631	.6
By brand	2002	2001	% chg
Glade air fresheners	53,601	57,936	-7.5
Pledge polishes & cleaners	43,791	41,650	5.1
Ziploc bag	29,092	35,894	-18.9
Windex glass cleaner	23,897	24,807	-3.7
Shout stain remover	23,190	14,422	60.8
Saran classic wrap	22,305	14,116	58.0
Scrubbing Bubbles cleaner	20,273	13,908	45.8
OFF! insect repellent	19,840	11,310	75.4
SC Johnson corporate	13,652	5,494	148.5

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$5,000	\$4,500	11.1
U.S.	2002	2001	% chg
Sales	3,000	2,610	14.9

### Headquarters

SC Johnson/1525 Howe St., Racine, Wis. 53403-2236/Phone: (262) 260-2000.

### Personnel, brands, agencies

**Corporate:** Dr. H. Fisk Johnson, chmn; William D. Perez, pres & CEO; David L. May, pres-N. Amer.; Darcy D. Massey, sr VP-ww rsch, devel & engin; Ralph D. Perry, VP-mktg svcs ww; William C. Thomson, VP-insect control/shave; John R. Rote, VP-home cleaning; Gregory J. Barron, VP-aircare & Canadian opers.

**Foote, Cone & Belding Worldwide**, Chicago. Mark Pacchini, exec VP & grp mgmt dir; Mark Modesto, exec VP & grp mgmt dir. — Drano, Edge, Fantastik, Future, Glade, Grab-It, OFF!, Oust odor eliminator, Pledge, Raid, Saran, Scrubbing Bubbles, Shout, Skintimate, Vanish, Windex, Ziploc.

**Initiative Media North America**, New York. Will Howard, exec VP & gm. — Bdcst media buying.

## 72 Kellogg Co.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$33,282	\$31,584	5.4
Sunday magazine	4,040	3,273	23.4
Newspaper	.312	509	-38.7
National newspaper	.72	142	-49.4
Outdoor	.233	927	-74.9
Network TV	85,069	77,616	9.6
Spot TV	22,671	29,019	-21.9
Syndicated TV	43,088	35,164	22.5
Cable TV networks	63,489	68,013	-6.7
Network radio	.829	2,094	-60.4
National spot radio	4,539	5,298	-14.3
Internet	1,977	1,987	-0.5
Measured media	259,602	255,626	1.6
Unmeasured media	169,492	166,894	1.6
Total	429,094	422,520	1.6
By brand	2002	2001	% chg
Kelloggs breakfast foods	214,293	198,273	8.1
Keebler cookies & crackers	21,139	24,045	-12.1
Sunshine Cheez-it crackers	12,241	7,167	70.8

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$8,304	\$7,548	10.0
Earnings	.721	474	52.1
U.S.	2002	2001	% chg
Sales	5,525	4,889	13.0
Operating profit	1,073	876	22.5

### Headquarters

Kellogg Co./1 Kellogg Square, P.O. Box 3599, Battle Creek, Mich. 49016/Phone: (616) 961-2000.

### Personnel, brands, agencies

**Corporate:** Carlos Gutierrez, CEO; David A. Mackay, pres-Kellogg USA.



**Keebler Foods Co.:** 677 Larch Ave., Elmhurst, Ill. 60126/Phone: (630) 833-2900. Brad Davidson, pres & CEO; Bruce Grieve, sr VP-DSD brands grp.

**Leo Burnett Worldwide**, Chicago. Clive Sirkin, exec VP & ww acct dir; John Sheehy, VP & acct dir. — Keebler cookies & crackers, Nutri-Grain cereal bars, Rice Krispie Treats.

**Starcom**, Chicago. Dan Albert, exec VP & chief strategist. — media svcs.

**Morning Foods Division:** 1 Kellogg Square, Battle Creek, Mich. 49016/Phone: (616) 961-2000. Jeffrey W. Montie, pres.

**Leo Burnett Worldwide**, Chicago. Clive Sirkin, exec VP & ww acct dir. — All Bran cereals, Apple Jacks, Assortment packs, Buzz Blasts, Cinnamon Crunch Crispix, Cocoa Rice Krispies, Complete cereals, Corn Flakes, Corn Pops, Cracklin' Oat Bran, Crispix, Froot Loops, Frosted Flakes, Honey Crunch Corn Flakes, Hunny B's cereals, Just Right, Marshmallow Blasted Froot Loops, Mickey's Magix, Mini-Wheats, Mueslix, Pop-Tarts, Product 19, Raisin Bran, Raisin Bran Crunch, Rice Krispies cereals, Simpson breakfast cereals, Smacks, Smart Start, Special K, Special K Red Berries.

**Starcom**, Chicago. Dan Albert, exec VP & chief strategist. — media svcs.

**Lapiz**, Chicago. Dolores Kunda, pres. — Hispanic adv.  
**Sanchez & Associates**, Chicago. Joseph Nebolsky de Ochoa, VP; Christina Martinez, acct super. — Hispanic promo.

**Wimbley Group**, Itasca, Ill. Charles Wimbley, Sr., pres. — African-American adv.

**Natural & Frozen Foods Division:** 1 Kellogg Square, Battle Creek, Mich. 49016/Phone: (616) 961-2000. Carla R. Cooper, pres.

**Leo Burnett Worldwide**, Chicago. Clive Sirkin, exec VP & ww acct dir. — Eggo waffles, Kashi, Loma Linda, Morningstar Farms, Natural Touch, Worthington.

**Starcom**, Chicago. Dan Albert, exec VP & chief strategist. — media svcs.

**Lapiz**, Chicago. Dolores Kunda, pres. — Hispanic adv.  
**Sanchez & Associates**, Chicago. Joseph Nebolsky de Ochoa, VP; Christina Martinez, acct super. — Hispanic promo.

## 96 Kia Motors Corp.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$23,611	\$18,237	29.5
Newspaper	.60	287	-79.1
Outdoor	.452	661	-31.6
Network TV	.105,733	78,983	33.9
Spot TV	.64,532	65,496	-1.5
Syndicated TV	.7,311	5	NA
Cable TV networks	.40,230	40,858	-1.5
Internet	.155	114	35.2
Measured media	.243,580	204,641	19.0
Unmeasured media	.72,758	61,127	19.0
Total	.316,337	265,768	19.0
By brand	2002	2001	% chg
Kia vehicles	.243,425	204,528	19.0

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$11,161	\$9,626	15.9
Earnings	.509	430	18.4

### Headquarters

Kia Motors Corp./231 Yangjae-dong, Seocho-gu, Seoul, South Korea /Phone: 82-2-3464-1114.

Kia Motors America/ 9801 Muirlands Blvd., Irvine, Calif. 92619-2410/Phone: (949) 470-7000.

### Notes

Hyundai Motor Co. owns 36% of Kia Motors Corp.

### Personnel, brands, agencies

**Corporate:** Mong-Koo Chung, chmn; Noi-Myung Kim, pres & CEO.

**Kia Motors America:** 9801 Muirlands Blvd., Irvine, Calif. 92619-2410/Phone: (949) 470-7000. Peter Butterfield, pres & CEO; Walter Anderson, VP-mktg; Scott Pickard, VP-sls; Thomas Smith, dir-mktg.

**davidandgoliath**, Los Angeles. Mike Dillon, acct dir.

**World Marketing Group**, Irvine, Calif. Robyn D. Simburger, dir-media svcs. — media svcs.

## 86 Kimberly-Clark Corp.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$75,705	\$68,428	10.6
Sunday magazine	.2,581	5,796	-55.5
National newspaper	.723	61	NA
Network TV	.110,302	107,902	2.2
Spot TV	.11,187	12,434	-10.0
Syndicated TV	.2,048	5,916	-65.4
Cable TV networks	.36,169	28,588	26.5
National spot radio	.43	82	-47.1
Internet	.5,466	2,804	94.9
Measured media	.246,726	232,011	6.3
Unmeasured media	.105,740	99,435	6.3
Total	.352,466	331,445	6.3
By brand	2002	2001	% chg
Huggies disposable diapers	.56,362	62,799	-10.3
Kleenex tissue	.40,378	31,387	28.6
Cottonelle bathroom tissue	.36,483	28,994	25.8
Scott bathroom tissue	.31,129	24,976	24.6
Kotex feminine protection	.21,373	21,495	-0.6
Pull-Ups disposable pants	.18,290	18,926	-3.4
Goodnites disposable pants	.11,715	14,201	-17.5

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$13,566	\$14,524	-6.6
Earnings	.1,675	1,610	4.0
U.S.	2002	2001	% chg
Sales	.8,649	8,638	0.1
Division sales	2002	2001	% chg
Personal care	.5,102	5,157	-1.1
Consumer tissue	.5,019	4,748	5.7
Business-to-business	.3,593	3,545	1.4

### Headquarters

Kimberly-Clark Corp./351 Phelps Dr., Irving, Texas 75038/Phone: (972) 281-1200.

**Personnel, brands, agencies**

**Corporate:** Thomas J. Falk, chmn & CEO.

**Adult Care Sector:** K-C West, 2001 Marathon Ave., Neenah, Wis. 54956/Phone: (920) 721-2000. Bruce Paynter, pres.

**Ogilvy & Mather Worldwide**, Chicago. Kim Isele, mg super. — Depend, Poise.

**MindShare Worldwide**, Chicago. Susan Leinweber, grp plng dir. — media buying.

**Childcare Sector:** K-C West, 2 Neenah Center, Neenah, Wis. 54956/Phone: (920) 721-2000. Robert D. Thibault, pres.

**MindShare Worldwide**, New York. Jill Brady, assoc plng dir.

**Ogilvy & Mather Worldwide**, New York. Laurel Ritchie, exec grp dir. — Goodnites, Little Swimmers, Pull-Ups.

**Family Care Sector:** K-C West, 2300 Winchester Rd., Neenah, Wis. 54956/Phone: (920) 721-2000. Steven R. Kalmanson, grp pres.

**J. Walter Thompson Co.**, New York. Hildie Neuman, global bus dir; Ron Burns, pres & bus dir. — Cottonelle Fresh Rollwipes, Kleenex ColdCare, Kleenex Cottonelle, Kleenex, Kleenex Softique, Kleenex Ultra, Scott Bath Tissue, Scott Napkins, Scott Paper Towels, Viva Paper Towels.

**MindShare Worldwide**, Chicago. Susan Leinweber, grp plng dir. — media buying.

**Feminine Care Sector:** K-C West, 2001 Marathon Ave., Neenah, Wis. 54956/Phone: (920) 721-2000. Timothy J. Lehman, pres.

**Ogilvy & Mather Worldwide**, Chicago. Kim Isele, mg super. — Kotex.

**MindShare Worldwide**, Chicago. Susan Leinweber, mg super. — media buying.

**Infant Care Sector:** K-C West, 2100 Winchester Rd., Neenah, Wis. 54956/Phone: (920) 721-2000. W. Dudley Lehman, grp pres-infant & childcare.

**Ogilvy & Mather Worldwide**, New York. Laurel Ritchie, exec grp dir. — Huggies diapers, Huggies Baby Wipes.

**MindShare Worldwide**, New York. Jill Brady, assoc plng dir. — media buying.

## 49 Kmart Corp.

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$20,718	\$8,325	148.9
Sunday magazine	1,540	1,866	-17.4
Newspaper	113,461	150,902	-24.8
National newspaper	316	1,448	-78.2
Outdoor	18	1,938	-99.1
Network TV	71,894	111,954	-35.8
Spot TV	11,163	11,923	-6.4
Syndicated TV	27,743	29,476	-5.9
Cable TV networks	10,894	14,924	-27.0
Network radio	2,652	3,136	-15.4
National spot radio	6,433	2,228	188.7
Internet	3,454	5,818	-40.6
Measured media	270,287	343,938	-21.4
Unmeasured media	358,288	281,407	27.3
Total	628,575	625,346	.5
By brand	2002	2001	% chg
Kmart stores	266,799	338,088	-21.1

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$30,762	\$36,151	-14.9
Earnings	-3,219	-2,446	NA

**Headquarters**

Kmart Corp./3100 W. Big Beaver Rd., Troy, Mich. 48084/Phone: (248) 463-1000.

**Personnel, brands, agencies**

**Corporate:** 3100 W. Big Beaver Rd., Troy, Mich. 48084/Phone: (248) 643-1000. Julian C. Day, pres & CEO; Karen Austin, chief info officer.

**TBWA Worldwide**, New York. Shona Seifert, pres; David Jenkins, exec grp dir. — Kmart stores, Kmart exclusive brands, Kmart.com.

**OMD Worldwide**, New York. Eve Leshaw, plng/print; Meg Woods, natl bdcst. — media svcs.

**Cultura**, Dallas. Juan Faura, pres; Begonia Martinez-Aza, acct dir. — Hispanic adv.

**Chisholm-Mingo**, New York. Sam Chisholm, CEO; Bill McGugins, VP & grp acct dir. — African-American adv.

**Meridian**, Troy, Mich. Dan Surdell, CEO; Terry B. Thomas, exec acct dir; Larry Haddock, acct dir. — weekly adv circular, newspaper.

## 97 Kohl's Corp.

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$463	\$532	-13.0
Sunday magazine	7	11	-40.0
Newspaper	71,861	71,688	0.2
National newspaper	8,763	8,167	7.3
Outdoor	399	307	29.9
Network TV	0	2	NA
Spot TV	86,443	64,044	35.0
Cable TV networks	12,004	5,118	134.5
National spot radio	15,800	16,061	-1.6
Internet	204	11	NA
Measured media	195,946	165,941	18.1
Unmeasured media	120,096	101,707	18.1
Total	316,042	267,648	18.1
By brand	2002	2001	% chg
Kohl's stores	195,743	165,932	18.0

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$9,120	\$7,489	21.8
Earnings	643	496	29.6

**Headquarters**

Kohl's Corp./N56 W17000 Ridgewood Dr., Menomonee Falls, Wis. 53051-5660/Phone: (262) 703-7000.

**Personnel, brands, agencies**

**Corporate:** Larry Montgomery, chmn & CEO; Kevin Mansell, pres; Gary Vasques, exec VP-mktg; Julie Gardner, sr VP-mktg.

**McCann-Erickson Worldwide**, New York. Gary Steele, exec VP.

**Universal McCann**, New York. Steve Ozzano, sr VP, grp media dir; Mary Cicolello, VP assoc media dir. — media svcs.

**Casanova Pendrill Publicidad**, Los Angeles. Desiree Lewek, acct dir. — Hispanic adv.

# 64 Kroger Co.

## U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$117	\$169	-30.8
Sunday magazine	.21	164	-87.5
Newspaper	60,960	55,397	10.0
Outdoor	3,161	5,347	-40.9
Network TV	.36	15	137.3
Spot TV	24,892	30,934	-19.5
Cable TV networks	.92	97	-4.7
National spot radio	1,047	1,215	-13.9
Internet	.10	17	-41.4
Measured media	90,335	93,355	-3.2
Unmeasured media	418,594	455,772	-8.2
Total	508,929	549,127	-7.3
By brand	2002	2001	% chg
Kroger Stores	41,684	41,947	-0.6
Ralphs food store	21,138	24,218	-12.7
Fred Meyer stores	11,370	12,192	-6.7

## Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$51,760	\$50,098	3.3
Earnings	1,205	1,043	15.5

## Headquarters

Kroger Co./1014 Vine St., Cincinnati, Ohio 45202-1100/Phone: (513) 762-4000.

## Notes

The Michigan Division combined with the Columbus Division earlier this year to form the Great Lakes Division.

## Personnel, brands, agencies

**Corporate:** Joseph A. Pichler, chmn & CEO; Lynn Marmer, grp VP-corp affairs.

**Atlanta Division:** 2175 Parklake Dr. N.E., Ste. 300, Atlanta, Ga. 30345/Phone: (770) 496-7522. Kathy Stratton, adv mgr; Susie Brower, asst mgr.

**Sheehy & Associates**, Louisville, Ky. Scott Kuhn, acct super; Doris Irwin, media planner/buyer. — media buying.

**Central Division:** 5960 Castleway West Dr., Indianapolis, Ind. 46250/Phone: (317) 579-8321. Mike Newsom, adv mgr; Chris VanVlasselaer, asst mgr.

**JA&G Advertising**, Cincinnati. Sam Gingrich, CEO; Steve Jagers, pres; Walt Adamkosky, sr VP; Mary Ellen Starling, sr VP media dir.

**Sheehy & Associates**, Louisville, Ky. Scott Kuhn, acct super; Doris Irwin, media planner/buyer. — media buying.

**Cincinnati Division:** P.O. Box 46234, 150 Tri-County Pkwy., Cincinnati, Ohio 45246/Phone: (513) 782-3461. Amy Schulten, adv mgr; Mark Vogler, asst mgr.

**JA&G Advertising**, Cincinnati. Sam Gingrich, CEO; Steve Jagers, pres; Walt Adamkosky, sr VP; Mary Ellen Starling, media dir.

**Sheehy & Associates**, Louisville, Ky. Scott Kuhn, acct super; Doris Irwin, media planner/buyer. — media buying.

**City Market:** 105 W. Colorado Ave., P.O. Box 729, Grand Junction, Colo. 81505/Phone: (970) 241-0750. Deborah Bryant, dir-adv.

**In-house.**

**Delta Division:** P.O. Box 1878, 800 Ridge Lake Blvd., Memphis, Tenn. 38101-1878/Phone: (901) 765-4315. David Chadwick, adv mgr; Whitney Atkins, asst mgr.

**Sheehy & Associates**, Louisville, Ky. Scott Kuhn, acct super; Doris Irwin, media planner/buyer.

**JA&G Advertising**, Cincinnati. Sam Gingrich, CEO; Steve Jagers, pres.; Walt Adamkosky, sr VP; Mary Ellen Starling, media dir.

**Dillon's Stores Division:** 2700 E. Fourth St., Hutchinson, Kan. 67501/Phone: (620) 665-5511. Su-Ella McKinzie, adv dir.

**Anderson Partners**, Omaha. Scott Anderson, CEO; Mark Hughes, pres.

**In-house.** — media buying.

**Food 4 Less:** 1100 W. Artesia Blvd., Compton, Calif. 90220/Phone: (310) 884-9000. Bob McKee, mgr-adv.

**Heil-Brice Retail Advertising**, Newport Beach, Calif. Jon Boudavos, acct dir.

**Fred Meyer:** 3800 S.E. 22nd Ave., P.O. Box 42121, Portland, Ore 97242/Phone: (503) 797-7417. Darrell Webb, pres; Ross Thomas, VP-sls promo & mktg.

**In-house.**

**Fry's Food Stores of Arizona:** 500 S. 99th Ave., Tolleson, Ariz. 85353/Phone: (623) 907-4911. Rick Gibb, dir-adv.

**In-house.**

**Great Lakes Division:** 4111 Executive Pkwy., Westerville, Ohio 43081/Phone: (614) 898-3235. Dale Hollandsworth, adv mgr.

**McCann-Erickson Worldwide**, Detroit. Rosey Abraham, acct super.

**Sheehy & Associates**, Louisville, Ky. Scott Kuhn, acct super; Doris Irwin, media planner/buyer. — media buying.

**King Soopers:** 65 Tejon St., Denver, Colo. 80223/Phone: (303) 778-3100. Derrick Penick, VP-genl merch; Deborah Bryant, dir-adv.

**In-house.**

**Mid-Atlantic Division:** P.O. Box 14002, 3631 Peter's Creek Rd. NW, Roanoke, Va. 24019/Phone: (540) 563-3500. Archie Fralin, adv mgr; Carl York, asst mgr.

**Fahlgren**, Parkersburg, W. Va. Andrea Brock, VP media dir.

**Sheehy & Associates**, Louisville, Ky. Scott Kuhn, acct super; Doris Irwin, media planner/buyer. — media buying.

**Mid-South Division:** P.O. Box 32680, 10168 Linn Station Rd., Louisville, Ky. 40232-2680/Phone: (502) 423-4800. Ben Harper, adv mgr; Judy Mallow, asst mgr.

**Sheehy & Associates**, Louisville, Ky. Scott Kuhn, acct super; Doris Irwin, media planner/buyer. — TV creative & media buying.

**In-house.** — print creative & media buying.

**Quality Food Centers:** 10116 N.E. Eighth St., Bellevue, Wash. 98004/Phone: (425) 455-3761. Dean Olson, adv mgr.

**Ralph's Grocery Co.:** 1100 W. Artesia Blvd., Compton, Calif. 90220/Phone: (310) 884-9000. Kay Garbizo, VP-adv.

**Heil-Brice Retail Advertising,** Newport Beach, Calif. Joe Halley, acct dir.

**Smith's Food & Drug Centers:** 1550 S. Redwood Rd., Salt Lake City, Utah 84104/Phone: (801) 974-1400. Dirk Burningham, adv mgr.

**In-house.**

**Southwest Division:** 16770 Imperial Valley Dr., Ste. 200, Houston, Texas 77060/Phone: (713) 507-6201. Bob Knight, adv mgr; MaryBeth Rymers, dir-market intelligence.

**Fogarty Klein Monroe,** Houston. Kim Kinsey, acct mgr; Jami Bower, mgmt super. — TV, radio creative & PR.

**In-house.** — print creative & media svcs.

## 36 Estee Lauder Cos.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$99,041	\$89,699	10.4
Sunday magazine	2,824	2,492	13.3
Newspaper	.52	48	7.3
National newspaper	.479	50	858.8
Outdoor	.624	753	-17.1
Spot TV	23,183	27,545	-15.8
Cable TV networks	.0	563	NA
National spot radio	.485	152	219.3
Internet	.2,160	17,022	-87.3
Measured media	.128,847	138,324	-6.9
Unmeasured media	.676,449	652,107	3.7
Total	.805,296	790,430	1.9
By brand	2002	2001	% chg
Estee Lauder beauty prods	.36,299	34,404	5.5
Clinique beauty prods	.27,997	28,986	-3.4
Pleasures fragrances	.11,389	9,867	15.4
Tommy Hilfiger fragrances	.11,224	10,159	10.5

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$4,744	\$4,668	1.6
Earnings	.192	305	-37.0
Americas	2002	2001	% chg
Sales	2,878	2,858	0.7
Operating income	.223	300	-25.7
Division sales	2002	2001	% chg
Makeup	1,791	1,722	4.0
Skin care	1,703	1,661	2.5
Fragrance	1,017	1,085	-6.3
Hair care	.216	181	19.3
Other	.23	28	-17.9

### Headquarters

Estee Lauder Cos./767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4200.

### Personnel, brands, agencies

**Corporate:** Leonard A. Lauder, chmn; Fred H. Langhammer, pres & CEO; William P. Lauder, chief operating officer; Dan Brestle, grp pres; Patrick Bousquet-Chavanne, grp pres; Philip Shearer, grp pres; Cedric Prouve, grp pres-intl; Sally Susman, sr VP-global comms.

**Bates USA,** New York. Mark Morris, chmn. — media buying.

**Aramis & Designer Fragrance Brands:** 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-3700. John Karp, global pres; Carol Russo, VP-sls & mktg-N. Amer., Aramis brands; Chuck Irvine, USA VP-sls; Diane Elliott, global VP-mktg, Tommy & Aramis; Robin Mason, exec dir-mktg, Tommy Hilfiger; Mary John Baumann, exec dir-global mktg, Aramis brands; Diane Kim, exec dir-global mktg, Donna Karan.

**Bates USA,** New York. Mark Morris, chmn.

**Aveda Corp.:** 4000 Pheasant Ridge Dr. N.E., Blaine, Minn. 55449/Phone: (763) 783-4000. Dominique Conseil, pres; Chris Molinari, exec dir-global comms; Chris Hacker, VP-global mktg & design; Mark O'Berski, VP-cons mktg; Rachel Ostrom, dir-adv.

**In-house.**

**Bobbi Brown Professional Cosmetics:** 575 Broadway, 4th fl., New York, N.Y. 10012/Phone: (646) 613-6500. Maureen Case, gm; Bill Shaffer, exec dir-visual merch; Lynda Berkowitz, VP-sls, education & global artistry; Mimi Field, VP-global comms.

**In-house.**

**Clinique Laboratories:** 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-3800. Eunice Valdivia, exec VP-global mktg & finance; Jane Mauksch, sr VP & creative dir ww; Celeste Lalicata, adv dir.

**In-house.**

**Estee Lauder:** 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4200. Peter Lichtenthal, sr VP-global mktg; John Fling, VP-design.

**In-house.**

**jane Cosmetics Worldwide:** 767 Fifth Ave., 45th fl., New York, N.Y. 10153/Phone: (212) 572-6723. Todd First, pres; John Shammass, creative dir; Sara Kugelman, VP-mktg; Diane Teitelbaum, exec dir-mktg; Jerry Waller, VP-category mgmt.

**In-house.**

**M.A.C.:** 130 Prince St., 2nd fl., New York, NY 10012/Phone: (212) 965-6300. John Demsey, pres.

**In-house.**

**Origins Natural Resources:** 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4100. Lynne Greene, pres; Roberta Weiss, VP-global mktg; Anelle Miller, sr VP-art & design.

**In-house.**

**Specialty Group:** 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4200. Debra Clark, sr VP mktg ww, La Mer, Jo Malone, Kate Spade Beauty; Elizabeth Park, sr VP-global mktg, Prescriptives; Cathy O'Brien, VP global mktg & global comms, Jo Malone; Jeanne Chinard, sr VP & creative dir ww, Prescriptives, Jo Malone, Kate Spade Beauty, La Mer; Tyler Jones, exec dir-global mktg, La Mer.

**In-house.**



## 75 Limited Brands

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$19,693	\$21,547	-8.6
Sunday magazine	.553	390	41.7
Newspaper	5,514	5,038	9.4
National newspaper	.429	195	120.0
Outdoor	.256	307	-16.6
Network TV	47,422	39,673	19.5
Spot TV	7,814	4,173	87.3
Syndicated TV	5,524	3,888	42.1
Cable TV networks	5,655	4,266	32.6
Internet	5,658	3,224	75.5
Measured media	98,558	82,701	19.2
Unmeasured media	312,099	341,406	-8.6
Total	410,657	424,107	-3.2
By brand	2002	2001	% chg
Victorias Secret stores	71,763	62,228	15.3

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$8,445	\$8,423	0.3
Earnings	.502	519	-3.3
Division sales	2002	2001	% chg
Victoria's Secret	3,586	3,272	9.6
Express	2,073	2,044	1.4
Bath & Body Works	1,781	1,747	1.9
Limited	638	618	3.2
Other	367	742	-50.5

### Headquarters

Limited Brands/3 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-7000.

### Notes

Limited Brands sold Lerner New York/New York & Company to an investor team led by Bear Stearns Merchant Banking in November 2002.

### Personnel, brands, agencies

**Corporate:** Leslie H. Wexner, CEO & chmn; Len Schlesinger, vice chmn & chief operating officer; Edward G. Razek, pres-brand & creative svcs & chief mktg officer.

**In-house.**

**Aura Science:** 666 Fifth Ave., New York, N.Y. 10103/Phone: (212) 904-7800. Nance Dickinson, VP-mktg.

**In-house.**

**Bath & Body Works:** 7 Limited Pkwy., Reynoldsburg, Ohio 43068/Phone: (614) 856-6000. Nils Peyron, exec VP-mktg.

**In-house.**

**Express-Express Men's:** 1 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-4000. Derek Ungless, exec VP-mktg.

**In-house.**

**Henri Bendel Inc.:** 712 Fifth Ave., New York, N.Y. 10019/Phone: (212) 247-1100. Teril Turner, dir-mktg svcs.

**In-house.**

**Limited Stores:** 3 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-2000. Wanda Gierhart, exec VP-mktg.

**In-house.**

**Victoria's Secret Beauty:** 888 Seventh Ave., New York, N.Y. 10106/Phone: (212) 904-7200. Sherry Baker, sr VP & chief mktg officer; Marcia Mossack, sr VP & chief creative officer.

