

2021 MEGABRANDS



Out of Home Advertising Association of America

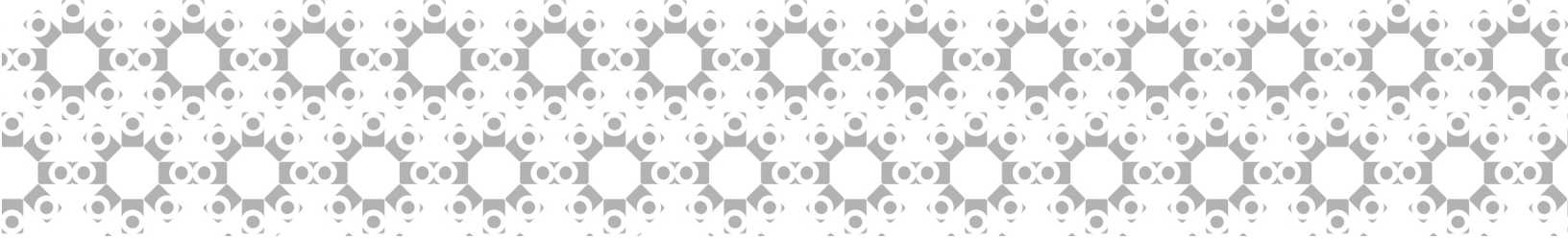
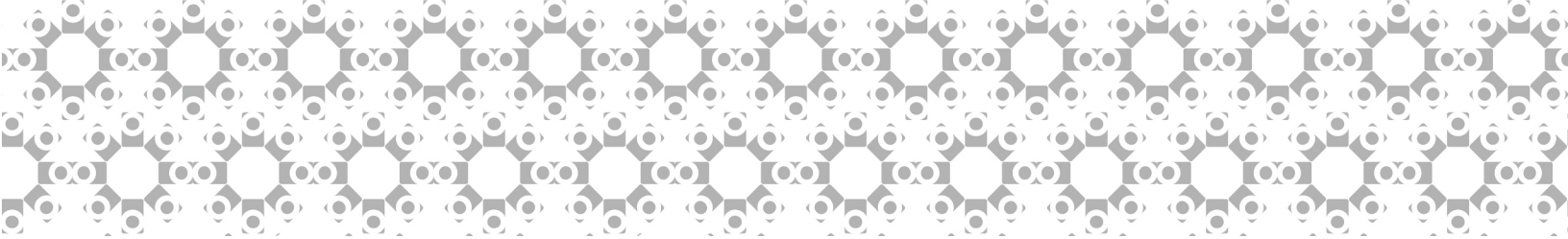


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Out of Home Advertising Association of America



OOH INDUSTRY
2021 REVENUE OVERVIEW

Top 100 OOH Revenue Categories by Quarter and Full Year
2021 OOH Revenue By Format



Out of Home Advertising Association of America

2021 January - March OOH Advertising Expenditures Ranked By Total Spending

Industry Categories	Jan - Mar 2021 (\$m)	Percent of Total Revenue	Rank	Jan - Mar 2020 (\$m)	Rank	Category Growth Jan - Mar '21 vs '20 (\$m)	Percentage Change Jan - Mar '21 vs '20 (%)
MISC LOCAL SERVICES & AMUSEMENTS	349,426.7	24.2%	1	450,442.3	1	-101,015.6	-22.4%
RETAIL	137,224.0	9.9%	2	167,519.9	3	-30,295.9	-18.1%
RESTAURANTS	108,652.6	9.0%	3	115,402.6	6	-6,750.0	-5.8%
INSURANCE & REAL ESTATE	102,352.9	6.5%	4	120,986.6	4	-18,633.7	-15.4%
MEDIA & ADVERTISING	82,336.4	6.4%	5	184,271.8	2	-101,935.4	-55.3%
GOVERNMENT, POLITICS & ORGS	79,893.0	6.2%	6	113,541.2	7	-33,648.2	-29.6%
PUBLIC TRANSPORT, HOTELS & RESORTS	67,200.3	6.1%	7	119,125.2	5	-51,924.9	-43.6%
FINANCIAL	64,226.7	5.8%	8	107,957.2	8	-43,730.5	-40.5%
AUTOMOTIVE DEALERS & SERVICES	59,893.6	4.0%	9	68,869.3	10	-8,975.7	-13.0%
SCHOOLS, CAMPS & SEMINARS	47,160.6	3.7%	10	74,453.3	9	-27,292.7	-36.7%
Total Top Ten Categories	1,098,366.7	81.8%		1,522,569.4		(424,202.7)	

Total 2021 January - March OOH Expenditures \$1,282,457,505
 Overall Percentage Change January - March '21 vs '20 -31.1%

**2021 April - June
OOH Advertising Expenditures
Ranked By Total Spending**

Industry Categories	April - June 2021 (thousands)	Percent of Total Revenue	Rank	April - June 2020 (thousands)	Rank	Category Growth April - June '21 vs '20 (thousands)	Percentage Change April - June '21 vs '20 (%)
MISC SERVICES & AMUSEMENTS	\$535,724.9	26.3%	1	\$384,056.5	1	151,668.4	39.5%
RETAIL	\$205,734.6	10.1%	2	\$152,145.5	2	53,589.1	35.2%
INSURANCE & REAL ESTATE	\$160,921.2	7.9%	3	\$110,785.5	4	50,135.7	45.3%
MEDIA & ADVERTISING	\$148,699.3	7.3%	4	\$107,831.3	5	40,868.0	37.9%
RESTAURANTS	\$148,698.7	7.3%	5	\$112,262.7	3	36,436.0	32.5%
GOVERNMENT, POLITICS & ORGS	\$144,625.3	7.1%	6	\$100,445.6	6	44,179.7	44.0%
PUBLIC TRANSP, HOTELS & RESORTS	\$105,922.8	5.2%	7	\$79,765.6	8	26,157.2	32.8%
FINANCIAL	\$103,885.8	5.1%	8	\$87,151.3	7	16,734.5	19.2%
AUTOMOTIVE DEALERS & SERVICES	\$81,479.1	4.0%	9	\$60,562.8	10	20,916.3	34.5%
SCHOOLS, CAMPS & SEMINARS	\$73,331.2	3.6%	10	\$63,517.0	9	9,814.2	15.5%
Total Top Ten Categories	\$1,709,022.8	83.9%		\$1,258,523.8		450,499.0	

Total 2021 April - June OOH Expenditures \$2,036,976,631
Overall Percentage Change April - June '21 vs '20 37.9%

**2021 July - September
OOH Advertising Expenditures**
Ranked by Total Spending

Industry Categories	July - September 2021 (thousands)	Percent of Total Revenue	Rank	July - September 2020 (thousands)	Rank	Category Growth July - September '21 vs '20 (thousands)	Percentage Change July - September '21 vs '20 (%)
MISC SERVICES & AMUSEMENTS	\$449,195.6	25.7%	1	\$328,999.6	1	120,196.0	36.5%
RETAIL	\$166,937.7	9.6%	2	\$130,334.5	2	36,603.2	28.1%
MEDIA & ADVERTISING	\$138,053.4	7.9%	3	\$74,657.6	6	63,395.8	84.9%
INSURANCE & REAL ESTATE	\$122,446.3	7.0%	4	\$105,026.8	3	17,419.5	16.6%
RESTAURANTS	\$121,376.4	7.0%	5	\$96,169.1	4	25,207.3	26.2%
GOVERNMENT, POLITICS & ORGS	\$118,786.5	6.8%	6	\$91,107.6	5	27,678.9	30.4%
FINANCIAL SERVICES	\$99,753.9	5.7%	7	\$68,330.7	8	31,423.2	46.0%
PUBLIC TRANS, HOTELS & RESORTS	\$92,194.5	5.3%	8	\$72,126.8	7	20,067.7	27.8%
AUTOMOTIVE DEALERS & SERVICES	\$60,039.0	3.4%	9	\$53,146.1	9	6,892.9	13.0%
SCHOOLS, CAMPS & SEMINARS	\$56,697.7	3.2%	10	\$44,288.4	10	12,409.3	28.0%
Total Top Ten Categories	1,425,481.0	81.7%		\$1,064,187.2		361,293.8	

Total 2021 July - September OOH Expenditures \$1,744,963,234
Overall Percentage Change July - September '21 vs '20 37.9%

**2021 October - December
OOH Advertising Expenditures**
Ranked by Total Spending

Industry Categories	Oct - Dec 2021 (000)	Percent of Total Revenue	Rank	Oct - Dec 2020 (000)	Rank	Category Growth Oct - Dec '21 vs '20 (000)	Percentage Change Oct - Dec '21 vs '20 (%)
MISC SERVICES & AMUSEMENTS	\$493,097.1	24.4%	1	\$349,864.9	1	\$143,232.2	40.9%
RETAIL	\$214,214.3	10.6%	2	\$158,762.2	2	55,452.1	34.9%
MEDIA & ADVERTISING	\$177,838.3	8.8%	3	\$89,671.3	6	88,167.0	98.3%
INSURANCE & REAL ESTATE	\$137,420.5	6.8%	4	\$122,011.7	3	15,408.8	12.6%
GOVERNMENT, POLITICS & ORGS	\$133,378.7	6.6%	5	\$120,541.7	4	12,837.0	10.6%
FINANCIAL	\$131,357.8	6.5%	6	\$74,971.1	8	56,386.8	75.2%
RESTAURANTS	\$111,148.9	5.5%	7	\$102,901.5	5	8,247.5	8.0%
PUBLIC TRANS., HOTELS & RESORTS	\$97,002.7	4.8%	8	\$80,851.1	7	16,151.6	20.0%
AUTOMOTIVE DEALERS & SERVICES	\$66,689.4	3.3%	9	\$57,330.8	9	9,358.6	16.3%
SCHOOLS, CAMPS & SEMINARS	\$64,668.5	3.2%	10	\$47,040.7	10	17,627.8	37.5%
Total Top Ten Categories	\$1,626,816.4	80.5%		\$1,203,947.0		\$422,869.4	

Total 2021 October - December OOH Expenditures \$2,020,889,931
Overall Percentage Change October - December '21 vs '20 37.4%

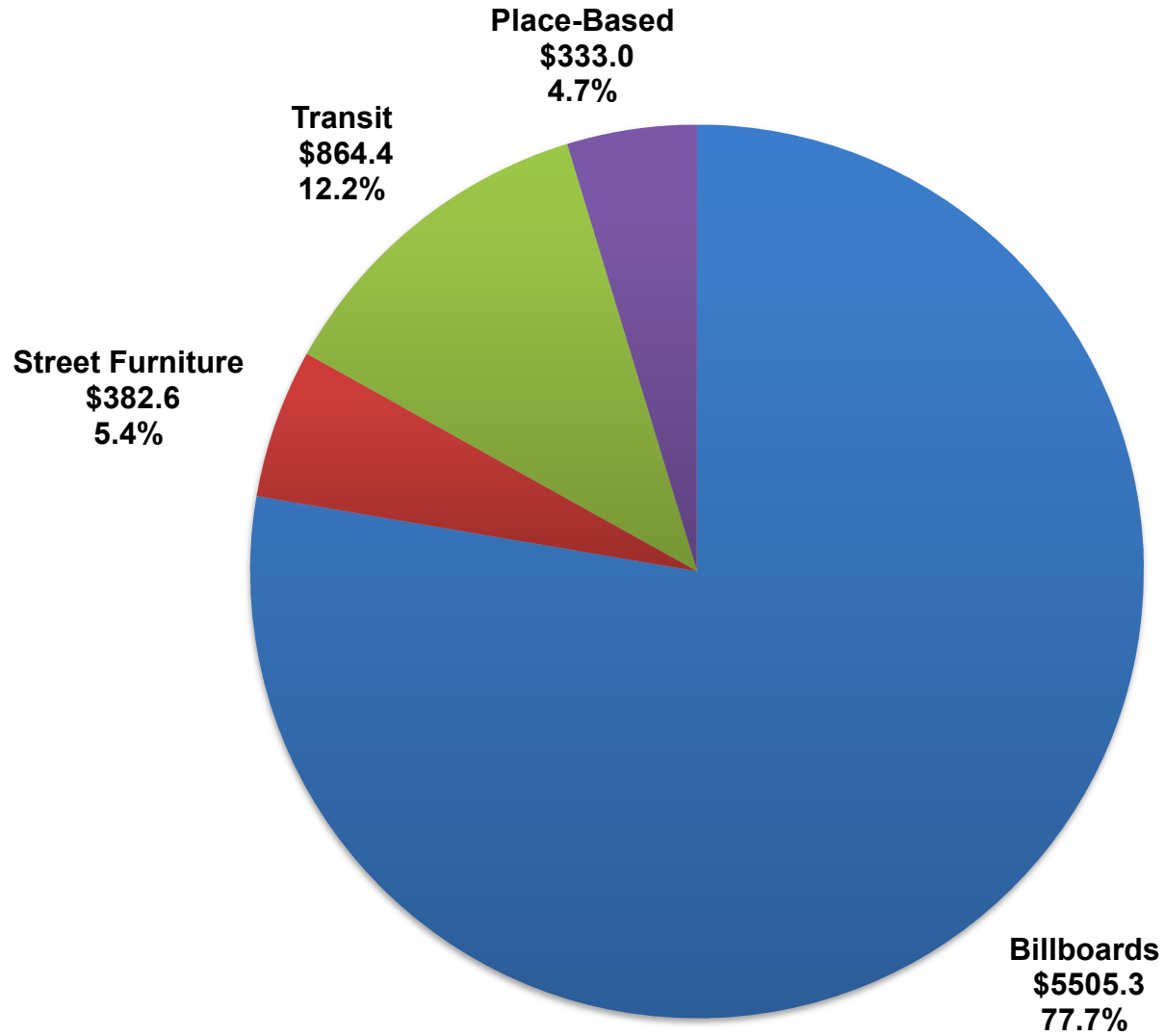
2021 January - December
OOH Advertising Expenditures
 Ranked By Total Spending

Industry Categories	Jan -Dec 2021 (000)	Percent of Total Revenue	Rank	Jan - Dec 2020 (000)	Rank	Category Growth Jan - Dec '21 vs '20 (000)	Percentage Change Jan - Dec '21 vs '20 (%)
MISC SERVICES & AMUSEMENTS	\$1,820,918.8	25.7%	1	\$1,506,321.2	1	314,597.6	20.9%
RETAIL	\$722,699.3	10.2%	2	\$607,387.6	2	115,311.7	19.0%
MEDIA & ADVERTISING	\$552,652.4	7.8%	3	\$455,540.7	4	97,111.7	21.3%
INSURANCE & REAL ESTATE	\$517,226.0	7.3%	4	\$461,614.6	3	55,611.4	12.0%
RESTAURANTS	\$488,884.8	6.9%	5	\$431,245.2	5	57,639.6	13.4%
GOVERNMENT, POLITICS & ORGS	\$474,714.2	6.7%	6	\$425,171.3	6	49,542.9	11.7%
FINANCIAL	\$403,861.4	5.7%	7	\$334,063.2	8	69,798.2	20.9%
PUBLIC TRANS., HOTELS & RESORTS	\$361,349.7	5.1%	8	\$352,284.8	7	9,064.9	2.6%
AUTOMOTIVE DEALERS & SERVICES	\$269,240.9	3.8%	9	\$242,955.0	9	26,285.9	10.8%
SCHOOLS, CAMPS & SEMINARS	\$240,899.8	3.4%	10	\$224,733.4	10	16,166.4	7.2%
Total Top Ten Categories	\$ 5,852,447.3	82.6%		\$5,041,317.0		\$811,130.3	

Total 2021 January - December OOH Expenditures \$7,085,287,301
 Overall Percentage Change January - December '21 vs '20 16.7%

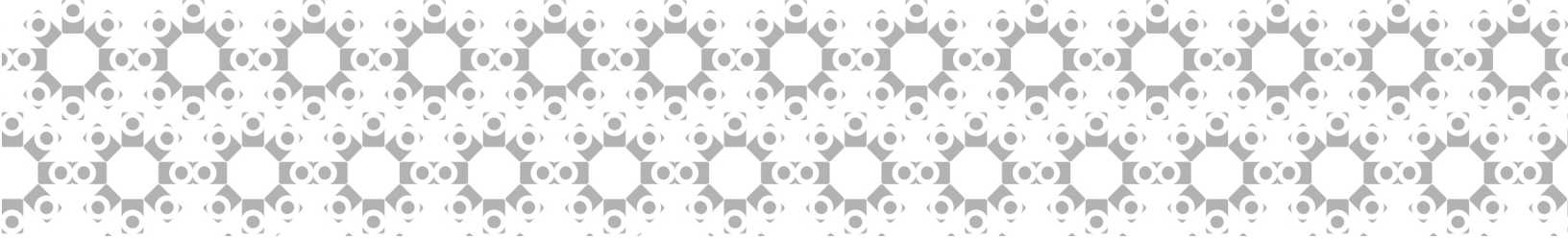
2021 YE

Total OOH Revenue \$7.1 Billion



Digital OOH represents 28% of total OOH, format figures in millions.

Source: OAAA



2021
TOP 100 OOH ADVERTISERS

Top 100 OOH Advertisers by 2021 Ad Spend



Out of Home Advertising Association of America

2021 MegaBrands Top 100 OOH Advertisers

RANK	ADVERTISER	OOH SPENDING
1	MCDONALD'S	\$69,494,019
2	APPLE	\$64,859,238
3	GEICO	\$51,125,173
4	AMAZON	\$38,639,865
5	AMERICAN EXPRESS	\$26,811,753
6	COCA-COLA	\$26,276,571
7	ALLSTATE	\$26,152,108
8	GOOGLE	\$23,091,567
9	WALT DISNEY PICTURES	\$22,706,716
10	HBO	\$22,059,919
11	DUNKIN DONUTS RESTAURANT	\$21,327,643
12	CRACKER BARREL	\$20,266,143
13	NETFLIX	\$18,267,138
14	ANHEUSER-BUSCH	\$18,215,233
15	UNIVERSAL PICTURES	\$18,096,992
16	BARCLAYS	\$17,283,762
17	T-MOBILE	\$16,982,315
18	COMCAST	\$16,851,344
19	WARNER BROS PICTURES	\$16,786,389
20	NEW YORK CITY DEPARTMENT OF HEALTH & MENTAL HYGIENE	\$15,164,514
21	UBER	\$13,679,174
22	KROGER	\$13,653,670
23	DISNEY	\$13,637,246
24	MORGAN & MORGAN ATTORNEYS	\$13,395,688
25	TOYOTA DEALERS ASSOCIATION	\$12,934,352
26	AT&T	\$12,805,581
27	CBS	\$12,519,376
28	STATE FARM	\$12,371,161
29	DUCKDUCKGO	\$12,058,836
30	BLUE CROSS & BLUE SHIELD	\$12,031,944
31	BETMGM	\$11,637,008
32	CHICK-FIL-A	\$11,465,303
33	CLICKUP	\$11,193,752
34	PARAMOUNT PICTURES	\$10,361,741
35	DOORDASH	\$10,228,935
36	NBC	\$10,079,427
37	HULU	\$10,030,270
38	FOX	\$10,018,182
39	WILLIAM HILL	\$9,866,201
40	FX	\$9,670,988
41	DRAFTKINGS	\$9,598,679
42	MILLERCOORS	\$9,191,907
43	VERIZON	\$9,004,361
44	CAPITAL ONE	\$8,394,747
45	FACEBOOK	\$8,370,735
46	RE/MAX	\$8,285,529
47	CHEVRON	\$8,235,458
48	PLANET FITNESS CENTER	\$8,148,399
49	GRUBHUB	\$8,074,698
50	LVMH	\$7,941,732

Source: Kantar

Note: Kantar under reports total OOH industry ad spend by approx. 30%.

2021 MegaBrands
Top 100 OOH Advertisers

RANK	ADVERTISER	OOH SPENDING
51	PUBLIX	\$7,861,047
52	RAISING CANE'SS CHICKEN FINGERS	\$7,646,341
53	ABC	\$7,520,844
54	LOVE'S	\$7,474,121
55	BROWN-FORMAN	\$7,446,065
56	CARMAX	\$7,437,637
57	PANERA BREAD	\$7,365,843
58	RUBENSTEIN LAW	\$7,343,761
59	FRED LOYA INSURANCE	\$7,152,570
60	PEPSI	\$7,043,849
61	MEIJER	\$6,907,063
62	CHANEL	\$6,849,249
63	JP MORGAN	\$6,823,744
64	ADVENTHEALTH	\$6,730,839
65	FANDUEL	\$6,692,935
66	MOLSON	\$6,638,066
67	GUCCI	\$6,469,034
68	MENARDS	\$6,358,405
69	HEINEKEN	\$6,294,925
70	SAMSUNG	\$6,223,168
71	MARRIOTT	\$6,003,623
72	AHF AIDS HEALTHCARE FOUNDATION	\$5,999,181
73	KAISER PERMANENTE	\$5,997,314
74	CREDIT KARMA	\$5,959,104
75	TEXAS STATE LOTTERY	\$5,735,678
76	AT HOME FURNISHINGS	\$5,679,893
77	PENNSYLVANIA STATE LOTTERY	\$5,585,307
78	WENDYS RESTAURANT	\$5,533,849
79	TOYOTA	\$5,401,996
80	SHOWTIME	\$5,349,483
81	WAWA	\$5,345,665
82	CARTIER	\$5,342,024
83	CONSTELLATION BRANDS INC	\$5,314,692
84	EXPENSIFY INC	\$5,301,879
85	BOSTON BEER	\$5,215,147
86	SHEETZ	\$5,207,706
87	CHRYSLER	\$5,130,707
88	POSTMATES	\$5,044,290
89	HUMANA	\$5,039,667
90	UNITEDHEALTHCARE	\$5,032,717
91	PAYPAL	\$5,021,374
92	QUIKTRIP	\$4,944,266
93	CALIFORNIA STATE LOTTERY	\$4,924,220
94	AUDIBLE	\$4,732,592
95	WHATABURGER	\$4,636,473
96	WEBULL	\$4,605,650
97	WEATHERTECH	\$4,462,256
98	CURATIVE HEALTH CARE	\$4,426,887
99	DOMINOS PIZZA	\$4,412,243
100	COX	\$4,389,582

Source: Kantar

Note: Kantar under reports total OOH industry ad spend by approx. 30%.

2021 MegaBrands
Top 100 OOH Advertisers
 Listed Alphabetically

RANK	ADVERTISER	RANK	ADVERTISER
53	ABC	69	HEINEKEN
64	ADVENTHEALTH	37	HULU
72	AHF AIDS HEALTHCARE FOUNDATION	89	HUMANA
7	ALLSTATE	63	JP MORGAN
4	AMAZON	73	KAISER PERMANENTE
5	AMERICAN EXPRESS	22	KROGER
14	ANHEUSER-BUSCH	54	LOVE'S
2	APPLE	50	LVMH
76	AT HOME FURNISHINGS	71	MARRIOTT
26	AT&T	1	MCDONALD'S
94	AUDIBLE	61	MEIJER
16	BARCLAYS	68	MENARDS
31	BETMGM	42	MILLERCOORS
30	BLUE CROSS & BLUE SHIELD	66	MOLSON
85	BOSTON BEER	24	MORGAN & MORGAN ATTORNEYS
55	BROWN-FORMAN	36	NBC
93	CALIFORNIA STATE LOTTERY	13	NETFLIX
44	CAPITAL ONE	20	NEW YORK CITY DEPARTMENT OF HEALTH & MENTAL HYGIENE
56	CARMAX	57	PANERA BREAD
82	CARTIER	34	PARAMOUNT PICTURES
27	CBS	91	PAYPAL
62	CHANEL	77	PENNSYLVANIA STATE LOTTERY
47	CHEVRON	60	PEPSI
32	CHICK-FIL-A	48	PLANET FITNESS CENTER
87	CHRYSLER	88	POSTMATES
33	CLICKUP	51	PUBLIX
6	COCA-COLA	92	QUIKTRIP
18	COMCAST	52	RAISING CANE'SS CHICKEN FINGERS
83	CONSTELLATION BRANDS INC	46	RE/MAX
100	COX	58	RUBENSTEIN LAW
12	CRACKER BARREL	70	SAMSUNG
74	CREDIT KARMA	86	SHEETZ
98	CURATIVE HEALTH CARE	80	SHOWTIME
23	DISNEY	28	STATE FARM
99	DOMINOS PIZZA	75	TEXAS STATE LOTTERY
35	DOORDASH	17	T-MOBILE
41	DRAFTKINGS	79	TOYOTA
29	DUCKDUCKGO.COM	25	TOYOTA DEALERS ASSOCIATION
11	DUNKIN DONUTS RESTAURANT	21	UBER
84	EXPENSIFY INC	90	UNITEDHEALTHCARE
45	FACEBOOK	15	UNIVERSAL PICTURES
65	FANDUEL	43	VERIZON
38	FOX	9	WALT DISNEY PICTURES
59	FRED LOYA INSURANCE	19	WARNER BROS PICTURES
40	FX	81	WAWA
3	GEICO	97	WEATHERTECH
8	GOOGLE	96	WEBULL
49	GRUBHUB	78	WENDYS RESTAURANT
67	GUCCI	95	WHATABURGER
10	HBO	39	WILLIAM HILL

2021 MegaBrands

Top 100 OOH Advertisers: Parents

RANK	PARENT	OOH SPENDING
1	WALT DISNEY CO	\$72,023,929
2	MCDONALD'S CORP	\$69,526,860
3	APPLE INC	\$64,861,863
4	BERKSHIRE HATHAWAY INC	\$63,092,253
5	AT&T INC	\$59,386,729
6	COMCAST CORP	\$53,670,461
7	AMAZON.COM INC	\$44,875,453
8	VIACOMCBS INC	\$36,349,483
9	ROARK CAPITAL GROUP	\$33,434,189
10	COCA-COLA CO	\$29,420,767
11	MOLSON COORS BREWING CO	\$27,044,192
12	AMERICAN EXPRESS CO	\$26,825,253
13	ALLSTATE CORP	\$26,152,108
14	ALPHABET INC	\$23,196,823
15	ANHEUSER-BUSCH INBEV	\$22,112,844
16	CRACKER BARREL OLD COUNTRY STORE INC	\$20,266,143
17	STATE OF CALIFORNIA	\$20,179,190
18	BARCLAYS PLC	\$19,723,124
19	UBER TECHNOLOGIES INC	\$18,723,464
20	LVMH MOET HENNESSY LOUIS VUITTON SA	\$18,647,917
21	CITY OF NEW YORK, NY	\$18,627,031
22	NETFLIX INC	\$18,267,138
23	UNITED STATES GOVERNMENT	\$17,977,793
24	DEUTSCHE TELEKOM AG	\$17,172,895
25	MGM RESORTS INTERNATIONAL	\$16,363,484
26	KROGER CO	\$16,101,125
27	MORGAN & MORGAN PA	\$13,395,688
28	TOYOTA MOTOR CORP DEALERS ASSOCIATION	\$13,269,040
29	GENERAL MOTORS CORP LOCAL DEALERS	\$12,994,540
30	STATE OF FLORIDA	\$12,911,307
31	STATE FARM MUTUAL AUTO INSURANCE CO	\$12,448,848
32	DUCKDUCKGO INC	\$12,058,836
33	FOX CORP	\$12,046,429
34	JAB HOLDING CO	\$11,565,100
35	CONSTELLATION BRANDS INC	\$11,509,987
36	CHICK-FIL-A INC	\$11,465,588
37	CLICKUP	\$11,193,752
38	STATE OF NEW YORK	\$11,061,609
39	APOLLO MANAGEMENT LP	\$10,755,919
40	WILLIAM HILL PLC	\$10,507,938
41	DOORDASH INC	\$10,491,432
42	META PLATFORMS INC	\$9,664,737
43	DRAFTKINGS	\$9,598,679
44	COMPAGNIE FINANCIERE RICHEMONT AG	\$9,070,123
45	VERIZON COMMUNICATIONS INC	\$9,004,365
46	JP MORGAN CHASE & CO	\$8,956,057
47	COMMONWEALTH OF PENNSYLVANIA	\$8,734,534
48	BROWN-FORMAN CORP	\$8,688,374
49	CAESARS ENTERTAINMENT CORP	\$8,579,699
50	CHEVRON TEXACO CORP	\$8,418,772

Source: Kantar

Note: Kantar under reports total OOH industry ad spend by approx. 30%.

