

2024 MEGABRANDS REPORT

Table of Contents

- 1. 2024 OOH Industry Revenue Overview**
- 2. 2024 Top 100 OOH Advertisers**
- 3. 2024 Top 100 Total Media Advertisers**
- 4. 2024 Agency List - Top 100 OOH Advertisers**
- 5. 2024 Agency List - Top 100 Total Media Advertisers**
- 6. OOH Agencies & Specialists Overview**



OOH Industry 2024 Revenue Overview

OOH Revenue Categories by Quarter and
Full Year 2024 OOH Revenue By Format

2024 January - March OOH Advertising Expenditures Ranked By Total Spending

Industry Categories	January - March 2024 (000)	Percent of Total Revenue	Rank	January - March 2023 (000)	Rank	Category Growth January - March '24 vs '23 (000)	Percentage Change January - March '24 vs '23 (%)
LOCAL SERVICES & AMUSEMENTS	583,557.8	30.0%	1	511,065.9	1	72,491.9	14.2%
RETAIL	179,456.9	9.2%	2	162,476.1	2	16,980.8	10.5%
PUBLIC TRANSPORT, HOTELS & RESORTS	166,635.2	8.6%	3	148,858.3	7	17,776.9	11.9%
MEDIA & ADVERTISING	141,010.1	7.3%	4	122,188.3	3	18,821.8	15.4%
GOVERNMENT, POLITICS & ORGS	129,073.5	6.6%	5	116,892.6	5	12,180.9	10.4%
RESTAURANTS	114,071.1	5.9%	6	112,532.4	6	1,538.7	1.4%
INSURANCE & REAL ESTATE	84,958.3	4.4%	7	89,154.1	8	-4,195.9	-4.7%
FINANCIAL	75,799.8	3.9%	8	101,667.7	7	-25,867.8	-25.4%
AUTOMOTIVE DEALERS & SERVICES	74,746.4	3.8%	9	67,243.8	10	7,502.7	11.2%
SCHOOLS, CAMPS & SEMINARS	71,914.0	3.7%	10	76,070.6	9	-4,156.6	-5.5%
Total Top Ten Categories	1,621,223.2	83.4%		1,508,149.9		113,073.3	

Total 2024 January - March OOH Expenditures \$1,943,622,573
Overall Percentage Change January - March '24 vs '23 6.8%

2024 April - June OOH Advertising Expenditures Ranked By Total Spending

Industry Categories	April - June 2024 (000)	Percent of Total Revenue	Rank	April - June 2023 (000)	Rank	Category Growth April - June '24 vs '23 (000)	Percentage Change April - June '24 vs '23 (%)
MISC SERVICES & AMUSEMENTS	\$ 787,362.8	28.4%	1	\$ 715,132.7	1	72,230.1	10.1%
RETAIL	\$ 264,179.6	9.5%	2	\$ 230,030.8	2	34,148.8	14.8%
PUBLIC TRANS, HOTELS & RESORTS	\$ 233,707.5	8.4%	3	\$ 223,771.9	3	9,935.5	4.4%
GOVERNMENT, POLITICS & ORGS	\$ 188,973.8	6.8%	4	\$ 193,182.0	5	-4,208.2	-2.2%
MEDIA & ADVERTISING	\$ 183,042.4	6.6%	5	\$ 202,551.3	4	-19,508.9	-9.6%
RESTAURANTS	\$ 157,211.7	5.7%	6	\$ 155,161.9	6	2,049.8	1.3%
INSURANCE & REAL ESTATE	\$ 123,044.6	4.4%	7	\$ 113,835.4	8	9,209.2	8.1%
FINANCIAL	\$ 109,733.3	4.0%	8	\$ 123,147.4	7	-13,414.1	-10.9%
SCHOOLS, CAMPS & SEMINARS	\$ 102,446.8	3.7%	9	\$ 100,364.3	9	2,082.4	2.1%
AUTOMOTIVE DEALERS & SERVICES	\$ 95,364.0	3.4%	10	\$ 80,980.0	10	14,384.0	17.8%
Total Top Ten Categories	\$ 2,245,066.5	80.9%		\$ 2,138,157.9			

Total 2024 April - June OOH Expenditures \$2,775,294,470
Overall Percentage Change April - June '24 vs '23 3.4%

2024 July - September OOH Advertising Expenditures Ranked By Total Spending

Industry Categories	July - September 2024 (000)	Percent of Total Revenue	Rank	July - September 2023 (000)	Rank	Category Growth July - September '24 vs '23 (000)	Percentage Change July - September '24 vs '23 (%)
LOCAL SERVICES & AMUSEMENTS	\$620,895.2	30.4%	1	\$547,437.0	1	73,458.2	13.4%
RETAIL	\$191,987.3	9.4%	2	\$163,105.1	2	28,882.2	17.7%
GOVERNMENT, POLITICS & ORGS	\$145,011.7	7.1%	3	\$130,588.1	4	14,423.6	11.0%
MEDIA & ADVERTISING	\$128,672.4	6.3%	4	\$129,911.4	5	-1,239.0	-1.0%
PUBLIC TRANS, HOTELS & RESORTS	\$116,417.9	5.7%	5	\$134,593.1	3	-18,175.3	-13.5%
RESTAURANTS	\$116,417.9	5.7%	6	\$123,970.3	6	-7,552.4	-6.1%
FINANCIAL SERVICES	\$89,866.4	4.4%	7	\$110,385.4	7	-20,519.0	-18.6%
INSURANCE & REAL ESTATE	\$89,866.4	4.4%	8	\$87,495.3	8	2,371.1	2.7%
AUTOMOTIVE DEALERS & SERVICES	\$79,654.3	3.9%	9	\$67,515.8	10	12,138.5	18.0%
SCHOOLS, CAMPS & SEMINARS	\$69,442.2	3.4%	10	\$68,005.2	9	1,437.1	2.1%
Total Top Ten Categories	1,648,231.7	80.7%		\$1,563,006.6		85,225.1	

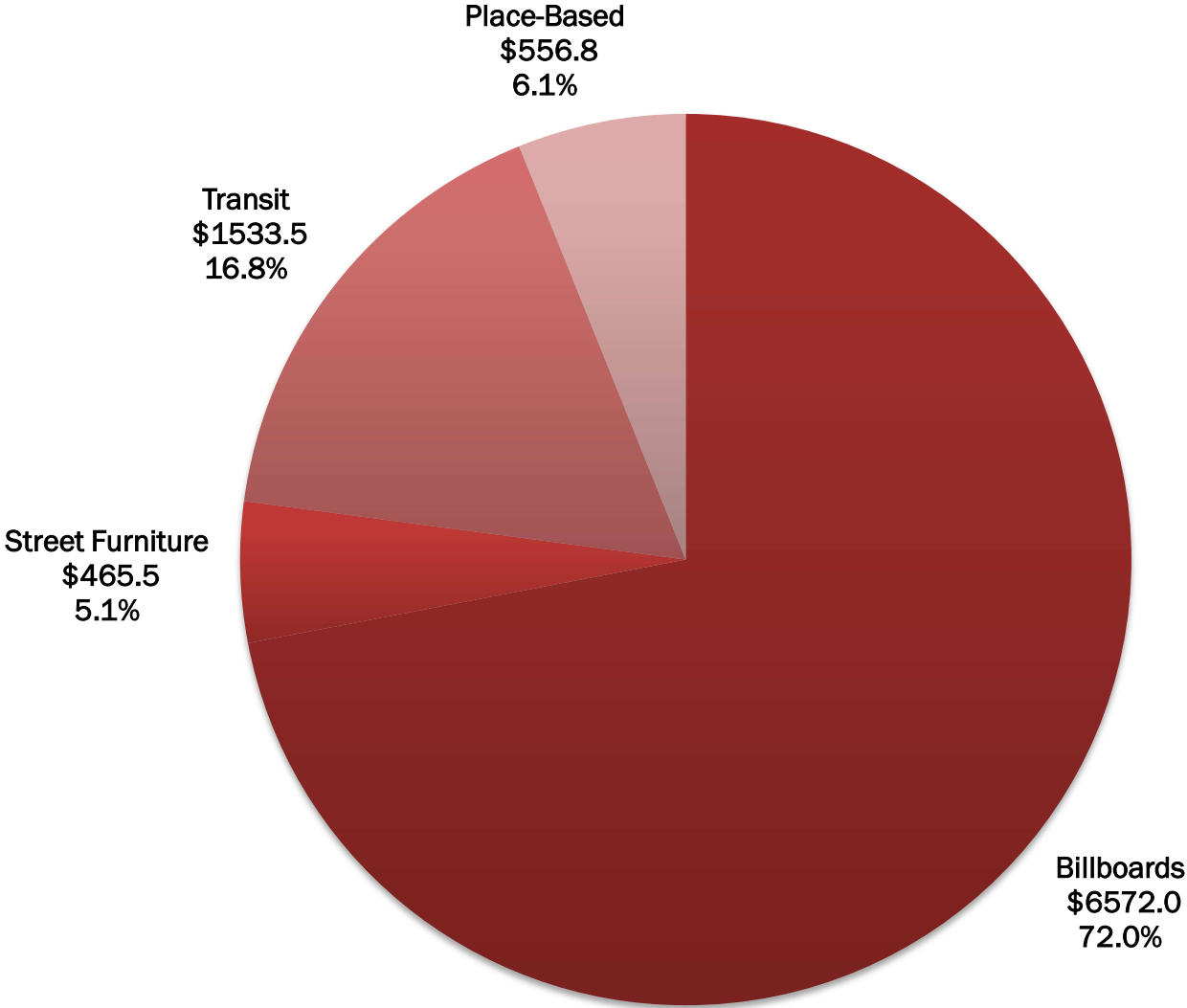
Total 2024 July - September OOH Expenditures \$2,042,418,444
Overall Percentage Change July - September '24 vs '23 4.3%

2024 October - December OOH Advertising Expenditures Ranked By Total Spending

Industry Categories	October - December 2024 (000)	Percent of Total Revenue	Rank	October - December 2023 (000)	Rank	Category Growth October - December '24 vs '23 (000)	Percentage Change October - December '24 vs '23 (%)
LOCAL SERVICES & AMUSEMENTS	\$630,495.1	26.6%	1	\$583,606.0	1	\$46,889.1	8.0%
RETAIL	\$240,384.5	10.2%	2	\$216,084.1	2	24,300.4	11.2%
GOVERNMENT, POLITICS & ORGS	\$168,840.7	7.1%	3	\$132,269.4	5	36,571.3	27.6%
MEDIA & ADVERTISING	\$146,189.5	6.2%	4	\$155,884.1	4	-9,694.6	-6.2%
PUBLIC TRANS., HOTELS & RESORTS	\$136,770.8	5.8%	5	\$152,863.0	3	-16,092.2	-10.5%
INSURANCE & REAL ESTATE	\$117,296.3	5.0%	6	\$120,116.8	6	-2,820.5	-2.3%
RESTAURANTS	\$113,408.0	4.8%	7	\$119,644.1	7	-6,236.1	-5.2%
COMMUNICATIONS	\$112,112.2	4.7%	8	\$63,664.7	11	48,447.5	76.1%
FINANCIAL	\$109,599.4	4.6%	9	\$107,275.8	8	2,323.5	2.2%
SCHOOLS, CAMPS & SEMINARS	\$78,459.7	3.3%	10	\$79,694.5	9	-1,234.8	-1.5%
Total Top Ten Categories	\$1,853,556.1	78.3%		\$1,731,102.4		\$122,453.7	

Total 2024 October - December OOH Expenditures \$2,366,466,651
Overall Percentage Change October - December '24 vs '23 4.1%

2024 YE Total OOH Revenue \$9.13 Billion



Digital OOH represents 34% of total OOH, format figures in millions.