**In-house.**

**Victoria's Secret Direct:** 1114 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 704-0187. Sue Horn, VP-mktg.

**In-house.**

**Victoria's Secret Stores:** 4 Limited Pkwy., Reynoldsburg, Ohio 43068/Phone: (614) 577-7000. Jill Beraud, exec VP-mktg.

**In-house.**

**White Barn Candle Company:** 7 Limited Pkwy., Reynoldsburg, Ohio 43068/Phone: (614) 856-6000. Gail Rigelhaupt, VP-creative.

**In-house.**

## 20 L'Oreal

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$240,822	\$235,969	2.1
Sunday magazine	1,916	1,791	7.0
Newspaper	.371	520	-28.7
National newspaper	1,681	462	263.7
Outdoor	2,711	2,695	0.6
Network TV	182,161	160,495	13.5
Spot TV	24,019	27,850	-13.8
Syndicated TV	35,111	24,310	44.4
Cable TV networks	52,963	42,732	23.9
Network radio	.312	415	-24.8
National spot radio	.378	658	-42.5
Internet	2,414	3,688	-34.5
Measured media	544,857	501,585	8.6
Unmeasured media	572,799	543,385	5.4
Total	1,117,656	1,044,970	7.0
By brand	2002	2001	% chg
L'Oreal beauty prods	269,832	220,811	22.2
Maybelline cosmetics	91,760	95,501	-3.9
Lancome cosmetics	39,005	33,091	17.9
Garnier hair color	38,398	45,395	-15.4
Matrix hair prods	19,328	13,908	39.0
Redken hair prods	14,905	11,095	34.3
Romance fragrances	14,085	19,078	-26.2
Miracle fragrances	11,443	14,650	-21.9

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$13,243	\$12,314	7.5
North America	2002	2001	% chg
Sales	4,114	3,988	3.2
Division sales	2002	2001	% chg
Cosmetics	12,931	12,003	7.7
Dermatology	.298	262	13.7
Others	.14	48	-70.8

**Headquarters**

L'Oreal/41, rue Martre, Clichy, France 92117/Phone: 33-1-47-56-70-00.

L'Oreal/575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500.

**Personnel, brands, agencies**

**Corporate:** Jean-Paul Agon, pres & CEO; Roger Dolden, exec VP & chief admin officer; John Wendt, exec VP-public & corp affairs; Pamela Gill Alabaster, sr VP-corp comms & media; Edward W. Bullock, VP-diversity.

**L'Oreal Luxury Products:** 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Luc Nadeau, pres; Biotherm Division: Christine Harrison, gm; Ralph Lauren Fragrances Worldwide: Andrea Robinson, pres; Armani Fragrances: Serge Juerdini, gm; Ed Fox, AVP mktg; European Designer Fragrances: Jack Wiswall, pres; Helena Rubinstein: Margaret Sharkey, pres; Kiehl's Since 1851 & Shu Uemura: Edgar Huber, gm; Lancome Division: Dalia Chammas, sr VP & gm; Active Cosmetics: Stephane Wilmet, gm.

**Carlson & Partners,** New York. Colleen Rizzo, sr VP & media dir. — Ralph Lauren Fragrances.

**Gotham,** New York. Val Guazzoni, acct dir; Kathi Darnuic, media dir; Lisa Ellner, acct super. — Helena Rubinstein.

**Publicis Worldwide,** New York. Linda Joselow, exec principal & grp acct dir. — Biotherm, European Designer Fragrances, Lancome Paris.

**Optimedia International U.S.,** New York. Bonnie Barest, exec principal & exec dir-media svcs & mg dir; Matrina Karadiakos, sr principal & media dir; Linda Joselow, exec principal & grp acct dir. — media svcs, Biotherm, European Designer Fragrances, Lancome Paris.

**L'Oreal Paris Division (a div. of L'Oreal USA):** 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Carol J. Hamilton, pres & gm; Nina White, sr VP-mktg; Vince Frezzo, asst VP-media.

**McCann-Erickson Worldwide,** New York. Carol Smith, exec VP; Patten Jackson, sr VP & grp dir; Joan Deni, VP-cosmetics; Joan Titens, VP-hair; Damien Weed, VP-skincare. — Color Cosmetics haircare, haircolor, skincare.

**Universal McCann,** New York. Karen Balik, grp media dir. — media plng.

**La Micela New York,** New York. Nick La Micela, CEO & chief creative officer; Brenda Chassey, exec VP-client svcs. — corp awareness adv, print & outdoor, corporate adv, Colour Expert, Fera.

**L'Oreal Professional Salon Products:** 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. David Craggs, pres; Paul Sharnsky, VP & gm; Pierre Lampert, VP-mktg; Redken Worldwide: Minter Dial, gm; Redken US: Pat Parenty, VP & gm; L'Oreal Classic: Ray Mager, VP & gm; Matrix Global: Philip Clough, gm; Matrix US: Francesca Raminella, VP & gm.

**Publicis Worldwide,** New York. Linda Joselow, exec principal & grp acct dir. — Keratase Paris, L'Oreal Classic Salon Products, Matrix.

**Gotham,** New York. Sheri Baron, pres; Julie DeLoca, acct dir; Donna Cataldo, chief media officer; Kathi Darnulc, media dir. — media buying, Redken.

**Burrell Communications Group,** Chicago. Donna Beasley, acct dir. — African-American adv.

**In-house.** Jodie Maginn, VP-mktg; Kathleen Travers, dir-comms. — media buying, Keratase Paris, L'Oreal Classic Salon Products, Matrix.

**Maybelline Garnier:** 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Karen Fondu, gm; Maybelline Worldwide: Ketan Patel, gm.

**Publicis Worldwide,** New York. Linda Joselow, exec principal & grp acct dir. — Garnier.

**Gotham,** New York. Sheri Baron, pres; Donna Cataldo, chief media officer; Kathi Darnulc, media dir. — media svcs.

**Optimedia International U.S.,** New York. Matrina Karadiakos, sr principal & media dir. — media buying.

**Soft Sheen-Carson Co.:** 8522 S. Lafayette Ave., Chicago, Ill. 60620/Phone: (773) 978-0700. Candace S. Matthews, pres; Shawn Tollerson, sr VP-mktg.

**Steve,** New York. Steve Owner, exec principal & grp dir; Sheila Simmons, mg ptrn; Jeff Marshall, dir-acct mgmt. — Beautiful Beginnings, Dark & Lovely, Dark & Natural, Let's Jam, Magic Shave men grooming prods.

**Burrell Communications Group,** Chicago. McGhee Williams, mg dir-mktg innovations; Yvette Fisher, sr VP & client svcs dir; Donna Beasley, acct dir. — African-American adv, Breakthru, Karizma, Optimum Care.

**Carat ICG,** Memphis, Tenn. Ken Washburn, VP & acct dir. — media svcs.

**70 Lowe's Cos.**

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$13,160	\$5,727	129.8
Sunday magazine	.21	8	161.2
Newspaper	44,206	39,513	11.9
National newspaper	.307	1,187	-74.2
Outdoor	.1,919	2,985	-35.7
Network TV	.83,801	82,586	1.5
Spot TV	.62,642	46,453	34.9
Syndicated TV	.1,875	1,346	39.3
Cable TV networks	.42,417	36,687	15.6
National spot radio	.14,552	7,247	100.8
Internet	.1,709	3,720	-54.1
Measured media	.266,609	227,459	17.2
Unmeasured media	.177,739	171,592	3.6
Total	.444,348	399,051	11.4
By brand	2002	2001	% chg
Lowe's stores	.264,900	223,697	18.4

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$26,491	\$22,111	19.8
Earnings	.1,471	1,023	43.8

**Headquarters**

Lowe's Cos./1605 Curtis Bridge Rd., Wilkesboro, N.C. 28697/Phone: (336) 658-4000.

**Personnel, brands, agencies**

**Corporate:** Robert L. Tillman, chmn & CEO; Robert A. Niblock, pres; Dale C. Pond, sr exec VP-merch & mktg.

**McCann-Erickson Worldwide,** New York. Michael Piluso, super.

## 47 Mars Inc.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$83,047	\$52,999	56.7
Newspaper	.736	25	NA
Outdoor	.112	2,109	-94.7
Network TV	109,443	99,102	10.4
Spot TV	9,224	11,726	-21.3
Syndicated TV	50,570	50,549	0.0
Cable TV networks	57,556	49,927	15.3
Network radio	8,642	5,499	57.2
National spot radio	504	7,409	-93.2
Internet	3,066	478	541.4
Measured media	324,909	279,823	16.1
Unmeasured media	328,174	335,177	-2.1
Total	653,082	615,000	6.2

By brand	2002	2001	% chg
M&M's candies	67,454	48,207	39.9
Snickers candy bars	47,355	46,493	1.9
Pedigree dog food	41,887	48,332	-13.3
Uncle Ben's foods	29,957	29,643	1.1
Starburst candies	25,266	24,774	2.0
Twix cookie bar	19,961	17,274	15.6
Whiskas cat food	13,934	18,923	-26.4
Kudos franola bars	12,657	NA	NA
Mint Skittles candies	12,558	NA	NA
Milky Way candy bars	12,363	2,000	518.1

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$18,500	\$17,500	5.7

### Headquarters

Mars Inc./6885 Elm St., McLean, Va. 22101/Phone: (703) 821-4900.

### Personnel, brands, agencies

**Corporate:** Forrest Edward Mars, Jr., dir; Jacqueline Badger Mars, VP.

**Masterfoods USA:** 800 High St., Hackettstown, N.J. 07840/Phone: (908) 852-1000. Paul S. Michaels, pres; Bob Gamgort, VP-mktg.

**BBDO Worldwide,** New York. Rob McKinley, sr acct dir. — Celebrations, M&M's Kudos, Skittles, Snickers.

**Grey Worldwide,** New York. Carol McGreevey, mgmt super. — Dove & Starburst confectionery, Milky Way, Twix confectionery & new prod devel.

**TBWA Worldwide,** New York. John McNeel, mg dir. — Combos, Lucas Candy.

**TBWA Worldwide,** Los Angeles. John McNeel, mg dir. — Uncle Ben's branded, plain & prepared rices, and frozen & culinary grps of prods.

**UniWorld Group,** New York. Steve McKee, grp acct dir. — 3 Musketeers.

**MediaVest,** New York. Tom Dempsey, sr VP & grp dir-natl bdcast. — media buying.

**Zubi Advertising Services,** Coral Gables, Fla. Pamela McGraph, exec VP. — Hispanic adv.

**Masterfoods USA Pet Care:** P.O. Box 58853, Vernon, Calif. 90058/Phone: (323) 587-2727. John Curtiss, gm; Steve Dickstein, mktg dir; Barry O'Grady, mktg dir.

**BBDO West,** San Francisco. Tom Hollerback, pres & CEO. — Cesar dog food, Sheba cat food.

**Grey Worldwide,** Los Angeles. Terry Bowman, exec VP; Shira Elias, mgmt super. — Pedigree dog food, Pedigree and Whiskas pet snacks.

**TBWA Worldwide,** Los Angeles. John McNeel, mg dir. — Whiskas.

**MediaVest,** New York. Tom Dempsey, sr VP & grp dir. — media svcs.

## 83 MasterCard International

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$46,135	\$36,477	26.5
Sunday magazine	3,754	1,458	157.5
Newspaper	.636	843	-24.6
National newspaper	.3,931	2,405	63.5
Network TV	128,302	107,770	19.1
Spot TV	6,346	2,867	121.3
Syndicated TV	11,773	15,404	-23.6
Cable TV networks	30,455	25,610	18.9
Network radio	2,056	924	122.5
National spot radio	5,440	3,672	48.2
Internet	11,523	26,484	-56.5
Measured media	250,596	223,914	11.9
Unmeasured media	107,398	95,963	11.9
Total	357,994	319,876	11.9

By brand	2002	2001	% chg
Mastercard credit cards	239,073	197,429	21.1

### Headquarters

MasterCard International/2000 Purchase St., Purchase, N.Y. 10577/Phone: (914) 249-2000.

### Personnel, brands, agencies

**Corporate:** Robert W. Selander, pres & CEO; Larry Flanagan, chief mktg officer-global mktg; Ruth Ann Marshall, pres-N. Amer.; Debra Coughlin, sr VP-brand building; Elisa Romm, sr VP-cons & customer integration; Caryl Hahn, VP-global media & new channels.

**McCann-Erickson Worldwide,** New York. Eric Einhorn, exec VP & dir-strategic plng; Peter McGuinness, sr VP & grp mg dir.

**GSD&M,** Austin, Texas. Jill Otto, VP & grp media dir; Betty Pat McCoy, VP & natl bdcast dir. — media buying.

**Integer Group,** Dallas. Stacy Sarna, acct dir. — sls promo.

## 79 Mattel

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$18,859	\$15,613	20.8
Sunday magazine	.35	427	-91.9
Newspaper	.270	255	5.9
National newspaper	.124	157	-21.1
Outdoor	.11	8	36.2
Network TV	49,856	61,730	-19.2
Spot TV	1,694	505	235.5
Syndicated TV	2,966	5,908	-49.8
Cable TV networks	73,928	98,078	-24.6
Network radio	.30	186	-83.9
Internet	2,144	1,300	64.8

By media	2002	2001	% chg
Measured media	149,926	184,167	-18.6
Unmeasured media	234,500	191,700	22.3
Total	384,426	375,868	2.3
By brand	2002	2001	% chg
Fisher-Price toys	64,946	71,163	-8.7
Mattel toys	43,462	64,515	-32.6
Barbie	30,594	37,261	-17.9

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$4,885	\$4,688	4.2
Earnings	230	299	-23.1
U.S.	2002	2001	% chg
Sales	3,445	3,414	0.9
Division sales	2002	2001	% chg
International	1,897	1,691	12.2
U.S. girls	1,380	1,403	-1.6
U.S. infant & preschool	1,282	1,234	3.9
U.S. boys entertainment	766	768	-0.3
Other	16	9	77.8

**Headquarters**

Mattel/333 Continental Blvd., El Segundo, Calif. 90245-5012/Phone: (310) 252-2000.

**Personnel, brands, agencies**

**Corporate:** Robert A. Eckert, chmn & CEO; Rick Dellacqua, sr VP.

**Mediaedge:cia Worldwide**, New York. Rino Scanzoni, pres-bdcast div. — media buying-natl adult TV.

**MindShare Worldwide**, New York. Jason Maltby, sr VP-bdcast & prog. — media buying-natl youth TV.

**Infant & Preschool:** 636 Girard Ave., East Aurora, N.Y. 14052/Phone: (716) 687-3000. Neil Friedman, pres, Fisher-Price brands; Jerry Perez, exec VP-mktg & design.

**Foote, Cone & Belding Worldwide**, New York. Jan Weinstein, grp media dir; Kim Corrigan, exec VP, ww acct dir. — Barney, Sesame Street, Winnie the Pooh.

**Gardner Geary Coll**, San Francisco, Calif. Bari Jain, acct dir. — Power Wheels by Fisher-Price.

**Y&R Advertising**, New York. Kim Bealle, acct dir. — Blue's Clues, Fisher-Price, See 'n Say.

**Mattel Brands:** 333 Continental Blvd., El Segundo, Calif. 90245-5012/Phone: (310) 252-2000. Matthew Bousquette, pres.

**Ogilvy & Mather Worldwide**, Los Angeles. Rick Roth, pres; Ron Pattani, sr ptnr, ww client svcs dir. — Barbie, girls' activity toys, large dolls, plush, small dolls.

**Peterson Milla Hooks**, Minneapolis. Brian Hooks, exec VP. — My Scene.

**Y&R Advertising**, Irvine, Calif. David Murphy, pres & CEO; Chad Kawalec, sr VP, grp acct dir. — electric racing, games & puzzles, Harry Potter, Hot Wheels, male action, Matchbox, Tyco radio control, Uno.

# 46 May Department Stores Co.

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$21,175	\$18,860	12.3
Sunday magazine	783	680	15.2
Newspaper	446,284	432,705	3.1
National newspaper	12,595	12,091	4.2
Outdoor	1,525	915	66.7
Network TV	4,619	5,298	-12.8
Spot TV	44,792	39,042	14.7
Syndicated TV	13,835	7,818	77.0
Cable TV networks	1,994	1,004	98.6
National spot radio	9,500	8,318	14.2
Internet	450	688	-34.5
Measured media	557,552	527,419	5.7
Unmeasured media	98,392	140,201	-29.8
Total	655,943	667,620	-1.7
By brand	2002	2001	% chg
Robinsons-May stores	119,441	115,466	3.4
Foley's stores	98,626	92,489	6.6
Lord & Taylor stores	76,127	75,633	0.7
Hecht's stores	62,381	56,115	11.2
Filene's stores	51,642	50,401	2.5
Kaufmann's stores	38,776	37,396	3.7
David's Bridal stores	33,765	28,810	17.2
Strawbridge's stores	23,302	21,783	7.0
Meier & Frank stores	14,281	12,167	17.4
Famous Barr stores	12,951	13,049	-0.8
Jones Store stores	10,009	9,150	9.4

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$13,491	\$13,883	-2.8
Earnings	542	703	-22.9
U.S.	2002	2001	% chg
Sales	13,491	13,883	-2.8
Division sales	2002	2001	% chg
Filene's, Kaufmann's	3,096	3,250	-4.7
Robinsons-May, Meier & Frank	2,466	2,559	-3.6
Hecht's, Strawbridge's	2,379	2,462	-3.4
Foley's	1,995	2,107	-5.3
Lord & Taylor	1,897	1,971	-3.8
Famous-Barr, L.S. Ayres, Jones Store	1,150	1,214	-5.3
Bridal group	508	320	58.8

**Headquarters**

May Department Stores Co./611 Olive St., St. Louis, Mo. 63101/Phone: (314) 342-6300.

**Personnel, brands, agencies**

**Corporate:** Gene S. Kahn, chmn & CEO; Joe Civitillo, VP-bdcast adv.

**Doner**, Detroit. Deena Woodrow, sr VP-media; Vera Yardley, sr VP-acct svcs. — bdcast creative & bdcast svcs.

**David's Bridal/After Hours/Priscilla of Boston:** 1001 Washington St., Conshohocken, Pa. 19428/Phone: (610) 943-5000. Gary Schwartz, sr VP-sls promo.

**In-house.**



**Famous-Barr/L.S. Ayres/Jones Store:** 601 Olive St., St. Louis, Mo. 63101/Phone: (314) 444-3111. Paul G. White, sr VP-sls promo.  
**In-house.**

**Filene's/Kaufmann's:** 426 Washington St., Boston, Mass. 02108/Phone: (617) 357-2400. Paul Cavalli, sr VP-sls promo.  
**In-house.**

**Foley's:** 1110 Main St., Houston, Texas 77002/Phone: (713) 405-7033. Jack Mullen, sr VP-sls promo.  
**In-house.**

**Hecht's/Strawbridge's:** 685 N. Glebe Rd., Arlington, Va. 22203-2199/Phone: (703) 558-1200. Jerry Eccher, sr VP-sls promo.  
**In-house.**

**Lord & Taylor:** 424 Fifth Ave., New York, N.Y. 10018/Phone: (212) 391-3344. Howard Adler, sr VP-sales promo.  
**In-house.**

**Robinsons-May/Meier & Frank:** 6160 Laurel Canyon Blvd., North Hollywood, Calif. 91606-3247/Phone: (818) 508-5226. Mark Humphrey, sr VP-sls promo.  
**In-house.**

## 15 McDonald's Corp.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$13,960	\$14,902	-6.3
Sunday magazine	1,275	2,632	-51.6
Newspaper	2,056	3,046	-32.5
National newspaper	993	956	3.9
Outdoor	33,026	35,793	-7.7
Network TV	264,843	290,457	-8.8
Spot TV	166,217	179,534	-7.4
Syndicated TV	32,206	66,386	-51.5
Cable TV networks	47,203	54,271	-13.0
Network radio	6,137	9,268	-33.8
National spot radio	5,253	6,838	-23.2
Internet	1,182	1,039	13.7
Measured media	574,350	665,122	-13.6
Unmeasured media	761,348	665,122	14.5
Total	1,335,698	1,330,245	.4
By brand	2002	2001	% chg
McDonald's restaurants	548,250	635,034	-13.7
Boston Market restaurants	16,748	21,267	-21.2

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$15,406	\$14,870	3.6
Earnings	.893	1,637	-45.4
U.S.	2002	2001	% chg
Sales	5,423	5,396	0.5
Operating income	1,673	1,622	3.1
Division sales	2002	2001	% chg
Company-operated units	11,500	11,041	4.2
Franchise, affiliated units	3,906	3,829	2.0

### Headquarters

McDonald's Corp./1 McDonald's Plaza, Oak Brook, Ill. 60523/Phone: (630) 623-3000.

### Personnel, brands, agencies

**Corporate:** Jim Cantalupo, chmn & CEO; Tom Ryan, exec VP-mktg/menu mgmt U.S. & new concepts; Dan Ryan, VP-U.S., mktg calender; Marlena Peleo-Lazar, VP-mktg U.S. & chief creative officer; Karen Eadon, VP-menu innovation; Peter Sterling, asst VP-mktg U.S., media & financial officer; Neil Golden, VP-mktg-U.S., strategy; Dean Barrett, sr VP-ww mktg; Jackie Woodward, VP-ww mktg.

**DDB Worldwide Communications,** Chicago. Dick Rogers, pres, DDB N. Amer.; Don Hoffman, exec VP-acct dir. — adult mktg.

**Leo Burnett Worldwide,** Chicago. Doug Porter, exec VP & ww dir. — youth mktg.

**OMD Worldwide,** New York. Robert Habeck, sr VP & grp media dir; Susan Morgenstein, acct exec. — adult media svcs.

**Starcom,** Chicago. Rob Davis, media dir. — media buying-youth.

**Tribal DDB,** New York. Paul Gunning, acct dir. — interactive mktg.

**Boston Market:** 14103 Denver West Pkwy., Golden, Colo. 80401-4086/Phone: (302) 278-9500. Michael D. Andres, pres & CEO; Trey Hall, chief mktg officer.

**Arnold Worldwide,** Boston. Bill McMullen, sr VP-grp acct dir; John Petruney, sr VP-grp creative dir.

**Chipotle Mexican Grill:** 1543 Wazee St., Denver, Colo. 80202/Phone: (303) 595-4000. Steve Ells, founder & CEO; Jim Adams, dir-mktg; Dan Fogarty, brand dir.

**In-house.**

**InLine Media,** Denver. Nancy Haven, pres. — media svcs.

**Donatos Pizzeria Corp.:** 1 Easton Oval, Ste. 200, Columbus, Ohio 43219/Phone: (614) 416-7700. Jim Grote, exec chmn & founder; Bill Rose, pres & CEO; Tom Krouse, sr VP-mktg.

**Martin-Williams,** Minneapolis. Joe Harrington, VP-grp acct dir.

## 80 MCI

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$12,819	\$15,046	-14.8
Sunday magazine	.75	1,027	-92.7
Newspaper	8,070	6,315	27.8
National newspaper	5,354	3,999	33.9
Outdoor	.82	502	-83.7
Network TV	40,371	88,495	-54.4
Spot TV	1,977	2,353	-16.0
Syndicated TV	43,670	61,059	-28.5
Cable TV networks	97,552	121,878	-20.0
National spot radio	1,417	1,165	21.7
Internet	11,339	9,405	20.6
Measured media	222,727	311,244	-28.4
Unmeasured media	148,485	207,497	-28.4
Total	371,212	518,742	-28.4
By brand	2002	2001	% chg
10-10-220 long dist phone svc	121,902	122,437	-0.4
1-800-Collect	34,050	102,093	-66.6
Neighborhood residential	32,708	NA	NA
WorldCom telecommunications	18,810	44,273	-57.5

### Headquarters

MCI/Loudoun County Pkwy., Ashburn, Va. 20147/Phone: (703) 886-5600.

**Notes**

MCI, formerly WorldCom, intends to restate all 2002 financial reports.

**Personnel, brands, agencies**

**Corporate:** Michael Capellas, chmn, pres & CEO; Jonathan Crane, exec VP of strategy & mktg.

**Euro RSCG MVBMS Partners**, New York. John Berg, Ptnr.

**Media Planning Group**, New York. Mike Haggerty, sr VP, mg dir — media svcs.

**MCI Business Markets:** 5055 North Point Pkwy., Alpharetta, Ga. 30022/Phone: (678) 259-5000. John Harper, dir-mktg and comms.

**Euro RSCG MVBMS Partners**, New York. Dan McLoughlin, ptnr.

**Media Planning Group**, New York. Ben Jankowski, media dir. — media svcs.

**MCI Consumer:** 701 S. 12th St., Arlington, Va. 22202/Phone: (703) 341-3000. Wayne Huyard, pres-Mass Markets; Patty Proferes, VP-mktg-Mass Markets; Melissa Parisi, dir-mktg comms; Susan Tonetti, dir-mktg & adv, 10-10-220, 1-800-Collect, 10-10-987.

**Deutsch**, New York. Donny Deutsch, CEO; Val DiFebo, mg ptnr & dir client svcs. — MCI "The Neighborhood" branded.

**Euro RSCG MVBMS Partners**, New York. Denis Glennon, ptnr. — Specialty Brands: Telecom\*USA (1-800-Collect, 10-10-220, 10-10-312, 10-10-9000, 10-10-987, MinutePass).

**Media Planning Group**, New York. Sean Malmgren, acct dir. — media buying.

## 19 Merck & Co.

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$96,302	\$97,334	-1.1
Sunday magazine	.10,917	3,215	239.6
Newspaper	.26,255	18,584	41.3
National newspaper	.2,808	2,836	-1.0
Outdoor	.18	18	-1.1
Network TV	.126,319	143,373	-11.9
Spot TV	.2,812	391	619.3
Syndicated TV	.14,904	13,858	7.6
Cable TV networks	.40,783	41,454	-1.6
National spot radio	.0	20	NA
Internet	.3,241	2,072	56.4
Measured media	.324,360	323,155	0.4
Unmeasured media	.834,068	810,728	2.9
Total	.1,158,428	1,133,884	2.2
By brand	2002	2001	% chg
Zocor cholesterol Rx	.93,237	85,637	8.9
Fosamax osteoporosis Rx	.87,475	3,006	2810.0
Vioxx osteoarthritis Rx	.70,339	135,425	-48.1
Singulair asthma Rx	.50,754	57,896	-12.3
Merck pharmaceuticals	.19,312	38,818	-50.3

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$51,790	\$47,716	8.5
Earnings	.7,150	7,282	-1.8
U.S.	2002	2001	% chg
Sales	.43,500	39,900	9.0

Division sales	2002	2001	% chg
Merck Health Solutions	.33,434	29,693	12.6
Pharmaceutical	.20,130	19,732	2.0
All other	.1,244	1,266	-1.7

**Headquarters**

Merck & Co./One Merck Dr., P.O. Box 100, WS3AB-40, Whitehouse Station, N.J. 08889-0100/Phone: (908) 423-1000.

**Personnel, brands, agencies**

**Corporate:** Raymond V. Gilmartin, chmn, pres & CEO.

**U.S. Human Health:** 351 N. Sumneytown Pike, North Wales, Pa. 19454/Phone: (215) 652-5000. David W. Anstice, pres-Human Health, Americas; Bradley T. Sheares, pres-U.S. Human Health div; Charlotte McKines, exec dir-integrated promos.

**Corbett HealthConnect**, Chicago. Richard Nordstrom, exec VP & chief operating officer. — Crixivan (ethical), Maxalt (ethical), Zetia (ethical).

