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Advertising Age's

GLOBAL MARKETING

2003 edition

THE WORLD'S Top 100 global marketers "weathered" slow growth and uncertain global economic and political conditions in 2002 by stimulating their global media spending by 7.1% to $74.2 billion, reversing a decline of 2.6% charted by the group in 2001, according to *Advertising Age's* 17th annual Global Marketing report.

Procter & Gamble Co. once again paced the megaspenders at $4.48 billion in media, up 21.9%. Acquisition-minded P&G boosted its volume with the inclusion of Wella A.G., Darmstadt, Germany, purchased by P&G this September and included in its media totals on a pro forma basis. This is P&G's sixth beauty-care brand to generate $1 billion in annual sales and its 14th global brand at such a level.

The U.S. media component of this report hit $37.31 billion, up 7%, representing 50.3% of the Top 100 total. U.S. marketers claim 49 of the Top 100 spots.

To be "global," a marketer must advertise in three of four regions—U.S., Europe, Asia and Latin America—a process that eliminated 30 regional-only marketers (19 in the U.S.) whose media volumes were higher than No. 100 Intel Corp. at $191 million.

Unilever spending came from 71 of the 78 countries from which *Ad Age* obtained media, most of any marketer. That globalism is further illustrated in a companion study *(see Top 25 global accounts inside)* that illustrates the account play by the world's 23 multinational agency networks in 61 countries plus eight sub-regions. Much of Unilever's growth in markets came from full-integration of its Bestfoods acquisition into the agency networks, and rapid global growth of Slim-Fast, Axe and Dove brands. ■

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TO REACH US

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TOP 100 GLOBAL MARKETERS

Ranked by total worldwide measured ad spending from Nielsen Media Research, TNS Media Intelligence, Ibope & others

RANK				WORLDWIDE ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING			SPENDING BY REGION IN 2002		
2002	2001	ADVERTISER	HEADQUARTERS	2002	2001	% CHG	2002	2001	% CHG	ASIA	EUROPE	LATIN AMERICA
1	1	Procter & Gamble Co.	Cincinnati	$4,479	$3,675	21.9	$2,032	$1,679	21.0	$539	$1,647	$120
2	3	Unilever	London/Rotterdam	3,315	2,782	19.2	689	581	18.6	705	1,713	145
3	2	General Motors Corp.	Detroit	3,218	2,953	9.0	2,447	2,202	11.1	63	522	103
4	6	Toyota Motor Corp.	Toyota City, Japan	2,405	2,162	11.2	885	770	14.9	1,063	347	28
5	5	Ford Motor Co.	Dearborn, Mich.	2,387	2,226	7.2	1,407	1,273	10.6	89	746	92
6	4	Time Warner	New York	2,349	2,295	2.4	1,812	1,726	5.0	40	413	53
7	7	DaimlerChrysler	Auburn Hills, Mich./Stuttgart, Germany	1,800	1,791	0.5	1,341	1,398	–4.1	21	356	31
8	10	L'Oreal	Paris	1,683	1,458	15.4	545	502	8.6	65	1,001	38
9	9	Nestle	Vevey, Switzerland	1,547	1,615	–4.2	494	520	–5.0	138	819	67
10	16	Sony Corp.	Tokyo	1,513	1,238	22.2	875	656	33.4	135	417	38
11	17	Johnson & Johnson	New Brunswick, N.J.	1,453	1,226	18.5	1,079	890	21.3	83	232	30
12	14	Walt Disney Co.	Burbank, Calif.	1,428	1,315	8.6	1,154	1,103	4.6	32	191	14
13	8	Altria Group	New York	1,425	1,639	–13.1	892	1,082	–17.5	29	436	37
14	11	Honda Motor Co.	Tokyo	1,383	1,393	–0.7	710	682	4.0	522	108	16
15	12	Volkswagen	Wolfsburg, Germany	1,349	1,390	–3.0	440	460	–4.4	39	756	83
16	18	Nissan Motor Co.	Tokyo	1,280	1,146	11.7	703	541	30.0	386	125	21
17	15	Coca-Cola Co.	Atlanta	1,199	1,303	–7.9	302	415	–27.4	269	467	102
18	13	McDonald's Corp.	Oak Brook, Ill.	1,183	1,359	–12.9	574	665	–13.6	181	353	34
19	21	Vivendi Universal	Paris	1,176	1,053	11.7	485	466	4.0	20	645	7
20	19	GlaxoSmithKline	Greenford, Middlesex, U.K.	1,157	1,127	2.7	777	767	1.2	60	269	31
21	22	PepsiCo	Purchase, N.Y.	1,096	1,005	9.0	757	679	11.6	92	138	66
22	20	Pfizer	New York	1,075	1,062	1.2	821	816	0.7	34	145	54
23	24	PSA Peugeot Citroen	Paris	904	838	8.0	0	0	NA	1	859	33
24	23	Mars Inc.	McLean, Va.	870	899	–3.2	325	280	16.1	54	470	19
25	25	Viacom	New York	827	828	–0.1	756	748	1.1	5	20	3
26	26	Yum! Brands	Louisville, Ky.	824	784	5.2	612	566	8.0	121	47	24
27	33	Reckitt Benckiser	Windsor, Berkshire, U.K.	790	662	19.2	224	210	6.9	75	461	16
28	28	News Corp.	Sydney	789	697	13.2	540	513	5.3	29	190	14
29	31	Renault	Boulogne-Billancourt, France	768	673	14.1	0	0	NA	6	712	41
30	32	Mitsubishi Motors Corp.	Tokyo	712	669	6.4	282	228	23.7	392	20	12
31	35	Danone Group	Paris	707	591	19.6	60	66	–9.6	2	598	29
32	44	Deutsche Telekom	Bonn, Germany	674	493	36.8	359	213	68.3	0	315	0
33	30	Matsushita Electric Industrial Co.	Osaka, Japan	661	691	–4.3	41	35	16.0	594	13	6

Note: Figures are in millions of U.S. dollars and are AA estimates. 2001 rankings are based on data collected in 2003. Measured media in the U.S. 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, found in the 100 Leading National Advertisers Special Report (AA, June 23, 2003). Outside the U.S. sources vary and are presented with each country chart beginning on Page 7.

TOP 100 GLOBAL MARKETERS

Ranked by total worldwide measured ad spending from Nielsen Media Research, TNS Media Intelligence, Ibope & others

RANK				WORLDWIDE ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING			SPENDING BY REGION IN 2002		
2002	2001	ADVERTISER	HEADQUARTERS	2002	2001	% CHG	2002	2001	% CHG	ASIA	EUROPE	LATIN AMERICA
34	40	France Telecom	Paris	652	520	25.4	0	2	−100.0	13	600	0
35	29	General Mills	Minneapolis	636	695	−8.4	592	630	−6.1	5	18	0
36	41	Beiersdorf	Hamburg, Germany	597	513	16.4	101	102	−1.2	21	459	13
37	38	Henkel	Duesseldorf	586	529	10.8	12	13	−2.8	27	541	2
38	37	Kao Corp.	Tokyo	571	543	5.1	73	59	25.0	497	0	0
39	34	Hewlett-Packard Co.	Palo Alto, Calif.	564	603	−6.5	375	319	17.5	27	133	15
40	45	Mazda Motor Corp.	Hiroshima, Japan	557	467	19.2	202	178	13.5	220	113	3
41	36	Fiat	Turin, Italy	544	581	−6.4	3	1	231.8	14	456	67
42	64	Dell Computer Corp.	Austin, Texas	540	355	52.0	409	263	55.3	28	76	5
43	27	Microsoft Corp.	Redmond, Wash.	540	717	−24.7	427	603	−29.1	12	82	5
44	39	Colgate-Palmolive Co.	New York	539	526	2.5	98	107	−8.5	128	249	49
45	42	Ferrero	Perugia, Italy	525	512	2.4	35	36	−3.7	8	471	7
46	43	IBM Corp.	Armonk, N.Y.	516	508	1.5	341	338	1.1	15	118	12
47	73	Clorox Co.	Oakland, Calif.	515	326	58.1	486	300	62.1	5	0	19
48	49	Wm. Wrigley Jr. Co.	Chicago	506	451	12.3	150	134	12.0	78	272	0
49	52	Wal-Mart Stores	Bentonville, Ark.	497	425	17.1	408	352	16.0	0	43	24
50	51	Anheuser-Busch Cos.	St. Louis	485	428	13.3	432	369	17.1	9	24	19
51	59	Diageo	London	479	396	21.1	215	172	25.2	26	209	11
52	47	Kellogg Co.	Battle Creek, Mich.	472	453	4.3	260	256	1.6	39	142	18
53	48	Vodafone Group	Newbury, Berkshire, U.K.	451	451	0.0	0	2	−81.2	27	414	1
54	72	Samsung Group	Seoul	445	327	36.2	87	55	60.0	215	108	12
55	50	Cadbury Schweppes	London	442	438	1.0	256	264	−2.9	59	108	13
56	62	Gillette Co.	Boston	442	368	20.2	250	176	42.0	13	143	24
57	58	Campbell Soup Co.	Camden, N.J.	434	398	9.0	354	312	13.2	24	50	1
58	56	SC Johnson	Racine, Wis.	433	408	6.1	290	288	0.6	12	111	9
59	54	Ito-Yokado Co.	Tokyo	427	417	2.5	42	34	21.1	385	0	0
60	55	Hyundai Motor Co.	Seoul	412	416	−0.9	161	172	−6.4	97	99	15
61	60	Canon	Tokyo	406	385	5.2	103	102	1.0	275	20	1
62	66	Suzuki Motor Co.	Hamamatsu, Japan	404	350	15.4	71	50	43.3	240	72	7
63	46	AT&T Corp.	Basking Ridge, N.J.	402	459	−12.5	391	452	−13.4	3	0	4
64	61	Kimberly-Clark Corp.	Irving, Texas	396	382	3.6	247	232	6.3	41	64	32
65	63	Burger King Corp.	Miami	388	356	9.1	338	305	10.7	0	42	2
66	57	Visa International	San Francisco	387	407	−4.9	317	322	−1.3	8	18	25

Note: Figures are in millions of U.S. dollars and are AA estimates. 2001 rankings are based on data collected in 2003. Measured media in the U.S. 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, found in the 100 Leading National Advertisers Special Report (AA, June 23, 2003). Outside the U.S. sources vary and are presented with each country chart beginning on Page 7.