Source: OAAA



2024 Top 100 OOH Advertisers

Top 100 OOH Advertisers by 2024 Ad Spend

2024 MegaBrands

Top 100 OOH Advertisers

Rank	Advertiser	OOH Spending
1	APPLE	\$68,336,101
2	MCDONALD'S	\$61,062,556
3	AMAZON	\$55,176,104
4	COCA-COLA	\$46,866,714
5	VERIZON	\$44,229,837
6	DISNEY	\$41,083,933
7	MORGAN & MORGAN ATTORNEYS	\$38,664,750
8	HOTELS.COM	\$33,989,103
9	GOOGLE	\$33,390,656
10	SAMSUNG	\$27,721,256
11	UNIVERSAL PICTURES	\$27,521,100
12	NETFLIX	\$27,096,770
13	ANHEUSER-BUSCH	\$27,026,294
14	T-MOBILE	\$25,108,125
15	DUNKIN'	\$22,021,227
16	CRACKER BARREL	\$21,196,395
17	EXPEDIA	\$19,875,748
18	PARAMOUNT	\$19,467,641
19	UBER	\$18,869,262
20	KROGER	\$17,904,156
21	VRBO	\$17,154,321
22	WALT DISNEY PICTURES	\$16,600,153
23	CHANEL	\$16,423,758
24	RICHEMONT JEWELERS	\$16,152,122
25	PARAMOUNT PICTURES	\$16,127,303
26	COMCAST	\$15,445,519
27	TOYOTA DEALERS ASSN	\$15,206,652
28	META	\$14,717,493
29	HEINEKEN	\$14,443,934
30	MAX	\$14,148,979
31	CHEVROLET	\$14,120,845
32	COCA-COLA SOUTHWEST BEVERAGES	\$14,116,995
33	HULU	\$14,023,235
34	WENDY'S	\$13,764,139
35	LIVE NATION	\$13,554,292
36	CHICK-FIL-A	\$13,482,220
37	JERSEY MIKE'S	\$13,163,299
38	FX	\$12,914,942
39	BLUE CROSS & BLUE SHIELD	\$12,871,006
40	AMERICAN EXPRESS	\$12,629,937
41	DOORDASH	\$11,852,877
42	SWEET JAMES ATTORNEYS	\$11,838,900
43	LOVE'S TRAVEL STOPS	\$11,750,531
44	HONDA	\$11,632,441
45	NBC	\$11,513,436
46	JOHNSON & JOHNSON	\$11,505,452
47	RUBENSTEIN LAW	\$11,335,196
48	RE/MAX	\$11,245,684
49	HUMANA	\$11,044,320
50	TOTAL WINE & MORE	\$10,895,296

Source: Vivvix-MediaRadar

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

2024 MegaBrands

Top 100 OOH Advertisers

Rank	Advertiser	OOH Spending
51	FOX	\$10,859,780
52	HARD ROCK	\$10,632,292
53	ADVENTHEALTH	\$10,603,668
54	LVMH	\$10,585,662
55	ABC	\$10,464,493
56	FANDUEL	\$10,399,296
57	NIKE	\$10,259,373
58	QUIKTRIP	\$10,202,000
59	CIRQUE DU SOLEIL	\$10,125,520
60	WARNER BROS	\$10,040,155
61	STATE FARM	\$9,930,652
62	RAISING CANE'S	\$9,904,281
63	OLD NAVY	\$9,766,203
64	JP MORGAN	\$9,670,470
65	SEAWORLD	\$9,612,367
66	SIXT RENT THE CAR	\$9,371,848
67	LERNER & ROWE ATTORNEYS	\$9,228,383
68	CARNIVAL	\$9,192,838
69	7-ELEVEN	\$9,184,075
70	IHG	\$8,922,702
71	BURBERRY	\$8,811,737
72	KAISER PERMANENTE	\$8,780,769
73	SHEETZ	\$8,751,816
74	MD ANDERSON CANCER CENTER	\$8,744,033
75	UNIVERSAL HOTELS & RESORTS	\$8,677,776
76	WAWA	\$8,541,922
77	MILLERCOORS	\$8,454,706
78	L'OREAL PARIS	\$8,423,049
79	PROGRESSIVE	\$8,414,509
80	PEACOCK	\$8,255,832
81	STRIPE	\$8,239,519
82	STATE OF NEW MEXICO	\$8,035,806
83	TURO	\$7,967,994
84	TIFFANY	\$7,952,757
85	WALMART	\$7,950,139
86	SPECTRUM	\$7,884,244
87	DAN NEWLIN ATTORNEY	\$7,866,959
88	GALLO	\$7,827,712
89	PLANET FITNESS	\$7,806,543
90	SONY	\$7,773,421
91	LOUIS VUITTON	\$7,660,802
92	CHRISTIAN DIOR	\$7,658,973
93	UNIVERSITY OF TEXAS	\$7,585,851
94	CAPITAL ONE	\$7,439,211
95	RALPH LAUREN	\$7,412,138
96	MOLSON COORS	\$7,402,432
97	CIRCLE K	\$7,369,869
98	COX	\$7,354,306
99	MONTEFIORE HEALTH SYSTEM	\$7,204,688
100	CALIFORNIA STATE LOTTERY	\$7,185,012

Source: Vivvix-MediaRadar

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

2024 MegaBrands

Top 100 OOH Advertisers

(Listed Alphabetically)

Rank	Advertiser	Rank	Advertiser
69	7-ELEVEN	54	LVMH
55	ABC	30	MAX
53	ADVENTHEALTH	2	MCDONALD'S
3	AMAZON	74	MD ANDERSON CANCER CENTER
40	AMERICAN EXPRESS	28	META
13	ANHEUSER-BUSCH	77	MILLERCOORS
1	APPLE	96	MOLSON COORS
39	BLUE CROSS & BLUE SHIELD	99	MONTEFIORE HEALTH SYSTEM
71	BURBERRY	7	MORGAN & MORGAN ATTORNEYS
100	CALIFORNIA STATE LOTTERY	45	NBC
94	CAPITAL ONE	12	NETFLIX
68	CARNIVAL	57	NIKE
23	CHANEL	63	OLD NAVY
31	CHEVROLET	18	PARAMOUNT
36	CHICK-FIL-A	25	PARAMOUNT PICTURES
92	CHRISTIAN DIOR	80	PEACOCK
97	CIRCLE K	89	PLANET FITNESS
59	CIRQUE DU SOLEIL	79	PROGRESSIVE
4	COCA-COLA	58	QUIKTRIP
32	COCA-COLA SOUTHWEST BEVERAGES	62	RAISING CANE'S
26	COMCAST	95	RALPH LAUREN
98	COX	48	RE/MAX
16	CRACKER BARREL	24	RICHEMONT JEWELERS
87	DAN NEWLIN ATTORNEY	47	RUBENSTEIN LAW
6	DISNEY	10	SAMSUNG
41	DOORDASH	65	SEAWORLD
15	DUNKIN'	73	SHEETZ
17	EXPEDIA	66	SIXT RENT THE CAR
56	FANDUEL	90	SONY
51	FOX	86	SPECTRUM
38	FX	61	STATE FARM
88	GALLO	82	STATE OF NEW MEXICO
9	GOOGLE	81	STRIPE
52	HARD ROCK	42	SWEET JAMES ATTORNEYS
29	HEINEKEN	84	TIFFANY
44	HONDA	14	T-MOBILE
8	HOTELS.COM	50	TOTAL WINE & MORE
33	HULU	27	TOYOTA DEALERS ASSN
49	HUMANA	83	TURO
70	IHG	19	UBER
37	JERSEY MIKE'S	75	UNIVERSAL HOTELS & RESORTS
46	JOHNSON & JOHNSON	11	UNIVERSAL PICTURES
64	JP MORGAN	93	UNIVERSITY OF TEXAS
72	KAISER PERMANENTE	5	VERIZON
20	KROGER	21	VRBO
67	LERNER & ROWE ATTORNEYS	85	WALMART
35	LIVE NATION	22	WALT DISNEY PICTURES
78	L'OREAL PARIS	60	WARNER BROS
91	LOUIS VUITTON	76	WAWA
43	LOVE'S TRAVEL STOPS	34	WENDY'S

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Top 100 OOH Advertisers: Parents

Rank	Parent	OOH Spending
1	WALT DISNEY CO	\$104,566,368
2	COMCAST CORP	\$85,352,892
3	EXPEDIA INC	\$71,019,172
4	APPLE INC	\$68,453,101
5	MCDONALD'S CORP	\$61,062,556
6	AMAZON.COM INC	\$60,917,159
7	PARAMOUNT GLOBAL	\$50,310,806
8	COCA-COLA CO	\$48,709,185
9	LVMH MOET HENNESSY LOUIS VUITTON SA	\$46,999,394
10	VERIZON COMMUNICATIONS INC	\$46,443,615
11	MORGAN & MORGAN PA	\$38,664,750
12	WARNER BROS DISCOVERY INC	\$38,010,142
13	ALPHABET INC	\$35,380,388
14	ROARK CAPITAL GROUP	\$34,739,380
15	COMPAGNIE FINANCIERE RICHEMONT AG	\$29,645,826
16	ANHEUSER-BUSCH INBEV	\$29,435,831
17	SAMSUNG GROUP	\$27,774,131
18	NETFLIX INC	\$27,096,770
19	DEUTSCHE TELEKOM AG	\$25,453,764
20	STATE OF CALIFORNIA	\$24,162,626
21	MOLSON COORS BREWING CO	\$23,696,329
22	STATE OF NEW YORK	\$22,042,267
23	CRACKER BARREL OLD COUNTRY STORE INC	\$21,196,395
24	POLITICAL ADVERTISING	\$20,295,623
25	US GOVERNMENT	\$20,036,970
26	GENERAL MOTORS CORP	\$19,809,745
27	KROGER CO	\$19,151,655
28	UBER TECHNOLOGIES INC	\$18,869,262
29	BERKSHIRE HATHAWAY INC	\$17,201,739
30	META PLATFORMS INC	\$17,172,119
31	UNIVERSITY OF TEXAS SYSTEM	\$16,462,197
32	GENERAL MOTORS CORP DEALERS ASSN	\$16,355,764
33	CHANEL SA	\$16,341,526
34	STATE OF FLORIDA	\$15,844,267
35	TOYOTA MOTOR CORP DEALERS ASSN	\$15,350,814
36	STATE OF NEW JERSEY	\$14,678,634
37	HEINEKEN NV	\$14,595,264
38	ARCA CONTINENTAL SAB DE CV	\$14,116,995
39	LIVE NATION ENTERTAINMENT INC	\$14,113,042
40	WENDY'S CO	\$13,764,929
41	CHICK-FIL-A INC	\$13,482,220
42	HONDA MOTOR CO LTD	\$13,413,132
43	KERING SA	\$13,196,155
44	JERSEY MIKE'S SUBMARINES & SALADS	\$13,163,299
45	JP MORGAN CHASE & CO	\$12,906,615
46	AMERICAN EXPRESS CO	\$12,672,582
47	COMMONWEALTH OF PENNSYLVANIA	\$12,622,638
48	APOLLO GLOBAL MGT INC	\$12,556,060
49	MGM RESORTS INTL	\$12,360,487
50	FOX CORP	\$12,201,748

Source: Vivvix-MediaRadar

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

2024 MegaBrands

Top 100 OOH Advertisers: Parents

Rank	Parent	OOH Spending
51	SEMINOLE TRIBE OF FLORIDA	\$12,145,018
52	LOVE'S TRAVEL STOPS & COUNTRY STORES INC	\$11,882,122
53	DOORDASH INC	\$11,852,877
54	SWEET JAMES LLP	\$11,838,900
55	JOHNSON & JOHNSON	\$11,615,649
56	RUBENSTEIN LAW	\$11,335,196
57	RE/MAX INTL INC	\$11,247,959
58	HUMANA INC	\$11,220,845
59	TOTAL WINE & MORE	\$10,895,296
60	DIAGEO PLC	\$10,813,619
61	SONY CORP	\$10,780,703
62	ADVENTHEALTH HEALTH SYSTEM	\$10,713,108
63	KAISER PERMANENTE	\$10,676,743
64	INTERCONTINENTAL HOTELS GROUP PLC	\$10,625,281
65	STATE OF NEW MEXICO	\$10,603,030
66	GAP INC	\$10,549,023
67	SEVEN & I HOLDINGS CO LTD	\$10,456,152
68	PEPSICO INC	\$10,411,339
69	FLUTTER ENTERTAINMENT PLC	\$10,399,296
70	NIKE INC	\$10,384,663
71	CIRQUE DU SOLEIL	\$10,125,520
72	STATE FARM MUTUAL AUTO INS CO	\$10,000,808
73	RAISING CANE'S CHICKEN FINGERS	\$9,928,281
74	FORD MOTOR CO DEALERS ASSN	\$9,775,582
75	CARNIVAL CORP & PLC	\$9,694,608
76	SEAWORLD ENTERTAINMENT INC	\$9,641,681
77	SAN MANUEL BAND OF MISSION INDIANS	\$9,583,124
78	DANIEL J NEWLIN ATTORNEY	\$9,498,780
79	SIXT AUTOVERMIETUNG AG	\$9,371,848
80	L'OREAL SA	\$9,241,540
81	LAW OFFICES OF LERNER & ROWE	\$9,228,383
82	SHEETZ INC	\$8,751,816
83	TOYOTA MOTOR CORP DEALERS ASSN	\$8,547,141
84	WAWA INC	\$8,541,922
85	CHARTER COMMUNICATIONS INC	\$8,518,181
86	BARCLAYS PLC	\$8,428,022
87	BURBERRY GROUP PLC	\$8,421,378
88	WALMART INC	\$8,389,561
89	PROGRESSIVE CORP	\$8,382,516
90	NEW YORK NY	\$8,313,431
91	STRIPE INC	\$8,239,519
92	TURO INC	\$7,967,994
93	E&J GALLO WINERY	\$7,903,050
94	PLANET FITNESS	\$7,806,543
95	AT&T INC	\$7,716,111
96	CAPITAL ONE FINANCIAL CORP	\$7,439,214
97	POLO/RALPH LAUREN CORP	\$7,412,138
98	ALIMENTATION COUCHE-TARD INC	\$7,394,805
99	CAESARS ENTERTAINMENT CORP	\$7,319,914
100	COX ENTERPRISES INC	\$7,241,333

