

2023 MEGABRANDS



Out of Home Advertising Association of America

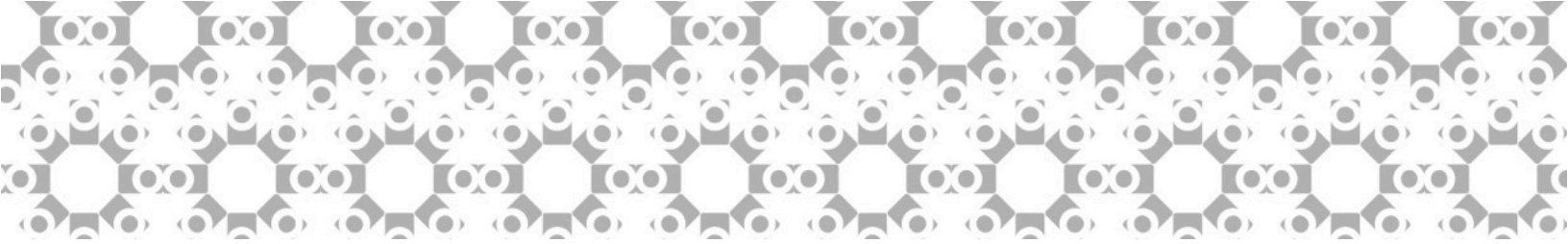
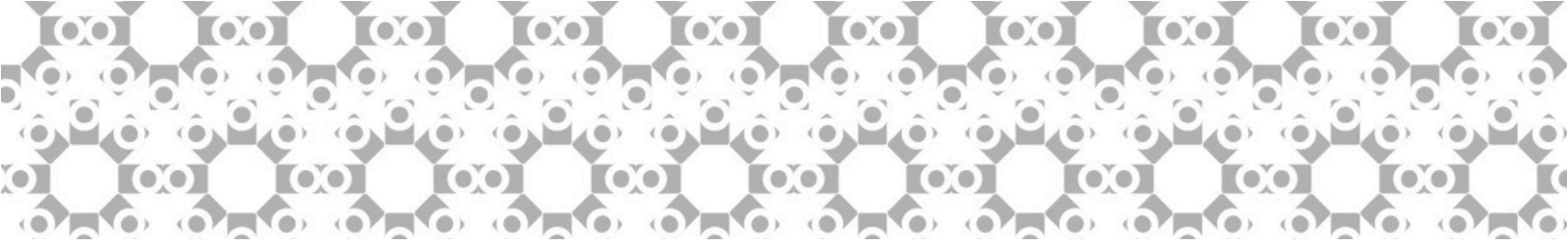


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OOH INDUSTRY
2023 Revenue Overview

OOH Revenue Categories by Quarter and Full Year
2023 OOH Revenue By Format



Out of Home Advertising Association of America

2023 January - March
OOH Advertising Expenditures
 Ranked By Total Spending

Industry Categories	January - March 2023 (000)	Percent of Total Revenue	Rank	January - March 2022 (000)	Rank	Category Growth January - March '23 vs '22 (000)	Percentage Change January - March '23 vs '22 (%)
MISC LOCAL SERVICES & AMUSEMENTS	511,065.9	28.1%	1	473,887.3	1	37,178.7	7.8%
RETAIL	162,476.1	8.9%	2	174,779.7	2	-12,303.6	-7.0%
PUBLIC TRANSPORT, HOTELS & RESORTS	148,858.3	8.2%	3	106,309.3	7	42,549.0	40.0%
MEDIA & ADVERTISING	122,188.3	6.7%	4	154,959.3	3	-32,771.0	-21.1%
GOVERNMENT, POLITICS & ORGS	116,892.6	6.4%	5	109,913.0	5	6,979.6	6.4%
RESTAURANTS	112,532.4	6.2%	6	108,111.2	6	4,421.2	4.1%
FINANCIAL	101,667.7	5.6%	7	122,526.0	4	-20,858.3	-17.0%
INSURANCE & REAL ESTATE	89,154.1	4.9%	8	97,300.1	8	-8,145.9	-8.4%
SCHOOLS, CAMPS & SEMINARS	76,070.6	4.2%	9	64,866.7	10	11,203.9	17.3%
AUTOMOTIVE DEALERS & SERVICES	67,243.8	3.7%	10	68,470.4	9	-1,226.6	-1.8%
Total Top Ten Categories	1,508,149.9	82.9%		1,481,123.0		27,026.9	

Total 2023 January - March OOH Expenditures \$1,819,871,323
 Overall Percentage Change January - March '23 vs '22 1.0%

2023 April - June
OOH Advertising Expenditures
 Ranked By Total Spending

Industry Categories	April - June 2023 (000)	Percent of Total Revenue	Rank	April - June 2022 (000)	Rank	Category Growth April - June '23 vs '22 (000)	Percentage Change April - June '23 vs '22 (%)
MISC SERVICES & AMUSEMENTS	\$715,132.7	26.7%	1	\$674,795.4	1	40,337.3	6.0%
RETAIL	\$230,030.8	8.6%	2	\$262,566.3	2	-32,535.5	-12.4%
PUBLIC TRANS, HOTELS & RESORTS	\$223,771.9	8.3%	3	\$165,416.8	6	58,355.2	35.3%
MEDIA & ADVERTISING	\$202,551.3	7.5%	4	\$199,550.4	3	3,001.0	1.5%
GOVERNMENT, POLITICS & ORGS	\$193,182.0	7.2%	5	\$191,673.4	4	1,508.7	0.8%
RESTAURANTS	\$155,161.9	5.8%	6	\$170,668.1	5	-15,506.2	-9.1%
FINANCIAL	\$123,147.4	4.6%	7	\$141,785.8	8	-18,638.4	-13.1%
INSURANCE & REAL ESTATE	\$113,835.4	4.2%	8	\$147,037.1	7	-33,201.7	-22.6%
SCHOOLS, CAMPS & SEMINARS	\$100,364.3	3.7%	9	\$97,149.5	9	3,214.8	3.3%
AUTOMOTIVE DEALERS & SERVICES	\$80,980.0	3.0%	10	\$91,898.2	10	-10,918.2	-11.9%
Total Top Ten Categories	\$2,138,157.9	79.7%		\$2,142,540.9			

Total 2023 April - June OOH Expenditures \$2,682,912,115
 Overall Percentage Change April - June '23 vs '22 2.2%

**2023 July - September
OOH Advertising Expenditures**
Ranked by Total Spending

Industry Categories	July - September 2023 (000)	Percent of Total Revenue	Rank	July - September 2022 (000)	Rank	Category Growth July - September '23 vs '22 (000)	Percentage Change July - September '23 vs '22 (%)
LOCAL SERVICES & AMUSEMENTS	\$547,437.0	28.0%	1	\$488,137.8	1	59,299.2	12.1%
RETAIL	\$163,105.1	8.3%	2	\$171,496.0	3	-8,390.9	-4.9%
PUBLIC TRANS, HOTELS & RESORTS	\$134,593.1	6.9%	3	\$116,487.3	6	18,105.8	15.5%
GOVERNMENT, POLITICS & ORGS	\$130,588.1	6.7%	4	\$134,322.8	4	-3,734.6	-2.8%
MEDIA & ADVERTISING	\$129,911.4	6.6%	5	\$181,893.7	2	-51,982.3	-28.6%
RESTAURANTS	\$123,970.3	6.3%	6	\$131,385.9	5	-7,415.6	-5.6%
FINANCIAL SERVICES	\$110,385.4	5.6%	7	\$107,381.9	7	3,003.5	2.8%
INSURANCE & REAL ESTATE	\$87,495.3	4.5%	8	\$94,700.7	8	-7,205.3	-7.6%
SCHOOLS, CAMPS & SEMINARS	\$68,005.2	3.5%	9	\$66,518.3	9	1,486.9	2.2%
AUTOMOTIVE DEALERS & SERVICES	\$67,515.8	3.4%	10	\$65,992.4	10	1,523.3	2.3%
Total Top Ten Categories	1,563,006.6	79.8%		\$1,558,316.7		4,689.9	

Total 2023 July - September OOH Expenditures \$1,958,215,191
Overall Percentage Change July - September '23 vs '22 1.1%

2023 October - December OOH Advertising Expenditures

Ranked by Total Spending

Industry Categories	October - December 2023 (000)	Percent of Total Revenue	Rank	October - December 2022 (000)	Rank	Category Growth October - December '23 vs '22 (000)	Percentage Change October - December '23 vs '22 (%)
LOCAL SERVICES & AMUSEMENTS	\$583,606.0	25.7%	1	\$523,174.9	1	\$60,431.1	11.6%
RETAIL	\$216,084.1	9.5%	2	\$209,468.4	2	6,615.7	3.2%
PUBLIC TRANS., HOTELS & RESORTS	\$152,863.0	6.9%	3	\$151,814.4	4	1,048.6	0.7%
MEDIA & ADVERTISING	\$155,884.1	6.7%	4	\$204,796.4	3	-48,912.3	-23.9%
GOVERNMENT, POLITICS & ORGS	\$132,269.4	5.8%	5	\$151,695.4	5	-19,426.0	-12.8%
INSURANCE & REAL ESTATE	\$120,116.8	5.3%	6	\$120,777.5	6	-660.7	-0.5%
RESTAURANTS	\$119,644.1	5.3%	7	\$111,822.5	8	7,821.6	7.0%
FINANCIAL	\$107,275.8	4.7%	8	\$119,835.3	7	-12,559.5	-10.5%
SCHOOLS, CAMPS & SEMINARS	\$79,694.5	3.5%	9	\$71,693.4	9	8,001.1	11.2%
AUTOMOTIVE DEALERS & SERVICES	\$72,554.5	3.2%	10	\$63,626.9	10	8,927.6	14.0%
Total Top Ten Categories	\$1,739,992.3	76.5%		\$1,728,705.2		\$11,287.1	

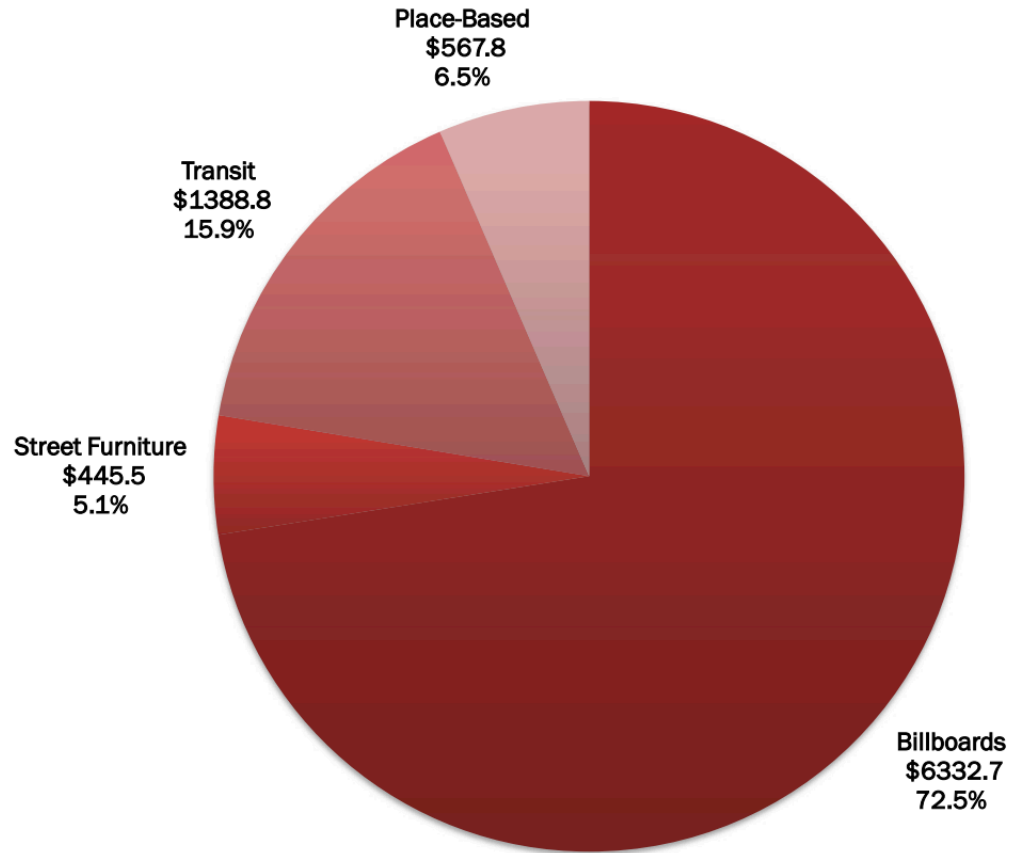
Total 2023 October - December OOH Expenditures \$2,273,740,259
Overall Percentage Change October - December '23 vs '22 3.8%

**2023 January - December
OOH Advertising Expenditures**
Ranked By Total Spending

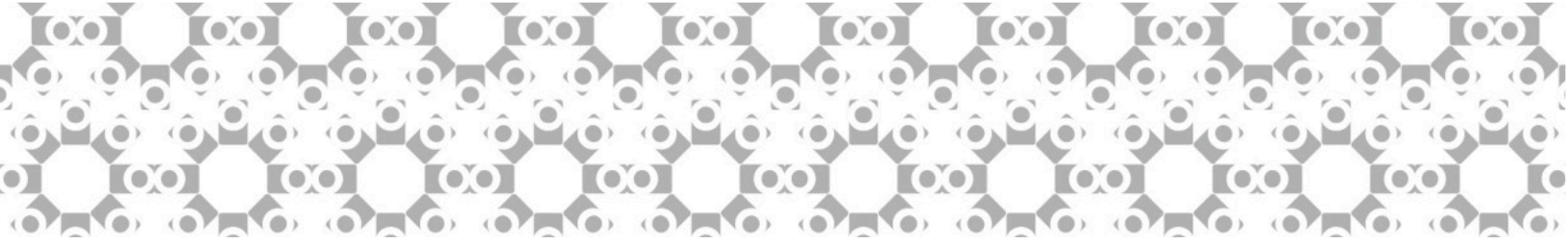
Industry Categories	January - December 2023 (000)	Percent of Total Revenue	Rank	January - December 2022 (000)	Rank	Category Growth January - December '23 vs '22 (000)	Percentage Change January - December '23 vs '22 (%)
LOCAL SERVICES & AMUSEMENTS	\$2,360,520.9	27.0%	1	\$2,110,475.7	1	250,045.2	11.8%
RETAIL	\$774,032.3	8.9%	2	\$801,597.9	2	-27,565.6	-3.4%
PUBLIC TRANS., HOTELS & RESORTS	\$658,204.9	7.5%	3	\$557,969.0	5	100,235.9	18.0%
MEDIA & ADVERTISING	\$605,325.2	6.9%	4	\$758,200.4	3	-152,875.1	-20.2%
GOVERNMENT, POLITICS & ORGS	\$563,877.0	6.5%	5	\$584,900.9	4	-21,023.9	-3.6%
RESTAURANTS	\$514,935.3	5.9%	6	\$557,789.6	6	-42,854.3	-7.7%
FINANCIAL	\$446,948.0	5.1%	7	\$483,033.7	7	-36,085.6	-7.5%
INSURANCE & REAL ESTATE	\$413,074.6	4.7%	8	\$457,693.2	8	-44,618.6	-9.7%
SCHOOLS, CAMPS & SEMINARS	\$324,128.1	3.7%	9	\$292,977.3	9	31,150.8	10.6%
AUTOMOTIVE DEALERS & SERVICES	\$290,351.2	3.3%	10	\$282,327.4	10	8,023.8	2.8%
Total Top Ten Categories	\$ 6,951,397.4	79.6%		\$6,886,964.9		\$64,432.5	

Total 2023 January - December OOH Expenditures \$8,734,738,888
Overall Percentage Change January - December '23 vs '22 2.1%

2023 YE
Total OOH Revenue \$8.73 Billion



Digital OOH represents 33% of total OOH, format figures in millions.
Source: OAAA



2023
Top 100 OOH Advertisers

Top 100 OOH Advertisers by 2023 Ad Spend

2023 MegaBrands
Top 100 OOH Advertisers

RANK	ADVERTISER	OOH SPENDING
1	APPLE	\$81,794,659
2	MCDONALD'S	\$63,977,344
3	DISNEY	\$61,409,552
4	COCA-COLA	\$46,892,063
5	AMAZON	\$40,177,997
6	UBER	\$35,756,597
7	T-MOBILE	\$35,035,344
8	AMERICAN EXPRESS	\$35,031,213
9	COORS	\$33,273,076
10	DUNKIN'	\$32,936,215
11	VERIZON	\$32,366,001
12	NETFLIX	\$31,183,724
13	GOOGLE	\$30,753,877
14	ANHEUSER-BUSCH	\$30,273,771
15	MORGAN & MORGAN ATTORNEYS	\$28,551,499
16	UNIVERSAL PICTURES	\$28,207,591
17	PFIZER	\$26,864,775
18	IHG	\$25,175,330
19	WALT DISNEY PICTURES	\$24,507,975
20	JP MORGAN	\$22,574,674
21	CRACKER BARREL	\$22,193,689
22	PANERA	\$20,119,251
23	BARCLAYS	\$19,990,920
24	PARAMOUNT PICTURES	\$18,693,680
25	SAMSUNG	\$17,884,655
26	CHEVROLET	\$17,727,398
27	KROGER	\$17,274,136
28	NOVO NORDISK	\$17,243,626
29	EXPEDIA	\$16,738,891
30	STATE FARM	\$16,687,268
31	CAPITAL ONE	\$16,678,974
32	COMCAST	\$16,671,471
33	TOYOTA DEALERS ASSOCIATION	\$16,217,273
34	MAX	\$15,910,953
35	HULU	\$15,631,571
36	CHANEL	\$15,374,844
37	HBO	\$14,901,792
38	RICHEMONT JEWELERS	\$14,394,286
39	BLUE CROSS & BLUE SHIELD	\$13,660,252
40	CHICK-FIL-A	\$13,655,916
41	UNITED AIRLINES	\$13,151,378
42	JOHNSON & JOHNSON	\$12,899,920
43	LIVE NATION	\$12,729,242
44	RUBENSTEIN LAW	\$12,455,944
45	PARAMOUNT	\$12,379,699
46	NBC	\$12,265,112
47	WALMART	\$12,039,302
48	LVMH	\$11,821,115
49	RE/MAX	\$11,507,944
50	FX	\$11,465,907

Source: Vivvix

Note: Vivvix under reports total OOH industry ad spend by approx. 25%.

2023 MegaBrands
Top 100 OOH Advertisers

RANK	ADVERTISER	OOH SPENDING
51	ADVENTHEALTH	\$11,121,329
52	FOX	\$10,976,933
53	LOVE'S TRAVEL STOPS	\$10,879,357
54	COCA-COLA SOUTHWEST BEVERAGES	\$10,603,146
55	DIAGEO	\$10,521,633
56	CHEVRON	\$10,462,609
57	FANDUEL	\$10,457,623
58	DOORDASH	\$10,330,743
59	NORDSTROM	\$9,983,802
60	WENDY'S	\$9,874,164
61	JERSEY MIKE'S SUBS	\$9,658,894
62	HARD ROCK	\$9,546,870
63	HILTON	\$9,423,712
64	NINTENDO	\$9,423,423
65	PEACOCK TV	\$9,405,808
66	SWEET JAMES ATTORNEYS	\$9,395,738
67	LOUIS VUITTON	\$9,124,197
68	YAAMAVA' RESORT & CASINO AT SAN MANUEL	\$8,975,850
69	AT&T	\$8,970,608
70	MILLERCOORS	\$8,899,620
71	AVIS	\$8,896,231
72	ASIA FORGING SUPPLY	\$8,818,832
73	GEICO	\$8,788,007
74	CIRQUE DU SOLEIL	\$8,688,829
75	L'OREAL PARIS	\$8,499,603
76	GALLO	\$8,281,373
77	SEAWORLD	\$8,229,785
78	ASHLEY	\$8,218,162
79	AIRBNB	\$8,129,417
80	MD ANDERSON CANCER CENTER	\$8,032,128
81	WARNER BROS	\$8,022,407
82	KANNER & PINTALUGA ATTORNEYS	\$7,973,682
83	SONY	\$7,967,408
84	HUMANA	\$7,951,114
85	PUBLIX	\$7,904,826
86	SHOWTIME	\$7,899,391
87	HYUNDAI	\$7,887,080
88	TARGET	\$7,860,566
89	STELLANTIS	\$7,853,598
90	HEINEKEN	\$7,750,785
91	PLANET FITNESS CENTER	\$7,574,526
92	RAISING CANE'S	\$7,527,687
93	WAWA	\$7,514,400
94	SHEETZ	\$7,508,675
95	AETNA	\$7,448,634
96	SOUTHWEST AIRLINES	\$7,352,560
97	VRBO	\$7,301,686
98	ALASKA AIRLINES	\$7,182,233
99	DELTA AIRLINES	\$7,064,789
100	LERNER & ROWE ATTORNEYS	\$7,038,494

Source: Vivvix

Note: Vivvix under reports total OOH industry ad spend by approx. 25%.

2023 MegaBrands
Top 100 OOH Advertisers
Listed Alphabetically

RANK	ADVERTISER	RANK	ADVERTISER
51	ADVENTHEALTH	100	LERNER & ROWE ATTORNEYS
95	AETNA	43	LIVE NATION
79	AIRBNB	75	L'OREAL PARIS
98	ALASKA AIRLINES	67	LOUIS VUITTON
5	AMAZON	53	LOVE'S TRAVEL STOPS
8	AMERICAN EXPRESS	48	LVMH
14	ANHEUSER-BUSCH	34	MAX
1	APPLE	2	MCDONALD'S
78	ASHLEY	80	MD ANDERSON CANCER CENTER
72	ASIA FORGING SUPPLY	70	MILLERCOORS
69	AT&T	15	MORGAN & MORGAN ATTORNEYS
71	AVIS	46	NBC
23	BARCLAYS	12	NETFLIX
39	BLUE CROSS & BLUE SHIELD	64	NINTENDO
31	CAPITAL ONE	59	NORDSTROM
36	CHANEL	28	NOVO NORDISK
26	CHEVROLET	22	PANERA
56	CHEVRON	45	PARAMOUNT
40	CHICK-FIL-A	24	PARAMOUNT PICTURES
74	CIRQUE DU SOLEIL	65	PEACOCK TV
4	COCA-COLA	17	PFIZER
54	COCA-COLA SOUTHWEST BEVERAGES	91	PLANET FITNESS CENTER
32	COMCAST	85	PUBLIX
9	COORS	92	RAISING CANE'S
21	CRACKER BARREL	49	RE/MAX
99	DELTA AIRLINES	38	RICHEMONT JEWELERS
55	DIAGEO	44	RUBENSTEIN LAW
3	DISNEY	25	SAMSUNG
58	DOORDASH	77	SEAWORLD
10	DUNKIN'	94	SHEETZ
29	EXPEDIA	86	SHOWTIME
57	FANDUEL	83	SONY
52	FOX	96	SOUTHWEST AIRLINES
50	FX	30	STATE FARM
76	GALLO	89	STELLANTIS
73	GEICO	66	SWEET JAMES ATTORNEYS
13	GOOGLE	88	TARGET
62	HARD ROCK	7	T-MOBILE
37	HBO	33	TOYOTA DEALERS ASSOCIATION
90	HEINEKEN	6	UBER
63	HILTON	41	UNITED AIRLINES
35	HULU	16	UNIVERSAL PICTURES
84	HUMANA	11	VERIZON
87	HYUNDAI	97	VRBO
18	IHG	47	WALMART
61	JERSEY MIKE'S SUBS	19	WALT DISNEY PICTURES
42	JOHNSON & JOHNSON	81	WARNER BROS
20	JP MORGAN	93	WAWA
82	KANNER & PINTALUGA ATTORNEYS	60	WENDY'S
27	KROGER	68	YAAMAVA' RESORT & CASINO AT SAN MANUEL

2023 MegaBrands
Top 100 OOH Advertisers: Parents

RANK	PARENT	OOH SPENDING
1	WALT DISNEY CO	\$134,078,974
2	COMCAST CORP	\$83,389,266
3	APPLE INC	\$81,839,687
4	MCDONALD'S CORP	\$64,054,972
5	MOLSON COORS BREWING CO	\$57,775,656
6	PARAMOUNT GLOBAL	\$52,692,653
7	LVMH MOET HENNESSY LOUIS VUITTON SA	\$51,873,607
8	COCA-COLA CO	\$50,895,212
9	AMAZON.COM INC	\$49,982,147
10	WARNER BROS DISCOVERY INC	\$48,296,611
11	ROARK CAPITAL GROUP	\$45,564,271
12	UBER TECHNOLOGIES INC	\$37,430,462
13	DEUTSCHE TELEKOM AG	\$35,296,311
14	AMERICAN EXPRESS CO	\$35,076,737
15	ANHEUSER-BUSCH INBEV	\$32,938,992
16	VERIZON COMMUNICATIONS INC	\$32,408,283
17	ALPHABET INC	\$31,414,763
18	NETFLIX INC	\$31,183,724
19	EXPEDIA INC	\$30,993,883
20	JP MORGAN CHASE & CO	\$30,376,835
21	MORGAN & MORGAN PA	\$28,551,499
22	COMPAGNIE FINANCIERE RICHEMONT AG	\$28,359,007
23	INTERCONTINENTAL HOTELS GROUP PLC	\$27,692,266
24	PFIZER INC	\$26,867,965
25	STATE OF CALIFORNIA	\$26,488,273
26	JAB HOLDING CO	\$25,746,891
27	US GOVERNMENT	\$23,351,230
28	BERKSHIRE HATHAWAY INC	\$22,848,229
29	GENERAL MOTORS CORP	\$22,658,713
30	CRACKER BARREL OLD COUNTRY STORE INC	\$22,193,689
31	BARCLAYS PLC	\$21,984,141
32	STATE OF NEW YORK	\$21,171,019
33	DIAGEO PLC	\$19,588,329
34	KROGER CO	\$18,323,216
35	SAMSUNG GROUP	\$18,227,914
36	NOVO NORDISK AS	\$17,269,287
37	CAPITAL ONE FINANCIAL CORP	\$16,733,582
38	STATE FARM MUTUAL AUTO INS CO	\$16,707,268
39	TOYOTA MOTOR CORP DEALER ASSN	\$16,393,298
40	GENERAL MOTORS CORP LOCAL DLR	\$15,999,725
41	CHANEL SA	\$15,449,844
42	UNIVERSITY OF TEXAS SYSTEM	\$14,913,130
43	STELLANTIS NV	\$13,928,492
44	STATE OF FLORIDA	\$13,759,041
45	CHICK-FIL-A INC	\$13,655,916
46	LIVE NATION ENTERTAINMENT INC	\$13,639,041
47	UNITED CONTINENTAL HOLDINGS INC	\$13,557,141
48	JOHNSON & JOHNSON	\$13,475,084
49	KERING SA	\$13,154,788
50	MGM RESORTS INTL	\$12,703,249

Source: Vivvix

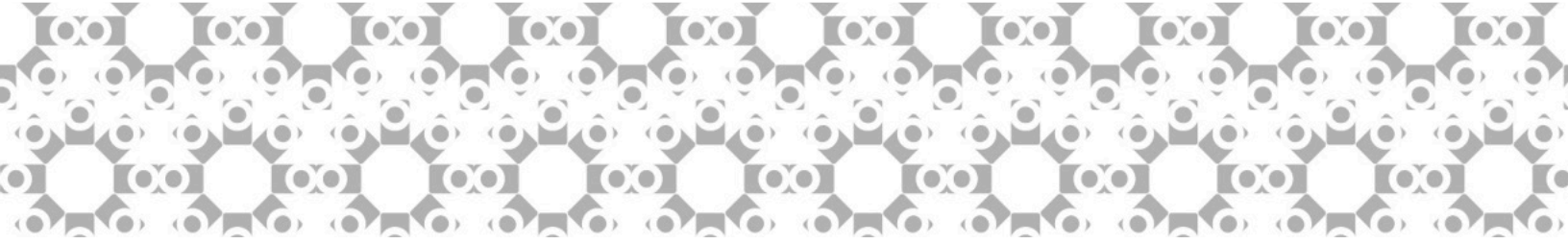
Note: Vivvix under reports total OOH industry ad spend by approx. 25%.