**DDB Worldwide Communications**, New York. Ellen Fields, grp acct dir. — Arcoxia (DTC), Singular (DTC), Vioxx (DTC).

**FCB HealthCare**, New York. Dana Maiman, pres. — Cozaar (healthcare prof), Zocor (healthcare professional), Vioxx (healthcare prof).

**Foote, Cone & Belding Worldwide**, New York. Mel Sokotch, exec VP, dir of cons healthcare. — Fosamax (DTC & healthcare prof).

**Hal Lewis Group**, Philadelphia. David Winigrad, pres; Alex Blanchet, grp acct dir. — Cosopt, Managed Care, Ophthalmics, Prinivil, Prinzide, Trusopt.

**KPR**, New York. Robin Roberts, acct dir. — Invanz (ethical), Vioxx (direct mktg).

**Ogilvy & Mather Worldwide**, New York. Mike Guarini, exec grp dir. — Zocor (DTC & direct mktg).

**Prime Access**, New York. Howard Buford, pres & CEO; Mark Wilson, acct dir; Sharman Davis, media dir. — Fosamax (patient education), Maxalt, mercksource.com, Zocor (African-American adv).

**Regan Campbell Ward**, New York. Maureen Regan, mng ptnr. — Cancidas, merckmedicus.com, mercksource.com.

**Initiative Media North America**, New York. Larry Orell, exec VP & gm. — media buying & rsch.

**Prime Access**, New York. — African-American, Hispanic & gay & lesbian media buying (DTC).

## 29 Microsoft Corp.

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$96,253	\$150,567	-36.1
Sunday magazine	.4,678	108	NA
Newspaper	.2,851	9,811	-70.9
National newspaper	.19,685	32,172	-38.8
Outdoor	.3,060	4,522	-32.3
Network TV	.104,794	198,351	-47.2
Spot TV	.11,031	18,882	-41.6
Syndicated TV	.2,814	20,467	-86.3
Cable TV networks	.54,546	31,430	73.5
Network radio	.0	11	NA
National spot radio	.1,217	4,887	-75.1
Internet	.126,330	131,323	-3.8

By media	2002	2001	% chg
Measured media	427,260	602,531	-29.1
Unmeasured media	481,804	324,440	48.5
Total	909,064	926,972	-1.9
By brand	2002	2001	% chg
Microsoft software	183,719	301,984	-39.2
MSN internet svcs	89,509	82,893	8.0
Xbox games	25,459	24,306	4.7

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$28,365	\$25,295	12.1
Earnings	7,829	7,346	6.6
U.S.	2002	2001	% chg
Sales	20,900	17,800	17.4
Income before income taxes	8,920	9,189	-2.9
Division sales	2002	2001	% chg
Desktop & enterprise sftwr & svcs	23,786	22,720	4.7
Consumer software, svcs & devices	3,531	1,961	80.1
Other	537	652	-17.6
Cons commerce investments	245	522	-53.1

**Headquarters**

Microsoft Corp./1 Microsoft Way, Redmond, Wash. 98052-6399/Phone: (425) 882-8080.

**Notes**

Microsoft financials are for the year ended June 30, 2002. Measured spending and estimated total advertising is for the year ended Dec. 31, 2002.

**Personnel, brands, agencies**

**Corporate:** Bill Gates, chmn & chief software architect; Steve Ballmer, CEO; Mich Mathews, VP-mktg; Mike Delman, gm-adv; Orlando Ayala, grp VP-small & midmarket solutions & ptrn grp. **McCann-Erickson Worldwide**, New York. Lori Senecal, dir-acct mgmt. — Xbox.

**McCann-Erickson Worldwide**, San Francisco. Michael McLaren, exec VP & dir client svcs; Kevin Moehlenkamp, exec VP & exec creative dir. — Microsoft Software, MSN Internet Services.

**Universal McCann**, New York. Mark Stewart, exec VP, chief strategy officer. — media svcs.

**78 Mitsubishi Motors Corp.****U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$9,207	\$6,943	32.6
Newspaper	35,305	34,766	1.6
National newspaper	262	82	219.6
Outdoor	863	1,662	-48.1
Network TV	191,822	117,446	63.3
Spot TV	25,558	25,384	0.7
Syndicated TV	4,155	26,290	-84.2
Cable TV networks	14,522	14,878	-2.4
Internet	640	695	-7.8
Measured media	282,334	228,146	23.8
Unmeasured media	109,796	88,724	23.8
Total	392,130	316,869	23.8
By brand	2002	2001	% chg
Mitsubishi vehicles	281,693	227,452	23.8

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$24,020	\$25,634	-6.3
Earnings	84	90	-6.7
North America	2002	2001	% chg
Sales	6,729	7,125	-5.6
Operating profit	341	365	-6.6

**Headquarters**

Mitsubishi Motors Corp./5-33-8 Shiba, Minato-ku, Tokyo, Japan 108-8410/Phone: 81-3-3456-1111.

Mitsubishi Motors North America/6400 Katella Ave., Cypress, Calif. 90630/Phone: (714) 372-6000.

**Notes**

DaimlerChrysler owns a 37% stake in Mitsubishi Motors Corp. Exchange rates used are averages for 12 months ending March 31 of 2003: \$0.008215 and 2002: \$0.008008.

**Personnel, brands, agencies**

**Corporate:** Rolf Eckrodt, pres & CEO-Mitsubishi Motors Corp.

**Mitsubishi Motors North America:** 6400 Katella Ave., Cypress, Calif. 90630/Phone: (714) 372-6000. Pierre Gagnon, pres & CEO; Greg O'Neill, pres & chief operating officer-sls div; Gael M. O'Brien, VP-corp comms.

**Deutsch**, Los Angeles. Mike Sheldon, mg ptrn & gm.

**88 Morgan Stanley****U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$40,775	\$35,083	16.2
Sunday magazine	0	739	NA
Newspaper	3,506	4,648	-24.6
National newspaper	8,121	13,901	-41.6
Outdoor	1,301	2,668	-51.2
Network TV	81,803	69,996	16.9
Spot TV	4,486	726	517.9
Syndicated TV	9,745	10,121	-3.7
Cable TV networks	27,450	22,424	22.4
Network radio	377	367	2.7
National spot radio	909	153	494.0
Internet	9,509	10,146	-6.3
Measured media	187,982	170,972	9.9
Unmeasured media	153,804	217,605	-29.3
Total	341,786	388,577	-12.0
By brand	2002	2001	% chg
Discover Card	96,076	82,125	17.0
Morgan Stanley brokerage	81,831	73,199	11.8

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$19,109	\$22,093	-13.5
Earnings	2,988	3,521	-15.1
U.S.	2002	2001	% chg
Sales	14,545	16,931	-14.1
Income before taxes	3,197	4,208	-24.0

Division sales	2002	2001	% chg
Institutional securities	9,268	11,554	-19.8
Individual investment	3,980	4,455	-10.7
Credit svcs	3,557	3,559	-0.1
Investment mgmt	2,304	2,525	-8.8

**Headquarters**

Morgan Stanley/1585 Broadway, New York, N.Y. 10036/Phone: (212) 761-4000.

**Personnel, brands, agencies**

**Corporate:** Philip J. Purcell, chmn & CEO; Robert G. Scott, pres & chief operating officer.

**Discover Financial Services:** 2500 Lake Cook Rd., Riverwoods, Ill. 60015/Phone: (224) 405-0900. David W. Nelms, pres & chief operating officer; Ashoke Dutt, exec VP; Cathy Davis, exec dir-adv & brand mgmt; John Birmingham, dir-adv & brand mgmt.

**Goodby, Silverstein & Partners,** San Francisco. Colin Probert, pres. — Discover Card brands, affinity & cobrand cards.

**Starcom,** Chicago. Mary Ann Foxley, media dir; Latha Sundarm, assoc media dir. — media buying.

**Morgan Stanley:** 1585 Broadway, New York, N.Y. 10036/Phone: (212) 761-4000. John H. Schaefer, pres & chief operating officer-individual investor grp; Phil Raskin, chief mktg officer; Steve Liguori, chief retail mktg officer; Don Callahan, chief mktg officer-instl securities; Catherine A. Davis, brand mgmt & mktg svcs; Bret Gallaway, corp comms.

**Leo Burnett USA,** Chicago. Tim O'Day, exec VP & acct dir.  
**Starcom,** Chicago. Mary Ann Foxley, media dir; Latha Sunderum, assoc media dir. — media buying.

**Van Kampen Investments:** 1 Parkview Plaza, Oakbrook Terrace, IL 60181/Phone: (630) 684-6000. David M. Swanson, mg dir & chief operating officer & chief mktg officer; Steven Massoni, mg dir & chief operating officer-Unit Investment Trusts; Susan Crawshaw, dir-mktg & mktg svcs; Connie Kain, corp comms.

No agency.

## 25 Nestle

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$148,696	\$148,949	-0.2
Sunday magazine	4,230	1,945	117.5
Newspaper	.654	1,185	-44.8
National newspaper	.623	395	57.7
Outdoor	1,444	3,975	-63.7
Network TV	151,899	184,693	-17.8
Spot TV	40,501	35,169	15.2
Syndicated TV	56,286	38,832	44.9
Cable TV networks	70,655	83,551	-15.4
Network radio	2,965	678	337.2
National spot radio	8,921	10,048	-11.2
Internet	6,803	10,355	-34.3
Measured media	493,676	519,775	-5.0
Unmeasured media	579,533	442,764	30.9
Total	1,073,209	962,539	11.5
By brand	2002	2001	% chg
Purina pet foods	88,927	92,932	-4.3
Nestle foods	54,403	65,356	-16.8
Stouffer's dinners & entrees	53,346	53,272	0.1

Lean Cuisine dinners & entrees	46,542	37,657	23.6
Carnation foods	27,647	40,353	-31.5
Tidy Cat litter	22,769	14,055	62.0
Coffee-mate non-dairy creamer	16,255	13,671	18.9
Patanol allergy Rx	15,243	17,338	-12.1
Tasters Choice coffees	14,564	11,426	27.5
Butterfingery candy bars	13,772	14,984	-8.1
PowerBar energy bars	13,753	14,785	-7.0
Opti-Free contact lens prods	10,394	18,958	-45.2

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$56,328	\$50,162	12.3
Earnings	4,777	3,957	20.7
Americas	2002	2001	% chg
Sales	18,507	15,753	17.5
Earnings bef. interest & taxes	2,646	2,128	24.3
Division sales	2002	2001	% chg
Milk prods, nutrition & ice cream	14,768	13,646	8.2
Beverages	14,736	14,228	3.6
Prepared dishes & cooking aids	10,003	8,938	11.9
Chocolate, confectionery & biscuits	6,807	6,659	2.2
Petcare	6,772	3,691	83.5
Pharmaceutical products	3,242	3,000	8.1

**Headquarters**

Nestle S.A./ave. Nestle 55, Vevey, Switzerland CH-1800/Phone: 41-21-924-2111.

Nestle U.S.A./800 N. Brand Blvd., Glendale, Calif. 91203/Phone: (818) 549-6000.

**Notes**

Nestle bought Chef America for \$2.6 billion in Sept. 2002. Nestle in March 2003 offered \$2.4 billion to buy Dreyer's Grand Ice Cream Inc., but stirred up anti-trust concerns because of the resulting concentration of premium ice creams at Nestle. Nestle markets Haagen-Dazs and Dreyer's owns Godiva.

**Personnel, brands, agencies**

**Corporate:** Rainer E. Gut, chmn; Peter Brabeck-Letmathe, CEO; Nestle U.S.A.: Joe M. Weller, chmn & CEO; Al Steffl, sr VP-comms; Karen Crawford, dir-media adv & relationship mktg; Daniel Hachard, dir-visual properties & design; Jackie Lilley, VP-promos & event mktg; Laurie MacDonald, VP-corp & brand affairs; MaryBeth Rymers, dir-market intelligence; Beth Thomas-Kim, dir-cons svcs.

**Alcon Laboratories:** 6201 South Fwy., Fort Worth, Texas 76134/Phone: (817) 293-0450. Tim Sear, pres & CEO; Glenn Moro, global dir mktg-contact lens; John Caron, global dir mktg-genl eyecare; Robert Warner, global dir mktg, anti-infectives; Stuart Raetzman, global dir mktg-pharmaceuticals; Ashish Pal, global dir mktg-allergy prods; Rick Rheiner, global dir mktg-retinal diseases; Laurent Attias, global dir mktg-refractive; Mike Southard, global dir mktg-cataract.

**Corbett Healthcare Group,** Chicago. Robert DeBartolo, exec VP & dir client svcs.

**Galderma:** 14501 N. Fwy., Fort Worth, Texas 76177/Phone: (817) 961-5000. Dale Hooks, dir-mktg.

**Balcom Agency,** Fort Worth, Texas. Kristin Lynn, acct exec. — Benzac, Desowen.



**Nelson Communications**, New York. Marge Casey, acct super. — Cetaphil, Clindagel, Differin, MetroBrands, Rosanil, Solage, Tri-Luma.

**Mendoza Dillon & Asociados**, Aliso Viejo, Calif. Melanie Cyr, acct exec. — Hispanic adv, Tri-Luma.

**Nestle Brands Company**: 800 N. Brand Blvd., Glendale, Calif. 91203/Phone: (818) 549-6000. Brad Alford, pres & CEO; Rob Case, pres-beverage; Dave Hubinger, pres-confections & snacks; Chris Lewis, pres-foreign trade; Ernie Strapazon, pres-nutrition.

**Dailey & Associates**, Los Angeles. Tom Lehr, sr VP & grp mgmt super; Jennifer Doud, VP & acct super. — Assorted Minis, Baby Ruth, Gobstoppers, Nestea Concentrate, Nestle Crunch, Nestle Crunch with Caramel, 100 Grand, Spree/Chewy Spree, SweetTARTS, Wonka's Laffy Taffy, Wonka's Nerds, Wonka's Runts/Chewy Runts, Wonka's Shock Tarts, Wonka's Taffy Tarts.

**J. Walter Thompson Co.**, Chicago. Scott Remy, sr ptrn & grp mgmt dir. — Butterfinger, Butterfinger BB's, Flipz, Libby's Pumpkin, Toll House Candy Bars, Toll House Morsels, Toll House Refrigerated Cookie & Brownie dough, Treasures, Turtles, Wonderball.

**McCann-Erickson Worldwide**, Los Angeles. Durk Barnhill, sr VP & grp mg dir; Jennifer Lupa, VP & mgmt rep. — Carnation Coffee-mate, Carnation Instant Breakfast, Frothe, Good Start formulas, Nescafe, Taster's Choice, Nesquik.

**Publicis Worldwide**, Dallas. Mark Bateman, exec VP & gm. — Carnation Hot Cocoa, Crosse & Blackwell, Libby's Juicy Juice, Libby's Juicy Juice J-Max.

**Universal McCann**, New York. George Hayes, exec VP & dir AOR accts; Judi Reed, mgr-Nestle AOR. — media buying.

**Casanova Pendrill Publicidad**, Irvine, Calif. Laura Marella, VP & natl media dir. — media buying, Hispanic bdcst.

**O'Grady Meyers**, Torrance, Calif. Evelyn Meyers, VP-client svcs. — direct mktg.

**Publicis Sanchez & Levitan**, Santa Ana, Calif. Rosa Esquivel, sr VP mg dir. — Hispanic adv, Abuelita, Carnation Evaporated Milk, Libby's Juicy Juice, Libby's Kerns Nectars, La Lechera, Maggi, Milo, NAN Infant Formula, Nestlé Crunch, Wonka.

**R/GA**, New York. Dawn Winchester, VP-client svcs. — online mktg.

**Nestle Ice Cream Co.**: 12647 Alcosta Blvd., Ste. 300, San Ramon, Calif. 94583/Phone: (925) 327-8100. Dave Hubinger, interim CEO.

**J. Walter Thompson Co.**, Chicago. Scott Remy, sr ptrn & grp mgmt dir. — Carnation ice cream, Dole Fruit 'n Juice Bars, Haagen-Dazs, Push-ups, Nestle Bon Bons, Nestle Crunch Bar, Nestle Drumstick, Nestle Drumstick Supreme.

**Universal McCann**, New York. George Hayes, exec VP & dir AOR accts; Judi Reed, mgr Nestle AOR. — media buying.

**Nestle Prepared Foods**: 30003 Bainbridge Rd., Solon, Ohio 44139/Phone: (440) 349-5757. Stephen Cunliffe, pres & CEO.

**Agency in review**. — Hot Pockets, Lean Pockets, Croissant Pockets sandwiches.

**Euro RSCG MVBMS Partners**, New York. Cindy Kenety, ptrn; Bill Harnew, acct dir; John Baker, acct dir. — Stouffer's Red Box, Stouffer's Skillet Sensations, Stouffer's Lean Cuisine.

**Publicis Worldwide**, Dallas. Mark Bateman, exec VP & gm. — Buitoni refrigerated pastas & sauces, Ortega Salsa Prima, Ortega Skillet, Ortega frozen.

**Universal McCann**, New York. George Hayes, exec VP & dir AOR accts; Judi Reed, mgr-Nestle AOR. — media buying.

**Casanova Pendrill Publicidad**, Irvine, Calif. Laura Marella, VP &

media dir. — media buying, Hispanic bdcst.

**Publicis Sanchez & Levitan**, Santa Ana, Calif. Rosa Esquivel, sr VP & mg dir. — Hispanic adv, Stouffer's Entrees, Ortega Frozen.

**Nestle Purina PetCare**: Checkboard Square, St. Louis, Mo. 63164/Phone: (314) 982-1000. W.P. McGinnis, CEO & pres; T.E. Block, pres-pet foods, N. Amer; S.L. Crimmins, VP-dog food & influential mktg; J.C. Vella, VP-cat food mktg; J.T. Quinn, VP-strategic plng, new prods & treats.

**Avrett, Free & Ginsberg**, New York. F. Ginsberg, chmn, CEO & creative dir. — Cat Chow, Chef's Blend, Friskies, Kitten Chow.

**Berlin Cameron/Red Cell**, New York. Andy Berlin, pres. — Tidy Cat.

**CheckMark Communications (in-house)**. L. Lucas, VP & gm; S.R. Hall, dir-plng, strategy & devel; C.H. Schmiz, VP & exec creative dir. — Alpo dog food, Mighty Dog.

**Colle & McVoy**, Minneapolis. Jim Bergesen, chmn & CEO. — Vet Diets.

**Fallon Worldwide**, Minneapolis. Patrick R. Fallon, chmn. — Beneful, Dog Chow, ONE Dog, ONE Cat, Pro Plan, Puppy Chow.

**Universal McCann**, New York. George Hayes, exec VP & dir AOR accts; Judi Reed, mgr-Nestle AOR. — media buying.

**Nestle Waters North America**: 777 W. Putnam Ave., Greenwich, Conn. 06830/Phone: (203) 531-4100. Kim Jeffery, pres & CEO; Robert Davino, VP-mktg.

**McCann-Erickson Worldwide**, New York. Gregg Fujimoto, sr VP & mgmt dir. — Arrowhead, Deer Park, Ozarka, Poland Spring, Zephyrhills.

**Ogilvy & Mather Worldwide**, New York. Janet Berg, sr ptrn & mgmt super. — Ice Mountain, Perrier, S.Pellegrino.

**Universal McCann**, New York. George Hayes, exec VP & dir AOR accts; Judi Reed, mgr-Nestle AOR. — media buying, Arrowhead, Calistoga, Deer Park, Ice Mountain, Ozarka, Perrier, Poland Spring, San Pellegrino, Zephyrhills.

**Media Horizons**, Norwalk, Conn. Alan Kraft, pres & CEO; James Kabakow, sr VP. — direct response media.

**Publicis Sanchez & Levitan**, Dallas. Rudy Bozas, VP & grp acct dir. — Hispanic adv.

## 43 News Corp.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$49,470	\$52,850	-6.4
Sunday magazine	756	79	856.6
Newspaper	120,393	104,720	15.0
National newspaper	25,460	24,562	3.7
Outdoor	12,209	17,606	-30.7
Network TV	155,089	158,888	-2.4
Spot TV	55,635	46,036	20.9
Syndicated TV	7,797	13,796	-43.5
Cable TV networks	56,901	48,439	17.5
Network radio	5,256	4,354	20.7
National spot radio	37,953	32,200	17.9
Internet	13,561	9,601	41.3
Measured media	540,481	513,131	5.3
Unmeasured media	175,388	162,043	8.2
Total	715,869	675,173	6.0

By brand	2002	2001	% chg
20th Century Fox Movies	283,343	326,133	-13.1
Fox Cable, TV & media	84,511	80,901	4.5
Fox Searchlight movies	63,087	25,485	147.5
Star Wars videos	16,413	6,776	142.2
Ice Age video	12,010	NA	NA
Fx Cable TV	11,898	8,330	42.8

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$15,635	\$13,301	17.5
Earnings	-6,446	-388	NA

U.S.	2002	2001	% chg
Sales	11,960	9,929	20.5

Division sales	2002	2001	% chg
Television	4,397	3,556	23.7
Filmed entertainment	4,157	3,534	17.6
Newspapers	2,481	2,392	3.7
Cable network programming	1,923	1,402	37.2
Book publishing	1,110	992	11.9
Magazines & inserts	889	871	2.1
Other	678	555	22.2

**Headquarters**

News Corp./2 Holt St., Sydney, N.S.W. Australia 2010/Phone: 61-2-9288-3000.

News Corp./1211 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 852-7000.

**Personnel, brands, agencies**

**Corporate:** K. Rupert Murdoch, chmn & chief exec; Peter Chernin, pres & chief operating officer; James Murdoch, exec VP & CEO-STAR; Lachlan Murdoch, deputy chief operating officer-News Corp.

**Fox Cable Networks Group:** 10000 Santa Monica Blvd., Los Angeles, Calif. 90067/Phone: (310) 286-3800. Anthony J. Vinciguerra, pres & CEO, Fox Networks Group; Lou LaTorre, pres, adv sls; Lindsay Gardner, exec VP-affiliate sls & mktg; Janice Arouh, sr VP-affiliate mktg; Bruce Lefkowitz, exec VP-adv sls, Fox Cable Entertainment; Guy Sousa, exec VP-adv sls, Cable Fox Sports; FX: Peter Liguori, pres & CEO-FX Networks; Kevin Reilly, pres-entertainment; Chris Carlisle, exec VP-mktg & promo; Eric Shiu, VP-mktg & adv; Kaye Bentley, sr VP-natl media; Fox Movie Channel: Mark DeVitre, sr VP & gm; Fox Sports Net: David Hill, chmn & CEO, Fox Sports Television grp; Bob Thompson, pres-Fox Sports Net, Fox Sports Networks & Fox Sports Intl; Randy Freer, chief operating officer; Neal Tiles, exec VP-mktg; Scott Bantle, sr VP & creative dir; Eric Markgraf, sr VP-mktg; Fox Sports World & Fox Sports en Espanol: David Sternberg, sr VP & gm; Veronica Alvarez, dir-mktg; Raul de Quesada, asst gm & VP-mktg; Dermot McQuarrie, asst gm & VP-prog & prod; Fox Sports Digital Nets: David Nathanson, VP & gm; Fuel: David Sternberg, sr VP & gm; CJ Olivares, VP-prog & mktg; Kimiko Warden, dir-mktg; National Geographic Channel: Lauren Ong, pres; Steven Schiffman, exec VP-mktg & new media; Kiera Hynninen, sr VP-mktg; Lorraine Snebold, sr VP-NGC Creative; Rich Goldfarb, sr VP-media sls; Speed Channel: Jim Liberatore, pres; Bill Osborn, VP-mktg; Michael Kendall, mktg mgr-media buying & event plng; Nancy MacDonald, mktg mgr-off-air messaging & branding.

**Cliff Freeman & Partners,** New York. Eric Silver, exec VP-creative dir. — Fox Sports Net.

**Foote, Cone & Belding Worldwide,** San Francisco. Michael Chamberlin, acct super. — Fox Sports Net.

**In-house.** — Fox Sports Net, Fox Sports World, Fox Sports en Espanol, Fuel, FX, National Geographic Channel, Speed Channel.

**Communication Trends,** Atlanta. Lynette Fine, VP-acct svcs. — media buying, Fox Cable Networks Group, Fox Sports World, Fox Sports en Espanol.

**Media Storm,** S. Norwalk, Conn. Craig Woerz, mg ptr. — media buying, FX.

**TBWA Worldwide,** San Francisco. Chris Witherspoon, acct dir. — Fox Sports Net.

**Fox Entertainment Group:** 10201 W. Pico Blvd., Los Angeles, Calif. 90035/Phone: (310) 369-1000. Fox Networks: Tony Vinciguerra, pres & CEO; Fox Broadcasting Co.: Sandy Grushow, chmn, Fox Television Entertainment grp; Gail Berman, pres-Entertainment & Fox Broadcasting Co; John Nesvig, pres-adv sls & exec VP-Fox Television; Kaye Bentley, sr VP-natl media-affiliate & natl promos; Fox Television Stations: Mitchell Stern, chmn & CEO; Tom Herwitz, pres-station opers; Fox Television Stations & Regional Sports Networks; Kayne Lanahan, pres-News Corp. One.

**No agency.**

**Fox Filmed Entertainment:** 10201 W. Pico Blvd., Los Angeles, Calif. 90064-2651/Phone: (310) 369-1000. Jim Gianopolous, chmn; Tom Rothman, chmn; Robert Harper, vice chmn-20th Century Fox & exec VP-Fox Filmed Entertainment; Greg Gelfan, exec VP-Fox & exec VP-Fox Filmed Entertainment; Bruce Snyder, pres-domestic distribution, 20th Century Fox; Angela Levine, co-pres-domestic distribution theatrical mktg; Tony Sella, co-pres, domestic distribution theatrical mktg; Elizabeth Gabler, pres-Fox 2000 Pictures; Chris Meledandri, pres, 20th Century Fox Animation; Peter Rice, pres-Fox Searchlight.

**In-house.** Steve Siskind, sr VP-media & co-op adv; Christina Schwartz, mgr-media. — 20th Century Fox, 20th Century Fox Animation, 20th Century Fox Television, Fox 2000 Pictures, Fox Searchlight Pictures.

**Fox News:** 1211 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 301-3000. Roger Ailes, chmn & CEO; Jack Abernathy, exec VP; Paul Rittenberg, exec VP adv sls & mkt rsch.

**In-house.** Michael Tammero, mktg mgr.

**HarperCollins Publishers:** 10 E. 53rd St., New York, N.Y. 10022/Phone: (212) 207-7000. Jane Friedman, pres & CEO; Glenn D' Agnes, exec VP & chief operating officer; David Steinberger, pres-corp strategy & intl; Cathy Hemming, pres & publisher-HarperCollins General Books grp; Susan Katz, pres & publisher-HarperCollins Children's Books.

**In-house.** Laurie Rippon, sr VP & dir-creative svcs; Rockelle Henderson, adv dir. — Imprints: Access, Amistad, Avon, Caedmon, Joanna Cotler Books, Ecco, Eos, Fourth Estate, Laura Geringer Books, Greenwillow Books, HarperAudio, HarperBusiness, HarperCollins, HarperCollins Children's Books, Harper Design International, HarperEntertainment, HarperFestival, HarperLargePrint, HarperResource, HarperSanFrancisco, HarperTempest, HarperTorch, HarperTrophy, Katherine Tegen Books, William Morrow, William Morrow Cookbooks, Perennial, PerfectBound, Quill, Rayo, ReganBooks.

**New York Post:** 1211 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 930-8000. Lachlan Murdoch, co-chmn & publisher; Geoff Booth, gm; Vin Montuori, VP-mktg promos.