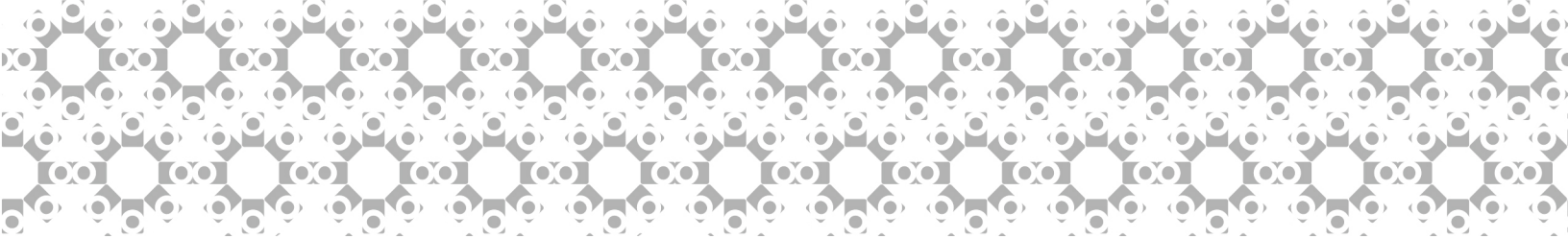
2021 MegaBrands

Top 100 OOH Advertisers: Parents

RANK	PARENT	OOH SPENDING
51	CAPITAL ONE FINANCIAL CORP	\$8,394,747
52	JUST EAT TAKEAWAY.COM NV	\$8,363,537
53	RE/MAX INTERNATIONAL INC	\$8,285,529
54	SEMINOLE TRIBE OF FLORIDA	\$8,212,822
55	KERING SA	\$8,176,403
56	UNIVERSITY OF TEXAS SYSTEM	\$8,166,414
57	PEPSICO INC	\$8,154,983
58	PLANET FITNESS	\$8,148,399
59	STATE OF TEXAS	\$8,038,161
60	FORD MOTOR CO LOCAL DEALERS	\$7,898,211
61	PUBLIX SUPERMARKETS INC	\$7,876,047
62	MARRIOTT INTERNATIONAL INC	\$7,758,562
63	RAISING CANES CHICKEN FINGERS	\$7,646,341
64	LOVES TRAVEL STOPS & COUNTRY STORES INC	\$7,560,786
65	POLITICAL ADVERTISING	\$7,388,809
66	RUBENSTEIN LAW	\$7,343,761
67	FRED LOYA INSURANCE	\$7,152,570
68	STATE OF NEW JERSEY	\$7,124,934
69	ADVENTHEALTH HEALTH SYSTEM	\$6,944,149
70	MEIJER COS LTD	\$6,907,063
71	CHANEL SA	\$6,849,249
72	STATE OF GEORGIA	\$6,841,373
73	TOYOTA MOTOR CORP LOCAL DEALERS	\$6,810,176
74	FLUTTER ENTERTAINMENT PLC	\$6,736,438
75	SONY CORP	\$6,651,016
76	DIAGEO PLC	\$6,633,157
77	HEINEKEN NV	\$6,627,520
78	BOSTON BEER CO	\$6,478,589
79	SAMSUNG GROUP	\$6,411,396
80	MENARD INC	\$6,363,030
81	UNITEDHEALTH GROUP INC	\$6,278,876
82	SEVEN & I HOLDINGS CO LTD	\$6,208,264
83	KAISER PERMANENTE	\$6,039,214
84	MGM HOLDINGS INC	\$6,011,768
85	INTUIT INC	\$6,010,369
86	AIDS HEALTHCARE FOUNDATION	\$5,999,181
87	VOLKSWAGEN AG LOCAL DEALERS	\$5,977,551
88	COMMONWEALTH OF VIRGINIA	\$5,889,824
89	HUMANA INC	\$5,888,196
90	PENN NATIONAL GAMING INC	\$5,834,048
91	HELLMAN & FRIEDMAN LLC	\$5,788,649
92	TOYOTA MOTOR CORP	\$5,720,698
93	JOHNSON & JOHNSON	\$5,666,157
94	PROXIMO SPIRITS INC	\$5,644,234
95	WENDY'S CO	\$5,533,849
96	MARK ANTHONY GROUP OF COS	\$5,388,203
97	WAWA INC	\$5,345,665
98	EXPENSIFY INC	\$5,301,879
99	STELLANTIS NV	\$5,225,218
100	SHEETZ INC	\$5,207,706

Source: Kantar

Note: Kantar under reports total OOH industry ad spend by approx. 30%.



2021
TOP 100 OVERALL ADVERTISERS

Top 100 Advertisers Across All Media by 2021 Ad Spend



Out of Home Advertising Association of America

2021 MegaBrands

Top 100 Overall Advertisers - Ranked by Total Spend (000)

Rank	ADVERTISER	TOTAL SPEND	OOH (not incl. Cinema)	OOH % of TOTAL SPEND	DIGITAL (display, mobile, search, video)	DIGITAL % of TOTAL SPEND	NETWORK TV (including spot and syndicated)	CABLE TV	SPANISH LANGUAGE TV	TV % of TOTAL SPEND	RADIO (local and national spot)	NEWSPAPER (local, national, Hispanic)	MAGAZINE (national, local, Sunday, Hispanic, B2B)
1	AMAZON	3429039.7	49837.0	1.5%	2521656.9	74%	491011.7	326503.3	23421.3	25%	6665.5	1519.0	8425.2
2	GEICO	2424261.7	51133.4	2.1%	1009865.9	42%	614107.2	526850.8	5788.1	47%	78727.4	14293.4	123495.3
3	WALMART	1432398.6	4505.6	0.3%	982982.2	69%	215383.3	154785.9	25780.8	28%	16044.9	17.8	32898.2
4	PROGRESSIVE	1422932.6	11470.6	0.8%	589003.4	41%	452401.8	341075.0		56%	19059.3	767.3	9155.4
5	CIT BANK	1129444.7	0.0	0.0%	1129444.7	100%	0.0			0%	0.0	0.0	0.0
6	T-MOBILE	1095777.7	18592.5	1.7%	226389.0	21%	393887.9	289042.9	39754.4	66%	114291.8	13698.8	120.2
7	STATE FARM	1045587.4	16384.4	1.6%	544999.1	52%	257361.6	187143.7	10967.5	44%	26411.5	2308.9	10.6
8	APPLE	1017693.1	65074.8	6.4%	411299.2	40%	361448.3	162601.6	11119.9	53%	2711.1	569.1	2869.1
9	VERIZON	1009142.0	9004.4	0.9%	477563.8	47%	326039.5	151246.9	31105.1	50%	8776.7	5363.4	42.2
10	ALLSTATE	926232.4	26152.3	2.8%	383911.6	41%	278695.2	219113.8	9018.5	55%	8663.4	195.3	482.3
11	TARGET	901673.9	3600.7	0.4%	620179.5	69%	123239.4	113024.4	31310.4	30%	7212.5	74.4	3032.6
12	LIBERTY MUTUAL	849536.6	108.7	0.0%	317244.9	37%	233365.6	292732.2		62%	5009.0	532.5	543.6
13	CAPITAL ONE	829028.0	8394.7	1.0%	406662.8	49%	167453.0	206295.3	484.2	45%	22613.1	201.1	16923.7
14	GOOGLE	802110.6	23091.6	2.9%	232775.5	29%	268241.0	177750.4	37149.3	60%	3743.0	25100.8	34258.9
15	AT&T	793732.6	12840.3	1.6%	251414.6	32%	266914.8	183289.9	23565.3	60%	42571.8	11375.5	1760.5
16	LOWES	778561.0	393.5	0.1%	477397.8	61%	149676.9	119824.3		35%	30773.8	339.2	155.7
17	HOME DEPOT	748519.7	1539.1	0.2%	544086.2	73%	73825.7	89341.4	6177.3	23%	21860.2	8.1	11681.8
18	ABBVIE	734419.8	82.3	0.0%	60520.8	8%	412790.1	226754.4	2917.3	87%	2358.7	0.0	28996.1
19	WAYFAIR	659345.7	52.1	0.0%	597440.3	91%	13353.4	40925.0	2283.9	9%	0.0	0.0	5291.3
20	TOYOTA	639137.5	8772.6	1.4%	101830.0	16%	395892.0	104438.2	20505.8	81%	5705.9	541.0	1452.1
21	DISNEY	618100.8	17731.1	2.9%	223845.7	36%	159632.8	185256.5	8759.0	57%	19970.6	162.8	2742.2
22	SAMSUNG	592859.7	12871.8	2.2%	169509.0	29%	189616.9	184409.0	16894.8	66%	10658.3	3927.6	4972.2
23	NISSAN	582192.1	2223.3	0.4%	133084.3	23%	281476.8	136957.6	13450.6	74%	14388.4	131.2	480.2
24	MACY'S	580640.1	1726.6	0.3%	340817.2	59%	111991.9	82956.7	8509.9	35%	33796.0	831.7	10.0
25	DOMINO'S PIZZA	570573.3	4412.2	0.8%	60682.0	11%	165344.7	320112.4	11926.9	87%	8094.9	0.0	0.0
26	EXPEDIA	556239.5	0.0	0.0%	504242.0	91%	19513.4	29009.2	1536.9	9%	1762.9	145.5	29.4
27	FORD	543297.8	3714.4	0.7%	103026.1	19%	346749.1	68072.8	16200.4	79%	3224.5	87.7	2222.9
28	NOVO NORDISK	535094.3	46.3	0.0%	14945.6	3%	287695.8	133685.7	35610.9	85%	0.0	0.0	63110.1
29	REGENERON/SANOFI GENZYME	526106.0	0.0	0.0%	17751.8	3%	310259.8	138189.4	13268.0	88%	0.0	0.0	46637.0
30	DISCOVERY	517375.7	2319.4	0.4%	51246.4	10%	25911.3	419978.9	3.6	86%	2436.5	4666.6	10813.0
31	MCDONALD'S	501222.1	69494.0	13.9%	73741.7	15%	187730.0	119417.5	19083.1	65%	31600.6	64.0	91.2
32	CARVANA	492886.3	3099.9	0.6%	394486.0	80%	17952.0	76747.1		19%	601.3	0.0	0.0
33	XFINITY	454025.2	11.3	0.0%	113082.3	25%	273274.3	30930.0	6168.7	68%	27548.1	3003.3	7.3
34	TACO BELL	451639.2	1280.5	0.3%	117311.5	26%	136884.3	179129.5	9150.0	72%	7883.4	0.0	0.0
35	PRICELINE	451221.4	0.0	0.0%	405874.0	90%	321.9	44610.9		10%	414.6	0.0	0.0
36	KOHL'S	449994.6	66.7	0.0%	243491.2	54%	85661.3	106940.5	3586.2	44%	7294.2	0.0	2954.4
37	BEST BUY	445975.5	285.9	0.1%	399329.9	90%	27362.3	18942.3		10%	55.1	0.0	0.0
38	CHEVROLET	444435.8	13909.0	3.1%	79170.1	18%	274974.6	63378.0	7862.1	78%	1057.9	20.1	4064.2
39	ELI LILLY	435342.0	551.2	0.1%	74005.0	17%	266656.9	82749.1	7996.6	82%	11.7	235.3	3136.4
40	NOVARTIS	424610.8	47.3	0.0%	37190.5	9%	182556.5	156510.4		80%	3143.5	320.5	44842.1
41	MICROSOFT	419040.2	3010.5	0.7%	173632.6	41%	143586.2	95906.4	2710.4	58%	32.6	161.5	0.0
42	INTUIT	414694.7	1514.2	0.4%	201835.4	49%	124413.9	76350.3	9135.4	51%	1151.6	2.4	291.6
43	VRBO	406467.4	0.0	0.0%	347310.9	85%	23770.7	34721.2	616.1	15%	19.1	0.0	29.4
44	USAA	402904.2	1731.2	0.4%	85930.3	21%	167795.3	107820.1		68%	39384.7	242.6	0.0
45	GRAMMARLY	393077.0	0.0	0.0%	386316.0	98%	95.9	6446.4	21.0	2%	197.7	0.0	0.0
46	HYUNDAI	384594.1	3139.4	0.8%	56615.0	15%	230757.1	83596.7	3408.0	83%	5083.3	397.7	1596.8
47	FACEBOOK	384183.1	8910.2	2.3%	102777.2	27%	174867.2	63308.1	6054.5	64%	2455.7	22541.4	3268.8
48	LEXUS	359722.2	318.7	0.1%	77054.9	21%	102751.4	151634.9	4309.8	72%	1440.8	438.1	21773.4
49	SPECTRUM	354059.5	1495.2	0.4%	76747.8	22%	257871.8		0.0	73%	16170.5	1690.7	83.6
50	KIA	347522.9	3635.5	1.0%	76690.7	22%	154511.9	94317.0	7904.3	74%	3479.7	709.6	6274.2

Figures are in thousands, Network Radio not included.

Source: Kantar

Note: Kantar under reports total OOH industry ad spend by approx. 30%.

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Rank	ADVERTISER	TOTAL SPEND	OOH (not incl. Cinema)	OOH % of TOTAL SPEND	DIGITAL (display, mobile, search, video)	DIGITAL % of TOTAL SPEND	NETWORK TV (including spot and syndicated)	CABLE TV	SPANISH LANGUAGE TV	TV % of TOTAL SPEND	RADIO (local and national spot)	NEWSPAPER (local, national, Hispanic)	MAGAZINE (national, local, Sunday, Hispanic, B2B)
51	ASHLEY FURNITURE	346895.9	2773.0	0.8%	196324.9	57%	78203.7	47774.4	5996.1	38%	11195.4	3706.8	921.5
52	LENDINGTREE	342571.9	0.0	0.0%	337754.0	99%	20.6	4797.3		1%	0.0	0.0	0.0
53	SUBWAY	336059.8	508.3	0.2%	13290.7	4%	145974.3	168022.5	7439.3	96%	40.9	199.7	584.1
54	KELLOGG'S	330334.2	338.6	0.1%	6394.8	2%	47110.6	200775.5	21510.1	82%	1831.3	0.0	52373.3
55	CHASE	329625.0	2122.1	0.6%	177811.5	54%	93498.2	49778.7	442.7	44%	4841.4	270.3	860.3
56	KAYAK	329108.4	0.0	0.0%	310228.7	94%	203.3	18676.5		6%	0.0	0.0	0.0
57	WARNER BROS PICTURES	326582.8	16786.4	5.1%	35946.6	11%	147811.9	110445.9	7819.4	81%	5291.9	1275.4	1205.3
58	INSURANCE.COM	322843.3	0.0	0.0%	322843.3	100%	0.0			0%	0.0	0.0	0.0
59	AMGEN	320676.2	78.0	0.0%	33867.1	11%	127233.1	131325.0		81%	0.0	239.9	27933.0
60	UBER	320041.4	13709.1	4.3%	99879.0	31%	133169.7	68928.7	922.5	63%	3151.7	2.2	278.4
61	INDEED	307949.3	2.0	0.0%	112279.0	36%	81437.1	81133.7	7733.6	55%	25279.0	0.0	85.0
62	WENDYS	305106.4	7977.4	2.6%	27818.7	9%	84907.3	147578.4	12914.3	80%	23865.4	44.8	0.0
63	PFIZER	302003.0	895.3	0.3%	52144.2	17%	133203.0	41306.2	946.2	58%	37119.1	3820.3	32568.8
64	V SHRED PROGRAM	300227.9	0.0	0.0%	300227.9	100%	0.0			0%	0.0	0.0	0.0
65	ALLERGAN	297063.0	0.0	0.0%	23520.3	8%	128811.6	143106.6		92%	233.1	0.0	1391.5
66	GAP	296111.7	198.6	0.1%	260855.8	88%	25177.7	8252.0		11%	1071.7	555.9	0.0
67	COMCAST	291882.0	16851.3	5.8%	41448.2	14%	115244.8	16189.3		45%	98049.2	2380.6	1718.5
68	BOOKING.COM	284239.0	0.0	0.0%	282800.6	99%	0.0			0%	3.2	1435.4	0.0
69	DELL	283001.2	1721.4	0.6%	124943.7	44%	44457.9	57825.3	424.6	36%	9684.8	37506.4	6437.2
70	CITI	281601.5	1111.1	0.4%	205112.8	73%	29917.5	40702.9		25%	282.4	3722.0	752.7
71	ROCKET MORTGAGE	277401.5	51.7	0.0%	32152.6	12%	119868.8	109249.0	5582.2	85%	10277.5	135.0	84.6
72	NERDWALLET	272999.4	192.6	0.1%	230265.6	84%	12973.6	28804.5	132.7	15%	630.3	0.0	0.0
73	SUBARU	271681.1	78.1	0.0%	39042.7	14%	81253.2	135586.6	12287.4	84%	969.5	25.3	2438.4
74	EBAY	269926.2	0.0	0.0%	259619.7	96%	1298.4	5940.3		3%	2858.3	0.0	209.4
75	BURGER KING	268720.3	2078.5	0.8%	43493.2	16%	65275.6	154093.9	3232.8	83%	486.9	59.2	0.0
76	HULU	266520.8	10859.1	4.1%	126394.9	47%	58337.1	62971.2		46%	3385.4	1206.3	3366.7
77	SLEEP NUMBER	261797.0	165.7	0.1%	93498.2	36%	68761.6	51165.4	1204.4	46%	17945.5	0.0	29056.3
78	JC PENNEY	260450.9	45.9	0.0%	172924.9	66%	31140.9	41444.3	3745.4	29%	9272.4	5.1	1872.0
79	OVERSTOCK	257789.2	0.0	0.0%	257632.9	100%	2.9			0%	153.3	0.0	0.0
80	GMC	255705.9	1.0	0.0%	37827.9	15%	174069.4	42923.5	480.5	85%	21.4	382.1	0.0
81	MERCK	255663.5	633.2	0.2%	39162.3	15%	80983.4	60257.6		55%	1739.7	14.8	72872.5
82	INSURE.COM	253552.3	0.0	0.0%	253552.3	100%	0.1			0%	0.0	0.0	0.0
83	AAA	251477.2	1530.8	0.6%	182250.1	72%	57843.6	40.7	4.3	23%	6804.5	2977.8	25.4
84	JANSSSEN	251159.0	1952.3	0.8%	23954.5	10%	131186.4	59075.4	3239.9	77%	1264.1	0.0	30486.6
85	IBM	249596.6	662.5	0.3%	102495.3	41%	84476.2	58364.4		57%	270.7	2314.7	1012.8
86	JEEP	246886.3	866.8	0.4%	32558.9	13%	109477.5	92194.8	4370.5	83%	823.2	1444.0	5150.6
87	HBO	245670.7	22059.9	9.0%	135785.8	55%	19813.0	54132.4	21.2	30%	1366.8	3992.2	8499.4
88	HONDA	243523.8	257.6	0.1%	79522.4	33%	114236.3	41410.9	4526.3	66%	1479.7	96.0	1994.5
89	DISCOVER	242029.4	498.7	0.2%	171177.8	71%	36246.1	29142.9		27%	4964.0	0.0	0.0
90	US DEPT HEALTH & HUMAN SERVICES	241275.1	514.8	0.2%	11765.8	5%	90843.1	62707.6	11702.3	68%	50211.5	6065.7	7464.4
91	QUICKEN	240049.4	542.8	0.2%	232639.9	97%	542.2	168.3		0%	6156.1	0.0	0.0
92	DICK'S SPORTING GOODS	239770.0	209.2	0.1%	171367.5	71%	21930.8	42879.6		27%	1633.0	0.0	1750.2
93	MATRESS FIRM	238813.1	447.4	0.2%	134159.1	56%	57513.4	30663.5	5774.8	39%	9794.0	460.9	0.0
94	DOVE	238522.1	7.3	0.0%	47742.6	20%	54227.1	87389.0	14765.3	66%	392.5	0.0	33998.4
95	CONSUMERS ADVOCATE	237723.4	0.0	0.0%	237723.4	100%	0.0			0%	0.0	0.0	0.0
96	FARMERS INSURANCE	235835.9	1300.0	0.6%	149240.4	63%	18642.8	50174.7		29%	16052.2	425.9	0.0
97	PARAMOUNT	235420.0	3422.9	1.5%	114976.4	49%	20975.3	83471.3	26.0	44%	2026.1	1797.2	8724.6
98	BANK OF AMERICA	232836.2	4039.2	1.7%	169522.1	73%	452.6	370.6		0%	28289.9	29675.6	486.0
99	ETSY	232523.5	0.0	0.0%	169418.1	73%	21588.7	41510.5		27%	0.0	0.0	6.2
100	SONIC	231012.8	1440.4	0.6%	18456.4	8%	71745.9	128214.7	8132.7	90%	3017.5	5.2	0.0

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Top 100 Overall Advertisers
 Listed Alphabetically

RANK	ADVERTISER	RANK	ADVERTISER
83	AAA	84	JANSSEN
18	ABBVIE	78	JC PENNEY
65	ALLERGAN	86	JEEP
10	ALLSTATE	56	KAYAK
1	AMAZON	54	KELLOGG'S
59	AMGEN	50	KIA
8	APPLE	36	KOHL'S
51	ASHLEY FURNITURE	52	LENDINGTREE
15	AT&T	48	LEXUS
98	BANK OF AMERICA	12	LIBERTY MUTUAL
37	BEST BUY	16	LOWES
68	BOOKING.COM	24	MACY'S
75	BURGER KING	93	MATTRESS FIRM
13	CAPITAL ONE	31	MCDONALD'S
32	CARVANA	81	MERCK
55	CHASE	41	MICROSOFT
38	CHEVROLET	72	NERDWALLET
5	CIT BANK	23	NISSAN
70	CITI	40	NOVARTIS
67	COMCAST	28	NOVO NORDISK
95	CONSUMERS ADVOCATE	79	OVERSTOCK
69	DELL	97	PARAMOUNT
92	DICK'S SPORTING GOODS	63	PFIZER
89	DISCOVER	35	PRICELINE
30	DISCOVERY	4	PROGRESSIVE
21	DISNEY	91	QUICKEN
25	DOMINO'S PIZZA	29	REGENERON/SANOFI GENZYME
94	DOVE	71	ROCKET MORTGAGE
74	EBAY	22	SAMSUNG
39	ELI LILLY	77	SLEEP NUMBER
99	ETSY	100	SONIC
26	EXPEDIA	49	SPECTRUM
47	FACEBOOK	7	STATE FARM
96	FARMERS INSURANCE	73	SUBARU
27	FORD	53	SUBWAY
66	GAP	34	TACO BELL
2	GEICO	11	TARGET
80	GMC	6	T-MOBILE
14	GOOGLE	20	TOYOTA
45	GRAMMARLY	60	UBER
87	HBO	90	US DEPT OF HEALTH & HUMAN SERVICES
17	HOME DEPOT	44	USAA
88	HONDA	64	V SHRED PROGRAM
76	HULU	9	VERIZON
46	HYUNDAI	43	VRBO
85	IBM	3	WALMART
61	INDEED	57	WARNER BROS PICTURES
58	INSURANCE.COM	19	WAYFAIR
82	INSURE.COM	62	WENDYS
42	INTUIT	33	XFINITY