Source: Vivvix-MediaRadar

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



2024 Top 100 Total Media Advertisers

Top 100 Advertisers Across All Media by 2024 Ad Spend

2024 MegaBrands

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

Rank	Advertiser	Total Spend	OOH	OOH % of Total Spend	Digital (display, mobile, search, video, app)	Digital % of Total Spend	TV (network, spot, syndication)	Cable TV	Spanish Language TV	TV % of Total Spend	Radio (network, national spot, local)	Radio % of Total Spend	Print (newspaper incl. Hispanic + Magazine incl. Sunday, local, B2B)	Print % of Total Spend
1	AMAZON	4,192,179,910	55,176,104	1.3%	3,570,193,758	85%	291,074,953	226,737,081	32,293,287	13%	13,365,586	0.3%	3,339,141	0.1%
2	PROGRESSIVE	2,188,927,533	8,414,509	0.4%	1,367,014,513	62%	348,631,115	362,575,393	7,539,345	33%	84,887,363	3.9%	9,865,295	0.5%
3	WALMART	1,772,756,096	7,950,139	0.4%	1,493,293,541	84%	148,370,332	86,303,491	27,591,812	15%	2,671,631	0.2%	6,575,150	0.4%
4	ALLSTATE	1,440,356,521	7,128,568	0.5%	966,339,445	67%	260,098,469	149,977,379	12,029,808	29%	44,676,686	3.1%	106,167	0.0%
5	VERIZON	1,403,908,831	44,229,837	3.2%	607,283,177	43%	338,137,800	224,654,090	37,021,090	43%	152,500,071	10.9%	82,765	0.0%
6	APPLE	1,175,640,559	68,336,101	5.8%	751,965,719	64%	232,440,424	101,698,591	9,678,144	29%	9,182,357	0.8%	2,339,223	0.2%
7	GEICO	1,166,552,935	4,949,490	0.4%	652,557,492	56%	305,086,364	175,992,919	11,853,608	42%	16,046,333	1.4%	66,729	0.0%
8	T-MOBILE	1,128,988,262	25,108,125	2.2%	599,784,316	53%	249,663,710	141,906,148	15,680,937	36%	87,958,000	7.8%	8,887,025	0.8%
9	ABBVIE	1,110,179,562	639,100	0.1%	102,800,402	9%	577,478,363	406,093,731	0	89%	22,804,450	2.1%	363,515	0.0%
10	TARGET	980,497,926	4,531,258	0.5%	766,448,681	78%	93,970,801	83,051,271	16,498,262	20%	15,484,892	1.6%	512,760	0.1%
11	AT&T	892,313,521	7,001,476	0.8%	444,587,973	50%	185,839,936	209,556,178	15,610,549	46%	27,896,450	3.1%	1,820,960	0.2%
12	NERDWALLET	857,819,610	0	0.0%	827,949,547	97%	11,971,940	17,451,994	0	3%	446,129	0.1%	0	0.0%
13	CAPITAL ONE	839,765,780	7,439,211	0.9%	470,032,251	56%	139,811,820	156,058,269	7,412,816	36%	38,139,558	4.5%	20,871,856	2.5%
14	STATE FARM	807,222,870	9,930,652	1.2%	418,293,883	52%	205,763,870	121,354,380	13,763,871	42%	38,017,332	4.7%	98,883	0.0%
15	HOME DEPOT	800,879,356	1,425,386	0.2%	567,132,930	71%	72,906,849	96,885,053	8,903,472	22%	52,089,805	6.5%	1,535,860	0.2%
16	EXPEDIA	798,573,665	19,875,748	2.5%	727,170,811	91%	18,176,110	20,103,649	13,080,044	6%	58,182	0.0%	109,121	0.0%
17	GOOGLE	757,918,756	33,390,656	4.4%	505,202,232	67%	129,077,262	73,090,839	7,190,889	28%	1,077,368	0.1%	8,889,511	1.2%
18	TEMU	753,357,911	0	0.0%	726,345,066	96%	25,584,486	564,159	0	3%	0	0.0%	864,200	0.1%
19	HOTELS.COM	724,831,436	33,989,103	4.7%	659,043,878	91%	14,358,941	17,398,604	0	4%	40,910	0.0%	0	0.0%
20	DISNEY	690,354,437	41,083,933	6.0%	373,405,699	54%	117,550,694	135,826,335	6,983,071	38%	11,283,512	1.6%	4,221,193	0.6%
21	CHASE	688,458,546	3,234,501	0.5%	423,992,347	62%	86,077,979	150,672,122	1,987,011	35%	21,533,770	3.1%	960,817	0.1%
22	BOOKING.COM	670,333,499	920,677	0.1%	595,400,988	89%	32,819,757	40,611,622	0	11%	23,655	0.0%	556,800	0.1%
23	POLITICAL: US Senate Campaigns	642,216,642	349,134	0.1%	8,478,314	1%	623,471,452	422,108	0	97%	9,491,612	1.5%	4,022	0.0%
24	MACY'S	633,891,442	2,818,836	0.4%	359,303,663	57%	123,021,485	91,761,917	8,548,680	35%	48,349,600	7.6%	87,261	0.0%
25	LOWE'S	616,614,065	357,182	0.1%	310,971,092	50%	102,121,423	102,961,775	17,440,295	36%	82,564,730	13.4%	197,569	0.0%
26	WAYFAIR	612,148,886	271,846	0.0%	472,237,668	77%	43,072,725	91,131,707	0	22%	1,365,412	0.2%	4,069,529	0.7%
27	BEST BUY	594,043,332	71,396	0.0%	574,052,764	97%	17,255,482	1,902,506	199,401	3%	461,337	0.1%	100,446	0.0%
28	TOYOTA	592,169,590	1,017,833	0.2%	189,786,138	32%	310,365,179	53,191,202	22,761,531	65%	14,598,698	2.5%	449,010	0.1%
29	ADOBE	588,884,233	202,110	0.0%	577,204,394	98%	4,674,635	6,745,688	0	2%	20,598	0.0%	36,808	0.0%
30	POLITICAL: US House Campaigns	578,890,499	3,241,833	0.6%	2,288,294	0%	560,650,058	74,425	0	97%	12,133,577	2.1%	502,312	0.1%
31	KOHL'S	563,438,855	296,369	0.1%	356,516,617	63%	79,675,557	88,545,268	9,666,572	32%	26,247,171	4.7%	2,491,302	0.4%
32	XFINITY	559,958,541	163,041	0.0%	254,801,157	46%	205,730,817	45,364,525	4,476,796	46%	48,194,512	8.6%	1,227,695	0.2%
33	NOVO NORDISK	559,251,425	414,047	0.1%	81,575,258	15%	235,704,959	241,395,581	0	85%	76,844	0.0%	84,736	0.0%
34	DOMINO'S	550,745,625	1,031,641	0.2%	210,249,172	38%	102,649,298	222,631,406	13,342,368	61%	817,684	0.1%	24,056	0.0%
35	HYUNDAI	520,753,396	5,140,870	1.0%	224,388,226	43%	225,857,414	39,541,238	8,132,087	53%	14,902,535	2.9%	2,791,026	0.5%
36	INTUIT	517,002,247	2,129,775	0.4%	289,630,642	56%	122,736,942	88,569,324	7,720,121	42%	6,196,676	1.2%	18,767	0.0%
37	PFIZER	506,858,928	4,678,941	0.9%	111,937,075	22%	233,905,404	84,718,450	3,256,266	64%	59,738,619	11.8%	8,624,173	1.7%
38	MCDONALD'S	499,265,762	61,062,556	12.2%	212,736,440	43%	108,557,147	66,725,489	14,185,135	38%	35,878,889	7.2%	120,106	0.0%
39	WENDY'S	479,113,728	13,764,139	2.9%	185,265,422	39%	92,480,745	129,045,247	17,270,427	50%	41,255,026	8.6%	32,723	0.0%
40	NISSAN	475,691,894	938,906	0.2%	169,539,931	36%	199,560,616	69,882,870	3,388,004	57%	32,073,517	6.7%	308,050	0.1%
41	FORD	454,651,328	3,715,534	0.8%	210,740,308	46%	194,005,911	28,918,053	9,507,512	51%	6,011,365	1.3%	1,752,646	0.4%
42	AMERICAN EXPRESS	444,945,289	12,629,937	2.8%	331,796,073	75%	53,040,664	42,872,031	0	22%	2,588,720	0.6%	2,017,864	0.5%
43	LIBERTY MUTUAL	422,189,125	476	0.0%	104,973,920	25%	164,051,044	150,418,618	0	74%	2,709,997	0.6%	35,070	0.0%
44	TOP10.COM	419,747,522	0	0.0%	419,747,522	100%	0	0	0	0%	0	0.0%	0	0.0%
45	REGENERON/SANOFI GENZYME	418,665,529	0	0.0%	53,485,351	13%	242,934,061	97,404,913	17,847,128	86%	2,509,676	0.6%	4,484,400	1.1%
46	SAMSUNG	400,841,006	27,721,256	6.9%	211,161,995	53%	67,462,664	71,138,275	15,334,061	38%	6,106,448	1.5%	1,916,307	0.5%
47	ALLERGAN	400,294,547	13,781	0.0%	124,374,852	31%	106,017,325	169,609,876	0	69%	278,713	0.1%	0	0.0%
48	GLAXOSMITHKLINE	399,343,674	6,293,398	1.6%	26,235,387	7%	216,762,849	114,912,669	33,444,990	91%	1,650,650	0.4%	43,730	0.0%
49	HONDA	388,178,533	11,632,441	3.0%	172,252,807	44%	141,557,969	52,509,813	3,250,240	51%	5,185,614	1.3%	1,789,649	0.5%
50	SPECTRUM	379,501,027	7,884,244	2.1%	156,235,868	41%	193,871,983	2,234	0	51%	20,998,618	5.5%	508,080	0.1%