2023 MegaBrands
Top 100 OOH Advertisers: Parents

RANK	PARENT	OOH SPENDING
51	FOX CORP	\$12,597,893
52	RUBENSTEIN LAW	\$12,455,944
53	STATE OF TEXAS	\$12,258,584
54	WALMART INC	\$12,101,394
55	HILTON WORLDWIDE HOLDINGS INC	\$12,056,928
56	SONY CORP	\$11,883,698
57	RE/MAX INTL INC	\$11,507,944
58	STATE OF NEW JERSEY	\$11,233,442
59	ADVENTHEALTH HEALTH SYSTEM	\$11,213,315
60	COMMONWEALTH OF PENNSYLVANIA	\$11,054,661
61	LOVES TRAVEL STOPS & COUNTRY STORES INC	\$11,017,609
62	SEMINOLE TRIBE OF FLORIDA	\$10,937,928
63	CHEVRONTEXACO CORP	\$10,771,292
64	CAESARS ENTERTAINMENT CORP	\$10,690,651
65	ARCA CONTINENTAL SAB DE CV	\$10,603,146
66	FLUTTER ENTERTAINMENT PLC	\$10,467,467
67	DOORDASH INC	\$10,330,743
68	NORDSTROM INC	\$9,983,802
69	AT&T INC	\$9,943,437
70	WENDY'S CO	\$9,881,166
71	L'OREAL SA	\$9,680,524
72	JERSEY MIKE'S SUBMARINES & SALADS	\$9,658,894
73	SAN MANUEL BAND OF MISSION INDIANS	\$9,550,028
74	NINTENDO CO LTD	\$9,423,423
75	SWEET JAMES LLP	\$9,395,738
76	AVIS BUDGET GROUP INC	\$9,170,532
77	FORD MOTOR CO LOC DLR	\$8,952,422
78	STATE OF NEW MEXICO	\$8,906,722
79	HYUNDAI CORP	\$8,865,592
80	E&J GALLO WINERY	\$8,828,623
81	CIRQUE DU SOLEIL	\$8,688,829
82	STATE OF GEORGIA	\$8,589,398
83	HEINEKEN NV	\$8,422,327
84	SEAWORLD ENTERTAINMENT INC	\$8,260,704
85	ASHLEY FURNITURE INDUSTRIES INC	\$8,218,162
86	HUMANA INC	\$8,184,110
87	AIRBNB INC	\$8,129,417
88	STATE OF MARYLAND	\$8,127,881
89	KAISER PERMANENTE	\$8,090,918
90	TARGET CORP	\$7,974,766
91	KANNER & PINTALUGA PA	\$7,973,682
92	PUBLIX SUPERMARKETS INC	\$7,964,246
93	PROCTER & GAMBLE CO	\$7,925,737
94	TOYOTA MOTOR CORP LOCAL DEALER	\$7,788,640
95	UNILEVER	\$7,773,196
96	CVS HEALTH	\$7,623,292
97	PLANET FITNESS	\$7,574,526
98	POLITICAL CAMPAIGN ADVERTISING	\$7,569,582
99	RAISING CANE'S CHICKEN FINGERS	\$7,546,372
100	WAWA INC	\$7,514,400

Source: Vivvix

Note: Vivvix under reports total OOH industry ad spend by approx. 25%.



2023
Top 100 Overall Advertisers

Top 100 Advertisers Across All Media by 2023 Ad Spend

2023 MegaBrands

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

Rank	ADVERTISER	TOTAL SPEND	OOH	OOH % of Total Spend	DIGITAL (display, mobile, search, video)	DIGITAL % of Total Spend	TV (network, spot, syndicated)	CABLE TV	SPANISH TV	TV % of Total Spend	RADIO (network, national spot, local)	RADIO % of Total Spend	MAGAZINE (national, local, Sunday, Hispanic, B2B)	NEWSPAPER (local, national, Hispanic)
1	AMAZON	5,105,128,264	40,177,997	0.8%	4,394,752,898	86%	370,277,629	250,141,465	29,185,800	13%	15,268,380	0.3%	3,331,513	1,992,582
2	WALMART	1,710,732,795	12,039,302	0.7%	1,416,223,005	83%	145,229,962	101,127,081	24,860,600	16%	5,419,305	0.3%	5,787,802	45,738
3	APPLE	1,300,768,046	81,794,659	6.3%	849,206,438	65%	247,366,498	99,624,137	7,480,100	27%	12,471,049	1.0%	767,186	2,057,980
4	PROGRESSIVE	1,137,879,833	4,817,419	0.4%	407,476,648	36%	340,735,488	329,477,326	1,528,100	59%	46,957,717	4.1%	6,887,135	-
5	VERIZON	1,136,730,843	32,366,001	2.8%	419,640,561	37%	366,012,934	215,660,327	36,071,700	54%	66,842,742	5.9%	133,802	2,777
6	TARGET	1,118,720,947	7,860,566	0.7%	865,490,145	77%	85,341,685	120,950,773	25,043,300	21%	13,903,461	1.2%	115,468	15,548
7	ABBVIE	1,099,503,451	526,868	0.0%	105,821,395	10%	586,262,159	378,022,261	-	88%	28,423,823	2.6%	-	446,946
8	T-MOBILE	1,040,539,663	35,035,344	3.4%	536,433,388	52%	275,241,587	138,592,475	16,132,000	41%	36,241,737	3.5%	78,878	2,784,254
9	GOOGLE	1,013,924,301	30,753,877	3.0%	735,517,845	73%	154,084,220	60,796,036	10,202,500	22%	306,065	0.0%	3,270,572	18,993,185
10	DISNEY	981,432,737	61,409,552	6.3%	577,459,794	59%	173,617,271	142,277,161	7,414,100	33%	17,237,784	1.8%	1,495,678	521,397
11	EXPEDIA	947,105,916	16,738,891	1.8%	883,526,723	93%	21,835,125	15,698,136	9,103,800	5%	182,560	0.0%	-	20,682
12	BOOKING.COM	891,897,531	316,319	0.0%	784,874,557	88%	42,436,984	63,070,863	-	12%	335,206	0.0%	384,340	479,262
13	HOME DEPOT	836,616,532	686,090	0.1%	627,361,805	75%	65,868,642	83,041,710	5,340,100	18%	48,340,260	5.8%	5,977,925	-
14	DOMINOS	805,835,131	1,476,715	0.2%	409,853,317	51%	124,273,653	255,969,355	11,490,800	49%	2,771,291	0.3%	-	-
15	Pfizer	791,379,903	26,864,775	3.4%	150,365,160	19%	336,384,172	71,269,133	13,223,100	53%	114,045,882	14.4%	70,215,409	9,012,272
16	AT&T	769,220,885	8,970,608	1.2%	295,137,307	38%	214,427,311	193,200,568	19,516,900	56%	33,633,569	4.4%	1,401,369	2,933,253
17	CAPITAL ONE	751,837,060	16,678,974	2.2%	390,513,200	52%	144,196,061	145,225,465	5,094,800	39%	34,826,339	4.6%	15,142,645	159,575
18	GEICO	751,501,809	8,788,007	1.2%	288,856,160	38%	302,151,035	142,936,252	2,414,900	60%	6,291,373	0.8%	22,400	41,682
19	TEMU	740,244,836	-	0.0%	717,339,621	97%	22,470,377	-	-	3%	434,837	0.1%	-	-
20	LOWE'S	718,185,243	1,099,686	0.2%	437,544,305	61%	109,250,080	96,211,415	7,996,200	30%	65,842,392	9.2%	29,401	211,764
21	ADOBE	706,766,080	-	0.0%	685,260,680	97%	10,882,618	10,539,687	-	3%	32,794	0.0%	50,300	-
22	CHASE	704,104,826	6,906,967	1.0%	480,370,859	68%	68,968,774	132,373,056	449,500	29%	13,911,063	2.0%	63,096	1,061,510
23	STATE FARM	698,794,746	16,687,268	2.4%	328,319,723	47%	196,349,173	99,118,504	11,198,600	44%	46,893,640	6.7%	20,720	207,118
24	KOHL'S	646,821,188	173,539	0.0%	443,470,487	69%	77,902,283	89,639,825	9,023,100	27%	24,174,102	3.7%	2,437,853	-
25	WACYS	641,245,846	3,018,006	0.5%	430,772,969	67%	78,619,473	69,001,988	6,336,000	24%	53,437,198	8.3%	-	60,211
26	MAYFAIR	583,278,183	41,022	0.0%	471,454,372	81%	27,943,278	77,483,831	-	18%	-	0.0%	6,355,680	-
27	WENDY'S	535,170,522	9,874,164	1.8%	256,566,204	48%	90,036,962	118,206,300	14,323,100	42%	46,117,053	8.6%	-	46,739
28	TOYOTA	524,436,248	4,436,084	0.8%	191,916,336	37%	240,885,320	55,446,689	19,250,200	60%	11,511,224	2.2%	725,444	264,952
29	NOVO NORDISK	518,524,617	17,243,626	3.3%	180,268,000	35%	174,657,917	145,932,057	-	62%	144,617	0.0%	278,400	-
30	HYUNDAI	503,900,315	7,887,080	1.6%	206,843,301	41%	227,254,367	37,623,305	5,579,700	54%	12,842,009	2.5%	3,110,133	2,760,420
31	HOTELS.COM	501,166,984	6,953,306	1.4%	463,245,403	92%	13,220,225	17,748,050	-	6%	-	0.0%	-	-
32	HULU	493,797,104	15,631,571	3.2%	337,761,840	68%	58,377,802	67,609,363	1,995,900	26%	10,012,016	2.0%	1,901,588	507,024
33	REGENERON/SANOFI	490,663,888	-	0.0%	51,425,472	10%	272,307,537	124,938,620	18,758,300	85%	33	0.0%	23,233,926	-
34	NISSAN	490,498,317	2,317,733	0.5%	147,421,987	30%	235,987,469	77,071,449	3,954,800	65%	23,484,357	4.8%	243,804	16,718
35	BEST BUY	484,521,989	157,041	0.0%	461,427,009	95%	14,521,831	6,960,397	914,200	5%	383,569	0.1%	157,941	-
36	ALLSTATE	480,819,270	1,204,729	0.3%	157,848,875	33%	176,353,307	127,388,364	14,624,000	66%	3,251,357	0.7%	102,562	46,077
37	GLAXOSMITHKLINE	472,222,321	2,720,272	0.6%	22,875,950	5%	266,935,641	146,711,648	17,202,200	91%	1,616,541	0.3%	14,160,069	-
38	XFINITY	465,376,367	102,449	0.0%	203,332,093	44%	172,533,880	29,943,295	2,732,800	44%	55,392,517	11.9%	45,500	1,293,833
39	NERDWALLET	464,773,112	167,960	0.0%	420,173,895	90%	18,601,239	21,010,658	2,265,700	9%	2,553,660	0.5%	-	-
40	CHEVROLET	456,714,064	17,727,398	3.9%	124,577,967	27%	219,616,112	75,791,972	11,472,300	67%	4,131,847	0.9%	3,193,844	202,624
41	LIBERTY MUTUAL	452,739,545	758,364	0.2%	94,278,781	21%	172,422,240	178,189,228	-	77%	6,888,547	1.5%	202,385	-
42	SAMSUNG	439,400,961	17,884,655	4.1%	267,753,362	61%	54,961,710	76,647,372	7,235,800	32%	9,179,222	2.1%	1,502,763	4,236,078
43	INTUIT	433,855,902	277,530	0.1%	257,189,095	59%	106,754,549	62,711,050	5,102,500	40%	1,762,375	0.4%	58,802	-
44	PARAMOUNT	430,280,457	12,379,699	2.9%	255,356,682	59%	36,256,622	113,851,346	-	35%	4,861,845	1.1%	3,255,787	4,318,475
45	MCDONALD'S	414,695,119	63,953,168	15.4%	109,557,667	26%	116,270,723	69,339,728	11,340,700	47%	44,019,250	10.6%	103,425	110,458
46	FORD	401,724,358	3,441,214	0.9%	143,203,451	36%	223,831,407	11,466,714	13,502,400	62%	4,351,543	1.1%	1,923,490	4,140
47	ASHLEY	398,532,106	8,208,862	2.1%	281,195,800	71%	76,105,354	15,931,038	462,500	23%	15,137,476	3.8%	509,280	981,796
48	AMERICAN EXPRESS	391,204,283	35,031,213	9.0%	289,993,566	74%	26,078,119	36,166,696	-	16%	1,972,286	0.5%	1,962,403	-
49	PRICELINE	378,800,998	-	0.0%	344,508,959	91%	4,842,139	29,407,683	-	9%	42,218	0.0%	-	-
50	ALLERGAN	378,516,815	83,807	0.0%	108,748,850	29%	99,454,840	166,886,318	-	70%	3,325,000	0.9%	18,000	-

Source: Vivvix

Note: Vivvix under reports total OOH ad spend by approx. 25%.

2023 MegaBrands

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

Rank	ADVERTISER	TOTAL SPEND	OOH	OOH % of Total Spend	DIGITAL (display, mobile, search, video)	DIGITAL % of Total Spend	TV (network, spot, syndicated)	CABLE TV	SPANISH TV	TV % of Total Spend	RADIO (network, national spot, local)	RADIO % of Total Spend	MAGAZINE (national, local, Sunday, Hispanic, B2B)	NEWSPAPER (local, national, Hispanic)
51	KIA	377,246,472	4,992,519	1.3%	109,315,493	29%	145,488,221	97,094,057	10,345,900	67%	5,739,542	1.5%	3,495,968	774,771
52	DICK'S SPORTING GOODS	365,558,124	973,440	0.3%	228,252,401	62%	67,876,241	57,865,778		34%	8,905,944	2.4%	1,684,320	-
53	SPECTRUM	361,287,549	4,241,334	1.2%	133,481,316	37%	203,144,662			56%	20,153,052	5.6%	63,450	203,736
54	DISCOVER	359,811,001	2,732,656	0.8%	252,913,180	70%	33,910,129	38,286,910		20%	31,796,526	8.8%	171,600	-
55	JC PENNEY	338,063,463	488,027	0.1%	298,544,451	88%	13,107,127	12,847,181	1,094,100	8%	10,777,016	3.2%	1,205,560	-
56	HONDA	336,686,559	2,090,804	0.6%	141,580,927	42%	135,498,931	49,105,715	2,662,000	56%	4,144,094	1.2%	1,604,088	-
57	BANK OF AMERICA	329,358,357	2,758,087	0.8%	114,200,650	35%	47,294,517	30,726,172	679,900	24%	66,539,564	20.2%	6,232,715	60,926,752
58	LEXUS	322,517,069	602,072	0.2%	84,988,888	26%	71,525,461	151,796,196	4,286,900	71%	1,506,142	0.5%	7,708,655	102,754
59	GAP	311,718,252	1,110,456	0.4%	307,460,608	99%	4,383			0%	1,844,049	0.6%	-	1,298,756
60	UNIVERSAL PICTURES	309,134,473	28,207,591	9.1%	37,198,218	12%	123,503,068	97,229,156	14,486,600	76%	6,340,767	2.1%	901,414	1,267,659
61	BURGER KING	307,611,518	3,900,540	1.3%	59,132,654	19%	73,519,261	157,584,284	13,211,700	79%	263,079	0.1%	-	-
62	GMC	303,626,855	-	0.0%	36,556,535	12%	244,223,876	18,770,037	3,294,600	88%	776,568	0.3%	5,239	-
63	BRISTOL-MYERS SQUIBB	290,514,421	98,140	0.0%	53,907,313	19%	147,931,820	84,771,933		80%	3,803,430	1.3%	-	1,786
64	AIRBNB	288,786,825	8,129,417	2.8%	172,109,257	60%	67,928,418	35,240,933	5,378,800	38%	-	0.0%	-	-
65	WALGREENS	287,236,061	11,409	0.0%	201,932,205	70%	19,664,898	47,974,258	9,110,400	27%	4,378,841	1.5%	3,955,875	208,176
66	COMCAST	283,225,789	16,665,541	5.9%	85,621,966	30%	67,716,847	8,019,019		27%	105,031,011	37.1%	63,735	107,671
67	VIIV HEALTHCARE	280,526,463	281,228	0.1%	28,079,868	10%	106,478,426	123,840,307	20,549,800	89%	54,722	0.0%	1,242,113	-
68	ETSY	279,984,771	2,181,515	0.8%	181,478,696	65%	21,676,632	73,005,676	342,100	34%	1,300,151	0.5%	-	-
69	SUBWAY	279,264,885	481,081	0.2%	71,819,261	26%	72,435,097	127,529,096	6,989,500	74%	5,049	0.0%	5,801	-
70	ST JUDE HOSPITAL	275,493,334	261,756	0.1%	59,900,053	22%	76,614,465	119,741,315	13,609,500	76%	4,330,682	1.6%	994,111	41,452
71	MAX	274,862,201	15,910,953	5.8%	66,130,998	24%	13,333,074	174,977,140		69%	1,642,912	0.6%	743,789	2,123,336
72	CHEWY.COM	272,442,150	2,598,446	1.0%	135,913,767	50%	56,243,252	70,128,667	7,528,100	49%	29,918	0.0%	-	-
73	DOORDASH	270,966,467	10,330,743	3.8%	167,677,741	62%	33,226,366	57,966,324	35,300	34%	1,669,703	0.6%	-	60,290
74	INSTACART	270,666,912	571,302	0.2%	202,817,944	75%	10,672,137	52,710,814	269,000	24%	3,568,082	1.3%	-	57,633
75	TACO BELL	270,606,007	1,490,491	0.6%	28,212,588	10%	102,228,641	105,653,584	11,529,300	81%	21,476,133	7.9%	15,270	-
76	CVS	270,056,724	173,338	0.1%	235,978,327	87%	13,475,837	12,071,136	4,641,700	11%	3,089,753	1.1%	596,002	30,631
77	HILTON	268,640,837	9,423,712	3.5%	197,617,192	74%	16,049,854	37,620,526		20%	976,540	0.4%	4,596,060	2,356,952
78	TAKEDA	264,747,405	63,114	0.0%	186,158,467	70%	22,978,571	55,287,461		30%	65	0.0%	259,728	-
79	SHEIN	262,590,614	105,403	0.0%	262,407,902	100%	-	-	-	0%	77,309	0.0%	-	-
80	NOVARTIS	260,703,758	358,181	0.1%	38,907,800	15%	127,569,310	92,840,265		85%	1,028,203	0.4%	-	-
81	FANDUEL	260,093,870	10,455,962	4.0%	32,311,525	12%	145,723,661	62,054,746		80%	9,540,588	3.7%	-	7,387
82	DELL	259,480,271	2,469,854	1.0%	186,090,756	72%	16,636,394	26,430,185		17%	17,678,507	6.8%	3,895,925	6,278,649
83	EBAY	249,894,224	-	0.0%	190,640,549	76%	8,540,779	20,664,316		12%	27,662,293	11.1%	2,386,288	-
84	NETFLIX	248,296,450	31,183,724	12.6%	132,038,445	53%	55,548,920	15,918,715	900,500	29%	6,794,536	2.7%	3,672,477	2,239,133
85	HARBOR FREIGHT TOOLS	248,160,195	86,877	0.0%	237,454,448	96%	8,053,976			3%	2,564,894	1.0%	-	-
86	RAM	245,976,669	287,023	0.1%	37,881,220	15%	132,440,132	65,759,972	5,197,100	83%	4,404,061	1.8%	7,161	-
87	ELI LILLY	244,744,793	3,742,263	1.5%	69,555,168	28%	103,562,715	54,353,724	12,516,000	70%	99,323	0.0%	-	915,600
88	MATTRESS FIRM	242,857,553	268,608	0.1%	161,548,340	67%	20,634,713	31,600,426	6,071,700	24%	22,637,955	9.3%	-	95,811
89	YOUTUBE	241,400,425	322,170	0.1%	144,584,255	60%	76,056,279	12,163,355	19,700	37%	1,504,302	0.6%	665,153	6,085,210
90	JEOP	240,131,285	580,419	0.2%	44,835,304	19%	135,545,370	50,595,784	3,255,100	79%	5,319,308	2.2%	-	-
91	CITI	238,214,149	1,595,266	0.7%	203,415,700	85%	21,794,250	6,622,994		12%	109,925	0.0%	2,646,516	2,029,498
92	SKECHERS	232,445,426	2,864,467	1.2%	49,367,257	21%	38,172,274	59,389,956	6,642,000	45%	16,361,943	7.0%	53,747,557	5,899,973
93	VRBO	229,209,192	7,301,686	3.2%	186,946,261	82%	18,442,193	16,500,934		15%	16,193	0.0%	1,925	-
94	COCA-COLA	225,130,447	46,892,063	20.8%	35,853,910	16%	81,574,225	52,731,292	5,122,700	62%	2,569,347	1.1%	357,371	29,539
95	SLEEP NUMBER	223,713,642	-	0.0%	92,672,984	41%	35,852,333	61,443,337	1,333,500	44%	16,726,057	7.5%	15,542,546	142,884
96	VOLKSWAGEN	223,560,955	598,406	0.3%	55,932,331	25%	106,787,683	40,873,801	18,053,700	74%	1,265,238	0.6%	49,796	-
97	TOP10.COM	220,638,982	-	0.0%	220,638,982	100%	-	-	-	0%	-	0.0%	-	-
98	PARAMOUNT PICTURES	216,495,685	18,693,680	8.6%	76,898,335	36%	35,581,443	66,146,968	4,681,500	49%	13,212,947	6.1%	475,973	804,839
99	ASTRAZENECA	216,485,635	1,313,197	0.6%	25,710,261	12%	114,837,515	66,286,525		84%	19,501	0.0%	8,318,635	-
100	DUNKIN'	216,133,432	32,927,651	15.2%	58,182,022	27%	25,309,726	40,954,120	8,912,500	35%	49,846,170	23.1%	-	1,243

Source: Vivvix

Note: Vivvix under reports total OOH ad spend by approx. 25%.

2023 MegaBrands
Top 100 Overall Advertisers
 Listed Alphabetically

RANK	ADVERTISER	RANK	ADVERTISER
7	ABBVIE	43	INTUIT
21	ADOBE	55	JC PENNEY
64	AIRBNB	90	JEEP
50	ALLERGAN	51	KIA
36	ALLSTATE	24	KOHL'S
1	AMAZON	58	LEXUS
48	AMERICAN EXPRESS	41	LIBERTY MUTUAL
3	APPLE	20	LOWES
47	ASHLEY	25	MACY'S
99	ASTRAZENECA	88	MATTRESS FIRM
16	AT&T	71	MAX
57	BANK OF AMERICA	45	MCDONALD'S
35	BEST BUY	39	NERDWALLET
12	BOOKING.COM	84	NETFLIX
63	BRISTOL-MYERS SQUIBB	34	NISSAN
61	BURGER KING	80	NOVARTIS
17	CAPITAL ONE	29	NOVO NORDISK
22	CHASE	44	PARAMOUNT
40	CHEVROLET	98	PARAMOUNT PICTURES
72	CHEWY.COM	15	PFIZER
91	CITI	49	PRICELINE
94	COCA-COLA	4	PROGRESSIVE
66	COMCAST	86	RAM
76	CVS	33	REGENERON/SANOFI GENZYME
82	DELL	42	SAMSUNG
52	DICK'S SPORTING GOODS	79	SHEIN
54	DISCOVER	92	SKECHERS
10	DISNEY	95	SLEEP NUMBER
14	DOMINO'S	53	SPECTRUM
73	DOORDASH	70	ST JUDE CHILDREN'S RESEARCH HOSPITAL
100	DUNKIN'	23	STATE FARM
83	EBAY	69	SUBWAY
87	ELI LILLY	75	TACO BELL
68	ETSY	78	TAKEDA
11	EXPEDIA	6	TARGET
81	FANDUEL	19	TEMU
46	FORD	8	T-MOBILE
59	GAP	97	TOP10.COM
18	GEICO	28	TOYOTA
37	GLAXOSMITHKLINE	60	UNIVERSAL PICTURES
62	GMC	5	VERIZON
9	GOOGLE	67	VIIV HEALTHCARE
85	HARBOR FREIGHT TOOLS	96	VOLKSWAGEN
77	HILTON	93	VRBO
13	HOME DEPOT	65	WALGREENS
56	HONDA	2	WALMART
31	HOTELS.COM	26	WAYFAIR
32	HULU	27	WENDY'S
30	HYUNDAI	38	XFINITY
74	INSTACART	89	YOUTUBE