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1	AMAZON.COM INC	3870403.3	56579.9	1.5%	2758479.1	71%	537769.6	434861.4	29417.7	26%	33583.8	6149.3	13562.5
2	BERKSHIRE HATHAWAY INC	2809556	63100.6	2.2%	1123585.7	40%	720543.2	642462.4	9634.7	49%	93628	23903.3	132697.9
3	PROCTER & GAMBLE CO	2545419.7	1593.1	0.1%	179117.9	7%	1061925.1	877531.4	122664.9	81%	90277.5	440	211869.6
4	AT&T INC	1717514	59421.4	3.5%	518818.4	30%	537454.1	466009.6	41070.9	61%	60576.3	17058	17105.2
5	WALMART INC	1558441.3	4719.3	0.3%	1108603.9	71%	215493.7	154785.9	25780.8	25%	16141.7	17.8	32898.2
6	WALT DISNEY CO	1536721.7	78044.6	5.1%	503480.2	33%	363888.6	490230.3	20782	57%	60860.5	5288.2	14147.1
7	COMCAST CORP	1430849.4	54791.6	3.8%	394167.4	28%	503905.8	258662.1	23022.7	55%	146708.9	11215.4	38375.6
8	PROGRESSIVE CORP	1422930.9	11467	0.8%	589003.4	41%	452401.8	341075		56%	19061.1	767.3	9155.4
9	EXPEDIA INC	1393118	619.1	0.0%	1210898.5	87%	61711	109279.6	7276.5	13%	1784.6	145.5	1403.2
10	DEUTSCHE TELEKOM AG	1257272.9	18809.8	1.5%	274322.2	22%	437981.9	332076.8	54091.3	66%	126018.3	13852.5	120.2
11	BOOKING HOLDINGS INC	1249940.7	618.3	0.0%	1183575	95%	525.2	63287.3		5%	499.4	1435.4	0
12	APPLE INC	1241261.1	65077.5	5.2%	633136.6	51%	362092.6	163034.7	11119.9	43%	2720.1	598.5	3481.2
13	VERIZON COMMUNICATIONS INC	1163240	9029	0.8%	580932.6	50%	341679.6	186145	31105.1	48%	8912.1	5381.1	55.5
14	CIT GROUP INC	1132862.9	9	0.0%	1131448.1	100%	90.3			0%	88.4	1216.5	10.7
15	GENERAL MOTORS CORP	1053951.8	14030.1	1.3%	198856.3	19%	617683.2	203415.8	10946.7	79%	1903.3	1565.9	5550.6
16	STATE FARM MUTUAL AUTO INS CO	1047115.1	17791.3	1.7%	545039.8	52%	257361.6	187143.7	10967.5	43%	26442.5	2358.1	10.6
17	ABBVIE INC	1042431.7	99.4	0.0%	94296.7	9%	541626.7	369861	2917.3	88%	3210.2	32.8	30387.6
18	TOYOTA MOTOR CORP	999953.9	9091.3	0.9%	179093.8	18%	498789.2	256073.1	24815.6	78%	7809.8	997.6	23283.5
19	ALPHABET INC	992756.9	23311.1	2.3%	352956.5	36%	305092.1	200400.1	37614.1	55%	4817.8	27972	40593
20	TARGET CORP	932072.2	4785.6	0.5%	647809	70%	123239.5	113024.4	31310.4	29%	8796.4	74.4	3032.6
21	ALLSTATE CORP	931364.8	26152.3	2.8%	388674.1	42%	279037.5	219113.8	9018.5	54%	8685.1	195.3	488.3
22	UNITED STATES GOVERNMENT	898084	18063.4	2.0%	347652.8	39%	169142.3	206376.7	21536	44%	97735	8748.6	28829
23	LIBERTY MUTUAL INSURANCE CO	850310.6	112	0.0%	317959.2	37%	233365.6	292732.2		62%	5009	588.9	543.6
24	CAPITAL ONE FINANCIAL CORP	830373.9	8394.7	1.0%	407302.8	49%	167453	206295.3	484.2	45%	22613.1	907	16923.7
25	ROARK CAPITAL GROUP	827458.5	33442	4.0%	105589.8	13%	250166.4	364195.6	14112.7	76%	58900.1	1051.9	0
26	JOHNSON & JOHNSON	814976.5	5666.2	0.7%	69367.7	9%	332326.4	134650.5	47408.8	63%	2108.7	2576.6	220871.4
27	YUM BRANDS INC	811149.2	2393.5	0.3%	167541.3	21%	269820.3	341662.8	17978.7	78%	11751.1	1.3	0
28	LOWE'S COS INC	778569.6	393.5	0.1%	477402.9	61%	149676.9	119824.3		35%	30777.3	339.2	155.7
29	GLAXOSMITHKLINE PLC	765824.9	165.1	0.0%	70069.5	9%	344251.9	304194.5	13737.8	86%	2279.6	133.6	30992.9
30	HOME DEPOT INC	749082.2	1569	0.2%	544401.1	73%	73828.5	89341.4	6181.1	23%	22071.1	8.1	11681.8
31	WAYFAIR LLC	722636.8	52.1	0.0%	639843	89%	13424.8	59775.1	2283.9	10%	0	0	7258
32	FORD MOTOR CO	710366.6	3916	0.6%	112712.5	16%	437201.4	134723	16200.4	83%	3257.2	91.3	2264.7
33	LENDINGTREE LLC	672954.5	0	0.0%	668136.5	99%	20.6	4797.3		1%	0	0	0
34	PEPSICO INC	659762.3	8155	1.2%	72662.4	11%	194667	357996.7	17374.3	86%	6522.8	205.3	2178.8
35	L'OREAL SA	642192.1	3245.8	0.5%	127848.8	20%	180791.5	228454.4	38856.4	70%	1173.2	3641.1	58181
36	MACY'S INC	627830.4	1958.2	0.3%	384769.6	61%	112060.6	82956.7	8509.9	32%	33894.6	3670.8	10
37	UNILEVER	625318.2	1364.4	0.2%	152304.2	24%	140720.5	218897.5	24644.8	61%	1743.7	442.7	85200.4
38	INTUIT INC	613782.6	7473.3	1.2%	313601.9	51%	144979.9	128924.6	15474	47%	2990.8	2.4	335.9
39	ROCK HOLDINGS INC	609339.8	596.1	0.1%	357094.5	59%	120113	109300.8	5582.2	39%	16433.7	135	84.6
40	NISSAN MOTOR CO LTD	601729.8	2366.2	0.4%	147055.3	24%	282450.5	141389.4	13450.6	73%	14388.4	149.3	480.2
41	SAMSUNG GROUP	601234.7	13060	2.2%	176431.9	29%	190227.6	185009.8	16894.8	65%	10710.8	3927.6	4972.2
42	DOMINO'S PIZZA INC	570573.3	4412.2	0.8%	60682	11%	165344.7	320112.4	11926.9	87%	8094.9	0	0
43	META PLATFORMS INC	549935.1	11860.4	2.2%	169406	31%	233066.3	97865	8452.8	62%	2692.9	23185.3	3406.6
44	DISCOVERY INC	547864.4	3216.2	0.6%	63217.6	12%	26341.5	430411	3.6	83%	2616.7	5035.6	17022.2
45	BEST BUY CO INC	544869.6	275.7	0.1%	404394.8	74%	30381.8	32872.2		12%	135.6	95.4	76714.1
46	NOVO NORDISK AS	535316.4	46.3	0.0%	15167.7	3%	287695.8	133685.7	35610.9	85%	0	0	63110.1
47	NESTLE SA	534025.2	558.9	0.1%	45152	8%	80316	238937.5	16537.8	63%	1134.2	9.7	151379.1
48	REGENERON PHARMACEUTICALS INC/SANOI	526122.8	0	0.0%	17768.7	3%	310259.8	138189.4	13268	88%	0	0	46637
49	VIACOMCBS INC	515976.3	38481.1	7.5%	217820.9	42%	59684.5	152450.3	2893.1	42%	14364.1	7250	23032.2
50	LVMH MOET HENNESSY LOUIS VUITTON SA	514583.6	19377.9	3.8%	234530.1	46%	20647.5	28135.3	1814.3	10%	2137.2	49421.1	158520.2

Figures are in thousands, Network Radio not included.

Source: Kantar

Note: Kantar under reports total OOH industry ad spend by approx. 30%.

2021 MegaBrands

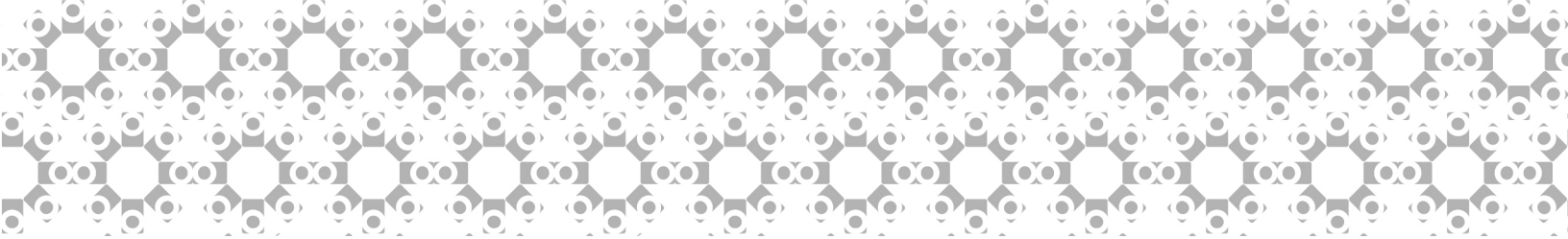
Top 100 Overall Advertisers: Parents - Ranked by Total Spending (000)

Rank	PARENT	TOTAL SPEND	OOH (incl. Cinema)	OOH % of TOTAL SPEND	DIGITAL (display, mobile, search, video)	DIGITAL % of TOTAL SPEND	NETWORK TV (including spot, syndicated)	CABLE TV	SPANISH LANGUAGE TV	TV % of TOTAL SPEND	RADIO (local and national spot)	NEWSPAPER (local, national, Hispanic)	MAGAZINE (national, local, Sunday, Hispanic, B2B)
51	MICROSOFT CORP	508630.1	3676.2	0.7%	207541.1	41%	165452.1	127947.3	2710.4	58%	777.7	161.9	363.4
52	STELLANTIS NV	506546.1	6092	1.2%	73248.3	14%	221999.1	174971.7	13223.8	81%	8648.2	1473.3	6889.7
53	MCDONALD'S CORP	503224	69526.9	13.8%	75043.8	15%	188176.5	119417.5	19083.1	65%	31744.6	116.4	115.2
54	CARVANA LLC	492886.3	3099.9	0.6%	394486	80%	17952	76747.1		19%	601.3	0	0
55	GAP INC	465069.4	2404.2	0.5%	301115.2	65%	75642.8	52576.6	9455.1	30%	16657.2	3086.8	4131.5
56	GENERAL MILLS INC	458030.1	1319.1	0.3%	24342.1	5%	136226.3	209238.7	10676	78%	8559.8	24.5	67643.7
57	KOHL'S CORP	450049.9	66.7	0.0%	243491.3	54%	85661.3	106940.5	3586.2	44%	7349.4	0	2954.4
58	CONSTELLATION BRANDS INC	445199.5	11510	2.6%	5964.8	1%	88435.8	285898.4	48564.6	95%	1467.1	0	3358.8
59	PUBLICIS GROUPE	441221.5	219.5	0.0%	440801.1	100%	0			0%	11.2	0.9	188.7
60	RESTAURANT BRANDS INTL INC	441193.4	4985.4	1.1%	54926.2	12%	105618.7	259103.1	13100.2	86%	3323.7	136.2	0
61	NOVARTIS AG	439683.9	49.5	0.0%	38736.3	9%	185308.5	158167.7	1224.7	78%	3143.5	320.5	52733.1
62	ELI LILLY & CO	435670.8	551.2	0.1%	74034.6	17%	266656.9	82749.1	7996.6	82%	11.7	534.3	3136.4
63	HYUNDAI CORP	434164.7	3183.6	0.7%	79976.4	18%	255078.5	84011.2	3408	79%	5117	420	2969.8
64	KELLOGG CO	423338.9	338.6	0.1%	10713.1	3%	75984.5	253852.4	28234.7	85%	1831.3	0	52384.4
65	UNITED SERVICES AUTOMOBILE ASSN	403321.9	1731.2	0.4%	86019.1	21%	167795.3	107820.1		68%	39386.3	569.9	0
66	COCA-COLA CO	395532.9	29420.8	7.4%	42472.6	11%	128959.5	155743.5	11558.2	75%	24272.2	36	3070.2
67	GRAMMARLY INC	393077	0	0.0%	386316	98%	95.9	6446.4	21	2%	197.7	0	0
68	HERSHEY CO	385376.2	187.6	0.0%	59214	15%	106811.6	198756.8		79%	4.5	0	20401.6
69	WILLIAMS-SONOMA INC	376317.6	5.3	0.0%	376243.9	100%	0			0%	8.5	0	60
70	JP MORGAN CHASE & CO	369422.3	8956.1	2.4%	198193	54%	97931.6	51877.9	442.7	41%	10372.3	480.7	1168.3
71	CHARTER COMMUNICATIONS INC	358347	2482.6	0.7%	78533.4	22%	257928.3		0	72%	17628.4	1690.7	83.6
72	UBER TECHNOLOGIES INC	354311.7	18753.4	5.3%	117994.6	33%	140210.5	71320.5	922.5	60%	4829.6	2.2	278.4
73	V SHRED LLC	351266.6	0	0.0%	351266.6	100%	0			0%	0	0	0
74	ABBOTT LAB	347813.2	26.8	0.0%	17139.7	5%	103269.4	187245.5	1673.1	84%	1130.4	2589.2	34739.1
75	MARS INC	347528.9	14412.3	4.1%	39202.2	11%	70698.3	147533.7	10262.2	66%	2509.5	2.6	62908.3
76	KIA CORP	347443	3635.5	1.0%	76610.9	22%	154511.9	94317	7904.3	74%	3479.7	709.6	6274.2
77	ASHLEY FURNITURE INDUSTRIES INC	347033.5	2773	0.8%	196326.2	57%	78203.7	47774.4	5996.1	38%	11195.4	3706.8	1057.8
78	COX ENTERPRISES INC	345545.4	4628.6	1.3%	222812.3	64%	76368.7	21419.2	5.8	28%	17612.7	1036.5	1661.4
79	HONDA MOTOR CO LTD	343021.3	203	0.1%	103594.5	30%	162016.8	64816.1	5736.9	68%	2048.3	258.4	4347.4
80	ANHEUSER-BUSCH INBEV	339866.7	22112.8	6.5%	10836.5	3%	197806.7	90108.4	13939.8	89%	4231.8	586.9	243.9
81	DOCTORS ASSOC INC	336059.8	508.3	0.2%	13290.7	4%	145974.3	168022.5	7439.3	96%	40.9	199.7	584.1
82	SIGNET GROUP PLC	332645.2	218.5	0.1%	151901.5	46%	43189.2	132960.2	1675.3	53%	2636.8	63.7	0
83	CHARLES SCHWAB CORP	331850.4	110.2	0.0%	213290.4	64%	27409.4	40229.7		20%	124.3	31424.4	19262.1
84	KRAFT HEINZ CO	329092.2	5122.4	1.6%	40190.2	12%	12471.9	171218	333.7	56%	1373.3	0	98382.7
85	IAC/INTERACTIVECORP	325630.3	162.6	0.0%	261107.3	80%	18585.4	44579		19%	705.6	412.9	77.5
86	AMGEN INC	323035.7	78	0.0%	35322.3	11%	127234.2	131325		80%	0	239.9	28836.4
87	COMPARISONMARKET INC	322846.2	0	0.0%	322846.1	100%	0			0%	0	0	0
88	RECKITT BENCKISER PLC	318819.6	121.6	0.0%	42931.7	13%	132902.8	135971.9	4770.6	86%	1842.7	0	278.3
89	PFIZER INC	318073.3	895.3	0.3%	55949.5	18%	138899.4	45114.2	3572.2	59%	37253.7	3820.3	32568.8
90	RECRUIT HOLDINGS CO LTD	313208	11	0.0%	117528.7	38%	81437.1	81133.7	7733.6	54%	25279	0	85
91	SYSTEM1 LLC	312674.2	0	0.0%	312674.3	100%	0			0%	0	0	0
92	IBM CORP	306089.3	682.5	0.2%	156467.9	51%	84476.2	58364.4		47%	281.4	4772.1	1044.8
93	WENDY'S CO	305997.2	7977.4	2.6%	27891.4	9%	85352.2	147578.4	12914.3	80%	24238.4	44.8	0
94	PELOTON INTERACTIVE LLC	302328.4	236.3	0.1%	65910.5	22%	47696.7	180708.4		76%	7747.1	0	29.4
95	DELL TECHNOLOGIES INC	302043.4	2260.7	0.7%	128840.2	43%	44927.2	68757.7	424.6	38%	12559.3	37506.4	6767.2
96	STATE OF CALIFORNIA	300991.5	20190.7	6.7%	49522.8	16%	135980	17999.3	57.2	51%	69348.8	6271.5	1621.3
97	PETSMART INC	299146.2	693.4	0.2%	167827.7	56%	18352.9	110540.8	804	43%	925.4	2.1	0
98	POLITICAL ADVERTISING	293911.9	7388.8	2.5%	2037.7	1%	271860.1	8.1		92%	11814.9	786.2	16.2
99	VOLKSWAGEN AG	290376.9	2716.6	0.9%	39902.7	14%	139016.1	88172.4	8530.8	81%	1565	427.8	10045.5
100	CITIGROUP INC	281975.3	1119.6	0.4%	205113.3	73%	29955.3	40702.9		25%	283	3912.5	888.7

Figures are in thousands, Network Radio not included.

Source: Kantar

Note: Kantar under reports total OOH industry ad spend by approx. 30%.



2021 AGENCY LIST
TOP 100 OOH ADVERTISERS

Top 100 OOH Advertisers By Product and Parent Company
with Agency of Record Details



Out of Home Advertising Association of America

2021 MegaBrands
Top 100 OOH Brands - Agency List

2021 RANK	2020 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
1	1	McDONALD'S	McDonald's Corp	OMD	AOR - Media buying + planning	110 North Carpenter St.	Chicago	IL	60607	630-623-3000	www.mcdonalds.com
				OMD West	AOR - Media buying + planning	225 North Michigan Avenue, 19th Floor	Chicago	IL	60601	312-324-7000	www.omid.com
				Tattoo Projects, LLC	AOR - Creative	5353 Grosvenor Boulevard	Los Angeles	CA	90066	310-301-3600	www.omid.com
				The Marketing Store Worldwide	AOR - Creative	801 South Peter Street	Charlotte	NC	28202	704-900-7150	www.tattooprojects.com
				Doner	AOR - Creative	55 West Monroe, Suite 1400	Chicago	IL	60603	312-614-4600	www.tmsw.com
				Wieden+Kennedy	AOR - Creative	25900 Northwestern Hwy	Southfield	MI	48075	248-354-9700	www.doner.com
				TBWA \ Chiat \ Day	AOR - Creative	150 Varick Street, 6th & 7th Floors	New York	NY	10013	917-661-5200	www.wk.com
				Burrell Communications Group, Inc.	AOR - Multicultural	5353 Grosvenor Boulevard	Los Angeles	CA	90066	310-305-5000	www.tbwachiatday.com
				Lopez Negrete Communications	AOR - Creative, social, multicultural + experiential	233 North Michigan Avenue, 29th Floor	Chicago	IL	60601	312-297-9600	www.burrell.com
				Zimmerman Advertising	AOR - Creative	3336 Richmond Avenue, Suite 200	Houston	TX	77098	713-877-8777	www.lopeznegrete.com
				Starcom Worldwide	AOR - Media buying + media planning	6600 North Andrews Avenue	Fort Lauderdale	FL	33309	954-644-4000	www.zadv.com
				Loud and Live	AOR - Multicultural + experiential	35 West Wacker Drive, 22nd Floor	Chicago	IL	60601	312-220-3535	www.starcomww.com
				RAPP Worldwide	Digital	2301 NW 87th Avenue, 6th Floor	Miami	FL	33172	305-456-5444	www.loudlive.com
				Sparks & Honey	Social, multicultural + experiential	12777 West Jefferson Blvd, Building C	Los Angeles	CA	90066	310-563-7200	www.rapp.com
				Resolution Media	Programmatic	437 Madison Avenue, 3rd Floor	New York	NY	10022	212-894-5100	www.sparksandhoney.com
				R/GA	Digital	225 North Michigan Avenue, Suite 820	Chicago	IL	60601	312-980-1600	www.resolutionmedia.com
				Huge, Inc.	Digital	420 Northwest 14th Avenue	Portland	OR	97209	503-734-2320	www.rga.com/offices/portland
Bernstein-Rein Advertising, Inc.	Creative	45 Main Street, Second Floor, Suite 220	Brooklyn	NY	11201	718-625-4843	www.hugeinc.com				
INVNT Group	Experiential	4600 Madison Avenue, Suite 1500	Kansas City	MO	64112	816-756-0640	www.b-r.com				
Canvas Worldwide	Multicultural	101 Greenwich Street 26th Floor	New York	NY	10006	212-334-3415	www.invntgroup.com				
Alma	Multicultural	12015 Bluff Creek Drive	Playa Vista	CA	90094	424-303-4300	www.canvasworldwide.com				
						2601 South Bayshore Drive, 4th floor	Coconut Grove	FL	33133	305-662-3175	www.almaad.com
2	2	APPLE	Apple Computer Inc	OMD	AOR - Media buying + planning	1 Infinite Loop	Cupertino	CA	95014	408-996-1010	www.apple.com
				TBWA/Media Arts Lab	AOR - Creative + digital	195 Broadway, 27th Floor	New York	NY	10007	212-590-7100	www.omid.com
				Critical Mass, Inc.	AOR - Creative + digital	12539 Beatrice St	Los Angeles	CA	90066	310-305-4400	www.mediaartslab.com
				OMD San Francisco	Media buying + planning	200 Varick Street, Suite 610	New York	NY	10014	917-606-8000	www.criticalmass.com
				OMD West	Digital, media buying + planning	600 California St., Suite 800	San Francisco	CA	94108	415-229-8500	www.omid.com
				AKQA	Digital	5353 Grosvenor Blvd	Los Angeles	CA	90066	310-301-3600	www.omid.com
				the community	Multicultural	360 Third Street, 5th Floor	San Francisco	CA	94107	415-645-9400	www.akqa.com
				Eleven, Inc.	Creative + digital	6400 Biscayne Boulevard	Miami Beach	FL	33138	305-865-9600	www.thecommunityagency.com
				mono	Creative + digital	500 Sansome Street, Suite 100	San Francisco	CA	94111	415-707-1111	www.eleveninc.com
				Elephant	Creative + digital	1350 Lagoon Avenue, Suite 1000	Minneapolis	MN	55408	612-454-4900	www.mono-1.com
				SDI Media Group	Multicultural	45 Main St., Suite 725	Brooklyn	NY	11201	www.elephant.is	
						6060 Center Drive, Suite 100	Los Angeles	CA	90045	310-388-8800	www.sdimedia.com
3	3	GEICO	GEICO Corp.	The Martin Agency	AOR - Creative + digital	One GEICO Plaza	Washington	DC	20076	301-986-3000	www.geico.com
				Horizon Media, Inc.	Media buying + planning	One Shockoe Plaza	Richmond	VA	23219	804-698-8000	www.martinagency.com
				Horizon Media, Inc.	Media buying + planning	1888 Century Park East 7th Floor	Los Angeles	CA	90067	310-282-0909	www.horizonmedia.com
						75 Varick St	New York	NY	10013	212-220-5000	www.horizonmedia.com
4	4	AMAZON	Amazon.com, Inc.	WongDoody	AOR - Creative	440 Terry Avenue North	Seattle	WA	98109	206-266-1000	www.amazon.com
				Initiative	AOR - Media buying + media planning	1011 Western Avenue Suite 900	Seattle	WA	98104	206-624-5325	www.wongdoody.com
				Matterkind	Programmatic	5700 Wilshire Blvd Ste 400	Los Angeles	CA	90036	323-370-8000	www.initiativemedia.com
						100 West 33rd Street, 5th Floor	New York	NY	10001	212-883-4777	www.matterkind.com
5	10	AMERICAN EXPRESS	American Express Co	In-house Creative		Three World Financial Ctr, 200 Vesey St	New York	NY	10285	212-640-2000	www.americanexpress.com
				Kepler Group	AOR - Digital, media buying + planning	601 West 26th St., Suite 1150	New York	NY	10001	212-598-2900	www.mcgarrybowen.com
				McGarry Bowen	AOR - Creative	601 West 26th St., Suite 1150	New York	NY	10001	212-598-2900	www.mcgarrybowen.com
				Matterkind	Programmatic	100 West 33rd Street, 5th Floor	New York	NY	10001	212-883-4777	www.matterkind.com
				Tallwave	Digital	4110 North Scottsdale Rd., Suite 300	Scottsdale	AZ	85251	602-840-0400	www.tallwave.com
						666 Third Avenue, 7th Floor	New York	NY	10017	212-481-7000	www.mbooth.com
6	6	COCA-COLA	Coca-Cola Co	Anomaly	AOR - Creative	1 Coca Cola Plaza Northwest	Atlanta	GA	30313	404-676-2121	www.thecoca-colacompany.com
				Burrell Communications Group, Inc.	Multicultural	1319 Abbot Kinney Boulevard	Verice	CA	90291	310-392-3233	www.anomaly.com
				Fitzco	Creative, digital + social	233 North Michigan Ave., 29th Floor	Chicago	IL	60601	312-297-9600	www.burrell.com
				Universal McCann	Digital, media buying + planning	944 Brady Avenue Northwest	Atlanta	GA	30318	404-504-6900	www.fitzco.com
						100 W 33rd St, 8th Floor	New York	NY	10001	212-883-4700	www.umww.com

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2021 RANK	2020 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
				Ogilvy	Creative	363 11th Avenue	New York	NY	10036	212-237-4000	www.ogilvy.com
				Hatch Design	Creative	116 New Montgomery, Suite 812	San Francisco	CA	94015	415-398-1650	www.hatchsf.com
				Turner Duckworth	Creative	615 Battery Street, 6th Floor	San Francisco	CA	94111	415-675-7777	www.turnerduckworth.com
				Rapport Outdoor Worldwide	Media buying + planning	205 Hamilton Row	Birmingham	MI	48009	586-753-8642	www.rapportww.com
7	29	ALLSTATE	The Allstate Corp.	In-house Creative		2775 Sanders Road, North Plaza	Northbrook	IL	60062	847-402-5000	www.allstate.com
				Droga5	AOR - Creative + social	120 Wall Street, 11th Floor	New York	NY	10005	917-237-8888	www.droga5.com
				Lapiz	Multicultural	35 West Wacker Drive, 31st Floor	Chicago	IL	60601	312-220-5959	www.lapizusa.com
				Manifest	Digital + social	4625 Lindell Boulevard, Suite 233	Saint Louis	MO	63108	314-881-1900	www.manifest.com
				Starcom Worldwide	Media buying + planning	35 West Wacker Drive, 22nd Floor	Chicago	IL	60601	312-220-3535	www.starcomww.com
				T3	Digital	1801 North Lamar Boulevard	Austin	TX	78701	512-499-8811	www.t-3.com
8	12	GOOGLE	Google Inc.	Essence	AOR - Digital, creative, media buying + planning	1600 Amphitheatre Pkwy	Mountain View	CA	94043	866-246-6453	www.google.com
				Essence	AOR - Media buying + digital + media planning	Three World Trade Center, 175 Greenwich St	New York	NY	10007	646-837-5454	www.essenceglobal.com
				Essence	Digital	130 Sutter Street 7th Floor	San Francisco	CA	94104	415-852-3202	www.essenceglobal.com
				72andSunny	AOR - Social, digital + creative	221 Yale Avenue North Suite 650	Seattle	WA	98109	206-858-8060	www.essenceglobal.com
				72andSunny	Creative, digital + social	12101 W Bluff Creek Drive	Playa Vista	CA	90094	310-215-9009	www.72andsunny.com
				Swift	AOR - Creative	55 Water Street, 6th Floor	Brooklyn	NY	11201	212-993-1300	www.72andsunny.com
				Grow Interactive	Creative + digital	255 East Liberty St, Suite 281	Ann Arbor	MI	48104	734-929-2631	www.byhook.com
				THIRD EAR	Multicultural	427 Granby St.	Norfolk	VA	23510	757-431-7710	www.thisisgrow.com
				Matte Projects	Creative	410 Baylor Street	Austin	TX	78703	512-479-6200	www.wearthirdear.com
				Big Spaceship	Creative + digital	174 Hudson Street, 5th Floor	New York	NY	10013	646-854-2652	www.matteprojects.com
				Johannes Leonardo	Creative	55 Washington Street, Suite 512	Brooklyn	NY	11201	718-222-0281	www.bigspaceship.com
				Upshot	Social, digital + creative	628 Broadway, 6th Floor	New York	NY	10012	212-462-8120	www.johannesleonardo.com
				AKQA	Creative	350 North Orleans, 5th Floor	Chicago	IL	60654	312-943-0900	www.upshot.agency
				PHD USA	AOR - Media buying + planning	114 Fifth Ave., 17th Floor	New York	NY	10011	212-989-2572	www.akqa.com
				the community	multicultural	220 East 42nd St.	New York	NY	10017	212-894-6600	www.phdmedia.com
				Wunderman Thompson	Creative	6400 Biscayne Boulevard	Miami Beach	FL	33138	305-865-9600	www.thecomunityagency.com
				Huge, Inc.	Digital + creative	466 Lexington Ave.	New York	NY	10017	212-210-7000	www.wundermanthompson.com
				MKG	Creative, digital + social	45 Main Street, 2nd Fl, Suite 220	Brooklyn	NY	11201	718-625-4843	www.hugeinc.com
						599 Broadway, 4th Floor	New York	NY	10012	212-620-7770	www.thisismkg.com
9	23	WALT DISNEY PICTURES	Walt Disney Co	Moroch Partners	Creative	500 South Buena Vista Street	Burbank	CA	91521	818-560-1000	www.disney.com
				OMD Entertainment	Media buying + planning	3625 North Hall Street, Suite 1100	Dallas	TX	75219	214-520-9700	www.moroch.com
				OMD	Media planning	4000 Alameda Ave, Suite 400	Burbank	CA	91505	818-288-9700	www.omd.com
						195 Broadway, 27th Floor	New York	NY	10007	212-590-7100	www.omd.com
10	5	HBO	HBO	Hearts & Science	AOR - Digital, media buying + planning	1100 Avenue of the Americas	New York	NY	10036	212-512-1000	www.hbo.com
				Engine	AOR - Social	200 Varick Street, 11th Floor	New York	NY	10014	646-682-2694	www.hearts-science.com
				Cheil New York	Social	261 Madison Avenue 4th Floor	New York	NY	10016	212-633-4567	www.enginegroup.com/us/
						837 Washington Street 4th Floor	New York	NY	10014	646-380-5814	https://us.cheil.com
11	14	DUNKIN	Dunkin Brands Inc	Zenith Media	AOR - Digital, media buying + planning	130 Royall Street	Canton	MA	02021	781-737-3000	www.dunkinbrands.com
				Publicis North America	AOR - Media buying + planning	299 West Houston Street, 11th Floor	New York	NY	10014	212-859-5100	www.zenithmedia.com
				BBDO Worldwide	AOR - Creative, digital + multicultural	1675 Broadway	New York	NY	10019	212-474-5000	www.publicisna.com
				Digitas	AOR - Digital, media buying + planning	1285 6th Avenue, 3rd-7th Floors	New York	NY	10019	212-459-5000	www.bbdo.com
				Digitas	Media Buying, digital + media planning	40 Water Street	Boston	MA	02109	617-867-1000	www.digitas.com
				GKY Antler	Creative, digital + experiential	375 Hudson Street, 16th Floor	New York	NY	10014	212-610-5000	www.digitas.com
				Arc Worldwide	Creative + digital	175 Canal Street	Manchester	NH	03101	603-625-5713	www.gykantler.com
				jones knowles ritchie	Creative + social	35 West Wacker Drive, 15th Floor	Chicago	IL	60601	312-220-3200	www.arcww.com
				Anomaly	Creative	85 Spring Street, 5th Floor	New York	NY	10012	347-205-8200	www.jkrglobal.com
						536 Broadway 11th Floor	New York	NY	10012	917-595-2200	https://anomaly.com
12	11	CRACKER BARREL	Cracker Barrel Old Country Store	Dentsu Aegis Network	AOR - Creative, media buying + planning	305 Hartman Drive	Lebanon	TN	37087	615-444-5533	www.crackerbarrel.com
				The Buntin Group	AOR - Creative, media buying + planning	150 East 42nd Street	New York	NY	10017	212-591-9000	www.dentsuaegisnetwork.com
						230 Willow Street	Nashville	TN	37210	615-244-5720	www.buntinggroup.com
13	13	NETFLIX	Netflix Inc.	Virtue Worldwide	AOR - Social	100 Winchester Circle	Los Gatos	CA	95032	408-540-3700	www.netflix.com
				Mediahub Global Los Angeles	AOR - Digital + media planning	55 Washington Street, 9th Floor	Brooklyn	NY	11201	718-928-9321	www.virtueworldwide.com
						2121 Park Place, Suite 150	El Segundo	CA	90245	424-738-6600	www.mediahubww.com