Source: Vivvix-MediaRadar

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

2024 MegaBrands

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

Rank	Advertiser	Total Spend	OOH	OOH % of Total Spend	Digital (display, mobile, search, video, app)	Digital % of Total Spend	TV (network, spot, syndication)	Cable TV	Spanish Language TV	TV % of Total Spend	Radio (network, national spot, local)	Radio % of Total Spend	Print (newspaper incl. Hispanic + Magazine incl. Sunday, local, B2B)	Print % of Total Spend
51	ELI LILLY	378,312,799	3,718,099	1.0%	163,605,099	43%	120,798,688	79,454,913	7,900,399	55%	1,010	0.0%	2,834,591	0.7%
52	HARRIS FOR PRESIDENT	369,285,855	1,958,162	0.5%	19,663,487	5%	310,390,708	11,821,324	379,204	87%	25,042,730	6.8%	30,240	0.0%
53	CHEVROLET	368,467,482	14,120,845	3.8%	160,444,747	44%	156,169,259	25,081,892	7,609,785	51%	2,796,087	0.8%	2,244,868	0.6%
54	KIA	358,457,049	5,380,828	1.5%	129,463,993	36%	129,667,384	75,748,055	8,237,300	60%	6,264,177	1.7%	3,695,312	1.0%
55	MATTRESS FIRM	346,249,836	100,494	0.0%	256,116,989	74%	14,779,441	38,086,527	7,695,974	17%	29,470,411	8.5%	0	0.0%
56	WELLS FARGO	341,077,287	1,780,755	0.5%	241,394,919	71%	53,557,161	35,302,654	59,756	26%	7,927,792	2.3%	1,054,249	0.3%
57	BURGER KING	339,422,419	2,268,213	0.7%	34,742,461	10%	84,439,046	199,553,142	14,880,966	88%	3,532,639	1.0%	5,952	0.0%
58	DISCOVER	338,925,092	4,389,648	1.3%	229,714,303	68%	47,855,274	30,292,430	0	23%	26,644,036	7.9%	29,401	0.0%
59	INSURANCE.COM	330,702,045	0	0.0%	330,702,045	100%	0	0	0	0%	0	0.0%	0	0.0%
60	BRISTOL-MYERS SQUIBB	330,477,889	144,688	0.0%	21,489,215	7%	165,329,451	133,941,004	0	91%	9,568,855	2.9%	4,676	0.0%
61	ASHLEY	330,083,572	3,912,579	1.2%	236,375,119	72%	67,281,428	9,471,740	675,509	23%	11,128,114	3.4%	1,239,083	0.4%
62	LEXUS	316,967,283	161,925	0.1%	109,200,257	34%	83,021,166	111,381,791	5,075,202	63%	984,188	0.3%	7,142,754	2.3%
63	UNIVERSAL PICTURES	316,331,061	27,521,100	8.7%	82,309,907	26%	122,788,372	69,623,786	8,908,994	64%	3,652,918	1.2%	1,526,794	0.5%
64	EBAY	313,940,851	1,946,306	0.6%	242,714,642	77%	10,822,129	27,122,411	1,151,326	12%	28,518,583	9.1%	1,665,454	0.5%
65	ASTRAZENECA	305,798,383	3,143,564	1.0%	40,657,376	13%	160,567,620	96,886,602	0	84%	121,804	0.0%	4,421,416	1.4%
66	COMCAST	305,732,765	15,445,519	5.1%	100,601,170	33%	88,836,998	11,652,788	0	33%	89,075,915	29.1%	120,375	0.0%
67	AIRBNB	300,061,860	4,789,317	1.6%	172,322,506	57%	64,593,148	45,594,510	12,212,379	41%	550,000	0.2%	0	0.0%
68	HULU	298,736,764	14,023,235	4.7%	163,578,591	55%	59,363,278	45,635,363	3,480,928	36%	9,539,719	3.2%	3,115,650	1.0%
69	ST. JUDE CHILDREN'S HOSPITAL	298,633,019	363,305	0.1%	63,465,953	21%	63,376,923	136,175,875	17,001,548	73%	6,809,600	2.3%	11,439,816	3.8%
70	TRUMP FOR PRESIDENT	294,487,682	65,112	0.0%	11,419,023	4%	271,026,885	8,299,693	982,175	95%	2,694,795	0.9%	0	0.0%
71	THEZEBRA	293,289,845	0	0.0%	292,627,289	100%	146,876	515,680	0	0%	0	0.0%	0	0.0%
72	INSURIFY	290,116,244	266,840	0.1%	279,731,027	96%	1,521,406	8,596,952	0	3%	19	0.0%	0	0.0%
73	FORBES	283,687,194	57,400	0.0%	282,727,631	100%	70,922	0	0	0%	525	0.0%	810,716	0.3%
74	PRICELINE	282,410,958	0	0.0%	258,967,037	92%	3,518,383	19,857,765	0	8%	67,773	0.0%	0	0.0%
75	OTSUKA	281,038,360	0	0.0%	15,891,630	6%	131,395,498	133,751,232	0	94%	0	0.0%	0	0.0%
76	INSTACART	280,677,631	551,637	0.2%	189,749,838	68%	24,823,286	64,932,721	0	32%	611,588	0.2%	8,561	0.0%
77	GRAINGER	277,310,528	7,650	0.0%	146,428,594	53%	14,033,102	80,173,959	123,992	34%	36,535,880	13.2%	7,352	0.0%
78	DELL	275,351,971	1,124,547	0.4%	205,105,655	74%	17,682,396	26,009,568	0	16%	15,175,366	5.5%	10,254,439	3.7%
79	TACO BELL	273,687,405	1,079,583	0.4%	52,891,623	19%	105,460,645	87,440,051	12,451,206	75%	14,334,895	5.2%	29,401	0.0%
80	CHEWY	272,716,913	4,721	0.0%	138,211,831	51%	57,515,599	62,292,913	6,117,807	46%	16,543	0.0%	8,557,499	3.1%
81	AMGEN	271,938,534	0	0.0%	57,295,126	21%	116,952,541	94,932,518	0	78%	2,524,745	0.9%	233,604	0.1%
82	UBER	270,134,351	18,869,262	7.0%	121,231,976	45%	93,159,869	27,488,936	327,538	45%	9,023,060	3.3%	33,710	0.0%
83	COCA-COLA	270,058,149	44,962,588	16.6%	65,186,046	24%	85,524,839	66,192,410	4,458,888	58%	3,261,684	1.2%	471,694	0.2%
84	FANDUEL	269,997,725	10,399,296	3.9%	42,556,615	16%	145,864,244	66,025,092	630,184	79%	4,522,294	1.7%	0	0.0%
85	JEEP	269,041,008	185,410	0.1%	69,699,539	26%	132,061,756	52,745,733	4,791,059	70%	6,292,197	2.3%	3,265,314	1.2%
86	CVS	268,288,145	450,392	0.2%	248,498,279	93%	6,758,458	6,727,951	2,552,736	6%	2,744,333	1.0%	555,996	0.2%
87	GMC	267,750,268	626,788	0.2%	53,435,138	20%	190,748,844	22,548,712	77,159	80%	307,793	0.1%	5,834	0.0%
88	SKECHERS	267,156,999	5,824,173	2.2%	62,771,306	23%	45,039,867	56,424,760	5,673,181	40%	13,018,520	4.9%	78,405,191	29.3%
89	ETSY	265,238,346	1,003,596	0.4%	178,860,374	67%	29,931,535	55,283,495	0	32%	159,346	0.1%	0	0.0%
90	MAX	262,974,205	14,148,979	5.4%	96,810,660	37%	2,712,164	144,847,910	0	56%	1,213,777	0.5%	3,240,714	1.2%
91	DOORDASH	257,104,908	11,852,877	4.6%	155,861,226	61%	49,356,478	39,259,329	41,962	34%	172,333	0.1%	560,703	0.2%
92	ULINE	255,193,899	157,706	0.1%	238,518,336	93%	0	0	0	0%	15,547,900	6.1%	969,957	0.4%
93	CREDIT KARMA	254,988,361	0	0.0%	200,995,263	79%	5,724,788	44,794,892	2,982,318	21%	491,101	0.2%	0	0.0%
94	SAFELITE	252,697,353	4,500	0.0%	87,535,047	35%	57,227,290	99,904,083	0	62%	8,026,433	3.2%	0	0.0%
95	DICK'S SPORTING GOODS	250,144,881	2,602,676	1.0%	146,372,631	59%	65,128,756	29,096,729	0	38%	4,178,917	1.7%	2,765,171	1.1%
96	SLEEP NUMBER	248,635,595	0	0.0%	136,269,656	55%	24,165,412	53,192,345	1,554,642	32%	16,138,039	6.5%	17,315,502	7.0%
97	CARVANA	247,666,091	1,763,406	0.7%	208,065,064	84%	6,380,673	30,945,257	0	15%	511,691	0.2%	0	0.0%
98	BANK OF AMERICA	245,258,906	1,725,267	0.7%	98,985,053	40%	55,007,592	36,188,958	1,271,710	38%	32,224,502	13.1%	19,855,823	8.1%
99	VRBO	244,725,343	17,154,321	7.0%	156,256,157	64%	42,952,951	28,329,723	0	29%	32,191	0.0%	0	0.0%
100	ACE HARDWARE	242,415,942	865,482	0.4%	164,072,174	68%	16,386,651	60,539,962	0	32%	495,799	0.2%	55,875	0.0%

Source: Vivix-MediaRadar

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

2024 MegaBrands

Top 100 Total Media Advertisers

(Listed Alphabetically)

Rank	Advertiser	Rank	Advertiser
9	ABBVIE	35	HYUNDAI
100	ACE HARDWARE	76	INSTACART
29	ADOBE	59	INSURANCE.COM
67	AIRBNB	72	INSURIFY
47	ALLERGAN	36	INTUIT
4	ALLSTATE	85	JEEP
1	AMAZON	54	KIA
42	AMERICAN EXPRESS	31	KOHL'S
81	AMGEN	62	LEXUS
6	APPLE	43	LIBERTY MUTUAL
61	ASHLEY	25	LOWE'S
65	ASTRAZENECA	24	MACY'S
11	AT&T	55	MATTRESS FIRM
98	BANK OF AMERICA	90	MAX
27	BEST BUY	38	MCDONALD'S
22	BOOKING.COM	12	NERDWALLET
60	BRISTOL-MYERS SQUIBB	40	NISSAN
57	BURGER KING	33	NOVO NORDISK
13	CAPITAL ONE	75	OTSUKA
97	CARVANA	37	PFIZER
21	CHASE	30	POLITICAL: US HOUSE CAMPAIGNS
53	CHEVROLET	23	POLITICAL: US SENATE CAMPAIGNS
80	CHEWY	74	PRICELINE
83	COCA-COLA	2	PROGRESSIVE
66	COMCAST	45	REGENERON/SANOFI GENZYME
93	CREDIT KARMA	94	SAFELITE
86	CVS	46	SAMSUNG
78	DELL	88	SKECHERS
95	DICK'S SPORTING GOODS	96	SLEEP NUMBER
58	DISCOVER	50	SPECTRUM
20	DISNEY	69	ST. JUDE CHILDREN'S HOSPITAL
34	DOMINO'S	14	STATE FARM
91	DOORDASH	79	TACO BELL
64	EBAY	10	TARGET
51	ELI LILLY	18	TEMU
89	ETSY	71	THEZEBRA
16	EXPEDIA	8	T-MOBILE
84	FANDUEL	44	TOP10.COM
73	FORBES	28	TOYOTA
41	FORD	70	TRUMP FOR PRESIDENT
7	GEICO	82	UBER
48	GLAXOSMITHKLINE	92	ULINE
87	GMC	63	UNIVERSAL PICTURES
17	GOOGLE	5	VERIZON
77	GRAINGER	99	VRBO
52	HARRIS FOR PRESIDENT	3	WALMART
15	HOME DEPOT	26	WAYFAIR
49	HONDA	56	WELLS FARGO
19	HOTELS.COM	39	WENDY'S
68	HULU	32	XFINITY

2024 MegaBrands

Top 100 Total Media Advertisers: Parents - Ranked by Total Spend (000)

Rank	Parent	Total Spend	OOH	OOH % of Total Spend	Digital (display, mobile, search, video, app)	Digital % of Total Spend	TV (network, spot, syndication)	Cable TV	Spanish Language TV	TV % of Total Spend	Radio (network, national spot, local)	Radio % of Total Spend	Print (newspaper incl. Hispanic + Magazine incl. Sunday, local, B2B)	Print % of Total Spend
1	AMAZON.COM INC	4,546,393,032	60,917,159	1.3%	3,719,245,365	82%	322,444,863	326,095,219	33,067,226	15%	78,178,201	2%	6,445,000	0.1%
2	PROCTER & GAMBLE CO	2,811,346,816	6,067,860	0.2%	538,433,088	19%	902,695,089	824,248,351	84,591,111	64%	340,345,898	12%	114,965,419	4.1%
3	PROGRESSIVE CORP	2,188,896,399	8,382,516	0.4%	1,367,014,938	62%	348,631,549	362,575,393	7,539,345	33%	84,887,363	4%	9,865,295	0.5%
4	EXPEDIA INC	1,924,112,616	71,019,172	3.7%	1,639,479,780	85%	88,291,100	106,195,834	18,886,270	11%	131,338	0%	109,121	0.0%
5	WALMART INC	1,889,574,457	8,389,561	0.4%	1,589,926,391	84%	151,061,740	98,700,393	28,948,094	15%	5,780,801	0%	6,767,477	0.4%
6	COMCAST CORP	1,817,554,877	85,352,892	4.7%	808,785,958	44%	468,181,168	259,158,392	15,505,876	41%	155,226,423	9%	25,344,168	1.4%
7	POLITICAL ADV	1,779,287,560	20,295,623	1.1%	13,095,166	1%	1,697,483,414	857,296	0	95%	45,404,109	3%	2,151,952	0.1%
8	VERIZON COMMUNICATIONS INC	1,729,422,241	46,443,615	2.7%	696,186,977	40%	401,447,699	354,029,191	44,698,233	46%	186,533,167	11%	83,360	0.0%
9	WALT DISNEY CO	1,628,784,358	104,566,368	6.4%	761,009,994	47%	302,897,370	386,345,102	14,124,444	43%	38,892,212	2%	20,948,868	1.3%
10	BERKSHIRE HATHAWAY INC	1,528,134,089	17,201,739	1.1%	832,494,932	54%	360,840,988	255,534,791	14,227,766	41%	34,303,087	2%	13,530,786	0.9%
11	ABBVIE INC	1,514,979,805	652,881	0.0%	231,638,535	15%	683,538,103	575,703,607	0	83%	23,083,163	2%	363,515	0.0%
12	DEUTSCHE TELEKOM AG	1,453,888,356	25,453,764	1.8%	801,192,483	55%	283,873,080	203,725,464	30,608,436	36%	100,148,103	7%	8,887,025	0.6%
13	ALLSTATE CORP	1,444,107,759	7,128,568	0.5%	969,766,897	67%	260,421,720	149,977,379	12,029,808	29%	44,677,220	3%	106,167	0.0%
14	BOOKING HOLDINGS INC	1,223,188,295	920,677	0.1%	1,112,616,406	91%	39,041,623	69,961,361	0	9%	91,428	0%	556,800	0.0%
15	APPLE INC	1,180,862,690	68,453,101	5.8%	756,985,913	64%	232,440,424	101,698,591	9,678,144	29%	9,183,262	1%	2,423,255	0.2%
16	US GOVT	1,175,982,400	20,036,970	1.7%	707,961,312	60%	194,884,866	154,610,650	12,924,343	31%	73,149,979	6%	12,414,279	1.1%
17	AT&T INC	1,097,196,068	7,716,111	0.7%	531,466,886	48%	225,664,196	270,040,703	21,696,986	47%	38,030,478	3%	2,580,707	0.2%
18	TARGET CORP	1,030,877,465	4,535,912	0.4%	815,108,803	79%	94,032,285	84,700,806	16,498,262	19%	15,481,520	2%	519,877	0.1%
19	ALPHABET INC	917,904,902	35,380,388	3.9%	580,563,425	63%	194,090,864	87,427,686	7,190,889	31%	1,893,466	0%	11,358,184	1.2%
20	TOYOTA MOTOR CORP	916,127,681	1,179,758	0.1%	303,060,115	33%	393,415,315	164,584,565	27,836,733	64%	18,323,403	2%	7,727,792	0.8%
21	NERDWALLET INC	857,819,610	0	0.0%	827,949,547	97%	11,971,940	17,451,994	0	3%	446,129	0%	0	0.0%
22	CAPITAL ONE FINANCIAL CORP	841,778,223	7,439,214	0.9%	472,016,019	56%	139,815,852	156,058,269	7,412,816	36%	38,139,558	5%	20,896,496	2.5%
23	JP MORGAN CHASE & CO	821,201,428	12,906,615	1.6%	479,208,026	58%	102,609,024	187,642,715	3,632,733	36%	33,106,509	4%	2,095,806	0.3%
24	INTUIT INC	817,314,895	2,695,609	0.3%	528,433,603	65%	135,083,016	133,690,700	10,702,439	34%	6,690,762	1%	18,767	0.0%
25	GENERAL MOTORS CORP	810,304,533	19,809,745	2.4%	292,615,928	36%	416,019,031	67,370,630	7,686,944	61%	3,846,598	0%	2,955,659	0.4%
26	STATE FARM MUTUAL AUTO INS CO	808,106,308	10,000,808	1.2%	419,107,165	52%	205,763,870	121,354,380	13,763,871	42%	38,017,332	5%	98,883	0.0%
27	HOME DEPOT INC	800,968,903	1,477,009	0.2%	567,170,977	71%	72,906,727	96,885,053	8,903,472	22%	52,089,805	7%	1,535,860	0.2%
28	PDD HOLDINGS INC	757,843,248	0	0.0%	730,830,403	96%	25,584,486	564,159	0	3%	0	0%	864,200	0.1%
29	MACYS INC	720,614,920	2,919,552	0.4%	444,752,650	62%	123,287,928	91,761,917	8,548,680	31%	48,353,861	7%	990,332	0.1%
30	ROARK CAPITAL GROUP	718,107,169	34,739,380	4.8%	248,377,986	35%	192,682,249	200,032,798	10,778,657	56%	31,349,029	4%	147,069	0.0%
31	PUBLIC SERVICE ANNOUNCEMENT	717,936,508	1,000	0.0%	532,365	0%	622,637,620	94,433,066	91,561	100%	3,954	0%	236,941	0.0%
32	HYUNDAI CORP	702,082,686	5,377,400	0.8%	322,523,985	46%	272,673,798	73,687,329	9,772,946	51%	14,948,388	2%	3,098,840	0.4%
33	WAYFAIR LLC	680,367,297	300,506	0.0%	536,690,285	79%	43,113,740	91,131,707	0	20%	5,001,850	1%	4,129,209	0.6%
34	LVMH MOET HENNESSY LOUIS VUITTON SA	653,674,930	46,999,394	7.2%	370,780,468	57%	17,086,960	17,722,376	2391136	6%	1,051,627	0%	197,642,970	30.2%
35	BEST BUY CO INC	628,979,551	71,396	0.0%	576,054,010	92%	24,801,446	7,952,433	199,401	5%	461,337	0%	19,439,528	3.1%
36	LOWES COS INC	616,614,065	357,182	0.1%	310,971,092	50%	102,121,423	102,961,775	17,440,295	36%	82,564,730	13%	197,569	0.0%
37	NISSAN MOTOR CO LTD	605,126,909	1,071,588	0.2%	237,832,654	39%	219,135,729	107,648,290	5087782	55%	33,963,756	6%	387,110	0.1%
38	ADOBE SYSTEMS INC	595,950,337	202,110	0.0%	584,270,499	98%	4,674,635	6,745,688	0	2%	20,598	0%	36,808	0.0%
39	STELLANTIS NV	588,962,747	1,410,299	0.2%	151,507,211	26%	251,585,911	151,296,248	10,214,214	70%	19,454,476	3%	3,494,388	0.6%
40	GLAXOSMITHKLINE PLC	587,648,330	6,318,278	1.1%	47,562,607	8%	288,050,744	196,319,773	47,062,708	90%	1,833,056	0%	501,165	0.1%
41	FORD MOTOR CO	582,666,076	4,038,025	0.7%	295,176,077	51%	231,709,315	34,466,925	9,507,512	47%	6,015,576	1%	1,752,646	0.3%
42	PARAMOUNT GLOBAL	569,588,557	50,310,806	8.8%	205,673,644	36%	78,500,435	184,582,819	6,239,149	47%	27,248,065	5%	17,033,639	3.0%
43	UNILEVER PLC	563,857,526	4,292,920	0.8%	260,682,696	46%	96,569,495	140,898,904	20,454,999	46%	728,551	0%	40,229,962	7.1%
44	KOHL'S CORP	563,438,855	296,369	0.1%	356,516,617	63%	79,675,557	88,545,268	9,666,572	32%	26,247,171	5%	2,491,302	0.4%
45	NOVO NORDISK AS	561,783,613	414,050	0.1%	84,098,536	15%	235,713,866	241,395,581	0	85%	76,844	0%	84,736	0.0%
46	DOMINOS PIZZA INC	550,745,401	1,031,641	0.2%	210,248,948	38%	102,649,298	222,631,406	13342368	61%	817,684	0%	24,056	0.0%
47	PEPSICO INC	530,721,623	10,181,095	1.9%	86,857,844	16%	158,371,014	252,508,823	8,811,019	79%	12,319,393	2%	1,672,435	0.3%
48	WARNER BROS DISCOVERY INC	528,344,213	38,010,142	7.2%	166,913,104	32%	58,402,767	239,073,531	3,213,641	57%	8,175,763	2%	14,555,266	2.8%
49	HONDA MOTOR CO LTD	522,574,011	13,413,132	2.6%	213,437,907	41%	212,729,870	71,420,493	3,250,240	55%	5,134,504	1%	3,187,864	0.6%
50	RESTAURANT BRANDS INTL INC	518,516,904	5,317,495	1.0%	66,126,223	13%	129,579,450	284,742,350	24,164,966	85%	8,580,023	2%	6,396	0.0%