**In-house.** Kenneth Kiczales, natl adv mgr; Lisa Barnett, promos dir.

**News America Marketing:** 1211 Ave. of the Americas, 5th fl., New York, N.Y. 10036/Phone: (212) 782-8000. Paul V. Carlucci, CEO; Dominick Porco, pres; Eugene Klein, chief operating officer; Chris Mixson, exec VP-sls; Martin Garafalo, exec VP-retail; Bill Christie, exec VP-info services; Robert Cole, sr VP-media; Jesse Aversano, sr VP-mktg & bus mgmt.

**In-house.**

**The Weekly Standard:** 1150 17th St., NW, ste. 505, Washington, 20036/Phone: (202) 293-4900. Terry Eastland, publisher; Nicholas H.B. Swezey, adv & mktg mgr.

**In-house.**

## 94 Nextel Communications

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$4,267	\$6,003	-28.9
Sunday magazine	.0	18	NA
Newspaper	.93,741	71,579	31.0
National newspaper	.11,088	7,570	46.5
Outdoor	.18,056	22,553	-19.9
Network TV	.38,808	27,984	38.7
Spot TV	.3,453	1,549	122.9
Syndicated TV	.141	8	NA
Cable TV networks	.13,199	8,644	52.7
Network radio	.400	400	0.0
National spot radio	.14,154	13,875	2.0
Internet	.868	2,825	-69.3
Measured media	.198,174	163,008	21.6
Unmeasured media	.121,462	122,971	-1.2
Total	.319,636	285,978	11.8

By brand	2002	2001	% chg
Nextel cellular phone svcs	.197,307	160,183	23.2

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$.8,721	\$7,689	13.4
Earnings	1,386	-2,625	NA
U.S.	2002	2001	% chg
Sales	.7,941	7,014	13.2

### Headquarters

Nextel Communications/2001 Edmund Halley Dr., Reston, Va. 20191/Phone: (703) 433-4000.

### Personnel, brands, agencies

**Corporate:** Timothy M. Donahue, pres & CEO; Mark Schweitzer, sr VP-mktg.

**TBWA/Chiat/Day,** New York. Shona Seifert, pres.

**MindShare Worldwide,** New York. Bob Zach, strategic plng dir. — media svcs.

## 50 Nike

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$.82,631	\$80,736	2.3
Sunday magazine	1,033	811	27.3
Newspaper	.488	782	-37.5
National newspaper	.642	370	73.6
Outdoor	.4,379	2,980	47.0
Network TV	.102,406	84,930	20.6
Spot TV	.2,635	436	504.3
Syndicated TV	.7,194	3,627	98.3
Cable TV networks	.26,891	27,921	-3.7
National spot radio	.963	1,157	-16.7
Internet	.1,141	1,171	-2.5
Measured media	.230,704	204,921	12.6
Unmeasured media	.392,820	372,334	5.5
Total	.623,524	577,255	8.0
By brand	2002	2001	% chg
Nike athletic shoes & apparel	.221,605	196,110	13.0

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$.9,893	\$9,489	4.3
Earnings	.663	590	12.4
U.S.	2002	2001	% chg
Sales	.5,259	5,144	2.2
Pre-tax Income	.978	920	6.3
Division sales	2002	2001	% chg
Footwear	.5,754	5,619	2.4
Apparel	.2,893	2,764	4.7
Equipment	.781	670	16.6
Other brands	.466	436	6.9

### Headquarters

Nike/One Bowerman Dr., Beaverton, Ore. 97005/Phone: (503) 671-6453.

### Personnel, brands, agencies

**Corporate:** Philip Knight, chmn & CEO; Gary DeStefano, pres-U.S. ops; Trevor Edwards, VP-global brand mktg; Joaque Hidalgo, VP-U.S. brand mktg; Nancy Monsarrat, dir-U.S. adv.

**Wieden & Kennedy,** Portland, Ore. Rebecca VanDyck, acct dir; Lawrence Teherani-Ami, media dir.

**Cole Haan:** 1 Cole Haan Dr., Yarmouth, Maine 04096/Phone: (207) 846-2500. Matthew Rubel, chmn & CEO; Gordon Thompson III, creative dir & exec VP; Jim Clopton, sr VP-sls; Bill Zeitz, VP-brand mktg.

**Lloyd & Co.,** New York. Jodi Sweetbaum, acct exec.

**Media Works,** Boston. Debbie Haggerty, VP-media. — media buying.

## 26 Nissan Motor Co.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$.163,646	\$119,179	37.3
Sunday magazine	.2,023	2,152	-6.0
Newspaper	.19,923	23,781	-16.2
National newspaper	.15,783	13,646	15.7
Outdoor	.12,870	13,218	-2.6
Network TV	.196,870	137,146	43.5



By media	2002	2001	% chg
Spot TV	235,646	172,072	36.9
Syndicated TV	7,045	10,956	-35.7
Cable TV networks	41,232	41,748	-1.2
Network radio	2,512	1,579	59.1
National spot radio	633	1,547	-59.1
Internet	5,087	4,140	22.9
Measured media	703,270	541,164	30.0
Unmeasured media	263,424	231,926	13.6
Total	966,694	773,090	25.0
By brand	2002	2001	% chg
Nissan vehicles	546,526	428,102	27.7
Infiniti vehicles	151,656	108,918	39.2

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$56,097	\$49,620	13.1
Earnings	4,068	2,981	36.5
North America	2002	2001	% chg
Sales	23,924	21,339	12.1
Operating income	2,502	1,679	49.0
Division sales	2002	2001	% chg
Automotive	53,293	47,186	12.9
Financing	3,252	2,936	10.8

**Headquarters**

Nissan Motor Co./17-1, Ginza 6-chome, Chuo-ku, Tokyo, Japan  
104-8023/Phone: 81-3-3543-5523.

Nissan North America, 18501 S. Figueroa St., P.O. Box 191,  
Gardena, Calif. 90248-0191/Phone: (310) 532-3111.

**Notes**

Exchange rates used are averages for 12 months ending March 31  
of 2003: \$0.008215 and 2002: \$0.008008.

**Personnel, brands, agencies**

**Corporate:** Yoshikazu Hanawa, chmn; Carlos Ghosn, pres & CEO; Norio Matsumura, exec VP-mktg; Nissan North America: Jed Connelly, sr VP-sls & mktg; John Rinek, dir-media & agency mgmt; Steve Wilhite, VP-mktg; Takeo Kitamura, VP-pricing & research; Karen Gustafson, corp mgr-media; Lisa LaCasse, mgr-media plng.

**Infiniti Division:** 18600 S. Figueroa St., Gardena, Calif. 90248-0191/Phone: (310) 532-3111. Mark McNabb, VP & gm; Scott Fessenden, dir-mktg.

**TBWA/Chiat/Day**, Los Angeles. Tom Blessington, mg dir.

**OMD Worldwide**, Los Angeles. Rich Rivera, plng & print buying; Meg Woods, natl bdcst buying. — media svcs.

**True Agency**, Los Angeles. Valencia Gayles, chief operating officer. — African-American adv.

**Nissan Division:** 18600 S. Figueroa St., Gardena, Calif. 90248-0191/Phone: (310) 532-3111. William J. Kirrane, VP & gm; Wayne Adair, dir-mktg; Kim McCullough, corp mgr-adv.

**TBWA/Chiat/Day**, Los Angeles. Tom Blessington, mg dir.

**OMD Worldwide**, Los Angeles. Rich Rivera, plng & print buying; Meg Woods, natl bdcst buying. — media svcs.

**Ornelas & Associates**, Dallas. Sharon Griesing, acct dir. — Hispanic adv.

**True Agency**, Los Angeles. Valencia Gayles, chief operating officer. — African-American adv.

**57 Novartis****U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$53,102	\$64,161	-17.2
Sunday magazine	596	483	23.4
Newspaper	905	4,113	-78.0
National newspaper	2,542	1,525	66.7
Outdoor	45	22	105.0
Network TV	92,163	87,497	5.3
Spot TV	13,030	4,387	197.0
Syndicated TV	22,880	32,301	-29.2
Cable TV networks	37,489	39,432	-4.9
Network radio	0	1,450	NA
National spot radio	2,443	1,535	59.2
Internet	1,119	707	58.3
Measured media	226,313	237,613	-4.8
Unmeasured media	343,028	314,972	8.9
Total	569,341	552,585	3.0
By brand	2002	2001	% chg
Lamisil AT athlete's foot prods	59,224	49,771	19.0
Gerber baby foods	47,700	47,329	0.8
Triaminic allergy & sinus remedies	18,999	15,539	22.3
Maalox antacids	14,247	15,692	-9.2
Benefiber fiber laxative	12,272	NA	NA
Focus contact lenses	11,380	1,701	569.0
Novartis	11,250	7,785	44.5

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$20,477	\$18,741	9.3
Earnings	4,620	4,160	11.1
U.S.	2002	2001	% chg
Sales	8,805	8,059	9.3
Division sales	2002	2001	% chg
Pharmaceuticals	13,310	12,182	9.3
Consumer health	7,167	6,559	9.3

**Headquarters**

Novartis/Lischstrasse 35, Basel, Switzerland CH 4002/Phone: 41-61-324-1111.

Novartis Corp., 608 Fifth Ave., New York, N.Y. 10020/Phone: (212) 307-1122.

**Personnel, brands, agencies**

**Corporate:** Daniel Vasella, chmn & CEO; Terry Barnett, pres & CEO.

**MindShare Worldwide**, New York. Beth LeMessarurier, sr VP & acct dir. — media svcs.

**CIBA Vision Corp.:** 11460 Johns Creek Pkwy., Duluth, Ga. 30097/Phone: (770) 476-3937. Steve Osbaldeston, pres-N. Amer. Bus; Steve Colton, VP-mktg lenses; Julie Collins, dir-cons mktg lenses; Pat Griffin, pres-N. Amer. lenscare bus unit; Sharla Borghorst, VP-mktg, lenscare; Tom Kelly, head-N. Amer. surgical bus unit; Pat King, VP-mktg.

**Grey Worldwide**, New York. — Focus Dallies, FreshLook, Night & Day contact lenses.

**Gerber Life Insurance Co.:** 1131 Mamaroneck Ave., White Plains, N.Y. 10605/Phone: (914) 272-4000. Peter Mendelson, sr VP-mktg.

**In-house.**



**Novartis Animal Health U.S.:** 3200 Northline Ave., Ste. 300, Greensboro, N.C. 27408/Phone: (336) 387-1000. Dennis Splawski, VP-mktg svcs.

**Colle & McVoy,** Minneapolis. Kim Fox, grp leader. — Capstar, Clomicalm, Intceptor, Percortan-V, Program, Sentinel.

**Novartis Consumer Health:** 200 Kimble Dr., Parsippany, N.J. 07054-0622/Phone: (908) 503-8000. Lynne Millheiser, sr VP-OTC opers; David Yates, sr VP-Gerber; George Varjan, dir-media & adv svcs.

**DDB Corbett Worldwide Healthcare Communications,** Chicago. Charles Austin, sr VP. — Denavir, Transderm Scop.

**Grey Worldwide,** New York. Donna Jackson, exec acct coord. — Benefiber, Cruex, Desenex, Ex-Lax, Gas-X, Lamisil AT, Maalox, Stride Guard.

**Noble Communications-Chicago,** Chicago. Elizabeth Sanderson, pres. — Gerber baby food, Gerber Wellness.

**Novartis Pharmaceuticals Corp.:** 59 Route 10, East Hanover, N.J. 07936/Phone: (973) 781-8300. Paulo Costa, pres & CEO; Deborah Dick-Rath, exec dir-global adv; David Epstein, head-oncology bus unit; Larry Perlow, exec VP & gm-mature prods; Kurt Graves, VP-mass mktg, brand mgmt bus unit; Doug Saltell, VP-neuroscience bus unit; Debbie Dunsire, VP-oncology bus unit; Anthony Venditti, VP-new prod commercialization; Barbara Rosengren, VP-new prod mktg; Cynthia Hogan, VP-pediatrics/respiratory/dermatology; Mark Iwicki, VP-gastrointestinal/bone/analgesic; Flemming Ornskov, VP-cardiovascular/metabolic.

**Alchemy,** New York. Rich Pounder, pres & CEO. — Foradil, Lamisil, Starlix.

**Cline Davis & Mann,** New York. Carol DiSanto, dir-client svcs. — Foradil, Prexige (prof).

**CommonHealth,** Morristown, N.J. Matt Giegerich, pres. — Elidel, Zometa (special projects).

**Deutsch,** New York. Val Di Febo, mg ptrn & dir-client svcs. — Lamisil Tablets, Zelnorm, Diovan.

**Euro RSCG Life Questar.** Kathy Coogan, VP & mgmt super. — Comtan, Focalin/Ritalin, Triple Combination.

**Harrison & Star Business Group,** New York. Aredia: Blair Price, grp acct super; Zometa: Kevin Murtha, grp acct super. — Aredia, Zometa.

**Integrated Communications Corp.,** Lawrenceville, N.J. Steve Vivano, exec VP & dir-acct svcs; Rich Minoff, sr VP-client svcs.; Jennifer Thompson, sr acct coordinator. — Apligraf, Certican, Desferal, Exelon, Foradil, Lamisil, Miacalcin, Neoral, Sandostatin, Sandoglobulin, STI (Glivec), Simulect, Trileptal, Zomaril.

**Merkley Newman Harty Partners,** New York. — Prexige (DTC).

## 100 Office Depot

U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$4,071	\$1,080	276.9
Newspaper	22,867	24,294	-5.9
National newspaper	494	559	-11.7
Outdoor	1,265	162	680.7
Network TV	58,282	41,925	39.0
Spot TV	8,385	6,172	35.9
Syndicated TV	748	659	13.5
Cable TV networks	17,849	17,522	1.9
Network radio	293	5,979	-95.1

By media	2002	2001	% chg
National spot radio	2,628	489	437.3
Internet	10,845	29,603	-63.4
Measured media	127,726	128,444	-0.6
Unmeasured media	183,800	170,262	8.0
Total	311,526	298,705	4.3

By brand	2002	2001	% chg
Office Depot stores	116,741	98,460	18.6

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$11,357	\$11,082	2.5
Earnings	311	201	54.7

U.S.	2002	2001	% chg
Sales	9,715	9,602	1.2

### Headquarters

Office Depot/2200 Old Germantown Rd., Delray Beach, Fla. 33445/Phone: (561) 438-4800.

### Personnel, brands, agencies

**Corporate:** Bruce Nelson, chmn & CEO; Robert Keller, pres-bus svcs grp; Jerry Colley, pres-N. Amer. stores; Jocelyn Carter-Miller, exec VP & chief mktg officer; Monica Luechtefeld, exec VP, e-commerce.

**BBDO Worldwide,** New York. Lynn Seid, chief client officer.

**OMD Worldwide,** New York. Fran Powell, acct exec; Carmine Parisi, acct exec. — media svcs.

**Marketing Arm,** Dallas. Gregg Hamburger, exec dir. — sports mktg.

## 22 J.C. Penney Co.

U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$21,785	\$9,464	130.2
Sunday magazine	2,881	723	298.5
Newspaper	172,284	158,073	9.0
National newspaper	962	1,609	-40.2
Outdoor	430	332	29.5
Network TV	143,089	117,233	22.1
Spot TV	10,621	13,068	-18.7
Cable TV networks	32,466	24,831	30.7
Network radio	22,366	19,271	16.1
National spot radio	14,060	13,505	4.1
Internet	16,092	12,767	26.0
Measured media	443,204	370,876	19.5
Unmeasured media	664,805	580,093	14.6
Total	1,108,009	950,969	16.5

  

By brand	2002	2001	% chg
J.C. Penney stores	352,419	308,312	14.3
Eckerd drug stores	67,629	46,186	46.4

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$32,347	\$32,004	1.1
Earnings	371	114	225.4

Division sales	2002	2001	% chg
JC Penney stores & catalog	17,704	18,157	-2.5
Eckerd drug stores	14,643	13,847	5.7

**Headquarters**

J.C. Penney Co./6501 Legacy Dr., Plano, Texas 75024-3698/Phone: (972) 431-1000.

**Personnel, brands, agencies**

**Corporate:** Allen Questrom, chmn & CEO; Vanessa Castagna, chmn & CEO-JC Penney stores, catalog & internet; Ken Hicks, pres & chief operating officer-JC Penney stores & merch opers; Mike Boylson, exec VP & chief mktg officer; Patrick Conboy, VP & dir-strategic mktg; Leslie Palmer, VP & dir-creative svcs; Todd Beurman, natl adv dir; Stephanie Walton, natl media mgr; Merle Davidson, local mkt media dir; Stephanie Brown, mgr-corp brand publicity; Manny Fernandez, mgr-multicultural & specialty mktg support.

**DDB Worldwide Communications**, Chicago & Dallas. David Polston, sr VP & grp acct dir.

**American Communications Group**, Torrance, Calif. Christopher Cope, pres; William Gamble, VP & acct super. — media buying-newspaper.

**OMD Worldwide**, Dallas. Dale Travis, mg ptrn & media dir; Suzanne Nowacki, grp dir. — media plng, bdcst buying & print buying.

**Cartel Group**, San Antonio. Marcela Garces, acct svc dir; Jim Irvine, chief media strategist. — Hispanic adv.

**Amistad Media Group**, Austin, Texas. David Flynn, mg dir. — media buying-Hispanic adv.

**InterTrend Communications**, Torrance, Calif. Wade Huang, acct svc dir; Rita Cheng, sr acct super. — Asian-American adv.

**Eckerd Corp.:** 8333 Bryan Dairy Rd., Largo, Fla. 33777/Phone: (727) 395-6000. Wayne Harris, chmn & CEO; Jeff Thompson, VP-mktg; Bob Dyer, dir-mktg; Mary Beth Fox, dir-adv & sls promo.

**JA&G Advertising**, Cincinnati. Sam Gingrich, CEO.

**21 PepsiCo**

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$62,085	\$74,856	-17.1
Sunday magazine	2,161	2,028	6.5
Newspaper	3,484	5,250	-33.6
National newspaper	768	1,461	-47.5
Outdoor	5,893	7,256	-18.8
Network TV	369,254	336,136	9.9
Spot TV	107,825	97,238	10.9
Syndicated TV	53,820	54,672	-1.6
Cable TV networks	108,826	84,185	29.3
National spot radio	5,196	7,073	-26.5
Internet	38,134	8,643	341.2
Measured media	757,467	678,798	11.6
Unmeasured media	356,455	349,678	1.9
Total	1,113,922	1,028,477	8.3
By brand	2002	2001	% chg
Pepsi & Diet Pepsi beverages	170,115	164,335	3.5
Gatorade beverages	125,337	136,220	-8.0
Quaker cereals & foods	116,447	113,339	2.7
Mountain Dew beverages	68,698	62,061	10.7
Tropicana beverages	46,504	42,798	8.7
Aquafina purified water	33,884	13,229	156.1
Propel Fitness flavored water	31,368	6,372	392.3
Doritos snack chips	26,687	20,919	27.6
Sierra Mist beverages	25,008	18,155	37.7
Tostitos tortilla chips	21,071	17,450	20.8

By brand	2002	2001	% chg
Frito-Lay chips & snacks	17,866	9,960	79.4
Lay's potato Chips	10,332	12,084	-14.5

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$25,112	\$23,512	6.8
Earnings	3,313	2,662	24.5
U.S.	2002	2001	% chg
Sales	16,588	15,976	3.8
Division sales	2002	2001	% chg
Frito-Lay	8,565	8,216	4.2
Frito Lay International	5,713	5,492	4.0
Gatorade/Tropicana	3,835	3,699	3.7
Pepsi-Cola North America	3,365	3,189	5.5
Pepsi-Cola beverages intl	2,036	2,012	1.2
Quaker Foods North America	1,491	1,466	1.7

**Headquarters**

PepsiCo/700 Anderson Hill Rd., Purchase, N.Y. 10577/Phone: (914) 253-2000.

**Notes**

PepsiCo acquired Quaker Oats Co. on Aug. 2, 2001.

**Personnel, brands, agencies**

**Corporate:** Steve Reinemund, chmn & CEO.

**Frito-Lay:** 7701 Legacy Dr., Plano, Texas 75024/Phone: (972) 334-7000. Al Bru, pres & CEO, Frito-Lay N. Amer.

**BBDO Worldwide**, New York. Tom Sebok, exec VP & mg dir. — Cheetos, Crispy Mini snacks, Doritos, Fruit & Oatmeal bars, Gatorade energy bar, Lay's & Baked Lay's, Quaker Chewy Granola bars, Rold Gold, Ruffles, 3D's, Tostitos.

**Dieste, Harmel & Partners**, Dallas. Tony Dieste, pres. — Hispanic adv.

**OMD**, New York. Jocelyn Egan, grp dir; John Swift, grp dir-natl TV. — media buying.

**North American Coffee Partnership** (a joint venture with Starbucks Coffee)

**Fallon Worldwide**, New York. Mark Strong, acct dir. — Starbucks DoubleShot, Starbucks Frappuccino, Bottled Frappuccino.

**Pepsi Beverages & Foods North America:** 555 W. Monroe St., Chicago, Ill. 60661/Phone: (312) 821-1000. Gary Rodkin, pres & CEO.

**Element 79 & Partners**, Chicago. Dennis Ryan, exec creative dir. — 100% Natural cereals, Aquafina, Aunt Jemima pancakes & syrup, Cap'n Crunch, Gatorade, Golden Grain, Pasta-Roni, Near East, Propel, Rice-A-Roni, Quaker Toasted Oatmeal, Tropicana.

**BBDO Worldwide**, New York. Cathy Israelevitz, sr acct dir. — Code Red, Diet Mountain Dew, Diet Pepsi, Diet Sierra Mist, Fruitworks, Mountain Dew, Mug root beer, Pepsi-Cola, Pepsi ONE, Pepsi Twist, Wild Cherry Pepsi.

**J. Walter Thompson Co.**, New York. Stephanie Hancock, sr ptrn & mgmt dir. — Lipton Brisk, Lipton Iced Tea, Matika.

**OMD Worldwide**, New York & Chicago, N.Y. Gail Stein, grp dir; John Swift, grp dir-natl TV. — media svcs-Gatorade, Quaker, Tropicana.

**Pepsi-Lipton Partnership** (a joint venture with Unilever).  
**J. Walter Thompson Co.**, New York. Stephanie Hancock, sr ptnr & mgmt dir. — Lipton Brisk, Lipton Iced Tea, Matika.  
**OMD Worldwide**, New York. Gail Stein, grp dir; John Swift, grp dir-natl TV. — media svcs.  
**Dieste, Harmel & Partners**, Dallas. Tony Dieste, pres. — Hispanic adv.  
**Tracy Locke Partnership**, Dallas. Bob Schimbel, pres. — sls promo, materials, merchandising & radio.  
**UniWorld Group**, New York. Gwen Singletary, grp acct dir. — African-American adv.

**South Beach Beverage Co.**: 40 Richards Ave., Norwalk, Conn. 06854/Phone: (203) 899-7111. Tom Bene, chief operating officer; Scott Moffitt, sr VP-mktg; Mike Joyce, mktg mgr.  
**In-house**. — Sobel: Adrenaline Rush, Elixirs, Enlightenment, Exotic teas, Fuel, Ice, Lizz Blizz, Lizard Fuel, Lizard Lightening, Love Bus Brew, Powerline, Sports System, Tsunami.

## 4 Pfizer

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$152,364	\$162,187	-6.1
Sunday magazine	7,402	10,150	-27.1
Newspaper	3,045	9,679	-68.5
National newspaper	3,565	5,026	-29.1
Outdoor	148	57	160.4
Network TV	380,710	332,967	14.3
Spot TV	41,317	28,057	47.3
Syndicated TV	79,093	87,956	-10.1
Cable TV networks	126,576	154,170	-17.9
Network radio	19,606	16,940	15.7
National spot radio	3,045	3,924	-22.4
Internet	4,301	4,418	-2.6
Measured media	821,173	815,531	0.7
Unmeasured media	1,744,992	1,514,563	15.2
Total	2,566,164	2,330,094	10.1
By brand	2002	2001	% chg
Listerine mouthwash prods	93,968	58,332	61.1
Viagra Rx	87,355	86,498	1.0
Lipitor cholesterol Rx	79,613	50,109	58.9
Zyrtec allergy Rx	74,416	62,702	18.7
Zoloft depression Rx	50,656	55,907	-9.4
Diflucan vaginal yeast Rx	41,237	31,323	31.7
Benadryl allergy remedy	39,915	33,322	19.8
Lubriderm skin lotion	37,592	37,738	-0.4
Sudafed decongestants	35,532	33,973	4.6
Aricept alzheimers Rx	28,801	30,906	-6.8
Zantac 75 heartburn remedy	23,894	19,525	22.4
Visine eye drops	21,587	22,528	-4.2
Neosporin antibiotic ointment	19,369	17,435	11.1
Rolaids antacids	18,741	17,561	6.7
Pfizer	16,178	46,005	-64.8
Ben Gay ointment	11,454	12,097	-5.3
e.p.t. pregnancy test	11,430	8,825	29.5

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$32,373	\$29,024	11.5
Earnings	9,126	7,788	17.2
U.S.	2002	2001	% chg
Sales	20,762	18,629	11.4

Division sales	2002	2001	% chg
Pharmaceuticals	29,843	26,670	11.9
Consumer prods	2,530	2,354	7.5

### Headquarters

Pfizer/235 E. 42nd St., New York, N.Y. 10017/Phone: (212) 573-2323.

### Notes

Pfizer in 2002 acquired Pharmacia for about \$56 billion and sold its Adams Division (confectionary products) to Cadbury Schweppes for \$4 billion and its Schick and Wilkinson Sword products for \$930 million to Energizer Holdings. Pharmacia had spun off Monsanto prior to its acquisition.

### Personnel, brands, agencies

**Corporate:** Henry A. McKinnell, chmn & CEO; Lou Clemente, exec VP-corp affairs.

**Agouron Pharmaceuticals:** 10777 Science Center Dr., San Diego, Calif. 92121-1111/Phone: (858) 622-3000.

**Abelson-Taylor**, Chicago. Beth Lodge, acct exec; Sara Mittah, acct exec. — prof, Viracept.

**CCA Advertising**, New York. Mike Devlin, creative dir. — DTC.

**Animal Health Group:** 150 E. 42nd St., New York, N.Y. 10017/Phone: (212) 573-2323. James Jung Lee, VP-global mktg.  
**Charleston/Orwig**, Hartland, Wis. Lyle Orwig, CEO.

**Pfizer Consumer Healthcare:** 201 Tabor Rd., Morris Plains, N.J. 07950/Phone: (973) 385-2000. Pat Kelly, pres-U.S..

**Avrett, Free & Ginsberg**, New York. Frank Ginsberg, CEO. — Luden's Dramamine, Kaopectate, PediaCare.

**Bates USA**, New York. Mark Morris, chmn-N. Amer. — Actifed, Benadryl, Desitin, Neosporin, Rolaids, Sudafed, Visine, Zantac.

**BBDO Health**, New York. Anne Devereux, pres. — Lubriderm, Nicotrol, Prograine, Rogaine.

**Cline Davis & Mann**, New York. Carol Di Santo, exec VP & dir-client svcs; Mitch Roberts, sr VP & grp mgmt dir. — Ben Gay, Cortizone, Plax, Unisom.

**J. Walter Thompson Co.**, New York. Ellen Hyde, ww dir in charge. — Efferdent, e.p.t., Listerine, Listerine Pocket Paks, Tucks hemorrhoid aid.

**Pfizer Pharmaceuticals Group:** 235 E. 42nd St., New York, N.Y. 10017/Phone: (212) 573-2323. J. Patrick Kelly, sr VP-ww mktg & prod mgmt.