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RANK				WORLDWIDE ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING			SPENDING BY REGION IN 2002		
2002	2001	ADVERTISER	HEADQUARTERS	2002	2001	% CHG	2002	2001	% CHG	ASIA	EUROPE	LATIN AMERICA
67	68	Sara Lee Corp.	Chicago	382	332	15.0	212	191	10.7	12	156	1
68	71	BMW	Munich, Germany	382	328	16.4	120	82	47.0	12	225	2
69	69	American Express Co.	New York	378	328	15.1	309	252	22.7	22	34	7
70	75	Bertelsmann	Guetersloh, Germany	372	317	17.1	169	120	41.0	4	192	7
71	78	Kia Motors Co.	Seoul	371	314	17.9	244	205	19.0	54	44	12
72	53	Wyeth	Madison, N.J.	366	419	−12.7	293	343	−14.4	15	30	13
73	67	Best Buy Co.	Eden Prairie, Minn.	362	336	7.8	323	303	6.9	0	0	0
74	65	Fuji Heavy Industries	Tokyo	354	354	−0.1	134	127	5.6	206	5	4
75	79	MasterCard International	New York	352	304	15.6	251	224	11.9	16	60	14
76	70	Merck & Co.	Whitehouse Station, N.J.	326	328	−0.7	324	323	0.4	1	0	1
77	82	Nike	Beaverton, Ore.	319	274	16.3	231	205	12.6	15	66	5
78	74	Mattel	El Segundo, Calif.	318	324	−1.7	150	184	−18.6	9	134	25
79	96	LG Group	Seoul	312	217	44.3	37	27	34.8	203	46	8
80	77	Novartis	Basel, Switzerland	311	317	−1.9	226	238	−4.8	7	66	7
81	100	Carrefour Group	Paris	287	196	46.6	0	0	NA	4	249	31
82	85	Eastman Kodak Co.	Rochester, N.Y.	280	266	5.4	197	158	24.6	18	46	12
83	84	Fuji Photo Film Co.	Tokyo	267	271	−1.6	14	13	3.8	243	6	4
84	86	Adolph Coors Co.	Golden, Colo.	262	263	−0.2	200	202	−1.2	0	44	18
85	87	Nokia	Espoo, Finland	260	263	−1.0	37	35	3.9	33	163	9
86	90	Sharp Corp.	Osaka, Japan	255	247	3.3	36	23	57.5	211	6	0
87	83	Telefonica	Madrid	249	272	−8.5	25	26	−0.2	0	120	103
88	93	Heineken	Amsterdam	245	225	8.8	70	70	−0.5	3	172	0
89	80	Bayer	Leverkusen, Germany	243	303	−19.7	185	221	−16.3	2	38	14
90	89	Nintendo Co.	Kyoto, Japan	239	256	−6.4	84	90	−7.1	96	57	0
91	104	Doctor's Associates	Milford, Conn.	235	186	26.5	219	177	23.3	5	0	7
92	92	Schering-Plough Corp.	Madison, N.J.	234	229	2.4	223	215	3.7	0	1	10
93	109	Bacardi	Hamilton, Bermuda	227	172	32.0	82	50	65.4	3	117	23
94	76	Bristol-Myers Squibb Co.	New York	222	317	−30.0	169	276	−38.8	15	13	24
95	81	General Electric Co.	Fairfield, Conn.	220	280	−21.4	203	261	−22.4	6	11	0
96	117	AstraZeneca	London	209	159	32.2	207	148	40.2	2	0	1
97	95	Philips Electronics	Eindhoven, Netherlands	208	221	−6.0	90	110	−17.7	15	92	9
98	138	United Parcel Service	Greenwich, Conn.	194	115	67.9	166	92	79.8	6	18	3
99	94	Toshiba Corp.	Tokyo	192	223	−13.8	24	25	−1.9	144	2	8
100	97	Intel Corp.	Santa Clara, Calif.	191	204	−6.0	104	133	−22.3	33	44	11

Note: Figures are in millions of U.S. dollars and are AA estimates. 2001 rankings are based on data collected in 2003. Measured media in the U.S. 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, found in the 100 Leading National Advertisers Special Report (AA, June 23, 2003). Outside the U.S. sources vary and are presented with each country chart beginning on Page 7.

TOP 100 GLOBAL MARKETERS SPENDING BY REGION

By measured media bought in 2002 and 2001

	MEASURED ADVERTISING EXPENDITURES			
REGION	2002	2001	% CHG	% TOTAL
Africa	$197	$147	34.1	0.3
Asia	9,866	9,820	0.5	13.3
Europe	23,061	20,561	12.2	31.1
Latin America	2,214	2,322	−4.7	3.0
Middle East	487	620	−21.6	0.7
Canada	1,117	957	16.7	1.5
U.S.	37,305	34,878	7.0	50.2
Total worldwide	74,246	69,305	7.1	100.0

Figures are U.S. dollars in millions and are AA estimates.

TOP 100 GLOBAL MARKETERS SPENDING BY CATEGORY

By measured media bought in 2002 and 2001

	MEASURED ADVERTISING EXPENDITURES			
CATEGORIES	2002	2001	% CHG	% TOTAL
Automotive	$19,230	$18,050	6.5	25.9
Personal care	14,852	12,665	17.3	20.0
Food	10,242	10,331	−0.9	13.8
Media	8,455	7,743	9.2	11.4
Pharmaceuticals	4,144	4,259	−2.7	5.6
Electronics	2,960	2,853	3.7	4.0
Restaurants	2,630	2,684	−2.0	3.5
Telecommunications	2,429	2,196	10.6	3.3
Computers	2,352	2,388	−1.5	3.2
Beer, wine & liquor	1,698	1,484	14.5	2.3
Retail	1,573	1,373	14.6	2.1
Credit cards	1,117	1,040	7.4	1.5
Cleaners	948	734	29.2	1.3
Toys	557	579	−3.8	0.8
Photography	547	537	1.8	0.7

Figures are U.S. dollars in millions and are AA estimates.

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GLOBAL MARKETERS BY COUNTRY

AFRICA

Kenya

Steadman & Associates

Advertiser	2002	2001	% chg
KenCell Communications	$2.8	$2.0	38.7
Unilever	2.2	2.1	8.3
Safaricom	2.0	1.1	79.2
Population Services International	2.0	NA	NA
Diageo	1.7	NA	NA
Coca-Cola Co.	1.4	1.4	−1.2
East African Breweries	1.4	1.9	−25.8
GlaxoSmithKline	1.1	1.9	−38.2
Reckitt Benckiser	1.1	0.8	41.0
Energizer Holdings	0.9	NA	NA

Figures are U.S. dollars in millions.

South Africa

Nielsen Media Research

Advertiser	2002	2001	% chg
e TV	$55.6	$37.8	46.9
M-Net	47.8	50.8	−5.8
SABC	35.2	24.7	42.6
Unilever	21.6	14.0	54.5
Government of South Africa	20.2	12.0	68.1
SAB Miller	19.0	15.8	20.7
Shoprite Holdings	18.6	13.9	34.2
Pick 'n Pay Holdings	15.9	12.9	23.6
Cell C	14.6	4.9	198.2
Coca-Cola Co.	13.9	12.3	13.0

Figures are U.S. dollars in millions.

Tanzania

Steadman & Associates

Advertiser	2002	2001	% chg
Kwanza Bottlers	$2.2	$2.2	0.4
Millicom International Cellular	1.3	1.6	−16.6
Tanzania Cigarette Co.	1.0	0.7	37.5
Chemipack	0.8	0.6	45.7
Sabuni Detergent	0.7	0.8	−20.9
Tanzania Breweries	0.5	0.6	−14.0
Population Services International	0.5	NA	NA
Kbrew	0.4	0.9	−54.6
Abood Co.	0.3	0.2	51.8
Shely Pharmaceutical	0.2	0.1	76.9

Figures are U.S. dollars in millions.

Tunisia

Med Media

Advertiser	2002	2001	% chg
Telematiques Services	$4.2	$2.6	60.1
Coca-Cola Co.	3.6	1.5	133.5
Danone Group	2.9	1.4	105.4
Sotubi	2.3	1.1	114.8
Sotuchoc	1.8	0.8	137.0
Henkel	1.8	0.9	106.4
Unilever	1.7	1.0	78.3
Group Jasminal	1.4	0.6	140.8
IAT	1.2	NA	NA
Samsung Group	1.2	0.5	129.2

Figures are U.S. dollars in millions.

