

RANK		MEGABRAND	PARENT COMPANY	MEASURED U.S. AD SPENDING		
2005	2004			2005	2004	% CHG
1	1	Verizon	Verizon Communications	\$1,715.2	\$1,614.5	6.2
2	3	Cingular	AT&T	1,314.3	911.3	44.2
3	6	Sprint	Sprint Nextel Corp.	995.0	893.3	11.4
4	2	Ford	Ford Motor Co.	984.6	954.4	3.2
5	5	Chevrolet	General Motors Corp.	876.6	908.1	-3.5
6	4	Nissan	Nissan Motor Co.	813.7	910.2	-10.6
7	11	Dell	Dell	776.3	630.4	23.1
8	8	Toyota	Toyota Motor Corp.	766.9	797.5	-3.8
9	10	McDonald's	McDonald's Corp.	742.3	678.2	9.5
10	15	Honda	Honda Motor Co.	637.1	567.9	12.2
11	17	Chrysler	DaimlerChrysler	604.4	543.8	11.1
12	19	Target	Target Corp.	601.5	526.3	14.3
13	20	GM	General Motors Corp.	600.6	521.3	15.2
14	25	American Express	American Express Co.	592.7	411.5	44.0
15	16	Citi	Citigroup	587.9	565.1	4.0
16	12	Wal-Mart	Wal-Mart Stores	563.3	579.8	-2.9
17	21	Macy's	Federated Department Stores	553.6	473.7	16.8
18	13	Home Depot	Home Depot	533.6	579.0	-7.8
19	22	T-Mobile	Deutsche Telekom	521.6	453.1	15.1
20	9	Dodge	DaimlerChrysler	516.8	715.3	-27.8
21	18	HP	Hewlett-Packard Co.	496.5	535.3	-7.3
22	14	Sears	Sears Holdings Corp.	484.7	569.4	-14.9
23	27	Hyundai	Hyundai Motor Co.	425.4	378.2	12.5
24	29	Lowe's	Lowe's Cos.	423.7	366.6	15.6
25	24	J.C. Penney	J.C. Penney Co.	417.6	437.2	-4.5

Notes: Dollars are in millions. 2004 rankings represent data compiled in 2006. Measured media from TNS Media Intelligence's Strategy is based on spending in 18 media. See notes to chart on Page S-2.