**Agency in review**. — Bextra, Zoloft, Zyrec.

**Carat**, New York. Pat Dorner, acct exec. — media svcs.

**Cline Davis & Mann**, New York. Carole Di Santo, exec VP & dir-client svcs. — Diflucan, Viagra.

**Euro RSCG Life Becker**, New York. Al Paz, pres. — Inspra, Xanax XR.

**Euro RSCG Life LM&P**, New York. Anne Cunney, exec VP, mg dir. — Accupril, Genotropin, Dynastat.

**J. Walter Thompson Co.**, New York. Patrick McKnisley, dir in charge; Cathy Lennox, dir in charge. — Celebrex.

**Merkley Newman Harty Partners**, New York. Peter Fekula. — Lipitor.

**Pace**, Parsippany, N.J. Nina Washman, sr VP & global strategic dir.

**Publicis Worldwide**, New York. Nannette Lafond-Dufour, acct exec. — Relpax.



**Saatchi & Saatchi Healthcare**, New York. Jim Fitzgerald, mgmt dir. — Detrol.

**TBWA Health**, New York. Victor Imbimbo; Johnathan Stinnett, acct dir. — Aricpt.

### 3 Procter & Gamble Co.

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$495,034	\$471,640	5.0
Sunday magazine	32,424	44,697	-27.5
Newspaper	20,347	8,634	135.7
National newspaper	3,985	1,709	133.2
Outdoor	7,564	10,160	-25.6
Network TV	723,728	586,355	23.4
Spot TV	85,812	57,946	48.1
Syndicated TV	217,820	188,470	15.6
Cable TV networks	386,276	267,125	44.6
Network radio	24,799	19,932	24.4
National spot radio	16,758	8,615	94.5
Internet	17,265	13,650	26.5
Measured media	2,031,812	1,678,934	21.0
Unmeasured media	641,625	826,948	-22.4
Total	2,673,436	2,505,882	6.7
By brand	2002	2001	% chg
Olay beauty products	160,999	136,832	17.7
Crest dental care	160,383	105,332	52.3
Clairol haircare products	154,249	172,511	-10.6
Cover Girl cosmetics	109,965	66,214	66.1
Pantene haircare	99,413	86,837	14.5
Tide laundry detergents	73,677	66,668	10.5
Bounty paper towels & napkins	73,210	44,910	63.0
Swiffer dust cloths	64,637	38,999	65.7
Thermacare heatwrap	63,870	151	NA
Pampers disposable diapers	61,313	30,744	99.4
Old Spice soap & deodorants	60,673	21,575	181.2
Downy fabric softeners	42,339	55,017	-23.0
Max Factor cosmetics	41,287	23,375	76.6
Charmin bathroom tissue	40,590	23,585	72.1
Iams pet foods	40,231	55,641	-27.7
Always feminine products	39,416	35,572	10.8
DayQuil/NyQuil cold & flu remedy	38,803	42,329	-8.3
Pur water filter system	38,064	25,783	47.6
Tampax tampons	36,238	23,333	55.3
Secret anti-pers & deod	34,698	26,077	33.1
Dryel dry cleaning fabric care	32,833	8,952	266.8
Head & Shoulders hair care	31,300	26,498	18.1
Pringles snacks	31,274	31,028	0.8
Folger coffees	30,189	58,521	-48.4
Cascade dishwasher detergent	28,709	16,810	70.8
Torengos tortilla chips	27,353	NA	NA
Febreze fabric refresher	25,972	20,870	24.4
Puffs facial tissues	25,849	16,526	56.4
Physique hair care products	25,756	34,375	-25.1
Mr. Clean all-purpose cleaners	24,297	767	NA
Cheer laundry detergents	24,258	29,063	-16.5
Dawn dishwashing liquids	23,481	24,640	-4.7
Millstone coffees	22,162	8,883	149.5
Bounce fabric softener sheets	21,700	17,386	24.8
Luvs disposable diapers	21,290	10,802	97.1
Gain laundry detergents	20,751	18,687	11.0
Pepto-bismol digestive aids	18,074	19,214	-5.9
Metamucil laxatives	14,511	14,686	-1.2

Sunny Delight beverages	14,289	20,464	-30.2
Procter & Gamble	14,277	13,986	2.1
Vicks cold & sinus remedies	13,038	13,206	-1.3
Eukanuba dry cat & dog foods	12,743	18,986	-32.9
Pert hair care products	10,547	1,228	758.8
Fixodent denture adhesive	10,486	6,823	53.7

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$40,238	\$39,244	2.5
Earnings	4,352	2,922	48.9
U.S.	2002	2001	% chg
Sales	21,198	20,334	4.2
Pre-tax incom	4,411	3,340	32.1
Division sales	2002	2001	% chg
Baby, feminine & family care	11,877	11,991	-1.0
Fabric & home care	11,618	11,660	-0.4
Beauty care	8,079	7,257	11.3
Healthcare	4,979	4,353	14.4
Food & beverage	3,801	4,139	-8.2

**Headquarters**

Procter & Gamble Co./1 Procter & Gamble Plaza, Cincinnati, Ohio 45202/Phone: (513) 983-1100.

**Notes**

Procter & Gamble fiscal 2002 returns ended June 30 include nearly eight months of returns from Clairol, bought from Bristol-Myers Squibb on Nov. 16, 2001. P&G on May 31, 2002, sold its Jif peanut butter and Crisco cooking oils to J.M. Smucker Co. P&G cites Wal-Mart Stores as its largest customer, accounting for 17% of P&G's net sales in fiscal 2002, up from 15% in fiscal 2001.

**Personnel, brands, agencies**

**Corporate:** A.G. Lafley, pres & chief exec; R. Kerry Clark, vice chmn & pres-global market devel; Bruce L. Byrnes, vice chmn & pres-global beauty, feminine & healthcare; James R. Stengel, global mktg officer.

**Grey Worldwide**, New York. Neil Kreisberg, grp exec VP & exec mg dir; David Freilicher, exec VP; Gloria Appel, exec VP; Robert Montagnese, exec VP. — Cover Girl, Downy, Febreze, Giorgio/Beverly Hills fragrances, Hugo Boss, Joy, Laura Biagiotti, Pantene, Pringles, Sure, Torengos, Zest.

**Kaplan Thaler Group**, New York. Joanne Miserandino, global acct dir; Michelle Gilbert, global acct dir. — Dawn, Swiffer.

**Leo Burnett Worldwide**, Chicago. Elizabeth Upton, sr VP & acct dir; Catherine Guthrie, exec VP & mg dir. — Alldays, Always, Bounce, Dryel, Era, Max Factor, Pert Plus, Secret antiperspirant, Swiffer, Tampax, Vidal Sassoon.

**Publicis Worldwide**, New York. Gail Hollander, exec VP & global equity dir-P&G healthcare brands; Angela Pasqualucci, exec VP & global equity dir-P&G family brands. — Bounty, Charmin, DayQuil, Metamucil, NyQuil, NyQuil cough, Pepto-Bismol, Prilosec, Puffs, ThermaCare, Vicks, Vicks VapoRub.

**Saatchi & Saatchi**, New York. Scott Tegethoff, exec VP & dir-comms plng for P&G. — Cascade, Crest prods, Dreft, Eukanuba pet food, Fixodent, Folgers, Head & Shoulders, Head & Shoulders Refresh, Iams pet food, Luvs, Millstone, Olay, Old Spice, Pampers, Pampers Baby Fresh, Physique, Safeguard, Sunny Delight, Tide.

**Saatchi & Saatchi**, Los Angeles. Chuck Maguy, acct dir; Chip Ross, acct super. — Pur water filters.



**MediaCom**, New York. Deb Harris, exec VP & grp dir. — media plng, Actonel, Cover Girl, Downy, Febreze, Giorgio/Beverly Hills fine fragrances, Joy, Mr. Clean, Pantene, Pringles, Sure.

**MediaVest**, New York. Laura Desmond, CEO. — media buying-TV & radio.

**Starcom**, Chicago. Jill Vanatta, VP & global media dir. — media svcs-print & out-of-home.

**Bromley Communications**, San Antonio. Linda L. Aguayo, acct dir. — Hispanic adv, Always, Bounty, Charmin, Dawn, DayQuil, NyQuil, Pepto-Bismol, Vicks VapoRub.

**Burrell Communications Group**, Chicago. Yvette Fisher, client svc dir. — African-American adv, Crest, Tide.

**Conill Advertising**, New York. Andrea Diquez, acct dir. — Hispanic adv, Crest, Head & Shoulders, Luvs, Olay, Old Spice, Pampers, Sunny Delight, Tide.

**WING Latino Group**, New York. Gloriana Lopez-Lay, VP & grp dir. — Hispanic adv, Downy, Pantene, Torengos, Zest.

**Claireol**: 1 Blachley Rd., Stamford, Conn. 06922/Phone: (203) 357-5000. Rob Matteucus, pres.

**Grey Worldwide**, New York. Mark Fina, exec VP & exec creative dir; Gloria Appel, exec VP. — Claireol, Hydrience, Natural Instincts, Nice 'n Easy, Ultrase.

**Kaplan Thaler Group**, New York. Linda Kaplan Thaler, CEO & chief creative officer; Robin Koval, gm; Susan Borst, acct dir; Tom Shaffer, global acct dir. — Aussie, Daily Defense, Herbal Essences, Infusium 23, Renewal 5X.

## 95 Reckitt Benckiser

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$97,790	\$74,832	30.7
Sunday magazine	1,081	637	69.8
Newspaper	141	70	101.3
Network TV	49,557	66,078	-25.0
Spot TV	13,805	8,999	53.4
Syndicated TV	7,711	11,163	-30.9
Cable TV networks	51,931	45,416	14.3
Network radio	0	562	NA
National spot radio	1,528	1,388	10.1
Internet	634	531	19.2
Measured media	224,177	209,676	6.9
Unmeasured media	93,805	105,625	-11.2
Total	317,982	315,301	.9

By brand	2002	2001	% chg
Lysol household cleaners	50,682	55,834	-9.2
Adidas fragrances	13,654	15,234	-10.4
Airwick deodorizing pdts	10,817	NA	NA

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$5,223	\$4,959	5.3
Earnings	604	490	23.3
North America	2002	2001	% chg
Sales	1,641	1,547	6.1
Operating profit	265	228	16.2
Division sales	2002	2001	% chg
Household, health & pers prods	4,654	4,659	-0.1
Food	570	300	90.0

### Headquarters

Reckitt Benckiser/103-105 Bath Rd., Sloth, Berkshire, U.K. SL1 3UH/Phone: 44-1753-217-800.

Reckitt Benckiser North America/1655 Valley Rd., Wayne, N.J. 07470-0943/Phone: (973) 633-3600.

### Personnel, brands, agencies

**Corporate:** Bart Becht, CEO; Javed Ahmed, pres-N. Amer. Household; Elliott Penner, pres.-N. Amer. Food.

**Euro RSCG MVBMS Partners**, New York. Marty Susz, grp acct dir. — Air Wick, Calgon, Cattlemen's, d-Con, Electrosol, Finish, Frank's RedHot sauce, French's Grill & Glaze, French's Mustard, French's Taste Toppers, Jet Dry, Resolve, Spray 'n Wash, Vanish, Wizard, Woolite.

**J. Walter Thompson Co.**, New York. Ellen Hyde, dir in charge. — Easy-Off, Lime-A-Way, Lysol, Mop & Glo, Old English, Rid-X, Veet.

**MPG**, New York. Suzanne Ziv, sr VP & mg dir. — media svcs.

## 68 SABMiller

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$18,375	\$11,658	57.6
Newspaper	949	617	53.9
National newspaper	128	138	-7.1
Outdoor	31,192	31,043	0.5
Network TV	117,840	122,772	-4.0
Spot TV	30,236	17,778	70.1
Syndicated TV	2,428	1,392	74.4
Cable TV networks	41,724	52,957	-21.2
National spot radio	2,063	1,688	22.2
Internet	7,244	1,847	292.3
Measured media	252,179	241,890	4.3
Unmeasured media	206,328	197,910	4.3
Total	458,507	439,800	4.3

By brand	2002	2001	% chg
Miller beers	201,841	224,012	-9.9
SKYY Blue malt beverage	27,634	NA	NA
Fosters Lager	11,102	13,780	-19.4

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$9,112	\$4,364	108.8
Earnings	581	350	66.0
North America	2002	2001	% chg
Sales	3,473	4,375	-20.6
Operating profit	75	NA	NA

### Headquarters

SABMiller/1 Stanhope Gate, London, United Kingdom W1K 1AF/Phone: 44-20-7659-0100.

SABMiller/3939 W. Highland Blvd., Milwaukee, Wis. 53201/Phone: (414) 931-2000.

### Notes

SABMiller became the new name for SAB (South African Breweries plc) when it bought Miller Brewing Co. in 2002 from Altria Group. As a result of the divestiture, Altria owns 36% of SABMiller. Financials, preliminary unaudited results for the fiscal year ended March 31, 2003, include nine months of Miller in the

current year. SABMiller is the No. 2 brewer in the world. The North American sales and operating profit in 2003 is just Miller for nine months, compared with Miller's full-year results in 2001 when it was part of Philip Morris Cos., now Altria.

**Personnel, brands, agencies**

**Miller Brewing Co.:** 3939 W. Highland Blvd., Milwaukee, Wis. 53201/Phone: (414) 931-2000. Norman Adami, pres & CEO; Robert Mikulay, exec VP-mktg; Douglas Brodman, sr VP-sls & distribution; Erv Frederick, VP & gm-Miller Trademark unit; Denis McGarry, VP & gm-Enterprise brand unit; Steve Buerger, grp dir-mktg svcs; Ed Gawronski, VP-mkt & bus insights.

**Arnold Worldwide,** St. Louis. William Mueller, acct dir. — Jack Daniel's Original Hard Cola.

**BBDO Worldwide,** Chicago. Marlyn Sorita, sr acct exec. — Stolichnaya Citrona.

**dRush,** New York. Peter Drakoulis, pres. — Sauza Diabolo.

**J. Walter Thompson Co.,** New York. Patrick Knisley, dir in charge. — Foster's Lager, Miller Genuine Draft, Miller Genuine Draft Light.

**Lambesis,** Carlsbad, Calif. Dana Kozak, acct super. — SKYY Blue.

**Ogilvy & Mather Worldwide,** New York. Rick Roth, sr ptrn & ww client svcs dir. — Miller Lite, Pilsner Urquell.

**Square One,** Dallas. Jim Wegerbauer, acct dir. — Icehouse.

**Wieden & Kennedy,** Portland, Ore. Tom Blessington, acct dir. — Miller High Life.

**Starcom,** Chicago. Chris Boothe, acct dir; Kathy Dillon, acct dir. — media buying.

**Fusion 5,** Westport, Conn. Patrick Meyer, CEO. — Promo.

**GMR Marketing,** Milwaukee. Todd Marble, acct dir. — sports & event mktg.

**LatinWorks Marketing,** Los Angeles. Alejandro Ruelas, mg ptrn; Manny Flores, mg ptrn. — Hispanic adv.

**Market Vision,** San Antonio. Bonnie Garcia, principal. — Hispanic promo.

**Miranda & Associates,** Des Plaines, Ill. Orlando Miranda, principal. — Hispanic event mktg.

**Promotion Network,** Chicago. Amy Jealous, acct exec. — Promo.

**Schupp Company,** St. Louis. Dena Leutcher, acct super. — Promo.

**Team Enterprise,** Cooper City, Fla. Dan Gregory, pres. — Promo.

**Zipatoni Co.,** St. Louis. Bryce McTavish, ptrn. — Promo.

## 84 Safeway

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$867	\$661	31.2
Newspaper	34,402	36,776	-6.5
Outdoor	159	140	13.5
Spot TV	20,034	22,074	-9.2
Cable TV networks	13	17	-25.9
National spot radio	15,431	12,973	18.9
Internet	344	12	NA
Measured media	71,249	72,653	-1.9
Unmeasured media	284,996	309,728	-8.0
Total	356,245	382,381	-6.8

By brand	2002	2001	% chg
Safeway food stores	37,743	33,995	11.0
Vons food stores	13,046	15,660	-16.7

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$32,399	\$31,797	1.9
Earnings	-828	1,254	NA

**Headquarters**

Safeway/5918 Stoneridge Mall Rd., Pleasanton, Calif. 94588-3229/Phone: (925) 467-3000.

**Personnel, brands, agencies**

**Corporate:** Steven A. Burd, chmn, pres & CEO; Michael Minasi, sr VP-mktg.

**Dailey & Associates,** Los Angeles. John Stranger, sr VP & mgmt super. — Carr-Gottstein, Dominick's, Genuardi's, Randall's, Safeway, Vons.

## 52 Sara Lee Corp.

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$62,706	\$60,040	4.4
Sunday magazine	1,694	2,073	-18.3
Newspaper	3,357	3,751	-10.5
National newspaper	1,971	2,552	-22.8
Outdoor	249	2,928	-91.5
Network TV	48,657	38,530	26.3
Spot TV	17,294	12,630	36.9
Syndicated TV	37,381	30,573	22.3
Cable TV networks	32,650	28,081	16.3
Network radio	0	1,364	NA
National spot radio	3,638	6,395	-43.1
Internet	2,052	2,289	-10.3
Measured media	211,649	191,206	10.7
Unmeasured media	393,062	355,095	10.7
Total	604,711	546,301	10.7

  

By brand	2002	2001	% chg
Hanes underwear	58,680	42,099	39.4
Jimmy Dean foods	26,390	18,702	41.1
Sara Lee foods	19,736	13,036	51.4
Hillshire Farms foods	18,768	23,056	-18.6
Ball Park franks	16,131	22,795	-29.2
Ambi-Pur air freshener	11,992	9,385	27.8
State Fair corn dogs	10,441	NA	NA

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$17,628	\$16,632	6.0
Earnings	1,111	1,161	-4.3

  

U.S.	2002	2001	% chg
Sales	10,768	9,388	14.7
Operating income	228	1,079	-78.9

  

Division sales	2002	2001	% chg
Intimates/underwear	6,455	7,452	-13.4
Meats	3,704	3,722	-0.5
Baked goods	2,976	832	257.7
Beverages	2,539	2,786	-8.9
Household products	1,962	1,919	2.2

**Headquarters**

Sara Lee Corp./3 First National Plaza, Chicago, Ill. 60602-4260/Phone: (312) 726-2600.

**Notes**

Sara Lee during its past two fiscal years has divested 17 businesses, including Champion apparel in Europe and a portion of Champion in the U.S., bakery operations in Europe, Asia and India, intimate apparel businesses in Australasia and Europe, and various textile product suppliers in the U.S. and Europe.

**Personnel, brands, agencies**

**Corporate:** C. Steven McMillan, chmn & CEO; Lee Chaden, exec VP-global mktg & sls; Robert Fellows, VP-brand equity devel.

**MPG.** Suzanne Ziv, sr VP, mg dir.

**Starcom,** Chicago. Deb Medsker, VP, media dir; Natalie Conway, media dir. — TV & print.

**Sara Lee Bakery:** 8400 Maryland Ave., St. Louis, Mo. 63105/Phone: (314) 259-7000. Rich Noll, CEO; Peter Reiner, sr VP-mktg & rsch & devel.

**Publicis Worldwide,** Dallas. Susan Scott, sr VP & mgmt super; Susan Eberhart, sr VP & media dir. — Colonial, Earthgrains, Grants Farm, Iron Kids, Rainbo, Sara Lee.

**Starcom,** Chicago. Deb Medsker, VP & media dir; Natalie Conway, media dir. — media svcs.

**Sara Lee Coffee & Tea North America:** 500 Mamaronek Ave., Harrison, N.Y. 10528/Phone: (212) 532-0300. Paul Block, CEO-coffee & tea retail; Philippe Schaille, VP-mktg retail; Sylvia Wulf, VP-mktg-food svc div.

**BDO Worldwide,** Chicago. Stacie Boney, exec VP, client svc dir. — Chock Full o' Nuts, Hills Bros, MJB.

**Campbell Mithun,** Chicago. Maggie Reynolds, acct super. — Superior.

**Starcom,** Chicago. Deb Medsker, VP & media dir; Natalie Conway, media dir. — media svcs, Chase & Sanborn, Chock Full o' Nuts, Hills Bros.

**Sara Lee Household & Body Care USA:** 707 Eagleview Blvd., Exton, Pa. 19341/Phone: (610) 321-1220. Euan Venters, pres; Dominic Gentile, VP-mktg.

**Grey Worldwide,** New York. Ken Levy, exec VP. — Ambi-Pur, Behold, Endust, Kiwi shoe care, Ty-D-Bol.

**Starcom,** Chicago. Deb Medsker, VP & media dir; Natalie Conway, media dir. — media svcs, Ambi-Pur, Kiwi.

**Sara Lee Intimates & Underwear:** 1000 E. Hanes Mill Rd., Winston-Salem, N.C. 27105/Phone: (336) 519-8080. Cary McMillan, exec VP-Sara Lee & CEO-Sara Lee intimates & underwear; Chuck Nesbit, CEO-intimates; John Ceneviva, sr VP-mktg Hanes & Hanes Her Way; Jennifer Armstrong, VP-mktg Bali, Barely There & Wonderbra; Tracey Goodwin, VP & gm-Hanes Her Way & Lovable Bras; Shelley Rider, VP-mktg Sara Lee casualwear & Just My Size; Howard Upchurch, pres-Leggs & Hanes hosiery; Fran Braun, VP-mktg Playtex; Gerald Evans, CEO-Sara Lee underwear & casualwear; Erin Plumb, VP-mktg Sara Lee socks; Sidney Falken, pres-Sara Lee underwear; Lisa Purcell, VP-mktg Sara Lee underwear; Patrick O' Sullivan, VP-mktg Hanes Beefy-T; Larry French, VP-mktg Champion; Heather Stefani, VP-mktg & dir-Champion Jogbra.

**Agencies assigned on a project basis.** — Hanes silk reflections, Leggs.

**Henderson Bromstead Art Co.,** Winston-Salem, N.C. Hayes Henderson, pres; Brad Bromstead, dir-mktg & client svcs. — Hanes Beefy-T, Lovable.

**In-house.** — Donna Karan hosiery.

**Kraftworks,** New York. Neal Kraft, pres. — Playtex apparel.

**Martin Agency,** Richmond, Va. John Adams, chmn & CEO; Bruce Kelley, vice chmn. — Hanes, Hanes Her Way, Hanes Sport, HanesWear, Hanes ShowToons.

**Publicis Worldwide,** Dallas. Jill Rosenfeld, VP & mgmt super; Susan Scott, sr VP & mgmt super. — Champion, Champion Jogbra, Just My Size.

**Starcom,** Chicago. Deb Medsker, V &, media dir; Natalie Conway, media dir. — media svcs, Bali, Barely There, Playtex.

**Sara Lee Packaged Meats:** 1051 Carver Rd., Cincinnati, Ohio 45242/Phone: (513) 936-2000. Bob Kopriva, CEO-Sara Lee foods ww; Greg Sykes, pres-Sara Lee foods retail; Earnestine Benford, VP-mktg, Ball Park; Tara Koury, VP-mktg, Jimmy Dean; Debbie Viacherelli, VP-mktg, Bryan Foods, Hillshire Farm & Kahns.

**Euro RSCG Tatham Partners,** Chicago. Suzanne Lord, dir-client svc; Chris Duffy, grp acct dir; Vickey Montgomery, mgmt super. — Hillshire Farm, Kahn's.

**Grey Worldwide,** San Francisco. Richard Popko, sr VP & mgmt rep. — Galileo.

**Leo Burnett Worldwide,** Chicago. Patty Bloomfield, sr VP & acct dir. — Ball Park, Best Kosher, Jimmy Dean, King Cotton, Rudy's Farm, State Fair.

**PGC Advertising,** Dallas. Tony Dammicci, principal ptrn. — Bryan Foods, Sala Lee deli meats.

**Starcom,** Chicago. Deb Medsker, VP & media dir; Natalie Conway, media dir. — media svcs, Ball Park, Jimmy Dean, State Fair, Sara Lee meats.

**SpotPlus,** Dallas. Jennie Fuller, media dir; Michelle Garland, buying super. — media buying, Bryan foods.

**Starcom,** Chicago. Natalie Conway, media dir. — media buying, Ball Park, Hillshire Farm, Jimmy Dean, Kahn's, Sara Lee meats.

**Lapiz,** Chicago. Delores Kunda, pres & CEO. — Hispanic adv, Ball Park, Jimmy Dean.

## 23 SBC Communications

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$9,949	\$13,526	-26.4
Sunday magazine	.92	53	74.3
Newspaper	293,994	217,803	35.0
National newspaper	15,722	6,079	158.6
Outdoor	14,474	14,749	-1.9
Network TV	100,706	86,484	16.4
Spot TV	149,989	119,060	26.0
Syndicated TV	343	20	NA
Cable TV networks	28,910	19,029	51.9
National spot radio	108,619	73,195	48.4
Internet	15,636	9,639	62.2
Yellow Pages	3,336	7,900	-57.8
Measured media	742,265	567,537	30.8
Unmeasured media	349,301	292,366	19.5
Total	1,091,566	859,903	26.9
By brand	2002	2001	% chg
Cingular Wireless phone svcs	504,364	411,370	22.6
SBC telecommunications	140,811	50,401	179.4

By brand	2002	2001	% chg
Southwestern Bell phone svcs	31,234	32,977	-5.3
Pacific Bell phone svcs	22,721	28,772	-21.0
Ameritech phone svcs	18,619	10,436	78.4

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$43,138	\$45,908	-6.0
Earnings	5,653	7,008	-19.3
Division sales	2002	2001	% chg
Landline local service	24,752	26,694	-7.3
Network access	9,639	9,631	0.1
Directory advertising	4,504	4,518	-0.3
Long distance service	2,324	2,530	-8.1
Other	1,919	2,380	-19.4

**Headquarters**

SBC Communications/175 E. Houston St., San Antonio, Texas 78205/Phone: (210) 821-4105.

**Personnel, brands, agencies**

**Corporate:** Edward E. Whitacre Jr., chmn & CEO; William M. Daley, pres; Rick Welday Jr., VP-adv; Scott Helbing, sr VP-cons mktg; Karen Jennings, sr exec VP-HR & corp comms.

**GSD&M**, Austin, Texas. Mary Honan, media dir. — cons adv, media buying.

**Merkley Newman Harty Partners**, New York. Betsy Spence, acct dir. — brand adv.

**Dieste, Harmel & Partners**, Dallas. David Ravelo, acct dir. — Hispanic adv.

**Marketing Arm**, Dallas. Chris Smith, ptnr. — sports mktg.

**PanCom**, Los Angeles. Ferdie Gonzalez, acct dir. — Asian-American adv.

**Rapp Collins Worldwide**, Dallas. Greg Banks, relationship mg. — direct mktg.

**Rodgers Townsend**, St. Louis. Gary Shipper, acct dir. — business to business adv.

**Cingular Wireless:** 5565 Glenridge Connector, Atlanta, Ga. 30342/Phone: (404) 236-6000. Stephen Carter, CEO; Marc Lefar, chief mktg officer; Darryl W. Evans, VP-adv; Vance Overbey, exec dir-adv; Jean Copeland, dir-adv; Bethann Kushner, dir-adv; Charlie Payne, dir-media.