2023 MegaBrands

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

Rank	PARENT	TOTAL SPEND	OOH	OOH % of Total Spend	DIGITAL (display, mobile, search, video)	DIGITAL % of Total Spend	TV (network, spot, syndicated)	CABLE TV	SPANISH TV	TV % of Total Spend	RADIO (network, national spot, local)	RADIO % of Total Spend	MAGAZINE (national, local, Sunday, Hispanic, B2B)	NEWSPAPER (local, national, Hispanic)
1	AMAZON.COM INC	5,582,040,239	49,982,147	0.9%	4,620,697,890	83%	431,561,316	375,058,164	30,662,000	15%	66,054,390	1%	4,958,030	3,066,301
2	PROCTER & GAMBLE CO	2,767,851,872	7,925,737	0.3%	527,543,766	19%	913,347,127	804,709,365	96,400,400	66%	281,503,420	10%	136,390,024	32,033
3	WALT DISNEY CO	2,235,452,140	134,078,974	6.0%	1,199,784,755	54%	358,399,434	445,193,432	18,517,700	37%	62,534,898	3%	11,024,166	5,918,780
4	WALMART INC	1,911,715,875	12,062,894	0.6%	1,615,965,495	85%	145,567,770	101,127,081	24,860,600	14%	6,287,375	0%	5,798,921	45,738
5	EXPEDIA INC	1,804,970,642	30,993,883	1.7%	1,628,933,585	90%	58,417,290	74,582,224	11,822,300	8%	198,752	0%	1,925	20,682
6	COMCAST CORP	1,733,248,624	83,383,336	4.8%	759,957,792	44%	403,134,932	259,717,722	19,550,500	39%	182,877,546	11%	18,522,260	6,104,536
7	BOOKING HOLDINGS INC	1,565,441,719	316,319	0.0%	1,408,977,954	90%	54,483,687	100,422,734		10%	377,423	0%	384,340	479,262
8	ABBVIE INC	1,490,334,053	617,614	0.0%	223,477,301	15%	686,703,392	547,295,454	23,400	83%	31,751,946	2%	18,000	446,946
9	VERIZON COMMUNICATIONS INC	1,395,897,531	32,408,283	2.3%	492,720,823	35%	424,331,011	325,876,369	39,389,000	57%	81,035,467	6%	133,802	2,777
10	APPLE INC	1,311,559,979	81,839,687	6.2%	857,888,466	65%	247,798,598	100,527,341	7,480,100	27%	12,740,273	1%	872,770	2,412,744
11	ALPHABET INC	1,272,096,795	31,414,763	2.5%	895,921,317	70%	230,120,398	73,527,295	10,222,200	25%	1,796,456	0%	3,942,556	25,151,810
12	BERKSHIRE HATHAWAY INC	1,160,991,555	22,848,229	2.0%	495,758,943	43%	371,140,835	219,193,923	5,284,400	51%	27,737,909	2%	7,204,939	11,822,377
13	TARGET CORP	1,160,039,621	7,974,766	0.7%	903,277,754	78%	85,638,255	124,000,871	25,043,300	20%	13,981,059	1%	108,068	15,548
14	DEUTSCHE TELEKOM AG	1,153,816,937	35,296,311	3.1%	583,070,318	51%	293,781,446	170,561,619	28,418,600	43%	39,825,511	3%	78,878	2,784,254
15	PROGRESSIVE CORP	1,137,848,718	4,786,304	0.4%	407,476,648	36%	340,735,488	329,477,326	1,528,100	59%	46,957,717	4%	6,887,135	0
16	GENERAL MOTORS CORP	1,017,540,472	22,650,575	2.2%	235,218,317	23%	588,676,800	135,444,532	21,559,000	73%	8,041,398	1%	4,744,901	1,204,950
17	US GOVT	1,009,277,935	23,351,230	2.3%	502,048,987	50%	236,214,238	127,552,760	18,997,100	38%	82,155,013	8%	14,451,372	4,507,234
18	AT&T INC	953,689,752	9,943,437	1.0%	351,503,074	37%	261,131,751	263,023,043	22,955,100	57%	40,525,855	4%	1,651,771	2,955,720
19	ROARK CAPITAL GROUP	949,993,149	45,555,707	4.8%	354,241,803	37%	218,856,302	250,131,722	15,940,000	51%	64,690,570	7%	232,405	344,640
20	PARAMOUNT GLOBAL	881,329,181	52,594,358	6.0%	442,057,803	50%	86,118,674	248,767,898	4,752,800	39%	33,872,822	4%	5,428,377	7,736,449
21	JP MORGAN CHASE & CO	874,702,515	30,376,835	3.5%	566,987,717	65%	87,096,868	158,419,663	1,302,000	28%	24,025,259	3%	2,793,865	3,700,309
22	TOYOTA MOTOR CORP	847,914,047	5,038,156	0.6%	276,976,417	33%	312,454,725	207,242,885	23,537,100	64%	13,746,229	2%	8,550,325	368,210
23	HOME DEPOT INC	836,699,640	755,573	0.1%	627,375,430	75%	65,868,642	83,041,710	5,340,100	18%	48,340,260	6%	5,977,925	0
24	DOMINOS PIZZA INC	805,835,131	1,476,715	0.2%	409,853,317	51%	124,273,653	255,969,355	11,490,800	49%	2,771,291	0%	0	0
25	PFIZER INC	799,900,693	26,867,965	3.4%	150,965,136	19%	340,907,403	73,618,768	14,075,500	54%	114,238,241	14%	70,215,409	9,012,272
26	GLAXOSMITHKLINE PLC	755,288,659	3,001,500	0.4%	53,470,580	7%	373,422,458	270,551,955	37,752,000	90%	1,681,617	0%	15,408,548	0
27	CAPITAL ONE FINANCIAL CORP	753,489,245	16,733,582	2.2%	392,104,587	52%	144,200,636	145,225,465	5,094,800	39%	34,826,339	5%	15,142,645	161,190
28	PDD HOLDINGS INC	740,244,836	0	0.0%	717,339,621	97%	22,470,377	0	0	3%	434,837	0%	0	0
29	MACYS INC	732,616,948	3,501,030	0.5%	520,031,316	71%	78,621,213	69,001,988	6,336,000	21%	53,443,857	7%	0	1,681,545
30	WARNER BROS DISCOVERY INC	719,055,999	48,296,611	6.7%	246,986,590	34%	87,403,215	302,841,083	7,322,900	55%	13,281,541	2%	8,525,219	4,398,840
31	LOWES COS INC	718,185,243	1,099,686	0.2%	437,544,305	61%	109,250,080	96,211,415	7,996,200	30%	65,842,392	9%	29,401	211,764
32	LVMH MOET HENNESSY L. VUITTON	712,425,463	51,873,607	7.3%	403,746,153	57%	23,474,971	18,082,267	1,936,900	6%	1,107,392	0%	183,003,885	29,200,287
33	INTUIT INC	707,526,941	277,530	0.0%	467,533,392	66%	120,959,914	110,132,336	6,704,700	34%	1,768,991	0%	150,077	0
34	ADOBE SYSTEMS INC	707,003,281	0	0.0%	685,497,881	97%	10,882,618	10,539,687	0	3%	32,794	0%	50,300	0
35	STATE FARM MUTUAL AUTO INS CO	699,624,193	16,707,268	2.4%	329,123,243	47%	196,349,173	99,118,504	11,198,600	44%	46,899,566	7%	20,720	207,118
36	NESTLE SA	670,077,028	696,818	0.1%	126,454,563	19%	110,942,288	241,429,493	12,153,800	54%	3,958,902	1%	174,080,405	360,760
37	WAYFAIR LLC	655,244,013	49,555	0.0%	542,273,110	83%	28,071,235	77,483,831		16%	247,332	0%	7,118,950	0
38	KOHL'S CORP	646,821,826	173,539	0.0%	443,471,124	69%	77,902,283	89,639,825	9,023,100	27%	24,174,102	4%	2,437,853	0
39	PUBLIC SERVICE ANNOUNCEMENT	645,911,762	0	0.0%	7,415,603	1%	577,694,674	60,532,885	268,600	99%	0	0%	0	0
40	HYUNDAI CORP	631,957,098	8,865,592	1.4%	270,925,168	43%	271,479,241	54,434,710	5,866,300	53%	12,849,498	2%	4,719,211	2,817,378
41	YUM BRANDS INC	599,436,367	2,687,683	0.4%	138,812,077	23%	205,542,252	202,754,718	21,408,500	72%	27,999,225	5%	32,911	199,000
42	STELLANTIS NV	597,446,585	13,928,492	2.3%	102,505,376	17%	299,609,311	151,186,216	9,030,500	77%	20,742,191	3%	436,155	8,343
43	NISSAN MOTOR CO LTD	574,805,116	2,436,193	0.4%	187,477,210	33%	241,905,574	112,926,054	4,782,000	63%	24,939,177	4%	301,951	36,957
44	PEPSICO INC	564,138,426	7,216,009	1.3%	84,410,256	15%	162,264,899	284,926,928	16,005,400	82%	5,204,554	1%	4,009,077	101,304
45	UNILEVER	547,533,434	7,773,196	1.4%	193,738,683	35%	119,839,915	149,288,301	25,462,000	54%	2,747,264	1%	47,048,125	1,635,949
46	NOVO NORDISK AS	538,419,222	17,269,287	3.2%	200,136,944	37%	174,657,917	145,932,057		60%	144,617	0%	278,400	0
47	WENDYS CO	536,476,829	9,881,166	1.8%	256,957,114	48%	90,678,984	118,206,300	14,323,100	42%	46,277,544	9%	0	152,621
48	BEST BUY CO INC	518,031,522	157,041	0.0%	464,102,706	90%	19,091,244	11,721,309	914,200	6%	495,164	0%	21,549,858	0
49	L'OREAL SA	509,937,524	9,680,524	1.9%	133,025,947	26%	107,155,570	194,642,958	28,151,100	65%	3,245,817	1%	32,354,994	1,680,615
50	REGENERON/SANOFI	490,680,919	0	0.0%	51,442,503	10%	272,307,537	124,938,620	18,758,300	85%	33	0%	23,233,926	0

Source: Vivvix

Note: Vivvix under reports total OOH industry ad spend by approx. 25%.

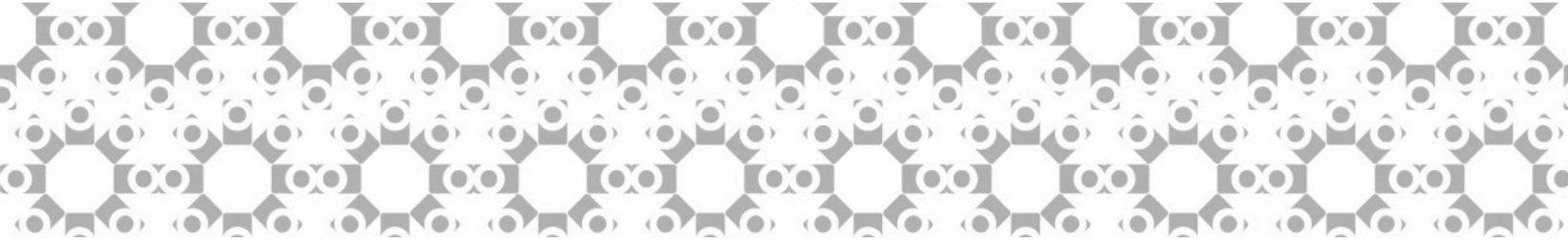
2023 MegaBrands

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

Rank	PARENT	TOTAL SPEND	OOH	OOH % of Total Spend	DIGITAL (display, mobile, search, video)	DIGITAL % of Total Spend	TV (network, spot, syndicated)	CABLE TV	SPANISH TV	TV % of Total Spend	RADIO (network, national spot, local)	RADIO % of Total Spend	MAGAZINE (national, local, Sunday, Hispanic, B2B)	NEWSPAPER (local, national, Hispanic)
51	RESTAURANT BRANDS INTL INC	488,455,039	6,104,197	1.2%	86,459,895	18%	118,570,205	251,714,673	19,600,300	80%	6,002,403	1%	0	3,365
52	COX ENTERPRISES INC	486,884,535	4,810,653	1.0%	363,414,991	75%	67,913,600	21,525,549	920,900	19%	27,004,479	6%	1,102,627	191,736
53	ALLSTATE CORP	482,198,951	1,204,729	0.2%	158,851,317	33%	176,730,546	127,388,364	14,624,000	66%	3,251,357	1%	102,562	46,077
54	HONDA MOTOR CO LTD	468,719,883	2,535,955	0.5%	172,374,277	37%	215,440,192	66,775,995	2,738,400	61%	5,611,155	1%	2,818,906	425,003
55	LIBERTY MUTUAL INSURANCE CO	468,548,257	777,612	0.2%	109,285,638	23%	172,433,586	178,189,228		75%	7,656,553	2%	202,385	3,255
56	NERDWALLET INC	464,773,112	167,960	0.0%	420,173,895	90%	18,601,239	21,010,658	2,265,700	9%	2,553,660	1%	0	0
57	GENERAL MILLS INC	454,820,449	101,986	0.0%	49,154,206	11%	137,529,802	208,339,157	7,432,300	78%	3,969,729	1%	48,293,269	0
58	FORD MOTOR CO	452,825,517	4,129,890	0.9%	170,097,814	38%	243,709,134	14,972,016	13,502,400	60%	4,486,634	1%	1,923,490	4,140
59	SAMSUNG GROUP	451,683,113	18,227,914	4.0%	279,195,950	62%	54,961,741	76,653,345	7,235,800	31%	9,179,222	2%	1,993,063	4,236,078
60	MCDONALDS CORP	433,037,102	64,030,796	14.8%	125,989,657	29%	117,713,967	69,379,596	11,340,700	46%	44,313,514	10%	106,425	162,447
61	COCA-COLA CO	429,401,549	50,895,212	11.9%	105,717,612	25%	118,663,508	140,873,592	5,797,800	62%	6,770,125	2%	654,161	29,539
62	DISH NETWORK CORP	417,224,337	896,577	0.2%	201,392,483	48%	35,173,968	75,752,421	45,898,400	38%	57,923,863	14%	183,910	2,714
63	PETSMART INC	407,926,865	2,709,651	0.7%	226,907,708	56%	72,982,621	93,649,482	11,614,600	44%	62,803	0%	0	0
64	ASHLEY FURNITURE INDUSTRIES INC	398,553,174	8,208,862	2.1%	281,206,262	71%	76,105,354	15,931,038	462,500	23%	15,137,471	4%	519,890	981,796
65	DICKS SPORTING GOODS INC	395,869,197	1,002,411	0.3%	248,945,769	63%	71,233,524	59,561,803		33%	9,128,380	2%	5,997,310	0
66	AMERICAN EXPRESS CO	392,566,413	35,076,737	8.9%	291,284,352	74%	26,078,119	36,166,696		16%	1,977,963	1%	1,962,403	20,143
67	GAP INC	391,360,195	1,442,960	0.4%	313,052,578	80%	13,927,038	28,028,096	3,947,500	12%	15,983,446	4%	13,510,981	1,467,596
68	KIA CORP	377,240,185	4,992,519	1.3%	109,304,641	29%	145,488,221	97,094,057	10,345,900	67%	5,739,542	2%	3,495,968	779,338
69	BANK OF AMERICA CORP	366,653,926	3,114,214	0.8%	140,226,455	38%	54,266,382	33,661,568	679,900	24%	66,572,442	18%	6,653,400	61,479,565
70	CHARTER COMMUNICATIONS INC	361,985,433	5,059,934	1.4%	132,930,043	37%	203,166,842			56%	20,553,854	6%	78,451	196,310
71	DISCOVER FINANCIAL SERVICES	359,796,798	2,732,656	0.8%	252,913,577	70%	33,910,129	38,286,910		20%	31,781,926	9%	171,600	0
72	JAB HOLDING CO	355,195,547	25,745,261	7.2%	83,041,841	23%	103,398,255	117,861,967	7,914,100	65%	6,906,513	2%	10,326,795	815
73	CONSTELLATION BRANDS INC	351,889,648	6,380,755	1.8%	19,855,417	6%	95,171,503	185,336,546	41,472,400	92%	3,578,882	1%	89,990	4,155
74	MARS INC	349,213,752	4,169,055	1.2%	56,824,839	16%	64,287,808	126,907,190	6,393,600	57%	3,762,186	1%	86,657,243	211,831
75	SONY CORP	339,541,678	11,883,698	3.5%	137,913,326	41%	75,655,447	95,466,381	5,118,000	52%	10,538,039	3%	2,189,240	777,547
76	JCPENNEY CO INC	337,995,126	488,027	0.1%	298,476,114	88%	13,107,127	12,847,181	1,094,100	8%	10,777,016	3%	1,205,560	0
77	CVS HEALTH	337,082,678	7,623,292	2.3%	257,857,536	76%	40,875,388	19,414,086	4,641,700	19%	5,077,966	2%	860,666	732,044
78	RECKITT BENCKISER PLC	332,214,975	462,859	0.1%	88,668,325	27%	94,910,920	137,224,523	3,926,500	71%	6,867,078	2%	0	154,770
79	HALEON PLC	329,147,845	8,190	0.0%	125,223,427	38%	67,454,594	124,468,998	8,480,000	61%	36,606	0%	3,476,030	0
80	ANHEUSER-BUSCH INBEV	323,356,074	32,938,992	10.2%	23,784,116	7%	169,653,394	71,846,276	11,103,300	78%	13,558,948	4%	348,896	122,152
81	LENDINGTREE LLC	321,063,971	0	0.0%	321,057,683	100%	4,108			0%	2,180	0%	0	0
82	POLITICAL ADV	319,378,508	7,569,582	2.4%	200,273	0%	296,434,523	761,033		93%	13,898,116	4%	8,110	506,870
83	APOLLO GLOBAL MGT INC	313,618,491	6,669,007	2.1%	191,119,884	61%	27,376,665	78,539,186		34%	5,775,212	2%	214,951	3,923,586
84	WALGREENS BOOTS ALLIANCE INC	312,977,131	11,409	0.0%	207,971,966	66%	23,769,286	63,571,178	9,110,400	31%	4,378,841	1%	3,955,875	208,176
85	MICROSOFT CORP	304,621,775	712,828	0.2%	279,667,932	92%	6,243,658	16,224,551		7%	1,233,481	0%	115,797	423,528
86	HILTON WORLDWIDE HOLDINGS INC	303,519,369	12,056,928	4.0%	204,407,861	67%	25,945,633	51,246,346		25%	1,176,915	0%	5,078,518	3,607,168
87	VOLKSWAGEN AG	302,200,051	3,830,510	1.3%	78,697,049	26%	132,382,054	65,704,580	19,308,800	72%	1,280,441	0%	996,617	0
88	HERSHEY CO	299,308,650	918,636	0.3%	90,771,473	30%	54,458,049	142,229,510		66%	7,998,056	3%	2,899,555	33,372
89	SIGNET GROUP PLC	297,263,810	102,352	0.0%	192,357,780	65%	31,395,640	70,037,564	1,570,100	35%	842,058	0%	843,043	115,274
90	BRI-STOL-MYERS SQUIBB CO	293,852,592	138,765	0.0%	56,067,056	19%	148,321,122	84,771,933	748,500	80%	3,803,430	1%	0	1,786
91	ARBON INC	289,805,303	8,129,417	2.8%	173,127,735	60%	67,928,418	35,240,933	5,378,800	37%	0	0%	0	0
92	MONDELEZ INTL INC	289,771,184	758,576	0.3%	209,153,224	72%	19,491,791	49,053,513	10,467,200	27%	612,091	0%	234,789	0
93	FLUITTER ENTERTAINMENT PLC	288,762,972	10,465,806	3.6%	32,544,938	11%	150,041,123	62,097,370		73%	33,472,971	12%	0	140,763
94	KELLOGG CO	287,272,263	382,948	0.1%	7,484,396	3%	58,120,135	201,746,564	18,296,900	97%	893,303	0%	136,255	211,764
95	BAYER AG GROUP	284,573,329	1,001,593	0.4%	92,893,787	33%	116,170,910	69,651,813	122,400	65%	1,419,089	0%	2,970,784	342,954
96	WILLIAMS-SONOMA INC	281,032,598	78,737	0.0%	280,570,044	100%	0			0%	170	0%	220,837	162,810
97	ETSY INC	280,274,205	2,208,045	0.8%	181,741,601	65%	21,676,632	73,005,676	342,100	34%	1,300,151	0%	0	0
98	DOCTORS ASSOC INC	279,264,885	481,081	0.2%	71,819,261	26%	72,435,097	127,529,096	6,989,500	74%	5,049	0%	5,801	0
99	SYCAMORE PARTNERS	278,026,321	480,329	0.2%	242,918,937	87%	296,534	131,405		0%	31,926,520	11%	1,011,985	1,260,611
100	COSTAR GROUP INC	276,033,561	601,212	0.2%	239,245,439	87%	15,453,170	20,094,799		13%	226,316	0%	412,625	0

Source: Vivvix

Note: Vivvix under reports total OOH industry ad spend by approx. 25%.



2023 AGENCY LIST

Top 100 OOH Advertisers

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

2023 MegaBrands
Top 100 OOH Brands - Agency List

2023 RANK	2022 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
1	1	APPLE	Apple Computer Inc	OMD OMD San Francisco Critical Mass, Inc. Critical Mass, Inc. Allied Global Marketing OMD AKQA Iyuno mono	AOR - Media buying + planning AOR - Media buying + planning AOR - digital AOR - digital AOR - Creative Digital, media buying + planning Digital Multicultural Creative + digital	1 Infinite Loop 195 Broadway, 27th Floor 600 California St, Suite 800 200 Varick Street Suite 610 225 north Michigan Avenue Suite 700 6908 Hollywood Boulevard, 3rd Floor 5353 Grosvenor Blvd 360 Third Street 5th Floor 6060 Center Drive Suite 100 1350 Lagoon Avenue, Suite 1000	Cupertino New York San Francisco New York Chicago Los Angeles Los Angeles San Francisco Los Angeles Minneapolis	CA NY CA NY IL CA CA CA CA	95014 10007 94108 10014 60601 90028 90066 94107 90045 55408	408-996-1010 212-590-7100 415-229-8500 917-606-8000 312-288-2500 323-954-7644 310-301-3600 415-645-9400 310-388-8800 612-454-4900	www.apple.com www.ond.com www.ond.com www.criticalmass.com www.criticalmass.com www.alliedglobalmarketing.com www.ond.com www.akqa.com www.iyuno.com www.mono-1.com
2	2	McDONALD'S	McDonald's Corp	Admerasia, inc. BODEN Agency Starcom Worldwide Canvas Worldwide The Marketing Store Worldwide Doner Wieden+Kennedy Zimmerman Advertising Egami Group Burrell Communications Group, Inc. Lopez Negrete Communications Loud and Live Alma RAPP Worldwide Sparks & Honey RGA INVNT Group	Media planning Creative AOR - Media buying AOR - Media Planning AOR - Creative AOR - Creative AOR - Creative AOR - Creative AOR - Multicultural AOR - Multicultural AOR - Creative, social, multicultural + experiential AOR - Multicultural + experiential AOR - Multicultural Digital Social, multicultural + experiential Digital Experiential	110 North Carpenter St. 159 West 25th St, 6th Floor 7791 North West 46th St, Suite 304 35 West Wacker Drive, 22nd Floor 12015 Bluff Creek Drive 55 West Monroe, Suite 1400 25900 Northwestern Hwy 150 Varick Street, 6th & 7th Floors 6600 North Andrews Avenue 212 West 35th Street, 10th Floor 233 North Michigan Avenue, 29th Floor 3336 Richmond Avenue, Suite 200 2301 NW 87th Avenue, 6th Floor 2601 South Bayshore Drive, 4th floor 12777 West Jefferson Blvd, Building C 437 Madison Avenue, 3rd Floor 420 Northwest 14th Avenue 101 Greenwich Street, 26th Floor	Chicago New York Miami Chicago Chicago Chicago Southfield New York Fort Lauderdale New York Chicago Houston Miami FL Los Angeles New York Portland New York	IL NY FL IL CA IL MI NY FL NY IL TX FL FL CA NY OR NY	60607 10013 33166 60601 90094 60603 48075 10013 33309 10001 60601 77098 33172 33133 90066 10022 97209 10006	630-623-3000 212-686-3333 305-639-6770 312-220-3535 424-303-4300 312-614-4600 248-354-9700 917-661-5200 954-644-4000 917-720-5580 312-297-9600 713-877-8777 305-456-5444 305-662-3175 310-563-7200 212-894-5100 503-734-2320 212-334-3415	www.mcdonalds.com www.admerasia.com www.bodenagency.com www.starcomww.com www.canvasworldwide.com www.tmsw.com www.doner.com www.wk.com www.zadv.com www.egamigroup.com www.burrell.com www.lopeznegrete.com www.joulive.com www.almaad.com www.rapp.com www.sparksandhoney.com www.rga.com/offices/portland www.invntgroup.com
3	8	DISNEY	The Walt Disney Company	Publicis Imagine OMD Entertainment	AOR - Media buying + planning AOR - Media buying + planning	500 South Buena Vista Street 40 East Verdugo Avenue 4000 West Alameda Avenue, Suite 400	Burbank Burbank Burbank	CA CA CA	91521 91502 91505	818-560-1000 310-551-3500 818-288-9700	www.disney.com www.publicisgroup.com www.ond.com
4	9	COCA-COLA	Coca-Cola Co	BCW Miami WPP Group, Inc. Ogilvy Hatch Design Turner Duckworth PodcastReach Network	Media buying + digital AOR - Creative, Media buying + planning Creative Creative Creative Digital + multicultural	1 Coca Cola Plaza Northwest 601 Brickell Key Drive, Suite 900 3 Worl Trade Center 175 Greenwich St 363 11th Avenue 116 New Montgomery, Suite 812 615 Battery Street, 6th Floor 244 Fifth Avenue Suite 2286	Atlanta Miami New York New York San Francisco San Francisco New York	GA FL NY NY CA CA NY	30313 33131 10017 10036 94015 94111 10001	404-676-2121 305-347-4300 212-632-2200 212-237-4000 415-398-1650 415-675-7777 646-492-0936	www.thecoca-cola.com www.bcw-global.com www.wpp.com www.ogilvy.com www.hatchsf.com www.turnerduckworth.com www.podcastreachnetwork.com
5	3	AMAZON	Amazon.com, Inc.	In-house Creative WongDoody WongDoody Initiative Initiative City Events Deloitte Digital KINESSO	AOR - Creative AOR - Creative AOR - Media buying + planning AOR - Digital, media buying + media planning Experiential Digital Programmatic	440 Terry Avenue North 1011 Western Avenue Suite 900 8500 Steller Drive, Suite 5 100 West 33rd Street, 4th Floor 5700 Wilshire Blvd Ste 400 1 Rockefeller Center 11th Floor 330 Hudson Street, 10th Floor 100 West 33rd Street, 5th Floor	Seattle Seattle Culver City New York Los Angeles New York New York New York	WA WA CA NY CA NY NY NY NY	98109 98104 90232 10001 90036 10020 10013 10001	206-266-1000 206-624-5325 310-280-7800 212-605-7000 323-370-8000 646-945-2657 212-829-6000	www.amazon.com www.wongdoody.com www.wongdoody.com www.initiativemedia.com www.initiativemedia.com www.cityeventson.com www.deloitte.com www.kinesso.com
6	11	UBER	Uber Technologies, Inc.	RGA Omnicom Media Group PHD PHD USA Johannes Leonardo	AOR - Creative, digital + social Media planning + buying, strategy Media buying + planning Media buying + planning AOR - Creative	1455 Market Street, Suite 400 450 West 33rd Street, 12th Floor 195 Broadway 8th Floor 12777 West Jefferson Blvd, Building C 220 East 42nd Street 115 Broadway, 21st Floor	San Francisco New York New York Los Angeles New York New York	CA NY NY CA NY NY	94103 10007 10007 90066 10017 10006	866-576-1039 212-912-4200 212-590-7020 310-405-8700 212-894-6600 212-462-8120	www.uber.com www.rga.com www.omnicommediagroup.com www.phdmedia.com www.phdmedia.com www.johannesleonardo.com
7	7	T-MOBILE	Deutsche Telekom AG	Initiative Initiative Dentsu Creative MediaMonks	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative Media buying + planning	3625 132nd Avenue Southeast 100 West 33rd Street, 4th Floor 5700 Wilshire Boulevard Suite 400 601 West 26th St, 11th Floor 1214 Abbot Kinney Boulevard	Bellevue New York Los Angeles New York Venice	WA NY CA NY CA	98006 10001 90036 10001 90291	425-378-4000 212-605-7000 323-370-8000 479-443-4673 907-891-8571	www.t-mobile.com www.initiativemedia.com www.initiativemedia.com www.dentsucreative.com www.media.monks.com

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				Conill Advertising, Inc. Laundry Service 160over90 VML Havas Formula Damage - The Gaming & Esports Agency	Multicultural Creative + social Experiential Strategy Digital Experiential	2101 Rosecrans Avenue, 2nd Fl 55 Water Street, 5th Floor 3475 Lenox Road Northeast Suite 1000 Three Columbus Circle Third Floor 200 Hudson St., Seventh Floor 225 South Lake Avenue Suite 300	El Segundo Brooklyn Atlanta New York New York Pasadena	CA NY GA NY NY CA	90245 11201 30326 10019 10013 91101	424-290-4400 212-812-5671 678-405-7720 212-210-3653 212-219-0321 323-910-4277	www.conill.com www.247laundryservice.com www.160over90.com www.vml.com www.havasformula.com www.damagecreative.com
8	6	AMERICAN EXPRESS	American Express Co	In-house Creative Kepler Group Dentsu Creative Momentum Worldwide Deloitte Digital Team Epiphany KINESO Tallwave	AOR - Digital, media buying + planning AOR - Creative AOR - Experiential AOR - Digital Multicultural Programmatic Digital	Three World Financial Ct, 200 Vesey St Six East 32nd Street Ninth Floor 601 West 26th St., 11th Floor 300 Vesey Street 15th Floor 330 Hudson Street, 10th Floor 1235 Broadway Fourth Floor 100 West 33rd Street, 5th Floor 4110 North Scottsdale Rd., Suite 300	New York New York New York New York New York New York New York Scottsdale	NY NY NY NY NY NY NY AZ	10285 10016 10001 10282 10013 10001 10001 85251	212-640-2000 646-689-2116 479-443-4673 212-367-4500 212-829-6000 347-990-1010 www.kinesso.com 602-840-0400	www.americanexpress.com www.keplergrp.com www.dentsucreative.com www.momentumww.com www.deloittedigital.com www.teamepiphany.com www.kinesso.com www.tallwave.com
9	NA	COORS	Molson Coors Brewing Company	Arc Worldwide DDB Chicago Publicis Media	AOR - Creative Creative AOR - Media buying + planning	250 South Wacker Drive, Suite 800 35 West Wacker Drive, 15th Floor 225 North Michigan Avenue, 10th Floor 35 West Wacker Drive	Chicago Chicago Chicago Chicago	IL IL IL IL	60606 60601 60601 60601	312-496-2700 312-220-3200 312-552-6000 617-867-1785	www.coors.com www.arcww.com www.ddb.com www.publicisgroupe.com
10	13	DUNKIN'	Dunkin Brands Inc	Leo Burnett Detroit Publicis North America Rock Orange Digitas Digitas GYK Antler Arc Worldwide Jones Knowles Ritchie	AOR - Creative, strategy, media buying + planning AOR - Media buying + planning AOR - Multicultural, public relations Media Buying, digital + media planning Media Buying, digital + media planning Creative, digital + experiential Creative + digital Creative + social	130 Royal Street 3310 West Big Beaver Road Suite 107 1675 Broadway 125 Grand Avenue 40 Water Street 375 Hudson Street, 16th Floor 175 Canal Street 35 West Wacker Drive, 15th Floor 85 Spring Street, 5th Floor	Camden Troy New York Coral Gables Boston New York Manchester Chicago New York	MA MI NY FL MA NY NH IL NY	02021 48084 10019 33133 02109 10014 03101 60601 10012	781-737-3000 248-458-8300 212-474-5000 305-731-2224 617-867-1000 212-610-5000 603-625-5713 312-220-3200 347-205-8200	www.dunkinbrands.com www.leoburnet.com www.publicisna.com www.rockorange.com www.digitas.com www.digitas.com www.gyantler.com www.arcww.com www.jkrglobal.com
11	45	VERIZON	Verizon Communications Inc.	Pace Communications R/GA Zenith Media Publicis North America Formerly Known As the community Ogilvy MRM Momentum Worldwide	Digital Creative + digital AOR - Media buying + planning Media buying + planning AOR - Media buying + planning AOR - Creative + multicultural AOR - Creative + multicultural AOR - Digital Creative	One Verizon Way 1301 Carolina Street 450 West 33rd St., 12th Floor 299 West Houston Street, 11th Floor 1675 Broadway 384 Northyards Boulevard Northwest Suite 300 6400 Biscayne Boulevard 636 11th Avenue 622 Third Avenue Floors Four, Five, & Nine 300 Vessey Street 15th Floor	Basking Ridge Greensboro New York New York New York Atlanta Miami Beach New York New York New York	NJ NC NY NY NY GA FL NY NY NY	7920 27401 10001 10014 10019 30313 33138 10036 10017 10282	908-559-2000 336-378-6065 212-946-4000 212-859-5100 212-474-5000 678-916-4500 305-865-9600 212-237-4000 646-865-6230 212-367-4500	www.verizon.com www.paceco.com www.rga.com www.zenithmedia.com www.publicisna.com N/A www.thecommunityagency.com www.ogilvy.com www.mrm.com www.momentumww.com
12	12	NETFLIX	Netflix, Inc.	Mediahub Global Los Angeles 160over90 MediaMonks Rapport Outdoor Worldwide Outdoor Media Group - Omnicom Rapport Outdoor Worldwide Trailer Park Nobox	AOR - Digital + media planning AOR - Digital Media Planning, Digital, Media Buying, Social Media buying + planning Media buying + planning, digital Media buying + planning Creative + digital Digital, social + experiential	100 Winchester Circle 2121 Park Place, Suite 150 3420 Ocean Park Boulevard, Suite 2000 1214 Abbot Kinney Boulevard 5700 Wilshire Boulevard Suite 400 Harborside Plaza Two 200 Hudson St. 5700 Wilshire Boulevard Suite 400 6922 Hollywood Boulevard 12th Floor 3390 Mary Street, Suite 310	Los Gatos El Segundo Santa Monica Venice Los Angeles Los Angeles Los Angeles Los Angeles Hollywood Miami	CA CA CA CA CA CA CA CA CA FL	95032 90245 90405 90291 90036 07311 90036 90028 33133	408-540-3700 424-738-6600 310-399-4242 907-891-8571 323-370-8710 646-278-4111 323-370-8710 310-845-3000 305-571-2008	www.netflix.com www.mediahubww.com www.160over90.com www.media.monks.com www.rapportww.com www.outdoormediagroup.net www.rapportww.com www.trailerpark.com www.nobox.com
13	5	GOOGLE	Google Inc.	EssenceMediaCom PHD USA 72andSunny Swift VSA Partners, Inc. 72andSunny Grow Interactive THIRD EAR Mate Projects SPCSHP	AOR - Media buying + planning, digital Media buying + planning AOR - Creative AOR - Creative Creative Creative, digital + social Creative + digital Multicultural Creative Creative + digital	1600 Amphitheatre Pkwy Three World Trade Center, 175 Greenwich Street 220 East 42nd St. 12101 W Bluff Creek Drive 1250 Northwest 17th Avenue 600 West Chicago Avenue Suite 250 55 Water Street, 6th Floor 427 Granby St. 828 West 6th Street Suite 150 174 Hudson Street, 5th Floor 44 Wall Street 23 Floor	Mountain View New York New York Playa Vista Portland Chicago Brooklyn Norfolk Austin New York New York	CA NY NY CA OR IL NY VA TX NY NY	94043 10007 10017 90094 97209 60654 11201 23510 78703 10013 10005	866-246-6453 646-837-5454 212-894-6600 310-215-9009 503-227-8305 312-427-6413 212-993-1300 757-431-7710 512-479-6200 646-854-2652 586-960-9775	www.google.com www.essencemediacom.com www.phdmedia.com www.72andsunny.com www.swiftco.com www.vsapartners.com www.72andsunny.com www.thisisgrow.com www.wearthirdear.com www.mateprojects.com www.spcshp.com