Source: Vivvix-MediaRadar

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

2024 MegaBrands

Top 100 Total Media Advertisers: Parents - Ranked by Total Spend (000)

Rank	Parent	Total Spend	OOH	OOH % of Total Spend	Digital (display, mobile, search, video, app)	Digital % of Total Spend	TV (network, spot, syndication)	Cable TV	Spanish Language TV	TV % of Total Spend	Radio (network, national spot, local)	Radio % of Total Spend	Print (newspaper incl. Hispanic + Magazine incl. Sunday, local, B2B)	Print % of Total Spend
51	PFIZER INC	514,627,406	4,678,941	0.9%	112,556,173	21.9%	236,961,328	87,230,699	4,778,512	63.9%	59,738,619	11.6%	8,683,134	1.7%
52	YUM BRANDS INC	514,552,535	3,077,277	0.6%	106,385,268	20.7%	186,523,170	168,234,164	25,211,799	73.8%	24,889,171	4.8%	231,686	0.0%
53	NESTLE SA	513,101,486	3,158,867	0.6%	91,835,506	17.9%	99,398,859	198,906,618	14,707,791	61.0%	998,193	0.2%	104,095,651	20.3%
54	L'OREAL SA	507,148,958	9,241,540	1.8%	127,120,535	25.1%	119,964,404	201,844,593	34,263,029	70.2%	4,185,859	0.8%	10,528,998	2.1%
55	COX ENTERPRISES INC	506,145,183	7,241,333	1.4%	421,027,435	83.2%	39,368,521	18,977,971	964,788	11.7%	17,786,507	3.5%	778,628	0.2%
56	SOMNIGROUP INTL INC	502,628,928	155,994	0.0%	359,725,284	71.6%	16,649,022	87,741,575	7,695,974	22.3%	30,458,768	6.1%	202,310	0.0%
57	MCDONALDS CORP	499,266,120	61,062,556	12.2%	212,736,798	42.6%	108,557,147	66,725,489	14,185,135	37.9%	35,878,889	7.2%	120,106	0.0%
58	WENDYS CO	482,693,495	13,764,929	2.9%	186,122,161	38.6%	93,408,971	129,356,850	17,270,427	49.7%	41,701,282	8.6%	1,068,876	0.2%
59	AMERICAN EXPRESS CO	446,202,641	12,672,582	2.8%	333,010,780	74.6%	53,040,664	42,872,031	0	21.5%	2,588,720	0.6%	2,017,864	0.5%
60	LIBERTY MUTUAL INSURANCE CO	434,189,342	15,568	0.0%	116,174,701	26.8%	164,051,044	150,418,618	0	72.4%	3,494,341	0.8%	35,070	0.0%
61	GENERAL MILLS INC	433,389,053	292,456	0.1%	91,208,090	21.0%	95,472,646	184,043,433	6,340,522	66.0%	1,642,022	0.4%	54,389,884	12.5%
62	LENDINGTREE LLC	429,678,437	0	0.0%	429,676,878	100.0%	309	0	0	0.0%	1,250	0.0%	0	0.0%
63	REGENERON PHARMACEUTICALS INC/SANO	423,923,111	0	0.0%	53,770,637	12.7%	245,405,399	97,404,913	17,847,128	85.1%	5,010,634	1.2%	4,484,400	1.1%
64	TOP10.COM MEDIA LTD	419,747,522	0	0.0%	419,747,522	100.0%	0	0	0	0.0%	0	0.0%	0	0.0%
65	SAMSUNG GROUP	413,877,446	27,774,131	6.7%	224,107,368	54.1%	67,462,848	71,138,275	15,334,061	37.2%	6,106,816	1.5%	1,953,947	0.5%
66	COCA-COLA CO	413,014,972	46,805,059	11.3%	91,198,692	22.1%	128,511,858	130,971,972	7,709,500	64.7%	6,804,492	1.6%	1,013,400	0.2%
67	CHARTER COMMUNICATIONS INC	391,894,226	8,518,181	2.2%	157,106,285	40.1%	193,900,546	2,234	0	49.5%	31,859,646	8.1%	507,335	0.1%
68	OTSUKA PHARMACEUTICAL CO LTD	383,433,864	436,970	0.1%	67,681,024	17.7%	153,955,048	156,978,369	0	81.1%	4,349,095	1.1%	33,358	0.0%
69	ELI LILLY & CO	380,927,825	3,718,099	1.0%	163,782,715	43.0%	121,201,521	79,770,755	9,619,134	55.3%	1,010	0.0%	2,834,591	0.7%
70	HARRIS FOR PRESIDENT	369,285,855	1,958,162	0.5%	19,663,487	5.3%	310,390,708	11,821,324	379,204	87.4%	25,042,730	6.8%	30,240	0.0%
71	VOLKSWAGEN AG	363,894,460	5,737,463	1.6%	146,933,425	40.4%	112,842,207	74,492,168	20,244,198	57.0%	1,325,776	0.4%	2,319,222	0.6%
72	JAB HOLDING CO	363,597,278	5,275,451	1.5%	127,151,271	35.0%	88,729,469	120,457,822	6,708,332	59.4%	4,169,363	1.1%	11,105,570	3.1%
73	CVS HEALTH	358,878,426	6,448,673	1.8%	278,370,531	77.6%	49,925,956	17,717,999	2,552,736	19.6%	3,207,842	0.9%	654,689	0.2%
74	MICROSOFT CORP	358,600,015	1,154,208	0.3%	281,917,462	78.6%	56,108,832	15,240,078	0	19.9%	3,249,023	0.9%	930,412	0.3%
75	KIA CORP	358,457,248	5,380,828	1.5%	129,463,993	36.1%	129,667,384	75,748,055	8,237,300	59.6%	6,264,376	1.7%	3,695,312	1.0%
76	ASTRAZENECA PLC	356,084,646	3,143,564	0.9%	43,389,226	12.2%	193,051,657	111,956,678	0	85.7%	121,804	0.0%	4,421,416	1.2%
77	ECHOSTAR CORP	355,756,713	5,681,354	1.6%	243,666,211	68.5%	10,897,077	28,990,628	40,559,029	22.6%	25,504,705	7.2%	457,710	0.1%
78	APOLLO GLOBAL MGT INC	354,823,444	12,556,060	3.5%	208,078,188	58.6%	47,362,637	76,116,218	0	34.8%	5,193,316	1.5%	5,517,025	1.6%
79	WILLIAMS-SONOMA INC	353,788,613	0	0.0%	352,540,718	99.6%	0	0	0	0.0%	0	0.0%	1,247,894	0.4%
80	MARS INC	350,581,084	5,773,622	1.6%	90,195,093	25.7%	67,670,145	132,476,127	7,802,464	59.3%	5,381,123	1.5%	41,282,509	11.8%
81	COSTAR GROUP INC	345,789,426	135,145	0.0%	152,071,634	44.0%	109,727,624	79,668,171	403,382	54.9%	1,149,100	0.3%	2,634,370	0.8%
82	WELLS FARGO & CO	341,253,380	1,827,814	0.5%	241,475,056	70.8%	53,567,060	35,302,654	59,756	26.1%	7,959,391	2.3%	1,061,649	0.3%
83	DISCOVER FINANCIAL SERVICES	338,936,411	4,389,648	1.3%	229,725,622	67.8%	47,855,274	30,292,430	0	23.1%	26,644,036	7.9%	29,401	0.0%
84	BRISTOL-MYERS SQUIBB CO	333,151,476	144,688	0.0%	23,909,482	7.2%	165,329,451	133,941,004	0	89.8%	9,568,855	2.9%	257,996	0.1%
85	CONSTELLATION BRANDS INC	333,025,101	6,362,143	1.9%	9,955,719	3.0%	99,667,616	176,979,430	35,442,304	93.7%	3,758,935	1.1%	858,953	0.3%
86	COMPARISONMARKET INC	330,702,045	0	0.0%	330,702,045	100.0%	0	0	0	0.0%	0	0.0%	0	0.0%
87	HALEON PLC	330,551,398	119,886	0.0%	63,326,924	19.2%	87,907,624	165,892,494	11,048,634	80.1%	18,301	0.0%	2,237,535	0.7%
88	ASHLEY FURNITURE INDUSTRIES INC	330,421,715	3,912,579	1.2%	236,666,475	71.6%	67,281,428	9,471,740	675,509	23.4%	11,128,114	3.4%	1,285,871	0.4%
89	AMGEN INC	325,024,598	0	0.0%	79,364,367	24.4%	133,266,090	109,635,792	0	74.7%	2,524,745	0.8%	233,604	0.1%
90	RECKITT BENCKISER PLC	314,709,596	587,078	0.2%	62,452,474	19.8%	94,868,670	151,067,555	2,300,581	78.9%	3,433,238	1.1%	0	0.0%
91	EBAY INC	313,972,960	1,946,306	0.6%	242,746,751	77.3%	10,822,129	27,122,411	1,151,326	12.5%	28,518,583	9.1%	1,665,454	0.5%
92	GENERAL MOTORS CORP LOC DLR	307,321,103	16,355,764	5.3%	179,249,338	58.3%	79,155,312	604,089	0	26.0%	23,392,701	7.6%	8,563,900	2.8%
93	ANHEUSER-BUSCH INBEV	306,865,220	29,435,831	9.6%	25,593,801	8.3%	166,932,053	67,048,545	9,190,646	79.2%	8,347,522	2.7%	316,822	0.1%
94	AIRBNS INC	301,238,022	4,789,317	1.6%	173,498,668	57.6%	64,593,148	45,594,510	12,212,379	40.6%	550,000	0.2%	0	0.0%
95	GAP INC	299,844,462	10,549,023	3.5%	227,993,882	76.0%	19,216,260	23,334,667	2,062,564	14.9%	15,209,564	5.1%	1,478,502	0.5%
96	ST JUDE CHILDRENS RESEARCH HOSPITAL IN	298,642,818	363,995	0.1%	63,465,953	21.3%	63,376,923	136,175,875	17,001,548	72.5%	6,818,709	2.3%	11,439,816	3.8%
97	MONDELEZ INTL INC	295,801,346	564	0.0%	221,706,156	75.0%	25,171,535	38,308,588	10,268,437	24.9%	2,968	0.0%	343,098	0.1%
98	KROGER CO	294,593,205	19,151,655	6.5%	123,865,710	42.0%	75,689,388	7,844,864	3,483,399	29.5%	63,809,935	21.7%	748,254	0.3%
99	TRUMP FOR PRESIDENT	294,487,682	65,112	0.0%	11,419,023	3.9%	271,026,885	8,299,693	982,175	95.2%	2,694,795	0.9%	0	0.0%
100	INSURANCE ZEBRA INC	293,326,031	0	0.0%	292,663,475	99.8%	146,876	515,680	0	0.2%	0	0.0%	0	0.0%