ASIA & PACIFIC

Australia

Nielsen Media Research

Advertiser	2002	2001	% chg
Coles Myer	$115.8	$92.2	25.6
Telstra Corp.	81.6	83.1	−1.8
Woolworths	58.7	41.8	40.6
Toyota Motor Corp.	57.6	58.7	−1.9
Harvey Norman Holdings	53.8	44.9	19.8
Unilever	50.9	43.0	18.5
General Motors Corp.	48.0	44.8	7.0
Ford Motor Co.	46.3	47.6	−2.8
McDonald's Corp.	45.7	46.7	−2.2
Yum! Brands	37.8	28.6	32.3

Figures are U.S. dollars in millions.

Azerbaijan

SIAR Social & Marketing Research Center

Advertiser	2002	2001	% chg
Unilever	$1.1	$0.8	34.0
Procter & Gamble Co.	1.0	0.9	12.8
Azersun Holding	0.9	0.9	−4.8
Mars Inc.	0.9	0.4	127.6
Azerbaijan Cinema Club	0.6	2.3	−72.1
Coca-Cola Co.	0.5	0.5	−9.4
Colgate-Palmolive Co.	0.4	0.3	46.4
Azer Lottery	0.4	NA	NA
Bakcell Telephone Co.	0.3	0.0	735.7
Beta Group of Cos.	0.3	0.4	−24.1

Figures are U.S. dollars in millions.

China

Nielsen Media Research

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$202.2	$102.5	97.3
Gai Zhong Gai	121.7	33.4	264.7
Jiante Biology Invest. Hldg. Co.	96.3	52.7	82.8
ShenZhen Taitai Pharm. Ind. Co.	78.8	56.5	39.4
Medical treatment information	74.2	50.5	46.9
Hutong Pharmaceutical	70.9	42.7	66.1
Xiuzheng Pharmaceutical Co.	68.9	34.4	100.4
Arche Cosmetics Co.	65.9	22.8	188.3
Hangzhou Wahaha Group Co.	56.5	35.2	60.7
Diaopai	53.3	55.4	−3.8

Figures are U.S. dollars in millions.

Hong Kong

Nielsen Media Research

Advertiser	2002	2001	% chg
McDonald's Corp.	$45.3	$49.9	−9.2
Hutchison Whampoa	44.0	59.8	−26.4
Procter & Gamble Co.	38.7	37.8	2.5
Jardine Matheson Holdings	34.3	47.2	−27.4
HSBC Holdings	32.6	65.4	−50.1
Country Garden	30.2	45.1	−33.0
Hong Tai Travel	24.6	25.3	−3.0
Wm. Wrigley Jr. Co.	24.5	27.5	−10.8
PCCW	22.6	38.1	−40.6
Agile Holdings	17.8	21.8	−18.6

Figures are U.S. dollars in millions.

India

Nielsen Media Research

Advertiser	2002	2001	% chg
Unilever	$376.2	$363.4	3.5
Paras Pharmaceuticals	119.6	89.4	33.8
Procter & Gamble Co.	113.8	93.1	22.1
Coca-Cola Co.	95.2	92.1	3.3
Godrej Industries	80.0	89.1	−10.3
Colgate-Palmolive Co.	67.1	48.7	37.7
PepsiCo	62.5	53.4	17.0
Nirma Chemicals	51.8	22.8	127.0
Nestle	50.4	54.5	−7.4
Dabur India	49.5	47.9	3.5

Figures are U.S. dollars in millions.

Indonesia

Nielsen Media Research

Advertiser	2002	2001	% chg
Unilever	$62.5	$46.3	35.1
Wings Corp.	25.4	15.6	62.4
Nestle	10.3	7.2	43.6
Djarum	10.2	8.1	26.0
Bintang Toedjoe	9.9	4.9	102.4
Lionindo Jaya	9.4	5.3	77.5
Procter & Gamble Co.	8.4	14.6	−42.3
HM Sampoerna	6.8	5.6	22.5
Konimex	6.4	5.8	8.9
Indomobil Group	5.4	4.5	19.7

Figures are U.S. dollars in millions.

Japan

Nikkei Advertising Research Institute

Advertiser	2002	2001	% chg
Toyota Motor Corp.	$981.3	$943.0	4.1
Matsushita Electric Ind. Co.	572.8	591.2	−3.1
Honda Motor Co.	466.0	506.5	−8.0
Kao Corp.	432.8	427.1	1.3
Asahi Breweries	391.9	457.1	−14.3
Ito-Yokado Co.	383.2	381.1	0.6
Kirin Brewery Co.	375.0	446.1	−15.9
Nissan Motor Co.	355.5	383.0	−7.2
KDDI Corp.	335.5	421.8	−20.5
Mitsubishi Motors Corp.	309.6	326.4	−5.2

Figures are U.S. dollars in millions.

Kazakhstan

TNS Media Intelligence/Gallup Media Asia

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$21.5	$10.3	108.1
Unilever	5.4	2.8	97.2
Urker Cosmetic	4.2	2.6	60.2
Colgate-Palmolive Co.	4.0	2.1	92.2
LG Group	3.7	2.4	58.0
Gallaher	3.0	1.4	111.7
Mars Inc.	2.7	1.3	103.7
Nestle	2.6	1.0	173.4
Kazkommertsbank	2.3	1.5	58.5
Coca-Cola Co.	2.3	1.7	37.5

Figures are U.S. dollars in millions.

Malaysia

Nielsen Media Research

Advertiser	2002	2001	% chg
Telekom Malaysia	$25.7	$23.0	11.8
Maxis Communications	19.3	9.4	104.1
Unilever	13.0	11.0	18.2
British American Tobacco	12.6	14.8	−15.3
Petronas	11.2	10.3	8.9
Nestle	10.9	15.4	−29.3
Procter & Gamble Co.	10.0	6.6	51.3
Telenor	9.4	9.1	3.6
Japan Tobacco Co.	8.3	12.0	−31.1
Yum! Brands	7.1	6.2	14.5

Figures are U.S. dollars in millions.

New Zealand

Nielsen Media Research

Advertiser	2002	2001	% chg
Telecom Corp. of New Zealand	$19.0	$16.7	13.8
Foodstuffs	17.9	14.9	20.5
Unilever	14.5	13.5	6.8
Foodland Associated	12.3	10.1	22.2
Mars Inc.	12.1	10.3	17.0
Vodafone Group	12.0	11.3	6.2
Enterprises Merchandise	11.7	10.2	14.7
Ford Motor Co.	11.5	3.4	235.0
Warehouse Ltd.	11.3	10.8	4.6
Sony Corp.	11.2	7.4	50.9

Figures are U.S. dollars in millions.

Philippines

Nielsen Media Research

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$18.6	$12.7	46.3
Unilever	17.7	14.1	25.1
Nestle	8.1	8.4	−3.4
United Laboratories	7.6	5.4	40.1
Philippine Long Dist. Telephone Co.	6.3	7.4	−15.2
Globe Telecom	5.3	4.1	29.8
Fortune Tobacco Corp.	5.2	2.9	79.5
Colgate-Palmolive Co.	4.1	4.2	−2.5
Wyeth	3.8	3.0	27.5
San Miguel Corp.	3.1	2.6	22.5

Figures are U.S. dollars in millions.

Singapore

Nielsen Media Research

Advertiser	2002	2001	% chg
Singapore Press Holdings	$16.7	$8.6	94.8
Dell Computer Corp.	14.4	1.8	687.6
MobileOne	14.0	12.7	9.6
Government of Singapore	13.5	10.2	33.0
StarHub	13.0	11.8	10.4
Singapore Telecommunications	12.4	10.2	21.0
NTUC	9.5	8.4	12.7
Asia Pacific Breweries	9.5	9.3	2.0
Media Corp. of Singapore	9.4	10.4	−10.0
Courts	8.5	7.6	10.9

Figures are U.S. dollars in millions.

South Korea

KADD via Carat Korea

Advertiser	2002	2001	% chg
KT Corp.	$163.3	$107.5	51.9
SK Telecom	160.3	91.7	74.9
Samsung Group	147.2	102.2	44.0
LG Group	146.0	82.3	77.4
Lotte Group	89.4	80.5	11.0
Amore Pacific	54.1	49.8	8.5
Hyundai Motor Co.	49.5	46.4	6.9
Kia Motors Co.	45.1	42.3	6.6
Namyang Dairy Products	39.8	46.7	−14.7
Hi Mart	35.9	NA	NA

Figures are U.S. dollars in millions.

Taiwan

Rainmaker via Carat

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$56.2	$48.0	16.9
Unilever	44.6	43.2	3.2
Mitsubishi Motors Corp.	40.6	34.4	18.1
President	31.1	30.6	1.7
Kao Corp.	27.0	20.8	29.6
Wm. Wrigley Jr. Co.	18.5	18.3	1.2
Motorola	15.9	NA	NA
Ford Motor Co.	15.9	11.9	33.7
China Telecommunications Corp.	15.5	11.8	31.3
McDonald's Corp.	15.2	16.1	−6.2

Figures are U.S. dollars in millions.