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				Johannes Leonardo Upshot AKQA VML Huge, Inc. MediaMonks	Creative Social, digital + creative Creative Creative Digital + creative Creative, media planning, media buying, digital	628 Broadway, 6th Floor 350 North Orleans, 5th Floor 114 Fifth Ave., 17th Floor Three Columbus Circle Third Floor 45 Main Street, 2nd Fl, Suite 220 1214 Abbot Kinney Boulevard	New York Chicago New York New York Brooklyn Venice	NY IL NY NY NY CA	10012 60654 10011 10019 11201 90291	212-462-8120 312-943-0900 212-989-2572 212-210-3653 718-625-4843 907-891-8571	www.johannesleonardo.com www.upshotagency.com www.akqa.com www.vml.com www.hugeinc.com www.mediamonks.com
14	25	ANHEUSER BUSCH	Anheuser-Busch InBevInc	Epsilon Draftline Publicis North America Deutsch, Inc PLAN C Agency Posterscope U.S.A. VSA Partners, Inc. Starcom Worldwide MediaMonks Starcom Worldwide HMT Associates, Inc. Praytel	Digital + strategy AOR - Creative, digital, media buying + programmatic AOR - Creative, digital, media buying + planning Creative, digital + social Experiential Media buying + planning Creative AOR - Media buying + planning Creative, digital + social Media planning Experiential Creative + digital	250 Park Avenue, 2nd Floor 199 Water Street, 15th Floor 125 West 24th Street 1675 Broadway 330 West 34th Street, 13th & 14th Floor 120 East Eighth Street Suite 808 150 East 42nd Street, 14th Floor 600 West Chicago Avenue Suite 250 35 West Wacker Drive, 22nd Floor 127 Elizabeth St 375 Hudson Street 335 Treeworth Boulevard 1000 Dean Street Suite 280	New York New York New York New York New York Los Angeles New York Chicago Chicago New York New York New York Broadview Heights Brooklyn	NY NY NY NY NY CA NY IL IL NY NY NY OH NY	10177 10038 10011 10019 10001 90014 10017 60654 60601 10013 10014 44147 11238	212-573-8800 212-457-7000 212-573-8800 212-474-5000 212-981-7600 310-492-5505 917-677-3032 312-427-6413 312-220-3535 347-767-6929 212-468-3888 440-627-6821 718-622-3682	www.ab-inbev.com www.epsilon.com www.anheuser-busch.com www.publicisna.com www.deutsch.com www.plancagency.com www.posterscope.com www.vsapartners.com www.starcommw.com www.mediamonks.com www.starcommw.com www.hmassociates.com www.praytelagency.com
15	32	MORGAN & MORGAN ATTORNEYS	Morgan & Morgan Group	No Agencies Listed		20 North Orange Ave, Suite 1600	Orlando	FL	32801	212-738-6265	www.forthepeople.com
16	10	UNIVERSAL PICTURES	Comcast Corp	No Agencies Listed		100 Universal City Plaza	Universal City	CA	91608	818-777-1000	www.universalphictures.com
17	40	PFIZER	Pfizer Inc.	Publicis Collective Publicis North America IPG Health Interpublic Group of Companies	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative + Public relations AOR - Creative + Public relations	235 East 42nd Street 114 Willis Street 1675 Broadway 622 Third Avenue 909 Third Avenue	New York Birmingham New York New York New York	NY MI NY NY NY	10017 48009 10019 10017 10022	212-733-2323 248-458-9500 212-474-5000 646-865-3246 212-704-1200	www.pfizer.com www.publiciscollective.com www.publicisna.com www.ipghealth.com www.interpublic.com
18	37	IHG	InterContinental Hotels Group	Ogilvy Hothouse Digitas	Creative + Digital Creative Digital	3 Ravinia Drive, Suite 100 636 11th Ave 621 North Avenue Northeast, Suite A-100 40 Water St	Atlanta New York Atlanta Boston	GA NY GA MA	30346 10036 30308 02109	770-604-2000 212-237-4000 404-223-5100 617-867-1000	www.ihg.com www.ogilvy.com www.hothouseinc.com www.digitas.com/en-us
19	20	WALT DISNEY PICTURES	Walt Disney Co	In-house Creative Moroch Partners OMD Entertainment OMD	Creative Media buying + planning Media planning	500 South Buena Vista Street 3625 North Hall Street, Suite 1100 4000 Alameda Ave, Suite 400 195 Broadway, 27th Floor	Burbank Dallas Burbank New York	CA TX CA NY	91521 75219 91505 10007	818-560-1000 214-520-9700 818-288-9700 212-590-7100	www.disney.com www.moroch.com www.omb.com www.omb.com
20	48	JPMORGAN	JPMorgan Chase & Co.	Group M Zenith Media Droga5 EssenceMediaCom Zubi Advertising Merkle	AOR - Media buying, digital + media planning AOR - Media buying + planning AOR - Creative 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 Three World Trade Center, 175 Greenwich Street 2990 Ponce De Leon Boulevard, Suite 600 7001 Columbia Gateway Drive	New York New York New York New York New York Coral Gables Columbia	NY NY NY NY NY FL MD	10017 10007 10014 10005 10007 33134 21046	212-270-6000 212-297-8181 212-859-5100 917-237-8888 212-912-4200 305-448-9824 443-542-4000	www.jpmorganchase.com www.groupm.com www.zenithmedia.com www.droga5.com www.mediacom.com www.zubiad.com www.merkle.com
21	22	CRACKER BARREL	Cracker Barrel Old Country Store	Dentsu Carat	AOR - Creative, media buying + planning AOR - Media buying + planning	305 Hartman Drive 150 East 42nd Street 150 East 42nd Street	Lebanon New York New York	TN NY NY	37087 10017 10017	615-444-5533 212-591-9000 212-591-9000	www.crackerbarrel.com www.dentsu.com www.caratcom/en
22	4	PANERA	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.mothenewyork.com www.sparkfoundry.com
23	23	BARCLAYS	Barclays Capital	Team One Hearts & Science	AOR - Creative + strategy AOR - Media buying + planning	745 Seventh Avenue, 30th Floor 299 West Houston Street, 13th Floor 200 Varick Street, 11th Floor	New York New York New York	NY NY NY	10019 10014 10014	212-526-7000 212-463-3098 646-682-2694	www.banking.barclays.com www.teamone-usa.com www.hearts-science.com
24	33	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
25	14	SAMSUNG	Samsung Group	Starcom Worldwide	AOR - Media buying + planning	85 Challenger Road 35 West Wacker Drive, 22nd Floor	Ridgefield Park Chicago	NJ IL	07660 60601	201-229-4000 312-220-3535	www.samsung.com www.starcommw.com

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				Starcom Worldwide Digitas Publicis North America BBH Cheil New York Gravity Global Quality Meats R/GA Razorfish INVNT Group VML	AOR - Media buying + planning AOR - Digital AOR - Creative AOR - Creative Creative + social AOR - Creative + digital Creative AOR - Creative + digital + social Digital Experiential AOR - Creative + media planning + social	375 Hudson Street 375 Hudson Street, 16th Floor 1675 Broadway 32 Avenue of the Americas, 19th Floor 112 West 20th Street, 7th Floor 5870 West Jefferson Blvd, Suite K 3642 North Marshfield Avenue 450 West 33rd St, 12th Floor 375 West Hudson Street, 9th Floor 101 Greenwich Street, 26th Floor Three Columbus Circle, 3rd Floor	New York New York New York New York New York Los Angeles Chicago New York New York New York New York	NY NY NY NY NY CA IL NY NY NY NY	10014 10014 10019 10013 10011 90016 60613 10001 10014 10006 10019	212-468-3888 212-946-4000 212-474-5000 212-812-6600 646-380-5814 310-752-4400 847-644-7527 212-946-4000 212-798-6600 212-334-3415 212-210-3653	www.starcomww.com www.digitas.com www.publicisna.com www.barthelemyhegarty.com www.cheil.com www.gravityglobal.com www.qualitymeatscreative.com www.rga.com www.razorfish.com www.invntgroup.com/ www.vml.com
26	28	CHEVROLET	General Motors Company	Jack Morton Worldwide Carat Commonwealth/McCann Casanova/McCann Agency 720 Martin Retail Group The Axis Agency	AOR - Experiential AOR - Media buying + planning AOR - Creative + social AOR - Multicultural Creative + social Media Buying + Planning Multicultural	100 Renaissance Center 2000 Brush Street, Suite 301 150 East 42nd Street 500 Woodward Ave, Suite 1800 3337 Susan Street, Suite 200 418 North Main Street 100 Renaissance Center Dr., 31st Floor 1840 Century Park East, 6th Floor	Detroit Detroit New York Detroit Costa Mesa Royal Oak Detroit Century City	MI MI NY MI CA MI MI CA	48265 48226 10017 48226 92626 48226 48265 90067	313-556-5000 313-596-9100 212-591-9100 313-202-3700 714-918-8200 212-483-0480 205-930-9200 310-854-8200	www.chevrolet.com www.jackmorton.com www.carat.com www.cw-mccann.com www.casanova.com www.agency720.com www.martiretail.com www.theaxisagency.com
27	24	KROGER	Kroger Co	360i, LLC Dentsu DDB New York Publicis Sapient the community 360i, LLC	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative AOR - Digital AOR - Multicultural Media buying + planning	1014 Vine St 32 Avenue of the Americas, 6th Floor 150 East 42nd Street 437 Madison Avenue, Floors 2, 5, 6, 7 & 11 222 Merchandise Mart Plaza, Suite 1200 6400 Biscayne Boulevard 1545 Peachtree Street, Northeast Suite 450	Cincinnati New York New York New York Chicago Miami Beach Atlanta	OH NY NY NY IL FL GA	45202 10013 10017 10022 60654 33138 30309	513-762-4000 888-279-7431 212-591-9100 212-415-2000 312-696-5000 305-865-9600 404-815-1546	www.kroger.com www.360i.com www.dentsu.com www.ddb.com www.publicissapient.com www.thecommunityagency.com www.360i.com
28	38	NOVO NORDISK	Novo Nordisk Pharmaceuticals, Inc.	Wavemaker VML	AOR - Media buying + planning Creative	800 Scudders Mill Road 175 Greenwich Street 3 Columbus Circle, 3rd Floor	Plainsboro New York New York	NJ NY NY	08536 10007 10019	609-987-5800 212-474-0000 212-210-3653	www.novonordisk-us.com www.wavemakerglobal.com www.vml.com
29	N/A	EXPEDIA	Expedia Group, Inc.	Billups Worldwide Publicis Sapient Team One	Media buying + planning AOR - Digital AOR - Creative	1111 Expedia Group Way West 340 Oswego Pointe Drive Suite 101 424 Second Avenue West 13031 West Jefferson Boulevard, Suite 800	Seattle Lake Oswego Seattle Los Angeles	WA OR WA CA	98119 97034 98119 90094	425-679-7200 503-454-0714 206-816-8800 310-437-2500	www.expediagroup.com www.billups.com www.publicissapient.com www.teamone-usa.com
30	68	STATE FARM	State Farm Mutual Automobile Insurance Co.	OMD OMD Infinity Marketing Team Highdive The Marketing Arm Rodgers Townsend, LLC Optimum Sports	Media buying + planning Media buying + planning Creative Creative Creative + social Digital Media buying, digital + experiential	1 State Farm Plaza 225 North Michigan Avenue, 19th Floor 195 Broadway, 27th Floor 8575 Higuera Street 320 West Ohio Street 1999 Bryan Street, Suite 1800 200 North Broadway, Suite 1200 195 Broadway, 18th Floor	Bloomington Chicago New York Culver City Chicago Dallas Saint Louis New York	IL IL NY CA IL TX MO NY	61710 60601 10007 90232 60654 75201 63102 10007	309-766-2311 312-324-7000 212-590-7100 323-962-4784 312-588-6922 214-259-3200 314-436-9960 212-590-7020	www.statefarm.com www.omd.com www.omd.com www.infinitymarketing.com www.highdiveus.com www.themarketingarm.com www.rodgersbtownsend.com www.optimumsports.com
31	17	CAPITAL ONE	Capital One Financial Corporation	GSD&M Horizon Media, Inc. Horizon Media, Inc. fluent360 PodcastReach Network	AOR - Creative Media buying, digital + media planning Media buying + planning Multicultural Digital + multicultural	1680 Capital One Drive 828 West 6th Street 75 Varick Street 1888 Century Park East, 7th Floor 205 North Michigan, Suite 2205 244 Fifth Avenue, Suite 2286	McLean Austin New York Los Angeles Chicago New York	VA TX NY CA IL NY	22102 78703 10013 90067 60601 10001	703-720-1000 512-242-4736 212-220-5000 310-282-0909 877-219-7699 646-492-0936	www.capitalone.com www.gsdm.com/ www.horizonmedia.com www.horizonmedia.com www.fluent360.com www.podcastreachnetwork.com
32	27	COMCAST	Comcast Corp	Goodby, Silverstein & Partners Spark Foundry Elevation, Ltd 72&Sunny GMR Marketing Elephant Brownstein Group, Inc.	AOR - Creative AOR - Media buying + planning Multicultural Creative AOR - Media buying + planning, experiential Creative + digital Creative + digital	One Comcast Center, 1701 JFK Boulevard 720 California Street 375 Hudson Street, 17th Floor 1027 33rd Street, Suite 260 55 Water Street, 6th Floor 5000 South Towne Drive 45 Main Street, Suite 725 215 South Broad Street, 9th Floor	Philadelphia San Francisco New York Washington Brooklyn New Berlin Brooklyn Philadelphia	PA CA NY DC NY WI NY PA	19103 94108 10014 20007 11201 53151 11201 19107	215-665-1700 415-392-0669 212-468-4000 202-380-3230 212-993-1300 262-786-5600 212-704-1200 215-735-3470	www.comcast.com www.goodbysilverstein.com www.sparkfoundryww.com/ www.elevation-us.com www.72andsunny.com www.gmrmarketing.com www.elephantis.com www.brownsteinrgroup.com
33	41	TOYOTA DEALERS ASSOCIATION	Toyota Motor Corp Dealer Association	Saatchi & Saatchi Los Angeles Saatchi & Saatchi Dallas	AOR - Creative, digital, multicultural, media buying + planning AOR - Creative, media buying, planning + programmatic	6565 Headquarters Drive 3501 Sepulveda Boulevard 2021 McKinney Avenue, Suite 700	Pano Torrance Dallas	TX CA TX	75024 90505 75201	469-292-4000 310-214-6000 469-357-2000	www.toyota.com www.wearesaatchi.com www.wearesaatchi.com

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2023 RANK	2022 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
				Zenith Media The George P. Johnson Company RAPP Worldwide Burrell Communications Group, Inc. Conill Advertising, Inc. InterTrends Communications, Inc InterTrends Communications, Inc iCrossing	AOR - Media buying Experiential Digital Multicultural Creative, multicultural + media planning Multicultural Multicultural Digital	299 West Houston Street, 10th Floor 18500 Crenshaw Boulevard 12777 West Jefferson Blvd, Building C 233 North Michigan Avenue, 29th Fl 2101 Rosecrans Avenue, 2nd Floor 228 East Broadway 7920 Preston Rd 3000 Ocean Park Boulevard, 2nd Floor	New York Torrance Los Angeles Chicago El Segundo Long Beach Plano Santa Monica	NY CA CA IL CA CA TX CA	10014 90504 90066 60601 90245 90802 75024 90405	212-859-5100 310-965-4300 310-563-7200 312-297-9600 424-290-4400 562-733-1888 469-294-0944 310-664-2930	www.zenithmedia.com www.gpj.com www.rapp.com www.burrell.com www.conill.com www.intertrend.com www.intertrend.com www.icrossing.com
34	N/A	MAX	Home Box Office, Inc.	R/GA Big Village	AOR - Creative AOR - Social	30 Hudson Yards 450 West 33rd St, 12th Floor 261 Madison Avenue 4th Floor	New York New York New York	NY NY NY	10001 10001 10016	212-512-1000 212-946-4000 212-633-4567	www.max.com www.rga.com www.big-village.com
35	34	HULU	Hulu	Publicis Imagine Big Family Table MediaMonks KINESSO Trailer Park	AOR - Media buying + planning AOR - Creative + digital Digital + social Programmatic Creative	2500 Broadway, 2nd Floor 40 East Verdugo Avenue 12901 West Jefferson Blvd 1214 Abbot Kinney Boulevard 100 West 33rd Street, 5th Floor 6922 Hollywood Boulevard 12th Floor	Santa Monica Burbank Los Angeles Venice New York Hollywood	CA CA CA CA NY CA	90404 91502 90066 90291 10001 90028	310-571-4700 310-551-3500 310-862-3732 907-891-8571 907-891-8571 310-845-3000	www.hulu.com www.publicisgroupe.com www.bigfamilytable.com www.mediamonks.com www.kinesso.com www.trailerpark.com
36	49	CHANEL	Chanel Sa	In-house Creative PHD USA Omnicom Media Group R/GA	AOR - Media buying + planning 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
37	15	HBO	HBO	Hearts & Science Engine	AOR - Digital, media buying + planning AOR - Social	1100 Avenue of the Americas 200 Varick Street, 11th Floor 261 Madison Avenue 4th Floor	New York New York New York	NY NY NY	10036 10014 10016	212-512-1000 646-682-2694 212-633-4567	www.hbo.com www.hearts-science.com www.enginegroup.com
38	N/A	RICHEMONT JEWELERS	Richemont North America, Inc.	EssenceMediaCom	Media buying + planning	645 Fifth Avenue Fifth Floor Three World Trade Center, 175 Greenwich Street	New York New York	NY NY	10022 10007	212-891-2440 646-837-5454	www.richemont.com www.essencemediacom.com
39	46	BLUE CROSS & BLUE SHIELD	Blue Cross & Blue Shield Assn	Paco Collective DentsuMB Tierney Communications Martin Williams Advertising Three Five Two, Inc	AOR - Creative, multicultural + media planning AOR - Creative AOR - Creative, digital, social, media buying + planning Creative Digital	225 N Michigan Ave, 9th Floor 2675 West Grand Avenue, 1st Floor 515 North State Street, 29th Floor 1700 Market Street, 29th Floor 150 South 5th Street, Suite 900 817 West Peachtree Street, Suite 201	Chicago Chicago Chicago Philadelphia Minneapolis Atlanta	IL IL IL PA MN GA	60601 60612 60604 19102 55402 30308	312-297-6000 312-226-7800 312-840-8300 215-790-4100 612-340-0800 (877) 352-6334	www.bcbs.com www.pacocollective.com www.dentsucreative.com www.hello-tierney.com www.martinwilliams.com www.threefivetwo.com
40	42	CHICK-FIL-A	Chick-Fil-A Inc.	In-house Creative McCann New York Starcom Worldwide BOLTGROUP Formerly Known As Publicis Media Publicis Collective Gallegos United Havas Sports & Entertainment	AOR - Creative AOR - Media buying + planning Creative Social Social Social Multicultural Social + experiential	5200 Bufington Rd 622 3rd Avenue 35 West Wacker Drive, 22nd Floor 1100 North Graham Street #B 384 Northyards Boulevard, Northwest, Suite 300 35 West Wacker Drive 114 Willis Street 300 Pacific Coast Highway, Suite 200 101 Marietta Street, NW, 6th Floor	Atlanta New York Chicago Charlotte Atlanta Chicago Birmingham Huntington Beach Atlanta	GA NY IL NC GA IL MI CA GA	30349 10017 60601 28206 30313 60601 48009 92648 30303	404-765-8000 646-865-2000 312-220-3535 704-372-2658 678-916-4500 617-867-1785 248-458-9500 714-794-6400 678-701-0369	www.chick-fil-a.com www.mccannny.com www.starcomww.com www.boltgroup.com www.wearfka.com www.publicisgroupe.com www.publiciscollective.com www.gallegosunited.com www.havas-se.com
41	53	UNITED AIRLINES	United Airlines / United Continental	Dentsu Carat 72 and Sunny 360i, LLC 360i, LLC Merkle Lopez Negrete Communications, Inc.	AOR - Media Buying + Social AOR - Media Buying AOR - Creative AOR - Social Social Programmatic Multicultural	233 South Wacker Drive 150 East 42nd Street 151 East 42nd Street 12101 West Bluff Creek Drive 515 North State Street, 23rd Floor Suite 2310 32 Avenue of the Americas, Sixth Floor 900 East Eighth Avenue, Suite 200 3336 Richmond Ave, Suite 200	Chicago New York New York Playa Vista Chicago New York New York King of Prussia Houston	IL NY NY CA IL NY NY PA TX	60606 10017 10018 90094 60654 10013 19406 77098	872-825-4000 212-591-9100 212-591-9101 310-215-9009 888-360-9630 888-360-9630 610-879-8000 713-877-8777	www.united.com/en/us www.dentsu.com www.carat.com www.72andsunny.com www.dentsucreative.com www.dentsucreative.com www.merkle.com www.lopeznegrete.com
42	N/A	JOHNSON & JOHNSON	Johnson & Johnson Family of Companies	Interpublic Group of Companies J3 MediaMonks Omnicom Media Group Universal McCann WPP Group, Inc	Media buying + planning, creative AOR - Media buying + planning Digital + experiential Media buying + planning, public relations Media planning Creative	One Johnson & Johnson Plaza 909 Third Avenue 1400 Broadway, 4th Floor 127 Elizabeth St 195 Broadway, 8th Floor 100 West 33rd Street, 8th Floor Three World Trade Center, 175 Greenwich Street	New Brunswick New York New York New York New York New York New York	NJ NY NY NY NY NY NY	08933 10022 10018 10013 10007 10001 10017	732-524-0400 212-704-1200 917-265-2700 347-767-6929 212-590-7020 212-883-4700 212-632-2200	www.jnj.com www.interpublic.com www.umww.com www.mediamonks.com www.omnicommediagroup.com www.umw.com www.wpp.com

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43	70	LIVENATION	Live Nation Entertainment	In-House Media		9348 Civic Center Drive	Beverly Hills	CA	90210	310-867-7000	www.livenation.com
44	69	RUBENSTEIN LAW	Rubenstein Law	No Agencies Listed		9130 S. Dadeland Boulevard, Penthouse Suite	Miami	FL	33156	305-661-6000	www.rubensteinlaw.com
45	16	PARAMOUNT+	Paramount	Horizon Media, Inc.	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.paramountplus.com www.horizonmedia.com
46	36	NBC	NBC Universal, Inc.	Essence Spark Foundry GiantSpoon, LLC Ignited	AOR - Media buying + planning AOR - Media buying + planning Creative + digital Digital, media buying + planning	100 Universal City Plaza 6300 Wilshire Boulevard, 10th Floor 2301 Roscrans Avenue, Suite 5100 44 Wall Street 2150 Park Place, Suite 100	Universal City Los Angeles El Segundo New York El Segundo	CA CA CA NY CA	91608 90048 90245 10005 90245	818-777-1000 323-202-4650 310-765-8800 888-776-6650 310-773-3100	www.nbcuniversal.com www.essenceglobal.com www.sparkfoundry.com www.giantspoon.com www.ignitedusa.com
47	N/A	WALMART	WalmartStores, Inc.	Deutsch, Inc FCB Chicago INVNT Group IW Group, Inc Lopez Negrele Communications, Inc. PodcastReach Network Publicis North America Zenith Media	AOR - Creative AOR - Creative Experiential Multicultural AOR - Digital, social, multicultural Digital + multicultural AOR - Creative, media buying + planning Media buying + planning	702 Southwest Eighth Street 5454 Beethoven Street 875 North Michigan Avenue 101 Greenwich Street, 26th Floor 6300 Wilshire Boulevard, Suite 2150 3336 Richmond Ave, Suite 200 244 Fifth Avenue Suite 2286 1675 Broadway 299 West Houston Street, 11th Floor	Bentonville Los Angeles Chicago New York Los Angeles Houston New York New York New York	AR CA IL NY CA TX NY NY NY	72716 90066 60611 10006 90048 77098 10001 10019 10014	479-273-4000 310-862-3000 312-425-5000 212-334-3415 213-262-4090 713-877-8777 646-492-0936 212-474-5000 212-859-5100	www.walmartstores.com www.deutschla.com www.fcbchi.com www.invntgroup.com www.iwgroup.com www.lopeznegrele.com www.podcastreachnetwork.com www.publicisna.com www.zenithmedia.com
48	29	LVMH	LVMH, Inc.	MediaCom Dentsu dentsu X Posterscope U.S.A Syndicate Sub Rosa MediaMonks	Media buying + planning Media buying + planning Digital + multicultural Media buying + planning Creative Digital + media buying	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 127 Elizabeth St	New York New York New York New York New York New York New York	NY NY NY NY NY NY NY	10022 10007 10017 10013 10013 10014 10013	212-251-8200 212-912-4200 212-591-9100 646-970-0926 646-970-0926 212-414-8605 347-767-6929	www.lvmh.com www.mediacom.com www.dentsu.com www.dxglobal.com www.posterscope.com www.syndicate-subrosa.com www.mediamonks.com
49	44	REMAX	ReMax Int'l Inc	Camp + King The Tombras Group	Creative, digital + social Media buying + planning	5075 S Syracuse 87 Graham Street, Suite 250 620 South Gay Street	Denver San Francisco Knoxville	CO CA TN	80237 94129 37902	303-770-5531 415-345-6680 865-524-5376	www.remax.com www.camp-king.com www.tombras.com
50	43	FX	Fox Networks Group	Formerly Known As AMP Agency Leroy & Rose OMD	Digital Digital Creative + digital Media buying + planning	10201 West Pico Boulevard 384 Northyards Boulevard, Northwest, Suite 300 6800 Center Drive, Suite 200 1522F Cloverfield Boulevard 5353 Grosvenor Boulevard	Los Angeles Atlanta Los Angeles Santa Monica Los Angeles	CA GA CA CA CA	90064 30313 90045 90404 90066	310-369-1000 678-916-4500 310-551-0200 310-310-8679 310-301-3600	www.fxnetworks.com www.warefx.com www.ampagency.com www.leroyandrose.com www.omb.com
51	62	ADVENTHEALTH	Adventhealth	22squared Inc. MBB Agency	AOR - Creative, digital, media buying + planning Experiential	601 East Alamo Drive 1170 Peachtree Street, Northeast, Suite 400 5250 West 116th Place, Suite 200	Altamonte Springs Atlanta Leawood	FL GA KS	32701 30309 66211	407-357-1000 404-347-8700 816-531-1992	www.adventhealth.com www.22squared.com www.mbbagency.com
52	52	FOX	Fox Entertainment Group	OMD	Media Buying + media planning	10201 West Pico Boulevard 195 Broadway, 27th Floor	Los Angeles New York	CA NY	90064 10007	310-369-1000 212-590-7100	www.fox.com www.omb.com
53	61	LOVE'S TRAVEL STOPS	Love's Travel Stops & Country Stores Inc	In-House Media Department		10601 North Pennsylvania Avenue	Oklahoma City	OK	73120	405-749-1744	www.loves.com
54	N/A	COCA-COLA SOUTHWEST BEVERAGES	Arca Continental SAB de CV	BCW Miami WPP Group, Inc. Ogilvy Hatch Design Turner Duckworth PodcastReach Network	Media buying + digital AOR - Creative, Media buying + planning Creative Creative Creative Digital + multicultural	1 Coca Cola Plaza Northwest 601 Brickell Key Drive, Suite 900 3 World Trade Center 175 Greenwich St 363 11th Avenue 116 New Montgomery, Suite 812 615 Battery Street, 6th Floor 244 Fifth Avenue Suite 2286	Atlanta Miami New York New York San Francisco San Francisco New York	GA FL NY NY CA CA NY	30313 33131 10017 10036 94015 94111 10001	404-676-2121 305-347-4300 212-632-2200 212-237-4000 415-398-1650 415-675-7777 646-492-0936	www.thecoca-colacompany.com www.bcw-global.com www.wpp.com www.ogilvy.com www.hatchsf.com www.turnerduckworth.com www.podcastreachnetwork.com
55	N/A	DIAGEO	Diageo North America	Brand Content Colangelo Synergy Marketing, Inc. Crispin Porter + Bogusky Critical Mass, Inc. Fearless Agency MediaMonks Outdoor Media Group - Omnicom	Creative Creative AOR - Creative Digital Creative Digital + social AOR - Media buying + planning	3 World Trade Center 580 Harrison Avenue Suite 2W 120 Tokeneke Road 6450 Gunpark Drive 200 Varick Street, Suite 610 12 West 21st Street, 5th Floor 127 Elizabeth St Harborside Plaza Two 200 Hudson Street	New York Boston Darrien Boulder New York New York New York New York New York	NY MA CT CO NY NY NY NY NY	10006 02118 06820 80301 10014 10010 10013 07311	212-202-1800 617-338-9111 203-662-7074 303-628-5100 917-606-8000 646-789-4789 347-767-6929 646-279-4111	www.diageo.com www.brandcontent.com www.colangelo-sm.com www.cpbgroup.com www.criticalmass.com www.fearlessagency.com www.mediamonks.com www.outdoormediagroup.net