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				160over90 Rapport Outdoor Worldwide TBWA \ Chiat \ Day Mother NY Sid Lee Palisades Media Group Ralph Nobox	AOR - Digital Media buying + planning Creative Creative Creative + digital Digital + media planning Social Digital, social + experiential	3420 Ocean Park Boulevard, Suite 2000 5700 Wilshire Boulevard Suite 400 5353 Grosvenor Boulevard 595 11th Avenue 3585 Hayden Avenue 1601 Cloverfield Boulevard, Suite 6000 North 7204.5 Melrose Avenue 3390 Mary Street, Suite 310	Santa Monica Los Angeles Los Angeles New York Culver City Santa Monica California Miami	CA CA CA NY CA CA CA FL	90405 90036 90066 10036 90232 90404 90046 33133	310-399-4242 323-370-8710 310-305-5000 212-254-2800 310-955-1073 310-564-5400 323-413-2757 305-571-2008	www.160over90.com www.rapportww.com www.tbwachiatday.com www.mothernewyork.com www.sidlee.com/en www.palisadesmedia.com www.ralphandco.com www.nobox.com
14	8	ANHEUSER BUSCH	Anheuser-Busch InBevInc	Deutsch, Inc Draftline Vizeum Essence Posterscope U.S.A Lumency Inc. HMT Associates, Inc. Praytell	AOR - Creative, digital + social AOR - Creative, digital, media buying + programmatic AOR - Media buying + planning Digital Media buying + planning Experiential Experiential Creative + digital	250 Park Avenue, 2nd Floor 330 West 34th Street, 13th & 14th Floor 125 West 24th Street 32 Avenue of the Americas, 25th Floor 221 Yale Avenue North, Suite 650 150 East 42nd Street, 14th Floor 184 Front Street East, Suite 300 335 Treeworth Boulevard 1000 Dean Street Suite 280	New York New York New York New York Seattle New York Toronto, ON Broadview Heights Brooklyn	NY NY NY NY WA NY CAN OH NY	10177 10001 10011 10013 98109 10017 M5A 4N3 44147 11238	212-573-8800 212-981-7600 212-573-8800 212-784-3800 206-858-8060 917-677-3032 416-481-3920 440-627-6821 718-622-3682	www.ab-inbev.com www.deutsch.com www.anheuser-busch.com www.vizeum.com www.essenceglobal.com www.posterscope.com www.lumency.co http://www.hmtassociates.com www.praytellagency.com
15	20	UNIVERSAL PICTURES	Comcast Corp	Essence	Digital	100 Universal City Plaza 6300 Wilshire Boulevard, 10th Floor	Universal City Los Angeles	CA CA	91608 90048	818-777-1000 800-274-9398	www.universalpictures.com www.essenceglobal.com
16	24	BARCLAYS	Barclays Plc	Arnold Worldwide Hearts & Science Critical Mass, Inc.	AOR - Creative AOR - Media buying + planning Creative	745 Seventh Avenue, 30th Floor 10 Summer Street 200 Varick Street, 11th Floor 200 Varick Street Suite 610	New York Boston New York New York	NY MA NY NY	10019 02110 10014 10014	212-526-7000 617-587-8000 646-682-2694 917-606-8000	www.investmentbank.barclays.com www.arn.com www.hearts-science.com www.criticalmass.com
17	28	T-MOBILE	Deutsche Telekom AG	Initiative Initiative Publicis West Conill Advertising, Inc. Laundry Service 160over90 Mother NY Damage - The Gaming & Esports Agency	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative + digital Multicultural Creative + social Experiential Creative Experiential	3625 132nd Avenue Southeast 100 West 33rd Street, 4th Floor 5700 Wilshire Boulevard Suite 400 424 Second Avenue West 2101 Rosecrans Avenue, 2nd Fl 55 Water Street, 5th Floor 3475 Lenox Road Northeast Suite 1000 595 11th Avenue 225 South Lake Avenue Suite 300	Bellevue New York Los Angeles Seattle El Segundo Brooklyn Atlanta New York Pasadena	WA NY CA WA CA NY GA NY CA	98006 10001 90036 98119 90245 11201 30326 10036 91101	425-378-4000 212-605-7000 323-370-8000 206-285-2222 424-290-4400 212-812-5671 678-405-7720 212-254-2800 www.damage-esports.com/	www.t-mobile.com www.initiativemedia.com www.initiativemedia.com www.publicisatl.com www.conill.com www.247laundryservice.com www.160over90.com www.mothernewyork.com www.damage-esports.com/
18	9	COMCAST	Comcast Corp	Goodby, Silverstein & Partners Spark Foundry GMR Marketing Elevation, Ltd 72&Sunny Elephant Brownstein Group, Inc.	AOR - Creative AOR - Media buying + planning AOR - Media buying, media planning, experiential Multicultural Creative Creative + digital Creative + digital	One Comcast Centre, 1701 JFK Boulevard 720 California Street 1170 Peachtree Street, Northeast 5000 South Towne Drive 1027 33rd Street, Suite 260 55 Water Street, 6th Floor 45 Main Street, Suite 725 215 South Broad Street, 9th Floor	Philadelphia San Francisco Atlanta New Berlin Washington Brooklyn Brooklyn Philadelphia	PA CA GA WI DC NY NY PA	19103 94108 30309 53151 20007 11201 11201 19107	215-665-1700 415-392-0669 212-468-4000 262-786-5600 202-380-3230 212-993-1300 212-993-1300 215-735-3470	www.comcast.com www.goodbysilverstein.com www.sparkfoundryww.com www.gmrmarketing.com/ www.elevation-us.com www.72andsunny.com www.elephant.is www.brownsterngroup.com
19	21	WARNER BROS PICTURES	Time Warner Inc	Liquid Soul	Multicultural + social	4000 Warner Boulevard 1024 Hempville Avenue Northwest, Ste B	Burbank Atlanta	CA GA	91522 30045	818-954-6000 404-892-2836	www.warnerbros.com www.goliquidsoul.com
20	27	NEW YORK CITY DEPARTMENT OF HEALTH & MENTAL HYGIENE	New York City Government	No Agencies Listed		125 Worth Street, 5th Floor	New York	NY	10013	212-788-3327	www1.nyc.gov
21	79	UBER	Uber Technologies, Inc.	R/GA MediaCom MediaCom	AOR - Creative, digital + social AOR - Digital, media buying + planning AOR - Media buying, digital + media planning	1455 Market Street, Suite 400 450 West 33rd Street, 12th Floor 12180 Millennium Drive, Suite 440 Three World Trade Center, 175 Greenwich St	San Francisco New York Playa Vista New York	CA NY CA NY	94103 10007 90094 10007	866-576-1039 212-912-4200 310-215-9009 212-912-4200	www.uber.com www.rga.com www.mediacom.com/us www.mediacom.com/us
22	37	KROGER	Kroger Co	360i, LLC Dentsu Aegis Network	AOR - Media buying + planning AOR - Media buying + planning	1014 Vine St 32 Avenue of the Americas, 6th Floor 150 East 42nd Street	Cincinnati New York New York	OH NY NY	45202 10013 10017	513-762-4000 888-279-7431 212-591-9100	www.kroger.com www.360i.com www.dentsuaegisnetwork.com

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				DDB New York Publicis.Sapient the community Kroger Media Services DDB Chicago	AOR - Creative AOR - Digital AOR - Multicultural Media buying + planning Creative	437 Madison Avenue, Floors 2, 5, 6, 7 & 11 222 Merchandise Mart Plaza, Suite 1200 6400 Biscayne Boulevard 3800 Southeast 22nd Avenue 225 North Michigan Avenue, 10th Floor	New York Chicago Miami Beach Portland Chicago	NY IL FL OR IL	10022 60654 33138 97202 60601	212-415-2000 312-696-5000 305-865-9600 503-232-8844 312-552-6000	www.ddb.com www.publicissapient.com www.thecommunityagency.com www.krogerprecisionmarketing.com www.ddb.com/
23	19	DISNEY	The Walt Disney Company	Publicis North America OMD Entertainment Essence	AOR - Media buying + planning AOR - Media buying + planning Digital	500 South Buena Vista Street 1675 Broadway 4000 West Alameda Avenue, Suite 400 221 Yale Avenue North, Suite 650	Burbank New York Burbank Seattle	CA NY CA WA	91521 10019 91505 98109	818-560-1000 212-474-5000 818-288-9700 206-858-8060	www.disney.com www.publicisna.com www.ond.com www.essenceglobal.com
24	33	MORGAN & MORGAN ATTORNEYS	Morgan & Morgan Group	No Agencies Listed		20 North Orange Ave, Suite 1600	Orlando	FL	32801	212-738-6265	www.forthethepeople.com
25	22	TOYOTA DEALERS ASSN	Toyota Motor Corp Dealer Association	Saatchi & Saatchi Los Angeles Team One Zenith Media The George P. Johnson Company GP Generate, LLC Lumency Saatchi & Saatchi Canada bleublancrouge Dentsu McGarrybowen Saatchi & Saatchi Dallas Burrell Communications Group, Inc Conill Advertising, Inc interTrend Communications, Inc. iCrossing	AOR - Creative, digital, multicultural, media buying + planning AOR - Creative, digital, media buying + planning Multicultural, media buying + planning Experiential Multicultural Experiential Creative Media buying + planning Media buying + planning Creative, digital, media buying + planning Multicultural Creative, multicultural + media planning Multicultural Digital	19001 South Western Avenue 3501 Sepulveda Boulevard 13031 West Jefferson Boulevard, Suite 800 299 West Houston Street, 11th Floor 18500 Crenshaw Boulevard 12521 Venice Boulevard 184 Front Street East, Suite 300 175 Bloor Street East, South Tower, 13th Floor 780 Brewster Avenue, 4th Floor 1 University Avenue 2021 McKinney Avenue, Suite 700 233 North Michigan Avenue, 29th Floor 2101 Rosecrans Avenue, 2nd Floor 228 East Broadway 3000 Ocean Park Boulevard, 2nd Floor	Torrance Torrance Los Angeles New York Torrance Los Angeles Toronto, Ontario Toronto, Ontario Montreal, Quebec Toronto, Ontario Dallas Chicago El Segundo Long Beach Santa Monica	CA CA CA NY CA CA CAN CAN CAN TX IL CA CA CA	90501 90505 90094 10014 90504 90066 M5A 4N3 M4W 3R8 H4C 2K1 M5J 2P1 75201 60601 90245 90802 90405	310-331-4331 310-214-6000 310-437-2500 212-859-5100 310-965-4300 310-598-3900 416-481-3920 416-359-959 514-875-7007 416-929-9700 469-357-2000 312-297-9600 424-290-4400 562-733-1888 310-664-2930	www.toyota.com www.wearesaatchi.com www.teamone-usa.com www.zenithmedia.com www.gpj.com www.gpgenerate.com www.saatchi.ca www.bleublancrouge.ca www.dentsuumb.ca www.wearesaatchi.com www.burrell.com www.conill.com www.intertrend.com www.icrossing.com
26	50	AT&T	AT&T Inc	BBDO Worldwide SandersWingo Hearts & Science Hearts & Science Critical Mass, Inc. BBDO West Translation Hearts & Science Tribal Worldwide ICE Factor IMG LIVE 160over90 Rodgers Townsend, LLC	AOR - Creative + digital AOR - Creative AOR - Media buying + planning AOR - Media buying + planning AOR - Digital AOR - Creative AOR - Creative Media buying + planning Creative + social Experiential Experiential Experiential Digital + social	208 South Akard St, Suite 3700 1285 Sixth Ave., 3rd-7th Floors 303 North Oregon Street, Suite 1200 200 Varick Street, 11th Floor 3500 Lenox Road Suite 1900 200 Varick Street, Suite 610 12777 West Jefferson Blvd, Building C 145 West 45th Street, 3rd Floor 12777 West Jefferson Blvd, Building C 655 Madison Avenue, 14th Floor 11 West Main Street, Suite 304 3475 Lenox Road Northeast, Suite 1000 3475 Lenox Road Northeast, Suite 1000 200 North Broadway, Suite 1200	Dallas New York El Paso New York Atlanta New York Los Angeles Brooklyn Los Angeles New York Carpentersville Atlanta Atlanta Saint Louis	TX NY TX NY GA NY CA NY CA NY IL GA GA MO	75202 10019 79901 10014 30326 10014 90066 11201 90066 10065 60110 30326 30326 63102	210-821-4105 212-459-5000 915-533-9583 646-682-2694 646-682-2694 917-606-8000 310-444-4500 212-299-5505 646-682-2694 212-478-7850 847-844-0814 678-405-7720 678-405-7720 314-436-9960	www.att.com www.bbdo.com www.sanderswingo.com www.hearts-science.com www.hearts-science.com www.criticalmass.com www.bbdo.com www.translationllc.com www.hearts-science.com www.tribalworldwide.com www.icefactor.com www.160over90.com www.160over90.com www.rodgerstownsend.com
27	48	CBS	CBS Corp	OMD GSD&M bpg advertising Carat Initiative SDI Media Group	AOR - Media buying + planning Creative Creative Media buying + planning Media Buying, digital, media planning + multicultural Multicultural	1515 Broadway, 53rd Floor 5353 Grosvenor Boulevard 828 West 6th Street Post Office Box #46306 150 East 42nd Street 100 West 33rd Street, 4th Floor 6060 Center Drive, Suite 100	New York Los Angeles Austin West Hollywood New York New York Los Angeles	NY CA TX CA NY NY CA	10036 90066 78703-5420 90046 10017 10001 90045	212-258-6000 310-301-3600 512-242-4736 323-954-9522 212-591-9100 212-605-7000 310-388-8800	www.cbcorporation.com www.ond.com www.gsdm.com www.bigpicturegroup.net www.carat.com www.initiative.com www.iyuno-sdi.com
28	39	STATE FARM	State Farm Mutual Automobile Insurance Co.	OMD OMD The Marketing Arm Rodgers Townsend, LLC Resolution Media	Media buying + planning Media buying + planning Creative + social Digital Social	1 State Farm Plaza 225 North Michigan Avenue, 19th Floor 195 Broadway, 27th Floor 1999 Bryan Street, Suite 1800 200 North Broadway, Suite 1200 225 North Michigan Avenue, Suite 820	Bloomington Chicago New York Dallas Saint Louis Chicago	IL IL NY TX MO IL	61710 60601 10007 75201 63102 60601	309-766-2311 312-324-7000 212-590-7100 214-259-3200 314-436-9960 312-980-1600	www.statefarm.com www.ond.com www.ond.com www.themarketingarm.com www.rodgerstownsend.com www.resolutionmedia.com

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				Optimum Sports	Media buying, digital + experiential	195 Broadway, 18th Floor	New York	NY	10007	212-590-7020	www.optimumsports.com
29	N/A	DUCKDUCKGO	DuckDuckGo			20 Paoli Pike	Paoli	PA	19301	267-337-6846	www.duckduckgo.com/
				Arnold Worldwide	AOR - Creative	10 Summer Street	Boston	MA	02110	617-587-8000	www.arn.com
30	18	BLUE CROSS & BLUE SHIELD	Blue Cross & Blue Shield Assn	Paco Collective	AOR - Creative, multicultural + media planning	225 N Michigan Ave, 9th Floor	Chicago	IL	60601	312-297-6000	www.bcbs.com
				mcgarrybowen	AOR - Creative	2675 West Grand Avenue, 1st Floor	Chicago	IL	60612	312-226-7800	www.pacocollective.com
				Tierney Communications	AOR - Creative, digital, social, media buying + planning	515 North State Street, 29th Floor	Chicago	IL	60604	312-840-8300	www.mcgarrybowen.com
				Martin Williams Advertising	AOR - Creative, digital, social, media buying + planning	1700 Market Street, 29th Floor	Philadelphia	PA	19102	215-790-4100	www.hellotierney.com
				Three Five Two, Inc	Creative	150 South 5th Street, Suite 900	Minneapolis	MN	55402	612-340-0800	www.martinwilliams.com
					Digital	817 West Peachtree Street, Suite 201	Atlanta	GA	30308	(877) 352-6334	www.threefivetwo.com
31	N/A	BETMGM		McCann Worldgroup	AOR - Creative	3600 Las Vegas Boulevard South	Las Vegas	NV	89109	702-693-7111	www.mgmresorts.com/en.html
						360 West Maple Road	Birmingham	MI	48009	248-203-8000	www.mccann.com/
32	30	CHICK-FIL-A RESTURANT	Chick-Fil-A Inc.	In-house Creative		5200 Buffington Rd	Atlanta	GA	30349	404-765-8000	www.chick-fil-a.com
				McCann New York	AOR - Creative	622 3rd Avenue	New York	NY	10017	646-865-2000	www.mccannny.com
				Jackson Spalding Inc.	AOR	1100 Peachtree Streeth Northeast Suite 1800	Atlanta	GA	30309	404-724-2500	www.jacksonspalding.com
				Starcom Worldwide	Media buying + planning	35 West Wacker Drive, 22nd Floor	Chicago	IL	60601	312-220-3535	www.starcomww.com
				Gallegos United	Multicultural	300 Pacific Coast Highway, Suite 200	Huntington Beach	CA	92648	714-794-6400	www.gallegosunited.com
				Havas Sports & Entertainment	Social + experiential	101 Marietta Street, NW, 6th Floor	Atlanta	GA	30303	678-701-0369	www.havas-se.com
				Moxie	Social	384 Northyards Boulevard, Northwest, Suite 300	Atlanta	GA	30313	678-916-4500	www.moxieusa.com
33	N/A	CLICKUP	CLICKUP	No Agencies Listed		215 Lowell Avenue	Palo Alto	CA	94301	888-625-4258	www.clickup.com
34	45	PARAMOUNT PICTURES	Viacom	Wavemaker	AOR - Creative, media buying + planning	1515 Broadway, 53rd Floor	New York	NY	10036	212-258-6000	www.paramount.com
						6300 Wilshire Boulevard, Suite 1900	Los Angeles	CA	90048	323-761-1400	www.wavemakerglobal.com
35	N/A	DOORDASH	DoorDash Inc.	Kepler Group	AOR - Media buying, media planning, digital, social + program	901 Market Street, Suite 600	San Francisco	CA	94103	650-681-9470	www.doordash.com
				The Martin Agency	AOR - Creative	6 East 32nd Street, 9th Floor	New York	NY	10016	646-689-2116	www.keplergrp.com
				PlusMedia, LLC	Media buying + planning	1 Shockoe Plaza	Richmond	VA	23219	804-698-8000	www.martinagency.com
				Wavemaker	Media buying + planning	100 Mill Plain Road, 4th Floor	Danbury	CT	06813	203-748-6500	www.plusme.com
					Media buying + planning	175 Greenwich Street	New York	NY	10007	212-474-0000	www.wavemakerglobal.com
36	35	NBC	NBC Universal, Inc.	Essence	AOR - Media buying + planning	100 Universal City Plaza	Universal City	CA	91608	818-777-1000	www.nbcuniversal.com
				Spark Foundry	AOR - Media buying + planning	6300 Wilshire Boulevard, 10th Floor	Los Angeles	CA	90048	323-202-4650	www.essenceglobal.com
				Spark Foundry	Media buying + planning	2301 Roscrans Avenue, Suite 5100	El Segundo	CA	90245	310-765-8800	www.sparkfoundryww.com
				Giant Spoon, LLC	Creative + digital	375 Hudson Street, 17th Floor	New York	NY	10014	212-468-4000	www.sparkfoundryww.com
				Ignited	Digital, media buying + planning	44 Wall Street	New York	NY	10005	888-776-6650	www.giantspoon.com
						2150 Park Place, Suite 100	El Segundo	CA	90245	310-773-3100	www.ignitedusa.com
37	46	HULU	Hulu	Publicis North America	AOR - Media buying + planning	2500 Broadway, 2nd Floor	Santa Monica	CA	90404	310-571-4700	www.hulu.com
				Big Family Table	AOR - Creative + digital	1675 Broadway	New York	NY	10019	212-474-5000	www.publicisna.com
				Matterkind	Programmatic	12901 West Jefferson Blvd	Los Angeles	CA	90066	310-862-3732	www.bigfamilytable.com
						100 West 33rd Street, 5th Floor	New York	NY	10001	212-883-4777	www.matterkind.com
38	29	FOX	Fox Entertainment Group	360i, LLC	Media Buying + media planning	10201 West Pico Boulevard	Los Angeles	CA	90064	310-369-1000	www.fox.com
						12655 West Jefferson Boulevard, Suite 100	Los Angeles	CA	90066	888-360-9630	www.360i.com
39	N/A	WILLIAM HILL	William Hill U.S.	In-house Creative		6325 South Rainbow Boulevard, Suite 100	Las Vegas	NV	89118	855-7544-1200	www.williamhill.com/us/nj/bet/
				360i, LLC	AOR - Media buying + planning	32 Avenue of the Americas, 6th Floor	New York	NY	10013	888-360-9630	www.360i.com
40	91	FX	Fox Networks Group	Moxie	Digital	10201 West Pico Boulevard	Los Angeles	CA	90064	310-369-1000	www.fxnetworks.com
				Grey West	Creative	384 Northyards Boulevard, Northwest, Suite 300	Atlanta	GA	30313	678-916-4500	www.moxieusa.com
				AMP Agency	Digital	303 2nd Street, Suite 300	San Francisco	CA	94107	415-403-8000	www.grey.com
				Leroy & Rose	Creative + digital	6800 Center Drive, Suite 200	Los Angeles	CA	90045	310-551-0200	www.ampagency.com
				OMD West	Media buying + planning	1522F Cloverfield Boulevard	Santa Monica	CA	90404	310-310-8679	www.leroyandrose.com
						5353 Grosvenor Boulevard	Los Angeles	CA	90066	310-301-3600	www.omb.com
41	78	DRAFTKINGS	DraftKings, Inc.	In-house Creative		222 Berkley Street	Boston	MA	02116	617-986-6744	www.draftkings.com
				Veritone One	AOR - Media buying + planning	3560 Dunhill Street, Suite 120	San Diego	CA	92121	858-412-1400	www.veritoneone.com
				Vayner Media	AOR - Social	10 Hudson Yards, Floor 25	New York	NY	10001	646-543-7431	www.vaynermedia.com
				Resolution Media	Digital	195 Broadway, 20th Floor	New York	NY	10007	312-980-1600	www.resolutionagency.com