**BDO Worldwide**, Atlanta & New York. Rob Cherof, mgmt dir.

**OMD Worldwide**, New York. — media buying.

**Dieste, Harmel & Partners**, Dallas. — Hispanic adv.

**Targetbase**, Irving, Texas. David Scholes, pres & CEO. — direct mktg.

## 65 Schering-Plough Corp.

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$57,688	\$42,619	35.4
Sunday magazine	3,835	36	NA
Newspaper	2,010	1,954	2.9
National newspaper	2,791	1,743	60.1
Outdoor	1,194	45	NA
Network TV	114,179	111,756	2.2
Spot TV	2,922	9,773	-70.1
Syndicated TV	915	1,862	-50.9
Cable TV networks	28,005	40,463	-30.8

By media	2002	2001	% chg
Network radio	5,812	2,261	157.0
National spot radio	191	421	-54.7
Internet	3,809	2,462	54.7
Measured media	223,350	215,395	3.7
Unmeasured media	284,263	274,141	3.7
Total	507,613	489,536	3.7

By brand	2002	2001	% chg
Clarinex allergy Rx	129,096	NA	NA
Dr. Scholl's foot care products	30,038	41,770	-28.1
Nasonex allergy Rx	14,578	41,663	-65.0
Lotrimin AF athlete's foot remedy	12,208	7,304	67.1

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$10,180	\$9,762	4.3
Earnings	1,974	1,943	1.6

U.S.	2002	2001	% chg
Sales	5,761	5,973	-3.5

Division sales	2002	2001	% chg
Pharmaceutical products	8,745	8,362	4.6
Animal Health	677	694	-2.4
Footcare	290	310	-6.5
OTC	275	188	46.3
Sun care	193	209	-7.7

**Headquarters**

Schering-Plough Corp./2000 Galloping Hill Rd., Kenilworth, N.J. 07033/Phone: (908) 298-4000.

**Personnel, brands, agencies**

**Corporate:** Fred Hassam, chmn & CEO.

**Schering Laboratories:** 2000 Galloping Hill Rd., Kenilworth, N.J. 07033/Phone: (908) 298-4000. Richard Zahn, chmn & CEO.

**CommonHealth**, Parsippany, N.J. Matt Giegerich, pres & CEO. — Clarinex, Nasonex.

**Zenith Media Services**, New York. Richard Hamilton, CEO; JoAnn Accarino, sr VP-assoc comms dir. — media svcs.

**Schering-Plough Healthcare Products Division:** 3 Connell Dr., Berkeley Heights, N.J. 07922/Phone: (908) 679-1640. James J. Mackey, sr VP.

**Euro RSCG MVBMS Partners**, New York. Marty Susz, acct dir. — Afrin, Chlor-Trimetron, Coppertone, Coricidin, Correctol, Digel, Drixoral, Dr. Scholl's, Lotrimin Ultra, Solarcaine, Tinactin, Waterbabies.

**Ogilvy & Mather Worldwide**, New York. Michael Guarini, exec grp dir. — Claritin.

**MPG**, New York. Mike Hagerty, sr VP & mg dir; Chris Meringolo, assoc mg dir. — media plng. Afrin, Chlor-Trimetron, Coppertone, Coricidin, Correctol, Digel, Drixoral, Dr. Scholl's, Lotrimin Ultra, Solarcaine, Tinactin, Waterbabies.

**Zenith Media Services**, New York. Richard Hamilton, CEO; JoAnn Accarino, VP & assoc comms dir. — media svcs, Claritin.

## 9 Sears, Roebuck & Co.

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$67,723	\$53,083	27.6
Sunday magazine	32,637	8,601	279.5
Newspaper	134,392	155,634	-13.6



By media	2002	2001	% chg
National newspaper	.601	974	-38.2
Outdoor	1,550	1,123	38.0
Network TV	224,420	211,072	6.3
Spot TV	49,644	59,475	-16.5
Syndicated TV	40,122	61,414	-34.7
Cable TV networks	104,551	71,128	47.0
Network radio	19,855	16,812	18.1
National spot radio	7,838	16,704	-53.1
Internet	16,262	10,616	53.2
Yellow Pages	14,714	17,400	-15.4
Measured media	714,310	684,035	4.4
Unmeasured media	946,876	827,651	14.4
Total	1,661,186	1,511,687	9.9

By brand	2002	2001	% chg
Sears stores	535,277	510,580	4.8
Kenmore appliances	44,995	43,457	3.5
Craftsman tools	34,135	26,938	26.7
Lands End	23,935	18,891	26.7
Great Indoors store	18,761	13,722	36.7
Orchard Supply hardware	10,479	8,132	28.9

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$41,366	\$40,990	0.9
Earnings	1,376	735	87.2

U.S.	2002	2001	% chg
Sales	37,180	36,940	0.6
Operating income	2,365	2,118	11.7

Division sales	2002	2001	% chg
Retail & related	31,459	31,346	0.4
Credit & financial products	5,392	5,216	3.4
Sears Canada	4,189	4,325	-3.1
Corporate & other	326	378	-13.8

**Headquarters**

Sears, Roebuck & Co./3333 Beverly Rd., Hoffman Estates, Ill. 60179/Phone: (847) 286-2500.

**Personnel, brands, agencies**

**Corporate:** Alan J. Lacy, chmn, pres & CEO.

**Lands' End:** Lands' End Lane, Dodgeville, Wis. 53595/Phone: (608)935-9341. David F. Dyer, pres & CEO; Lee Eisenberg, exec VP & creative dir.

**McKinney & Silver**, Raleigh, N.C. Ted Gilvar, acct dir; Anna Griffin, acct mgr.

**Sears, Roebuck & Co.:** 3333 Beverly Rd., Hoffman Estates, Ill. 60179/Phone: (847) 286-2500. Janine Bousquette, exec VP & chief customer & mktg officer; Rebecca J. Case, VP-adv & creative svcs.

**Ogilvy & Mather Worldwide**, Chicago. Linda Garrison, mg dir. — Craftsman, Die Hard, event mktg, hardware, home appliances & electronics, Kenmore, National tire & battery, Orchard supply hardware, Tool territory, Sears Auto centers, Sears hardware.

**Y&R Advertising**, Chicago. Kary McLlwin, pres & CEO-Y&R Chicago. — Sears brands, Great Indoors.

**MindShare Worldwide**, New York & Chicago. Bruce Smith, mg dir. — media svcs.

**Bravo Group**, New York. Daisy Exposito, pres. — media plng & buying-Hispanic print & bdcst.

**Burrell Communications Group**, Chicago. L.T. Cushon Dillard, acct dir. — African-American adv, targeted media buying projects.

**Circulation Experti**, New York. Garrison Jackson, pres & CEO. — African-American newspaper plng & buying.

**Kang & Lee**, Los Angeles & New York. Saul Gitlin, VP-strategic mktg svcs. — Asian-American adv.

**Newspaper Services of America**, Chicago. Scott Harding, CEO. — newspaper buying.

**TMP Worldwide**, Chicago. Stuart McKelvey, CEO. — directory adv buying.

**11 Sony Corp.**

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$69,375	\$72,056	-3.7
Sunday magazine	1,380	493	180.0
Newspaper	112,362	77,334	45.3
National newspaper	41,905	30,111	39.2
Outdoor	11,079	9,736	13.8
Network TV	303,842	204,870	48.3
Spot TV	100,812	68,600	47.0
Syndicated TV	42,649	43,148	-1.2
Cable TV networks	116,729	107,587	8.5
Network radio	4,376	2,188	100.0
National spot radio	21,665	9,591	125.9
Internet	49,194	30,542	61.1
Measured media	875,369	656,256	33.4
Unmeasured media	745,685	656,266	13.6
Total	1,621,054	1,312,521	23.5

By brand	2002	2001	% chg
Sony movies	549,959	370,646	48.4
Sony electronics & entertainment	175,954	190,048	-7.4
989 Sports video games	16,230	24,252	-33.1
Spider-Man video	12,801	NA	NA
Loews Cineplex	10,697	12,847	-16.7

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$61,396	\$60,687	1.2
Earnings	949	123	671.5

U.S.	2002	2001	% chg
Sales	19,748	19,712	0.2

Division sales	2002	2001	% chg
Electronics	40,586	42,332	-4.1
Games	7,845	8,038	-2.4
Pictures	6,595	5,091	29.5
Music	5,227	5,148	1.5
Financial svcs	4,440	4,102	8.2
Other	2,056	1,632	26.0

**Headquarters**

Sony Corp./6-7-35 Kitashinagawa, Shinagawa-ku, Tokyo, Japan 141-0001/Phone: 81-3-5448-2111.

Sony Corp. of America/550 Madison Ave., New York, N.Y. 10022/Phone: (212) 833-6800.

**Notes**

Sony Corp. sold Columbia House to Blackstone Group in June 2002. Exchange rates used are averages for 12 months ending March 31, (2003) 0.008215 and (2002) 0.008008.

**Personnel, brands, agencies**

**Corporate:** Nobuyuki Idei, grp chmn & CEO, Sony Corp.; Howard Stringer, chmn & CEO, Sony Corp. of America.  
**Y&R Advertising**, New York. Dave Allen, sr VP & acct dir.

**AIWA America:** 800 Corporate Dr., Mahwah, N.J. 07430/Phone: (201) 512-3600. Jim Palumbo, pres & CEO; Eileen Toomey, gm-mktg.  
**Wieden & Kennedy**, London. Jason Lord, acct dir.

**Sony Computer Entertainment America:** 919 E. Hillsdale Blvd., 2nd fl., Foster City, Calif. 94404/Phone: (650) 655-8000. Kazuo Hirai, pres & chief operating officer; Andrew House, exec VP; Ami Blaire, dir-prod mktg.

**TBWA/Chiat/Day**, Los Angeles. Mike Rose, media dir; Grace Kao, acct dir. — PlayStation, PlayStation2, 989 Sports.

**OMD Worldwide**, Los Angeles. Mike Rose, plng/print; Meg Woods, natl bdcst. — media svcs.

**Sony Electronics:** 1 Sony Dr., Park Ridge, N.J. 07656/Phone: (201) 930-1000. Hideki Komiyama, pres & chief operating officer; Vic Pacor, chief mktg officer; Ken Dice, sr VP-cons segment mktg div.

**Y&R Advertising**, New York. John Partilla, mg ptr. — cons prods, computer prods.

**Universal McCann**, New York. Chuck Thompson, sr grp dir. — media svcs.

**Sony Ericsson Mobile Communications:** 7001 Development Dr., P.O. Box 13969, Research Triangle Park, N.C. 27709/Phone: (919) 472-7000. Urban Gillstrom, corp VP & gm-N. Amer..

**No agency.**

**Sony Music Entertainment:** 550 Madison Ave., New York, N.Y. 10022/Phone: (212) 833-8000. Andrew Lack, chmn & CEO; Lori Lambert, VP-strat mktg & devel, Epic Records; Lisa Stevens, sr VP-mktg, Sony Classical; Jeff Jones, sr VP-mktg, Legacy Records; Adam Owett, sr VP-creative svcs; Amy Strauss, sr VP-strategic mktg; Larry Hicks, sr VP-distribution.

**Gotham**, New York. Yvonne Ericson, VP-media. — Epic Records Group, Sony Classical.

**Universal McCann**, New York. Sean Cunningham, mg dir. — media svcs.

**Sony Pictures Entertainment:** 10202 W. Washington Blvd., Culver City, Calif. 90232/Phone: (310) 244-4000. John Calley, chmn & CEO; Geoffrey Ammer, pres-ww mktg; Stefanie Napoli, sr VP-natl media, Columbia Pictures.

**McCann-Erickson Worldwide**, Los Angeles. Alfa O'Neill, exec VP & gm.

## 32 Sprint Corp.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$32,687	\$21,902	49.2
Newspaper	229,955	182,753	25.8
National newspaper	41,646	34,463	20.8
Outdoor	5,636	4,390	28.4
Network TV	229,216	236,971	-3.3
Spot TV	64,915	53,155	22.1
Syndicated TV	814	922	-11.7
Cable TV networks	15,169	69,343	-78.1

	2002	2001	% chg
National spot radio	16,258	16,961	-4.1
Internet	14,913	15,704	-5.0
Measured media	651,529	636,564	2.4
Unmeasured media	211,423	460,960	-54.1
Total	862,953	1,097,525	-21.4
<b>By brand</b>	<b>2002</b>	<b>2001</b>	<b>% chg</b>
Sprint phone services	636,523	620,279	2.6

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$26,634	\$25,515	4.4
Earnings	630	-1,401	NA
<b>Division sales</b>	<b>2002</b>	<b>2001</b>	<b>% chg</b>
PCS Group	12,074	9,725	24.2
Global markets	8,943	9,916	-9.8
Local division	6,212	6,247	-0.6

### Headquarters

Sprint Corp./6200 Sprint Pkwy., Overland Park, Kan. 66251/Phone: (913) 624-3000.

### Notes

Sprint concluded on Jan. 3, 2003 the sale of its directory publishing business to R.H. Donnelley for \$2.23 billion. The unit had revenue of \$546 million in 2002 and \$556 million in 2001.

### Personnel, brands, agencies

**Corporate:** Gary Forsee, chmn, pres & CEO; Mike Goff, VP-corp brand mgmt; Rondi Furgason, dir-brands & media.

**Publicis BOS Group**, New York. Don Blashford, sr VP-mg dir.

**MediaVest**, New York. Jim Donohue, grp media dir. — media svcs.

**Saatchi & Saatchi**, New York. Debbie Jacob, acct dir. — telephone directory adv.

**VML**, Kansas City, Mo. West Valentine, acct dir. — interactive mktg.

**Global Markets Group - Sprint Business:** 6200 Sprint Pkwy., Overland Park, Kan. 66251/Phone: (913) 624-3000. Vicki Warker, VP-mktg.

**McCann-Erickson Worldwide**, New York. Chris Rich, acct dir; Tracey Owens, exec VP & gm.

**MRM Partners**, New York. — media svcs.

**Fahey/Davidson**, Washington. Leslie Arnold, VP-acct svcs. — collateral.

**VML**, Kansas City, Mo. Amy Winger, acct dir. — interactive mktg.

**Local Telephone Division:** 6200 Sprint Pkwy., Overland Park, Kan. 66251/Phone: (913) 624-3000. Stephen Carter, VP-cons mktg; Joni Lindquist, VP-mktg, Business Wholesale Markets grp.

**McCann-Erickson Worldwide**, New York. Lori Senecal, dir-acct mgmt; Chris Rich, acct dir.

**Fahey/Davidson**, Washington. Leslie Arnold, dir-acct svcs. — collateral.

**Gregg & Associates**, Kansas City, Mo. Mike Gregg, pres. — promos.

**Lewis Advertising**, Rocky Mount, N.C. Ronnie Grillo, VP-acct svcs. — business.

**NKH&W**, Kansas City, Mo. Jennifer Bowlen, acct super; Sheree Johnson, sr VP & dir-media svcs. — cons.

**Mass Markets Organization:** 6200 Sprint Pkwy., Overland Park, Kan. 66251/Phone: (913) 624-3000. Jeff Mott, VP-cons & small bus; Jeff Balagna, VP-MMO sales & svc.

**Callahan Creek**, Lawrence, Kan. Troy Griepentrog, acct super. — consumer.

**NKH&W**, Kansas City, Mo. Jennifer Bowlen, acct super. — consumer.

**MRM Partners**, New York. Tracey Owens, exec VP & gm. — media svcs.

**Sprint PCS:** 6200 Sprint Pkwy., Overland Park, Kan. 66251/Phone: (913) 624-3000. John Garcia, sr VP-mktg, sls & distribution; Scott Relf, sr VP-mktg, PCS; Dave Dess, VP-brand devel & comms; Donna Osborn, sr dir-adv & brand devel.

**Publicis & Hal Riney**, San Francisco, Calif. James Gassel, sr VP-grp acct dir.

**Advertising Checking Bureau**, New York. John Portelli, VP-sls. — co-op adv.

**Brann Worldwide**, Chicago. Joy Schwartz, VP-acct dir. — direct mktg.

**BVK/Meka**, Miami. Gonzalo Gonzalez, mg dir. — Hispanic adv.

**DraftWorldwide**, Chicago. Greg Chadwell, exec VP & mg dir; Thrya DiCicco, VP & acct dir. — direct mktg.

**Foote, Cone & Belding Worldwide**, Caparra, Puerto Rico. Carmen Cedre, VP & gm. — Puerto Rico adv.

**Modem Media**, San Francisco. Susan Hayes, acct dir. — direct mktg.

**Organic**, San Francisco. Janna Greenberg, group dir-mktg styg. — interactive mktg.

**Retail Planning Associates**, Columbus, Ohio. Mike Bills, pres; David Hogrefe, sr acct dir. — retail experience.

**Two West**, Kansas City, Mo. Ethan Whitehill, creative dir. — retail comms.

## 27 Target Corp.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$48,104	\$55,502	-13.3
Sunday magazine	4,225	2,127	98.7
Newspaper	206,587	190,564	8.4
National newspaper	6,165	5,338	15.5
Outdoor	2,311	2,240	3.2
Network TV	113,140	91,369	23.8
Spot TV	85,149	72,292	17.8
Syndicated TV	1,583	2,381	-33.5
Cable TV networks	26,702	16,917	57.8
Network radio	.59	1,297	-95.5
National spot radio	23,395	25,903	-9.7
Internet	10,596	11,098	-4.5
Measured media	528,016	477,028	10.7
Unmeasured media	432,013	449,236	-3.8
Total	960,028	926,264	3.6
By brand	2002	2001	% chg
Target stores	355,271	313,372	13.4
Mervyn's stores	115,310	102,683	12.3
Marshall Field's stores	46,511	39,305	18.3

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$43,917	\$39,826	10.3
Earnings	1,654	1,368	20.9

Division sales	2002	2001	% chg
Target	36,917	32,588	13.3
Mervyn's	3,816	4,038	-5.5
Marshall Field's	2,691	2,778	-3.1
Other	.493	433	13.9

### Headquarters

Target Corp./1000 Nicollet Mall, Minneapolis, Minn. 55403/Phone: (612) 304-6073.

### Personnel, brands, agencies

**Corporate:** Robert Ulrich, chmn & CEO; Michael Francis, sr VP-mktg.

**Marshall Field's:** 700 on the Mall, Minneapolis, Minn. 55402/Phone: (612) 375-2200. Frank Castiglione, sr VP-mktg & visual.

#### In-house.

**Haworth Marketing & Media**, Minneapolis. Gary Tobey, CEO. — media svcs.

**Mervyn's:** 22301 Foothill Blvd., Hayward, Calif. 94541/Phone: (510) 727-3000. Lee Walker, VP-mktg.

#### In-house.

**Haworth Marketing & Media**, Minneapolis. Gary Tobey, CEO. — media svcs.

**Target Stores:** 1000 Nicollet Mall, Minneapolis, Minn. 55403/Phone: (612) 696-6064. Michael Francis, exec VP-mktg; Eric Erickson, creative dir.

**FAME**, Minneapolis. Tina Wilcox, pres.

**Peterson Milla Hooks**, Minneapolis. Betsy Treinen, acct super.

**Haworth Marketing & Media**, Minneapolis. Gary Tobey, CEO. — media svcs.

## 13 Toyota Motor Corp.

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$223,275	\$199,293	12.0
Sunday magazine	2,776	2,589	7.2
Newspaper	34,865	26,167	33.2
National newspaper	36,419	31,586	15.3
Outdoor	10,509	9,414	11.6
Network TV	250,196	197,011	27.0
Spot TV	210,979	201,628	4.6
Syndicated TV	2,314	1,210	91.2
Cable TV networks	86,533	85,042	1.8
Network radio	4,118	943	336.7
National spot radio	.244	768	-68.2
Internet	22,827	14,823	54.0
Measured media	885,055	770,474	14.9
Unmeasured media	667,673	630,383	5.9
Total	1,552,728	1,400,857	10.8
By brand	2002	2001	% chg
Toyota vehicles	638,480	568,381	12.3
Lexus vehicles	223,748	187,264	19.5

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$131,886	\$120,971	9.0
Earnings	7,760	4,932	57.3

**Sales & earnings (\$ in millions)**

North America	2002	2001	% chg
Sales	51,488	46,705	10.2
Operating income	2,380	2,127	11.9
Division sales	2002	2001	% chg
Automotive	121,593	111,390	9.2
Other	7,164	6,563	9.2
Financial svcs	5,915	5,553	6.5

**Headquarters**

Toyota Motor Corp./1 Toyota-cho, Toyota City, Aichi Prefecture, Japan 471-71/Phone: 81-565-28-2121.

Toyota Motor Sales USA/19001 S. Western Ave., Torrance, Calif. 90509/Phone: (310) 468-4000.

**Notes**

Exchange rates used are averages for 12 months ending March 31 (2003) \$0.008215 and (2002) \$0.008008.

**Personnel, brands, agencies**

**Corporate:** Fujio Cho, pres-Toyota Motor Corp.; Yoshimi Inaba, pres & CEO-Toyota Motor Sales USA; James E. Press, exec VP & chief operating officer-Toyota Motor Sales USA.

**Oasis Advertising**, New York. Paul Bernasconi, ptrn & creative dir.

**Lexus Division:** 2000 W. 190th St., Torrance, Calif. 90509/Phone: (310) 328-2075. Denny Clements, grp VP & gm; Mark S. Templin, VP-svc, parts & customer satisfaction; Michael Wells, VP & mktg mgr; Robert S. Carter, VP-sls & dealer devel; Robin Pisz, natl interactive mktg mgr; Lynda Eguchi, media mgr; Barry Jay, creative mgr.

**Team One Advertising**, El Segundo, Calif. Brian Sheehan, co-chmn & CEO; Tom Cordner, co-chmn & creative dir; Cheryl Mordini, mgmt dir.

**Conill Advertising**, Torrance, Calif. Angel Collado Schwarz, pres & CEO; Cynthia McFarlane, mg dir. — Hispanic adv.

**Scion Division:** 19001 S. Western Ave., Torrance, Calif. 90509/Phone: 310-468-4000. James D. Farley, VP; Brian Bolain, natl sls promo mgr; Dawn L. Morgan, natl mktg comms mgr.

**Artik**, San Francisco. Will Travis, pres; Kevin George, acct mgr.

**Oasis Advertising**, New York. Ruby Fiorito, acct mgr. — interactive mktg.

**Toyota Division:** 19001 S. Western Ave., Torrance, Calif. 90509/Phone: (310) 468-4000. Donald V. Esmond, grp VP & gm; James Lentz, VP-mktg; Alan H. DeCarr, VP-sls; Deborah Wahl Mayer, corp mgr-mktg comms; Todd Ferguson, natl adv mgr; Celeste Migliore, natl adv mgr; Mark F. Simmons, natl mgr-adv strategy.

**Saatchi & Saatchi**, Torrance, Calif. Kurt Ritter, CEO; Rich Anderman, chief operating officer & mg dir; Tim Murphy, grp acct dir.

**Burrell Communications Group**, Chicago. Ella Britton, VP & acct dir. — African-American adv.

**Conill Advertising**, Torrance, Calif. Angel Collado Schwarz, pres & CEO; Cynthia McFarlane, mg dir. — Hispanic adv.

**10 Unilever****U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$176,812	\$121,822	45.1
Sunday magazine	2,282	1,414	61.4
Newspaper	.891	386	130.8
National newspaper	.156	54	189.6
Outdoor	1,583	1,698	-6.8
Network TV	304,961	270,775	12.6
Spot TV	39,414	28,686	37.4
Syndicated TV	58,931	65,656	-10.2
Cable TV networks	92,382	81,093	13.9
Network radio	1,224	1,294	-5.4
National spot radio	2,500	3,100	-19.4
Internet	7,651	4,633	65.1
Measured media	688,786	580,611	18.6
Unmeasured media	951,181	988,620	-3.8
Total	1,639,968	1,569,231	4.5

By brand	2002	2001	% chg
Slim Fast foods	116,274	108,311	7.4
Dove soaps & toiletries	84,640	93,183	-9.2
Lipton Foods	40,348	52,418	-23.0
Thermasilk hair care prods	32,465	32,504	-0.1
Ragu sauces & pasta dinners	31,485	19,654	60.2
Degree anti-persp & deod	26,772	14,272	87.6
Ponds cold creams	24,854	12,786	94.4
Suave hair care products	23,222	17,286	34.3
Caress body wash	21,742	3,772	476.4
Snuggle fabric softener	21,445	3,993	437.1
All laundry detergents	19,208	2,994	541.6
Vaseline Intensive Care lotions	18,459	15,340	20.3
Lever 2000 soaps	18,253	16,722	9.2
Wish-Bone salad dressing	17,891	15,976	12.0
Hellmann's foods	16,737	3,071	445.0
Eternity beauty products	16,729	15,952	4.9
I Cant Believe/Butter spread	16,200	14,982	8.1
Shedds Country Crock spreads	15,771	4,044	290.0
Axe deodorant body spray	13,391	NA	NA
Bertolli pasta sauce	13,378	687	NA
Lawry's marinades	10,483	1,257	734.0
Thomas' bgl's, Eng mufns, waffles	10,401	18,523	-43.9

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$43,258	\$46,165	-6.3
Earnings	1,973	1,647	19.8
North America	2002	2001	% chg
Sales	11,535	12,337	-6.5
Operating profit	1,329	978	35.9
Division sales	2002	2001	% chg
Personal care	11,341	11,029	2.8
Savory & dressings	8,593	8,600	-0.1
Home care & prof cleaning	7,938	9,349	-15.1
Ice cream & frozen foods	6,910	6,925	-0.2
Spreads & cooking products	5,695	5,987	-4.9
Health & wellness & beverages	3,767	3,719	1.3
Other	493	556	-11.3

**Headquarters**

Unilever/P.O. Box 760, 3000 DK, Rotterdam, Netherlands /Phone: 31-10-217-4000.



Unilever/Unilever House, Blackfriars, London, U.K. EC4 P4BQ/44-207-822-5252

Unilever/390 Park Ave., New York, N.Y. 10022/Phone: (212) 888-1260.

**Notes**

In August 2002 Unilever introduced Axe aerosol spray deodorant to the U.S., backed by \$90 million in marketing support. Unilever is planning to sell its lower-priced toothpaste brands, including Pepsodent, Aim and Close-Up, as well as once-popular Mentadent and other smaller brands worth over \$300 million.

**Personnel, brands, agencies**

**Corporate:** Niall FitzGerald, chmn; Antony Burgmans, chmn; Brad Simmons, VP-media, U.S.

**Ben & Jerry's Homemade:** 30 Community Dr., South Burlington, Vt. 05403-6828/Phone: (802) 846-1500. Yves Couette, CEO; Walt Freese, dir-mktg.

**In-house.**

**Good Humor-Breyers:** 909 Packerland Dr., Green Bay, Wis. 54303/Phone: (920) 499-5151. Eric Walsh, pres; Terry Olson, VP-mktg.

**Campbell Mithun,** Minneapolis. Tim Hawley, sr VP & gm. — Breyers All Natural, Klondike, Popsicle.

**McCann-Erickson Worldwide,** New York. Linda Luca, sr VP & grp mg dir. — Good Humor.

**Home & Personal Care:** 33 Benedict Place, Greenwich, Conn. 06836/Phone: (203) 661-2000. Charles B. Strauss, pres-home & personal care, N. Amer.; Randy Quinn, sr VP-brand devel; Alan Jope, chief operating officer; Jon Achenbaum, gm-hair; Stan Cook, gm-deodorant; Bill Littlefield, gm-specialty; Bob Shipley, gm-laundry.

**Bartle Bogle Hegarty,** New York. Bob Ferrini, acct mgr; Tina Wang, acct mgr. — Axe.

**BBDO Worldwide,** New York. Janet Presley, sr acct dir. — Caress, Sunlight.

**DDB Worldwide Communications,** Chicago. Susan Lulich, acct super. — Degree.

**J. Walter Thompson Co.,** New York. Stephanie Hancock, sr ptrn & mg dir. — Lever 2000 bar soap, Lever 2000 body wash, Lever 2000 moisturising wipes, Thermasilk shampoos, conditioners & styling aids.