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				Posterscope U.S.A. PHD USA	AOR - Creative, digital, media buying + planning AOR - Media buying + planning	150 East 42nd Street, 14th Floor 220 East 42nd Street	New York New York	NY NY	10017 10017	917-677-3032 212-894-6600	www.posterscope.com www.phdmedia.com
56	55	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 312-226-6144 646-970-0926	www.chevron.com www.wavemakerglobal.com www.wavemakerglobal.com www.okrp.com www.dxglobal.com
57	50	FANDUEL	FanDuel	Ad Results Media Wieden + Kennedy Mischief@No Fixed Address	AOR - Media buying + planning AOR - Creative Creative	300 Park Avenue South 111 C Street, Suite 101 150 Varick Street, 6th & 7th Floors 137 Montague Street, Suite 352	New York Encinitas New York Brooklyn	NY CA NY NY	10010 92024 10013 11201	800-475-2250 858-480-5223 917-661-5200 www.mischiefusa.com	www.fanduel.com/ www.adresultsmedia.com www.wk.com/ www.mischiefusa.com
58	26	DOORDASH	DoorDash Inc.	In-house Creative The Martin Agency GUT Los Angeles Wieden + Kennedy Gallegos United MediaMonks	AOR - Creative AOR - Creative AOR - Creative Multicultural Digital + social	303 2nd Street, 8th Floor 1 Shockoe Plaza 12130 Millenium Drive 224 Northwest 13th Avenue 300 Pacific Coast Highway, Suite 200 1214 Abbot Kinney Boulevard	San Francisco Richmond Los Angeles Portland Huntington Beach Venice	CA VA CA OR CA CA	94107 23219 90094 97207 92648 90291	650-681-9470 804-698-8000 305-989-1435 503-937-7000 714-794-6400 907-891-8571	www.doordash.com www.martinagency.com www.gutagency.com www.wk.com/ www.gallegosunited.com www.media.monks.com
59	N/A	NORDSTROM	Nordstrom, Inc.	Droga5	Media buying + planning, creative	1600 Sixth Avenue, Suite 500 120 Wall Street, 11th Floor	Seattle New York	WA NY	98101 10005	206-628-2111 917-237-8888	www.nordstrom.com www.droga5.com
60	54	WENDYS	The Wendy's Company	VML The Marketing Arm Spark Foundry	AOR - Creative + social AOR - Experiential AOR - Media buying + planning	1 Dave Thomas Blvd 3 Columbus Circle, 3rd Floor 1999 Bryan Street, Suite 1800 35 West Wacker	Dublin New York Dallas Chicago	OH NY TX IL	43017 10019 75201 60601	614-764-3100 212-210-3653 214-259-3200 312-970-8400	www.wendys.com www.vml.com www.waretna.agency www.sparkfoundryww.com
61	91	JERSEY MIKE'S SUBS	Jersey Mike's Subs	In-House Media Highdive Planet Propaganda Glow	AOR - Creative AOR - Creative Digital + social, public relations	2251 Landmark Place 320 West Ohio St 605 Williamson St 333 Hudson St, Suite 302	Manasquan Chicago Madison New York	NJ IL WI NY	08736 60654 53703 10013	732-223-4044 312-588-6922 608-256-0000 212-206-7370	www.jerseymikes.com www.highdiveus.com www.planetpropaganda.com www.wareglow.com
62	N/A	HARD ROCK	Hard Rock	Droga5 WITHIN	Creative + social AOR - Digital	5701 Sterling Road 120 Wall Street, 11th Floor 4301 22nd Street Suite 503	Davey New York Long Island City	FL NY NY	33314 10005 11101	954-488-7800 917-237-8888 315-533-2388	www.hardrock.com www.droga5.com www.within.co
63	N/A	HILTON	Hilton Worldwide	EssenceMediaCom Legacy Marketing Partners RP3 Agency TBWA\Chiat\Day WillowTree, Inc. WillowTree, Inc. iProspect	AOR - Media buying + planning Creative Creative AOR - Creative Digital Digital AOR - Digital	7930 Jones Branch Drive, Suite 1100 Three World Trade Center 175 Greenwich St 640 North LaSalle Drive, 5th Floor 4550 Montgomery Avenue, Suite 420 488 Madison Avenue, 6th Floor 107 Fifth Street Southeast 800 Taylor Street, Suite 300 1021 Foch Street	McLean New York Chicago Bethesda New York Charlottesville Durham FortWorth	VA NY IL MD NY VA NC TX	22102 10007 60654 20814 10022 22901 27701 76107	703-883-1000 646-837-5454 312-799-5400 301-718-0333 212-804-1000 434-326-5320 984-243-0042 817-625-4157	www.hilton.com www.essencemediacom.com www.legacymarketing.com www.rp3agency.com www.tbwachiatdayny.com www.willowtreeapps.com www.willowtreeapps.com www.iProspect.com
64	N/A	NINTENDO	Nintendo of America, Inc.	Initiative Leo Burnett Worldwide Deutsch, Inc.	AOR - Media buying + planning AOR - Creative AOR - Creative + digital	4600 150th Avenue, Northeast 100 West 33rd Street, 4th Floor 35 West Wacker Drive 5454 Beethoven Street	Redmond New York Chicago Los Angeles	WA NY IL CA	98052 10001 60601 90066	425-882-2040 212-605-7000 312-220-5959 310-862-3000	www.nintendo.com www.initiative.com www.leoburnett.com www.deutschia.com
65	74	PEACOCKTV	NBCUniversal, Inc.	Trailer Park EssenceMediaCom	Creative AOR - Media buying + planning	30 Rockefeller Plaza 6922 Hollywood Boulevard 12th Floor 3 World Trade Center, 175 Greenwich St	New York Hollywood New York	NY CA NY	10112 90028 10007	212-664-4444 310-845-3000 646-837-5454	www.peacocktv.com www.trailerpark.com www.essencemediacom.com
66	N/A	SWEET JAMES ATTORNEYS	SweetJames Llp	No Agencies Listed		4220 Von Karman Ave Suite 200	Newport Beach	CA	92660	855-667-1894	www.sweetjames.com
67	N/A	LOUISVUITTON	LVMH, Inc.	Digitas Digitas Digitas Publicis North America	AOR - Media buying + planning AOR - Media buying + planning AOR - Media buying + planning AOR - Media buying + planning	19 East 57th Street 40 Water Street 375 Hudson Street, 16th Floor 35 West Wacker Drive, 15th Floor 1675 Broadway	New York Boston New York Chicago New York	NY MA NY IL NY	10022 02109 10014 60601 10019	212-251-8200 617-867-1000 212-610-5000 312-729-0100 212-474-5000	www.louisvuitton.com www.digitas.com www.digitas.com www.digitas.com www.publicisna.com
68	N/A	YAAMAVA RESORT & CASINO AT SAN MANUEL	San Manuel Band Of Mission Indians	In-House Media Department		777 San Manuel Blvd	Highland	CA	92346	909-864-5050	www.yaamava.com
69	35	AT&T	AT&T Inc			208 South Akard St, Suite 3700	Dallas	TX	75202	210-821-4105	www.att.com

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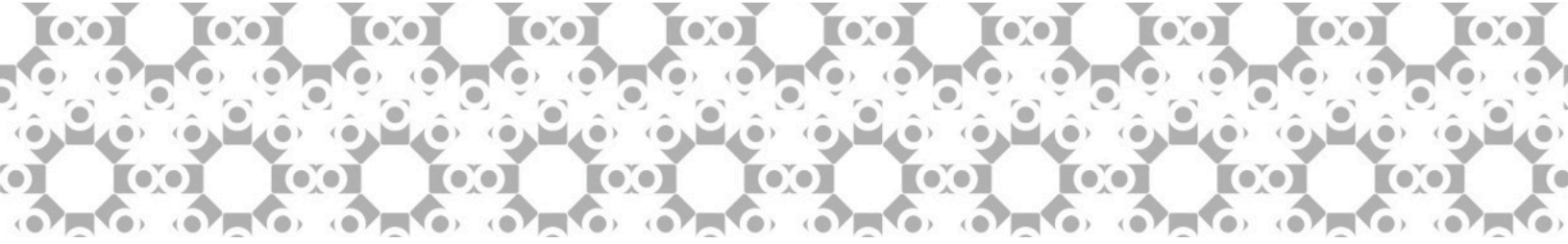
2023 RANK	2022 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
				BDO Worldwide SandersWingo Hearts & Science Hearts & Science Critical Mass, Inc. You Are Here Omnicom Media Group BDO LA Translation Hearts & Science Tribal Worldwide ICE Factor 160over90 Deloitte Digital MediaMonks Rodgers Townsend, LLC	AOR - Creative + digital AOR - Creative AOR - Media buying + planning AOR - Media buying + planning AOR - Digital Branding & Identity + strategy AOR - Media buying + planning Creative AOR - Creative Media buying + planning Creative + social Experiential Experiential Digital Digital Digital + social	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 610 150 Interstate North Parkway 195 Broadway, 8th Floor 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 330 Hudson Street, 10th Floor 127 Elizabeth St 200 North Broadway, Suite 1200	New York El Paso New York Atlanta New York Atlanta New York Los Angeles Brooklyn Los Angeles New York Carpentersville Atlanta New York New York Saint Louis	NY TX NY GA NY GA NY CA NY CA NY IL GA NY NY MO	10019 79901 10014 30326 10014 30339 10007 90066 11201 90066 10065 60110 30326 10013 10013 63102	212-459-5000 915-533-9583 646-682-2694 646-682-2694 917-606-8000 770-955-1300 212-590-7020 310-444-4500 212-299-5505 646-682-2694 212-478-7850 847-844-0814 678-405-7720 212-829-6000 347-767-6929 314-436-9960	www.bbdo.com www.sanderswingo.com www.hearts-science.com www.hearts-science.com www.criticalmass.com www.yahagency.com www.omnicommediagroup.com www.bbdo.com www.translationllc.com www.hearts-science.com www.tribalworldwide.com www.icefactor.com www.160over90.com www.deloittdigital.com/us/en www.media.monks.com www.rodgersbwsend.com
70	80	MILLERCOORS	Molson Coors Brewing Company	DDB Chicago Publicis Media Arc Worldwide Droga5 Jack Morlon Worldwide Mischieff@No Fixed Address	AOR - Creative, digital + social AOR - Media buying + planning Creative Creative Creative AOR - Creative	250 S Wacker Dr, Suite 800 225 N Michigan Ave, 10th Floor 35 West Wacker Drive 35 West Wacker Drive, 15th Floor 120 Wall Street, 11th Floor 875 North Michigan Avenue 20 Jay Street Suite 940	Chicago Chicago Chicago Chicago New York Chicago Brooklyn	IL IL IL IL NY IL NY	60606 60601 60601 60601 10065 60611 11201	312-496-2700 312-552-6000 617-867-1785 312-220-3200 917-237-8888 312-274-6060	www.millercoors.com www.ddb.com www.publicisgroupe.com www.arcww.com www.droga5.com www.jackmorlon.com mischieffusa.com
71	N/A	AVIS	Avis Budget Group, Inc.	Mediahub Global Boston LMO Advertising	Creative Digital	Six Sylvan Way 40 Broad Street 1776 Wilson Boulevard Fifth Floor	Parsippany Boston Arlington	NJ MA VA	07054 02109 22209	973-496-3500 617-226-9000 703-875-2193	www.avisbudgetgroup.com www.mediahub.com www.lmo.com
72	N/A	ASIA FORGING SUPPLY	Parent Unknown	No Agencies Listed		11501 Metro Airport Center Drive Suite 200	Romulus	MI	48174	734-961-8822	www.asiaforging.com
73	18	GEICO	GEICO Corp.	The Martin Agency IPG Media Brands	AOR - Creative + digital AOR - Media buying + planning	One GEICO Plaza One Shockoe Plaza 100 West 133rd St, 9th Floor	Washington Richmond New York	DC VA NY	20076 23219 10001	301-986-3000 804-698-8000 646-376-1850	www.geico.com www.martinagency.com www.ipgmediabrands.com
74	N/A	CIRQUE DU SOLEIL	Cirque du Soleil, Inc.	R&R Partners VML	AOR - Media buying + planning AOR - Creative	8400 Second Avenue 900 South Pavilion Center Drive, Suite 100 Three Columbus Circle, 3rd Floor	Montreal Las Vegas New York	QC NV NY	H1Z4M6 89144 10019	514-722-2324 702-228-0222 212-210-3653	www.cirquedusoleil.com www.rpartners.com www.vml.com
75	85	L'OREAL PARIS	L'Oreal USA	Omnicom Media Group Barbarian MediaMonks BASIC INVNT Group	AOR - Media Buying + Planning AOR - Creative + digital Media Planning, Buying, Social + Digital Digital Experiential	10 Hudson Yards, 347 10th Ave 195 Broadway, 8th Floor 112 West 120th St, 7th Floor 127 Elizabeth St 845 15th St Suite 504 101 Greenwich Street, 26th Floor	New York New York New York New York San Diego New York	NY NY NY NY CA NY	10001 10007 10011 10013 92101 10006	212-818-1500 212-590-7020 212-343-4215 347-767-6929 858-755-6922 212-334-3415	www.loreall.com www.omnicommediagroup.com www.wearebarbarian.com www.media.monks.com www.basicagency.com www.invntgroup.com
76	95	GALLO	E. & J. Gallo Winery	Barkley	Creative + Social	600 Yosemite Boulevard 1740 Main St	Modesto Kansas City	CA MO	95354 64108	209-341-3111 816-842-1500	www.gallo.com www.barkleyus.com
77	88	SEAWORLD	SeaWorld Parks & Entertainment	Horizon Media, Inc.	Media Buying + Planning	9205 South Park Center Loop, Suite 400 75 Varick St	Orlando New York	FL NY	32819 10013	407-226-5011 212-220-5000	www.seaworldparksblog.com www.horizonmedia.com
78	N/A	ASHLEY	Ashley Furniture Industries, Inc.	Kettle Empower	AOR - Creative Media Buying + Planning	One Ashley Way 180 Varick Street Suite 1002 15th East 14th Street	Arcadia New York Cincinnati	WI NY OH	54612 10014 45202	608-323-3377 646-434-1046 513-871-9454	www.ashleyfurniture.com www.wearekettle.com www.empowerm.com
79	30	AIRBNB	Airbnb, Inc.	Buck EssenceMediaCom GroupM	Digital Creative AOR - Media buying + planning Media Buying + Planning	888 Brannan St 2630 Lacy Street 3 World Trade Center, 175 Greenwich St 3 World Trade Center, 175 Greenwich St	San Francisco Los Angeles New York New York	CA CA NY NY	94103 90031 10007 10007	415-800-5959 213-623-0111 646-837-5454 212-297-8181	www.airbnb.com www.buck.tv www.essencemediacom.com www.groupm.com
80	87	MD ANDERSON CANCER CENTER	MD Anderson Cancer Center	TRG Publicis Sapient	Media Buying + Planning Digital	1515 Holcombe Boulevard 2801 North Central Expressway, Suite 100 424 Second Avenue West	Houston Dallas Seattle	TX TX WA	77030 75204 98119	713-792-2121 214-891-5700 206-816-8800	www.trg.agency www.publicissapient.com
81	56	WARNER BROS.	Time Warner Inc	Hearts & Science	AOR - Media buying + planning	4000 Warner Boulevard 12777 West Jefferson Blvd, Building C	Burbank Los Angeles	CA CA	91522 90066	818-954-6000 646-682-2694	www.warnerbros.com www.hearts-science.com
82	N/A	KANNER &	Kanner & Pinaluga PA			925 S Federal Hwy	Boca Raton	FL	33432	561-424-0032	kpatorney.com

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2023 RANK	2022 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
		PINTALUGA ATTORNEYS		No Agencies Listed							
83	63	SONY	Sony Electronics, Inc.	Universal McCann Universal McCann MediaMonks	AOR - Media buying + planning Media Buying + Planning Media Buying + Planning, creative, social	16530 Via Esprillo 5700 Wilshire Blvd, Suite 450 100 West33rd St, 8th Floor 1214 AbbotKinney Blvd	San Diego Los Angeles New York Venice	CA CA NY CA	92127 90036 10001 90291	858-942-2400 323-900-7400 212-883-4700 907-891-8571	www.sony.com www.umww.com www.umww.com www.mediamonks.com
84	78	HUMANA	Humana, Inc.	THIRD EAR Spark Foundry GMR Marketing Bakery iCrossing	AOR - Creative + multicultural AOR - Media buying + planning AOR - Experiential Creative Digital	500 WestMain Street, 8th Floor 828 West6th Street Suite 150 35 WestWacker Drive 5000 South Towne Drive 1301 St-35 Frontage Road 300 West57th Street	Louisville Austin Chicago New Berlin Austin New York	KY TX IL WI TX NY	40202 78703 60601 53151 78741 10019	800-486-2620 512-479-6200 312-970-8400 262-786-5600 512-766-1176 212-649-3900	www.humana.com www.wearthirdear.com www.sparkfoundry.com www.gmrmarketing.com www.bakery_agency.com www.icrossing.com
85	65	PUBLIX	Publix Supermarkets Inc	22squared Inc. 22squared Inc.	AOR - Creative Media Buying + media planning	3300 Publix Corporate Parkway 100 North Tampa Street, Suite 2500 1170 Peachtree Street, Northeast Suite 1400	Lakeland Tampa Atlanta	FL FL GA	33811 33602 30309	863-688-7407 813-202-1200 404-347-8700	www.publix.com www.22squared.com www.22squared.com
86	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
87	N/A	HYUNDAI	Hyundai Motor America	Canvas Worldwide Canvas Worldwide Innocean USA Lopez Negrete Communications	Media Buying + Planning Media Buying + Planning AOR - Creative AOR - multicultural	10550 Talbert Avenue 12015 Bluff Creek Drive 75 Varick Street 2nd Floor 180 Fifth Street, Suite 200 3336 Richmond Avenue, Suite 200	Fountain Valley Playa Vista New York Huntington Beach Houston	CA CA NY CA TX	92708 90094 10013 92602 77098	714-965-3000 424-303-4300 424-303-4300 714-861-5200 713-877-8777	www.hyundaiousa.com www.canvasworldwide.com www.canvasworldwide.com www.innoceanusa.com www.lopeznegrete.com
88	N/A	TARGET	Target Corporation	Colle McVoy EssenceMediaCom Periscope THIRD EAR	Creative AOR - Media buying + planning, digital AOR - Experiential + social AOR - Multicultural	1000 Nicollet Mall 400 First Avenue, North Suite 700 Three World Trade Center, 175 Greenwich Street 921 Washington Avenue, South 828 West6th Street Suite 150	Minneapolis Minneapolis New York Minneapolis Austin	MN MN NY MN TX	55403 55401 10007 55415 78703	612-304-6073 612-305-6000 646-837-5454 612-399-0500 512-479-6200	www.target.com www.collemcvoy.com www.essencemedia.com www.periscope.com www.wearthirdear.com
89	19	CHRYSLER	Stellantis	Doner Huge TKT & Associates Publicis Collective Publicis Sapient Ignition Media Group GSD&M Accenture Song	AOR - Creative, digital + social AOR - Creative, digital + social AOR - Creative + multicultural AOR - Media buying + planning AOR - Digital Multicultural Creative Creative	1000 Chrysler Drive 25900 Northwestern Highway 213 Hamilton Row 9200 Shelbyville Road 114 Willis Street 135 North Old Woodward 151 West Congress, Suite 410 828 West6th Street 225 Liberty St	Auburn Hills Southfield Birmingham Louisville Birmingham Birmingham Detroit Austin New York	MI MI MI KY MI MI MI TX NY	48326 48075 48009 40222 48009 48009 48226 78703 10281	248-576-5741 248-354-9700 248-731-0600 502-499-9440 248-458-9500 248-530-4030 313-496-1900 512-242-4736 212-499-2000	www.chrysler.com www.doner.com www.hugeinc.com www.tktandassociates.com www.publiciscollective.com www.publicissapient.com www.ignitionmediagroup.com www.gsdm.com www.accenture.com/us-en
90	N/A	HEINEKEN	Heineken USA, Inc.	R&CPMK THIRD EAR Dentsu BBH HMT Associates, Inc. Valtech Publicis North America	AOR - Creative + public relations AOR - Creative, media planning, multicultural AOR - Media buying + planning AOR - Creative Experiential Digital Creative	360 Hamilton Avenue, Suite 1103 1840 Century Park East 18th Floor 828 West6th Street Suite 150 150 East42nd Street 32 Avenue of the Americas, 19th Floor 335 Treeworth Boulevard 416 West13th St 1675 Broadway	White Plains Los Angeles Austin New York New York Broadview Heights New York New York	NY CA TX NY NY OH NY NY	10601 90067 78703 10017 10013 44147 10014 10019	914-681-4100 310-854-8100 512-479-6200 212-591-9000 212-812-6600 440-627-6821 212-366-1057 212-474-5000	www.heinenusa.com www.rcpmk.com www.wearthirdear.com www.dentsu.com www.barteboglegarty.com www.hmtassociates.com www.valtech.com www.publicisna.com
91	73	PLANET FITNESS CENTER	PFIP, LLC	Crossmedia Barkley Huge, Inc.	AOR - Media buying + planning AOR - Creative AOR - Digital	Four Liberty Lane West 275 7th Avenue, 27th Floor 1740 Main Street 45 Main Street, 2nd Fl, Suite 220	Hampden New York Kansas City Brooklyn	NH NY MO NY	03842 10001 64108 11201	603-750-0001 212-206-0888 816-842-1500 718-625-4843	www.planetfitness.com www.xmedia.com/index.php www.barkleyus.com www.hugeinc.com
92	60	RAISING CANE'S	Raising Cane's Restaurants, LLC	No Agencies Listed		6800 Bishop Road	Plano	TX	75024	972-769-3100	www.raisingcanes.com
93	82	WAWA	Wawa, Inc.	POV Sports Marketing Harmelin Media Bounteous	AOR - Experiential AOR - Media buying + planning Digital	260 WestBaltimore Pike 54 Kynlyn Road 525 Righters Ferry Road 600 North King Street	Wawa Wayne Bala Cynwyd Wilmington	PA 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
94	84	SHEETZ	Sheetz, Inc.	Planit Tattoo Projects	AOR - Social + experiential AOR - Creative	5700 6th Avenue 1414 Key Highway, Suite 100 801 South Peter Street	Albion Baltimore Charlotte	PA MD NC	16602 21202 28202	814-946-3611 410-962-8500 704-900-7150	www.sheetz.com www.planitagency.com www.tattoojects.com

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				Harmelin Media Joan	Media buying + planning Creative	525 Righters Ferry Road 44 Wall Street, 10th Floor	Bala Cynwyd New York	PA NY	19004 10005	610-668-7900 917-838-7410	www.harmelin.com www.joancreative.com
95	N/A	AETNA	Aetna, Inc.	Ogilvy - New York Universal McCann Rebel Interactive	AOR - Creative AOR - Media buying + planning Creative + digital, multicultural	151 Farmington Avenue 363 11th Avenue 100 West 33rd Street, 8th Floor 535 West Main Street, 2nd Floor	Hartford New York New York Cheshire	CT NY NY CT	06156 10036 10001 06410	800-872-3862 212-237-4000 212-883-4700 860-930-1105	www.aetna.com www.ogilvy.com www.umw.com www.rebelliongroup.com
96	76	SOUTHWEST AIRLINES	Southwest Airlines Co.	Spark Foundry Spark Foundry GSD&M RPA Pan Up Productions Pace Communications Dieste	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative AOR - Digital Creative Digital Multicultural	2702 Love Field Drive 35 West Wacker Drive 375 Hudson Street 828 West 6th Street 2525 Colorado Avenue, Suite 100 465 Rogers Ave, Suite 2 1301 Carolina St 1999 Bryan Street, Suite 2700	Dallas Chicago New York Austin Santa Monica Brooklyn Greensboro Dallas	TX IL NY TX CA NY NC TX	75235 60601 10014 78703 90404 11225 27401 75201	214-792-4000 312-970-8400 212-468-4000 512-242-4736 310-394-4000 512-815-3899 336-378-6065 214-259-8000	www.southwest.com www.sparkfoundry.com www.sparkfoundry.com www.gsd.com www.rpa.com www.panup.tv www.paceco.com www.dieste.com
97	66	VRBO	Expedia Inc.	Team One Publicis Sapient Billups Worldwide	AOR - Creative AOR - Digital Media buying + planning	1111 Expedia Group Way West 13031 West Jefferson Blvd, Suite 800 424 Second Avenue West 340 Oswego Pointe Drive, Suite 101	Seattle Los Angeles Seattle Lake Oswego	WA CA WA OR	98119 90094 98119 97034	425-679-7200 310-437-2500 206-816-8800 503-454-0714	www.vrbo.com www.teamone-usa.com www.publicissapient.com www.billups.com
98	N/A	ALASKA AIRLINES	Alaska Air Group, Inc.	VaynerMedia Mekanism Mekanism	AOR - Media buying + planning AOR - Creative Creative + Digital	19300 International Boulevard 15000 Ventura Boulevard Unit 300 640 Second Street, 3rd Floor 250 Hudson Street, 2nd Floor	Seattle Sherman Oaks San Francisco New York	WA CA CA NY	98188 91403 94107 10013	206-433-3200 415-495-1957 415-908-4000 212-226-2772	www.alaskaair.com www.vaynermedia.com www.mekanism.com www.mekanism.com
99	89	DELTA AIRLINES	Delta Airlines, Inc.	Digitas PHD USA PHD Weiden + Kennedy	Media Buying + Planning Media Buying + Planning Media Buying + Planning Creative	1030 Delta Boulevard 375 Hudson Street, 16th Floor 220 East 42nd St 12777 West Jefferson Boulevard, Building C 150 Varick St 6th & 7th Floors	Atlanta New York New York Los Angeles New York	GA NY NY CA NY	30354 10014 10017 90066 10013	404-715-2600 212-610-5000 212-894-6600 310-405-8700 917-661-5200	www.delta.com www.digitas.com www.phdmedia.com www.phdmedia.com www.wk.com
100	N/A	LERNER & ROWE ATTORNEYS	Law Offices Of Lerner & Rowe	No Agencies Listed		400 Post Ave	Westbury	NY	11590	516-307-1550	www.lernerlawfirm.com