Thailand

Nielsen Media Research

Advertiser	2002	2001	% chg
Unilever	$64.7	$56.6	14.3
Advance Info Service	35.5	36.0	−1.4
Procter & Gamble Co.	23.8	21.7	10.0
Government of Thailand	20.7	16.0	29.2
Sony Corp.	19.3	17.0	13.7
TA Orange Co.	19.1	1.1	NA
Total Access Communication	18.4	22.4	−17.9
Kao Corp.	17.8	10.2	74.5
Osotspa Co.	17.6	11.5	52.9
GMM Grammy Public Co.	17.3	23.7	−26.7

Figures are U.S. dollars in millions.

EUROPE

Austria

Nielsen Media Research

Advertiser	2002	2001	% chg
Telekom Austria	$56.4	$20.0	182.4
Deutsche Telekom	31.0	18.9	63.6
Connect Austria	19.4	16.4	18.0
Metro A.G.	18.5	NA	NA
Billa Retail	13.1	12.2	7.4
ORF-Austrian Broadcasting Corp.	13.0	NA	NA
Lutz Group	13.0	12.7	2.1
SPAR Group	12.7	14.4	–11.7
Kika Furniture	12.7	19.5	–34.9
Volkswagen	12.4	16.8	–26.6

Figures are U.S. dollars in millions.

Belarus

TNS/BMF Gallup Media

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$6.1	$3.5	73.2
Reckitt Benckiser	1.7	NA	NA
Colgate-Palmolive Co.	1.4	1.3	5.9
Wm. Wrigley Jr. Co.	1.2	1.6	–22.7
Unilever	1.0	0.2	501.0
Modum	1.0	0.2	491.6
Coca-Cola Co.	0.9	0.2	419.6
Pivovarni Ivana Taranova	0.9	0.4	136.4
Dandy Candy Co.	0.9	0.6	59.3
Velcom GSM	0.8	0.1	NA

Figures are U.S. dollars in millions.

Belgium

PUB Agency Book Online

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$68.2	$58.0	17.7
Belgacom	68.1	47.2	44.4
Unilever	65.8	44.5	47.8
Danone Group	42.9	36.0	19.2
Government of Belgium	40.5	36.9	9.5
L'Oreal	36.5	31.5	16.0
D'Ieteren	26.9	NA	NA
France Telecom	25.6	24.3	5.4
Henkel	23.4	17.2	36.3
Nestle	21.2	15.1	40.4

Figures are U.S. dollars in millions.

Bosnia & Herzegovina

AGB Strategic Research

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$5.3	$2.9	84.2
Coca-Cola Co.	1.3	0.7	95.6
Saponia	0.8	0.3	159.3
Wm. Wrigley Jr. Co.	0.7	0.7	14.7
Beiersdorf	0.7	0.2	200.2
Henkel	0.7	0.3	102.3
Colgate-Palmolive Co.	0.7	0.3	92.6
Unilever	0.5	0.3	72.4
Tvornica Duhana Rovinj	0.5	0.5	–13.1
Reckitt Benckiser	0.4	0.4	16.6

Figures are U.S. dollars in millions.

Bulgaria

TNS Media Intelligence

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$13.0	$11.6	12.8
MobilTel	10.0	8.0	25.4
GloBul	6.4	5.3	19.3
Unilever	5.8	3.5	67.8
Wm. Wrigley Jr. Co.	3.5	2.4	49.9
Brew Invest	3.5	3.0	17.1
Coca-Cola Co.	2.6	2.8	–8.0
Altria Group	2.4	2.7	–10.8
Beiersdorf	2.4	0.7	251.9
Nestle	2.0	1.3	60.9

Figures are U.S. dollars in millions.

Croatia

Mediana

Advertiser	2002	2001	% chg
Deutsche Telekom	$18.4	$14.1	30.7
Beiersdorf	18.3	6.2	196.5
Telekom Austria	16.9	11.5	47.1
Procter & Gamble Co.	11.1	9.3	18.8
Henkel	7.9	4.8	64.3
Reckitt Benckiser	6.5	5.0	28.6
Heineken	6.0	3.0	98.3
SC Johnson	5.7	2.3	143.7
Autocommerce	5.4	1.1	372.4
Coca-Cola Co.	5.2	4.2	23.9

Figures are U.S. dollars in millions.

Cyprus

AGB

Advertiser	2002	2001	% chg
Telemarketing	$6.8	NA	NA
Hellenic Bank	3.9	0.3	NA
Procter & Gamble Co.	3.5	1.3	179.0
Alpha Bank	2.9	0.7	304.7
Bank of Cyprus	2.6	1.3	100.3
Laiki Bank	2.4	0.3	815.3
Peoplestel	2.4	NA	NA
Diageo	2.2	0.3	698.2
A. Charalambous	1.9	NA	NA
Chris Cash & Carry	1.9	NA	NA

Figures are U.S. dollars in millions.

Czech Republic

TNS A-Connect

Advertiser	2002	2001	% chg
Cesky Telecom	$42.7	$34.9	22.4
Danone Group	39.9	42.1	–5.1
Radiomobil	31.2	19.6	59.1
Procter & Gamble Co.	25.3	29.4	–14.0
Unilever	20.1	20.7	–3.1
Telesystem International Wireless	19.0	16.2	17.2
Nestle	18.3	20.9	–12.1
Volkswagen	16.8	9.5	76.0
Altria Group	14.9	15.4	–3.4
Henkel	14.8	12.8	15.8

Figures are U.S. dollars in millions.

Denmark

TNS Media Intelligence/Gallup Adfacts

Advertiser	2002	2001	% chg
TDC	$23.8	$21.2	12.2
F Group	12.9	10.2	25.7
Dansk Tipstjeneste	12.3	10.7	15.4
Arla Foods	12.2	8.5	43.7
Carlsberg	12.1	12.7	–4.8
Procter & Gamble Co.	10.2	8.1	24.8
Aller Press	9.9	8.5	17.1
L'Oreal	9.5	6.6	42.9
DSB Group	9.5	7.5	25.7
Coca-Cola Co.	9.2	7.9	16.8

Figures are U.S. dollars in millions.

Estonia

TNS Media Intelligence/EMOR

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$6.9	$5.0	36.5
TV 3	6.4	6.3	2.1
Kanal 2	5.1	3.1	64.3
Colgate-Palmolive Co.	4.3	6.4	–33.7
Coca-Cola Co.	2.7	2.6	4.1
Elisa Corp.	1.2	0.6	91.6
Unilever	1.1	1.2	–11.4
Nestle	1.1	0.6	67.9
EMT	0.9	1.3	–27.2
Eesti Telefon	0.9	1.0	–10.6

Figures are U.S. dollars in millions.

Finland

TNS Media Intelligence/Gallup

Advertiser	2002	2001	% chg
TeliaSonera	$17.0	$25.4	–33.1
Unilever	10.5	11.0	–4.2
Elisa Corp.	9.8	8.9	10.9
Ford Motor Co.	9.6	10.9	–12.3
Scottish & Newcastle	7.7	7.4	5.2
Nokia	7.4	10.9	–31.7
L'Oreal	7.0	8.1	–12.9
Valio	6.8	9.1	–24.8
Veikkaus	6.1	6.8	–9.5
Sony Corp.	5.6	3.6	56.6

Figures are U.S. dollars in millions.

France

TNS Media Intelligence

Advertiser	2002	2001	% chg
Vivendi Universal	$514.1	$402.2	27.8
France Telecom	371.0	297.9	24.5
PSA Peugeot Citroen	296.9	227.0	30.8
Danone Group	276.0	175.3	57.4
L'Oreal	275.5	238.2	15.7
Renault	265.1	181.5	46.0
Unilever	239.4	167.3	43.1
Nestle	235.5	243.7	–3.4
Carrefour Group	207.9	138.5	50.1
E. Leclerc	156.2	82.8	88.7

Figures are U.S. dollars in millions.

Georgia

IPM Media

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$0.8	$0.9	−0.7
Geocell	0.4	0.2	84.1
Magti GSM	0.4	0.1	201.0
Unilever	0.4	0.5	−17.8
Concert	0.3	NA	NA
24 Saati	0.3	NA	NA
Colgate-Palmolive Co.	0.3	0.2	38.4
Coca-Cola Co.	0.3	0.3	1.4
Maestro	0.2	NA	NA
Kazbegi	0.2	NA	NA

Figures are U.S. dollars in millions.

Germany

Nielsen Media Research

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$288.1	$210.3	37.0
Unilever	241.4	187.8	28.6
Volkswagen	223.7	218.5	2.4
Ferrero	212.8	214.1	−0.6
Henkel	204.5	195.9	4.4
Media Markt	192.3	179.4	7.1
Deutsche Telekom	183.8	182.6	0.7
L'Oreal	174.7	146.5	19.2
Springer Verlag	174.6	120.0	45.5
PSA Peugeot Citroen	171.7	160.2	7.2

Figures are U.S. dollars in millions.

Greece

Media Services

Advertiser	2002	2001	% chg
OPAP	$36.7	$5.3	597.4
Procter & Gamble Co.	30.2	6.3	380.1
Hellenic Telecommunications Org.	27.0	10.2	163.4
Unilever	25.9	8.1	220.1
Vodafone Group	24.4	6.6	272.2
Bosil	20.7	NA	NA
L'Oreal	20.1	NA	NA
Diageo	16.1	NA	NA
Alpha Bank	16.1	NA	NA
Nestle	13.8	4.2	226.8

Figures are U.S. dollars in millions.