Special Report MEGABRANDS

MEGABRANDS RANKED 26 TO 113

Ranked by total U.S. measured media in 2005

RANK 2005	RANK 2004	MEGABRAND	PARENT COMPANY	MEASURED U.S. AD SPENDING			RANK 2005	RANK 2004	MEGABRAND	PARENT COMPANY	MEASURED U.S. AD SPENDING		
				2005	2004	% CHG					2005	2004	% CHG
26	319	Vonage	Vonage Holdings Corp.	\$413.5	\$63.4	552.6	70	70	Acura	Honda Motor Co.	\$216.1	\$218.1	-0.9
27	48	Geico	Berkshire Hathaway	403.3	286.2	40.9	71	NA	Lunesta	Sepracor	215.1	0.0	NA
28	34	Kohl's	Kohl's Corp.	401.4	352.7	13.8	72	76	Pizza Hut	Yum Brands	213.2	207.9	2.6
29	44	Budweiser & Bud Light	Anheuser-Busch Cos.	385.8	305.1	26.4	73	73	RadioShack	RadioShack Corp.	212.3	211.7	0.3
30	28	Wendy's	Wendy's International	375.1	368.1	1.9	74	82	Infiniti	Nissan Motor Co.	209.7	197.5	6.2
31	46	AOL	Time Warner	364.0	296.9	22.6	75	304	Chase	JPMorgan Chase & Co.	209.5	67.5	210.1
32	31	Visa	Visa International	360.2	362.4	-0.6	76	62	Dillard's	Dillard's	209.4	240.1	-12.8
33	53	Olay	Procter & Gamble Co.	359.1	268.1	34.0	77	87	Fry's	Fry's Electronics	209.3	187.6	11.5
34	41	Microsoft	Microsoft Corp.	357.1	315.6	13.1	78	47	Mazda	Mazda Motor Corp.	208.7	294.5	-29.1
35	32	Capital One	Capital One Financial Corp.	352.0	361.1	-2.5	79	50	Bank of America	Bank of America Corp.	208.7	276.2	-24.4
36	26	Best Buy	Best Buy Co.	338.7	391.3	-13.5	80	81	Netflix	Netflix	208.1	198.6	4.8
37	36	MasterCard	MasterCard International	335.5	340.6	-1.5	81	123	Gatorade	PepsiCo	206.3	141.6	45.7
38	43	L'Oreal	L'Oreal	328.1	307.1	6.8	82	84	Pantene	Procter & Gamble Co.	205.7	194.3	5.9
39	38	Subway	Doctor's Associates	325.3	324.5	0.2	83	68	Gillette	Procter & Gamble Co.	205.5	226.8	-9.4
40	37	Kellogg	Kellogg Co.	323.7	326.0	-0.7	84	106	ABC	Walt Disney Co.	199.5	158.7	25.7
41	23	SBC	AT&T	321.8	452.0	-28.8	85	51	Mitsubishi	Mitsubishi Motors Corp.	193.9	270.2	-28.3
42	35	Volkswagen	Volkswagen	321.0	342.7	-6.3	86	121	Quaker	PepsiCo	193.5	142.7	35.6
43	54	State Farm	State Farm Mutual Auto. Ins. Co.	320.1	260.1	23.1	87	75	UPS	United Parcel Service	192.7	208.2	-7.5
44	49	Coca-Cola & Diet Coke	Coca-Cola Co.	317.0	279.5	13.4	88	63	Kmart	Sears Holdings Corp.	189.9	239.2	-20.6
45	59	GMC	General Motors Corp.	300.2	242.7	23.7	89	69	Saturn	General Motors Corp.	189.8	221.5	-14.3
46	56	Comcast	Comcast Corp.	299.7	255.2	17.5	90	85	Sony	Sony Corp.	187.4	193.1	-3.0
47	33	Jeep	DaimlerChrysler	297.7	354.2	-16.0	91	112	Campbell's	Campbell Soup Co.	183.4	151.3	21.2
48	42	IBM	IBM Corp.	294.7	310.0	-4.9	92	94	Ingles Sin Barreras	Lexicon Marketing Corp.	182.5	178.6	2.2
49	45	Allstate	Allstate Corp.	289.2	298.9	-3.2	93	134	Petmed Express	Petmed Express	178.7	130.2	37.2
50	40	Miller	SABMiller	283.4	317.1	-10.6	94	99	Neutrogena	Johnson & Johnson	177.9	168.9	5.3
51	30	Nextel	Sprint Nextel Corp.	278.5	365.1	-23.7	95	93	Bose	Bose Corp.	177.6	181.3	-2.0
52	52	General Mills	General Mills	277.9	269.3	3.2	96	143	Buick	General Motors Corp.	177.0	123.2	43.7
53	39	Burger King	Burger King Corp.	268.8	323.0	-16.8	97	83	Old Navy	Gap	176.1	196.6	-10.4
54	58	Lexus	Toyota Motor Corp.	262.9	247.0	6.4	98	96	Walgreens	Walgreen Co.	174.2	172.9	0.8
55	64	Pepsi & Diet Pepsi	PepsiCo	262.7	239.0	9.9	99	107	Coors	Molson Coors Brewing Co.	170.9	158.4	7.9
56	65	DirecTV	DirecTV Group	254.2	237.1	7.2	100	101	Subaru	Fuji Heavy Industries	169.2	168.1	0.6
57	80	Progressive	Progressive Corp.	252.4	200.5	25.9	101	98	Wachovia	Wachovia Corp.	168.2	169.5	-0.8
58	79	Clorox	Clorox Co.	251.1	201.7	24.5	102	116	Washington Mutual	Washington Mutual	165.9	145.2	14.2
59	66	Circuit City	Circuit City Stores	247.7	231.6	7.0	103	128	Applebee's	Applebee's International	165.7	136.0	21.9
60	67	KFC	Yum Brands	246.0	228.9	7.5	104	77	Nike	Nike	165.5	205.7	-19.6
61	97	Pontiac	General Motors Corp.	239.4	172.5	38.7	105	122	Mercury	Ford Motor Co.	165.1	141.8	16.4
62	74	Taco Bell	Yum Brands	231.8	211.1	9.8	106	104	Kraft	Altria Group	163.0	164.3	-0.8
63	61	Cadillac	General Motors Corp.	226.6	242.0	-6.4	107	78	GE	General Electric Co.	162.8	204.3	-20.3
64	60	Nexium	AstraZeneca	226.3	242.1	-6.5	108	113	Southwest	Southwest Airlines	161.8	150.8	7.2
65	90	Disney	Walt Disney Co.	225.5	186.7	20.8	109	331	GlaxoSmithKline	GlaxoSmithKline	160.8	60.1	167.3
66	91	Nabisco	Altria Group	220.6	186.3	18.4	110	120	Domino's Pizza	Domino's Pizza	155.3	143.0	8.6
67	55	Crest	Procter & Gamble Co.	219.0	255.4	-14.2	111	364	Vytorin	Merck & Co./Schering-Plough Corp.	155.3	52.2	197.2
68	57	Kia	Kia Motors Corp.	218.0	252.5	-13.7	112	138	Apple	Apple Computer	155.2	124.8	24.4
69	100	TD Ameritrade	TD Ameritrade Holding Corp.	217.7	168.7	29.1	113	316	Blockbuster	Blockbuster	154.0	64.8	137.7