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2021 RANK	2020 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
42	15	MILLERCOORS	Molson Coors Brewing Company	Blue Chip Marketing & Communications Publicis Media Arc Worldwide Team Enterprises	AOR - Social, multicultural + Programmatic AOR - Media buying + planning Creative + digital Experiential	250 S Wacker Dr, Suite 800 650 Dundee Road, Suite 250 35 West Wacker Drive 35 West Wacker Drive, 15th Floor One West Las Olas Boulevard	Chicago Northbrook Chicago Chicago Fort Lauderdale	IL IL IL IL FL	60606 60062 60601 60601 33301	312-496-2700 847-418-8000 617-867-1785 312-220-3200 954-862-2400	www.millercoors.com www.bluechipw.com www.publicisgroupe.com www.arcww.com www.teamenterprises.com
43	16	VERIZON	Verizon Communications Inc.	Burrell Communications Group, Inc. R/GA Zenith Media Hanley Wood Marketing AdAsia McCann New York	Creative + multicultural Creative + digital Media buying + planning Creative Multicultural Creative	1095 Avenue of the Americas 233 North Michigan Avenue, 29th Floor 450 West 33rd St., 12th Floor 299 West Houston Street, 11th Floor 430 First Avenue, North, Suite 550 400 Sylvan Avenue, Suite 200 622 Third Avenue	New York Chicago New York New York Minneapolis Englewood Cliffs New York	NY IL NY NY MN NJ NY	10036 60601 10001 10014 55401 7632 10017	212-395-1000 312-297-9600 212-946-4000 212-859-5100 612-338-8300 201-608-0388 646-865-2000	www.verizon.com www.burrell.com www.rga.com www.zenithmedia.com www.hanleywoodmarketing.com www.adasia-us.com www.mccannny.com
44	N/A	CAPITAL ONE	Capital One Financial Corporation	GSD&M Horizon Media, Inc. Horizon Media, Inc. Authentic T3	AOR - Creative Media buying, digital + media planning Media buying + planning Digital Social	1680 Capital One Drive 828 West 6th Street 75 Varick Street 1888 Century Park East, 7th Floor 101 West 7th Street 1801 North Lamar Boulevard	McLean Austin New York Los Angeles Richmond Austin	VA TX NY CA VA TX	21202 78703 10013 90067 23224 78701	703-720-1000 512-242-4736 212-220-5000 310-282-0909 866-682-6144 512-499-8811	www.capitalone.com www.gsdm.com/ www.horizonmedia.com www.horizonmedia.com www.beauthentic.digital/ www.t-3.com/
45	17	FACEBOOK	Facebook	Spark Foundry Wieden + Kennedy Mindshare Adolescent Content	AOR - Media buying + planning AOR - Creative Digital + programmatic Creative	One Hacker Way 375 Hudson Street, 17th Floor 224 Northwest 13th Avenue 12180 Millennium Drive, Suite 320 829 Superba Avenue	Menlo Park New York Portland Playa Vista Venice	CA NY OR CA CA	94025 10014 97207 90094 90291	650-543-4800 212-468-4000 503-937-7000 310-309-8500 928-699-7788	www.facebook.com www.sparkfoundryww.com www.wk.com www.mindshareworld.com www.adolescentcontent.com
46	40	RE/MAX	Re/Max Intl Inc	Basis Global Technologies, Inc. Camp + King The Tombras Group	AOR - Media buying + planning Creative, digital + social Media buying + planning	5075 S Syracuse 11 East Madison Street, 6th Floor 87 Graham Street, Suite 250 620 South Gay Street	Denver Chicago San Francisco Knoxville	CO IL CA TN	80237 60602 94129 37902	303-770-5531 312-423-1565 415-345-6680 865-524-5376	www.remax.com www.basis.net www.camp-king.com www.tombras.com
47	N/A	CHEVRON	Chevron Corporation	Wavemaker Wavemaker O'Keefe Reinhard & Paul denstu x	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative Digital	6001 Bollinger Canyon Road 175 Greenwich Street 303 2nd Street, North Tower, 3rd Floor 328 South Jefferson Street, Suite 850 32 Avenue of the Americas, 16th Floor	San Ramon New York San Francisco Chicago New York	CA NY CA IL NY	94583 10007 94107 60661 10013	925-842-1000 212-474-0000 415-764-1319 312-226-8144 646-970-0926	www.chevron.com www.wavemakerglobal.com www.wavemakerglobal.com www.okrp.com www.dxglobal.com
48	25	PLANET FITNESS CENTER	PPIP, LLC	Publicis Media Publicis North America Huge, Inc.	AOR - Creative, media buying + planning AOR - Creative, media buying + planning AOR - Digital	26 Fox Run Rd 35 West Wacker Drive 1675 Broadway 45 Main Street, 2nd Floor, Suite 220	Newington Chicago New York Brooklyn	NH IL NY NY	03801 60601 10019 11201	603-750-0001 617-867-1785 212-474-5000 718-625-4843	www.planetfitness.com www.publicisgroupe.com/fr/splash www.publicisna.com www.hugeinc.com/
49	N/A	GRUBHUB	GrubHub	In-house Media Duncan Channon BBH Essence	Creative Creative Digital	111 West Washington Street, Suite 2100 114 Sansome Street, 14th Floor 32 Avenue of the Americas, 19th Floor 221 Yale Avenue, North Suite 650	Chicago San Francisco New York Seattle	IL CA NY WA	60602 94104 10013 98109	877-585-7878 415-306-9296 212-812-6600 206-858-8060	www.grubhub.com www.duncanchannon.com www.bartleoglehegarty.com www.essenceglobal.com
50	52	LVMH	LVMH, Inc.	MediaCom Dentsu Aegis Network dentsu X Posterscope U.S.A Syndicate Sub Rosa	Media buying + planning Media buying + planning Digital + multicultural Media buying + planning Creative	19 East 57th Street 175 Greenwich Street 150 East 42nd Street 32 Avenue of the Americas, 16th Floor 150 East 42nd Street, 14th Floor 353 West 12th Street, 2nd Floor	New York New York New York New York New York New York	NY NY NY NY NY NY	10022 10007 10017 10013 10013 10014	212-251-8200 212-912-4200 212-591-9100 646-970-0926 646-970-0926 212-414-8605	www.lvmh.com www.mediacom.com www.dentsuaegisnetwork.com www.dxglobal.com www.posterscope.com www.syndicate-subrosa.com
51	36	PUBLIX	Publix Supermarkets Inc	22squared Inc. Jackson Spalding Inc. 22squared Inc.	AOR - Creative AOR Media Buying + media planning	3300 Publix Corporate Parkway 100 North Tampa Street, Suite 2500 1100 Peachtree Street Northeast Suite 1800 1170 Peachtree Street, Northeast, Suite 1400	Lakeland Tampa Atlanta Atlanta	FL FL GA GA	33811 33602 30309 30309	863-688-7407 813-202-1200 404-724-2500 404-347-8700	www.publix.com www.22squared.com www.jacksonspalding.com www.22squared.com
52	47	RAISING CANE'S CHICKEN FINGERS	Raising Cane's Restaurants, LLC	Basis Global Technologies, Inc. DAA Media + Marketing	AOR - Media buying + planning AOR - Media buying + planning	6800 Bishop Road 11 East Madison Street, 6th Floor 6421 Perkins Road, Building C	Plano Chicago Baton Rouge	TX IL LA	75024 60602 70808	972-769-3100 312-423-1565 225-925-9788	www.raisingcanes.com www.basis.net www.da-advertising.com

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2021 RANK	2020 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
53	71	ABC	Walt Disney Co.	OMD Entertainment CMS Sport & Entertainment	Media Buying + media planning Creative	3800 West Alameda Avenue, Suite B 4000 West Alameda Avenue, Suite 400 440 9th Avenue, 18th Floor	Burbank Burbank New York	CA CA NY	91505 91505 10001	818-460-7477 818-288-9700 212-488-6500	www.abc.com www.ond.com www.csmleadog.com
54	63	LOVE'S TRAVEL STOPS & COUNTRY STORES, INC.	Love's Travel Stops & Country Stores Inc	In-house media		10601 North Pennsylvania Avenue	Oklahoma City	OK	73120	405-749-1744	www.loves.com
55	N/A	BROWN-FORMAN	Brown-Forman Corporation	Spark Foundry Spark Foundry Energy BBDO, Inc. Greenhouse Agency	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative Experiential	850 Dixie Highway 35 West Wacker Drive 375 Hudson Street, 17th Floor 225 North Michigan Avenue, 15th Floor 1124 Main Street, Suite B	Louisville Chicago New York Chicago Irvine	KY IL NY IL CA	40210 60601 10014 60601 92614	502-585-1100 312-970-8400 212-468-4000 312-337-7860 949-748-6076	www.brown-forman.com www.sparkfoundryww.com www.sparkfoundryww.com www.energybbdo.com/en www.greenhouseagency.com
56	N/A	CARMAX	CarMax, Inc.	The Martin Agency Vizeum	AOR - Creative AOR - Media buying + planning	12800 Tuckahoe Creek Parkway 1 Shockoe Plaza 32 Avenue of the Americas, 25th Floor	Richmond Richmond New York	VA VA NY	23238 23219 10013	804-747-0422 804-698-8000 212-784-3800	www.carmax.com/ www.martinagency.com www.vizeum.com/en/us/
57	77	PANERA BREAD BAKERY CAFÉ	Panera Bread Co	Mother NY Spark Foundry	AOR - Creative + social Media buying + planning	3630 S Geyer Road, Suite 100 595 11th Avenue 35 West Wacker Drive	Saint Louis New York Chicago	MO NY IL	63127 10036 60601	314-984-1000 212-254-2800 312-970-8400	www.panerabread.com www.mothernewyork.com www.sparkfoundryww.com
58	66	RUBENSTEIN LAW	Rubenstein Law	No Agencies Listed		9130 S. Dadeland Boulevard, Penthouse Suite	Miami	FL	33156	305-661-6000	www.rubensteinlaw.com
59	N/A	FRED LOYA INSURANCE	Fred Loya Insurance	No Agencies Listed		1800 Lee Trevino Dr, Suite 201	El Paso	TX	79936	800-554-0595	www.fredloya.com
60	34	PEPSI	Pepsico Inc	Kepler Group Goodby, Silverstein & Partners TBWA \ Chiat \ Day BBDO Worldwide OMD OMD OMD West Mekanism Mekanism GMR Marketing Sub Rosa Bakery	AOR - Digital AOR - Creative AOR - Creative + digital AOR - Creative Media buying + planning Media buying + planning Media buying + planning Creative + digital Creative + digital Creative, digital + social Creative Creative	700 Anderson Hill Rd 6 East 32nd Street, 9th Floor 720 California Street 5353 Grosvenor Boulevard 1285 6th Avenue, 3rd-7th Floors 225 North Michigan Avenue, 19th Floor 195 Broadway, 27th Floor 5353 Grosvenor Boulevard 250 Hudson Street, 2nd Floor 640 2nd Street, 3rd Floor 5000 South Towne Drive 353 West 12th Street, 2nd Floor 1305 S I-35 Frontage Road	Purchase New York San Francisco Los Angeles New York Chicago New York Los Angeles New York San Francisco New Berlin New York Austin	NY NY CA CA NY IL NY CA NY CA WI NY TX	10577 10016 94108 90066 10019 60601 10007 90066 10013 94107 53151 10014 78741	914-253-2000 646-689-2116 415-392-0669 310-305-5000 212-549-5000 312-324-7000 212-590-7100 310-301-3600 212-226-2772 415-908-4000 262-786-5600 212-414-8605 512-766-1176	www.pepsico.com www.keplergrp.com www.goodbysilverstein.com www.tbwachiatday.com www.bbdo.com www.ond.com www.ond.com/ www.ond.com www.mekanism.com www.mekanism.com www.gmrmarketing.com www.syndicate-subrosa.com www.bakery.agency
61	84	MEIJER	Meijer, Inc.	The Distillery Project Spark Foundry OGK Creative	Creative + digital Media planning Creative	2727 Walker Avenue, Northwest, Suite 982 1639 West Hubbard Street 35 West Wacker Drive 3785 North Federal Highway, Suite 300	Grand Rapids Chicago Chicago Boca Raton	MI IL IL FL	49544 60602 60601 33431	616-453-6711 312-226-6919 312-970-8400 561-450-6721	www.meijer.com www.distilleryproject.com www.sparkfoundryww.com www.ogk.agency
62	51	CHANEL	Chanel Sa	In-house Creative PHD USA Omnicom Media Group R/GA	AOR - Media buying + planning AOR - Media buying + planning Digital	9 West 57th Street, 44th Floor 220 East 42nd Street 195 Broadway, 8th Floor 450 West 33rd Street, 12th Floor	New York New York New York New York	NY NY NY NY	10019 10017 10007 10001	212-688-5055 212-894-6600 212-590-7020 212-946-4000	www.chanel.com www.phdmedia.com www.omnicommediagroup.com www.rga.com
63	N/A	JP MORGAN	JP Morgan Chase & Co.	Group M Zenith Media Droga5 Vayner Media MediaCom Zubi Advertising VMLY&R	AOR - Media buying, digital + media planning AOR - Media buying + planning AOR - Creative AOR - Social Media buying + planning Creative Digital	270 Park Avenue Three World Trade Center, 175 Greenwich Street 299 West Houston Street, 11th Floor 120 Wall Street, 11th Floor 10 Hudson Yards, Floor 25 Three World Trade Center, 175 Greenwich Street 2990 Ponce De Leon Boulevard, Suite 600 250 Richards Road	New York New York New York New York New York New York Coral Gables Kansas City	NY NY NY NY NY NY FL MO	10017 10007 10014 10005 10001 10007 33134 64116	212-270-6000 212-297-8181 212-859-5100 917-237-8888 646-543-7431 212-912-4200 305-448-9824 816-283-0700	www.jporganchase.com www.groupm.com www.zenithmedia.com/ www.droga5.com/ www.vaynermedia.com/ www.mediacom.com/us www.zubiad.com/ www.vmlyr.com/
64	65	ADVENTHEALTH	Adventhealth	22squared Inc.	AOR - Creative, digital, media buying + planning	601 East Altamonte Drive 1170 Peachtree Street, Northeast, Suite 400	Altamonte Spring Atlanta	FL GA	32701 30309	407-357-1000 404-347-8700	www.adventhealth.com 22squared.com
65	N/A	FANDUEL	FanDuel	Wieden + Kennedy	AOR - Creative	300 Park Avenue South 150 Varick Street, 6th & 7th Floors	New York New York	NY NY	10010 10013	800-475-2250 917-661-5200	www.fanduel.com/ www.wk.com/

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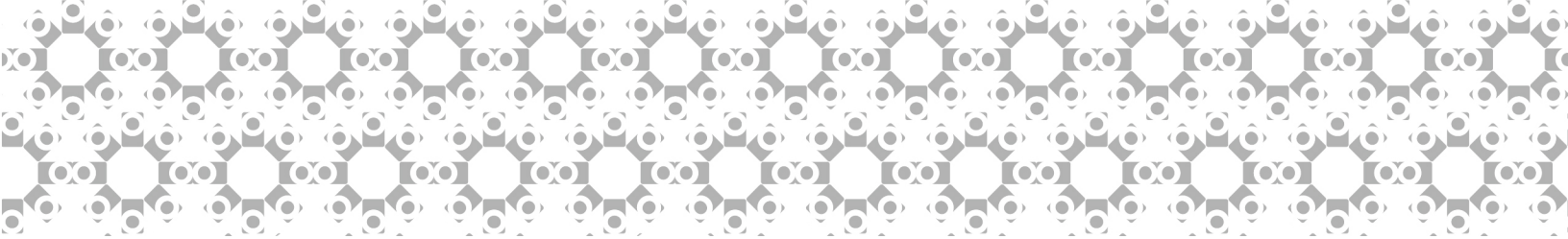
2021 RANK	2020 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
66	N/A	Molson	Molson Coors Brewing Company	Blue Chip Marketing & Communications Publicis Media Arc Worldwide Team Enterprises	AOR - Social, multicultural + Programmatic AOR - Media buying + planning Creative + digital Experiential	250 S Wacker Dr, Suite 800 650 Dundee Road, Suite 250 35 West Wacker Drive 35 West Wacker Drive, 15th Floor One West Las Olas Boulevard	Chicago Northbrook Chicago Chicago Fort Lauderdale	IL IL IL IL FL	60606 60062 60601 60601 33301	312-496-2700 847-418-8000 617-867-1785 312-220-3200 954-862-2400	www.millercoors.com www.bluechipww.com www.publicisgroupe.com www.arcww.com www.teamenterprises.com
67	87	GUCCI	Gucci America, Inc.	In-house Creative Zenith Media	Media buying + planning	195 Broadway, 12th Floor 299 West Houston Street, 11th Floor	New York New York	NY NY	10007 10014	212-750-5220 212-859-5100	www.gucci.com www.zenithmedia.com
68	68	MENARDS BUILDING SUPPLY	Menard, Inc.	In-house media ICF Next	Digital	5101 Menard Drive 420 North Fifth Street, Suite 1000	Eau Claire Minneapolis	WI MN	54703 55401	715-876-5911 612-215-9800	www.menards.com www.icfnext.com
69	92	HEINEKEN	Heineken NV	Canvas Worldwide Canvas Worldwide	AOR - Media buying + planning AOR - Media buying + planning	360 Hamilton Avenue, Suite 1103 12015 Bluff Creek Drive 75 Varick Street, 2nd Floor	White Plains Playa Vista New York	NY CA NY	10601 90094 10013	914-681-4100 424-303-4300 424-303-4300	www.heinenusa.com www.canvasworldwide.com www.canvasworldwide.com
70	93	SAMSUNG	Samsung Group	Starcom Worldwide Starcom Worldwide Razorfish Digitas Publicis North America 9thWonder Wunderman Thompson INVNT Group NitroC Group	AOR - Media buying + planning AOR - Media buying + planning AOR - Digital AOR - Digital AOR - Creative Creative + digital Creative, social + media planning Experiential Creative	85 Challenger Road 35 West Wacker Drive, 22nd Floor 375 Hudson Street 375 West Hudson Street, 9th Floor 375 Hudson Street, 16th Floor 1675 Broadway 12121 West Bluff Creek Drive 466 Lexington Avenue 101 Greenwich Street, 26th Floor 515 North Flagler Drive	Ridgefield Park Chicago New York New York New York New York Playa Vista New York New York West Palm Beach	NJ IL NY NY NY NY CA NY NY NY	07660 60601 10014 10014 10014 10019 90094 10017 10006 33401	201-229-4000 312-220-3535 212-468-3888 212-798-6600 212-946-4000 212-474-5000 310-752-4400 212-210-7000 212-334-3415 561-484-5000	www.samsung.com www.starcomww.com www.starcomww.com www.razorfish.com www.digitas.com www.publicisna.com www.9thwonder.com www.wundermanthompson.com www.invtgroup.com/ www.nitroc.com
71	82	MARRIOTT	Marriott Intl Inc	Publicis.Sapient Spark Foundry Grey Group 72andSunny Critical Mass, Inc. 160over90 Publicis.Sapient Sub Rosa Beeby Clark+Meyler	AOR - Digital, media buying + planning AOR - Media buying + planning AOR - Creative AOR - Creative Creative, digital + social Experiential Digital + media planning Creative Creative, digital + social	10400 Fernwood Rd 375 Hudson Street, 9th Floor 375 Hudson Street, 17th Floor 200 5th Avenue, Fourth Floor 12101 West Bluff Creek Drive 225 North Michigan Avenue, Suite 2050 3475 Lenox Road, Northeast Suite 100 2911 Grand Avenue, Suite 100b 353 West 12th Street, 2nd Floor 700 Canal Street, 3rd Floor	Bethesda New York New York New York Playa Vista Chicago Atlanta Miami New York Stamford	MD NY NY NY CA IL GA FI NY CT	20817 10014 10014 10010 90094 60601 30326 33133 10014 06902	301-380-3000 212-798-6600 212-468-4000 212-546-2020 310-215-9009 312-288-2500 678-405-7720 305-253-0100 212-414-8605 203-653-7920	www.marriott.com www.publicissapient.com www.sparkfoundryww.com www.grey.com www.72andsunny.com www.criticalmass.com www.160over90.com www.publicissapient.com www.syndicate-subrosa.com www.beebyclarkmeyler.com
72	88	AHF AIDS HEALTHCARE FOUNDATION	AIDS Healthcare Foundation	Billups	Media buying + planning	340 Oswego Pointe Drive, Suite 101	Lake Oswego	OR	97034	323-252-8768	www.aidshealth.org www.billups.com
73	54	KAISER PERMANENTE	Kaiser Permanente	Campbell Ewald Crow Creative Mediahub Global New York	Creative Digital Digital	One Kaiser Plaza 1840 Century Park East, 16th Floor 25 Broadway, 9th Floor 386 Park Avenue South, 14th Floor	Oakland West Hollywood New York New York	CA CA NY NY	94612 90067 10004 10016	510-271-5800 310-358-4800 646-904-8660 212-633-0440	healthy.kaiserpermanente.org www.c-e.com www.crowcreativeagency.com www.mediahubww.com
74	N/A	CRDIT KARMA	Credit Karma, Inc.	Edenspiekermann Los Angeles	Creative	PO Box 520 448 South Hill Stret, Suite 1012	San Francisco Los Angeles	CA CA	94104 990013	888-909-8872 323-607-2800	www.creditkarma.com www.edenspiekermann.com/us/
75	62	TEXAS STATE LOTTERY	State of Texas	THIRD EAR	AOR - Multicultural	611 East 6th Street 410 Baylor Street	Austin Austin	TX TX	78701 78703	512-344-5000 512-479-6200	www.txlottery.org www.wearthirdear.com
76	N/A	AT HOME FURNISHINGS		Mediahub Global Boston Tandem Theory Barkley	AOR - Media buying + planning AOR - Digital + social AOR - Creative	1600 East Plano Parkway 40 Broad Street 15400 Knoll Trail, Suite 401 1740 Main Street	Plano Boston Dallas Kansas City	TX MA TX MO	77084 02109 75248 64108	972-265-6227 617-226-9000 972-701-0186 816-842-1500	www.athome.com www.mediahubww.com/ www.tandemtheory.com www.barkleyus.com
77	70	LOTTERY	Pennsylvania Lottery	9Rooftops	AOR - Creative, media buying + planning	1200 Fulling Mill Road, Suite 1 225 West Station Sqaure Drive, Suite 500	Middletown Pittsburgh	PA PA	17057 15219	717-702-8000 412-562-2000	www.palottery.state.pa.us www.9rooftops.com/
78	41	WENDY'S	The Wendy's Company	WMLY&R WMLY&R Spark Foundry	AOR - Creative + social AOR - Creative + social AOR - Media buying + planning	1 Dave Thomas Blvd 3 Columbus Circle, 3rd Floor 250 Richards Road 375 Hudson Street, 17th Floor	Dublin New York Kansas City New York	OH NY MO NY	43017 10019 64116 10014	614-764-3100 212-210-3653 816-283-0700 212-468-4000	www.wendys.com www.vmljr.com www.vmljr.com www.sparkfoundryww.com

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79	60	TOYOTA	Toyota Motor Sales, USA	Saatchi & Saatchi Los Angeles Lumency Zenith Media The George P. Johnson Company Saatchi & Saatchi Dallas Burrell Communications Group, Inc. Conill Advertising, Inc. interTrends Communications, Inc iCrossing	AOR - Creative, digital, multicultural, media buying + planning Experiential Media buying Experiential Creative, media buying + planning Multicultural Creative, multicultural + media planning Multicultural Digital	6565 Headquarters Drive 3501 Sepulveda Boulevard 184 FrontStreet East, Suite 300 299 West Houston Street, 10th Floor 18500 Crenshaw Boulevard 2021 McKinney Avenue, Suite 700 233 North Michigan Avenue, 29th Fl 2101 Rosecrans Avenue, 2nd Floor 228 East Broadway 3000 Ocean Park Boulevard, 2nd Floor	Plano Torrance Toronto, Ontario New York Torrance Dallas Chicago El Segundo Long Beach Santa Monica	TX CA CAN NY CA TX IL CA CA	75024 90505 90094 10014 90504 75201 60601 90245 90802 90405	469-292-4000 310-214-6000 M5A 4N3 212-859-5100 310-965-4300 469-357-2000 312-297-9600 424-290-4400 562-733-1888 310-664-2930	www.toyota.com www.wearesaatchi.com www.lumency.co www.zenithmedia.com www.gpj.com www.wearesaatchi.com www.burrell.com www.conill.com www.intertrend.com www.icrossing.com
80	67	SHOWTIME	Showtime Networks, Inc.	Horizon Media, Inc.	AOR - Media buying + planning	1515 Broadway, 53rd Floor 75 Varick Street	New York New York	NY NY	10036 10013	212-258-6000 212-220-5000	www.sho.com www.horizonmedia.com
81	76	WAWA	Wawa, Inc.	POV Sports Marketing Harmelin Media Bounteous	AOR - Experiential AOR - Media buying + planning Digital	260 West Baltimore Pike 54 Kynlyn Road 525 Righters Ferry Road 600 North King Street	Wayne Bala Cynwyd Wililmington	PA PA DE	19063 19087 19004 19801	610-358-8000 48-580-2243 610-668-7900 302-429-9120	www.wawa.com www.povsportsmarketing.com www.harmelin.com www.bounteous.com
82	N/A	CARTIER	Cartier, Inc.	MediaCom Matte Projects	Media buying + planning Creative	645 5th Avenue Three World Trade Center, 175 Greenwich Street 174 Hudson Street, 5th Floor	New York New York New York	NY NY NY	10022 10007 10013	212-753-0111 212-912-4200 646-854-2652	www.cartier.com/en-us/home www.mediacom.com/us www.matteprojects.com
83	N/A	CONSTELLATION BRANDS, INC.	Constellation Brands, Inc.	Horizon Media, Inc. Upshot	AOR - Media buying + planning Creative, digital + social	207 High Point Drive, Building 100 1888 Century Park East, 7th Floor 350 North Orleans Street, 5th Floor	Victor Los Angeles Chicago	NY CA IL	14564 90067 60654	866-950-5198 310-282-0909 312-943-0900	www.cbrands.com/ www.horizonmedia.com www.upshot.agency/
84	N/A	EXPENSIFY, INC.		No Agencies Listed							
85	N/A	BOSTON BEER	The Boston Beer Company, Inc.	Hearts & Science Goodby, Silverstein & Partners Hearts & Science	AOR - Media buying + planning AOR - Creative Media buying + planning	1 Design Center Place, Suite 850 200 Varick Street, 11th Floor 720 California Street 3500 Lenox Road, Suite 1900	Boston New York San Francisco Atlanta	MA NY CA GA	02210 10014 94108 30326	617-368-5000 646-682-2694 415-392-0669 646-682-2694	www.bostonbeer.com/ www.hearts-science.com www.goodbysilverstein.com www.hearts-science.com
86	81	SHEETZ	Sheetz, Inc.	Planit Tattoo Projects Harmelin Media Joan	AOR - Social + experiential AOR - Creative Media buying + planning Creative	5700 6th Avenue 1414 Key Highway, Suite 100 801 South Peter Street 525 Righters Ferry Road 44 Wall Street, 10th Floor	Altoona Baltimore Charlotte Bala Cynwyd New York	PA MD NC PA NY	16602 21202 28202 19004 10005	814-946-3611 410-962-8500 704-900-7150 610-668-7900 917-838-7410	www.sheetz.com www.planitagency.com www.tattoprojects.com www.harmelin.com www.joancreative.com
87	N/A	CHRYSLER	Stellantis	Lopez Negrete Communications, Inc. Doner Huge Publicis Collective Publicis Sapient Ignition Media Group GSD&M	AOR - Creative, digital, social, multicultural AOR - Creative, digital + social AOR - Creative, digital + social AOR - Media buying + planning AOR - Digital Multicultural Creative	1000 Chrysler Drive 3336 Richmond Avenue, Suite 200 25900 Northwestern Highway 213 Hamilton Row 114 Willits Street 135 North Old Woodward 151 West Congress, Suite 410 828 West 6th Street	Auburn Hills Houston Southfield Birmingham Birmingham Birmingham Detroit Austin	MI TX MI MI MI MI MI TX	48326 77098 48075 48009 48009 48009 48226 78703	248-576-5741 713-877-8777 248-354-9700 248-731-0600 248-458-9500 248-530-4030 313-496-1900 512-242-4736	www.chrysler.com www.lopeznegrete.com www.doner.com/ www.hugeinc.com www.publiciscollective.com www.publicissapient.com/ www.ignitionmediagroup.com www.gsdm.com/
88	N/A	POSTMATES	Postmates, Inc.	Mother Noble People	AOR - Creative, digital + social AOR - Media buying + planning	201 3rd Street, Suite 200 5290 West Washington Boulevard 312 Arizona Avenue	San Francisco Los Angeles Santa Monica	CA CA CA	94103 90016 90401	800-882-6106 310-255-7829 646-664-1470	www.postmates.com/ www.motherja.com/ www.noblepeople.co
89	38	HUMANA	Humana, Inc.	Spark Foundry GMR Marketing Bakery iCrossing	AOR - Media buying + planning AOR - Experiential Creative Digital	500 West Main Street, 8th Floor 35 West Wacker Drive 5000 South Towne Drive 1301 S I-35 Frontage Road 300 West 57th Street	Louisville Chicago New Berlin Austin New York	KY IL WI TX NY	40202 60601 53151 78741 10019	800-486-2620 312-970-8400 262-786-5600 512-766-1176 212-649-3900	www.humana.com www.sparkfoundryww.com www.gmrmarketing.com www.bakery.agency www.icrossing.com
90	94	UNITEDHEALTHCARE	UnitedHealth Group Inc.	In-house media Horizon Media Leo Burnett Worldwide Periscope	AOR - Media buying + planning AOR - Creative Creative, media buying + planning	9900 Bren Road East 75 Varick Street 35 West Wacker Drive 921 Washington Avenue South	Minnetonka New York Chicago Minneapolis	MN NY IL MN	55343 10013 60601 55415	800-328-5979 212-220-5000 312-220-5959 612-399-0500	www.unitedhealthgroup.com www.horizonmedia.com www.leoburnett.us www.periscope.com
91	75	PAYPAL	Paypal, Inc.			2211 North First Street	San Jose	CA	95131	888-221-1161	www.paypal.com