Source: Vivvix-MediaRadar

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



2024 Agency List

Top 100 OOH Advertisers

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

2024 MegaBrands

Top 100 OOH Brands - Agency List

2024 RANK	2023 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 900 200 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	95014 10007 94108 10014 60601 90028 90086 94107 90045 55498	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.omid.com www.criticalmass.com www.criticalmass.com www.alliedglobalmarketing.com www.omid.com www.akqa.com www.iyuno.com www.mono-1.com	
2	2	McDONALD'S	McDonald's Corp	Admerasia, inc. BODEN Agency Starcom Worldwide Starcom Worldwide Canvas Worldwide The Marketing Store Worldwide Danner Wieden+Kennedy Zimmerman Advertising Egami Group Burnell Communications Group, Inc. Lopez Negrete Communications Loud and Live Alma RAPP Worldwide R/GA Golin Davis Elen Advertising IW Group, Inc INVNT Group	Media planning Creative AOR - Media buying 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 AOR - Public Relations Media buying + planning Multicultural Experiential	110 North Carpenter St. 159 West 25th St., 6th Floor 7791 North West 46th St., Suite 304 35 West Wacker Drive, 22nd Floor 375 Hudson Street 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 57th Avenue, 6th Floor 2601 South Bayshore Drive 4th floor 7850 North Belt Road 420 Northwest 14th Avenue 375 North Michigan Avenue, 26th Floor 865 Soth Figueroa St, Suite 1200 6300 Wilshire Boulevard, Suite 2150 101 Greenwich Street, 26th Floor	Chicago New York Miami Chicago New York New York Chicago Southfield New York Fort Lauderdale New York Chicago Houston Miami Irving Portland Chicago Los Angeles Los Angeles New York	60607 10013 33166 60601 10014 90094 60603 48075 10013 33309 10001 60601 77098 33172 33133 75063 97209 60611 90017 90048 10006	630-825-3000 212-686-3333 305-639-6770 312-220-3535 212-468-3888 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 305-428-0094 973-409-5400 503-734-2320 312-729-4000 212-688-7000 213-262-4000 212-334-3415	www.mcdonalds.com www.admerasia.com www.bodenagency.com www.starcommw.com www.starcommw.com www.canvasworldwide.com www.tmsw.com www.danner.com www.wk.com www.zadv.com www.egamigroup.com www.burnell.com www.lopeznegrete.com www.loudlive.com www.alma.com www.rapp.com www.rga.com/offices/portland www.golin.com www.davisele.com www.iwgroupinc.com www.invntgroup.com	
3	5	AMAZON	Amazon.com, Inc.	7zandSunny WongDoody WongDoody City Eventions Deloitte Digital KINESO KINESO KINESO KINESO Omnicom Media Group Omnicom Media Group KINESO	Creative AOR - Creative AOR - Creative Experiential Digital Programmatic Programmatic Programmatic Programmatic Media planning + buying Media planning + buying Programmatic	440 Terry Avenue North 12101 West Bluff Creek Drive 1011 Western Avenue Suite 900 8500 Steller Drive, Suite 5 1 Rockefeller Center 11th Floor 330 Hudson Street, 10th Floor 5700 Wilshire Blvd Hamilton Row 444 North Michigan Avenue 653 Front Street 195 Broadway 8th Floor 5353 Grosvenor Boulevard 100 West 33rd Street, 5th Floor	Seattle Playa Vista Seattle Culver City New York New York Los Angeles Birmingham Chicago San Francisco New York Los Angeles New York	98109 90094 98104 90232 10020 10013 90036 48009 60611 94111 10007 90066 10001	206-266-1000 www.7zandsunny.com www.wongdoody.com www.wongdoody.com 646-945-2657 212-829-6000 415-262-5900 208-554-4550 248-554-4550 415-262-5900 212-590-7020 310-301-3600 www.kinesso.com	www.amazon.com www.7zandsunny.com www.wongdoody.com www.wongdoody.com www.cityeventions.com www.deloittdigital.com www.kinesso.com www.kinesso.com www.kinesso.com www.kinesso.com www.omnicommediagroup.com www.omnicomgroup.com www.kinesso.com	
4	4	COCA-COLA	Coca-Cola Co	9Rooftops 9Rooftops Creative Energy, Inc. Dentsu X EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom Jackson Spalding Inc. Majority Melt, LLC Moroch Partners The North Highland Company VML VML Atlanta WPP Group, Inc. Burson Ogilvy - New York Hatch Design Turner Duckworth Podcast Reach Network	Creative - Digital Creative - Digital AOR - Creative - Digital AOR - Digital AOR - Media buying + planning AOR AOR - Media buying + planning AOR - Media buying + planning AOR - Media buying + planning AOR - Media buying + planning AOR Creative - Multicultural Experiential Creative - Media buying + planning Creative Creative AOR - Creative, Media buying + planning Media Planning - Digital N/A Creative Creative Digital + multicultural	1 Coca Cola Plaza Northwest 6 Anolyn Court Hilton 1000 Marietta Street NW, Suite 208 3206 Hanover Driver 32 Avenue of Americas, 16th Floor Three World Trade Center - 175 Greenwich Street 333 North Green Street, 17th Floor 6300 Wilshire Boulevard, 10th Floor 414 Olive Way 360 Third Street, 5th Floor 601 Brickell Key Drive, Suite 401B 1100 Peachtree Street Northeast, Suite 1800 NA 3630 Peachtree Road, Suite 960 3625 North Hall Street, Suite 1100 3333 Piedmont Road, Northeast Suite Three Columbus Circle, 3rd Floor 191 Peachtree Street, Suite 4025 3 World Trade Center - 175 Greenwich St, 201 South Biscayne Boulevard, Suite 1400 636 11th Avenue 116 New Montgomery, Suite 812 615 Battery Street, 6th Floor 244 Fifth Avenue Suite 2286	Atlanta Head Island Atlanta Johnson City New York New York Chicago Los Angeles Seattle San Francisco Miami Atlanta Atlanta Atlanta Dallas Atlanta New York Atlanta New York Miami New York San Francisco San Francisco New York	30313 29910 30318 37604 10013 10007 60607 90048 98101 94107 33131 30309 30308 30326 75219 30305 10019 30303 10017 33131 10036 94015 94111 10001	404-676-2121 843-837-9115 404-991-2511 423-926-9494 646-970-0926 646-837-5454 312-698-5400 323-951-1902 646-837-5454 www.essencemediacom.com 646-837-5454 www.mediacomusa.com 404-724-2500 303-246-7254 404-812-1957 214-520-9700 404-504-7500 212-210-3653 404-870-3966 212-632-2200 305-347-4300 212-237-4000 415-398-1650 415-675-7777 646-492-0936	www.thecoca-colacompany.com www.9rooftops.com www.9rooftops.com www.creativeenergyagency.com www.dxglobal.com www.essencemediacom.com www.essencemediacom.com www.essencemediacom.com www.essencemediacom.com www.essencemediacom.com www.jacksonspalding.com http://www.majorityagency.com/ www.meltat.com www.moroch.com www.thenorthhighland.com www.vml.com www.vmlat.com www.wpp.com www.bow-global.com www.ogilvy.com www.hatchsf.com www.turnerduckworth.com www.podcastreachnetwork.com	
5	11	VERIZON	Verizon Communications Inc.	Zenith Media Publicis North America Golin Ogilvy	AOR - Media buying + planning Media buying + planning AOR - Public Relations AOR - Creative + multicultural	One Verizon Way 299 West Houston Street, 11th Floor 1675 Broadway 909 Third Avenue 636 11th Avenue	Basking Ridge New York New York New York New York	7920 10014 10019 10022 10036	908-559-2000 212-859-5100 212-474-5000 212-375-6000 212-237-4000	www.verizon.com www.zenithmedia.com www.publicisna.com www.golin.com www.ogilvy.com	
6	3	DISNEY	The Walt Disney Company	OMG23 OMG23 Terri & Sandy	AOR - Media buying + planning AOR - Media buying + planning Creative	500 South Buena Vista Street 195 Broadway, 8th Floor 4000 West Alameda Avenue 1133 Broadway, Suite 928	Burbank New York Burbank New York	91521 10007 91505 10010	818-560-1000 800-895-4422 800-898-4422 917-261-6792	www.disney.com www.omnicommediagroup.com www.omnicommediagroup.com www.terrisandy.com	
7	15	MORGAN & MORGAN ATTORNEYS	Morgan & Morgan Group	No agencies listed		20 North Orange Ave, Suite 1600	Orlando	FL	32801	212-738-6265	www.forthethepeople.com