2023 AGENCY LIST

Top 100 Overall Advertisers

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

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2023 RANK	2022 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
1	1	AMAZON	Amazon.com, Inc.	In-house Creative WongDoody WongDoody Initiative Initiative City Events Deloitte Digital KINLESSO	AOR - Creative AOR - Creative AOR - Media buying + planning AOR - Digital, media buying + media planning Experiential Digital Programmatic	440 Terry Avenue North 1011 Western Avenue Suite 900 8500 Steller Drive, Suite 5 100 West 33rd Street, 4th Floor 5700 Wilshire Blvd Ste 400 1 Rockefeller Center 11th Floor 330 Hudson Street, 10th Floor 100 West 33rd Street, 5th Floor	Seattle Seattle Culver City New York Los Angeles New York New York New York	WA WA CA NY CA NY NY NY	98109 98104 90232 10001 90036 10020 10013 10001	206-266-1000 206-624-5325 310-280-7800 212-605-7000 323-370-8000 646-945-2657 212-829-6000	www.amazon.com www.wongdoody.com www.wongdoody.com www.institutemedia.com www.institutemedia.com www.cityeventson.com www.deloittdigital.com www.kinlesso.com
2	2	WALMART	Walmart Inc	Deutsch, Inc FCB Chicago KWNT Group W Group, Inc Lopez Negrete Communications, Inc. Podcast/Reach Network Publicis North America Zenith Media	AOR - Creative AOR - Creative Experiential Multicultural AOR - Digital, social, multicultural Digital + multicultural AOR - Creative, media buying + planning Media buying + planning	702 Southwest Eighth Street 5454 Beethoven Street 875 North Michigan Avenue 101 Greenwich Street, 26th Floor 6300 Wilshire Boulevard, Suite 2150 3336 Richmond Ave, Suite 200 244 Fifth Avenue Suite 2286 1675 Broadway 299 West Houston Street, 11th Floor	Bentonville Los Angeles Chicago New York Los Angeles Houston New York New York New York	AR CA IL NY CA TX NY NY NY	72716 90066 60611 10006 90048 77098 10001 10019 10014	479-273-4000 310-862-3000 312-425-5000 212-334-3415 213-262-4090 713-877-8777 646-492-0936 212-474-5000 212-859-5100	www.walmartstores.com www.deutschla.com www.fcbchi.com www.invtngroup.com www.wgroupagency.com www.lopeznegrete.com www.podcastreachnetwork.com www.publicisna.com www.zenithmedia.com
3	7	APPLE	Apple Computer Inc	OMD OMD San Francisco Critical Mass, Inc. Allied Global Marketing OMD AKQA lynn mono	AOR - Media buying + planning AOR - Media buying + planning AOR - digital AOR - digital AOR - Creative Digital, media buying + planning Digital Multicultural Creative + digital	1 Infinite Loop 195 Broadway, 27th Floor 600 California St, Suite 900 200 Varck Street Suite 510 225 North Michigan Avenue Suite 700 6908 Hollywood Boulevard, 3rd Floor 5353 Grosvenor Blvd 360 Third Street, 5th Floor 6060 Center Drive Suite 100 1350 Lagoon Avenue, Suite 1000	Cupertino New York San Francisco New York Chicago Los Angeles Los Angeles San Francisco Los Angeles Minneapolis	CA NY CA NY IL CA CA CA CA MN	95014 10007 94108 10014 60601 90028 90066 94107 90045 55408	408-996-1010 212-990-7100 415-229-8500 917-606-8000 312-289-2500 323-954-7644 310-301-3600 415-645-9400 310-388-8800 612-454-4000	www.apple.com www.ond.com www.ond.com www.criticalmass.com www.alliedglobalmarketing.com www.ond.com www.akqa.com www.lynn.com www.mono-1.com
4	6	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.arn.com
5	4	VERIZON	Verizon Communications Inc.	Pace Communications RGA Zenith Media Publicis North America Formerly Known As the community Ogilvy MRM Momentum Worldwide	Digital Creative + digital AOR - Media buying + planning Media buying + planning AOR - Media buying + planning AOR - Creative + multicultural AOR - Creative + multicultural AOR - Digital Creative	One Verizon Way 1301 Carolina Street 450 West 33rd St, 12th Floor 299 West Houston Street, 11th Floor 1675 Broadway 384 Northyards Boulevard Northwest Suite 300 6400 Biscayne Boulevard 636 11th Avenue 622 Third Avenue Floors Four, Five, & Nine 300 Vessey Street 15th Floor	Basking Ridge Greensboro New York New York New York Atlanta Miami Beach New York New York New York	NJ NC NY NY NY GA FL NY NY NY	7920 27401 10001 10014 10019 30313 33138 10036 10017 10282	908-559-2000 336-378-6065 212-946-4000 212-859-5100 212-474-5000 678-916-4500 305-865-9600 212-237-4000 646-865-6230 212-367-4500	www.verizon.com www.paceco.com www.rga.com www.zenithmedia.com www.publicisna.com www.thecommunityagency.com www.ogilvy.com www.mrm.com www.momentumww.com
6	3	TARGET	Target Corp	In-house Creative THRD EAR Periscope EssenceMediacom Colle McVey	AOR - Multicultural AOR - Social + experiential AOR - Media planning + buying, digital Creative	410 Baylor Street 921 Washington Avenue, South Three World Trade Center, 175 Greenwich St 400 1st Avenue, North, Suite 700	Austin Minneapolis New York Minneapolis	TX MN NY MN	78703 55415 10007 55401	512-479-6200 612-399-0500 646-837-5454 612-305-6000	www.wearshirdear.com www.periscope.com www.essenceglobal.com www.collemcvey.com
7	18	ABBIE	AbbVie Inc.	Hill Holiday Spark Foundry MediaMonks LiveWorld	AOR - Creative Media buying + planning Creative + digital Digital + social	1 North Waukegan Road 2 Drydock Avenue, 10th Floor 35 West Wacker Drive 127 Elizabeth St 4340 Stevens Creek Boulevard, Suite 101	North Chicago Boston Chicago New York San Jose	IL MA IL NY CA	60064 02210 60601 10013 95129	847-932-7900 617-366-4000 312-970-8400 347-767-6929 408-370-4520	www.abbvie.com www.hccc.com www.sparkfoundryww.com www.media.monks.com www.liveworld.com
8	9	T-MOBILE	Deutsche Telekom AG	Initiative Initiative Dentsu Creative MediaMonks Conill Advertising, Inc. Laundry Service 160over90 VML Havas Formula Damage - The Gaming & Esports Agency	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative Media buying + planning Multicultural Creative + social Experiential Strategy Digital Experiential	3625 132nd Avenue Southeast 100 West 33rd Street, 4th Floor 5700 Wilshire Boulevard Suite 400 601 West 26th St, 11th Floor 1214 Abbot Kinney Boulevard 2101 Rosecrans Avenue, 2nd Fl 55 Water Street, 5th Floor 3475 Lenox Road Northeast Suite 1000 Three Columbus Circle Third Floor 200 Hudson St, Seventh Floor 225 South Lake Avenue Suite 300	Bellvue New York Los Angeles New York Venice El Segundo Brooklyn Atlanta New York New York Pasadena	WA NY CA NY CA CA NY GA NY NY CA	98006 10001 90036 10001 90291 90245 11201 30326 10019 10013 91101	425-378-4000 212-605-7000 323-370-8000 479-443-4673 907-891-8571 424-290-4400 212-812-5671 678-405-7720 212-210-3653 212-219-0321 323-910-4277	www.t-mobile.com www.institutemedia.com www.institutemedia.com www.dentsucreative.com www.media.monks.com www.conill.com www.247laundryservice.com www.160over90.com www.vml.com www.havasformula.com www.damagecreative.com
9	10	GOOGLE	Google Inc.	EssenceMediaCom PHD USA 72andSunny Swire USA Partners, Inc. 72andSunny Grow Interactive THRD EAR Mate Projects SPCSHP Johannes Leonardo Upshot AKQA VML Huge, Inc. MediaMonks	AOR - Media buying + planning, digital Media buying + planning AOR - Creative AOR - Creative Creative, digital + social Creative + digital Multicultural Creative Creative + digital Creative Social, digital + creative Creative Creative Digital + creative Creative, media planning, media buying, digital	1600 Amphitheatre Pkwy Three World Trade Center, 175 Greenwich Street 220 East 42nd St 12101 W Bluff Creek Drive 1250 Northwest 17th Avenue 800 West Chicago Avenue Suite 250 55 Water Street, 6th Floor 427 Granby St 828 West 6th Street Suite 150 174 Hudson Street, 5th Floor 44 Wall Street, 23rd Floor 628 Broadway, 6th Floor 350 North Orleans, 5th Floor 114 Fifth Ave., 17th Floor Three Columbus Circle Third Floor 45 Main Street, 2nd Fl, Suite 220 1214 Abbot Kinney Boulevard	Mountain View New York New York Playa Vista Portland Chicago Brooklyn Norfolk Austin New York New York New York Chicago New York New York New York Brooklyn Venice	CA NY NY CA OR IL NY VA TX NY NY NY IL NY NY NY NY NY CA	94043 10007 10017 90094 97209 60654 11201 23510 78703 10013 10005 10012 10005 10011 10019 11201 90291	866-246-6453 646-837-5454 212-894-8600 310-215-9009 503-227-8305 312-277-6413 212-993-1300 757-431-7710 512-479-6200 646-854-2652 586-980-9775 212-462-8120 586-980-9775 212-989-2572 212-210-3653 718-625-4843 907-891-8571	www.google.com www.essencemediacom.com www.phdmedia.com www.72andsunny.com www.willco.com www.usapartners.com www.72andsunny.com www.thisisgrow.com www.wearshirdear.com www.mateprojects.com www.spcshp.com www.johannesleonardo.com www.akqa.com www.vml.com www.hugeinc.com www.media.monks.com
10	12	DISNEY	The Walt Disney Company	Publicis Imagine OMD Entertainment	AOR - Media buying + planning AOR - Media buying + planning	500 South Buena Vista Street 40 East Verdugo Avenue 4000 West Alameda Avenue, Suite 400	Burbank Burbank Burbank	CA CA CA	91521 91502 91505	818-560-1000 310-551-3500 818-288-9700	www.disney.com www.publicisgruope.com www.ond.com
11	14	EXPEDIA	Expedia Group, Inc.			1111 Expedia Group Way West	Seattle	WA	98119	425-679-7200	www.expediagroup.com

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2023 RANK	2022 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
				Team One Publicis Sapient Billups Worldwide JAR Audio	AOR - Creative AOR - Digital Media buying + planning Digital	13031 West Jefferson Boulevard, Suite 800 424 Second Avenue West 340 Oswego Pointe Drive, Suite 101 Two -2437 West 1st Avenue	Los Angeles Seattle Lake Oswego Vancouver	CA WA OR CAN	90094 98119 97034 V6K 1G5	310-437-2500 206-816-8800 503-454-0714 604-362-5319	www.teamone-usa.com www.publicissapient.com www.billups.com www.jaraudio.com
12	19	BOOKING.COM	The Priceline Group	Anomaly MediaMonks Mindshare	AOR - Creative Digital + social Media buying + planning	800 Connecticut Avenue 536 Broadway, 11th Floor 127 Elizabeth St Three World Trade Center, 175 Greenwich Street	Norwalk New York New York New York	CT NY NY NY	06854 10018 10013 10007	203-299-8000 917-595-2200 347-767-6929 212-297-7000	www.booking.com www.anomaly.com www.mediamonks.com www.mindshareworld.com
13	13	HOME DEPOT	Home Depot Inc.	OMD Atlanta OMD OMD OMD 22squared Inc. 22squared Inc. BBDO Worldwide BBDO ATL MaxMedia Inc. Lerma Agency	AOR - Media buying + planning AOR - Media buying + planning AOR - Media buying + planning AOR - Media buying + planning AOR - Digital + Social AOR - Digital + Social AOR - Creative AOR - Creative Digital Multicultural	2455 Paces Ferry Road SE 3500 Lennox Road, Suite 1200 225 North Michigan Avenue, 19th Floor 5353 Grosvenor Blvd 195 Broadway, 27th Floor 100 North Tampa Street, Suite 2500 1170 Peachtree Street, Northeast Suite 1400 1285 Sixth Ave., 3rd-7th Floors 3500 Lenox Road, Suite 1900 2160 Hills Avenue Northwest, Building A 7007 Twin Hills Avenue, Suite 300	Atlanta Atlanta Chicago Los Angeles New York Tampa Atlanta New York Atlanta Atlanta Dallas	GA GA IL CA NY FL GA NY GA GA TX	30339 30326 60601 90066 10007 33602 30309 10019 30326 30318 75231	770-433-8211 404-443-6800 312-324-7000 310-301-3600 212-590-7100 813-202-1200 404-347-8700 212-459-5000 404-231-1700 404-564-0063 214-891-4100	www.homedepot.com www.omid.com www.omid.com www.omid.com www.22squared.com www.22squared.com www.bbdo.com www.bbdo.com www.maxmedia.com www.lermaagency.com
14	20	DOMNOS PIZZA	Dominos, Inc.	Elephant Mindshare WorkInProgress	AOR - Digital AOR - Media buying + planning AOR - Creative + digital + branding & identity	30 Frank Lloyd Wright Drive 45 Mah Stret, Suite 725 Three World Trade Center, 175 Greenwich Street 5660 Valmont Road, Suite A	Ann Arbor Brooklyn New York Boulder	MI NY NY CO	48106 11201 10007 80301	734-930-3030 212-704-1200 212-297-7000 303-628-5100	www.dominos.com www.elephantis.com www.mindshareworld.com www.wipbdr.com
15	25	PFIZER	Pfizer Inc.	Publicis Collective Publicis North America IPG Health Interpublic Group of Companies	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative + Public relations AOR - Creative + Public relations	235 East 42nd Street 114 Willis Street 1675 Broadway 622 Third Avenue 909 Third Avenue	New York Birmingham New York New York New York	NY MI NY NY NY	10017 48009 10019 10017 10022	212-733-2323 248-458-9500 212-474-5000 646-865-3246 212-704-1200	www.pfizer.com www.publiciscollective.com www.publicisna.com www.ipghealth.com www.interpublic.com
16	15	AT&T	AT&T Inc	BBDO Worldwide SandersWingo Hearts & Science Hearts & Science Critical Mass, Inc. You Are Here Omnicom Media Group BBDO LA Translation Hearts & Science Tribal Worldwide ICE Factor 160over90 Deloitte Digital MediaMonks Rodgers Townsend, LLC	AOR - Creative + digital AOR - Creative AOR - Media buying + planning AOR - Media buying + planning AOR - Digital Branding & Identity + strategy AOR - Media buying + planning Creative AOR - Creative Media buying + planning Creative + social Experiential Experiential Digital Digital 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 610 150 Interstate North Parkway 195 Broadway, 8th Floor 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 330 Hudson Street, 10th Floor 127 Elizabeth St 200 North Broadway, Suite 1200	Dallas New York El Paso New York Atlanta New York Atlanta New York Los Angeles Brooklyn Los Angeles New York New York Atlanta New York New York New York New York New York St. Louis	TX NY TX NY GA NY GA NY CA NY CA NY NY GA NY NY NY NY NY MO	210-821-4105 10019 79901 10014 30326 10014 30339 10007 90066 11201 90066 10065 60110 30326 10013 10013 63102	210-821-4105 212-459-5000 915-533-9583 646-682-2694 646-682-2694 917-606-8000 770-955-1300 212-590-7020 310-444-4500 212-299-5505 646-682-2694 212-478-7850 847-844-0814 678-405-7720 212-829-6000 347-767-6929 314-496-9980	www.atcom.com www.bbdo.com www.sanderswingo.com www.hearts-science.com www.hearts-science.com www.criticalmass.com www.youarehere.com www.omnicommediagroup.com www.bbdo.com www.translationllc.com www.hearts-science.com www.tribalworldwide.com www.icefactor.com www.160over90.com www.deloittdigital.com www.mediamonks.com www.rodgers-townsend.com
17	8	CAPITAL ONE	Capital One Financial Corporation	CSO&M Horizon Media, Inc. Horizon Media, Inc. fluent360 PodcastReach Network	AOR - Creative Media buying, digital + media planning Media buying + planning Multicultural Digital + multicultural	1680 Capital One Drive 828 West 6th Street 75 Varick Street 1888 Century Park East 7th Floor 205 North Michigan, Suite 2205 244 Fifth Avenue, Suite 2286	McLean Austin New York Los Angeles Chicago New York	VA TX NY CA IL NY	22102 78703 10013 90067 60601 10001	703-720-1000 512-242-4736 212-220-5000 310-282-0909 877-219-7699 646-492-0936	www.capitalone.com www.gsdm.com www.horizonmedia.com www.horizonmedia.com www.fluent360.com www.podcastreachnetwork.com
18	5	GEICO	GEICO Corp.	The Martin Agency IPG MediaBrands	AOR - Creative + digital AOR - Media buying + planning	One GEICO Plaza One Shockey Plaza 100 West 33rd St, 9th Floor	Washington Richmond New York	DC VA NY	20076 23219 10001	301-986-3000 804-698-8000 646-376-1850	www.geico.com www.martagency.com www.ipgmediabrands.com
19	N/A	TEMU	PDD Holdings Inc	No Agencies Listed		31 St James Ave, Suite 355	Boston	MA	02116		www temu.com
20	17	LOWE'S	Lowe's Co. Inc.	Starcom Worldwide Desutb, Inc.	AOR - Programmatic, media buying + planning Creative	1000 Lowes Boulevard 35 West Wacker Drive, 22nd Floor 6454 Beehoven Street	Mooresville Chicago Los Angeles	NC IL CA	28117 60601 90066	704-758-1000 312-220-3535 310-862-3000	www.lowes.com www.starcomww.com www.deutschla.com
21	N/A	ADOBE	Adobe Systems Inc	Golin Goodby, Silverstein & Partners Kvill Pereira & O'Dell Publicis Media Wavemaker Wavemaker	Media buying AOR - Creative Creative, digital, social + digital creative Digital AOR - Media buying + planning AOR - Media buying + planning Media buying + planning	345 Park Avenue 875 North Michigan Avenue, 26th Floor 720 California Street 2928 Fourth Street, Suite 8 1265 Battery Street, 4th Floor 35 West Wacker 175 Greenwich Street 303 Second Street North Tower, 3rd Floor	San Jose Chicago San Francisco Santa Monica San Francisco Chicago New York San Francisco	CA IL CA CA CA IL NY CA	95110 60611 94108 90405 94111 60601 10007 94107	408-536-6000 312-729-4000 415-392-0669 310-282-0909 415-284-9916 617-867-1785 212-474-0000 415-764-1319	www.adobe.com www.golin.com www.goodby-silverstein.com www.kvill.co www.pereiraodell.com www.publicisgroupe.com www.wavemakerglobal.com www.wavemakerglobal.com
22	43	CHASE	J.P. Morgan Chase & Co	Group M Zenith Media Droga5 EssenceMediaCom Zubi Advertising Merkle	AOR - Media buying, digital + media planning AOR - Media buying + planning AOR - Creative 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 Three World Trade Center, 175 Greenwich Street 2990 Ponce De Leon Boulevard, Suite 600 7001 Columbia Gateway Drive	New York New York New York New York New York Coral Gables Columbia	NY NY NY NY NY FL MD	10017 10007 10014 10005 10007 33134 21046	212-270-6000 212-297-8181 212-859-5100 917-237-8888 212-912-4200 305-448-9824 443-542-4000	www.jpmorganchase.com www.groupm.com www.zenithmedia.com www.droga5.com www.mediacom.com www.zubiad.com www.merkle.com
23	11	STATE FARM	State Farm Mutual Automobile Insurance Co.	OMD OMD Infiniti Marketing Team Highdive	Media buying + planning Media buying + planning Creative Creative	1 State Farm Plaza 225 North Michigan Avenue, 19th Floor 195 Broadway, 27th Floor 8575 Higuera Street 320 West Ohio Street	Bloomington Chicago New York Culver City Chicago	IL IL NY CA IL	61710 60601 10007 90232 60654	309-766-2311 312-324-7000 212-590-7100 323-962-4784 312-588-6922	www.statefarm.com www.omid.com www.omid.com www.infinitymarketing.com www.highdive.com

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				The Marketing Arm Rodgers Townsend, LLC Optimum Sports	Creative + social Digital Media buying, digital + experiential	1999 Bryan Street, Suite 1800 200 North Broadway, Suite 1200 195 Broadway, 18th Floor	Dallas SaintLouis New York	TX MO NY	75201 63102 10007	214-259-3200 314-436-9960 212-590-7020	www.themarketingarm.com www.rodgers-townsend.com www.optimumsports.com
24	22	KOHL'S	Kohl's Corporation	fluent560 Triplent Horizon Media, Inc.	Multicultural AOR - Creative + digital AOR - Media buying + planning	N56 W17000 Ridgewood Drive 205 North Michigan, Suite 2205 400 West14th Street,3rd Floor 75 Varick Street	Menomonee Falls Chicago New York New York	WI IL NY NY	53051 60601 10014 10013	262-703-7000 877-219-7699 212-255-3600 212-202-5000	www.kohls.com www.fluent560.com www.triplent.com/ www.horizonmedia.com
25	26	MACYS	Macy's Inc.	Digitas Digitas Energy BDO, Inc. BDO Worldwide CarlByrd&Co.	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative AOR - Creative AOR - Creative	151 West34th Street, 13th Floor 375 Hudson Street, 16th Floor 35 WestWacker Drive, 15th Floor 225 North Michigan Avenue, 15th Floor 1285 6th Avenue, 3rd-7th Floors 21 West46th St, Suite 1001	New York New York Chicago Chicago New York New York	NY NY IL IL NY NY	10001 10014 60601 60601 10019 10036	212-494-3000 212-610-5000 312-729-0100 312-337-7860 212-459-5000 212-206-1379	www.macys.com www.digitas.com www.digitas.com www.energybdo.com www.bdo.com www.carlbyrdco.com
26	21	WAYFAIR	Wayfair, LLC	In-house Media MediaMonks	Social	4 Copley Place, 7th Floor 127 Elizabeth St	Boston New York	MA NY	02116 10013	617-532-6100 347-767-6929	www.wayfair.com www.media.monks.com
27	39	WENDYS	Wendy's Co.	VML The Marketing Arm Spark Foundry	AOR - Creative + social AOR - Experiential AOR - Media buying + planning	1 Dave Thomas Blvd 3 Columbus Circle, 3rd Floor 1999 Bryan Street, Suite 1800 35 WestWacker	Dublin New York Dallas Chicago	OH NY TX IL	43017 10019 75201 60601	614-764-3100 212-210-3653 214-259-3200 312-970-8400	www.wendys.com www.vml.com www.wearema.agency www.sparkfoundryww.com
28	24	TOYOTA	Toyota Motor Corp	Saatchi & Saatchi Los Angeles Saatchi & Saatchi Dallas Zenith Media The George P. Johnson Company RAPP Worldwide Burrell Communications Group, Inc. Conill Advertising, Inc. InterTrends Communications, Inc InterTrends Communications, Inc iCrossing	AOR - Creative, digital, multicultural, media buying + planning AOR - Creative, media buying, planning + programmatic AOR - Media buying Experiential Digital Multicultural Creative, multicultural + media planning Multicultural Multicultural Digital	6565 Headquarters Drive 3501 Sepulveda Boulevard 2021 McKinney Avenue, Suite 700 299 WestHouston Street, 10th Floor 18500 Crenshaw Boulevard 12777 WestJefferson Blvd, Building C 233 North Michigan Avenue, 29th Fl 2101 Rosecrans Avenue, 2nd Floor 228 EastBroadway 7920 Presbn Rd 3000 Ocean Park Boulevard, 2nd Floor	Pano Torrance Dallas New York Torrance Los Angeles Chicago El Segundo Long Beach Pano Santa Monica	TX CA TX NY CA CA IL CA CA TX CA	75024 90505 75021 10014 90504 90066 60601 90245 90802 75024 90405	469-292-4000 310-214-6000 469-357-2000 212-859-5100 310-965-4300 310-563-7200 312-297-9600 424-290-4400 562-733-1888 469-294-0944 310-664-2930	www.toyota.com www.wearesaatchi.com www.wereasaatchi.com www.zenithmedia.com www.gpj.com www.rapp.com www.burrell.com www.conill.com www.intertrend.com www.intertrend.com www.icrossing.com
29	52	NOVO NORDISK	Novo Nordisk Pharmaceuticals, Inc.	Wavemaker VML	AOR - Media buying + planning Creative	800 Scudders Mill Road 175 Greenwich Street 3 Columbus Circle, 3rd Floor	Painsboro New York New York	NJ NY NY	08536 10007 10019	609-987-5800 212-474-0000 212-210-3653	www.novonordisk-us.com www.horizonmedia.com www.vml.com
30	47	HYUNDAI	Hyundai Motor America	Canvas Worlwide Canvas Worlwide Innocean USA Lopez Negrete Communications	Media Buying + Planning Media Buying + Planning AOR - Creative AOR - multicultural	10550 Talbert Avenue 12015 Bluff Creek Drive 75 Varick Street, 2nd Floor 180 Fifth Street, Suite 200 3336 Richmond Avenue, Suite 200	Fountain Valley Playa Vista New York Huntington Beach Houston	CA CA NY CA TX	92708 90094 10013 92602 77098	714-965-3000 424-303-4300 424-303-4300 714-861-5200 713-877-7777	www.hyundausa.com www.canvasworldwide.com www.canvasworldwide.com www.innoceanusa.com www.lopeznegrete.com
31	38	HOTELS.COM	Hotels.com	EssenceMediacom	AOR - Media buying + planning	5400 LBJ Freeway, Suite 500 Three World Trade Center, 175 Greenwich St	Dallas New York	TX NY	75240 10007	866-223-2092 212-912-4200	www.hotels.com www.essencemediacom.com
32	27	HULU	Hulu	Publicis Imagine Bg Family Table MediaMonks KINESO Trailer Park	AOR - Media buying + planning AOR - Creative + digital Digital + social Programmatic Creative	2500 Broadway, 2nd Floor 40 EastVerdugo Avenue 12901 WestJefferson Blvd 1214 AbbotKinney Boulevard 100 West33rd Street, 5th Floor 6922 Hollywood Boulevard 12th Floor	Santa Monica Burbank Los Angeles Venice New York Hollywood	CA CA CA CA NY CA	90404 91502 90066 90291 10001 90028	310-571-4700 310-551-3500 310-862-3732 907-891-8571 310-845-3000	www.hulu.com www.publicisgroupe.com www.bigfamilytable.com www.media.monks.com www.kinesso.com www.trailerpark.com
33	41	REGENERON	Regeneron Pharmaceuticals, Inc.	Horizon Media, Inc. Hill Holiday	AOR - Media buying + planning AOR - Creative	777 Old Saw Mill River Road 75 Varick Street 2 Drydock Avenue, 10th Floor	Tarrytown New York Boston	NY NY MA	10591 10013 02210	914-847-7000 212-220-5000 617-366-4000	www.regeneron.com/ www.horizonmedia.com www.hhcc.com
34	51	NISSAN	Nissan North America, Inc.	The Tombras Group GMR Marketing TBWA\Chiat\Day Critical Mass, Inc. Outdoor Media Group - Omnicom fluent560 OMD The George P. Johnson Company	AOR - Digital AOR - Creative + experiential AOR - Creative, digital + social AOR - Digital Media Buying + Planning, digital 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 Harborside Plaza Two 200 Hudson St 205 North Michigan, Suite 2205 195 Broadway, 27th Floor 18500 Crenshaw Boulevard	Franklin Knoxville New Berlin New York Chicago Jersey City Chicago New York Torrance	TN TN WI NY IL NJ IL NY CA	37067 37902 53151 10022 60601 07311 60601 10007 90504	615-725-1000 865-524-5376 262-786-5600 212-804-1000 312-288-2500 646-278-4111 877-219-7699 212-590-7100 310-965-4300	www.nissanusa.com www.tbtras.com www.gmrmarketing.com www.tbwachiatdayny.com www.criticalmass.com www.outdoormedialogroup.net www.fluent560.com www.omid.com www.gpj.com
35	32	BEST BUY	BestBuy, Inc.	Sarcom Worldwide Sarcom Worldwide VML Publicis Media Sarcom Worldwide	AOR - Media buying + digital + media planning AOR - Media buying + planning AOR - Creative Media buying + planning Digital	7601 Penn Avenue, South 35 WestWacker Drive, 22nd Floor 5200 Lankershim Boulevard, Suite 600 3 Columbus Circle, 3rd Floor 35 WestWacker Drive 375 Hudson Street	Richfield Chicago North Hollywood New York Chicago New York	MN IL CA NY IL NY	55423 60601 91601 10019 60601 10014	612-291-1000 312-220-3535 818-753-7200 212-210-3653 617-867-1785 212-468-3888	www.bestbuy.com/ www.sarcommw.com/ www.sarcommw.com/ www.vml.com www.publicisgroupe.com www.sarcommw.com/
36	29	ALLSTATE	The Allstate Corp.	In-house Creative Weiden + Kennedy Sarcom Worldwide Manifest Material Plus	AOR - Creative Media buying + planning Digital + social Digital	2775 Sanders Road, North Plaza 224 NorthWest 13th Avenue 35 WestWacker Drive, 22nd Floor 35 EastWacker, Suite 1000 1900 Avenue of the Stars, Suite 1600	Northbrook Portland Chicago Chicago Los Angeles	IL OR IL IL CA	60062 97207 60601 60647 90067	847-402-5000 503-937-7000 312-220-3535 312-563-1945	www.allstate.com www.wk.com www.sarcommw.com www.manifest.com www.materialplus.io
37	63	GLAXOSMITHKLINE	GlaxoSmithKline, Inc.	Publicis North America Grey Group Havas New York Targetbase Marketing Digitas	AOR - Media buying + planning AOR - Creative AOR - Creative AOR - Creative AOR - Digital	Five Crescent Drive 1675 Broadway 200 5th Ave, 4th Floor 200 Hudson St 202 CentrePort Drive, Suite 300 375 Hudson Street, 16th Floor	Philadelphia New York New York New York Greensboro New York	PA NY NY NY NC NY	19112 00019 10010 10013 27409 10014	215-751-4000 212-474-5000 212-546-2000 212-886-4100 336-665-3800 212-610-5000	www.gsk.com/en-gb/ www.publicisna.com www.grey.com www.nyc.havas.com/havas-new-york/ www.targetbase.com www.digitas.com/en-us