2021 MegaBrands
Top 100 OOH Brands - Agency List

2021 RANK	2020 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
				Kepler Group	AOR- Media buying + planning	6 East 32nd Street, 9th Floor	New York	NY	10016	646-68-2116	www.keplergrp.com
				Horizon Media, Inc.	Media buying + planning	75 Varick Street	New York	NY	10013	212-220-5000	www.horizonmedia.com
				Swift	Digital	1250 Northwest 17th Avenue	Portland	OR	97209	503-227-8305	www.swift.com
92	N/A	QUIKTRIP	QuikTrip Corporation	VMLY&R	Media buying + planning	4705 South 129th East Avenue	Tulsa	OK	74134	918-615-7700	www.quiktrip.com/
						250 Richards Road	Kansas City	MO	64116	816-283-0700	www.vmlyr.com/
93	N/A	CALIFORNIA STATE LOTTERY	California State Lottery Commission	Horizon Media, Inc.	AOR- Media buying + planning	700 North 10th Street	Sacramento	CA	95811	916-822-8131	www.calottery.com
				Casanova/McCann	Multicultural	1888 Century Park East, 7th Floor	Los Angeles	CA	90067	310-282-0909	www.horizonmedia.com
				Time Advertising	Multicultural	3337 Susan Street, Suite 200	Costa Mesa	CA	92626	714-918-8200	www.casanova.com
				David&Goliath	Creative	50 Victoria Avenue, 2nd Floor, Suite 200	Millbrae	CA	94030	650-259-9388	www.timead.com/
						909 North Sepulveda Boulevard, Suite 700	El Segundo	CA	90245	310-445-5200	www.dng.com/
94	N/A	AUDIBLE	Audible, Inc.	In-house Creative		1 Washington Park	Newark	NJ	07102	973-820-0400	www.audible.com
				Spark Foundry	Media buying + planning	375 Hudson Street, 17th Floor	New York	NY	10014	212-468-4000	www.sparkfoundryww.com
				M&C Saatchi Performance	Digital, social + programmatic	625 Broadway, 6th Floor	New York	NY	10012	646-619-2809	www.mcsaatchiperformance.com
				Digitas	Social	375 Hudson Street, 16th Floor	New York	NY	10014	212-610-5000	www.digitas.com/en-us
95	100	WHATABURGER	Whataburger, Inc.	KSM South	AOR - Media buying + planning	300 Concord Plaza	San Antonio	TX	78216	210-496-4000	www.whataburger.com
				McGarrah Jessee	AOR - Creative, media buying + planning	121 West 6th Street,	Autsin	TX	78701	512-225-2000	www.mcj.co
				The Marketing Arm	Creative	300 West 6th Street, Suite 1500	Autin	TX	78701	512-579-4660	www.ksmmmedia.com
						1999 Bryan Street, Suite 1800	Dallas	TX	75201	214-259-3200	www.themarketingarm.com
96	N/A	WEBULL	Webull Financial LLC	No Agencies Listed		44 Wall Street	New York	NY	10005	888-828-0618	https://www.webull.com/
97	90	WEATHERTECH	WeatherTech	In-house media		841 Remington Boulevard	Bolingbrook	IL	60440	630-769-1500	www.weathertech.com
98	N/A	CURATIVE HEALTHCARE		No Agencies Listed							
99	N/A	DOMINO'S	Domino's, Inc.	WorkInProgress	AOR - Creative + digital	30 Frank Lloyd Wright Drive	Ann Arbor	MI	48106	734-930-3030	www.dominos.com
						5660 Valmont Road, Suite A	Boulder	CO	80301	720-310-8642	www.wipbdr.com/
100	72	COX	Cox Communications Inc.	Periscope	AOR - Creative	6205-B Peachtree Dunwood Road, Northeast	Atlanta	GA	30328	404-843-5000	www.cox
				180LA	AOR - Creative	921 Washington Avenue	South Minneapolis	MN	55415	612-399-0500	www.periscope.com
				iProspect	AOR - Media buying + planning	12555 West Jefferson Boulevard, 2nd Floor	Los Angeles	CA	90066	310-382-1400	www.180la.com
						150 East 42nd Street, 13th Floor	New York	NY	10017	212-689-6800	www.iprospect.com/en/us/



2021 AGENCY LIST
TOP 100 OVERALL ADVERTISERS

Top 100 Overall Advertisers By Product and Parent
Company with Agency of Record Details



Out of Home Advertising Association of America

2021 MegaBrands
Top 100 Overall Brands - Agency List

2021 RANK	2020 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
1	2	AMAZON	Amazon.com, Inc.	Initiative WongDoddy Matterkind	AOR - Media buying + media planning AOR - Creative Programmatic	440 Terry Avenue North 5700 Wilshire Blvd Ste 400 1011 Western Avenue Suite 900 100 West 33rd Street, 5th Floor	Seattle Los Angeles Seattle New York	WA CA WA NY	98109 90036 98104 10001	206-266-1000 323-370-8000 206-624-5325 212-883-4777	www.amazon.com www.initiativemedia.com www.wongdoddy.com www.matterkind.com
2	1	GEICO	GEICO Corp.	The Martin Agency Horizon Media, Inc. Horizon Media, Inc.	AOR - Creative + digital AOR - Media buying + planning Media buying + planning	One GEICO Plaza One Shockoe Plaza 75 Varick St 1888 Century Park East 7th Floor	Washington Richmond New York Los Angeles	DC VA NY CA	20076 23219 10013 90067	301-986-3000 804-698-8000 212-220-5000 310-282-0909	www.geico.com www.martinagency.com www.horizonmedia.com www.horizonmedia.com
3	14	WALMART	Walmart Inc	Lopez Negrete Communications Omelet FCB Chicago IW Group, Inc. INVNT Group Publicis North America Zenith Media Adolescent Content	AOR - Digital, social + multicultural Social Creative Multicultural Experiential Creative, media buying + media planning Media buying + planning Creative	702 Southwest 8th Street 3336 Richmond Avenue, Suite 200 3540 Hayden Avenue 875 North Michigan Avenue 6300 Wilshire Boulevard, Suite 2150 101 Greenwich Street, 26th Floor 1675 Broadway 299 West Houston Street, 11th Floor 829 Superba Avenue	Bentonville Houston Culver City Chicago Los Angeles New York New York New York Venice	AR TX CA IL CA NY NY NY CA	72716 77098 90232 60611 90048 10006 10019 10014 90291	479-273-4000 713-877-8777 213-427-6400 312-425-5000 213-262-4090 212-334-3415 212-474-5000 212-859-5100 928-699-7788	www.corporate.walmart.com www.lopeznegrete.com www.omelet.com www.fcbrnorthamerica.com www.iwgroup.agency www.invntgroup.com www.publicisna.com www.zenithmedia.com www.adolescentcontent.com
4	3	PROGRESSIVE	Progressive Corporation	In-house Media Arnold Worldwide	AOR - Creative	300 North Common Blvd, Campus #2 10 Summer Street	Mayfield Village Boston	OH MA	44143 2110	440-461-5000 617-587-8000	www.progressive.com www.am.com
5	N/A	CITIBANK	Citi	In-house Creative Publicis North America Superfly Spark Foundry Conductor	AOR - Creative, media buying, media planning + digital Experiential Media buying + planning Digital	388 Greenwich Street 1675 Broadway 381 Park Avenue, South 16th Floor 375 Hudson Street, 17th Floor 2 Park Avenue, 15th Floor	New York New York New York New York New York	NY NY NY NY NY	10013 10019 10016 10014 10016	800-285-3000 212-474-5000 212-375-9652 212-468-4000 212-213-6251	www.citi.com/ www.publicisna.com www.superfly.com www.sparkfoundry.com/ www.conductor.com
6	7	T-MOBILE	Deutsche Telekom AG	Initiative Initiative Publicis West Laundry Service Conill Advertising, Inc. Mother NY 160over90 Damage - The Gaming & Esports Agency	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative + digital Creative + social Multicultural Creative Experiential Experiential	3625 132nd Avenue Southeast 100 West 33rd Street, 4th Floor 5700 Wilshire Blvd Ste 400 424 Second Avenue West 55 Water Street, 5th Floor 2101 Rosecrans Avenue, 2nd Fl 595 11th Avenue 3475 Lenox Road Northeast, Suite 1000 225 South Lake Avenue, Suite 300	Bellevue New York Los Angeles Seattle Brooklyn El Segundo New York Atlanta Pasadena	WA NY CA WA NY CA NY GA CA	98006 10001 90036 98119 11201 90245 10036 30326 91101	425-378-4000 212-605-7000 323-370-8000 206-285-2222 212-812-5671 424-290-4400 212-254-2800 678-405-7720 212-590-7020	www.t-mobile.com www.initiative.com www.initiative.com www.publicisatl.com www.247laundryservice.com www.conill.com www.mothernewyork.com www.160over90.com www.damage-esports.com
7	10	STATE FARM	State Farm Mutual Automobile Insurance Co.	OMD OMD The Marketing Arm Rodgers Townsend, LLC Resolution Media Optimum Sports	Media buying + planning Media buying + planning Creative + social Digital Social Media buying, digital + experiential	1 State Farm Plaza 225 North Michigan Avenue, 19th Floor 195 Broadway, 27th Floor 1999 Bryan Street, Suite 1800 200 North Broadway, Suite 1200 225 North Michigan Avenue, Suite 820 195 Broadway, 18th Floor	Bloomington Chicago New York Dallas Saint Louis Chicago New York	IL IL NY TX MO IL NY	61710 60601 10007 75201 63102 60601 10007	309-766-2311 312-324-7000 212-590-7100 214-259-3200 314-436-9960 312-980-1600 212-590-7020	www.statefarm.com www.omb.com www.omb.com www.themarketingarm.com www.rodgerstownsend.com www.resolutionmedia.com www.optimumsports.com
8	6	APPLE	Apple Computer Inc	OMD TBWA/Media Arts Lab Critical Mass, Inc. OMD San Francisco OMD West AKQA the community Eleven, Inc. mono Elephant SDI Media Group	AOR - Media buying + planning AOR - Creative + digital AOR - Creative + digital Media buying + planning Digital, media buying + planning Digital Multicultural Creative + digital Creative + digital Creative + digital Multicultural	1 Infinite Loop 195 Broadway, 27th Floor 12539 Beatrice St 200 Varick Street, Suite 610 600 California St., Suite 800 5353 Grosvenor Blvd 360 Third Street, 5th Floor 6400 Biscayne Boulevard 500 Sansome Street, Suite 100 1350 Lagoon Avenue, Suite 1000 45 Main St., Suite 725 6060 Center Drive, Suite 100	Cupertino New York Los Angeles New York San Francisco Los Angeles San Francisco Miami Beach San Francisco Minneapolis Brooklyn Los Angeles	CA NY CA NY CA CA CA FL CA MN NY CA	95014 10007 90066 10014 94108 90066 94107 33138 94111 55408 11201 90045	408-996-1010 212-590-7100 310-305-4400 917-606-8000 415-229-8500 310-301-3600 415-645-9400 305-865-9600 415-707-1111 612-454-4900 www.mono-1.com www.elephant.is 310-388-8800	www.apple.com www.omb.com www.mediaartslab.com www.criticalmass.com www.omb.com www.omb.com www.akqa.com www.thecommunityagency.com www.eleveninc.com www.mono-1.com www.elephant.is www.sdimedia.com
9	5	VERIZON	Verizon Communications Inc	Burrell Communications Group, Inc. R/GA Zenith Media Hanley Wood Marketing AdAsia McCann New York	Creative + multicultural Creative + digital Media buying + planning Creative Multicultural Creative	1095 Avenue of the Americas 233 North Michigan Avenue, 29th Floor 450 West 33rd St., 12th Floor 299 West Houston Street, 11th Floor 430 First Avenue, North, Suite 550 400 Sylvan Avenue, Suite 200 622 Third Avenue	New York Chicago New York New York Minneapolis Englewood Cliffs New York	NY IL NY NY MN NJ NY	10036 60601 10001 10014 55401 7632 10017	212-395-1000 312-297-9600 212-946-4000 212-859-5100 612-338-8300 201-608-0388 646-865-2000	www.verizon.com www.burrell.com www.rga.com www.zenithmedia.com www.hanleywoodmarketing.com www.adasia-us.com www.mccannny.com
10	16	ALLSTATE	The Allstate Corp.	In-house Creative Droga5 Lapiz Manifest Starcom Worldwide T3	AOR - Creative + social Multicultural Digital + social Media buying + planning Digital	2775 Sanders Road, North Plaza 120 Wall Street, 11th Floor 35 West Wacker Drive, 31st Floor 4625 Lindell Boulevard, Suite 233 35 West Wacker Drive, 22nd Floor 1801 North Lamar Boulevard	Northbrook New York Chicago Saint Louis Chicago Austin	IL NY IL MO IL TX	60062 10005 60601 63108 60601 78701	847-402-5000 917-237-8888 312-220-5959 314-881-1900 312-220-3535 512-499-8811	www.allstate.com www.droga5.com www.lapizusa.com www.manifest.com www.starcomww.com www.t-3.com

2021 MegaBrands
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2021 RANK	2020 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
11	35	TARGET	Target Corp	In-house Creative THIRD EAR Periscope Essence Essence Mother NY Colle McVoy Essence	AOR - Multicultural AOR - Social + experiential AOR - Digital + media planning AOR - Digital + media planning AOR - Creative + multicultural Creative Digital + media planning	1000 Nicollet Mall 410 Baylor Street 921 Washington Avenue, South Three World Trade Center, 175 Greenwich St 100 South 11th Street, Suite 1025 595 11th Avenue 400 1st Avenue, North, Suite 700 130 Sutter Street, 7th Floor	Minneapolis Austin Minneapolis New York Minneapolis New York Minneapolis San Francisco	MN TX MN NY MN NY MN CA	55403 78703 55415 10007 55402 10036 55401 94104	612-304-6073 512-479-6200 612-399-5000 646-837-5454 651-846-2000 212-254-2800 612-305-6000 415-852-3202	www.target.com www.wearthirdear.com www.periscope.com www.essenceglobal.com www.essenceglobal.com www.mothernewyork.com www.collemcvoy.com www.essenceglobal.com
12	19	LIBERTY MUTUAL	Liberty Mutual Insurance Co	In-house Creative Initiative Goodby, Silverstein & Partners VMLY&R Commerce Geoision	AOR - Media buying + planning AOR - Creative Digital Multicultural	175 Berkeley St 100 West 33rd Street, 4th Floor 720 California Street 636 11th Avenue, 2254-D 203 Arlington Street, Suite 2	Boston New York San Francisco New York Watertown	MA NY CA NY MA	02116 10001 94108 10036 02472	617-357-9500 212-605-7000 415-392-0669 212-537-3700 617-926-5454	www.libertymutual.com www.initiative.com www.goodbysilverstein.com www.vmllycommerce.com/ www.geoisiononline.com
13	17	CAPITAL ONE	Capital One Financial Corp	GSD&M Horizon Media, Inc. Authentic T3 Horizon Media, Inc.	AOR - Creative Media buying + planning Digital Social Media buying, digital + media planning	1680 Capital One Drive 828 West 6th Street 1888 Century Park East 7th Floor 101 West 7th Street 1801 North Lamar Boulevard 75 Varick Street	McLean Austin Los Angeles Richmond Austin New York	VA TX CA VA TX NY	22102 78703 90067 23224 78701 10013	703-720-1000 512-242-4736 310-282-0909 866-682-6144 512-499-8811 212-220-5000	www.capitalone.com www.gsdm.com www.horizonmedia.com www.beauthentic.digital www.t-3.com www.horizonmedia.com
14	11	GOOGLE	Google Inc.	Essence Essence 72andSunny Swift PHD USA 72andSunny Grow Interactive THIRD EAR Matte Projects Big Spaceship Johannes Leonardo Upshot AKQA Essence the community Wunderman Thompson Huge, Inc. MKG	AOR - Digital, creative, media buying + planning AOR - Media buying + digital + media planning AOR - Social, digital + creative AOR - Creative AOR - Media buying + planning Creative, digital + social Creative + digital Multicultural Creative Creative + digital Creative Social, digital + creative Creative Digital multicultural Creative Digital + creative Creative, digital + social	1600 Amphitheatre Pkwy Three World Trade Center, 175 Greenwich St 130 Sutter Street 7th Floor 12101 W Bluff Creek Drive 255 East Liberty St, Suite 281 220 East 42nd St. 55 Water Street, 6th Floor 427 Granby St 410 Baylor Street 174 Hudson Street, 5th Floor 55 Washington Street, Suite 512 628 Broadway, 6th Floor 350 North Orleans, 5th Floor 114 Fifth Ave., 17th Floor 221 Yale Avenue North Suite 650 6400 Biscayne Boulevard 466 Lexington Ave. 45 Main Street, 2nd Fl, Suite 220 599 Broadway, 4th Floor	Mountain View New York San Francisco Playa Vista Ann Arbor New York Brooklyn Norfolk Austin New York Brooklyn New York Chicago New York Seattle Miami Beach New York Brooklyn New York	CA NY CA CA MI NY NY VA TX NY NY NY IL NY WA FL NY NY NY NY	94043 10007 94104 90094 48104 10017 11201 23510 78703 10013 11201 10012 60654 10011 98109 33138 10017 11201 10012	866-246-6453 646-837-5454 415-852-3202 310-215-9009 734-929-2631 212-894-6600 212-993-1300 757-431-7710 512-479-6200 646-854-2652 718-222-0281 212-462-8120 312-943-0900 212-989-2572 206-858-8060 305-865-9600 212-210-7000 718-625-4843 212-620-7770	www.google.com www.essenceglobal.com www.essenceglobal.com www.72andsunny.com www.byhook.com www.phdmedia.com www.72andsunny.com www.thisisgrow.com www.wearthirdear.com www.matteprojects.com www.bigspaceship.com www.johannesleonardo.com www.upshot.agency www.akqa.com www.essenceglobal.com www.thecomunityagency.com www.wundermanthompson.com www.hugeinc.com www.thisismkg.com
15	9	AT&T	AT&T Inc	BBDO Worldwide Sanders/Wingo Hearts & Science Hearts & Science Hearts & Science Critical Mass, Inc. BBDO West Translation 160over90 Tribal Worldwide ICE Factor IMG LIVE Rodgers Townsend, LLC	AOR - Creative + digital AOR - Creative AOR - Media buying + planning AOR - Media buying + planning Media buying + planning AOR - Digital AOR - Creative AOR - Creative Experiential Creative + social Experiential Experiential Digital + social	208 South Akard St, Suite 3700 1285 Sixth Ave., 3rd-7th Floors 303 North Oregon Street, Suite 1200 200 Varick Street, 11th Floor 3500 Lenox Road, Suite 1900 12777 West Jefferson Blvd, Building C 200 Varick Street, Suite 610 12777 West Jefferson Blvd, Building C 145 West 45th Street, 3rd Floor 3475 Lenox Road Northeast, Suite 1000 655 Madison Avenue, 14th Floor 11 West Main Street, Suite 304 3475 Lenox Road Northeast, Suite 1000 200 North Broadway, Suite 1200	Dallas New York El Paso New York Atlanta Los Angeles New York Los Angeles Brooklyn Atlanta New York Carpentersville Atlanta Saint Louis	TX NY TX NY GA CA NY CA NY GA NY IL GA MO	75202 10019 79901 10014 30326 90066 10014 90066 11201 30326 10065 60110 30326 63102	210-821-4105 212-459-5000 915-533-9583 646-682-2694 646-682-2694 917-606-8000 310-444-4500 212-299-5505 678-405-7720 212-478-7850 847-844-0814 678-405-7720 314-436-9960	www.att.com www.bbdo.com www.sanderswingo.com www.hearts-science.com www.hearts-science.com www.hearts-science.com www.criticalmass.com www.bbdo.com www.translationllc.com www.160over90.com www.tribalworldwide.com www.icefactor.com www.160over90.com www.rodgerstownsend.com
16	39	LOWE'S	Lowe's Co. Inc.	Starcom Worldwide EP+Co. Desutch, Inc. The VIA Agency	AOR - Programmatic, media buying + planning Creative Creative Creative	1000 Lowes Boulevard 35 West Wacker Drive, 22nd Floor 100 East Court Street, Suite 400 5454 Beethoven Street 619 Congress Street	Moorestville Chicago Greenville Los Angeles Portland	NC IL SC CA ME	28117 60601 29601 90066 04101	774-758-1000 312-220-3535 864-271-0500 310-862-3000 207-221-3000	www.lowes.com www.starcomww.com www.epandcompany.com www.deutschla.com www.theviaagency.com
17	47	HOME DEPOT	Home Depot Inc.	OMD Atlanta OMD 22squared Inc. 22squared Inc. Initiative BBDO Worldwide BBDO ATL MaxMedia Inc. Lerma Agency The Motion Agency	AOR - Media buying + planning AOR - Media buying + planning AOR - Digital + Social AOR - Digital + Social AOR - Media buying + planning AOR - Creative AOR - Creative Digital Multicultural Creative + social	2455 Paces Ferry Road SE 3500 Lennox Road, Suite 1200 195 Broadway, 27th Floor 100 North Tampa Street, Suite 2500 1170 Peachtree Street, Northeast Suite 1400 5909 Peachtree Dunwoody Road, Suite 600 1285 Sixth Ave., 3rd-7th Floors 3500 Lenox Road, Suite 1900 2160 Hills Avenue Northwest, Building A 7007 Twin Hills Avenue, Suite 300 325 North LaSalle Drive, Suite 500	Atlanta Atlanta New York Tampa Atlanta Atlanta New York Atlanta Atlanta Dallas Chicago	GA GA NY FL GA GA NY GA GA TX IL	30339 30326 10007 33602 30309 30328 10019 30326 30318 75231 60654	770-433-8211 404-443-6800 212-590-7100 813-202-1200 404-347-8700 678-441-7100 212-459-5000 404-231-1700 404-564-0063 214-891-4100 3120-565-0044	www.homedepot.com www.omd.com www.omd.com www.22squared.com www.22squared.com www.initiativevmedia.com www.bbdo.com/ www.bbdo.com/ www.maxmedia.com www.lermaagency.com www.agencyinmotion.com

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18	4	ABBVIE	AbbVie Inc.	Spark Foundry Abelson- Taylor FCB Health LiveWorld	Media buying + planning Creative Digital Digital + social	1 North Waukegan Road 35 West Wacker Drive 433 West Van Buren, Suite 650N 100 West 33rd Street, 7th Floor 4340 Stevens Creek Boulevard, Suite 101	North Chicago Chicago Chicago New York San Jose	IL IL IL NY CA	60064 60601 60603 10001 95129	847-932-7900 312-970-8400 312-894-5500 212-672-2300 408-370-4520	www.abbvie.com www.sparkfoundryww.com www.abelsonataylor.com www.fcbhealthny.com www.liveworld.com
19	N/A	WAYFAIR	Wayfair, LLC	In-house Media Rain the Growth Agency	Media buying, media planning, digital + social	4 Copley Place, 7th Floor Modern Media Building, 207 Northwest Park Avenue	Boston Portland	MA OR	02116 97209	617-532-6100 503-276-4094	www.wayfair.com www.rainforgrowth.com/
20	13	TOYOTA	Toyota Motor Corp	Saatchi & Saatchi Los Angeles Lumency Zenith Media The George P. Johnson Company Saatchi & Saatchi Dallas Burrell Communications Group, Inc. Conill Advertising, Inc. InterTrends Communications, Inc iCrossing	AOR - Creative, digital, multicultural, media buying + planning Experiential Media buying Experiential Creative, media buying + planning Multicultural Creative, multicultural + media planning Multicultural Digital	6565 Headquarters Drive 3501 Sepulveda Boulevard 184 FrontStreet East, Suite 300 299 West Houston Street, 10th Floor 18500 Crenshaw Boulevard 2021 McKinney Avenue, Suite 700 233 North Michigan Avenue, 29th Fl 2101 Rosecrans Avenue, 2nd Floor 228 East Broadway 3000 Ocean Park Boulevard, 2nd Floor	Plano Torrance Toronto, Ontario New York Torrance Dallas Chicago El Segundo Long Beach Santa Monica	TX CA CAN NY CA TX IL CA CA CA	75024 90505 90094 10014 90504 75201 60601 90245 90802 90405	469-292-4000 310-214-6000 554 4N3 212-859-5100 310-965-4300 469-357-2000 312-297-9600 424-290-4400 562-733-1888 310-664-2930	www.toyota.com www.woresaatchi.com www.lumency.co www.zenithmedia.com www.gpj.com www.woresaatchi.com www.burrell.com www.conill.com www.intertrend.com www.icrossing.com
21	46	DISNEY	The Walt Disney Company	Publicis North America OMD Entertainment Essence	AOR - Media buying + planning AOR - Media buying + planning Digital	500 South Buena Vista Street 1675 Broadway 4000 West Alameda Avenue, Suite 400 221 Yale Avenue North, Suite 650	Burbank New York Burbank Seattle	CA NY CA WA	91521 10019 91505 98109	818-560-1000 212-474-5000 818-288-9700 206-858-8060	www.disney.com www.publicisna.com www.ond.com www.essenceglobal.com
22	21	SAMSUNG	Samsung Group	Starcom Worldwide Starcom Worldwide Razorfish Digitas Publicis North America 9thWonder Wunderman Thompson NitroC Group	AOR - Media buying + planning AOR - Media buying + planning AOR - Digital AOR - Digital AOR - Creative Creative + digital Creative, social + media planning Creative	85 Challenger Road 35 West Wacker Drive, 22nd Floor 375 Hudson Street 375 West Hudson Street, 9th Floor 375 Hudson Street, 16th Floor 1675 Broadway 12121 West Bluff Creek Drive 466 Lexington Avenue 515 North Flagger Drive	Ridgefield Park Chicago New York New York New York New York Playa Vista New York West Palm Beach	NJ IL NY NY NY NY CA NY FL	07660 60601 10014 10014 10014 10019 90094 10017 33401	201-229-4000 312-220-3535 212-468-3888 212-798-6600 212-946-4000 212-474-5000 310-752-4400 212-210-7000 561-484-5000	www.samsung.com www.starcomww.com www.starcomww.com www.razorfish.com www.digitas.com www.publicisna.com www.9thwonder.com www.wundermanthompson.com www.nitroc.com
23	24	NISSAN	Nissan North America, Inc.	The Tombras Group GMR Marketing TBWA \ Chiat \ Day Critical Mass, Inc. fluent360 fluent361 OMD The George P. Johnson Company	AOR - Digital AOR - Creative + experiential AOR - Creative, digital + social AOR - Digital Multicultural Multicultural Media buying + planning Experiential	One Nissan Way 620 South Gay Street 5000 South Towne Drive 488 Madison Avenue, 6th Floor 225 North Michigan Avenue, Suite 2050 438 Houston Street, Suite 162 205 N North Michigan Avenue 195 Broadway, 27th Floor 18500 Crenshaw Boulevard	Franklin Knoxville New Berlin New York Chicago Nashville Chicago New York Torrance	TN TN WI NY IL TN IL NY CA	37067 37902 53151 10022 60601 37203 60601 10007 90504	615-725-1000 865-524-5376 262-786-5600 212-804-1000 312-288-2500 615-255-7800 877-219-7699 212-590-7100 310-965-4300	www.nissanusa.com www.tombras.com www.gmrmarketing.com www.tbwachiatdayny.com www.criticalmass.com www.fluent360.com www.fluent360.com www.ond.com www.gpj.com
24	54	MACY'S	Macy's Inc.	Digitas Spark Foundry Energy BBDO, Inc. BBDO Worldwide Digitas	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative AOR - Creative Media buying + planning	7 West 7th Street 375 Hudson Street , 16th Floor 375 Hudson Street, 17th Floor 225 North Michigan Avenue, 15th Floor 1285 6th Avenue, 3rd-7th Floors 35 West Wacker Drive, 15th Floor	Cincinnati New York New York Chicago New York Chicago	OH NY NY IL NY IL	45202 10014 10014 60601 10019 60601	513-579-7000 212-610-5000 212-468-4000 312-337-7860 212-459-5000 312-729-0100	www.macys.com www.digitas.com www.sparkfoundryww.com www.energybbdo.com www.bbdo.com www.digitas.com
25	26	DOMINOS PIZZA	Dominos, Inc.	WorkInProgress	AOR - Creative + digital	30 Frank Lloyd Wright Drive 5660 Valmont Road, Suite A	Ann Arbor Boulder	MI CO	48106 80301	734-930-3030 303-628-5100	www.dominos.com www.wibldr.com
26	N/A	EXPEDIA	Expedia Group, Inc.	Team One Publicis.Sapient JAR Audio	AOR - Creative AOR - Digital Digital	1111 Expedia Group Way West 13031 West Jefferson Boulevard, Suite 800 424 Second Avenue West Two - 2437 West 1st Avenue	Seattle Los Angeles Seattle Vancouver	WA CA WA CAN	98119 90094 98119 V6K 1G5	425-679-7200 310-437-2500 206-816-8800 604-362-5319	www.expediagroup.com/home www.teamone-usa.com/ www.publicissapient.com www.jaraudio.com/
27	18	FORD	Ford Motor Co	BBDO Worldwide UWG GTB	AOR - Creative Multicultural Multicultural, programmatic, media buying + planning	One American Road 1285 Sixth Avenue, 3rd-7th Floors 550 Town Center Drive 550 Town Center Drive	Dearborn New York Dearborn Dearborn	MI NY MI MI	48126 10019 48126 48126	313-322-300 212-459-5000 313-615-3800 313-615-2000	www.ford.com www.bbdo.com www.uwginc.com www.gtb.com
28	36	NOVO NORDISK	Novo Nordisk Pharmaceuticals, Inc.	Wavemaker Wunderman Thompson	AOR - Media buying + planning Creative	800 Scudders Mill Road 175 Greenwich Street 1055 Thomas Jefferson Street, Northwest, Suite 200	Plainsboro New York Washington	NJ NY DC	08536 10007 20007	609-987-5800 212-474-0000 202-625-2111	www.novonordisk-us.com www.wavemakerglobal.com www.washingtondc.wunderman.com
29	30	REGENERON	Regeneron Pharmaceuticals, Inc.	No Agencies Listed		777 Old Saw Mill River Road	Tarrytown	NY	10591	914-847-7000	www.regeneron.com/
30	N/A	DISCOVERY	Discovery, Inc.	In-house Creative In-house Media		230 Park Avenue South	New York	NY	10001	240-662-2000	www.discovery.com/