Hungary

Mediagnozis

Advertiser	2002	2001	% chg
Unilever	$52.1	$38.5	35.3
Procter & Gamble Co.	38.3	37.9	1.2
Telenor	31.6	24.6	28.3
Westel Mobile Telecom. Co.	28.5	20.0	42.2
Henkel	26.0	22.0	18.2
Reckitt Benckiser	24.2	14.1	71.6
Vodafone Group	24.1	15.4	56.1
L'Oreal	21.5	12.8	67.8
Nestle	17.7	12.8	38.1
Mars Inc.	15.4	10.3	50.3

Figures are U.S. dollars in millions.

Ireland

Institute of Advertising Practitioners in Ireland

Advertiser	2002	2001	% chg
Government of Ireland	$43.5	$50.9	−14.6
Diageo	14.8	9.3	59.6
Unilever	12.2	12.8	−4.5
BT Group	7.0	6.3	12.1
L'Oreal	4.6	3.9	16.3
Coras Iompair Eireann	4.3	2.9	49.5
Independent Newspapers	4.1	3.3	23.3
Nestle	4.1	4.0	3.1
Sony Corp.	4.0	3.1	29.8
Toyota Motor Corp.	3.5	3.6	−4.2

Figures are U.S. dollars in millions.

Italy

Nielsen Media Research

Advertiser	2002	2001	% chg
Fiat	$88.1	$95.5	−7.7
Unilever	79.2	76.2	3.9
Telecom Italia	65.7	69.2	−5.1
Barilla Holding	65.4	60.7	7.9
Ferrero	63.3	64.2	−1.5
Procter & Gamble Co.	52.2	35.6	46.8
Vodafone Group	50.3	52.8	−4.7
Nestle	46.3	52.5	−11.7
PSA Peugeot Citroen	36.8	36.2	1.7
Renault	34.9	30.0	16.3

Figures are U.S. dollars in millions.

Latvia

TNS Media Intelligence/BMF

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$15.1	$10.2	48.0
Colgate-Palmolive Co.	10.4	14.6	−28.9
Coca-Cola Co.	5.1	4.1	25.0
Altria Group	4.0	2.7	47.4
LMT	2.7	2.3	17.5
Tautas Partija	2.5	1.0	154.1
Tele2	2.4	1.6	53.8
Lattelekom	2.3	1.9	24.6
Unilever	2.2	2.4	−7.0
Elcor	2.0	1.5	34.7

Figures are U.S. dollars in millions.

Lithuania

TNS Media Intelligence/Gallup

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$20.2	$10.9	86.0
Colgate-Palmolive Co.	16.7	22.7	−26.6
Coca-Cola Co.	7.2	5.4	33.5
Vodafone Group	5.5	2.9	87.4
VP Market	5.0	1.4	250.3
Bite GSM	4.3	2.8	52.6
Altria Group	3.9	3.7	5.3
Tele2	3.4	1.9	75.6
Unilever	2.9	2.5	16.3
Privatus Asmenys	2.8	NA	NA

Figures are U.S. dollars in millions.

Macedonia

Analytica Social and Marketing Research

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$2.6	$1.0	167.1
National Lottery	1.5	NA	NA
Mobimak	1.4	NA	NA
Vemaks	1.3	1.1	20.1
Brewery Skopje	1.0	NA	NA
Alkaloid	0.8	0.6	21.2
Coca-Cola Co.	0.7	0.6	18.9
Makpetrol	0.7	0.7	−4.5
Promet Tutun Lottery	0.7	0.7	−9.4
Fonko	0.6	0.3	93.8

Figures are U.S. dollars in millions.

Netherlands

BBC de Media en Reclame Bank

Advertiser	2002	2001	% chg
Unilever	$174.6	$140.7	24.0
RVD Holding	96.0	107.8	−11.0
Vendex KBB	74.9	69.0	8.6
Royal KPN	68.8	55.0	25.1
Procter & Gamble Co.	60.7	56.9	6.7
Royal Ahold	57.5	45.6	26.0
L'Oreal	54.1	43.2	25.3
Heineken	51.9	57.2	−9.2
DSB Group	43.6	33.2	31.2
Sara Lee Corp.	42.9	28.4	50.9

Figures are U.S. dollars in millions.

Norway

Nielsen Media Research

Advertiser	2002	2001	% chg
Telenor	$46.2	$33.8	36.9
Lilleborg Dagligvare	26.5	29.0	−8.5
Norsk Tipping	20.2	18.8	7.6
Harald A. Moeller	18.2	16.6	9.6
Tine Norske Meierier	16.3	12.3	32.7
Carlsberg	15.9	10.6	50.2
Dressmann	15.6	14.2	10.0
L'Oreal	15.2	13.2	15.3
Ford Motor Co.	14.9	16.8	−11.4
Tele2	13.8	8.3	67.8

Figures are U.S. dollars in millions.

Poland

Expert Monitor

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$99.0	$87.3	13.4
Telekomunikacja Polska	91.0	78.3	16.3
Unilever	86.9	76.5	13.6
Polska Telefonia Cyfrowa	58.3	44.7	30.5
Nestle	57.3	39.9	43.7
Polkomtel	54.8	43.2	27.1
L'Oreal	38.6	27.2	41.6
Danone Group	37.1	29.5	25.7
Reckitt Benckiser	35.5	38.0	−6.8
Wm. Wrigley Jr. Co.	34.1	37.7	−9.6

Figures are U.S. dollars in millions.

Romania

TNS-AGB International

Advertiser	2002	2001	% chg
Unilever	$70.4	$27.9	152.5
Procter & Gamble Co.	64.0	42.7	49.9
Beiersdorf	46.0	13.6	238.5
Elite	44.3	17.1	159.6
Wm. Wrigley Jr. Co.	37.8	9.8	287.3
Heineken	37.8	11.3	234.6
Colgate-Palmolive Co.	32.2	14.9	116.8
Altria Group	31.8	19.9	59.7
Coca-Cola Co.	27.3	12.5	118.0
Telesystem International Wireless	22.5	17.9	25.4

Figures are U.S. dollars in millions.

Russia

TNS Media Intelligence

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$120.2	$106.7	12.6
Unilever	63.5	50.4	25.8
Nestle	61.5	61.2	0.5
Wimm-Bill-Dann	59.0	35.5	66.0
Mars Inc.	54.3	54.9	−1.1
L'Oreal	35.1	20.0	75.1
Wm. Wrigley Jr. Co.	33.6	42.8	−21.6
Henkel	33.2	31.2	6.4
PepsiCo	31.1	45.9	−32.2
Coca-Cola Co.	28.8	23.9	20.8

Figures are U.S. dollars in millions.

Serbia & Montenegro

AGB Strategic Research

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$13.0	$3.8	239.8
Golex	7.7	3.0	159.6
Grand Prom	6.6	2.3	190.9
Si&Si Co.	5.8	5.3	9.3
Drenik	4.7	4.0	16.4
Mobtel	4.7	0.8	463.0
Fresh & Co.	4.7	5.4	−13.6
Unilever	4.0	0.8	372.9
Monus	2.8	NA	NA
Apatinska	2.8	0.6	344.4

Figures are U.S. dollars in millions.

Slovak Republic

TNS A-Connect

Advertiser	2002	2001	% chg
Cesky Telecom	$9.8	$6.3	54.6
France Telecom	8.7	0.1	NA
Slovenske Telekomunikacie	6.2	4.7	32.5
Teltex	6.1	3.9	57.2
Nestle	5.1	3.8	32.7
Vseobecna Uverova Banka	5.0	NA	NA
Procter & Gamble Co.	4.8	5.3	−9.0
TV Tip	4.3	NA	NA
Unilever	3.8	4.7	−18.1
TV Markza	3.7	NA	NA

Figures are U.S. dollars in millions.

Slovenia

Mediana

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$11.3	$10.6	6.9
Telekom Austria	8.5	5.6	51.4
Mobitel	8.1	8.5	−4.7
L'Oreal	6.8	6.8	0.6
Reckitt Benckiser	6.0	4.9	24.7
Beiersdorf	6.0	4.9	23.5
Western Wireless International	6.0	1.6	266.5
Henkel	5.5	7.0	−22.4
Unilever	4.5	3.4	32.8
PSA Peugeot Citroen	4.0	3.9	2.4

Figures are U.S. dollars in millions.

Spain

Nielsen Media Research

Advertiser	2002	2001	% chg
Telefonica	$118.2	$126.0	−6.2
Volkswagen	82.0	77.1	6.4
Unilever	75.0	45.4	65.1
PSA Peugeot Citroen	68.5	63.4	8.0
Procter & Gamble Co.	68.4	66.3	3.1
El Corte Ingles	68.1	66.7	2.1
Ford Motor Co.	55.0	44.1	24.8
Danone Group	48.8	46.5	5.0
Renault	47.1	46.4	1.5
Vodafone Group	45.2	31.5	43.2

Figures are U.S. dollars in millions.