Notes: Dollars are in millions. 2004 rankings represent data compiled in 2006. Measured media from TNS Media Intelligence's Strategy is based on spending in 18 media: Magazines—consumer magazines, Sunday magazines, local magazines, and business-to-business magazines; newspaper—local and national newspapers; television—network TV, spot TV, syndicated TV and network cable TV; radio—network, national spot and local; Spanish-language media—Spanish-language magazines, newspapers and TV networks.

Special Report MEGABRANDS

MEGABRANDS RANKED 114 TO 200

Ranked by total U.S. measured media in 2005

RANK		MEGABRAND	PARENT COMPANY	MEASURED U.S. AD SPENDING			RANK		MEGABRAND	PARENT COMPANY	MEASURED U.S. AD SPENDING		
2005	2004			2005	2004	% CHG	2005	2004			2005	2004	% CHG
114	115	Dove	Unilever	\$153.6	\$145.4	5.6	158	213	Red Lobster	Darden Restaurants	\$115.1	\$90.0	27.8
115	140	Rooms To Go	Rooms To Go	151.4	124.4	21.7	159	171	Claritin	Schering-Plough Corp.	113.6	108.2	4.9
116	130	Fidelity	FMR Corp.	149.6	132.2	13.1	160	137	Ameriquest	Ameriquest Mortgage Co.	113.5	126.8	-10.5
117	260	Classmates.com	United Online	147.9	76.8	92.5	161	168	Safeway	Safeway	113.5	108.7	4.4
118	89	Mercedes-Benz	DaimlerChrysler	147.8	186.8	-20.9	162	208	AARP	AARP	113.4	90.8	24.9
119	181	PeoplePC	PeoplePC	147.6	100.2	47.4	163	150	Flonase	GlaxoSmithKline	112.8	118.6	-4.9
120	72	Tylenol	Johnson & Johnson	145.2	212.9	-31.8	164	178	Time Warner	Time Warner	112.4	101.6	10.6
121	118	U.S. Army	U.S. Government	144.6	145.0	-0.3	165	193	Olive Garden	Darden Restaurants	111.7	98.8	13.0
122	165	Lamisil	Novartis	143.0	109.8	30.3	166	105	Cialis	Eli Lilly & Co.	110.9	163.8	-32.3
123	71	Crestor	AstraZeneca	141.8	216.2	-34.4	167	192	Lincoln	Ford Motor Co.	110.7	98.8	12.0
124	95	Ortho	Johnson & Johnson	141.4	177.8	-20.5	168	167	Plavix	Bristol-Myers Squibb Co.	110.2	109.0	1.1
125	133	Fox	News Corp.	139.1	131.1	6.1	169	269	Land Rover	Ford Motor Co.	109.8	73.9	48.7
126	227	E-Trade	E-Trade Financial Corp.	137.8	86.4	59.5	170	166	Wellbutrin	GlaxoSmithKline	108.1	109.1	-0.9
127	88	Expedia	Expedia	137.7	187.6	-26.6	171	191	Blue Cross & Blue Shield	Blue Cross & Blue Shield Assn.	107.7	99.3	8.5
128	136	Wrigley	Wm. Wrigley Jr. Co.	137.3	127.1	8.0	172	129	Philip Morris	Altria Group	107.2	135.4	-20.8
129	111	BMW	BMW	136.9	152.0	-9.9	173	262	Suzuki	Suzuki Motor Corp.	107.1	76.5	40.1
130	218	Advair	GlaxoSmithKline	136.9	88.7	54.3	174	201	Carnival Cruises	Carnival Corp.	106.8	93.2	14.6
131	145	Post	Altria Group	136.7	121.6	12.4	175	102	Gap & Baby Gap	Gap	106.8	166.6	-35.9
132	127	Garnier	L'Oreal	135.7	137.3	-1.1	176	157	Singulair	Merck & Co.	105.1	112.5	-6.6