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2021 RANK	2020 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
				PHD USA bpg advertising	Media buying + planning Creative	220 East 42nd St. PO Box 46306	New York West Hollywood	NY CA	10017 90046	212-894-6600 323-954-9522	www.phdmedia.com/ www.bigpicturegroup.net
31	12	MCDONALD'S	McDonalds Corp	OMD OMD West Tattoo Projects, LLC The Marketing Store Worldwide Doner Wieden+Kennedy TBWA \ Chiat \ Day Burrell Communications Group, Inc. Lopez Negrete Communications Zimmerman Advertising Starcom Worldwide Loud and Live RAPP Worldwide Sparks & Honey Resolution Media R/GA Huge, Inc. Bernstein-Rein Advertising, Inc. INVNT Group Canvas Worldwide Alma	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative AOR - Creative AOR - Creative AOR - Creative AOR - Multicultural AOR - Creative, social, multicultural + experiential AOR - Creative AOR - Media buying + media planning AOR - Multicultural + experiential Digital Social, multicultural + experiential Programmatic Digital Digital Creative Experiential Multicultural Multicultural	110 North Carpenter St. 225 North Michigan Avenue, 19th Floor 5353 Grosvenor Boulevard 801 South Peter Street 55 West Monroe, Suite 1400 25900 Northwestern Hwy 150 Varick Street, 6th & 7th Floors 5353 Grosvenor Boulevard 233 North Michigan Avenue, 29th Floor 3336 Richmond Avenue, Suite 200 6600 North Andrews Avenue 35 West Wacker Drive, 22nd Floor 2301 NW 87th Avenue, 6th Floor 12777 West Jefferson Blvd, Building C 437 Madison Avenue, 3rd Floor 225 North Michigan Avenue, Suite 820 420 Northwest 14th Avenue 45 Main Street, Second Floor, Suite 220 4600 Madison Avenue, Suite 1500 101 Greenwich Street 26th Floor 12015 Bluff Creek Drive 2601 South Bayshore Drive, 4th floor	Chicago Chicago Los Angeles Charlotte Chicago Southfield New York Los Angeles Chicago Houston Fort Lauderdale Chicago Chicago New York Chicago Portland Brooklyn Kansas City New York Playa Vista Coconut Grove	IL IL CA NC IL MI NY CA IL TX FL IL IL CA NY IL OR NY MO NY CA FL	60607 60601 90066 28202 60603 48075 10013 90066 60601 77098 33309 60601 60601 10022 60601 97209 11201 64112 10006 90094 33133	630-623-3000 312-324-7000 310-301-3600 704-900-7150 312-614-6000 248-354-9700 917-661-5200 310-305-5000 312-297-9600 713-877-8777 954-644-4000 312-220-3535 305-456-5444 310-563-7200 212-894-5100 312-980-1600 503-734-2320 718-625-4843 816-756-0640 212-334-3415 424-303-4300 305-662-3175	www.mcdonalds.com www.ond.com www.ond.com www.tattooprojects.com www.tmsw.com www.doner.com www.wk.com www.tbwachiatday.com www.burrell.com www.lopeznegrete.com www.zady.com www.starcomww.com www.loudlive.com www.rapp.com www.sparksandhoney.com www.resolutionmedia.com www.rga.com/offices/portland www.hugeinc.com www.b-r.com www.invntgroup.com www.canvasworldwide.com www.almaad.com
32	N/A	CARVANA	Carvana	In-house Creative Horizon Media, Inc.	AOR - Media buying + planning	1930 W Rio Salado Parkway 75 Varick Street	Tempe New York	AZ NY	85281 10013	800-333-4554 212-220-5000	www.carvana.com www.horizonmedia.com/
33	28	XFINITY	Comcast Corp	Allen & Gerritsen Goodby, Silverstein & Partners Spark Foundry 72andSunny	AOR - Social AOR - Creative AOR - Media buying + planning Creative	1 Comcast Ctr. 1701 JFK Boulevard 1619 Walnut Street, 4th Floor 720 California Street 375 Hudson Street, 17th Floor 55 Water Street 6th Floor	Philadelphia Philadelphia San Francisco New York Brooklyn	PA PA CA NY NY	19103 19103 94108 10014 11201	215-665-1700 215-667-8719 415-392-0669 212-468-4000 212-993-1300	www.comcast.com www.a-g.com www.goodbysilverstein.com www.sparkfoundryww.com www.72andsunny.com
34	42	TACO BELL	Yum Brands Inc	Deutsch, Inc. Spark Foundry Digitas FCB Chicago Cashmere Agency	AOR - Creative, digital, social, multicultural, experiential, media buying + planning AOR - Media buying + planning AOR - Digital + social AOR - Digital Multicultural	1 Glen Bell Way 5454 Beethoven Street 35 West Wacker Drive 350 Bush Street, 18th Floor 875 North Michigan Avenue 12530 Beatrice Street	Irvine Los Angeles Chicago San Francisco Chicago Los Angeles	CA CA IL CA IL CA	92618 90066 60601 94104 60611 90066	949-863-4500 310-862-3000 312-970-8400 415-293-2001 312-425-5000 323-928-5080	www.tacobell.com www.deutsch.com www.sparkfoundryww.com www.digitas.com www.fcbchi.com www.cashmereagency.com/
35	N/A	PRICELINE	Booking Holdings	Ocean Media, Inc. DentsuOne	AOR - Media buying + planning AOR - Creative	800 Connecticut Avenue 17011 Beach Boulevard, 15th Floor 1 University Avenue, 6th Floor	Norwalk Huntington Beach Toronto	CT CA ON	06854 92647 MSJ 2P1	203-299-8000 714-969-5244 416-642-4222	www.priceline.com/ www.oceanmediainc.com www.dentsuone.com/
36	N/A	KOHL'S	Kohl's Corporation	Triplent Zenith Media	AOR - Creative + digital AOR - Media buying + planning	N56 W17000 Ridgewood Drive 400 West 14th Street, 3rd Floor 299 West Houston Street, 11th Floor	Menomonee Falls New York New York	WI NY NY	53051 10014 10014	262-703-7000 212-255-3600 212-859-5100	www.kohls.com/ www.triplent.com/ www.zenithmedia.com/
37	N/A	BEST BUY	Best Buy, Inc.	Starcom Worldwide Starcom Worldwide Wunderman Thompson	AOR - Media buying + digital + media planning AOR - Media buying + planning Digital	7601 Penn Avenue, South 35 West Wacker Drive, 22nd Floor 5200 Lankershim Boulevard, Suite 600 466 Lexington Avenue	Richfield Chicago North Hollywood New York	MN IL CA NY	55423 60601 91601 10017	612-291-1000 312-220-3535 818-753-7200 212-210-7000	www.bestbuy.com/ www.starcomww.com/ www.starcomww.com/ www.wundermanthompson.com/en/newyork
38	32	CHEVROLET	General Motors Company	Jack Morton Worldwide Carat Commonwealth // McCann Casanova/McCann Agency 720 Agency 721 Weber Shandwick The Axis Agency	AOR - Experiential AOR - Media buying + planning AOR - Creative + social Multicultural Creative + social Creative + social Social Multicultural	100 Renaissance Center 909 Third Avenue, 11th Floor 500 Woodward Ave 500 Woodward Ave, Suite 1800 3337 Susan Street, Suite 200 500 Woodward Ave, Suite 2100 545 East John Carpenter Freeway, Suite 220 360 West Maple Avenue 1840 Century Park East, 6th Floor	Detroit New York Detroit Detroit Costa Mesa Detroit Irving Birmingham Century City	MI NY MI MI CA MI TX MI CA	48265 10022 48226 48226 92626 48226 75062 48009 90067	313-556-5000 212-401-7000 734-736-3800 313-202-3700 714-918-8200 313-483-0480 972-646-7319 248-203-8000 310-854-8200	www.chevrolet.com www.jackmorton.com www.carat.com www.cw-mccann.com www.casanova.com www.agency720.com www.agency720.com www.webershandwick.com www.theaxisagency.com
39	50	ELI LILLY	Eli Lilly and Co	Zenith Media GSW Worldwide / GSW, fueled by Blue Diesel Zenith Media Zenith Media	AOR - Media buying + planning Creative Media buying + planning Media buying + planning	Lilly Corporate Center 299 West Houston Street, 11th Floor 500 Old W orthington Road 384 Northyards Boulevard, Suite 290 35 West Wacker Drive, 16th Floor	Indianapolis New York Westerville Atlanta Chicago	IN NY OH GA IL	46285 10014 43082 30313 60601	317-276-2000 212-859-5100 614-543-6020 678-916-4500 312-846-8400	www.lilly.com www.zenithmedia.com/ www.gswa.com www.zenithmedia.com/ www.zenithmedia.com
40	29	NOVARTIS	Novartis Pharmaceuticals Corp.	Starcom Worldwide	AOR - Media buying + planning	1 Health Plaza 375 Hudson Street	East Hanover New York	NJ NY	07936 10014	862-778-8300 212-468-3888	www.novartis.us www.starcomww.com

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2021 RANK	2020 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
				Hill Holiday Starcom Worldwide Starcom Worldwide Ruder Finn, Inc.	AOR - Digital AOR - Media buying + planning Media buying + planning Digital	53 State Street, 35th Floor 150 West Jefferson Avenue, Suite 400 35 West Wacker Drive, 22nd Floor 425 East 53rd Street	Boston Detroit Chicago New York	MA MI IL NY	02109 48226 60601 10022	617-366-4000 313-237-8200 312-220-3535 212-593-6400	www.hhcc.com www.starcomww.com www.starcomww.com www.ruderfinn.com
41	38	MICROSOFT	Microsoft Corp	Carat Interpublic Group of Companies Dentsu Aegis Network McCann New York Carat GMR Marketing SALT Branding INVNT Group Three Five Two, Inc Posterscope U.S.A.	AOR - Media buying + planning AOR - Creative AOR - Media buying + planning AOR - Creative Creative, digital, media buying + planning Creative Creative Experiential Digital Media buying + planning	1 Microsoft Way 150 East 42nd Street 909 Third Avenue 150 East 42nd Street 622 3rd Avenue 5800 Bristol Parkway, 5th Floor 5000 South Towne Drive 1620 Montgomery Street, Suite 120 101 Greenwich Street 26th Floor 817 West Peachtree Street, Suite 201 150 East 42nd Street, 14th Floor	Redmond New York New York New York New York Culver City New Berlin San Francisco New York Atlanta New York	WA NY NY NY NY CA WI CA NY GA NY	98052 10017 10022 10017 10017 90230 53151 94111 10006 30308 10017	425-882-8080 212-591-9100 212-704-1200 212-591-9100 646-865-2000 310-255-1000 262-786-5600 415-616-1500 212-334-3415 877-352-6334 917-677-3032	www.microsoft.com www.carat.com www.interpublic.com www.dentsuaegisnetwork.com www.mccannny.com www.carat.com www.gmrmarketing.com www.saltbranding.com www.invntgroup.com www.threefivetwo.com www.posterscope.com
42	40	INTUIT	Intuit, Inc.	Periscope	AOR - Creative	2700 Coast Avenue 921 Washington Avenue, South	Mountain View Minneapolis	CA MN	94043 55415	650-944-6000 612-399-0500	www.intuit.com www.periscope.com
43	N/A	VRBO	VRBO	Crossmedia Crispin Porter + Bogusky	AOR - Media buying + planning AOR - Creative + digital	1011 West 5th Street, Suite 300 275 7th Avenue, 27th Floor 6450 Gunpark Drive	Austin New York Boulder	TX NY CO	78703 10001 80301	512-684-1100 212-206-0888 303-628-5100	www.vrbo.com/ www.xmedia.com/index.php www.cpbgroup.com
44	25	USAA	USAA	Spark Foundry 160over90 Publicis North America Pace Communications	AOR - Media buying + planning AOR - Media buying + social AOR - Creative Social	9800 Fredericksburg Road 375 Hudson Street, 17th Floor 304 Park Avenue South 1675 Broadway 1301 Carolina Street	San Antonio New York New York New York Greensboro	TX NY NY NY NC	78288 10014 10010 10019 27401	210-531-8722 212-468-4000 212-586-5100 212-474-5000 336-378-6065	www.usaa.com www.sparkfoundryww.com www.160over90.com www.publicisna.com www.paceco.com
45	52	GRAMMARLY	Grammarly Inc	Media Design Group, LLC		584 Market Street #35410 1964 Westwood Boulevard, Suite 350	San Francisco Los Angeles	CA CA	94104 90025	888-318-6146 310-584-9720	www.grammarly.com www.mediasigngroup.com
46	33	HYUNDAI	Hyundai Motor America	Innocean USA Canvas Worldwide Canvas Worldwide Advantage International	AOR - Creative Media buying + planning Media buying + planning Experiential	10550 Talbert Ave 180 5th Streets, Suite 200 75 Varick Street, 2nd Floor 12015 Bluff Creek Drive 1840 Century Park East, 16th Floor	Fountain Valley Huntington Beach New York Playa Vista Los Angeles	CA CA NY CA CA	92708 92602 10013 90094 90067	714-965-3000 714-861-5200 424-303-4300 424-303-4300 203-354-7477	www.hyundaiusa.com www.innocean.com www.canvasworldwide.com www.canvasworldwide.com www.rogersandcowanpmk.com/
47	23	FACEBOOK	Facebook, Inc.	Spark Foundry Wieden + Kennedy The Outcast Agency Mindshare	AOR - Media buying + planning AOR - Creative AOR - Creative Media buying + planning	One Hacker Way 375 Hudson Street, 17th Floor 224 Northwest 13th Avenue 100 Montgomery Street, Suite 1201 Three World Trade Center, 175 Greenwich St	Menlo Park New York Portland San Francisco New York	CA NY OR CA NY	94025 10014 97207 94014 10007	650-543-4800 212-468-4000 503-937-7000 415-392-8282 212-297-7000	www.facebook.com www.sparkfoundryww.com www.wk.com www.theoutcastagency.com www.mindshareworld.com
48	45	LEXUS	Toyota Motor Corp	Team One Zenith Media Lumency Saatchi & Saatchi Canada The George P. Johnson Company Walton Isaacson CA Team One Lumency GP Generate, LLC	AOR - Creative, digital, media buying + planning Multicultural, media buying + planning Experiential Creative Experiential Creative, digital, media buying + planning Experiential Multicultural	6565 Headquarters Drive 13031 West Jefferson Boulevard, Suite 800 299 West Houston Street, 11th Floor 184 Front Street East, Suite 300 175 Bloor Street East, South Tower, 13th Floor 18500 Crenshaw Boulevard 3630 Eastham Drive 2021 McKinney Avenue, Suite 700 450 Lexington Avenue, 4th Floor 12521 Venice Boulevard	Plano Los Angeles New York Toronto, Ontario Toronto, Ontario Torrance Culver City Dallas New York Los Angeles	TX CA NY CAN CAN CA CA TX NY CA	75024 90094 10014 M5A 4N3 M4W 3R8 90504 90232 75201 10017 90066	469-292-4000 310-437-2500 212-859-5100 416-481-3920 416-359-9595 310-965-4300 323-677-5300 469-357-2300 646-880-9750 310-598-3900	www.lexus.com www.teamone-usa.com www.zenithmedia.com www.lumency.co www.saatchi.ca www.gpj.com www.waltonisaacson.com/ www.teamone-usa.com www.lumency.co www.gpgenerate.com
49	49	SPECTRUM	Charter Communications Inc	DDB New York Que Pasa Media Kovel Fuller OMD OMD Atlanta Superunion Mythic the community Crow Creative	AOR - Creative Multicultural Creative Media buying + planning Media buying + planning Creative Creative Multicultural Digital + social	60 Columbus Circle 437 Madison Avenue, Floors 2, 5, 6, 7 & 11 3067 Woughtown Street 9925 Jefferson Boulevard 225 North Michigan Avenue, 19th Floor 3500 Lennox Road, Suite 1200 114 5th Avenue, 17th Floor 200 South Tyron Street, 9th Floor 6400 Biscayne Boulevard 25 Broadway, 9th Floor	New York New York Winston-Salem Culver City Chicago Atlanta New York Charlotte Miami New York	NY NY NC CA IL GA NY NC FL NY	10023 10022 27107 90232 60601 30326 10011 28202 33138 10004	212-364-8200 212-415-2000 336-784-9004 310-841-4444 312-324-7000 404-443-6800 212-336-3200 704-227-0700 305-865-9600 646-904-8660	www.spectrum.com www.ddb.com www.quepasamedia.com www.kovelfuller.com www.ond.com www.ond.com www.superunion.com www.mythic.us www.thecomcommunityagency.com www.crowcreativeagency.com
50	57	KIA	Kia Motors Corp.	David&Goliath Canvas Worldwide Innocean USA Canvas Worldwide	AOR - Creative AOR - Media planning + digital AOR - Media buying, planning + experiential Media Buying	111 Peters Canyon Road 909 North Sepulveda Boulevard, Suite 700 12015 Bluff Creek Drive 180 5th Street, Suite 200 75 Varick St, 2nd Floor	Irvine El Segundo Playa Vista Huntington Beach New York	CA CA CA CA NY	92606 90245 90094 92602 10013	949-468-4800 310-445-5200 424-290-4400 714-861-5200 424-303-4300	www.kia.com www.dng.com www.canvasworldwide.com www.innoceanusa.com/ www.canvasworldwide.com
51	N/A	ASHLEY FURNITURE	Ashley Furniture Industries, Inc.	Kettle	AOR - Creative	1 Ashley Way 180 Varick Street, Suite 1002	Arcadia New York	WI NY	54612 10014	608-323-3377 646-434-1046	www.ashleyfurniture.com www.waarekettle.com

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2021 RANK	2020 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
				Empower	Media buying + planning	15 East 14th Street	Cincinnati	OH	45202	513-871-9454	www.empowermm.com/
52	37	LENDINGTREE	Tree.com Inc	Rain the Growth Agency	AOR - Media buying + planning	11115 Rushmore Drive Modern Media Building, 207 Northwest Park Avenue	Charlotte Portland	NC OR	28277 97209	704-541-5351 503-276-4094	www.lendingtree.com www.rainforgrowth.com
53	68	SUBWAY	Doctors Assoc Inc	Dentsu McGarrybowen mcgarrybowen Carat Proof Advertising The Tombras Group INVNT Group	AOR - Creative AOR - Creative AOR - Media buying + planning AOR - Media buying, planning, experiential + creative AOR - Social Experiential	325 Sub Way 1 University Avenue 601 West 26th Street, Suite 1150 150 East 42nd Street 114 West 7th Street, Suite 500 620 South Gay Street 101 Greenwich Street, 26th Floor	Milford Toronto, Ontario New York New York Austin Knoxville New York	CT CAN CAN NY TX TN NY	06461 M5J 2P1 10001 10017 78701 37902 10006	203-877-4281 416-929-9700 212-598-2900 212-591-9100 512-345-6688 865-524-5376 212-334-3415	www.subway.com www.dentsuumb.ca www.mcgarrybowen.com www.carat.com www.proof-advertising.com www.tombras.com/ www.invntgroup.com/
54	44	KELLOGG'S	Kellogg Co.	Leo Burnett Worldwide Starcom Worldwide TracyLocke Creaa 360i, LLC INVNT Group	AOR - Creative, digital, social, multicultural + experiential Multicultural, media buying + planning Creative Digital + experiential Digital Experiential	1 Kellogg Square 35 West Wacker Drive 35 West Wacker Drive, 22nd Floor 225 North Michigan Avenue, 20th Floor 1801 South Meyers Road, Suite 400 32 Avenue of the Americas, 6th Floor 101 Greenwich Street, 26th Floor	Battle Creek Chicago Chicago Chicago Oakbrook Terrace New York New York	MI IL IL IL IL NY NY	49017 60601 60601 60601 60181 10013 10006	269-961-2000 312-220-5959 312-220-3535 312-552-2200 630-861-2100 888-279-7431 212-334-3415	www.kelloggcompany.com www.leoburnett.us www.starcomww.com www.tracylocke.com www.creaa.com www.360i.com www.invntgroup.com/
55	53	CHASE	JP Morgan Chase & Co	Bounteous Zenith Media	AOR - Digital AOR - Media buying + planning	270 Park Avenue 600 North King Street 299 West Houston Street, 10th Floor	New York Wilmington New York	NY DE NY	10017 19801 10014	212-270-6000 302-429-9120 212-859-5100	www.jpmorganchase.com www.bounteous.com www.zenithmedia.com
56	N/A	KAYAK	Kayak.com	The Martin Agency PHD USA	AOR - Creative Media buying + planning	7 Market Street 1 Shockhoe Plaza 220 East 42nd Street	Stamford Richmond New York	CT VA NY	06902 23219 10017	203-899-3100 804-698-8000 212-894-6600	www.kayak.com www.martinagency.com www.phdmedia.com
57	N/A	WARNER BROS. PICTURES	Warner Bros. Pictures	Liquid Soul	Social + multicultural	4000 Warner Boulevard 1024 Hempville Avenue, Northwest Suite B	Burbank Atlanta	CAN GA	91522 30045	818-954-6000 404-892-2836	www.warnerbros.com/ www.goliquid soul.com/
58	N/A	INSURANCE.COM	Insurance.com	No Agencies Listed							
59	43	AMGEN	Amgen Inc.	Hearts & Science Hearts & Science Arnold Worldwide	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative	1 Amgen Center Drive 200 Varick Street, 11th Floor 12777 West Jefferson Boulevard, Building C 10 Summer Street	Thousand Oaks New York Los Angeles Boston	CA NY CA MA	91320 10014 90066 02110	805-447-1000 646-682-2694 646-682-2695 617-587-8000	www.amgen.com www.hearts-science.com www.hearts-science.com www.arn.com
60	N/A	UBER	Uber Technologies, Inc.	R/GA MediaCom MediaCom	AOR - Creative, digital + social AOR - Digital, media buying + planning AOR - Media buying, digital + media planning	1455 Market Street, Suite 400 450 West 33rd Street, 12th Floor 12180 Millennium Drive, Suite 440 Three World Trade Center, 175 Greenwich St	San Francisco New York Playa Vista New York	CA NY CA NY	94103 10007 90094 10007	866-576-1039 212-912-4200 310-215-9009 212-912-4200	www.uber.com www.rga.com www.mediacom.com/us www.mediacom.com/us
61	88	INDEED	Indeed	MediaCom THIRD EAR	AOR - Media buying + planning Multicultural	6433 Champion Grandview Way, Building One 175 Greenwich Street 410 Baylor Street	Austin New York Austin	TX NY TX	78750 10007 78703	512-459-5300 212-912-4200 512-479-6200	www.indeed.com www.mediacom.com www.wearthirdear.com
62	58	WENDY'S	Wendy's Co.	WMLY&R WMLY&R Spark Foundry	AOR - Creative + social AOR - Creative + social AOR - Media buying + planning	1 Dave Thomas Blvd 3 Columbus Circle, 3rd Floor 250 Richards Road 375 Hudson Street, 17th Floor	Dublin New York Kansas City New York	OH NY MO NY	43017 10019 64116 10014	614-764-3100 212-210-3653 816-283-0700 212-468-4000	www.wendys.com www.vmljr.com www.vmljr.com www.sparkfoundryww.com
63	22	PFIZER	Pfizer Inc.	Publicis North America Posterscope U.S.A. Brand Connections, LLC LiveWorld BVK Carat INVNT Group Critical Mass, Inc	AOR - Creative, media buying + planning Media buying + planning Creative Digital + social Multicultural Media buying + planning Experiential Creative	235 East 42nd Street 1675 Broadway 150 East 42nd Street, 14th Floor 360 Lexington Avenue, 19th Floor 4340 Stevens Creek Boulevard, Suite 101 848 Brickell Avenue, 4th Floor 150 East 42nd Street 101 Greenwich Street, 26th Floor 200 Varick Street, Suite 610	New York New York New York New York San Jose Miami New York New York New York	NY NY NY NY CA FL NY NY NY	10017 10019 10017 10017 95129 33131 10017 10006 10014	212-733-2323 212-474-5000 917-677-3032 917-909-7060 408-370-4520 305-372-0028 212-591-9100 212-334-3415 917-606-8000	www.pfizer.com www.publicisna.com www.posterscope.com www.brandconnections.com www.liveworld.com www.bvk.com www.carat.com/ www.invntgroup.com www.criticalmass.com/
64	N/A	V SHRED PROGRAM	Vinsanity Shred LLC	No Agencies Listed							
65	63	ALLERGAN	Allergan Inc.	Mindshare VMLY&R Arnold Worldwide	AOR - Media buying + planning AOR - Creative AOR - Creative	2525 Dupont Drive Three World Trade Center, 175 Greenwich Street Three Columbus Circle, 3rd Floor 10 Summer Street	Irvine New York New York Boston	CA NY NY MA	92612 10007 10019 02110	714-246-4500 212-297-7000 212-210-3653 617-587-800	www.allergan.com www.mindshareworld.com www.vmljr.com www.am.com
66	N/A	GAP	Gap, Inc.	In-house Creative PHD DEG Digital	AOR - Media buying + planning AOR	2 Folsom Street 600 California Street, 7th Floor 6601 College Boulevard, 6th Floor	San Francisco San Francisco Overland Park	CA CA KS	94105 94109 66211	650-952-4400 415-356-1300 913-498-9988	www.gap.com/ www.phdmedia.com/ www.degdigital.com/
67	81	COMCAST	Comcast Corp	Goodby, Silverstein & Partners Spark Foundry	AOR - Creative AOR - Media buying + planning	One Comcast Centre, 1701 JFK Boulevard 720 California Street 1170 Peachtree Street, Northeast	Philadelphia San Francisco Atlanta	PA CA GA	19103 94108 30309	215-665-1700 415-392-0669 212-468-4000	www.comcast.com www.goodbysilverstein.com www.sparkfoundryww.com