Sweden

IRM-Institute for Advertising & Media Statistics

Advertiser	2002	2001	% chg
ICA	$52.3	$50.5	3.6
Ford Motor Co.	41.8	43.0	−2.8
Coop Norden	41.6	58.4	−28.7
Procter & Gamble Co.	37.6	19.9	89.0
Unilever	36.3	35.5	2.3
TeliaSonera	28.9	33.6	−14.1
Svenska Spel	27.4	28.1	−2.5
McDonald's Corp.	26.5	24.0	10.7
Carlsberg	25.7	26.0	−1.4
Coca-Cola Co.	24.1	23.1	4.4

Figures are U.S. dollars in millions.

Switzerland

Nielsen Media Research

Advertiser	2002	2001	% chg
Coop Schweiz	$132.9	$128.3	3.6
Koc Holding	122.8	115.6	6.3
Swisscom	71.9	62.9	14.4
Tamedia	37.2	36.7	1.1
Volkswagen	29.4	29.9	−1.6
DaimlerChrysler	27.2	27.7	−1.9
Procter & Gamble Co.	25.4	24.2	5.0
Nestle	24.2	25.4	−4.9
Fiat	22.0	18.1	21.2
PSA Peugeot Citroen	21.5	20.1	6.7

Figures are U.S. dollars in millions.

Turkey

Bilesim Media

Advertiser	2002	2001	% chg
Unilever	$87.8	$66.1	32.9
Procter & Gamble Co.	46.2	56.2	−17.8
Turkcell	29.6	14.2	108.0
Ulker	24.6	17.3	42.0
Telsim	20.7	16.2	28.1
Evyap	17.4	3.6	379.8
Istim Telekomunikasyon	13.5	16.5	−18.3
Bilgin Yayincilik	13.2	12.9	2.6
Digiturk	13.1	7.7	68.9
Akbank	12.5	8.6	46.6

Figures are U.S. dollars in millions.

Ukraine

Monitoring Ukraine

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$58.0	$29.2	98.3
Altria Group	33.2	20.5	61.7
Nestle	26.6	19.8	34.2
Unilever	26.0	13.3	95.3
Kievstar GSM	25.5	10.0	156.0
UMC	25.1	10.1	149.1
Coca-Cola Co.	22.6	7.2	214.5
Samsung Group	19.6	11.7	67.4
Wm. Wrigley Jr. Co.	18.9	7.5	151.0
Olvia-Beta Co.	17.0	6.5	159.5

Figures are U.S. dollars in millions.

United Kingdom

Nielsen Media Research

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$288.0	$225.4	27.8
Unilever	283.3	251.7	12.5
Ford Motor Co.	258.6	218.9	18.2
Government of the U.K.	205.8	247.9	−17.0
BT Group	166.2	169.6	−2.0
Volkswagen	152.8	152.9	−0.1
General Motors Corp.	142.8	118.2	20.8
PSA Peugeot Citroen	140.9	146.5	−3.8
Dixons Group	130.9	153.3	−14.6
L'Oreal	122.0	86.4	41.2

Figures are U.S. dollars in millions.

LATIN AMERICA

Argentina

Ibope

Advertiser	2002	2001	% chg
Unilever	$9.7	$30.7	–68.3
Editorial Agea	6.3	10.7	–41.1
Danone Group	5.9	0.3	NA
Editorial Atlantida	5.9	12.5	–52.7
Sprayette	5.3	18.1	–70.7
Procter & Gamble Co.	4.0	18.7	–78.5
Carrefour Group	3.2	3.0	9.7
Cencosud	3.2	8.9	–64.6
Prima	2.9	3.7	–21.8
Coca-Cola Co.	2.6	7.7	–65.8

Figures are U.S. dollars in millions.

Brazil

Ibope

Advertiser	2002	2001	% chg
Telefonica	$91.7	$86.7	5.8
Casas Bahia	72.9	60.1	21.2
Unilever	67.6	58.8	15.0
Volkswagen	66.6	86.2	–22.8
Fiat	66.4	68.1	–2.4
Ford Motor Co.	62.6	53.0	18.1
General Motors Corp.	59.3	63.3	–6.3
Co. de Bebidas das Americas	49.4	57.8	–14.5
Lojas Marabraz	47.6	23.8	99.7
Banco do Brasil	46.1	44.4	3.8

Figures are U.S. dollars in millions.

Chile

Ibope

Advertiser	2002	2001	% chg
Unilever	$6.4	$5.6	13.7
Nestle	4.6	4.8	–2.7
Procter & Gamble Co.	4.5	4.7	–2.7
Telefonica	4.4	4.5	–2.7
Entel	4.3	NA	NA
Falabella	3.2	3.3	–2.7
Almacenes Paris	3.0	3.1	–2.7
Comercial E.C.C.S.A.	2.8	2.8	–2.7
Coca-Cola Co.	2.7	2.8	–2.7
Laboratorios Maver	2.5	2.6	–2.7

Figures are U.S. dollars in millions.

Colombia

Ibope

Advertiser	2002	2001	% chg
Nacional de Chocolates	$4.2	$3.4	22.9
Postobon	3.7	5.0	–25.2
Tecnoquimicas	3.0	3.2	–7.5
Bavaria	2.9	2.6	14.2
Unilever	2.7	1.9	41.7
ETB	2.6	3.7	–29.2
Bancolombia	2.5	2.0	27.1
Coca-Cola Co.	2.3	2.7	–16.0
Orbitel	2.2	2.3	–3.8
Conavi	2.2	2.2	0.2

Figures are U.S. dollars in millions.

Ecuador

Ibope

Advertiser	2002	2001	% chg
Unilever	$2.4	NA	NA
Colgate-Palmolive Co.	1.0	NA	NA
Refreshment Products	0.8	NA	NA
Importadora El Rosado	0.7	NA	NA
Mercantil Garzozi	0.6	NA	NA
Loteria Nacional	0.5	NA	NA
Prian	0.5	NA	NA
Cia. de Cervezas Nacionales	0.5	NA	NA
New Yorker	0.5	NA	NA
Banco del Pichincha	0.5	NA	NA

Figures are U.S. dollars in millions.

Mexico

Ibope

Advertiser	2002	2001	% chg
Televisa	$106.8	$63.0	69.3
Procter & Gamble Co.	40.5	40.1	1.1
Coca-Cola Co.	36.2	27.7	30.7
Unilever	33.6	22.4	50.1
Grupo Bimbo	33.2	NA	NA
PepsiCo	26.1	17.2	51.4
Pres. de la Republica Mexicana	22.9	11.9	92.6
Controladora Comercial Mexicana	21.7	NA	NA
Telmex	20.6	22.1	–7.1
Radiomovil Dipsa	20.4	11.7	74.1

Figures are U.S. dollars in millions.

Paraguay

Ibope

Advertiser	2002	2001	% chg
Gateway Telecommunications	$3.5	$6.9	–48.6
Nucleo	2.0	2.1	–7.3
Telecel	2.0	2.4	–18.6
Tabacos del Paraguay	1.7	2.8	–36.9
Colgate-Palmolive Co.	1.7	1.2	40.7
Cervepar	1.4	2.6	–45.6
Coca-Cola Co.	1.2	2.4	–51.5
Hola Paraguay	1.1	1.7	–32.9
Gramon	1.1	0.6	65.5
Serv. Rapidos del Paraguay	1.0	0.6	54.6

Figures are U.S. dollars in millions.

Peru

Ibope

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$7.5	$10.3	–27.6
Union Cervecerias Peruanas B&J	5.0	NA	NA
Telefonica	3.8	3.6	4.8
Nestle	3.2	3.0	9.5
Unilever	3.1	2.6	18.8
Alicorp	3.0	5.9	–48.8
Coca-Cola Co.	2.7	3.2	–13.4
Tim Peru Sac	2.4	NA	NA
Falabela	2.3	NA	NA
Telemercado	2.3	NA	NA

Figures are U.S. dollars in millions.

Puerto Rico

Mediafax

Advertiser	2002	2001	% chg
Pfizer	$31.6	$26.5	19.6
Procter & Gamble Co.	28.0	25.9	8.2
General Motors Corp.	24.5	22.6	8.5
Sears, Roebuck & Co.	23.3	28.3	–17.5
Popular Inc.	23.2	19.7	17.5
Colgate-Palmolive Co.	21.3	26.0	–17.9
Yum! Brands	19.5	21.4	–8.8
PepsiCo	19.4	18.8	2.8
Anheuser-Busch Cos.	19.3	24.6	–21.7
Adolph Coors Co.	18.3	24.1	–24.3

Figures are U.S. dollars in millions.

Uruguay

Ibope

Advertiser	2002	2001	% chg
El Pais	$3.8	$6.3	–40.4
Johnson & Johnson	1.9	1.2	59.1
Unilever	1.8	3.0	–41.4
Manzanares	1.2	0.5	156.4
Montevideo Refrescos	1.0	1.6	–40.0
9001211	0.9	1.0	–6.9
Conaprole	0.9	0.6	55.8
Teledoce	0.7	2.2	–65.2
OCA	0.7	1.0	–30.8
Monte Cable	0.6	1.1	–43.4

Figures are U.S. dollars in millions.

Venezuela

AGB via Ibope

Advertiser	2002	2001	% chg
Empresas Polar	$9.2	$7.6	19.8
Procter & Gamble Co.	6.9	17.6	–60.9
Prokompra 2002	5.0	8.7	–42.0
Coca-Cola Co.	3.6	5.7	–37.8
Konsuma de Venezuela	3.5	NA	NA
Leti	3.4	0.4	723.4
Coordinadora Democratica	3.0	NA	NA
BellSouth Corp.	2.9	4.1	–29.7
Industrias Mavesa	2.7	2.3	16.5
Linea 900	2.6	1.7	56.9

Figures are U.S. dollars in millions.