133	200	Glade	SC Johnson	135.5	93.9	44.2	177	254	Bowflex	Nautilus	103.9	78.0	33.1
134	131	Samsung	Samsung Group	134.5	132.1	1.8	178	86	Claireol	Procter & Gamble Co.	103.4	189.4	-45.4
135	92	Office of Nat'l Drug Control Policy	U.S. Government	134.3	181.8	-26.1	179	162	Mervyns	Mervyns	102.9	109.9	-6.4
136	209	Re/Max	Re/Max International	132.0	90.7	45.5	180	190	Dr Pepper	Cadbury Schweppes	102.8	99.3	3.5
137	108	Canon	Canon	131.0	156.9	-16.5	181	144	Robinsons May	Federated Department Stores	102.7	122.5	-16.2
138	170	Aveeno	Johnson & Johnson	130.6	108.3	20.6	182	216	CBS TV	CBS Corp.	102.4	89.3	14.7
139	329	Ambien	Sanofi-Aventis	130.2	61.0	113.4	183	244	Audi	Volkswagen	101.4	79.9	26.9
140	110	Oral-B	Procter & Gamble Co.	128.8	152.0	-15.3	184	266	Philips	Philips Electronics	101.3	74.2	36.6
141	184	PlayStation	Sony Corp.	127.9	99.6	28.4	185	252	Empire	Empire Today	101.2	78.5	28.9
142	249	Lowermybills.com	GUS	127.6	78.7	62.1	186	210	Johnson & Johnson	Johnson & Johnson	101.2	90.6	11.7
143	119	BellSouth	BellSouth Corp.	127.5	143.2	-11.0	187	240	Staples	Staples	101.2	80.6	25.5
144	185	Ebay	Ebay	126.5	99.6	27.0	188	390	Prilosec	Procter & Gamble Co.	100.4	47.0	113.9
145	189	Hummer	General Motors Corp.	125.9	99.3	26.8	189	126	Allegra	Sanofi-Aventis	100.2	137.6	-27.2
146	868	Nasonex	Schering-Plough Corp.	124.2	10.1	1129.2	190	149	Office Depot	Office Depot	100.1	118.9	-15.8
147	153	Alltel	Alltel Corp.	123.6	115.9	6.6	191	197	H&R Block	H&R Block	99.4	96.3	3.2
148	125	Fedex & Fedex Kinkos	Fedex Corp.	123.1	137.7	-10.6	192	255	Sonic	Sonic Corp.	99.1	77.8	27.3
149	196	Purina	Nestle	123.1	96.5	27.6	193	135	Swiffer	Procter & Gamble Co.	98.9	129.2	-23.4
150	139	Febreze	Procter & Gamble Co.	121.9	124.6	-2.2	194	177	Arby's	Triarc Cos.	98.6	103.0	-4.3
151	173	Chili's Grill & Bar	Brinker International	121.1	106.5	13.7	195	270	ESPN	Walt Disney Co.	98.0	73.7	32.9
152	109	Schwab	Charles Schwab Corp.	120.6	152.7	-21.0	196	296	LendingTree	IAC/InterActiveCorp	97.5	69.2	40.9
153	117	Hallmark	Hallmark Cards	118.9	145.1	-18.0	197	257	ITT Technical Institute	ITT Educational Services	97.5	77.4	26.0
154	151	Maybelline	L'Oreal	118.9	116.7	1.9	198	152	Kodak	Eastman Kodak Co.	97.3	116.0	-16.2
155	259	Dish Network	EchoStar Communications Corp.	116.8	76.9	51.9	199	174	Advil	Wyeth	97.0	104.3	-7.0
156	206	NBC TV	General Electric Co.	116.5	91.7	27.1	200	243	Liberty Medical Supplies	PolyMedica Corp.	96.9	79.9	21.4
157	199	Monster	Monster Worldwide	115.8	94.5	22.6							

Notes: Dollars are in millions. 2004 rankings represent data compiled in 2006. Measured media from TNS Media Intelligence's Strategy. Brands aggregated by Ad Age. See note on Page S-2.