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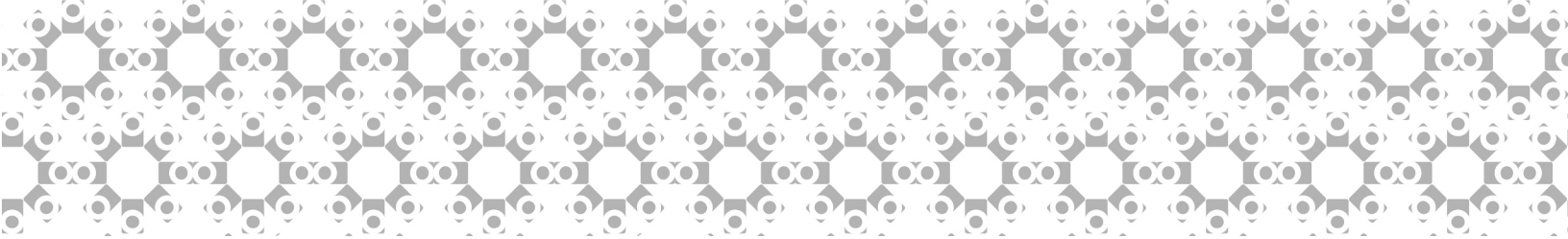
2021 RANK	2020 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
				GMR Marketing Elevation, Ltd 72&Sunny Elephant Brownstein Group, Inc.	AOR - Media buying, media planning, experiential Multicultural Creative Creative + digital Creative + digital	5000 South Towne Drive 1027 33rd Street, Suite 260 65 Water Street, 6th Floor 45 Main Street, Suite 725 215 South Broad Street, 9th Floor	New Berlin Washington Brooklyn Brooklyn Philadelphia	WI DC NY NY PA	53151 20007 11201 11201 19107	262-796-5600 202-380-3230 212-993-1300 www.elephant.is 215-735-3470	www.gmmarketing.com/ www.elevation-us.com www.72andsunny.com www.elephant.is www.brownsterngroup.com
68	71	BOOKING.COM	The Priceline Group	Anomaly Mindshare	AOR - Creative Media buying + planning	800 Connecticut Avenue 536 Broadway, 11th Floor Three World Trade Center, 175 Greenwich Street	Norwalk New York New York	CT NY NY	06854 10018 10007	203-299-8000 917-595-2200 212-297-7000	www.booking.com www.anomaly.com www.mindshareworld.com
69	76	DELL	Dell Technologies	In-house Creative MediaCom VMLY&R Hawkeye Springbox	AOR - Media buying + planning AOR - Creative Digital Digital	1 Dell Way Three World Trade Center, 175 Greenwich St Three Columbus Circle, 3rd Floor 100 Montgomery Street, Suite 1500 708 Colorado Street	New York New York San Francisco Austin	NY NY CA TX	10007 10019 94104 78701	212-912-4200 212-210-3653 415-367-6300 512-391-0065	www.dell.com www.mediacom.com www.vmljr.com www.hawkeyeagency.com/ www.springbox.com
70	N/A	CITI	Citi	Publicis North America Publicis.Sapient Critical Mass, Inc. Spark Foundry Badgers & Winters	AOR - Creative, media buying, media planning + digital AOR - Digital Creative + digital Media buying + planning Creative	388 Greenwich Street 1675 Broadway 375 Hudson Street, 9th Floor 200 Varick Street, Suite 610 375 Hudson Street, 17th Floor 49 West 23rd Street, 3rd Floor	New York New York New York New York New York New York	NY NY NY NY NY NY	10013 10019 10014 10014 10014 10010	800-285-3000 212-474-5000 212-798-6600 917-606-8000 212-468-4000 212-533-3222	www.citigroup.com/citi/ www.publicisna.com www.publicissapient.com/ www.criticalmass.com www.sparkfoundry.com www.badgeragency.com/
71	N/A	ROCKET MORTGAGE	Rocket Mortgage	Universal McCann Detroit Highdive	AOR - Media buying + planning Creative	1050 Woodward Avenue 205Hamilton Row 320 West Ohio Street	Detroit Birmingham Chicago	MI MI IL	48226 48009 60654	313-373-7303 248-554-4550 312-588-6922	www.rocketmortgage.com/ www.umwm.com/ www.highdiveus.com
72	N/A	NERDWALLET	NerdWallet	Mediahub Global Boston Mediahub Global Los Angeles Deutsch, Inc.	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative	875 Stevenson Street 40 Broad Street 2121 Park Place, Suite 150 330 West 34th Street, 13th & 14th Floor	San Francisco Boston El Segundo New York	CA MA CA NY	94103 02109 90245 10001	415-549-8913 617-226-9000 424-738-6600 212-981-7600	www.nerdwallet.com www.mediahubww.com/ www.mediahubww.com/ www.deutsch.com/
73	55	SUBARU	Fuji Heavy Industries LTD	Carmichael Lynch Damage - The Gaming & Esports Agency	AOR - Creative, digital, social, programmatic, media buying + planning Digital, creative + social	2235 Route 70 West 110 North 5th Street, 11th Floor 225 South Lake Avenue, Suite 300	Cherry Hill Minneapolis Pasadena	NJ MN CA	08002 55403 91101	856-488-8500 612-334-6000 www.damage-esports.com/	www.subaru.com www.carmichaellynch.com www.damage-esports.com/
74	N/A	EBAY	eBay, Inc.	MediaCom R/GA 72andSunny Syndacite Sub Rosa	AOR - Media buying, media planning + digital AOR - Digital + social AOR - Creative Creative	2025 Hamilton Avenue 3 World Trade Center, 175 Greenwich Street 35 South Park 12101 West Bluff Creek Drive 353 West 12th Street, 2nd Floor	San Jose New York San Francisco Playa Vista New York	CA NY CA CA NY	95125 10007 94107 90094 10014	408-376-7400 212-912-4200 415-624-2000 310-215-9009 212-414-8605	www.ebay.com/ www.mediacom.com/us www.rga.com/ www.72andsunny.com/ www.ebay.com/
75	56	BURGER KING	Restaurant Brands Intl Inc	360i, LLC Code and Theory Horizon Media, Inc. David MullenLowe U.S. Boston Jones Knowles Ritchie	AOR - Social Creative + digital Media buying + planning Creative Creative Creative	5505 Blue Lagoon Drive 1545 Peachtree Street, Northeast Suite 450 One World Trade Center, 62nd Floor 75 Varick Street 21 Northeast, 26th Floor 40 Broad Street, 10th Floor 85 Spring Street, 5th Floor	Miami Atlanta New York New York Miami Boston New York	FL GA NY NY FL MA NY	33126 30309 10007 10013 33137 02109 10012	305-378-3000 888-360-9630 212-358-0717 212-220-5000 786-725-3415 617-226-9000 347-205-8200	www.bk.com www.360i.com/ www.codeandtheory.com www.horizonmedia.com www.davidtheagency.com www.us.mullenlowe.com www.jkrglobal.com
76	48	HULU	Hulu	Publicis North America Matterkind Big Family Table	AOR - Media buying + planning Programmatic Creative + digital	2500 Broadway, 2nd Floor 1675 Broadway 100 West 33rd Street, 5th Floor 12901 West Jefferson Blvd	Santa Monica New York New York Los Angeles	CA NY NY CA	90404 10019 10001 90066	310-571-4700 212-474-5000 212-883-4777 310-862-3732	www.hulu.com www.publicisna.com/ www.matterkind.com/ www.bigfamilytable.com
77	96	SLEEP NUMBER	Sleep Number Corporation	Horizon Media, Inc. Peterson Milla Hooks	Media buying + planning Creative	1001 3rd Avenue South 75 Varick Street 1315 Harmon Place	Plymouth New York Minneapolis	MN NY MN	55404 10013 55403	763-551-7000 212-220-5000 612-349-9116	www.sleepnumber.com www.horizonmedia.com www.pmhadv.com
78	N/A	JCPENNEY	JCPenney Corporation, Inc.	In-house Creative OMD 360i, LLC OMD Latin America 360i, LLC	AOR - Media buying, media planning multicultural + digital AOR - Digital Media buying + planning Digital	6501 Legacy Drive 195 Broadway, 27th Floor 515 North State Street, 23rd Floor, Suite 2310 6205 Blue Lagoon Drive, Suite 650 1545 Peachtree Street, Northeast Suite 450	Plano New York Chicago Miami Atlanta	TX NY IL FL GA	75024 10007 60654 33126 30309	972-431-1000 212-590-7100 888-360-9630 305-341-2530 888-360-9630	www.jcpenney.com/ www.omb.com www.360i.com/ www.omb.com/ www.360i.com/
79	N/A	OVERSTOCK	Overstock.com	Ocean Media, Inc.	AOR - Media buying + planning	799 West Coliseum Way 17011 Bach Boulevard, 15th Floor	Midvale Huntington Beach	UT CA	84047 92647	801-947-3100 714-969-5244	www.overstock.com/ www.oceanmediainc.com/
80	100	GMC	General Motors Corporation	Carat Leo Burnett Detroit Digitas	AOR - Media buying + planning AOR - Creative Digital	100 Renaissance Center 500 Woodward Avenue 3310 West Big Beaver Road, Suite 107 150 West Jefferson Avenue, 4th Floor	Detroit Detroit Troy Detroit	MI MI MI MI	48265 48226 48084 48226	313-556-5000 734-736-3800 248-548-8300 313-394-2800	www.gmc.com www.carat.com www.leoburnett.com www.digitas.com
81	79	MERCK	Merck & Co. Inc.	Arnold Worldwide BBDO Worldwide	AOR - Creative AOR - Media buying + planning	2000 Galloping Hill Road 10 Summer Street 1285 6th Avenue, 3rd-7th Floors	Kenilworth Boston New York	NJ MA NY	07033 02110 10019	908-740-4000 617-587-8000 212-459-5000	www.merck.com www.arn.com www.bbdo.com

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2021 RANK	2020 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
				Initiative ID Media INVNT Group	Media buying + planning Media buying + planning Experiential	100 West 33rd Street, 4th Floor 622 Third Avenue 101 Greenwich Street, 26th Floor	New York New York New York	NY NY NY	10001 10017 10006	212-605-7000 212-907-7011 212-334-3415	www.initiative.com www.idmediaw.com www.invntgroup.com/
82	N/A	INSURE.COM	No Agencies Listed			950 Tower Lane	Foster City	CA	94404	650-578-7700	www.insure.com/
83	N/A	AAA	AAA Life Insurance Company	In-house Creative SIGMA Marketing Insights Tallwave	Digital Digital	17900 North Laurel Park Drive 47 South Washington Street 4110 North Scottsdale Road, Suite 300	Livonia Rochester Scottsdale	MI NY AZ	48152 14608 85251	800-684-4222 585-473-7300 602-840-0400	www.aaalife.com/ www.sigmadatainsights.com www.tallwave.com/
84	N/A	JANSSEN	Janssen Pharmaceuticals, Inc.	J3	Media buying + media planning	1000 Route 202 South 1400 Broadway, 4th Floor	Raritan New York	NJ NY	08869 10018	908-218-6000 917-265-2700	
85	27	IBM	IBM Corp.	In-house Creative GroupM Ogilvy The George P. Johnson Company	AOR - Programmatic, media buying + planning AOR - Creative Experiential	One New Orchard Road Three World Trade Center, 175 Greenwich Street 636 11th Avenue 11 East 26th Street	Armonk New York New York New York	NY NY NY NY	10504 10007 10036 10010	914-499-1900 212-297-8181 212-237-4000 212-401-7800	www.ibm.com www.groupm.com www.ogilvy.com www.gpj.com
86	92	JEEP	Fiat Chrysler Automobiles NV	Huge Highdive Publicis Collective Lopez Negrete Communications, Inc. Publicis.Sapient Ignition Media Group Accenture Interactive	AOR - Creative, digital + social AOR - Creative AOR - Media buying + planning Creative, digital, social + multicultural Digital, social + programmatic Multicultural	1000 Chrysler Drive 213 Hamilton Row 311 West Superior, Suite 210 114 Willets Street 3336 Richmond Avenue, Suite 200 135 North Old Woodward 151 West Congress, Suite 410 225 Liberty Street	Auburn Hills Birmingham Chicago Birmingham Houston Birmingham Detroit New York	MI MI IL MI TX MI MI NY	48326 48009 60654 48009 77098 48009 48226 10281	248-576-5741 248-731-0600 312-588-6922 248-458-9500 713-877-8777 248-530-4030 313-496-1900 212-499-2000	www.fcanorthamerica.com www.hugeinc.com www.highdiveus.com www.publiciscollective.com www.lopeznegrete.com www.publicissapient.com https://ignitionmediagroup.com www.accenture.com/
87	62	HBO	HBO	Hearts & Science Engine Cheil New York	AOR - Digital, media buying + planning AOR - Social Social	1100 Avenue of the Americas 200 Varick Street, 11th Floor 261 Madison Avenue, 4th Floor 837 Washington Street, 4th Floor	New York New York New York New York	NY NY NY NY	10036 10014 10016 10014	212-512-1000 646-682-2694 212-633-4567 646-380-5814	www.hbo.com www.hearts-science.com www.enginegroup.com/us/ www.us.cheil.com
88	69	HONDA	Honda Motor Company	Publicis.Sapient RPA Orci	AOR - Digital AOR - Creative, digital, social, media buying + planning Multicultural	1919 Torrance Boulevard 2301 Rosecrans Avenue, Suite 5100 2525 Colorado Avenue, Suite 100 2800 28th Street, Suite 222	Torrance Los Angeles Santa Monica Santa Monica	CA CA CA CA	90501 90245 90404 90405	310-783-2000 310-343-6111 310-394-4000 310-444-7300	www.honda.com www.publicissapient.com www.rpa.com www.orci.com
89	86	DISCOVER	Discover Financial Services	TWBA \ Chiat \ Day Spark Foundry	AOR - Creative + social Media buying + planning	2500 Lake Cook Road 5353 Grosvenor Boulevard 35 West Wacker Drive	Riverwoods Los Angeles Chicago	IL CA IL	60015 90066 60601	224-405-0900 310-305-5000 312-970-8400	www.discover.com www.tbwachiatday.com www.sparkfoundryww.com
90	N/A	US DEPARTMENT OF HEALTH AND HUMAN SERVICES	US Department of Health & Human Services			200 Independence Avenue, South West	Washington D.C.		20201	877-696-6775	www.hhs.gov/
91	41	QUICKEN	Quicken Loans, Inc.	In-house Creative Universal McCann Detroit Weber Shandwick	AOR - Media buying + planning Social	1050 Woodward Avenue 205 Hamilton Row 300 West Maple Avenue	Detroit Birmingham Birmingham	MI MI MI	48226 48009 48009	313-373-7303 248-554-4550 248-203-8000	www.quickenloans.com www.umww.com www.webershandwick.com
92	N/A	DICK'S SPORTING GOODS	Dick's Sporting Goods, Inc.	In-house Media Anomaly Haworth Marketing & Media Fuse, LLC Smiths Agency Badger & Winters INVNT Group	AOR - Creative Media buying + planning Social Creative Creative Experiential	345 Court Street 536 Broadway, 11th Floor 45 South 7th Street, Suite 2400 110 West Canal Street, Suite 101 116 Federal Street, 3rd Floor 49 West 23rd Street, 3rd Floor 101 Greenwich Street, 26th Floor	Coraopolis New York Minneapolis Vinooski Pittsburgh New York New York	PA NY MN VT PA NY NY	15108 10012 55402 05404 15212 10010 10006	724-273-3400 917-595-2200 612-677-8900 802-598-1008 412-359-7200 212-533-3222 212-334-3415	www.dicksportinggoods.com www.anomaly.com www.haworthmedia.com www.fusemarketing.com/ www.smithsagency.com/ www.badgeragency.com/ www.invntgroup.com
93	N/A	MATTRESS FIRM	Mattress Firm, Inc.	In-house Media Spark Foundry Jackson Spalding, Inc. Droga5 Clearlink Lopez Negrete Communications, Inc.	AOR - Media buying + planning AOR - Social Creative Digital Multicultural	10201 outh Main Street 375 Hudson Street, 17th Floor 1100 Peachtree Street, Northeast Suite 1800 120 Wall Street, 11th Floor 5202 West Douglas Corrigan Way, Suite 300 3336 Richmond Avenue, Suite 200	Houston New York Atlanta New York Salt Lake City Houston	TX NY GA NY UT TX	77025 10014 30309 10005 84116 77098	713-923-1090 212-468-4000 404-724-2500 917-237-8888 801-424-0018 713-877-8777	www.mattressfirm.com www.sparkfoundryww.com/ www.jacksonspalding.com www.droga5.com/ www.clearlink.com/ www.lopeznegrete.com/
94	72	DOVE	Unilever Home & Personal	Publicis.Sapient Mindshare Ogilvy Ogilvy Ogilvy Matterkind	AOR - Digital AOR - Media buying + planning AOR - Creative AOR - Creative Creative Programmatic	800 Sylvan Avenue 424 Second Avenue West Three World Trade Center, 175 Greenwich Street 636 11th Avenue 350 West Mart Center Drive, Suite 100 33 Yonge Street 100 West 33rd Street, 5th Floor	Englewood Cliffs Seattle New York New York Chicago Toronto New York	NJ WA NY NY IL ON NY	07632 98119 10007 10036 60654 M5E 1X6 10001	201-567-8000 206-816-8800 212-297-7000 212-237-4000 312-856-8200 416-367-3573 212-863-4777	www.dove.com www.publicissapient.com www.mindshareworld.com www.ogilvy.com www.ogilvy.com www.ogilvy.com www.matterkind.com/

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2021 RANK	2020 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
95	90	CONSUMERS ADVOCATE	Consumers Advocate	No Agencies Listed		Lots 81-82 Street C	Dorado	PR	00646	N/A	www.consumersadvocate.org
96	N/A	FARMERS INSURANCE	Farmers Insurance, Inc.	Zenith Media Zenith Media Odysseus Arms RPA	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative AOR - Creative	6301 Owensmouth Avenue 299 West Houston Street, 11th Floor 3211 Olympic Boulevard 775 East Blithedale Avenue, Suite 603 2525 Colorado Avenue, Suite 100	Woodland Hills New York Santa Monica Mill Valley Santa Monica	CA NY CA CA CA	91364 10014 90404 94941 90404	323-932-3200 212-859-5100 310-551-3500 415-420-0824 310-394-4000	www.farmers.com/ www.zenithmedia.com/ www.zenithmedia.com/ www.o-arms.com/ www.rpa.com/
97	N/A	PARAMOUNT PICTURES	Viacom	Wavemaker	AOR - Creative, media buying + planning	1515 Broadway, 53rd Floor 6300 Wilshire Boulevard, Suite 1900	New York Los Angeles	NY CA	10036 90048	212-258-6000 323-761-1400	www.paramount.com www.wavemakerglobal.com
98	N/A	BANK OF AMERICA	Bank of America Corporation	Starcom Worldwide Lopez Negrete Communications, Inc. TPN Superunion Leo Burnett Worldwide Accenture Interactive SALT Branding The North Highland Company Publicis North America Digitas Digitas	AOR - Media buying, digital + media planning AOR - Creative, digital + multicultural AOR - Creative + digital Creative Creative Creative Creative Creative + digital Digital Media buying + digital	Founders Hall, Suite 170 100 North Tryon Street 35 West Wacker Drive, 22nd Floor 3336 Richmond Avenue, Suite 200 225 North Michigan Avenue, Suite 2310 114 5th Avenue, 17th Floor 35 West Wacker Drive 225 Liberty Street 1620 Montgomery Street, Suite 120 3333Piedmont Road, Northeast Suite 1000 1675 Broadway 35 West Wacker Drive, 15th Floor 40 Water Street	Charlotte Chicago Houston Chicago New York Chicago New York San Francisco Atlanta New York Chicago Boston	NC IL TX IL NY IL NY CA GA NY IL MA	28255 60601 77098 60601 10011 60601 10281 94111 30305 10019 60601 02109	980-335-3561 312-220-3535 713-877-8777 312-396-0206 212-336-3200 312-220-5959 212-499-2000 415-616-1500 404-233-1015 212-474-5000 312-729-0100 617-867-1000	www.bankofamerica.com/ www.starcomww.com/ www.lopeznegrete.com/ www.tpretail.com/ www.superunion.com/ www.eoburnett.com/ www.accenture.com/ www.saltbranding.com www.northhighland.com/ www.publicisna.com/ www.digitas.com/en-us www.digitas.com/en-us
99	N/A	ETSY	Etsy, Inc.	72andSunny	Creative + digital	117 Adams Street 12101 west Bluff Creek Drive	Brooklyn Playa Vista	NY CA	11201 90094	718-880-3660 310-215-9009	www.etsy.com www.72andsunny.com/
100	N/A	SONIC	Sonic Corporation	Zenith Media Zenith Media Mother VaynerMedia	AOR - Media buying, digital + media planning AOR - Media buying + planning AOR - Creative AOR - Social	300 Johnny Bench Drive 299 West Houston Street, 11th Floor 384 Northyards Boulevard, Suite 290 5290 West Washington Boulevard 10 Hudson Yards, 25th Floor	Oklahoma City New York Atlanta Los Angeles New York	OK NY GA CA NY	73104 10014 30313 90016 10001	405-225-5000 212-859-5100 678-916-4500 310-255-7289 646-543-7431	www.online.sonicdrivein.com/ www.zenithmedia.com/ www.zenithmedia.com/ www.motheria.com/ www.vaynermedia.com/



**OOH AGENCIES &
SPECIALISTS**
OVERVIEW

**OOH Agencies & Specialists Representing the World's
Eight Largest Agency Companies**



Out of Home Advertising Association of America

**2021 MegaBrands
OOH Specialists List**

WPP

Agency Name	OOH Specialist	Description
AKQA Group	Kinetic	Full service
Bravo Group	Kinetic	Full service
Garage	Kinetic	Full service
Kang & Lee	Kinetic	Full service
M-Six	Kinetic	Full service
Proof Communications	Kinetic	Full service
VMLY&R	Kinetic	Full service
WundermanThompson	Kinetic	Full service
Group M:		
Essence	Kinetic	Media
Wavemaker	Kinetic	Media
Mediacom	Kinetic	Media
Mindshare	Kinetic	Media
Neo	Kinetic	Media
Openmind	Kinetic	Media
Red Fuse	Kinetic	Media

Omnicom Group

Agency Name	OOH Specialist	Description
BBDO	OMG/OMA	Full service
DDB	OMG/OMA	Full service
TBWA\Chiat\Day	OMG	Full service
OMD	OMG	Media
PHD	OMA	Media
Resolution Media	OMG	Media
Hearts and Science	Hearts and Science	Media

Publicis Groupe

Agency Name	OOH Specialist	Description
Leo Burnett		Full service
Saatchi & Saatchi	PMX	Full service
Digitas	PMX	Media
Performics	PMX	Media
PHM (Publicis Health Media)	PMX	Media
Spark Foundry	PMX	Media
Starcom	PMX	Media
Zenith	PMX	Media

Interpublic Group

Agency Name	OOH Specialist	Description
Campbell Ewald	Rapport	Full service
Campbell Mithun	Rapport	Full service
Carmichael Lynch	Rapport	Full service
Deutsch	Rapport	Full service
FCB	Rapport	Full service
HUGE	Rapport	Full service
McCann Erickson	Rapport	Full service
Mediahub	Rapport	Full service
Momentum Worldwide		Full service
Rufus	Rapport	Full service
Trilia	Rapport	Full service
Weber Shandwick	Rapport	Full service
IPG Mediabrands	Rapport	Media
BPN	Rapport	Media
Healix	Rapport	Media
ID Media	Rapport	Media
Initiative	Rapport	Media
Red	Rapport	Media
UM	Rapport	Media

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dentsu

Agency Name	OOH Specialist	Description
Carat	dentsu OOH	Media
dentsu X powered by 360i	dentsu OOH	Media
Merkle DWA	dentsu OOH	Media
iProspect	dentsu OOH	Media
Merkle	dentsu OOH	Media
Dentsu McGarryBowen	dentsu OOH	Creative

Stagwell

Agency Name		Description
72and Sunny		Full service
Anomaly		Full service
Colle+McVoy		Full service
Crispin Porter Bogusky		Full service
Doner		Full service
MMI Agency		Full service
Stagwell Global		Full service
Vitro		Full service
Yamamoto		Full service
Assembly		Media
GALE		Media
Ink		Media
Media Kitchen		Media

Horizon

Agency Name		Description
Horizon		Full service

Havas Group

Agency Name	OOH Specialist	Description
Havas Media Group	Talon America	Media

Independent Agencies

Agency Name	OOH Specialists	Description
The Buntin Group	Talon Buntin America	Full service
Extra Credit Projects	In-house	Full service
<i>Unaffiliated Organizations</i>	AGENCY672	Media
	A3media/Ashley Advertising Agency	Media
	Adkom	Media
	Billboard Connection	Media
	Billups	Media
	Bloom Ads	Media
	Brown-Forman	Media
	Callan Advertising	Media
	Dade Media	Media
	Dash Two	Media
	Delta Media	Media
	Diane Allen & Associates	Media
	EMC Outdoor	Media
	Evergreen Trading	Media
	Enplay Media	Media
	Graf Media	Media
	Herrera Mediaworks	Media
	Icon Intl.	Media
	Innovative Outdoor Advertising	Media
	Inspira Media	Media
	Kress Agency	Media
	Mahlmann Media	Media
	Media Global Group	Media

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Independent Agencies (cont'd)

Agency Name	OOH Specialists	Description
<i>Unaffiliated Organizations</i>	Media Lease OOH	Media
	MediaKeys	Media
	Midnight Oil	Creative and Production
	MG Malls	Media
	Mobly Media	Media
	Murphy Media Group	Media
	Muscle Marketing	Media
	National Outdoor Media	Media
	NPRP Media	Media
	O Media Group	Media
	OOHA/Wilkins	Media
	OOH Impact	Media
	ODN	Media
	Outdoor Solutions	Media
	Outselling, Inc.	Media
	Pierce Media	Media
	Pitch	Media
Red Truck Media Inc.	Media	
Russ Media Corp.	Media	
Veritas Media	Media	
The Wow Factor	Media	



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