MIDDLE EAST

Bahrain

Pan Arab Research Center

Advertiser	2002	2001	% chg
Conair Corp.	$2.0	NA	NA
Government of Bahrain	1.9	0.3	439.0
GYM	1.4	NA	NA
Batelco	1.3	1.2	10.1
AB	1.1	NA	NA
HSBC Holdings	1.1	0.2	590.2
MPT Advanced Tel.	1.1	NA	NA
Ford Motor Co.	1.0	0.8	24.5
LG Group	0.9	0.2	444.8
Gulf Air	0.8	0.5	53.7

Figures are U.S. dollars in millions.

Egypt

Pan Arab Research Center

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$16.8	$9.1	84.2
Family Planning Association	9.4	NA	NA
Mobinil	8.7	11.4	–24.0
Vodafone Group	8.4	1.5	461.4
Al Akhbar	7.3	6.6	11.4
Toshiba Corp.	7.1	5.9	19.9
PepsiCo	6.4	4.5	41.3
Coca-Cola Co.	6.2	4.4	42.7
Akhbar Al Youm	5.2	2.0	167.5
EgyptAir	4.8	4.5	5.8

Figures are U.S. dollars in millions.

Israel

IFAT

Advertiser	2002	2001	% chg
France Telecom	$39.0	$31.5	23.8
Bezeq	38.6	22.1	74.4
Pelephone	36.9	27.5	34.2
Cellcom	29.0	26.5	9.4
Yes-DBS TV Services	18.6	NA	NA
Super Pharm	18.1	NA	NA
Fox Fashion Stores	17.5	NA	NA
Kavei Zahav International Calls	15.1	NA	NA
Hamashbir Fashion Stores H&O	14.3	NA	NA
Mifal Hapayis	13.6	32.8	–58.7

Figures are U.S. dollars in millions.

Jordan

Pan Arab Research Center

Advertiser	2002	2001	% chg
JTC Telephone Co.	$4.4	$3.0	43.3
Fastlink	4.2	NA	NA
Mobilecom	3.3	4.1	–19.4
Dunk	3.1	NA	NA
Shoot	2.6	1.6	59.1
PepsiCo	1.9	1.1	79.6
Score	1.8	NA	NA
Coca-Cola Co.	1.7	1.3	30.0
Bank of Jordan	1.6	1.4	10.5
Ez Link	1.5	1.5	0.1

Figures are U.S. dollars in millions.

Kuwait

Pan Arab Research Center

Advertiser	2002	2001	% chg
Ford Motor Co.	$4.1	$4.6	–10.4
Toyota Motor Corp.	3.9	3.4	13.3
Yum! Brands	3.8	2.8	35.2
Altria Group	3.6	2.9	24.6
Nissan Motor Co.	3.0	2.0	50.9
Al Ghanim	2.9	NA	NA
CKE Restaurants	2.9	1.6	76.1
Mobile Telecom Co.	2.7	2.6	3.6
Wataniya Telecom	2.7	2.2	21.1
DaimlerChrysler	2.4	2.0	20.4

Figures are U.S. dollars in millions.

Lebanon

Pan Arab Research Center

Advertiser	2002	2001	% chg
Procter & Gamble Co.	$33.8	$16.9	99.7
Byblos Bank	6.8	7.6	–10.1
Circuit Empire	4.7	NA	NA
Beiteddine Fest.	4.5	2.3	99.7
PepsiCo	3.7	3.4	8.7
Al Mafroushat Furniture Store	3.6	2.8	26.7
Unilever	3.6	3.8	–7.1
Mediterranee Bank	3.4	NA	NA
Diageo	3.2	7.3	–55.9
Baalbeck International Fair	3.0	NA	NA

Figures are U.S. dollars in millions.

Oman

Pan Arab Research Center

Advertiser	2002	2001	% chg
Toyota Motor Corp.	$3.6	$0.7	432.8
Hyundai Motor Co.	1.7	0.9	79.3
Procter & Gamble Co.	1.6	0.1	NA
Bank Muscat	1.2	1.0	27.3
Oman International Bank	1.1	1.3	–13.2
Nissan Motor Co.	0.9	1.2	–27.0
PepsiCo	0.8	0.4	119.3
Mitsubishi Motors Corp.	0.7	0.3	130.6
Muscat Festival	0.7	1.2	–44.2
Ford Motor Co.	0.7	0.6	15.0

Figures are U.S. dollars in millions.

Qatar

Pan Arab Research Center

Advertiser	2002	2001	% chg
Q-TEL	$1.2	$0.7	71.3
Toyota Motor Corp.	1.1	1.0	9.9
Carrefour Group	0.9	0.9	–0.2
Nissan Motor Co.	0.8	1.1	–27.1
Mashreq Bank	0.8	0.4	93.9
Doha Cultural Festival	0.8	NA	NA
HSBC Holdings	0.8	0.4	72.3
Standard Chartered Bank	0.6	0.6	6.1
The Group	0.6	0.4	40.0
Samsung Group	0.5	0.3	58.4

Figures are U.S. dollars in millions.

Saudi Arabia

Pan Arab Research Center

Advertiser	2002	2001	% chg
Toyota Motor Corp.	$8.6	$5.6	55.1
Saudi Telecomm	7.9	6.1	29.4
National Comm. Bank	6.9	5.1	35.0
Saudi Distribution	5.0	3.7	34.5
Ford Motor Co.	5.0	5.0	–1.0
General Motors Corp.	4.8	5.8	–17.1
Nissan Motor Co.	4.3	2.4	77.2
Hadeed-Sabic	4.2	1.6	156.3
Unilever	4.0	2.6	53.5
Procter & Gamble Co.	3.5	1.3	166.5

Figures are U.S. dollars in millions.

Syria

Pan Arab Research Center

Advertiser	2002	2001	% chg
Nestle	$0.5	$0.4	8.2
Syriatel	0.2	0.2	–5.1
Unilever	0.2	0.3	–24.4
Procter & Gamble Co.	0.2	0.7	–70.9
94	0.2	NA	NA
Samsung Group	0.1	0.1	63.5
Milo	0.1	0.1	–37.8
Sawt al Shabab	0.1	NA	NA
Madar Detergents	0.1	0.1	–56.9
Prince Automatic Detergent	0.1	0.1	–61.2

Figures are U.S. dollars in millions.

United Arab Emirates

Pan Arab Research Center

Advertiser	2002	2001	% chg
Nokia	$5.4	$4.5	20.6
Zahrat al Khalij	4.3	0.9	408.9
Toyota Motor Corp.	4.3	3.4	28.1
Dubai Shop. Festival	4.1	2.5	64.4
Mashreq Bank	3.7	2.4	52.6
Samsung Group	3.5	3.4	4.3
Emaar	3.3	NA	NA
Unilever	3.3	3.3	2.7
Ford Motor Co.	3.3	1.2	180.9
Emirates Airlines	3.1	1.8	69.7

Figures are U.S. dollars in millions.

GLOBAL MARKETERS BY COUNTRY

NORTH AMERICA

Canada

Nielsen Media Research

Advertiser	2002	2001	% chg
BCE	$82.6	$79.1	4.4
Procter & Gamble Co.	77.3	65.0	18.9
General Motors Corp.	69.7	64.2	8.6
Hudson's Bay Co.	64.6	56.5	14.5
CanWest Global Comms. Corp.	54.1	45.2	19.7
Sears, Roebuck & Co.	53.1	47.1	12.8
Government of Canada	51.6	52.7	−2.0
Toyota Motor Corp.	49.6	29.5	68.2
Sony Corp.	41.3	24.4	68.9
Best Buy Co.	38.7	33.1	16.9

Figures are U.S. dollars in millions.

United States

TNS Media Intelligence/CMR

Advertiser	2002	2001	% chg
General Motors Corp.	$2.45	$2.20	11.1
Procter & Gamble Co.	2.03	1.68	21.0
Time Warner	1.81	1.73	5.0
Ford Motor Co.	1.41	1.27	10.6
DaimlerChrysler	1.34	1.40	−4.1
Walt Disney Co.	1.15	1.10	4.6
Johnson & Johnson	1.08	.89	21.3
Verizon Communications	1.07	.87	23.6
Altria Group	.89	1.08	−17.5
Toyota Motor Corp.	.89	.77	14.9

Figures are U.S. dollars in billions and represent measured media only. For a look at total U.S. spending including unmeasured ad spending estimates, **CLICK HERE** or go to **AdAge.com QwikFIND** aao80f.

MULTINATIONAL AGENCY NETWORK ASSIGNMENTS

BEFORE THERE CAN BE A GLOBAL account assignment, there has to be a global brand. In reality, there are only 284 parent companies that field brands that are truly worldwide, covering the majority of continents, this report shows.

Many of those marketers assign their accounts to multiple agency networks.

The Dots, as this report is sometimes called, tracks 532 accounts (as defined by the agency networks) by country. Formerly known as World Brands, the Global Accounts survey shows a dot in each country where the agency has been assigned the account.

METHODOLOGY & QUALIFICATIONS

Client assignments qualify for our tables if they are handled in five or more countries and are worth $5 million or more.