**Lowe & Partners Worldwide,** New York. Michael Baer, exec VP & mg dir. — All, Snuggle, Surf, Wisk.

**McCann-Erickson Worldwide,** New York. Lee Johnson, exec VP; Linda Luca, sr VP & grp mg dir. — Vaseline Intensive Care.

**No agency.** — Q-Tips, Mentadent.

**Ogilvy & Mather Worldwide,** New York & Chicago. Vivian Rowden, mg ptrn & grp acct dir. — Dove, Ponds, Rave, Suave.

**MindShare Worldwide,** New York. Mike Styles, AOR dir; Nadine McHugh, strategic plng dir. — media svcs.

**Slim-Fast Foods Co.:** 777 S. Flagler Dr., West Tower, Ste. 1400, West Palm Beach, Fla. 33401/Phone: (561) 833-9920. Mark Covent, pres; Michiel Kruyt, VP-mktg; Joanne Moscato-Hogan, interactive dir.

**Grey Worldwide,** New York. Ken Levy, exec VP-acct mgmt.

**Unilever Bestfoods:** 800 Sylvan Ave., Englewood Cliffs, N.J. 07632/Phone: (201) 567-8000. John W. Rice, pres; David Landers, N. Amer. pres & chief operating officer-UBF Foodsolutions; Mike Bauer, VP & gm-SSCC/Imperial/ICBINB/Skippy; Mark Olney, VP & gm-Hellman's/Bestfoods/Wishbone; Bauke Rouwers, VP & gm-Lipton/Knorr/Lawry's; Steve Savino, VP & gm-Bertollini & Ragu; Lisa Klausner, VP-cons activation; Donna Goldfarb, sr dir-cons & mkt insight; Phyllis Joseph, sr mgr-comms channel plng.

**Agency in review.** — Knorr.

**Dailey & Associates,** Los Angeles. Jeanne Case, sr VP. — Lawry's.

**DDB Worldwide Communications,** New York. Suheil Pimentel, acct mgr. — Lipton soups & prepared meals.

**J. Walter Thompson Co.,** New York. Stephanie Hancock, sr ptrn and mg dir. — Cheese Creations, Chunky Garden Style, Lipton Cold Brew, Lipton Iced Tea Mixes, Lipton Red & Yellow Tea Bags, Lipton Specialty Teas, Matika, Old World Style, Ragu Express, Robusto!

**Lowe & Partners Worldwide,** New York. Richard Willis, exec VP & ww client dir. — Hellmann's/Bestfoods, Wish-Bone.

**McCann-Erickson Worldwide,** New York. Linda Luca, exec VP. — I Can't Believe It's Not Butter, Skippy peanut butter, Take Control.

**Stone & Simons Advertising,** Detroit. Douglas Stone, exec VP. — Brummel & Brown, Shedd's Country Crock, Imperial.

**MindShare Worldwide,** New York. Mike Styles, AOR dir. — media svcs.

**Unilever Cosmetics International:** 725 Fifth Ave., New York, N.Y. 10022/Phone: (212) 759-8888. Kevin Boyce, pres & CEO; Hilary Dart, pres, Calvin Klein Cosmetics; Marisa Thalberg, VP-global adv & prodn.

**CRK Advertising (In-house).** — Calvin Klein cosmetics & fragrances.

**92 United Parcel Service**

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$21,285	\$18,926	12.5
Newspaper	1,205	844	42.7
National newspaper	3,625	1,833	97.8
Outdoor	332	114	190.9
Network TV	95,935	38,452	149.5
Spot TV	7,152	1,080	562.2
Syndicated TV	274	246	11.2
Cable TV networks	14,620	9,176	59.3
Network radio	375	5,420	-93.1
National spot radio	13,702	9,670	41.7
Internet	2,284	1,223	86.7
Yellow Pages	4,914	5,153	-4.6
Measured media	165,702	92,137	79.8
Unmeasured media	165,702	174,931	-5.3
Total	331,404	267,068	24.1
By brand	2002	2001	% chg
United Parcel Service	139,772	69,109	102.2
Mail Boxes Etc.	18,732	16,654	12.5

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$31,272	\$30,646	2.0
Earnings	3,182	2,399	32.6

**Sales & earnings (\$ in millions)**

U.S.	2002	2001	% chg
Sales	23,924	23,997	-0.3
<b>Division sales</b>	<b>2002</b>	<b>2001</b>	<b>% chg</b>
U.S. domestic package	23,924	23,997	-0.3
International package	4,680	4,245	10.2
Non-package	2,668	2,079	28.3

**Headquarters**

United Parcel Service/55 Glenlake Pkwy. N.E., Atlanta, Ga. 30328/Phone: (404) 828-6000.

**Personnel, brands, agencies**

**Corporate:** Michael L. Eskew, chmn & CEO; John J. Beystehner, sr VP-ww sls & mktg; Calvin Darden, sr VP-U.S. opers; Ed Buckley, VP-brand mgmt; Paul Meyer, grp mgr-brand comms; Rick Radermacher, mgr-natl adv.

**Martin Agency**, Richmond, Va. Ian Davidson, exec VP; Steve Sanders, VP & mgmt super.

**Lowe & Partners Worldwide**, New York. Elissa Goldman, exec VP & dir-bdcast svcs. — media buying-natl bdcast.

**UPS Store/Mail Boxes Etc.:** 6060 Cornerstone Ct. W., San Diego, Calif. 92121-3795/Phone: 858-455-8800. Stuart Mathis, pres; Kurt M. Schusterman, VP-mktg.

**Doner**, Newport Beach, Calif. Julie MacDonald, acct dir.

**24 U.S. Government**

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$93,468	\$87,794	6.5
Sunday magazine	18,660	23,476	-20.5
Newspaper	37,739	40,929	-7.8
National newspaper	22,414	22,828	-1.8
Outdoor	6,507	7,641	-14.8
Network TV	192,089	210,211	-8.6
Spot TV	34,004	30,434	11.7
Syndicated TV	22,915	22,595	1.4
Cable TV networks	124,994	96,741	29.2
Network radio	19,917	17,854	11.6
National spot radio	10,937	11,586	-5.6
Internet	11,896	14,802	-19.6
Measured media	595,538	586,891	1.5
Unmeasured media	487,258	480,185	1.5
Total	1,082,796	1,067,075	1.5
By brand	2002	2001	% chg
Office of Natl Drug Control	184,865	161,878	14.2
U.S. Army	99,059	97,787	1.3
U.S. Postal Service	69,287	79,826	-13.2
U.S. Air Force	49,918	41,693	19.7
U.S. Navy	24,548	17,884	37.3
Centers/Disease Cntrl & Prv	21,564	1,397	NA
Internal Revenue Service	19,559	11,705	67.1
Dept/Health & Human Svcs	18,627	23,377	-20.3
Amtrak	18,070	30,727	-41.2
U.S. Marines	15,850	19,672	-19.4

**Headquarters**

U.S. Government/Washington, D.C.

**Notes**

The Ad Council assigned work for the Department of Homeland

Security on a project basis, including television spots from Interpublic Group of Cos.' the Martin Agency, Richmond Va., and a Web site by Ruder Finn Interactive. Both the U.S. Coast Guard and the Federal Emergency Management Agency are now a part of the Department of Homeland Security.

**Personnel, brands, agencies**

**Air National Guard:** ANG/DPFR, Ste. 10415, 1411 Jefferson Davis Hwy., Arlington, Va. 22202/Phone: (703) 607-3248.

**Laughlin Marinaccio & Owens Advertising**, Arlington, Va. Chris Laughlin, acct exec.

**Amtrak:** 10 G St., N.E./Ste. 3E-562, Washington, D.C. 20002/Phone: (202) 906-4806. David Lim, VP-mktg & brand mgmt; Joyce Greene, sr dir-adv & brand mgmt.

**Agency in review.**

**Army National Guard:** NGB-ASM/1411 Jefferson Davis Hwy., Arlington, Va. 22202/Phone: (703) 607-3563. Lt. Col. Michael Jones, chief-adv & mktg.

**Laughlin Marinaccio & Owens Advertising**, Arlington, Va. Doug Laughlin, pres.

**Docupak**, Birmingham, Ala. Philip Crane, acct super. — sls promo & direct mktg.

**Bureau of Engraving & Printing:** 14th St. and C St. SW, Washington, D.C. 20228/Phone: (202) 874-3545. Dawn Haley, chief-external relations.

**Burson-Marsteller**, Washington. James C. Lake, client mg ptr. — currency introduction campaign.

**Centers for Disease Control & Prevention:** 2900 Woodcock Blvd., Atlanta, Ga. 30341/Phone: (770) 488-5331. Mike Greenwell, assoc comms dir; Faye Wong, dir, VERB campaign; Lori Asbury, creative team lead, VERB campaign.

**Saatchi & Saatchi**, New York. Bob McKinnon, exec VP, dir strategic comms; Kirsten Meyer, acct dir & sr VP, mgmt dir.

**A Partnership**, New York. Anita Lai, acct dir. — Asian-American adv.

**Frankel**, Chicago. Eric Rosenthal, sr VP & mg dir. — events, promo.

**PFI Marketing**, New York. David Prince, pres & mg ptr. — African-American adv.

**Publicis Dialog**, Chicago. Lauren Russ, sr principal, cons grp. — PR.

**G&G Advertising**, Albuquerque, N.M. Michael Gray, pres & creative dir. — American Indian adv.

**Garcia 360**, San Antonio. Erika Prosper, acct dir. — Hispanic adv.

**Central Intelligence Agency:** CIA Recruitment Center, Washington, D.C. 20505/Phone: (703) 482-0623.

**In-house.** — recruitment adv.

**Department of Homeland Security:** Nebraska Avenue Center (NAC), 3801 Nebraska Ave., N.W., Washington, D.C. 20303-5445/Phone: (202) 282-8000.

**Agencies assigned on a project basis.**

**Department of the Army:** Office of the Assistant Secretary of the Army, Marketing Strategy Group, Washington, D.C. 20310/Phone: (703) 693-4973. Reginald J. Brown, asst secretary-Army manpower & reserve affairs; Barry N. Lipsy, chief mktg officer.

**Leo Burnett Worldwide**, Chicago. Ray DeThorne, exec VP & acct dir.

**Merkle Direct Marketing**, Lanham, Md. Michael Matthias, sr VP-client mgmt srvs. — Database mgmt.

**Housing & Urban Development**: 451 Seventh St. S.W., Room 9166, Washington, D.C. 20410/Phone: (202) 708-0317. Meg Burns, acting prog support dir.

**No agency.**

**Internal Revenue Service**: 1111 Constitution Ave. N.W., Washington, 20503/Phone: (202) 622-4349. Gail Ellis, mgr mktg & taxpayer info; Frances Keith, natl dir comms.

**Foote, Cone & Belding Worldwide**, New York. Marc Rappin, sr VP.

**Joint Advertising, Market Research & Studies**: 4040 Fairfax Dr., Ste 200, Arlington, Va. 22203/Phone: (703) 696-0850. Art Floyd, prog mgr; Matt Boehmer, deputy prog mgr; Maj. Joe Allegretti, chief-joint adv; Lt. Warren Heiser, project officer-joint adv; Capt. Maurice Brown, project officer-joint adv; Andrea Zucker, project officer-market research & studies.

**Mullen**, Wenham, Mass. John Piscitelli, acct super.

**Office of National Drug Control Policy**: 750 17th St. N.W., Washington, D.C. 20503/Phone: (202) 395-6794. Alan Levitt, dir-nat'l youth anti-drug media campaign; Kendall B. Oliphant, adv svcs mgr.

**Ogilvy & Mather Worldwide**, New York. David Mechlin, creative svcs dir.

**Bromley Communications**, San Antonio. Kim Chance, grp dir. — Hispanic adv.

**Chisholm-Mingo**, New York. Sam Chisholm, CEO. — African-American adv.

**Porcaro Communications**, Anchorage, Ala. Mark Hopkins, pres. — mktg to Alaskan natives.

**U.S. Air Force**: Air Force Recruiting Service RSM, 550 D St. W., Ste 1, Randolph AFB, Texas 78150-4527/Phone: (210) 652-4701. Brig. Gen. Edward A. Rice, cmdr, Air Force recruiting svc; Col. Bob East, vice cmdr; Lt. Col. Carla Silvester, chief, mktg div; Tim Talbert, deputy chief-mktg div.

**GSD&M**, Austin, Texas. Lee Pilz, acct dir.

**Dieste, Harmel & Partners**, Dallas. Tony Dieste, pres; Warren Harmel, mg ptnr. — Hispanic adv.

**Merkle Direct Marketing**, Lanham, Md. Michael Matthias, sr VP client mgmt svcs. — Database mgmt.

**Tribal DDB**, Dallas. Jeff Erickson, acct exec. — interactive mktg.

**U.S. Air Force Reserve**: HQAFRC/RSA, 1000 Corporate Pointe, Warner Robins, Ga. 31088/Phone: (478) 327-0655. Col. Francis M. Mungavin, dir-recruiting; Lt. Col. Jacqueline Scott, chief-adv & info systems; Chief Master Sgt. R. Eric Snipes, chief-adv branch.

**TMP Worldwide**, Atlanta. Ron Blum, natl dir; Dan Jones, dir-military accts; Byron Galway, genl acct mgr.

**U.S. Army Accessions Command**: Strategic Outreach Office, Fort Knox, Ky. 40121-2726/Phone: (502) 626-0141. Lt. Gen. Dennis Cavin, commanding genl; Col. Thomas Nickerson, dir-strategic outreach.

**Leo Burnett Worldwide**, Chicago. Ray DeThorne, exec VP-acct dir.

**Cartel Group**, San Antonio. Victoria Varela Hudson, pres; Fiona Roache, acct dir. — Hispanic adv.

**U.S. Army Cadet Command**: Director of Marketing & Public Affairs, U.S. Army Cadet Command, Bldg. 56, Fort Monroe, Va. 23651-5000/Phone: (757) 788-4597. Paul Kotakis, interim dir-mktg & adv, public affairs directorate.

**Leo Burnett Worldwide**, New York. Ray DeThorne, exec VP & acct dir.

**U.S. Army Reserve**: Office of the Chief, Army Reserve, Washington, D.C. 20310/Phone: (703) 601-4759. Lt. Col Mark Zimmer, mktg officer; Maj. Lora Tucker, mktg officer.

**Leo Burnett Worldwide**, Chicago. Ray DeThorne, exec VP & acct dir.

**Merkle Direct Marketing**, Lanham, Md. Michael Matthias, sr VP-client mgmt srvs.

**U.S. Coast Guard (Department of Homeland Security)**: U.S. Coast Guard Recruiting Command, 4200 Wilson Blvd., Ste. 450, Arlington, Va. 22203-1804/Phone: (202) 493-6682. Mauro Cooper, chief-recruit adv.

**Cossette Post**, New York. Fred Morris, mgmt super; Margot Grady, media dir.

**U.S. Marine Corps**: Marine Corps Recruiting Command, 3280 Russell Rd., Quantico, Va. 22134/Phone: (703) 784-9434. Maj. Genl. Christopher Cortez, commanding genl; Maj. Michael Zeliff, asst chief of staff-adv.

**J. Walter Thompson Co.**, Atlanta. Jeff White, pres & gm.

**U.S. Mint**: 801 9th St. NW, Washington, D.C. 20220/Phone: (202) 874-6000. Henrietta Holsman Fore, dir.

**No agency.** — golden dollar, state quarters.

**U.S. Navy**: Navy Recruiting Command, 5722 Integrity Drive Bldg. 784, Millington, Tenn. 38054/Phone: (901) 874-9388. Rear Adm. George E. Voelker, commander-Navy recruiting command; Capt. David Faasse, dir-adv & mktg dept.

**Campbell-Ewald**, Warren, Mich. Kathleen M. Donald, sr VP & grp acct super.

**Accent Marketing Services**, Miami. Lisette Hoyo, acct super. — Hispanic mktg.

**GlobalHue**, Southfield, Mich. Steve Canty, acct grp mgr. — African-American adv.

**U.S. Postal Service**: Office of Advertising, 1735 N. Lynn St., Arlington, Va. 22209/Phone: (703) 292-3928. Larry Speakes, mgr adv.

**Campbell-Ewald**, Detroit. Jim Palmer, pres.

## 14 Verizon Communications

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$25,698	\$14,418	78.2
Sunday magazine	311	453	-31.3
Newspaper	340,390	322,170	5.7
National newspaper	36,586	30,972	18.1
Outdoor	18,918	11,153	69.6
Network TV	257,225	138,327	86.0
Spot TV	207,272	226,156	-8.3
Syndicated TV	18,043	136	NA
Cable TV networks	59,523	29,336	102.9



By media	2002	2001	% chg
Network radio	4,037	5,200	-22.4
National spot radio	71,273	63,941	11.5
Internet	20,565	13,621	51.0
Yellow Pages	9,393	8,900	5.5
Measured media	1,069,235	864,783	23.6
Unmeasured media	458,244	530,029	-13.5
Total	1,527,479	1,394,812	9.5
By brand	2002	2001	% chg
Verizon phone svcs	1,021,670	824,543	23.9
Superpages.com Online	16,068	13,159	22.1

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$67,625	\$67,190	0.6
Earnings	4,079	389	948.6
U.S.	2002	2001	% chg
Sales	64,356	64,649	-0.5
Division sales	2002	2001	% chg
Domestic telecom	40,712	42,081	-3.3
Domestic wireless	19,260	17,393	10.7
Information services	4,287	4,313	-0.6
International	2,962	2,337	26.7

**Headquarters**

Verizon Communications/1095 Ave. of the Americas, New York, N.Y. 10016/Phone: (212) 395-2121.

**Personnel, brands, agencies**

**Corporate:** Charles R. Lee, chmn; Ivan Seidenberg, pres & CEO; Bruce Gordon, pres-retail markets; Jerri DeVard, sr VP-brand mgmt & mktg comms; Mary Ellen Payne, VP-cons mktg comms; Monte Beck, VP-bus mktg comms; William McCarron, VP-media svcs & sponsorships; Donald Klika, exec dir-brand identity, naming & corp adv.

**McGarry Bowen**, New York. John Bermingham, brand; Adrian Keevil, bus.

**Verizon Media at Zenith (a joint venture of Zenith Media and DraftWorldwide)**, New York. Wendy Marquardt, pres; Marilyn Lunenfeld, sr VP & dir client svcs; Roy O'Reilly, sr VP, dir broadcaster's svcs. — media buying.

**Burrell Communications Group**, Chicago. McGhee Williams, exec VP. — African-American adv.

**DraftWorldwide**, New York. Nancy Grebey, exec VP. — direct mktg.

**Euro RSCG Circle**, Boston. Eric Snyder, pres. — E-web marketing.

**La Agencia de Orci & Asociados**, Los Angeles. Roberto Orci, pres; Leon Potasinki, sr VP & media dir. — Hispanic adv & media buying.

**Verizon Information Services:** Verizon Place, 2200 W. Airfield Dr., DFW Airport, Texas 75261-9810/Phone: (972) 453-7000. Patrick Marshall, group VP-mktg; Marilyn Burrows, exec dir-mktg comms & branding.

**Kirschenbaum Bond & Partners**, New York. Rosemarie Ryan, pres.

**Verizon Media at Zenith (a joint venture of Zenith Media and DraftWorldwide)**, New York. Wendy Marquardt, pres; Marilyn Lunenfeld, sr VP & dir client svcs. — media buying.

**Verizon Wireless:** 180 Washington Valley Rd., Bedminster, N.J. 07921/Phone: (908) 306-7000. Dennis F. Strigl, pres & CEO; Lowell McAdam, exec VP & chief operating officer; John Stratton, VP & chief mktg officer.

**Lowe & Partners Worldwide**, New York. Andy Ball, sr ptrn-acct svcs.

**Verizon Media at Zenith (a joint venture of Zenith Media and DraftWorldwide)**, New York. Wendy Marquardt, exec VP & dir client svcs; Elizabeth Fox, sr VP & dir client svcs. — media buying.

**GlobalHue**, Southfield, Mich. Don Coleman, chmn & CEO. — multicultural adv.

**16 Viacom**

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$101,161	\$87,457	15.7
Sunday magazine	5,472	1,845	196.6
Newspaper	92,120	101,879	-9.6
National newspaper	29,537	30,413	-2.9
Outdoor	23,796	19,795	20.2
Network TV	134,145	178,087	-24.7
Spot TV	105,991	100,784	5.2
Syndicated TV	38,164	38,859	-1.8
Cable TV networks	134,906	101,871	32.4
Network radio	16,019	12,900	24.2
National spot radio	46,961	34,993	34.2
Internet	27,589	38,695	-28.7
Yellow Pages	NA	0	NA
Measured media	755,861	747,578	1.1
Unmeasured media	503,908	503,593	0.1
Total	1,259,769	1,251,171	.7
By brand	2002	2001	% chg
Paramount movies	372,342	354,245	5.1
Blockbuster video store	111,551	122,294	-8.8
CBS TV Network	58,531	70,923	-17.5
Showtime cable TV	28,000	28,663	-2.3
Nickelodeon cable TV & media	14,830	5,704	160.0

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$24,606	\$23,223	6.0
Earnings	726	-224	NA
U.S.	2002	2001	% chg
Sales	20,577	19,467	5.7
Division sales	2002	2001	% chg
Television	7,490	7,248	3.3
Video	5,566	5,157	7.9
Cable networks	4,727	4,298	10.0
Infinity	3,755	3,670	2.3
Entertainment	3,647	3,598	1.4

**Headquarters**

Viacom/1515 Broadway, New York, N.Y. 10036/Phone: (212) 258-6000.

**Notes**

In the second quarter of 2003, Viacom is expected to complete the purchase of 50% of Comedy Central from co-owner AOL Time Warner for \$1.26 billion. TNN, The National Network, has been renamed Spike TV to increase male viewership.



**Personnel, brands, agencies**

**Corporate:** Sumner Redstone, chmn & CEO; Mel Karmazin, pres & chief operating officer.

**BET:** 1 BET Plaza, 1235 W. Place N.E., Washington D.C., 20018/Phone: (202) 608-2000. Robert L. Johnson, founder & CEO; Debra Lee, pres & chief operating officer; Louis Carr, pres-bdcast adv sls; Lee Chaffin, sr VP-affiliate sls; Kelli Lawson, exec VP-mktg & comms; Brucetta Williams, VP-off-channel mktg; Matthew Barnhill, VP-market rsch & creative svcs; Michael Lewellen, VP-corp.

**In-house.**

**Blockbuster:** 1201 Elm St., Dallas, Texas 75270/Phone: (214) 854-3000. John Antioco, chmn & CEO; Nigel Travis, pres & chief operating officer; Nick Shepherd, exec VP & chief mktg & merch officer; Scott Parks, VP-adv.

**Doner,** Southfield, Mich. Kevin Weinman, exec VP & acct mgmt dir.

**J. Walter Thompson Co.,** Chicago. Erin Clark, grp mgmt dir.  
**Camelot Communications,** Dallas. Tom Kalahar, CEO. — media buying.

**Bravo Group,** Miami. Mary Miqueli, sr VP & gm. — Hispanic adv.

**CBS Television:** 51 W. 52nd St., New York, N.Y. 10019/Phone: (212) 975-4321. Leslie Moonves, chmn & CEO; Joann Ross, pres-sls; George Schweitzer, exec VP-mktg & comms.

**In-house.**

**Carat North America,** New York. John Adams, grp acct dir. — media svcs.

**Infinity Broadcasting Corp.:** 1515 Broadway, New York, N.Y. 10036/Phone: (212) 846-3939. John Sykes, chmn & CEO; Joel Hollander, pres & chief operating officer.

**No agency.**

**MTV Networks:** 1515 Broadway, New York, N.Y. 10036/Phone: (212) 258-8000. Thomas E. Freston, chmn & CEO; Mark Rosenthal, chief operating officer; Judith McGrath, co-pres, Comedy Central, CMT, MTV, MTV2, VH-1; Herb Scannell, co-pres, Nick at Nite, Nickelodeon, Spike TV, TV Land; Allen Broce, sr VP-mktg & on-air promos; Joe Ortiz, VP-mktg & promos; Sue Danaher, exec VP-ad sls, Nick at Nite, Nickelodeon, Spike TV, TV Land; Doug Rohrer, exec VP-ad sales, Comedy Central, CMT, MTV, MTV2, VH-1; Larry Divney, pres & CEO-Comedy Central; Bill Hilary, exec VP & gm-Comedy Central; Cathy Tankosic, sr VP-mktg, Comedy Central; Brian Phillips, gm, CMT; Van Toffler, pres, MTV & MTV2; Dave Cohn, mgr, MTV2; Maureen Taxter, VP-mktg & retail, Nickelodeon cons prods; Jim Corboy, sr VP mktg, VH-1 & CMT; Christina Norman, gm, VH-1.

**In-house.** — CMT, MTV, MTV2, Nickelodeon, Nick at Nite, VH-1.

**MPG,** New York. Tom Stolsi, sr VP assoc mg dir, plng; Tom Volk, VP acct dir, plng. — media svcs, Comedy Central.

**Paramount Home Entertainment:** 5555 Melrose Ave., Los Angeles, Calif. 90038/Phone: (323) 956-5000. Michael Arkin, sr VP-mktg.

**MediaVest,** Los Angeles. Claudia Ragsdale, grp dir. — media svcs.

**Paramount Parks:** 8720 Red Oak Blvd., Ste. 315, Charlotte, N.C. 28217/Phone: (704) 561-8100. Brett Petit, sr VP-corp mktg; Rob Collins, VP-adv-corp mktg; Wendy Oglesby, VP-mktg, Paramount's Carowinds; Bob White, VP-mktg, Paramount's Great America; Ed Kuhlmann, VP-mktg, Paramount's King's Dominion; Dale Kaetzel, VP-mktg, Paramount's King's Island; Scott McConnell, VP-mktg, Paramount Canada's Wonderland; Joe Reuter, dir-mktg, Star Trek: The Experience; Elizabeth Williams, VP-mktg, Terra Mitica, Spain.

**Barkley Evergreen & Partners,** Kansas City, Mo. Pucka Tomasic, sr VP & acct dir; Knox Duncan, sr VP & media.

**Paramount Pictures:** 5555 Melrose Ave., Los Angeles, Calif. 90038/Phone: (323) 956-5000. Jonathan Dolgen, chmn-Viacom entertainment grp; Sherry Lansing, chmn-motion picture grp; Arthur Cohen, pres-ww mktg; Rob Friedman, chief operating officer-Paramount Pictures & vice chmn-motion picture grp; John Goldwyn, vice chmn-motion pictures grp & pres, Paramount Pictures; Michelle Manning, co-pres-Paramount prodn; Karen Rosenfelt, co-pres-Paramount prodn; Tom Campanella, exec VP-natl adv & promo; Nancy Goliger, exec VP-mktg & creative affairs; Nancy Kirkpatrick, exec VP-ww publicity; Jim Gibbons, exec VP-creative adv, audio visual; Lucia Ludovico, exec VP-creative adv, print; William Rus, sr VP-creative adv; Leslie Pound, sr VP-intl mktg; Susan Wrenn, sr VP & media dir.

**Starcom MediaVest,** New York. Oliver Dizon, sr VP & grp dir. — media buying.

**Paramount Television:** 5555 Melrose Ave., Los Angeles, Calif. 90038/Phone: (323) 956-5000. John Wentworth, exec VP-mktg & media rel; Michael Mischler, exec VP-mktg, domestic TV.