2024 MegaBrands

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2024 RANK	2023 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
15	10	DUNKIN	Dunkin Brands Inc	Leo Burnett Detroit Publicis North America RockOrange 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 93 Summer Street 35 West Wacker Drive, 15th Floor 85 Spring Street, 5th Floor	Canton Troy New York Coral Gables Boston New York Boston Chicago New York	MA MI NY FL MA NY MA IL NY	02021 48084 10019 33133 02109 10014 02110 60601 10012	781-737-3000 248-458-8300 212-474-5000 305-731-2224 617-867-1000 212-610-5000 617-303-1615 312-220-3200 347-295-8200	www.dunkinbrands.com www.leoburnett.com www.publicisna.com www.rockorange.com www.digitas.com www.digitas.com www.gyantler.com www.arcworldwide.com www.krobbel.com
16	21	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 1111 Expedia Group Way West	Lebanon New York New York Seattle	TN NY NY WA	37087 10017 10017 98119	615-444-5533 212-591-9000 212-591-9000 425-878-7200	www.crackerbarrel.com www.dentsu.com www.carat.com/us/en www.expediagroup.com
17	29	EXPEDIA	Expedia Group, Inc.	Publicis.Sapient Team_One	AOR - Digital AOR - Creative	1111 Expedia Group Way West 424 Second Avenue West 13031 West Jefferson Boulevard, Suite 800	Seattle Seattle Los Angeles	WA WA CA	98119 98119 90094	206-816-8800 206-816-8800 310-437-2500	www.publicissapient.com www.teamone-usa.com
18	N/A	Paramount	Paramount	Six Degrees, LLC	Experiential	1515 Broadway, 53rd Floor 8040 East Gelling Drive	New York Scottsdale	NY AZ	10036 85260	212-258-6000 480-827-8850	www.paramount.com www.sixdegrees.com
19	6	UBER	Uber Technologies, Inc.	R/GA Moburst Omnicom Media Group PHD PHD USA Johannes Leonardo	AOR Digital Media planning + buying Media buying + planning Media buying + planning AOR - Creative	1455 Market Street, Suite 400 450 West 33rd Street, 12th Floor 106 West 32nd Street 195 Broadway, 8th Floor 12777 West Jefferson Blvd, Building C 220 East 42nd Street 115 Broadway, 21st Floor	San Francisco New York New York New York Los Angeles New York New York	CA NY NY NY CA NY	94103 10007 10001 10007 90066 10016 10006	866-576-1039 212-912-4200 646-828-7391 212-590-7020 310-405-8700 212-894-6600 212-462-8120	www.uber.com www.rga.com www.moburst.com www.omnicommediagroup.com www.phdmedia.com www.phdmedia.com
20	27	KROGER	Kroger Co	Dentsu Publicis.Sapient adam&veveDDB	AOR - Media buying + planning AOR - Digital AOR - Creative	1014 Vine St 150 East 42nd Street 222 Merchandise Mart Plaza, Suite 1200 200 Varick Street, 11th Floor	Cincinnati New York Chicago New York	OH NY IL NY	45202 10017 60654 10014	513-762-4000 212-591-9100 312-696-5000 212-329-4600	www.kroger.com www.dentsu.com www.publicissapient.com www.adamandveveddb.com
21	97	VRBO	Expedia Inc.	Fortnight Collective	Creative - Media buying + planning	1111 Expedia Group Way West 1727 15th Street, Suite 200	Seattle Boulder	WA CO	98119 80302	206-481-4252 720-331-7098	www.vrbo.com www.fortnightcollective.com
22	19	WALT DISNEY PICTURES	Walt Disney Co	OMG23 CM23 Terri & Sandy	AOR - Media buying + planning AOR - Media buying + planning Creative	500 South Buena Vista Street 195 Broadway, 8th Floor 4000 West Alameda Avenue 1133 Broadway, Suite 928	Burbank New York Burbank New York	CA NY CA NY	91521 10007 91525 10010	818-560-1000 800-889-4422 800-889-4422 917-261-6792	www.disney.com www.omnicommediagroup.com www.omnicommediagroup.com www.terrisandy.com
23	36	CHANEL	Chanel	PHD USA Omnicom Media Group R/GA	AOR - Media buying + planning AOR - Media buying + planning Digital	9 West 57th Street, 44th Floor 220 East 42nd Street 195 Broadway, 8th Floor 450 West 33rd Street, 12th Floor	New York New York New York New York	NY NY NY NY	10019 10017 10007 10001	212-688-5055 212-894-6600 212-590-7020 212-946-4000	www.chanel.com www.phdmedia.com www.omnicommediagroup.com www.rga.com
24	38	RICHEMONT JEWELERS	Richemont North america, Inc.	EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom	AOR - Media buying + planning, digital AOR - Media buying + planning, digital AOR - Media buying + planning, digital AOR - Media buying + planning, digital AOR - Media buying + planning, digital	645 Fifth Avenue Fifth Floor Three World Trade Center, 175 Greenwich Street 333 North Green Street 17th Floor 190 South Fifth Street Suite 1025 6300 Wilshire Boulevard 10 Floor 414 Olive Way Seattle 380 Third Street 9th Floor	New York New York Chicago Los Angeles Seattle San Francisco	NY NY IL CA WA CA	10022 10007 60607 95402 90048 98101 94107	212-891-2440 646-837-5454 312-698-5400 736-439-8970 323-951-1902 646-837-5454 646-837-5454	www.richemont.com www.essencemediacom.com www.essencemediacom.com www.essencemediacom.com www.essencemediacom.com
25	24	PARAMOUNT PICTURES	Viacom	Horizon Media, Inc. Wavemaker	Media buying + planning 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
26	32	COMCAST	Comcast Corp	Goodby, Silverstein & Partners Spark Foundry Spark Foundry Elevation, Ltd 72&Sunny GMR Marketing Elephant Brownstein Group, Inc.	AOR - Creative AOR - Media buying + planning 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 1170 Peachtree Street Northeast 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 Atlanta Washington Brooklyn New Berlin Brooklyn Philadelphia	PA CA NY GA DC NY WI NY PA	19103 94108 10014 30309 20007 11201 53151 11201 19107	215-685-1700 415-392-0869 212-468-4000 404-870-8800 202-380-3230 212-993-1300 262-786-5600 212-704-1200 215-735-3470	www.comcast.com www.goodbyilverstein.com www.sparkfoundry.com/ www.elevation-us.com www.72andsunny.com www.gmrmarketing.com www.elephant.is www.brownsteinrgrp.com
27	33	TOYOTA DEALERS ASSOCIATION	Toyota Motor Corp Dealer Association	Saatchi & Saatchi Los Angeles Saatchi & Saatchi Dallas Zenith Media The George P. Johnson Company RAPP Worldwide Burrell Communications Group, Inc. Cornill Advertising, Inc. interTrends Communications, Inc interTrends Communications, Inc Davis Ellen Advertising	AOR - Creative, digital, multicultural, media buying + planning g 3501 Sepulveda Boulevard AOR - Creative, media buying, planning + programmatic AOR - Media buying Experiential Digital Multicultural Creative, multicultural + media planning Multicultural Media buying + planning	6665 Headquarters Drive 2021 McKinney Avenue, Suite 700 299 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 865 South Figueroa Street Suite 1200	Plano Torrance Dallas New York Torrance Los Angeles Chicago El Segundo Long Beach Plano Los Angeles	TX CA TX NY CA CA IL CA CA TX CA	75024 90505 75201 10014 90504 90066 60601 90245 90802 75024 90017	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 212-688-7000	www.toyota.com www.wearesaatchi.com www.wearesaatchi.com www.zenithmedia.com www.gpj.com www.rapp.com www.burrell.com www.conill.com www.intertrend.com www.intertrend.com www.davisellen.com
28	N/A	META	Meta Platforms, Inc.	Spark Foundry Campbell Ewalk Drop5 INVNT Group Monks R/GA	AOR - Media planning + buying - Digital Creative Creative Experiential Creative Creative	One Hacker Way 35 West Wacker Drive 2000 Brush Street Suite 601 120 West Street, 11th Floor 101 Greenwich Street, Twenty-Sixth Floor 1214 Abbot Kinney Boulevard 450 West 33rd Street 12th Floor	Menlo Park Chicago Detroit New York New York Venice New York	CA IL MI NY NY CA NY	94025 60601 48226 10005 10026 90291 10001	650-543-4800 312-970-8400 586-574-3400 212-337-8898 212-334-3415 907-891-8571 212-946-4000	about.facebook.com/meta www.sparkfoundry.com www.c-e.com www.drop5.com www.invntgroup.com www.monks.com http://www.rga.com/
29	90	HEINEKEN	Heineken USA, Inc.	R&CPMK THIRD EAR Dentsu HMT Associates, Inc. Valtech Publicis North America	AOR - Creative + public relations AOR - Creative, media planning, multicultural AOR - Media buying + planning Experiential Digital Creative	390 Hamilton Avenue, Suite 1103 1840 Century Park East 18th Floor 828 West 6th Street Suite 150 150 East 42nd Street 335 Trethewey Boulevard 416 West 13th St. 1675 Broadway	White Plains Los Angeles Austin New York Broadview Heights New York New York	NY CA TX NY OH NY NY	10601 90067 78703 10017 44117 10014 10019	914-811-4100 310-854-8100 512-479-6200 212-591-9000 440-257-6821 212-366-1057 212-474-5000	www.heinekenusa.com www.rcpmk.com www.wearehirdear.com www.dentsu.com www.hmtassociates.com www.valtech.com www.publicisna.com

2024 MegaBrands

Top 100 OOH Brands - Agency List

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41	58	DOORDASH	DoorDash Inc.	The Martin Agency GUT Los Angeles Wieden + Kennedy Gallegos United Wavemaker Quality Meats MediaMonks	AOR - Creative AOR - Creative AOR - Creative Multicultural Media buying + planning Creative Digital + social	303 2nd Street, 8th Floor 1 Shockoe Plaza 12130 Millennium Drive 224 Northwest 13th Avenue 300 Pacific Coast Highway, Suite 200 175 Greenwich Street 1440 West Taylor Street Suite 299 1214 Abbott Kinney Boulevard	San Francisco Richmond Los Angeles Portland Huntington Beach New York Chicago Venice	CA VA CA OR CA NY IL CA	94107 23219 90094 97207 92648 10007 60607 90291	650-681-9470 804-688-8000 503-989-1435 503-337-7000 714-794-6400 212-474-0000 951-520-7956 907-891-8571	www.doordash.com www.martinaagency.com www.gut.agency www.wk.com www.gallegosunited.com www.wavemakerglobal.com www.qualitymeatscreative.com www.mediamonks.com
42	66	SWEET JAMES ATTORNEYS	Sweet James LLP	No Agencies Listed		4220 Von Karman Ave Suite 200	Newport Beach	CA	92660	856-667-1894	www.sweetjames.com
43	53	LOVE'S TRAVEL STOPS	Love's Travel Stops	In-House Media		10601 North Pennsylvania Avenue	Oklahoma City	OK	73120	406-749-1744	www.loves.com
44	N/A	HONDA	American Honda Motor Co., Inc.	Publicis Sapient Orci RPA	AOR - Digital Multicultural Creative - Media buying + planning - Digital	1819 Torrance Boulevard 2301 Rosecrans Ave, Suite 5100 3415 South Sepulveda Boulevard, Suite 200 2525 Colorado Avenue, Suite 100	Torrance Los Angeles Los Angeles Santa Monica	CA CA CA CA	90501 90245 90034 90404	310-343-6111 310-444-7300 310-394-400	www.automobiles.honda.com www.publicissapient.com www.orci.com www.rpa.com
45	46	NBC	NBC Universal, Inc.	EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom Dentsu X Giant Spoon, LLC	Media buying + planning Media buying + planning Media buying + planning Media buying + planning Media buying + planning Digital Creative + digital	30 Rockefeller Plaza 601 Brickell Key Drive, Suite 401B 360 Third Street, 5th Floor 414 Olive Way 6300 Wilshire Boulevard, 10th Floor 100 South Fifth Street, Suite 1025 333 North Green Street, 17th Floor 32 Avenue of the Americas, 16th Floor 44 Wall Street	New York San Francisco Seattle Los Angeles Minneapolis Chicago New York New York	NY CA WA CA MN IL NY NY	10112 33313 94107 98101 90048 55402 60607 10013 10005	212-664-4444 646-837-5454 646-837-5454 646-837-5454 323-951-1902 763-439-8970 312-688-5400 646-970-0926 888-776-6650	www.nbcuniversal.com www.mediacomusa.com www.essencemediacom.com www.essencemediacom.com www.essencemediacom.com www.dxglobal.com www.giantspoon.com
46	42	JOHNSON & JOHNSON	Johnson & Johnson	Interpublic Group of Companies J3 Group M Compass Media CMI Media Group Interpublic Group of Companies JK Design Kinesso Kinesso Kinesso Kinesso Monks WPP Group, Inc.	Media buying + planning, creative AOR - Media buying + planning AOR - Media buying + planning AOR - Media buying + planning AOR - Media buying + planning Creative - Media buying + planning Strategy Programmatic Programmatic Programmatic Programmatic Digital + experiential Creative	One Johnson & Johnson Plaza 909 Third Avenue 1400 Broadway, 4th Floor Three World Trade Center 175 Greenwich Street 4851 Wharf Parkway Suite 2204 2200 Renaissance Boulevard Suite 160 909 Third Avenue 465 Amwell Road 100 West 33rd Street Fifth Floor 5700 Wilshire Boulevard 205 Hamilton Row 444 North Michigan Avenue 153 Front Street 127 Elizabeth St 173 World Trade Center, 175 Greenwich Street	New Brunswick New York New York New York PanglossBeach Prussia New York New York Hillsborough Los Angeles Los Angeles Birmingham Chicago San Francisco New York New York	NJ NY NY NY AL PA NY NY NJ NY CA IL CA NY NY	08833 10022 10018 10007 36560 19406 10022 08844 10001 90036 48009 60611 94111 10013 10017	732-524-9400 212-704-1200 917-265-2700 212-605-4811 864-322-0800 212-704-1200 908-428-4700 212-605-4811 415-622-6980 248-554-4550 248-554-4550 415-622-5900 347-667-6929 212-632-2200	www.jnj.com www.interpublic.com www.umwv.com www.groupm.com compassmedia.com cmmediagroup.com www.interpublic.com www.jkdesign.com www.kinesso.com www.kinesso.com www.kinesso.com www.kinesso.com www.mediamonks.com www.wpp.com
47	44	RUBENSTEIN LAW	Rubenstein Law	No Agencies Listed		9130 S. Dadeland Boulevard, Penthouse Suite	Miami	FL	33156	305-661-6000	www.rubensteinlaw.com
48	49	RE/MAX	Re/Max Intl Inc	Camp + King The Tombras Group	Creative, digital + social Media buying + planning	8075 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
49	84	HUMANA	Humana, Inc.	THIRD EAR Spark Foundry GMR Marketing Bakery iCrossing	AOR - Creative + multicultural AOR - Media buying + planning AOR - Experiential Creative Digital	500 West Main Street, 8th Floor 828 West 6th Street Suite 150 25 West Wacker Drive 5000 South Towne Drive 1301 S I-35 Frontage Road 300 West 57th 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.weartheird.com www.sparkfoundry.com www.gmrmarketing.com www.bakery.agency www.icrossing.com
50	N/A	TOTAL WINE & MORE	Total Wine & More	Lerma Agency Publicis Sapient	Media Planning Digital	6800 Rockledge Drive 7007 Twin Hills Avenue, Suite 300 424 Second Avenue	Bethesda Dallas West Seattle	MD TX WA	20817 75231 98119	301-795-1000 214-891-4100 206-816-8800	www.totalwine.com www.lermaagency.com www.publicissapient.com
51	52	FOX	Fox Entertainment Group	OMG OMG	AOR - Media buying + planning AOR - Media buying + planning	10201 West Pico Boulevard 4000 West Alameda Avenue 195 Broadway, 8th Floor	Los Angeles New York New York	CA CA NY	90064 91505 10007	310-369-1000 800-889-4422 212-590-7100	www.fox.com www.omnicommediagroup.com www.omnicommediagroup.com
52	62	HARD ROCK	Hard Rock	Golin	AOR	5701 Sterling Road 309 Third Avenue, 8th floor	Davey New York	FL NY	33314 10022	954-488-7800 212-373-8000	www.hardrock.com www.golin.com
53	51	ADVENTHEALTH	Adventhealth	22squared Inc. MBB Agency	AOR - Creative, digital, media buying + planning Experiential	601 East Altamonte 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 22squared.com www.mbbagency.com
54	48	LVMH	LVMH, Inc.	Publicis North America Digitas	AOR - Media buying + planning AOR - Media buying + planning	19 East 57th Street 1675 Broadway 40 Water Street	New York New York Boston	NY NY MA	10022 10007 02109	212-251-8200 212-474-5000 617-867-1000	www.lvmh.com www.publicisa.com/ www.digitas.com/
55	N/A	ABC	ABC, Inc.	OMG OMG	AOR - Media buying + planning AOR - Media buying + planning	77 West 66th Street, Fifth Floor 4000 West Alameda Avenue 195 Broadway, 8th Floor	New York New York New York	NY CA NY	10023 91505 10007	212-456-7777 800-889-4422 212-590-7100	www.abc.com www.omnicommediagroup.com www.omnicommediagroup.com
56	57	FANDUEL	FanDuel	Horizon Media, Inc.	Media buying + planning	1888 Century Park East, Seventh Floor 300 Park Avenue South 1111 O Street, Suite 101	Los Angeles New York Encinitas	CA NY CA	90067 10010 92024	310-282-0309 800-475-2250 858-803-5223	www.horizonmedia.com www.fanduel.com www.adreitsmedia.com
57	N/A	NIKE	Nike, Inc.	Ad Results Media Orchard	AOR - Media buying + planning AOR - Creative	55 Washington Street Number 552 One Bowerman Drive 150 Vanick Street Sixth & Seventh Floors 224 Northwest 13th Avenue 35 South Park	Brooklyn Beaverton New York Portland San Francisco	NY OR NY OR CA	11201 97005 10013 97207 94107	928-277-3600 503-671-6453 917-661-5200 503-337-7000 415-624-2000	www.orchardcreative.com www.nike.com www.wk.com www.wk.com www.rga.com
58	N/A	QUIKTRIP	QuikTrip Corporation	R/GA R/GA PMG	AOR AOR - Media planning + buying	2601 Olive Street 19th Floor 4705 South 128th East Avenue Three Columbus Circle, 3rd Floor	Dallas Tulsa New York	TX OK NY	75201 74134 10019	817-420-9870 918-2615-7700 212-201-3653	www.pmg.com www.quiktrip.com www.vml.com
59	74	CIRQUE DU SOLEIL	Cirque du Soleil, Inc.	VML	Media buying + planning	8400 Second Avenue	Montreal	QC	H1Z 4M6 Canad a	514-722-2324	www.cirquedusoleil.com
60	N/A	WARNER BROS	Warner Bros. Entertainment, Inc.	R&R Partners VML	AOR - Media buying + planning AOR - Creative	900 South Pavilion Center Drive, Suite 100 Three Columbus Circle, 3rd Floor 4000 Warner Boulevard 12777 West Jefferson Boulevard Building C	Las Vegas New York Burbank Los Angeles	NV NY CA CA	89144 10019 91522 90066	702-228-0222 212-210-3653 916-454-6005 646-682-2694	www.rpartners.com www.vml.com www.warnerbros.com www.hearts-science.com