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				Juniper Park\TBWA The Mars Agency RAPP Worldwide Wallace Church, Inc. Publicis Health Media	AOR - Creative + digital Creative Creative Creative Media buying + planning	33 Bloor St East, 14th Floor 25200 Telegraph Rd, 5th Floor 220 East 42nd St, 15th Floor 330 East 48th St 100 Penn Square East, 11th Floor	Toronto, Ontario Southfield New York New York Philadelphia	ON MI NY NY PA	M4W 3H1 48033 00017 10017 19107	416-260-6600 248-936-2200 12-209-1719 212-755-2903 215-399-3000	www.juniperparktwa.com www.themarsagency.com www.rapp.com www.wallacechurch.com www.publicishealthmedia.com
38	33	XFNITY	ComcastCorp	Allen & Gerritsen Goodby, Silverstein & Partners	Creative AOR - Creative	1 Comcast Ctr., 1701 JFK Boulevard 111 South Independence Mall East 720 California Street	Philadelphia Philadelphia San Francisco	PA PA CA	19103 19106 94108	215-665-1700 215-667-8719 415-392-0669	www.comcast.com www.a-g.com www.goodbysilverstein.com
39	36	NERDWALLET	NerdWallet	Mediashub Global Boston Mediashub 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 5454 Beehoven Street	San Francisco Boston El Segundo Los Angeles	CA MA CA CA	94103 02109 90245 90066	415-549-8913 617-226-9000 424-738-6600 310-862-3000	www.nerdwallet.com www.mediashubww.com/ www.mediashubww.com/ www.deutsch.com
40	30	CHEVROLET	General Motors Company	Jack Morbin Worldwide Carat Commonwealth/McCann Casanova/McCann Agency 720 Marin Retail Group The Axis Agency	AOR - Experiential AOR - Media buying + planning AOR - Creative + social AOR - Multicultural Creative + social Media Buying + Planning Multicultural	100 Renaissance Center 2000 Brush Street, Suite 301 150 East 42nd Street 500 Woodward Ave, Suite 1800 3337 Susan Street, Suite 200 418 North Main Street 100 Renaissance Center Dr., 31st Floor 1840 Century Park East, 6th Floor	Detroit Detroit New York Detroit Costa Mesa Royal Oak Detroit Century City	MI MI NY MI CA MI MI CA	48265 48226 10017 48226 92626 48226 48265 90067	313-556-5000 313-596-9100 212-591-9100 313-202-3700 714-918-8200 313-483-0480 205-930-9200 310-854-8200	www.chevrolet.com www.jackmorbin.com www.carat.com www.cw-mccann.com www.casanova.com www.agency720.com www.marinretail.com www.thexisagency.com
41	16	LIBERTYMUTUAL	Liberty Mutual Insurance Co	In-house Creative Initiave Goodby, Silverstein & Partners Hill Holiday Geovision	AOR - Media buying + planning AOR - Creative AOR - Creative Multicultural	175 Berkeley St 100 West 33rd Street 4th Floor 720 California Street 2 Drydock Avenue, 10th Floor 203 Arlington Street Suite 2	Boston New York San Francisco Boston Waterbury	MA NY CA MA MA	02116 10001 94108 02210 02472	617-357-9500 212-605-7000 415-392-0669 617-366-4000 617-926-5454	www.libertymutual.com www.initiave.com www.goodbysilverstein.com www.hhcc.com www.geovisiononline.com
42	23	SAMSUNG	Samsung Group	Starcom Worldwide Starcom Worldwide Digitas Publicis North America BBH Cheil New York Gravity Global Quality Meals R/GA Razorfish INVNT Group VML	AOR - Media buying + planning AOR - Media buying + planning AOR - Digital AOR - Creative AOR - Creative Creative + social AOR - Creative + digital Creative AOR - Creative + digital + social Digital Experiential AOR - Creative + media planning + social	85 Challenger Road 35 West Wacker Drive, 22nd Floor 375 Hudson Street 375 Hudson Street 16th Floor 1675 Broadway 32 Avenue of the Americas, 19th Floor 112 West 20th Street 7th Floor 5870 West Jefferson Blvd, Suite K 3642 North Marshfield Avenue 454 West 33rd St, 12th Floor 375 West Hudson Street 9th Floor 101 Greenwich Street, 26th Floor Three Columbus Circle, 3rd Floor	Ridgefield Park Chicago New York New York New York New York New York Los Angeles Chicago New York New York New York New York	NJ IL NY NY NY NY NY CA IL NY NY NY NY	07680 60601 10014 10014 10019 10013 10011 90016 60613 10001 10014 10006 10019	201-229-4000 312-220-3535 212-468-3888 212-946-4000 212-474-5000 212-812-6600 646-380-5814 310-752-4400 847-644-7527 212-946-4000 212-798-6600 212-334-3415 212-210-3653	www.samsung.com www.starcomww.com www.starcomww.com www.digitas.com www.publicisna.com www.bartheboglegarty.com www.cheil.com www.gravityglobal.com www.qualitymeatscreative.com www.rga.com www.razorfish.com www.invntgroup.com/ www.vml.com
43	46	INTUIT	Intuit, Inc.	Hearts & Science Hearts & Science Periscope Deskey Integrated Branding Access Brand Communications Daley & Associates MERGE Red Door Interactive Orion Innovation Initiave ID Media Posthuman Apollo Partners MediaMonks	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative AOR - Creative AOR - Public relations Creative Creative Creative Media buying + planning Media buying + planning Creative Media planning Media Buying + Planning, digital	2700 Coast Avenue 12777 West Jefferson Blvd, Building C 200 Varick Street 11th Floor 921 Washington Avenue, South 120 East 8th Street 720 California Street 5th Floor 8687 Melrose Avenue, Suite G300 35 Thomson Place 2436 Market Street 132 West 31st Street Penn Plaza 5700 Wilshire Blvd, Suite 400 622 Third Avenue 3106 Bellevue Street 650 California Street 1214 Abbot Kinney Boulevard	Mountain View Los Angeles New York Minneapolis Cincinnati San Francisco West Hollywood Boston San Diego New York Los Angeles New York Detroit San Francisco Venice	CA CA NY MN OH CA CA MA CA NY CA NY MI CA CA	94043 90066 10014 55415 45202 94108 90069 2210 92102 10001 90036 10017 48207 94108 90291	650-944-6000 646-682-2694 646-682-2694 612-399-0500 513-721-6800 415-904-7070 310-360-3100 617-330-9393 619-398-2670 212-532-4002 323-370-8000 212-907-7011 323-648-4000 415-307-7350 907-891-8571	www.intuit.com www.hearts-science.com www.hearts-science.com www.periscope.com www.deskey.com www.accesstheagency.com www.daley.com www.mergeworld.com www.reddoor.biz www.orioninc.com www.initiave.com www.idmediaw.com www.beposthuman.com www.apollopartners.co www.mediamonks.com
44	60	PARAMOUNT+	Paramount	Horizon Media, Inc.	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.paramountplus.com www.horizonmedia.com
45	44	McDONALD'S	McDonald's Corp	Admerasia, inc. BODEN Agency	Media planning Creative	110 North Carpenter St 159 West 25th St, 6th Floor 7791 North West 46th St, Suite 304	Chicago New York Miami	IL NY FL	60607 10013 33166	630-623-3000 212-686-3333 305-539-6770	www.mcdonalds.com www.admerasia.com www.bodenagency.com
				Starcom Worldwide Canvas Worldwide The Marketing Sbre Worldwide Doner Wieden+Kennedy Zimmerman Advertising Egami Group Burrell Communications Group, Inc. Lopez Negrete Communications Loud and Live Aima RAPP Worldwide Sparks & Honey R/GA INVNT Group	AOR - Media buying AOR - Media Planning AOR - Creative AOR - Creative AOR - Creative AOR - Creative AOR - Multicultural AOR - Multicultural AOR - Creative, social, multicultural + experiential AOR - Multicultural + experiential AOR - Multicultural Digital Social, multicultural + experiential Digital Experiential	35 West Wacker Drive, 22nd Floor 12015 Bluff Creek Drive 55 West Monroe, Suite 1400 25900 Northwestern Hwy 150 Varick Street 6th & 7th Floors 6600 North Andrews Avenue 212 West 135th Street 10th Floor 233 North Michigan Avenue, 29th Floor 3336 Richmond Avenue, Suite 200 2301 NW 87th Avenue, 6th Floor 2601 South Bayshore Drive, 4th floor 12777 West Jefferson Blvd, Building C 4377 Madison Avenue, 3rd Floor 420 Northwest 14th Avenue 101 Greenwich Street, 26th Floor	Chicago Playa Vista Chicago Southfield New York Fort Lauderdale New York Chicago Houston Miami Cocoon Grove Los Angeles New York Portland New York	IL CA IL MI NY FL NY IL TX FL FL CA NY OR NY	60601 90094 60603 48075 10013 33309 10001 60601 77098 33172 33133 90066 10022 97209 10006	312-220-3535 424-303-4300 312-614-4600 248-354-9700 917-661-5200 954-644-4000 917-720-5580 312-297-9600 713-877-8777 305-456-5444 305-862-3175 310-563-7200 212-894-5100 503-734-2320 212-334-3415	www.starcomww.com www.canvasworldwide.com www.tmsw.com www.doner.com www.wk.com www.zadv.com www.egamigroup.com www.burrell.com www.lopeznegrete.com www.loudlive.com www.aima.com www.rapp.com www.sparksandhoney.com www.rga.com/boces/portland www.invntgroup.com
46	85	FORD	Ford Motor Co	BBDO Worldwide UWG	AOR - Creative Multicultural	One American Road 1285 Sixth Avenue, 3rd-7th Floors 550 Town Center Drive	Dearborn New York Dearborn	MI NY MI	48126 10019 48126	313-322-3000 212-459-5000 313-615-3800	www.ford.com www.bbdo.com www.uwginc.com

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				Wieden+Kennedy Mindshare GTB	AOR - Creative AOR - Media buying + planning Multicultural, programmatic, media buying + planning	150 Varick Street 6th & 7th Floors Three World Trade Center, 175 Greenwich Street 550 Town Center Drive	New York New York Dearborn	NY NY MI	10013 212-297-7000 48126	917-661-5200 212-297-7000 313-615-2000	www.wk.com www.mindshareworld.com www.gb.com
47	57	ASHLEY FURNITURE	Ashley Furniture Industries, Inc.	Kettle Empower	AOR - Creative Media Buying + Planning	One Ashley Way 180 Varick Street Suite 1002 15th East 14th Street	Arcadia New York Cincinnati	WI NY OH	54612 10014 45202	608-323-3377 646-434-1046 513-871-9454	www.ashleyfurniture.com www.wearkettle.com www.empowermm.com
48	78	AMERICAN EXPRESS	American Express Company	In-house Creative Kepler Group Dentsu Creative Momentum Worldwide Deloitte Digital Team Epiphany KINNESSO Tailwave	AOR - Digital, media buying + planning AOR - Creative AOR - Experiential AOR - Digital Multicultural Programmatic Digital	Three World Financial Ct, 200 Vesey St Six East 32nd Street Ninth Floor 601 West 26th St, 11th Floor 300 Vesey Street 15th Floor 330 Hudson Street, 10th Floor 1235 Broadway Fourth Floor 100 West 33rd Street, 5th Floor 4110 North Scottsdale Rd., Suite 300	New York New York New York New York New York New York New York Scottsdale	NY NY NY NY NY NY NY AZ	10285 10016 10001 10282 10013 10001 10001 85251	212-640-2000 646-689-2116 479-443-4673 212-367-4500 212-829-6000 347-990-1010 602-840-0400	www.americanexpress.com www.keplergrp.com www.dentsucreative.com www.momentummw.com www.deloittdigital.com www.teamepiphany.com www.kinnesso.com www.tailwave.com
49	35	PRICELINE	Booking Holdings Inc	Ocean Media, Inc.	AOR - Media buying + planning	800 Connecticut Ave. 7777 Center Ave, Suite 500	Norwalk Huntington Beach	CT CA	06854 92647	203-299-8000 714-969-5244	www.priceline.com www.oceanmediainc.com
50	67	ALLERGAN	AbbVie Inc	Hill Holiday Spark Foundry MediaMonks LiveWorld	AOR - Creative Media buying + planning Creative + digital Digital + social	1 North Waukegan Road 2 Drydock Avenue, 10th Floor 35 West Wacker Drive 127 Elizabeth St 4340 Stevens Creek Boulevard, Suite 101	North Chicago Boston Chicago New York San Jose	IL MA IL NY CA	60064 02210 60601 10013 95129	847-932-7900 617-366-4000 312-970-8400 347-767-6929 408-370-4520	www.abbvie.com www.hhcc.com www.sparkfoundry.com www.mediamonks.com www.liveworld.com
51	61	KIA	Kia Motors Corp.	David&Goliath Court Avenue Canvas Worldwide Innocean USA Canvas Worldwide	AOR - Creative AOR - Digital AOR - Media planning + digital AOR - Media buying, planning + experiential Media Buying	111 Peters Canyon Road 909 North Sepulveda Boulevard, Suite 700 901 West 19th Street 12015 Bluff Creek Drive 180 5th Street, Suite 200 75 Varick St, 2nd Floor	Irvine El Segundo Austin Playa Vista Huntington Beach New York	CA CA TX CA CA NY	92606 90245 78703 90094 92602 10013	949-468-4800 310-445-5200 8440288-7828 424-290-4400 714-861-5200 424-303-4300	www.kia.com www.dng.com www.courtvenue.com www.canvasworldwide.com www.innoceanusa.com www.canvasworldwide.com
52	37	DICKSPORTING GOODS	Dick's Sporting Goods	In-house Media Arts & Letters Haworth Marketing & Media Fuse, LLC INVNT Group	AOR - Creative AOR - Media buying + planning Social Experiential	345 Court St 1805 Highpoint Ave 45 South 7th St, Suite 2400 110 West Canal St, Suite 101 101 Greenwich Street, 26th Floor	Corasopolis Richmond Minneapolis Vnooski New York	PA VA MN VT NY	15108 23230 55402 05404 10006	724-273-3400 804-454-7233 612-677-8900 802-598-1008 212-334-3415	www.dickssportinggoods.com www.artandletters.xyz www.haworthmedia.com www.fusemarketing.com www.invntgroup.com
53	48	SPECTRUM	Charter Communications Inc	adam&eveDDB OMD OMD Atlanta Superunion Mythic Six + One Crow Creative	AOR - Creative Media buying + planning Media buying + planning Creative Creative Creative Digital + social	60 Columbus Circle 200 Varick Street, 11th Floor 225 North Michigan Avenue, 19th Floor 3500 Lennox Road, Suite 1200 114 5th Avenue, 17th Floor 200 South Tryon Street, 9th Floor 333 Hudson Street, Suite 305 25 Broadway, 9th Floor	New York New York Chicago Atlanta New York Charlotte New York New York	NY NY IL GA NY NC NY NY	10023 10014 60601 30326 10011 28202 10013 10004	212-364-8200 212-329-4600 312-324-7000 404-443-6800 212-336-3200 704-227-0700 646-389-4623 646-904-8660	www.spectrum.com www.adamandevddb.com www.omd.com www.omd.com www.superunion.com www.mythic.us www.sixplusone.com www.crowcreativeagency.com
54	73	DISCOVER	Discover Financial Services	In-house Creative TWBA Chiat Day Mindshare	AOR - Creative + social AOR - Media buying + planning	2500 Lake Cook Road 5353 Grosvenor Boulevard Three World Trade Center, 175 Greenwich St	Riverwoods Los Angeles New York	IL CA NY	60015 90066 10007	224-405-0900 310-305-5000 212-297-7000	www.discover.com www.tbwachatday.com www.mindshareworld.com
55	54	JCPENNEY	JCPenney Corporation, Inc.	In-house Creative Dentsu X YARD	AOR - Media buying + planning AOR - Strategy	8501 Legacy Drive 32 Avenue of the Americas, 16th Floor 25 Broadway	Pano New York New York	TX NY NY	75024 10013 10001	972-431-1000 646-970-0926 212-625-8372	www.jcpenny.com www.dxglobal.com www.yardnyc.com
56	79	HONDA	Honda Motor Company	Publicis Sapient RPA Orcli	AOR - Digital Creative, digital, social, media buying + planning Multicultural	1919 Torrance Boulevard 2301 Rosecrans Avenue, Suite 5100 2525 Colorado Avenue, Suite 100 3415 South Sepulveda Blvd, Suite 200	Torrance Los Angeles Santa Monica Los Angeles	CA CA CA CA	90501 90245 90404 90034	310-783-2000 310-343-6111 310-394-4000 310-444-7300	www.honda.com www.publicissapient.com www.rpa.com www.orcli.com
57	50	BANK OF AMERICA	Bank of America Corporation	Starcom Worldwide Lopez Negrete Communications, Inc. TPN Leo Burnett Worldwide Accenture Song Superunion 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 1999 Bryan Street, Suite 3000 35 West Wacker Drive 225 Liberty Street 114 5th Avenue, 17th Floor 3333 Piedmont Road, Northeast Suite 1000 1675 Broadway 35 West Wacker Drive, 15th Floor 40 Water Street	Charlotte Chicago Houston Dallas Chicago New York New York Atlanta New York Chicago Boston	NC IL TX TX IL NY NY GA NY IL MA	28255 60601 77098 75201 60601 10281 10011 30305 10019 60601 02109	980-335-3561 312-220-3535 713-877-8777 214-692-1522 312-220-5959 212-499-2000 212-336-3200 404-233-1015 212-474-5000 312-729-0100 617-867-1000	www.bankofamerica.com/ www.starcomww.com/ www.lopeznegrete.com/ www.pnretail.com/ www.eoburnett.com/ www.accenture.com/ www.superunion.com/ www.northhighland.com/ www.publicisna.com/ www.digitas.com/en-us www.digitas.com/en-us
58	68	LEXUS	Toyota Motor Corp	Team One Podcast Reach Network The George P. Johnson Company Walton Isaacson CA Team One GP Generate, LLC	AOR - Creative, digital, media buying + planning Digital + multicultural Experiential Multicultural Creative, digital, media buying + planning Multicultural	8565 Headquarters Drive 13031 West Jefferson Boulevard, Suite 800 244 Fifth Avenue, Suite 2286 18500 Crenshaw Boulevard 3630 Eastham Drive 2021 McKinney Avenue, Suite 700 12521 Venice Boulevard	Pano Los Angeles New York Torrance Culver City Dallas Los Angeles	TX CA NY CA CA TX CA	75024 90094 10001 90504 90232 75201 90066	469-292-4000 310-437-2500 646-492-0936 310-965-4300 323-677-5300 469-357-2300 310-598-3900	www.lexus.com www.teamone-usa.com www.podcastreachnetwork.com www.gpj.com www.waltonisaacson.com/ www.teamone-usa.com www.gpgenerate.com
59	58	GAP	Gap, Inc.	PHD	AOR - Media buying + planning	Two Folsom Street 600 California Street, 7th Floor	San Francisco San Francisco	CA CA	94105 94109	650-952-4400 415-356-1300	www.gap.com/ www.phdmedia.com/
60	34	UNIVERSAL PICTURES	Universal Pictures	No Agencies Listed		100 Universal City Plaza	Universal City	CA	91608	818-777-1000	www.universalphictures.com
61	42	BURGER KING	Restaurant Brands	No Agencies Listed		5507 Blue Lagoon Drive	Miami	FL	33126	305-378-3000	www.bk.com

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2023 RANK	2022 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
			Inf Inc	Conill Advertising, Inc. BBH PHD USA O'Keefe Reinhard & Paul	AOR - Multicultural AOR - Branding & Identity AOR - Media buying + planning AOR - Creative	2101 Rosecrans Avenue, 2nd Fl 32 Avenue of the Americas, 19th Floor 220 East42nd Street 328 South Jefferson St, Suite 850	El Segundo New York New York Chicago	CA NY NY IL	90245 10013 10017 60661	424-290-4400 212-812-6600 212-894-6600 312-226-6144	www.conill.com www.barbeleglegharty.com www.pdmedia.com www.okrp.com
62	69	GMC	General Motors Corporation	Jack Morton Worldwide Carat Leo Burnett/Detroit	AOR - Experiential AOR - Media buying + planning AOR - Creative	300 Renaissance Center 2000 Brush Street, Suite 301 150 East42nd Street 3310 WestBig Beaver Road, Suite 107	Detroit Detroit New York Troy	MI MI NY MI	48265 48226 10017 48084	313-556-5000 313-596-9100 212-591-9100 248-548-8300	www.gmc.com www.jackmorton.com www.carat.com www.leoburnett.com
63	N/A	BRISTOL-MYERS SQUIBB	Bristol-Myers Squibb Co	IPG Media Brands LiveWorld	AOR - Media buying + planning Digital + social	430 East29th Street, 14th Floor 100 West33rd Street, 9th Floor 4340 Stevens Creek Blvd, Suite 101	New York New York San Jose	NY NY CA	10016 10001 95129	212-546-4000 646-376-1850 408-370-4520	www.bms.com www.ipgmediabrands.com www.liveworld.com
64	72	AIRBNB	Airbnb, Inc.	Buck EssenceMediaCom GroupM	Digital Creative AOR - Media buying + planning Media Buying + Planning	888 Brannan St 2630 Lacy Street 3 World Trade Center, 175 Greenwich St 3 World Trade Center, 175 Greenwich St	San Francisco Los Angeles New York New York	CA CA NY NY	94103 90031 10007 10007	415-800-5959 213-623-0111 646-837-5454 212-297-8181	www.airbnb.com www.buck.tv www.essencemediacom.com www.groupm.com
65	62	WALGREENS	Walgreens Co.	In-house Media Yamamoto VML Epsilon Berlin Cameron	AOR - Creative, Digital, Social + Experiential AOR - Creative + digital AOR - Media buying + planning Creative + digital	200 Wilmont Rd 219 North Second St, Suite 200 Three Columbus Circle Third Floor 1240 EastNorth Avenue Three Columbus Circle	Deerfield Minneapolis New York Chicago New York	IL MN NY IL NY	60015 55401 10019 60185 10019	847-940-2500 612-375-0180 212-210-3653 630-293-5243 212-375-8111	www.walgreens.com www.go-yamamoto.com www.vml.com www.epsilon.com www.berlincameron.com
66	74	COMCAST	ComcastCorp	Goodby, Silverstein & Partners Spark Foundry Elevation, Ltd 72&Sunny GMR Marketing Elephant Brownstein Group, Inc.	AOR - Creative AOR - Media buying + planning Multicultural Creative AOR - Media buying + planning, experiential Creative + digital Creative + digital	One ComcastCenter, 1701 JFK Boulevard 720 California Street 375 Hudson Street, 17th Floor 1027 33rd Street, Suite 260 55 Water Street, 6th Floor 5000 South Towne Drive 45 Main Street, Suite 725 215 South Broad Street, 9th Floor	Philadelphia San Francisco New York Washington Brooklyn New Berlin Brooklyn Philadelphia	PA CA NY DC NY WI NY PA	19103 94108 10014 20007 11201 53151 11201 19107	215-665-1700 415-392-0669 212-468-4000 202-380-3230 212-993-1300 262-786-5600 212-704-1200 215-735-3470	www.comcast.com www.goodbysilverstein.com www.sparkfoundry.com/ www.elevation-us.com www.72andsunny.com www.gmrmarketing.com www.elephant.us www.brownsteinbringroup.com
67	N/A	VIV Healthcare	Glaxosmithkline Plc	Luckie & Company Luckie & Company	Creative + digital Creative + digital	Five Crescent Drive 600 Luckie Drive, Suite 150 3160 Main Street, Suite 200	Philadelphia Birmingham Duluth	PA AL GA	19112 35223 30096	215-751-4000 205-879-2121 678-638-2600	www.vivhealthcare.com www.luckie.com www.luckie.com
68	89	ETSY	Etsy, Inc.	Orchard Ocean Media Tnuiti	AOR - Creative Media Planning Digital, Programmatic + Digital Creative	117 Adams Street 55 Washington Street, #552 7777 Center Ave, Auite 500 142 West36th St, 11th Floor	Brooklyn Brooklyn Huntington Beach New York	NY NY CA NY	11201 11201 92647 10018	718-880-3660 929-277-3600 714-969-5244 646-350-2789	www.etsy.com www.orchardcreative.com www.oceanmediainc.com www.tnuiti.com
69	64	SUBWAY	Doctors Assoc Inc	Dentsu Creative Carat Proof INVNT Group	AOR - Creative AOR - Media buying + planning AOR - Media buying, planning, experiential + creative Experiential	325 Sub Way 601 West26th Street, Suite 1150 150 East42nd Street 114 West17th Street, Suite 500 101 Greenwich Street, 26th Floor	Milford New York New York Austin New York	CT CAN NY TX NY	06461 10001 10017 78701 10006	203-877-4281 212-598-2900 212-591-9100 512-345-6658 212-334-3415	www.subway.com www.mcgarrybowen.com www.carat.com www.proof-advertising.com www.invntgroup.com/
70	86	ST. JUDE CHILDREN'S RESEARCH HOSPITAL	St. Jude Children's Research Hospital	Haworth Marketing & Media Ovative Group	AOR - Media buying + planning	Public Relations Department 262 Danny Thomas Place 45 South 7th St, Suite 2400 729 North Washington Ave, Suite 1000	Memphis Minneapolis Minneapolis	TN MN MN	38105 55402 55401	901-578-2000 612-677-8900 612-886-1010	www.stjude.org www.haworthmedia.com www.ovative.com
71	N/A	Max	Home Box Office, Inc.	R/GA Big Village	AOR - Creative AOR - Social	30 Hudson Yards 450 West33rd St, 12th Floor 261 Madison Avenue 4th Floor	New York New York New York	NY NY NY	10001 10001 10016	212-512-1000 212-946-4000 212-633-4567	www.max.com www.rga.com www.big-village.com
72	87	CHEWY	Chewy	Arnold Worldwide	AOR - Creative	1855 Griffin Road 10 Summer Street 303 2nd Street, 8th Floor	Dania Beach Boston San Francisco	FL MA CA	33004 02110 94107	800-672-4399 617-587-8000 650-681-9470	www.chewy.com www.arn.com www.doordash.com
				In-house Creative The Martin Agency GUT Los Angeles Wieden + Kennedy Gallegos United MediaMonks	AOR - Creative AOR - Creative AOR - Creative Multicultural Digital + social	1 Shockoe Plaza 12130 Millenium Drive 224 Northwest 13th Avenue 300 Pacific Coast Highway, Suite 200 1214 AbbotKinney Boulevard	Richmond Los Angeles Portland Huntington Beach Venice	VA CA OR CA CA	23219 90094 97207 92648 90291	804-698-8000 305-989-1435 503-937-7000 714-794-6400 907-891-8571	www.martinagency.com www.gutagency.com www.wk.com www.gallegosunited.com www.media.monks.com
74	75	INSTACART	Instacart	Goodby, Silverstein & Partners	AOR - Creative	50 Beale St, Suite 600 720 California Street	San Francisco San Francisco	CA CA	94105 94108	888-246-7822 415-392-0669	www.instacart.com www.goodbysilverstein.com
75	65	TACO BELL	Yum Brands Inc	Deutsch, Inc. Spark Foundry MediaMonks Cashmere Agency	AOR - Creative, digital, social, multicultural, experiential, media buying + planning AOR - Media buying + planning Creative + Social Multicultural	1 Glen Bell Way 5454 Beethoven Street 35 WestWacker Drive 1214 AbbotKinney Boulevard 12530 Beatrice Street	Irvine Los Angeles Chicago Venice Los Angeles	CA CA IL CA CA	92618 90066 60601 90291 90066	949-863-4500 310-862-3000 312-970-8400 907-891-8571 323-928-5080	www.tacobell.com www.deutch.com www.sparkfoundry.com www.media.monks.com www.cashmereagency.com/
76	N/A	CVS	CVS INC	Digitas Publicis North America UniversalsMcCann	AOR - Digital AOR - Creative AOR - Media buying + planning	One CVS Drive 40 Water Street 1675 Broadway 100 West33rd Street, 8th Floor	Woonsocket Boston New York New York	RI MA NY NY	2895 02109 10019 10001	401-765-1500 617-867-1000 212-474-5000 212-883-4700	www.cvshealth.com www.digitas.com www.publicisna.com www.umw.com
77	66	HILTON	Hilton Worldwide	TBWA Chiat Day EssenceMediaCom iProspect Legacy Marketing Partners Willow Tree, Inc.	AOR - Creative AOR - Media buying + planning AOR - Digital Creative Digital	7930 Jones Branch Drive, Suite 1100 488 Madison Avenue, 6th Floor Three World Trade Center, 175 Greenwich St 1021 Foch St 640 North LaSalle Drive, 5th Floor 107 5th St Southeast	McLean New York New York FortWorth Chicago Charlottesville	VA NY NY TX IL VA	22102 10022 10007 76107 60654 22901	703-883-1000 212-804-1000 212-912-4200 817-625-4157 312-799-5400 434-326-5320	www.hilton.com/en/ www.tbwachiatdayny.com www.essencemediacom.com www.prospectcom/en/us/ www.legacymarketing.com www.willowtreeapps.com