**Colby & Partners,** Los Angeles. Stefan Gerber, pres & exec creative dir. — domestic TV.

**Johnson & Murphy Advertising,** Los Angeles. Kim Sheily, acct mgr. — network TV.

**Showtime Networks:** 1633 Broadway, New York, N.Y. 10019/Phone: (212) 708-1600. Matthew Blank, chmn & CEO; Len Fogge, exec VP-creative & mktg; Mark Greenberg, exec VP-corp strategy & comms; Geof Rochester, sr VP-mktg; Stephanie Gibbons, sr VP-adv & promo.

**Leo Burnett Worldwide,** Chicago. Jamie King, VP & acct dir.

**Red Group (in-house)**

**Starcom,** Chicago. Donna McLean, acct dir. — media svcs.

**Simon & Schuster:** 1230 Ave. of the Americas, New York, N.Y. 10020/Phone: (212) 698-7000. Jack Romanos, pres & chief operating officer; Michael Selleck, sr VP & exec dir-mktg; Carolyn K. Reidy, pres-Adult Publishing Grp; Rick Richter, pres-Children's Publishing Div.

**In-house.**

**UPN:** 11800 Wilshire Blvd., Los Angeles, Calif. 90025/Phone: (310) 575-7000. Dawn Ostroff, pres; Rachel Clark, sr VP-mktg & media opers.

**Carat Interactive,** Los Angeles. Mylene Valbuena, acct exec.

## 73 Visa International

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$28,518	\$13,517	111.0
Newspaper	3,380	1,464	130.9

By media	2002	2001	% chg
National newspaper	2,114	1,604	31.8
Outdoor	3,829	2,662	43.8
Network TV	184,953	165,742	11.6
Spot TV	5,563	6,715	-17.2
Syndicated TV	9,028	20,196	-55.3
Cable TV networks	33,915	36,723	-7.6
Network radio	4,382	493	788.9
National spot radio	1,851	2,753	-32.8
Internet	39,841	69,637	-42.8
Measured media	317,374	321,506	-1.3
Unmeasured media	105,791	107,168	-1.3
Total	423,165	428,674	-1.3
By brand	2002	2001	% chg
Visa credit cards	277,532	251,867	10.2

**Headquarters**

Visa International/P.O. Box 8999, San Francisco, Calif. 94128/Phone: (650) 432-3200.

**Personnel, brands, agencies**

**Corporate:** Malcolm Williamson, pres & CEO; John Elkins, exec VP-global brand & mktg.

**Visa USA:** P.O. Box 194607, San Francisco, Calif. 94119/Phone: (415) 932-2100. Carl F. Pascarella, pres & CEO; Rebecca Saeger, exec VP-brand mktg; Liz Silver, sr VP-adv & brand mgmt; Michael Lynch, sr VP-event & sponsorship mktg.

**BBDO Worldwide**, New York. Rich Kronengold, chief mktg officer.

**OMD Worldwide**, New York. Joan Mikardos, plng & print buying; John Mattimore, natl bdcst buying. — media svcs.

## 54 Vivendi Universal

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$33,625	\$27,183	23.7
Sunday magazine	960	3,507	-72.6
Newspaper	95,982	76,377	25.7
National newspaper	27,635	19,399	42.5
Outdoor	10,583	11,679	-9.4
Network TV	143,333	147,535	-2.8
Spot TV	50,463	43,996	14.7
Syndicated TV	10,645	15,393	-30.8
Cable TV networks	69,414	66,479	4.4
Network radio	669	1,420	-52.9
National spot radio	9,157	8,996	1.8
Internet	32,442	44,234	-26.7
Measured media	484,909	466,198	4.0
Unmeasured media	106,443	109,357	-2.7
Total	591,352	575,555	2.7
By brand	2002	2001	% chg
Universal movies	306,019	265,340	15.3
USA Films movies	30,489	41,499	-26.5
USA cable TV network	18,151	10,502	72.8

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$56,526	\$51,404	10.0
Earnings	-3,320	1,434	NA
U.S.	2002	2001	% chg
Sales	10,019	11,340	-11.6

Division sales	2002	2001	% chg
Environmental svcs	30,038	26,073	15.2
Cegetel	6,550	5,721	14.5
Music	5,817	5,879	-1.1
Vivendi Universal Entertainment	5,811	4,425	31.3
Canal+	4,479	4,089	9.5
Maroc Telecoms	1,378	908	51.8
Vivendi Games	736	589	25.0
Publishing	614	3,252	-81.1
VTI	427	217	96.8

**Headquarters**

Vivendi Universal/42 ave. de Friedland, Cedex 08, Paris, France 75380/Phone: 33-1-71-71-1000.

Vivendi Universal/375 Park Ave., New York, N.Y. 10152/Phone: (212) 572-7000.

**Notes**

Vivendi Universal was formed in December 2000 with the merger of Vivendi S.A., Seagram Co. and Canal+ S.A. USA Networks was later bought in May 2002 as it solidified its identity as a leading media and communications company. But that acquisition binge left the company heavily leveraged and its ability to pay creditors compromised. Vivendi Universal is in the process of selling \$14-\$16 billion in assets through 2004. On Dec. 20, 2002 it sold its European publishing assets; it sold its 10% interest in EchoStar on Dec. 23 and on Dec. 30, the U.S. Houghton Mifflin publishing company. The board in late 2002 hired Jean-Rene Fourtou to replace Jean-Marie Messier as chairman and CEO. Sales for Vivendi Universal are reported pro forma as if acquisitions in 2002, primarily USA Networks, and its divestitures, particularly its publishing units, were completed at the turn of 2001.

**Personnel, brands, agencies**

**Corporate:** Jean-Rene Fourtou, chmn & CEO; Ron Meyer, pres & chief operating officer.

**Agencies assigned on a project basis.**

**Universal Music Group:** 825 Eighth Ave., New York, N.Y. 10019/Phone: (212) 841-8000. Doug Morris, chmn & CEO; Zach Horowitz, chief operating officer.

**In-house.** Leslie Borrok, VP-adv & media svcs.

**Vivendi Universal Entertainment:** 100 Universal City Plaza, Universal City, Calif. 91608-1002/Phone: (818) 777-1000. Ron Meyer, pres & chief operating officer; Stacey Snider, chmn-Universal Pictures; Michael Jackson, chmn-Universal Television; Thomas L. Williams, chmn-Universal Studios Recreation Group.

**DDB Worldwide Communications**, Los Angeles. Gary Fountain, chief operating officer & grp acct dir. — Universal Pictures, Universal Studios Recreation Group.

**Davidandgoliath**, Los Angeles. David Angelo, chmn & chief creative officer; Skip Sullivan, chief operating officer; Liz Gumbinner, creative dir; Mike Braue, acct dir; Ruth Amir, acct plng dir. — Universal Orlando.

**Cimarron Group**, Hollywood, Calif. Robert J. Farina, CEO; Marty Muller, exec VP & exec creative dir; Nicolette A. Munoz, acct dir. — Universal Studios Hollywood.

**OMD Worldwide**, Los Angeles. Carmine Parisi. — media buying, bdcst buying.

**Agencies assigned on a project basis.** — Universal Television.

**Vivendi Universal Games:** 240 W. 35th St., 18th fl., New York, N.Y. 10001/Phone: (212) 601-5000. Ken Cron, CEO; Luc Vanhal, pres & chief operating officer, N. Amer.; Christophe Ramboz, pres & chief operating officer, intl.

**Kovel/Fuller,** Los Angeles. Jonathan Anastas, sr VP & grp acct dir. — Black Label, Blizzard, Knowledge Adventure, Sierra, Universal Interactive.

## 53 Volkswagen

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$50,482	\$61,899	-18.4
Sunday magazine	690	498	38.6
Newspaper	26,067	20,313	28.3
National newspaper	11,520	14,248	-19.1
Outdoor	1,145	919	24.6
Network TV	219,596	228,198	-3.8
Spot TV	79,463	86,656	-8.3
Syndicated TV	2	169	-98.6
Cable TV networks	34,004	36,214	-6.1
Network radio	0	199	NA
National spot radio	13,330	5,971	123.2
Internet	3,435	4,780	-28.1
Measured media	439,735	460,064	-4.4
Unmeasured media	162,642	137,421	18.4
Total	602,377	597,485	0.8
By brand	2002	2001	% chg
Volkswagen vehicles	364,961	366,854	-0.5
Audi vehicles	71,321	88,213	-19.1

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$80,586	\$79,347	1.6
Earnings	2,407	2,662	-9.6
North America	2002	2001	% chg
Sales	16,013	15,980	0.2
Operating profit	1,193	1,491	-20.0
Division sales	2002	2001	% chg
Automotive	72,290	72,104	0.3
Financial svcs	12,145	10,999	10.4

### Headquarters

Volkswagen/D-38436, Wolfsburg, Germany /Phone: 49-5361-923596.

Volkswagen of America, 3800 Hamlin Rd., Auburn Hills, Mich. 48326/Phone: (248) 754-5000.

### Notes

Annual exchange rates used for the Euro are based on monthly averages: 2002 (0.926829) and 2001 (0.896167).

### Personnel, brands, agencies

**Corporate:** Bernd Pischetsrieder, chmn; Gerd Klaus, pres & CEO-Volkswagen of America; Steve Keyes, dir-corp comms, Volkswagen of America.

**Audi of America:** 3800 Hamlin Rd., Auburn Hills, Mich. 48326/Phone: (248) 754-5000. Len Hunt, VP; Michael Lembke, dir-mktg; Doug Clark, mgr-mktg comms; Russ Hill, genl sls mgr; Marc Trahan, dir-aftersales; Mary Ann Wilson, adv mgr.

**McKinney & Silver,** Raleigh, N.C. Cameron McNaughton, exec VP & chief operating officer.

**MPG,** New York. Steve Moynihan, sr VP & mg dir. — media svcs.

**Bentley Motors:** 3800 Hamlin Rd., Auburn Hills, Mich. 48326/Phone: (248) 754-6464. Alasdair Stewart, pres & CEO-N. Amer.; David Goggins, natl mktg dir.

**Furneaux Stewart,** Birmingham, Mich. Julie Barnard, dir.

**Volkswagen of America:** 3800 Hamlin Rd., Auburn Hills, Mich. 48326/Phone: (248) 754-5000. Frank Maguire, VP-sls & mktg; Karen Marderosian, dir-adv & mktg.

**Arnold Worldwide,** Boston. Ron Lawner, chmn & chief creative officer; Fran Kelly, pres & chief operating officer.

**MPG,** New York. Steve Moynihan, sr VP & mg dir. — media svcs.

**CreativeOnDemand,** Coral Gables, Fla. Daniel Marrero, pres. — Hispanic adv.

## 51 Wal-Mart Stores

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$15,713	\$12,447	26.2
Sunday magazine	6,187	6,101	1.4
Newspaper	19,975	9,475	110.8
National newspaper	71	74	-4.1
Outdoor	605	347	74.4
Network TV	150,666	121,650	23.9
Spot TV	103,199	99,572	3.6
Syndicated TV	29,193	28,573	2.2
Cable TV networks	68,493	61,197	11.9
Network radio	1,959	2,013	-2.7
National spot radio	1,344	1,695	-20.7
Internet	6,895	5,753	19.9
Yellow Pages	3,634	2,639	37.7
Measured media	407,935	351,536	16.0
Unmeasured media	210,148	206,458	1.8
Total	618,083	557,993	10.8
By brand	2002	2001	% chg
Wal-Mart stores	384,686	329,437	16.8
Sams Club wholesale stores	12,559	13,273	-5.4

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$244,524	\$217,799	12.3
Earnings	8,039	6,671	20.5
U.S.	2002	2001	% chg
Sales	203,730	182,314	11.7
Operating income	11,611	10,632	9.2
Division sales	2002	2001	% chg
Wal-Mart	157,121	139,131	12.9
International	40,794	35,485	15.0
SAM'S Club	31,702	29,395	7.8
Other (McLane's)	14,907	13,788	8.1

### Headquarters

Wal-Mart Stores/702 S.W. Eighth St., Bentonville, Ark. 72716/Phone: (479) 273-4000.

### Personnel, brands, agencies

**Corporate:** S. Robson Walton, chmn; Lee Scott, pres & CEO.

**SAM'S Club:** 608 S.W. Eighth St., Bentonville, Ark. 72716/Phone: (479) 273-4000. Kevin Turner, pres & CEO; Doug McMillon, exec VP, merch; Celia Swanson, exec VP, membership mktg & admin.  
**GSD&M,** Austin, Texas. Roy Spence, pres; Alicia Smith Kriese, sr VP & grp dir.

**Wal-Mart Stores:** 702 S.W. Eighth St., Bentonville, Ark. 72716/Phone: (479) 273-4000. Mike Duke, pres & CEO; Robert Connelly, exec VP-mktg; Mike Cockrell, VP-mktg; Randy Curtis, VP-creative; Randy Hughes, dir-media.  
**GSD&M,** Austin, Texas. Roy Spence, pres; Alicia Smith Kriese, sr VP & grp dir.

**Bernstein-Rein Advertising,** Kansas City, Mo. Skip Rein, vice chmn; Rusty Scholtes, sr VP. — corp adv & media.

**E. Morris Communications,** Chicago. Eugene Morris, pres; Jackie McCauley, sr VP & dir-client svcs. — African-American adv.

**Lopez Negrete Communications,** Houston. Alex Lopez Negrete, pres; Adalis Arroyo, acct super. — Hispanic adv.

## 82 Wendy's International

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$34,508	\$3,245	963.4
Outdoor	6,592	6,556	0.5
Network TV	134,003	105,051	27.6
Spot TV	44,907	53,627	-16.3
Syndicated TV	26,885	37,428	-28.2
Cable TV networks	29,339	28,510	2.9
National spot radio	2,848	2,695	5.7
Internet	.87	661	-86.8
Measured media	280,386	237,773	17.9
Unmeasured media	79,083	75,086	5.3
Total	359,469	312,860	14.9
By brand	2002	2001	% chg
Wendy's restaurants	270,965	232,682	16.5

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$2,730	\$2,391	14.2
Earnings	.219	.194	12.9
U.S.	2002	2001	% chg
Sales	1,981	1,723	15.0
Division sales	2002	2001	% chg
Wendy's	2,010	1,819	10.5
Tim Horton's	.651	.572	13.8
Baja Fresh	.69	0	NA

### Headquarters

Wendy's International/4288 W. Dublin Granville Rd., P.O. Box 256, Dublin, Ohio 43017-0256/Phone: (614) 764-3100.

### Notes

In 2002, Wendy's International acquired Fresh Enterprises, which operates Baja Fresh restaurants, and took a 25% stake in Pasta Pomodoro, and a 45% interest in Cafe Express, a fast-casual restaurant pioneer.

### Personnel, brands, agencies

**Corporate:** Jack Schuessler, chmn & CEO; Kathie T. Chesnut, exec VP-bus & concept devel; Denny Lynch, sr VP-comms.

**McCann-Erickson Worldwide,** New York. Gary Steele, exec VP.

**Universal McCann,** New York. Donna Wolfe, exec VP & dir-bdcast. — media svcs.

**Fresh Enterprises:** 100 Moody Ct., Ste. 200, Thousand Oaks, Calif. 91360/Phone: (805) 495-4704. Greg Dollarhyde, pres & CEO; Gene Cameron, VP-mktg.

**MultiVision Design,** Calabasas, Calif. Rick Gutierrez, pres. — Baja Fresh Mexican Grill.

**TDL Group:** 874 Sinclair Rd., Oakville, Ontario L6K 2Y1 Canada/Phone: (905) 845-6511. Paul D. House, pres & chief operating officer; Bill Moir, exec VP-mktg; Chris Laganos, sr VP-U.S.

**Enterprise Creative Selling,** Toronto, Ont. Alison Simpson, pres. — Tim Horton's.

**Wendy's North America:** 4288 W. Dublin Granville Rd., Dublin, Ohio 43017-0256/Phone: (614) 764-0256. Thomas J. Mueller, pres & chief operating officer; Donald F. Calhoun, exec VP-mktg; Robert Levite, VP-mktg; Bob Stowe, mktg svcs dir; Michelle Fedurek, VP-media svcs.

**McCann-Erickson Worldwide,** New York. Gary Steele, exec VP. — Wendy's.

**Universal McCann,** New York. Donna Wolfe, exec VP & dir-bdcast. — media svcs.

**Vidal Partnership,** New York. Tony Ruiz, ptnr. — Hispanic adv & media svcs.

## 42 Wyeth

### U.S. ad spending (\$ in thousands)

By media	2002	2001	% chg
Magazine	\$36,201	\$50,733	-28.6
Sunday magazine	10,039	11,682	-14.1
Newspaper	.893	3,122	-71.4
National newspaper	1,093	838	30.4
Outdoor	.440	110	299.6
Network TV	125,606	127,815	-1.7
Spot TV	10,473	9,866	6.1
Syndicated TV	44,599	56,877	-21.6
Cable TV networks	50,751	69,516	-27.0
Network radio	5,260	8,073	-34.8
National spot radio	1,669	1,719	-2.9
Internet	6,466	2,509	157.7
Measured media	293,488	342,860	-14.4
Unmeasured media	431,174	503,717	-14.4
Total	724,663	846,576	-14.4
By brand	2002	2001	% chg
Advil pain, cold & sinus remedies	86,773	87,900	-1.3
Centrum vitamins	40,851	45,750	-10.7
Wyeth	25,409	39,849	-36.2
Synvisc Arthritis Rx	18,511	17,193	7.7
Robitussin cold & cough remedies	15,772	19,374	-18.6
Dimetapp cold & fever syrup	14,600	22,266	-34.4
Proheart 6 dog Rx	14,268	12,286	16.1
PremPro estrogen Rx	13,085	14,688	-10.9
Caltrate calcium tablets	13,081	13,621	-4.0
Chapstick Lip Balm	12,934	12,413	4.2

### Sales & earnings (\$ in millions)

Worldwide	2002	2001	% chg
Sales	\$14,584	\$13,984	4.3
Earnings	4,447	2,285	94.6



**Sales & earnings (\$ in millions)**

U.S.	2002	2001	% chg
Sales	9,234	8,903	3.7
Division sales	2002	2001	% chg
Pharmaceuticals	12,387	11,716	5.7
Consumer Health Care	2,197	2,267	-3.1

**Headquarters**

Wyeth/5 Giralda Farms, Madison, N.J. 07940/Phone: (973) 660-5000.

**Personnel, brands, agencies**

**Corporate:** John R. Stafford, chmn; Robert Essner, pres & CEO.  
**In-house:** Richard Feldheim, pres; Marianne McArdle, exec VP-TV.

**Fort Dodge Animal Health:** 9401 Indian Creek Pkwy., Overland Park, Kan. 66210/Phone: (913) 664-7000. E. Thomas Corcoran, pres; Brent Standridge, sr VP-sls & mktg; Scott Bormann, VP-equine & livestock prods.

**Latorra, Paul & McCann,** Syracuse, N.Y. Lou Latorra, pres.

**Wyeth Consumer Healthcare:** 5 Giralda Farms, Madison, N.J. 07940/Phone: (973) 660-5000. Ulf Wiinberg, pres; Doug Rogers, pres-U.S. Consumer Healthcare; Valerie Caruso, sr VP-GI/topical bus unit; Soneet Varma, sr VP-respiratory bus unit; Andy Davis, sr VP-nutritional bus unit; Bob Sanders, sr VP-analgesics bus unit; Keith Wypyszynski, sr VP-trademarks; Mark Sobray, VP-medical sls & mktg; Steve Palmisano, VP-adv dir.

**Carrafiello-Diehl Associates,** Irvington, N.Y. Bob Burriesci, mgmt super; Nancy Silverman, mgmt super. — Caltrate, Centrum, Centrum kids, Centrum Performance, Centrum Silver, FiberCon.

**Grey Worldwide,** New York. John Edwards, exec VP. — Advil, Advid Cold & Sinus, Children's Advil, Alavert, Chap Stick, New Products, Preparation-H, Robitussin.

**McCann-Erickson Worldwide,** New York. Greg Fujimato, sr VP, mgmt dir. — Anbesol, Dimetapp.

**No agency.** — Axid AR, Orudis KT, Primetene.

**Wyeth Pharmaceuticals:** 555 E. Lancaster Dr., St. Davids, Pa. 19087/Phone: (610)902-1200. Bernard J. Poussot, pres; Mark Larsen, pres-intercontinental region; Joseph Mahady, pres-Wyeth N. Amer; Cavan M. Redmond, sr VP-global strat mktg; Kevin Reilly, pres-Wyeth vaccines & nutritional; Gregory J. Rough M.D., exec VP-mktg, N. Amer; Michael Dey Ph.D, pres-Global Women's Health Care Org.; Andrew Panagy, VP-WHC U.S. mktg.

**Euro RSCG Life Becker,** New York. Sander Flaum, CEO; Al Paz, pres; Harold Corban, exec VP; Pam Pinta, sr VP & mgmt super; Effexor: Handle Bogue, VP; Zosyn: Bob Louer, grp VP. — Effexor, Zosyn.

**Klemtner Advertising,** New York. Rebecca Srouge, sr VP & dir-direct & interactive mktg. — Enbrel.

**Saatchi & Saatchi,** New York. Thomas Lum, exec VP & ww acct dir. — cons awareness adv, FluMist.

**Euro RSCG Life LM&P,** New York. Ron Pantello, chmn & CEO; Diane Harri, pres; Edward Stapor, sr VP. — FluMist (ethical), Lodine XL, Prevaar, Protonix.

**Lyons Lavey Nickel Swift,** New York. Al Nickel, chmn; James Stroup, chief operating officer; Suri Harris, exec VP. — GI, Hemophilia-Benefix, ReFacto.

**Healthworld Communications Group,** New York; Stephen Wray, pres & CEO. — cons awareness adv, Premarin, Prempro.

**Grey Healthcare Group,** New York. Lyn O' Conner Vas, CEO; Janet Donnelley, sr VP acct mg. — professional, Premarin, Prempro.

**Mueller Wister,** Plymouth Meeting, Pa. Kurt Mueller, exec VP; Eric Mueller, VP; Andrea Begley, grp acct dir. — Rapumune.

**Lally, McFarland & Pantello Questar Euro RSCG,** New York. Doug Burcin, mg dir. — prof adv, Synvisc.

**In-house.** Richard Feldheim, pres; Marianne McArdle, exec VP-TV; Patricia Johnson, VP-media buying; Craig Coalidin, VP-media buying; Marilyn Feoranzo, VP-media buying; Patrick Stasella, VP & dir-print. — media buying.

**40 Yum Brands**

**U.S. ad spending (\$ in thousands)**

By media	2002	2001	% chg
Magazine	\$456	\$516	-11.6
Newspaper	556	415	33.9
National newspaper	413	127	225.2
Outdoor	5,846	6,690	-12.6
Network TV	293,124	284,157	3.2
Spot TV	209,708	186,494	12.4
Syndicated TV	96	767	-87.5
Cable TV networks	84,114	70,954	18.5
Network spot	381	25	NA
National spot radio	5,495	8,535	-35.6
Internet	5,228	732	614.3
Yellow Pages	6,327	6,902	-8.3
Measured media	611,743	566,314	8.0
Unmeasured media	120,883	111,907	8.0
Total	732,627	678,221	8.0
By brand	2002	2001	% chg
KFC restaurants	224,515	206,534	8.7
Taco Bell restaurants	195,829	179,494	9.1
Pizza Hut restaurants	154,079	148,360	3.9
Long John Silver's restaurants	24,992	23,410	6.8

**Sales & earnings (\$ in millions)**

Worldwide	2002	2001	% chg
Sales	\$7,757	\$6,953	11.6
Earnings	583	492	18.5
U.S.	2002	2001	% chg
Sales	5,347	4,827	10.8
Operating income	825	722	14.3
Division sales	2002	2001	% chg
US company restaurants	6,891	6,138	12.3
International company rest.	2,410	2,126	13.4

**Headquarters**

Yum Brands/1441 Gardiner Lane, Louisville, Ky. 40213/Phone: (502) 874-8300.

**Notes**

Yum Brands acquired YGR on May 7, 2002. YGR is the parent of Long John Silver and A&W restaurants. Yum gained 742 company and 496 franchised LJS restaurants and 127 company and 742 franchised A&W units. Those totals included 133 combo LJS/A&W units, a multibranding concept Yum has been implementing with its own restaurant units.

**Personnel, brands, agencies**

**Corporate:** David Novak, chmn & CEO.

**Mediaedge:cia Worldwide**, New York. Charles Courtier, exec chmn; Lee Doyle, mg ptr. — media svcs.

**A&W All-American Food**: 1441 Gardiner Lane, Louisville, Ky. 40213/Phone: (502) 874-8300. Mike Tattersfield, pres; Bill Ruby, sr dir-mktg; Natalie Grider, adv mgr.

**Creative Alliance**, Louisville, Ky. Luke Blackburn, VP-acct svcs; Julie Cronin, acct exec.

**KFC Corp.**: 1441 Gardiner Lane, Louisville, Ky. 40213/Phone: (502) 874-8300. Cheryl Bachelder, pres & chief concept officer; John Gilbert, chief mktg officer; Matt Kelly, VP-brand strategy; Peter Foulds, VP-adv; Leigh Trescot, VP cons insights; Mindy Welsh, dir-media.

**BBD0 Worldwide**, New York. Jeff Mordos, chief operating officer; Fiona McBride, exec VP.

**Mediaedge:cia Worldwide**, New York. Charles Courtier, exec chmn; Lee Doyle, mg ptr. — media svcs.

**Creative Alliance**, Louisville, Ky. Chris Fuller, VP-acct svcs; Marilyn Nichol森, sr VP-acct svcs. — print & point-of-purchase.

**Long John Silver's**: 1441 Gardiner Lane, Louisville, Ky. 40213/Phone: (502) 874-8300. Mike Baker, chief mktg officer; Pam King, dir-brand mktg; Paula Rogness, dir-media; Gene Stefaniak, sr mgr-cons insights; Michelle Moore, adv analyst.

**BBD0 Worldwide**, New York. Luke Blackburn, VP-acct svcs; Libby Roberts, acct super.

**Mediaedge:cia Worldwide**, New York. Charles Courier, exec chmn; Lee Doyle, mg ptr. — media svcs.

**Empower MediaMarketing**, Cincinnati. Maria Topken, sr VP; Cathy Shaffner, acct super. — Natl media buying.

**Pizza Hut**: 14841 Dallas Pkwy., Dallas, Texas 75254/Phone: (972) 338-7700. Peter Hearl, pres & chief concept officer; Tom James, chief mktg officer; Larry Dykstra, VP-cons insights & strat; Sean Gleason, VP-adv & brand identity; Cindy Davis, VP-natl mktg; Bill Cashman, dir-partnership mktg; Wayne Walker, sr coach-sls & mktg; Rich Matteson, dir-brand mktg; Kristan Miller, dir-field & sls.

**BBD0 Worldwide**, New York. Rick Doerr, VP & acct dir.

**Tracy Locke Partnership**, Dallas. Cathy Brown, mg ptr; Scott Hodgins, grp acct dir-field offices.

**Mediaedge:cia Worldwide**, New York. Charles Courtier, exec chmn; Lee Doyle, mg ptr. — media svcs.

**Taco Bell**: 17901 Von Karman, Irvine, Calif. 92614/Phone: (949) 863-4500. Emil Brolick, pres & chief concept officer; Greg Creed, chief mktg officer; Debbie Myers, VP-media svcs & entertainment.

**Foote, Cone & Belding Worldwide**, San Francisco. Bob Gale, exec VP & acct dir; Tom O'Keefe, exec creative dir.

**Mediaedge:cia Worldwide**, New York. Charles Courtier, exec chmn; Lee Doyle, mg ptr. — media svcs.

**Initiative Media North America**, New York. Lawrence Orell, exec VP & gm. — Local bdcst buying.