In the first section of this report, assignments, listed in alphabetical order by parent company, are shown by agency and marked with a dot in countries where the agency handles the business. The second section lists clients by agency.

International agency networks were sent a standardized list of 61 countries, regions and country groups. Regions such as the Caribbean are grouped together because of relatively low ad spending. For an agency to earn a credit for a region or country group, a client must use the agency in two or more countries within that region.

To illustrate the growing strength of advertising organizations that own more than one worldwide network, all agency networks within a common ad organization bear the same color.

For example, Interpublic Group of Cos. owns McCann-Erickson Worldwide, Lowe & Partners Worldwide and Foote, Cone & Belding Worldwide.

The Interpublic agencies are colored green wherever they appear in the dots listing.

The listings for Young & Rubicam incorporate listings for Dentsu, Young & Rubicam Partnerships throughout Asia. Y&R owns a majority of that network.

Color-coding highlights the influence of advertising organizations with some of the world's biggest multinational clients.

COUNTRY GROUPINGS

Africa: Botswana, Cameroon, Ethiopia, Ghana, Guyana, Ile de la Reunion, Ivory Coast, Kenya, Madagascar, Malawi, Mauritius, Morocco, Mozambique, Namibia, Nigeria, Senegal, Seychelles, Tanzania, Tunisia, Uganda, Zambia, Zimbabwe

Balkans: Bosnia & Herzegovina, Bulgaria, Croatia, Macedonia, Serbia & Montenegro, Slovenia.

Baltics: Estonia, Latvia, Lithuania

Caribbean: Aruba, Bahamas, Barbados, Bermuda, Cayman Islands, Dominican Republic, Haiti, Jamaica, Martinique, Puerto Rico, Trinidad

Central America: Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama

Indochina: Cambodia, Laos, Myanmar, Vietnam

Middle East: Bahrain, Cyprus, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Qatar, Syria, United Arab Emirates, Yemen

Russia/CIS: Armenia, Belarus, Georgia, Moldova, Kazakhstan, Russia, Ukraine, Uzbekistan

AGENCY ABBREVIATIONS

NETWORK	ABBREVIATION	HOLDING CO.
Armando Testa	Testa	
Arnold Worldwide	Arnold	Havas Advertising
Bartle Bogle Hegarty	Bartle	Publicis Groupe*
BBDO Worldwide	BBDO	Omnicom Group
DDB Worldwide	DDB	Omnicom Group
Dentsu	Dentsu	Dentsu Inc.
Euro RSCG Worldwide	Euro RSCG	Havas Advertising
Foote, Cone & Belding Worldwide	FCB	Interpublic Group of Cos.
Fallon Worldwide	Fallon	Publicis Groupe
Grey Worldwide	Grey	Grey Global Group
Hakuhodo	Hakuhodo	Hakuhodo DY Holdings
J. Walter Thompson Co.	JWT	WPP Group
Leo Burnett Worldwide	Burnett	Publicis Groupe
Lowe & Partners Worldwide	Lowe	Interpublic Group of Cos.
M&C Saatchi	MCSaatchi	
McCann-Erickson Worldwide	McCann	Interpublic Group of Cos.
Ogilvy & Mather Worldwide	O&M	WPP Group
Publicis Worldwide	Publicis	Publicis Groupe
Red Cell/Batey Ads[1]	Red Cell	WPP Group
Saatchi & Saatchi	Saatchi	Publicis Groupe
TBWA Worldwide	TBWA	Omnicom Group
Wieden & Kennedy	W&K	
Y&R Advertising/DYR[2]	Y&R	WPP Group

*Publicis Groupe owns 49% of Bartle. [1]The Asian assignments of Red Cell network are handled by Batey Ads. [2]The Asian assignments of the Y&R Advertising network are handled by Dentsu, Young & Rubicam Partnerships.

TOP 25 ADVERTISERS

By total number of assignment among multinational agency networks

RANK	MARKETER	DOTS/ ASSIGNMENTS	AGENCY NETWORKS	Bartle Bogle Hegarty	BBDO Worldwide	DDB Worldwide	Dentsu	Euro RSCG Worldwide	Fallon Worldwide	Foote, Cone & Belding Worldwide	Grey Worldwide	Hakuhodo	J. Walter Thompson Co.	Leo Burnett Worldwide	Lowe & Partners Worldwide	McCann-Erickson Worldwide	Ogilvy & Mather Worldwide	Publicis Worldwide	Red Cell	Saatchi & Saatchi	TBWA Worldwide	Y&R Advertising
1	Unilever	703		●	●	●		●			●		●		●	●	●		●			
2	Nestle	299				●		●	●				●		●	●	●	●				
3	Altria Group	280						●		●			●	●			●					●
4	L'Oreal	201						●								●		●				
5	Procter & Gamble Co.	200						●			●			●				●	●	●		
6	General Mills	185														●				●	●	
7	Mars Inc.	183			●						●										●	
8	Johnson & Johnson	170				●									●	●				●		
9	Pfizer	168			●			●					●			●	●					
10	Gillette Co.	166			●										●		●					
11	Ford Motor Co.	159						●			●		●				●					●
12	Diageo	151		●	●								●	●			●			●		
13	GlaxoSmithKline	143						●			●					●	●			●		
14	Kimberly-Clark Corp.	138											●				●					
15	Coca-Cola Co.	137										●			●	●	●	●				
16	Mattel	119															●					
17	Reckitt Benckiser	111						●					●									
18	PepsiCo	111			●	●		●					●									●
19	Sony Corp.	111		●	●		●		●		●		●			●				●	●	●
20	Siemens	101			●								●		●	●		●				
12	Cadbury Schweppes	88						●					●			●		●		●		●
22	Novartis	87						●			●				●	●	●				●	●
23	Hewlett-Packard Co.	87								●								●		●		
24	Henkel	86			●	●															●	
25	Danone Group	86				●		●														●

Ranking based on total assignments the top 25 advertisers awarded the agency networks in this report.

TOP 20 AGENCY NETWORKS

By claimed accounts and assignments

RANK	AGENCY ORGANIZATIONS (PARENT AD ORGANIZATION)	HEADQUARTERS	NUMBER OF ACCOUNTS	TOTAL DOTS (ASSIGNMENTS)
1	**McCann-Erickson Worldwide,** Interpublic Group of Cos.	New York	62	1,180
2	**Grey Worldwide,** Grey Global Group	New York	55	802
3	**Ogilvy & Mather Worldwide,** WPP Group	New York	48	1,261
4	**Euro RSCG Worldwide,** Havas	New York	46	931
5	**Saatchi & Saatchi,** Publicis Groupe	New York	37	486
6	**BBDO,** Omnicom Group	New York	35	639
7	**Y&R Advertising,** WPP Group	New York	32	612
8	**Publicis Worldwide,** Publicis Groupe	Paris	31	719
9	**J. Walter Thompson Co.,** WPP Group	New York	29	679
10	**Lowe & Partners Worldwide,** Interpublic Group of Cos.	New York/London	25	536
11	**DDB Worldwide,** Omnicom Group	New York	21	378
12	**TBWA Worldwide,** Omnicom Group	New York	17	316
13	**Foote, Cone & Belding Worldwide,** Interpublic Group of Cos.	New York	15	378
14	**Hakuhodo,** Hakuhodo DY Holdings	Tokyo	13	98
15	**Dentsu,** Dentsu Inc.	Tokyo	12	127
16	**Leo Burnett Worldwide,** Publicis Groupe	Chicago	11	254
17	**Bartle Bogle Hegarty,** Publicis Groupe*	London	11	263
18	**Armando Testa**	Turin, Italy	9	121
19	**Red Cell/Batey Ads,** WPP Group	Singapore	9	159
20	**Fallon Worldwide,** Publicis Groupe	Minneapolis	5	164
	Total all networks		532	10,202

Notes: This ranking is based on the total number of client assignments listed in this report. In some cases, networks have multiple assignments from a single marketer. *indicates minority owned.

TOP 5 ADVERTISING ORGANIZATIONS

By claimed accounts and assignments

RANK	PARENT AD ORGANIZATION	HEADQUARTERS	NUMBER OF ACCOUNTS	TOTAL DOTS (ASSIGNMENTS)
1	WPP Group	London	118	2,711
2	Interpublic Group of Cos.	New York	102	2,094
3	Publicis Groupe	Paris	95	1,886
4	Omnicom Group	New York	73	1,333
5	Grey Global Group	New York	55	802

Notes: This ranking is based on the total number of client assignments listed in this report. In some cases, networks have multiple assignments from a single marketer. Throughout the following pages, agency networks are color coded by parent advertising organization. Color keys are at the bottom of each page.

GLOBAL ACCOUNTS BY ADVERTISER

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

GLOBAL ACCOUNTS BY ADVERTISER

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

GLOBAL ACCOUNTS BY ADVERTISER

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

GLOBAL ACCOUNTS BY ADVERTISER

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

GLOBAL ACCOUNTS BY ADVERTISER

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

GLOBAL ACCOUNTS BY ADVERTISER

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

GLOBAL ACCOUNTS BY ADVERTISER

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

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GLOBAL ACCOUNTS BY ADVERTISER

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

GLOBAL ACCOUNTS BY ADVERTISER

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

GLOBAL ACCOUNTS BY AGENCY NETWORK

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GLOBAL ACCOUNTS BY AGENCY NETWORK

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