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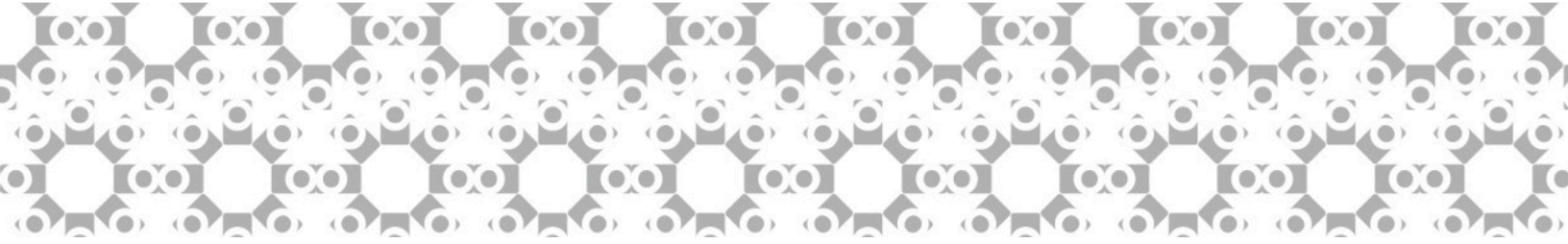
2023 RANK	2022 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
				Willow Tree, Inc. RP3 Agency	Digital Creative	324 Blackwell St, Suite 1040 4550 Montgomery Ave, Suite 420	Durham Bethesda	NC MD	27701 20814		www.willowtreeapps.com www.rp3agency.com
78	53	TAKEDA	Takeda Pharmaceuticals North America, Inc.	Havas Media Group	AOR - Media buying + planning	One Takeda Parkway 36 East Grand Avenue	Deerfield Chicago	IL	60015 60614	224-554-6500 312-640-6800	www.takeda.com chihavas.com
				Spark Foundry Purohit/Navigaton Mindshare Razorfish Health	AOR - Media buying + planning AOR - Creative Media Buying + Planning Media Buying + Planning	35 WestWacker Drive 233 South Wacker Drive, Suite 6220 Three World Trade Center, 175 Greenwich St 100 Penn Square East, Suite 420	Chicago Chicago New York Philadelphia	IL IL NY PA	60601 60606 10007 19107	312-970-8400 312-341-8100 2120297-7000 2670295-7100	www.sparkfoundry.com www.mindshare.com www.razorfishhealth.com
79	90	SHEN	SHEIN Group Limited	No Agencies Listed		757 South Alameda St, Suite 220	Los Angeles	CA	90021		www.us.shein.com
80	55	NOVARTIS	Novartis Pharmaceuticals Corp.	Starcom Worldwide Hill Holiday Starcom Worldwide Starcom Worldwide	AOR - Media buying + planning AOR - Creative + digital AOR - Media buying + planning Media buying + planning	One Health Plaza 375 Hudson Street 2 Drydock Avenue, 10th Floor 150 West Jefferson Avenue, Suite 400 35 WestWacker Drive, 22nd Floor	East Hanover New York Boston Detroit Chicago	NJ NY MA MI IL	07936 10014 02210 48226 60601	862-778-8300 212-468-8888 617-366-4000 313-237-8200 312-220-3535	www.novartis.us www.starcomww.com www.hhcc.com www.starcomww.com www.starcomww.com
81	84	FANDUEL	FanDuel	Ad Results Media Weiden + Kennedy Mischief@No Fixed Address	Media Buying + Planning AOR - Creative Creative	300 Park Ave South 320 West Cot, Suite 101 150 Varick Street, 6th & 7th Floors 137 Montague St, Suite 352	New York Houston New York Brooklyn	NY TX NY NY	10010 77007 10013 11201	800-475-2250 713-783-1800 917-661-5200 www.mischiefusa.com	www.fanduel.com www.adresultsmedia.com www.wk.com
82	96	DELL	Dell Technologies	In-house Creative EssenceMediaCom VML MediaMonks	AOR - Media buying + planning AOR - Creative Media buying + planning	One Dell Way Three World Trade Center, 175 Greenwich St Three Columbus Circle Third Floor 1214 Abbott Kinney Boulevard	Round Rock New York New York Venice	TX NY NY CA	78662 10007 10019 90291	800-289-3355 212-912-4200 212-210-3653 907-891-8571	www.dell.com www.essencemediacom.com www.vml.com www.media.monks.com
83	99	EBAY	eBay, Inc.	EssenceMediaCom The Many Joan MediaMonks We Are Social	AOR - Media buying, media planning + digital Creative AOR - Creative Experiential Digital + social	2025 Hamilton Avenue 3 World Trade Center, 175 Greenwich Street 17575 Pacific Coast Highway Building H, Suite G 44 Wall St, 10th Floor 1214 Abbott Kinney Boulevard 250 Hudson St, 2nd Floor	San Jose New York Pacific Palisades New York Venice New York	CA NY CA NY CA NY	95125 10007 90272 10005 90291 10013	408-376-7400 212-912-4200 310-399-1515 917-838-7410 907-891-8571 646-661-2128	www.ebay.com/ www.mediacom.com/us www.themany.com www.joancreative.com/ www.media.monks.com www.wearsocial.com/us/
84	N/A	NETFLIX	Netflix, Inc.	Mediashub Global Los Angeles 160over90 MediaMonks RapportOutdoor Worldwide Outdoor Media Group - Omnicom RapportOutdoor Worldwide Trailer Park Nobox	AOR - Digital + media planning AOR - Digital Media Planning, Digital, Media Buying, Social Media buying + planning Media buying + planning, digital Media buying + planning Creative + digital Digital, social + experiential	100 Winchester Circle 2121 Park Place, Suite 150 3420 Ocean Park Boulevard, Suite 2000 1214 Abbott Kinney Boulevard 5700 Wilshire Boulevard Suite 400 Harborside Plaza Two 200 Hudson St 5700 Wilshire Boulevard Suite 400 6922 Hollywood Boulevard 12th Floor 3390 Mary Street, Suite 310	Los Gatos El Segundo Santa Monica Venice Los Angeles Jersey City Los Angeles Hollywood Miami	CA CA CA CA CA NJ CA CA FL	95032 90245 90405 90291 90036 07311 90036 90028 33133	408-540-3700 424-738-6600 310-399-4242 907-891-8571 323-370-8710 646-278-4111 323-370-8710 310-845-3000 305-571-2008	www.netflix.com www.mediahubww.com www.160over90.com www.media.monks.com www.rapportww.com www.outdoormediagroup.net www.rapportww.com www.trailerpark.com www.nobox.com
85	N/A	HARBOR FREIGHT TOOLS	Central Purchasing Llc	In-house Media		26541 Agoura Road	Calabasas	CA	91302	805-388-1000	www.harborfreight.com
86	91	RAM	Stellantis	Publicis Collective GSD&M Doner Huge Publicis Sapient TKT & Associates Ignition Media Group Accenture Song, TRG Highdive	AOR - Media buying + planning AOR - Creative AOR - Creative AOR - Creative, digital + social AOR - Digital AOR - Creative + multicultural Multicultural Creative Creative Creative	1000 Chrysler Drive 114 Willys Street 828 West 6th Street 25900 Northwestern Hwy 213 Hamilton Row 135 North Old Woodward 9200 Shelbyville Road 151 West Congress, Suite 410 225 Liberty Street 2801 North Central Expressway, Suite 100 320 West Ohio Street	Auburn Hills Birmingham Austin Southfield Birmingham Birmingham Louisville Detroit New York Dallas Chicago	MI MI TX MI MI MI KY MI NY TX IL	48326 48009 78703 48075 48009 48009 40222 48226 10281 75204 60654	248-576-5741 248-458-9500 512-242-4736 248-354-9700 248-731-0600 248-530-4030 502-499-9440 313-496-1900 212-499-2000 214-891-5700 312-588-6922	www.dodge.com www.publiciscollective.com www.gsdc.com www.doner.com www.hugeinc.com www.publicissapient.com www.tktandassociates.com www.ignitionmediagroup.com www.accenture.com/us-en www.trgagency.com www.highdiveus.com
87	92	ELILLLY	El Lilly and Co	Zenith Media Zenith Media Zenith Media	AOR - Media buying + planning Media buying + planning Media buying + planning	Lilly Corporate Center 299 West Houston Street, 11th Floor 384 Northyards Boulevard, Suite 290 35 WestWacker Drive, 16th Floor	Indianapolis New York Atlanta Chicago	IN NY GA IL	46285 10014 30313 60601	317-276-2000 212-859-5100 678-916-4500 312-846-8400	www.lilly.com www.zenithmedia.com/ www.zenithmedia.com/ www.zenithmedia.com/
88	77	MATTRESS FRM	Matress Firm, Inc.	In-house Media Spark Foundry The Infinite Agency R/GA Lopez Negrete Communications, Inc.	AOR - Media buying + planning AOR - Social Creative + digital Multicultural	10201 South Main Street 375 Hudson Street, 17th Floor 2001 Bryan St, Suite 3900 450 West 33rd St, 12th Floor 3336 Richmond Avenue, Suite 200	Houston New York Dallas New York Houston	TX NY TX NY TX	77025 10014 75201 10001 77098	713-923-1090 212-468-4000 469-310-5870 212-946-4000 713-877-8777	www.matressfirm.com www.sparkfoundryww.com/ www.theinfiniteagency.com www.rga.com www.lopeznegrete.com/
89	N/A	YOUTUBE	Alphabet Inc	R/GA Co.Collective, LLC SPCSHP MediaMonks	AOR - Creative Creative + digital Creative + digital Media buying + planning, digital, creative	1600 Amphitheater Parkway 450 West 33rd St, 12th Floor 419 Park Avenue South, 5th Floor 44 Wall Street 23 Floor 1214 Abbott Kinney Boulevard	Mountain View New York New York New York Venice	CA NY NY NY CA	94043 10001 10003 10005 90291	866-246-6453 212-946-4000 212-505-2300 586-980-9775 907-891-8571	www.youtube.com www.rga.com www.cocollective.com www.pcsphp.com www.media.monks.com
90	81	JEEP	Stellantis	Huge Highdive Publicis Collective Publicis Sapient TKT & Associates Ignition Media Group Accenture Song,	AOR - Creative, digital + social AOR - Creative AOR - Media buying + planning Digital, social + programmatic AOR - Creative + multicultural Multicultural Creative	1000 Chrysler Drive 213 Hamilton Row 311 West Superior, Suite 210 114 Willys Street 135 North Old Woodward 9200 Shelbyville Road 151 West Congress, Suite 410 225 Liberty Street	Auburn Hills Birmingham Chicago Birmingham Birmingham Louisville Detroit New York	MI MI IL MI MI KY MI NY	48326 48009 60654 48009 48009 40222 48226 10281	248-576-5741 248-731-0600 312-588-6922 248-458-9500 248-530-4030 502-499-9440 313-496-1900 212-499-2000	www.jeep.com www.hugeinc.com www.highdiveus.com www.publiciscollective.com www.publicissapient.com www.tktandassociates.com www.ignitionmediagroup.com www.accenture.com/

2023 MegaBrands
Top 100 Overall Brands - Agency List

2023 RANK	2022 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
91	95	CITI	Citi	Publicis North America Publicis Sapient Critical Mass, Inc. Havas Worldwide Chicago Razorfish	AOR - Media buying + planning, creative, digital AOR - Digital Creative + digital Creative, media buying + planning Media buying + planning, strategy	388 Greenwich Street 1675 Broadway 375 Hudson Street, 9th Floor 200 Varick Street, Suite 610 36 East Grand Avenue, 3rd, 4th, & 5th Floors 37 Hudson Street, Floor 4	New York New York New York New York Chicago New York	NY NY NY NY IL NY	10013 10019 10014 10014 60611 10014	800-285-3000 212-474-5000 212-798-6600 917-606-8000 312-640-6800 212-798-6600	www.citigroup.com www.publicisna.com www.publicissapient.com/ www.criticalmass.com www.annex-chi.com www.razorfish.com
92	NA	SKECHERS	Skechers USA Inc	In-house Creative In-house Media		330 South Sepulveda Blvd	Manhattan Beach	CA	90266	310-318-3100	www.skechers.com
93	56	VRBO	Expedia Inc.	Team One Publicis Sapient Billups Worldwide	AOR - Creative AOR - Digital Media buying + planning	1111 Expedia Group Way West 13031 West Jefferson Blvd, Suite 800 424 Second Avenue West 340 Oswego Pointe Drive, Suite 101	Seattle Los Angeles Seattle Lake Oswego	WA CA WA OR	98119 90094 98119 97034	425-679-7200 310-437-2500 206-816-8800 503-454-0714	www.vrbo.com www.teamone-usa.com www.publicissapient.com www.billups.com
94	NA	COCA-COLA	Coca-Cola Co	BCW Miami WPP Group, Inc. Ogilvy Hatch Design Turner Duckworth PodcastReach Network	Media buying + digital AOR - Creative, Media buying + planning Creative Creative Creative Digital + multicultural	1 Coca Cola Plaza Northwest 601 Brickell Key Drive, Suite 900 3 World Trade Center 175 Greenwich St 363 11th Avenue 116 New Montgomery, Suite 812 615 Battery Street, 6th Floor 244 Fifth Avenue Suite 2286	Atlanta Miami New York New York San Francisco San Francisco New York	GA FL NY NY CA CA NY	30313 33131 10017 10036 94015 94111 10001	404-676-2121 305-347-4300 212-632-2200 212-237-4000 415-398-1650 415-675-7777 646-492-0936	www.thecoca-colacompany.com www.bcw-global.com www.wpp.com www.ogilvy.com www.hatchsf.com www.turnerduckworth.com www.podcastteachnetwork.com
95	82	SLEEP NUMBER	Sleep Number Corporation	72andSunny 72andSunny Horizon Media, Inc. Peterson Milla Hooks	AOR - Creative AOR - Creative AOR - Media buying + planning Creative	1001 3rd Avenue South 12101 West Bluff Creek Drive 55 Water Street, 6th Floor 75 Varick Street 1315 Harmon Place	Plymouth Playa Vista Brooklyn New York Minneapolis	MN CA NY NY MN	55404 90094 11201 10013 55403	763-551-7000 310-215-9009 212-993-1300 212-220-5000 612-349-9116	www.sleepnumber.com www.72andsunny.com www.72andsunny.com www.horizonmedia.com www.pnhadv.com
96	NA	VOLKSWAGEN	Volkswagen Ag	CreativeDemand Johannes Leonardo PHD USA PHD Chicago PHD WPP Group, Inc.	AOR - Creative + multicultural AOR - Creative AOR - Media buying + planning Media buying + planning Media buying + planning Creative	2200 Ferdinand Porsche Drive 3390 Mary Street, Suite 124 115 Broadway 21st Floor 220 East 42nd St 225 North Michigan Avenue, 20th Floor 12777 West Jefferson Blvd Building C 3 World Trade Center 175 Greenwich St	Herndon Coconut Grove New York New York Chicago Los Angeles New York	VA FL NY NY IL CA NY	20171 33133 10006 10017 60601 90066 10017	703-364-7000 305-529-6464 212-462-8120 212-894-6600 312-881-1100 310-405-8700 212-632-2200	www.vw.com www.creativeondemand.com www.johannesleonardo.com www.phdmedia.com www.phdmedia.com www.phdmedia.com www.wpp.com
97	NA	TOP10.COM	Top10.com Media Ltd	No Agencies Listed		4023 Kennett Pike #50055	Wilmington	DE	19807		www.top10.com
98	NA	PARAMOUNT PICTURES	ParamountGlobal	Wavemaker	AOR - Media buying + planning, creative	1515 Broadway, 53rd Floor 6300 Wilshire Blvs, Suite 1900	New York Los Angeles	NY CA	10036 90048	212-258-6000 323-761-1400	www.paramount.com www.wavemakerglobal.com
99	NA	ASTRAZENECA	AstraZeneca Plc	Imre Diglas Health Life Brands The CDM Group Diglas Health Life Brands Healix Global VML	AOR - Social Media buying + planning, creative, digital Creative + public relations Media buying + planning, creative, digital Media buying + planning Creative + digital	1800 Concord Pike 909 Ridgebrook Road, Suite 300 100 Penn Square East, 11th Floor 220 East 42nd St, 11th Floor 1675 Broadway, 5th Floor 100 West 33rd Street Three Columbus Circle Third Floor	Wilmington Baltimore Philadelphia New York New York New York New York	DE MD PA NY NY NY NY	19850 21152 19107 10017 10019 10001 10019	302-886-3000 410-821-8220 215-545-4444 212-907-4300 212-448-6700 646-609-9966 212-210-3653	www.astrazeneca-us.com www.imrecommunications.com www.diglashealth.com www.cdmny.com www.diglashealth.com www.healixglobal.com www.vml.com
100	NA	DUNKIN'	Dunkin Brands Inc	Leo Burnett Detroit Publicis North America Rock Orange Diglas Diglas GKY Antler Arc Worldwide Jones Knowles Ritchie	AOR - Creative, strategy, media buying + planning AOR - Media buying + planning AOR - Multicultural, public relations Media Buying, digital + media planning Media Buying, digital + media planning Creative, digital + experiential Creative + digital Creative + social	130 Royall Street 3310 West Big Beaver Road Suite 107 1675 Broadway 125 Grand Avenue 40 Water Street 375 Hudson Street, 16th Floor 175 Canal Street 35 West Wacker Drive, 15th Floor 85 Spring Street, 5th Floor	Camden Troy New York Coral Gables Boston New York Manchester Chicago New York	MA MI NY FL MA NY NH IL NY	02021 48084 10019 33133 02109 10014 03101 60601 10012	781-737-3000 248-458-8300 212-474-5000 305-731-2224 617-867-1000 212-610-5000 603-625-5713 312-220-3200 347-205-8200	www.dunkinbrands.com www.leoburnett.com www.publicisna.com www.rockorange.com www.diglas.com www.diglas.com www.gyantler.com www.arcww.com www.jkrglobal.com

Prepared by OAAA, March 2024

Source: Winmo, Vivvix



OOH AGENCIES & SPECIALISTS

Overview

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

2023 MegaBrands
OOH Specialists List

WPP

Agency Name	OOH Specialist	Description
AKQA Group	GroupM OOH	Full service
Bravo Group	GroupM OOH	Full service
Kang & Lee	GroupM OOH	Full service
M-Six	GroupM OOH	Full service
Proof Communications	GroupM OOH	Full service
VML	GroupM OOH	Full service
Group M:		
EssenceMediacom	GroupM OOH	Media
Wavemaker	GroupM OOH	Media
Mindshare	GroupM OOH	Media
Openmind	GroupM OOH	Media
Red Fuse	GroupM OOH	Media

Omnicom Group

Agency Name	OOH Specialist	Description
BBDO	OMG/OMA	Full service
DDB	OMG/OMA	Full service
TBWA\Chiat\Day	OMG	Full service
BCL	OMG	Media
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
Razorfish	PMX	Full service
Saatchi & Saatchi	PMX	Full service
Team One	PMX	Full service
Collective	PMX	Media
Digitas	PMX	Media
Performics	PMX	Media
PHM (Publicis Health Media)	PMX	Media
Spark Foundry	PMX	Media
Starcom	PMX	Media
Zenith	PMX	Media

Interpublic Group

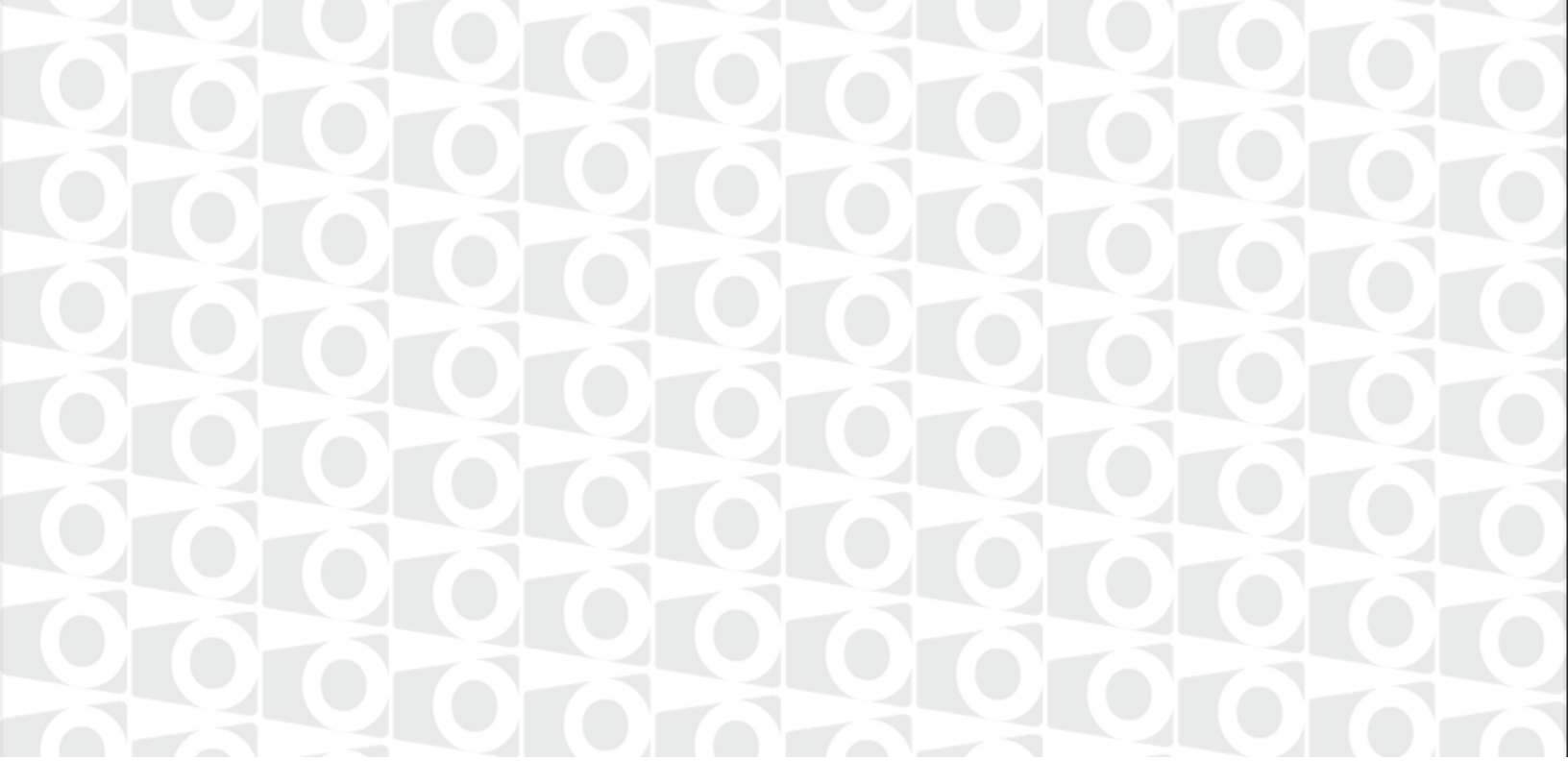
Agency Name	OOH Specialist	Description
Campbell Ewald	Rapport	Full service
Campbell Mithun	Rapport	Full service
Carmichael Lynch	Rapport	Full service
Deutsch	Rapport	Full service
FCB	Rapport	Full service
HUGE	Rapport	Full service
McCann Erickson	Rapport	Full service
Rufus	Rapport	Full service
Trilia	Rapport	Full service
Weber Shandwick	Rapport	Full service
IPG Mediabrands	Rapport	Media
BPN	Rapport	Media

2023 MegaBrands OOH Specialists List		
Healix	Rapport	Media
ID Media	Rapport	Media
Initiative	Rapport	Media
Mediahub	Rapport	Full service
Red	Rapport	Media
UM	Rapport	Media
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 Creative	dentsu OOH	Creative
Stagwell		
Agency Name		Description
Anchor Worldwide		Full service
Anomaly		Full service
Colle+McVoy		Full service
Crispin Porter Bogusky		Full service
Doner	Talon US	Full service
MMI Agency	Talon US	Full service
Stagwell Global		Full service
Yamamoto		Full service
Assembly	Talon US	Media
Gale	Talon US	Media
Ink		Media
Multiview		Media
Talon Group	Talon US	Media
Trade X Partners		Media
Horizon		
Agency Name		Description
Horizon		Full service
Havas Group		
Agency Name	OOH Specialist	Description
Havas Media Group	Talon US	Media
Independent Agencies		
Agency Name	OOH Specialists	Description
The Buntin Group	Talon US	Full service
Extra Credit Projects	In-house	Full service
<i>Unaffiliated Organizations</i>	41:10 Media	Media
	Altermark	Media
	Billboard Connection	Media
	Billups	Media
	Bray Outdoor Ads	Media
	Brown-Forman	Media
	Callan Advertising	Media
	Charisma	Media
	Dade Media	Media
	Delta Media	Media

2023 MegaBrands
OOH Specialists List

Independent Agencies (cont'd)

Agency Name	OOH Specialists	Description
	Diane Allen & Associates	Media
	EMC Outdoor	Media
	Evergreen Trading	Media
	Focus Advertising	Media
	Harmelin Media	Media
	Herrera Mediaworks	Media
	Icon Intl.	Media
	Innovative Outdoor Advertising	Media
	Inspiria Media	Media
	Kap Media	Media
	Media Global Group	Media
	Media Lease OOH	Media
<i>Unaffiliated Organizations</i>	MediaKeys	Media
	Midnight Oil	Creative and Production
	Mixed Media	Media
	Mobly Media	Media
	Murphy Media Group	Media
	Muscle Marketing	Media
	MX Miroma	Media
	Noy Media Group	Media
	NPRP Media	Media
	O Media Group	Media
	Onboard Media	Media
	OOHA/Wilkins	Media
	ODN	Media
	Outdoor Solutions	Media
	Outselling, Inc.	Media
	Pierce Media	Media
	Quan Media Group	Media
	Red Truck Media Inc.	Media
	Skies Above Media	Media
	Smart Ads	Media
	TRU OOH	Media
	Tru Form Media	Media
	True Impact Media	Media
	Veritas Media	Media



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