2024 MegaBrands

Top 100 OOH Brands - Agency List

2024 RANK	2023 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
61	30	STATE FARM	State Farm Mutual Automobile Insurance Co.	OMD OMD Infini Marketing Team Zeno Group DOB Chicago Translation The Marketing Arm Optimum Sports	Media buying + planning Media buying + planning Creative AOR AOR Creative Creative + social Media buying, digital + experiential	1 State Farm Plaza 225 North Michigan Avenue, 19th Floor 195 Broadway, 27th Floor 8575 Higuera Street 130 East Randolph Street, 30th Floor 140 Broadway, 39th Floor 225 North Michigan Avenue, 10th Floor 145 West 45th Street, 3rd Floor 1999 Bryan Street, Suite 1800	Bloomington Chicago New York Culver City Chicago New York Chicago Brooklyn Dallas New York	IL IL NY CA IL NY IL NY TX NY	61710 60601 10007 90232 60601 10005 60601 11201 75201 10007	309-766-2311 312-324-7000 212-590-7100 323-962-4784 212-396-9700 212-299-8888 312-552-6000 212-299-5502 214-259-3200 212-590-7020	www.statefarm.com www.omid.com www.omid.com www.infinimarketing.com www.zenogroup.com www.zenogroup.com www.ddb.com www.translationllc.com www.themarketingarm.com www.optimumsports.com
62	92	RAISING CANE'S	Raising Cane's Restaurants, LLC	Mindstream Media Group - Dallas DAA Media + marketing Champion Management Group, LLC Basis Global Technologies, Inc	AOR - Media buying + planning AOR - Media buying + planning AOR AOR - Media buying + planning	6800 Bishop Road 1717 Main Street, 40th Floor 6421 Perkins Road, Building C 15455 Dallas Parkway, Suite 1350 11 East Madison St, 6th Floor	Dallas Plano Baton Rouge Addison Chicago	TX TX LA TX IL	75024 75201 70808 75002 60602	972-769-3100 214-561-5678 225-925-8788 972-930-9933 312-423-1565	www.raisingcanes.com www.mindstreammediagroup.com www.ds-advertising.com www.championmgmt.com www.basis.net
63	N/A	OLD NAVY	Gap Inc.	The Martin Agency PMG Omnicom Media Group Omnicom Media Group	AOR - Creative AOR - Creative Media buying + planning Media buying + planning	Two Folsom Street One Shockoe Plaza 2601 Olive Street, 19th Floor 5353 Grosvenor Boulevard 195 Broadway 8th Floor	San Francisco Richmond Dallas Los Angeles New York	CA VA TX CA NY	94105 23219 75201 90066 10007	650-952-4400 804-698-8000 817-420-9870 310-301-3600 212-590-7020	www.oldnavy.gap.com www.martinagency.com www.pmg.com www.omnicomgroup.com www.omnicomgroup.com
64	20	JP MORGAN	JP Morgan Chase & Co.	Group M YaynerMedia M&C Saatchi Group NorthAmerica EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom Merkle Merkle Merkle Merkle Merkle Merkle EssenceMediaCom Zubi Advertising Merkle	AOR - Media buying, digital + media planning AOR Media buying + planning Media buying + planning Media buying + planning Media buying + planning Media buying + planning Digital Digital Digital Digital Digital Digital Media buying + planning Creative Digital	270 Park Avenue Three World Trade Center, 175 Greenwich Street Ten Hudson Yards, 25th Floor 16 W. 22 Street, 9th Floor 601 Brickell Key Drive, Suite 401B 360 Third Street, 5th Floor 414 Olive Way 6300 Wilshire Boulevard, 10th Floor 100 South Fifth Street, Suite 1025 333 North Green Street, 17th Floor 49 Stevenson Street, 15th Floor 85 Devonshire, Suite 400 515 North State Street 680 Andersen Drive 150 East 42nd Street 1050 17th Street, Suite 2100 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 San Francisco Seattle Los Angeles Minneapolis Chicago New York Boston Chicago Pittsburgh New York Denver New York Coral Gables Columbia	NY NY NY NY NY CA WA CA MN IL NY MA IL PA NY CO NY FL MD	10017 10007 10001 10010 33131 94107 98101 90048 55402 60607 94105 02109 60654 15220 10017 80265 10007 33134 21046	212-270-6000 212-297-8181 646-543-7431 212-274-9500 646-837-5454 646-837-5454 646-837-5454 323-951-1902 763-439-8970 312-698-5400 415-918-2990 508-673-2200 312-945-2700 412-733-7100 212-591-9120 720-836-2000 212-912-4200 305-448-9824 443-542-4000	www.jpmorganchase.com www.groupm.com www.yaynermedia.com www.mcsaatchi.com/northamerica www.essencemediacom.com www.essencemediacom.com www.essencemediacom.com www.essencemediacom.com www.essencemediacom.com www.merkle.com www.merkle.com www.merkle.com www.merkle.com www.merkle.com www.essencemediacom.com www.zubiadvertising.com www.merkle.com
65	77	SEAWORLD	SeaWorld Parks & Entertainment	Horizon Media, Inc.	Media Buying + Planning	9206 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
66	N/A	SIXT	Sixt Autovermietung AG	GUT Miami Alison Brod Public Relations No Agencies Listed	AOR - Creative AOR	1501 Northwest 49th Street, Suite 100 117 Northeast First Avenue 440 Park Avenue South, 12th floor 400 Park Ave	Fort Lauderdale Miami New York Westbury	FL FL NY NY	33309 33132 10016 11590	888-479-8277 305-742-4469 212-230-1800 516-307-1550	www.sixt.com www.gut.agency www.alisonbrodrpr.com www.lerneriswfirm.com
67	100	LEARNER & ROWE ATTORNEYS	Law Offices of Lerner & Rowe	No Agencies Listed							
68	N/A	CARNIVAL	Carnival Corporation	PHD USA	AOR - Media Buying + Planning	3655 Northwest 87th Avenue 220 East 42nd Street	Miami New York	FL NY	33178 10017	305-599-2600 212-894-6600	www.carnival.com www.phdmedia.com
69	N/A	7-ELEVEN	7-Eleven, Inc.	Dentsu Creative Dentsu Creative Dentsu X DeVito/Verdi Global Media Group Phoenix Creative	Creative Creative Creative - Digital Creative Media Buying + Planning Shopper	3200 Hackberry Road 601 West 26th Street, 11th Floor 515 North State Street, 29th Floor 32 Avenue Of The Americas, Sixteenth Floor 330 Hudson Street, Sixteenth Floor 3052 Tomas, Suite 200 255 Washington Avenue Suite 510	Irving New York Chicago New York New York New York Saint Louis	TX NY IL NY NY CA MO	75063 10001 60604 10013 10013 92688 63101	972-828-0711 478-443-4673 312-840-8300 646-970-0926 212-431-4694 949-635-1950 314-421-5646	www.7-eleven.com www.dentsucreative.com www.dentsucreative.com www.dglobal.com www.devitoverdi.com www.globalmediagroup.com www.phoenixcreative.com
70	18	IHG	InterContinental Hotels Group	Kinetic Worldwide Grey Group Iris Mindshare	AOR - Media buying + planning AOR - Creative Creative Media buying + planning	3 Ravinia Drive, Suite 100 Three World Trade Center 175 Greenwich Street 200 Fifth Avenue, Fourth Floor 632 Broadway, Fifth Floor Three World Trade Center - 175 Greenwich Street	Atlanta New York New York New York New York	GA NY NY NY NY	30346 10007 10010 10012 10007	770-604-2000 646-313-9400 212-546-2000 646-257-2603 N/A	www.ihg.com www.kineticww.com www.grey.com www.iris-worldwide.com www.mindshareworld.com
71	N/A	BURBERRY	Burberry Limited	Grow Interactive	Media buying + planning	444 Madison Avenue, Suite 446 427 Granby Street	New York Norfolk	NY VA	10022 23510	212-707-6500 757-431-7710	www.burberryplc.com www.thisisgrow.com/
72	N/A	KAISER PERMANENTE	Kaiser Permanente Northern California Region	Mediahub Global New York fluent360	AOR - Digital Multicultural	One Kaiser Plaza 386 Park Avenue South 14th Floor 205 North Michigan Suite 2205	Oakland New York Chicago	CA NY IL	94612 10016 60601	510-271-5910 917-900-4934 877-219-7699	www.kaiserpermanente.org www.mediahubww.com/ www.fluent360.com/
73	94	SHEETZ	Sheetz, Inc.	Plant Tattoo Projects Harmelin Media Joan	AOR - Social + experiential AOR - Creative Media buying + planning Creative	5700 6th Avenue 1414 Key Highway, Suite 100 801 South Peter Street 525 Righters Ferry Road 44 Wall Street, 10th Floor	Altoona Baltimore Charlotte Bala Cynwyd New York	PA MD NC PA NY	16602 21202 28202 19004 10005	814-946-3611 410-962-8500 704-900-7150 610-638-7900 917-838-7410	www.sheetz.com www.plantagency.com www.tattooagency.com www.harmelin.com www.joancreative.com
74	80	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
75	N/A	UNIVERSAL HOTELS & RESORTS	Comcast Corp	Ignited Lucky Generals	Media buying + planning Branding & Identity	One Comcast Center, 1701 JFK Boulevard 2150 Park Place, Suite 100 333 Hudson St, Suite 1006	Philadelphia El Segundo New York	PA CA NY	19103 90245 10013	215-865-1700 310-773-7100 201-918-1980	www.comcast.com www.ignitedusa.com www.luckygenerals.com
76	93	WAWA	Wawa, Inc.	POV Sports Marketing Harmelin Media Bounteous	AOR - Experiential AOR - Media buying + planning Digital	260 West Baltimore Pike 54 Kynlyn Road 525 Righters Ferry Road 600 North King Street	Wawa Wayne Bala Cynwyd Wilmington	PA PA PA DE	19063 19087 19004 19004	610-358-8000 48-580-2243 610-668-7900 302-429-9120	www.wawa.com www.povsportsmarketing.com www.harmelin.com www.bounteous.com
77	70	MILLERCOORS	Molson Coors Brewing Company	DOB Chicago Publicis Media Arc Worldwide Drogas Jack Morton Worldwide Mischief @ 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 120 Wall Street, 11th Floor 875 North Michigan Avenue 20 Jay Street Suite 940	Chicago Chicago Chicago Chicago Chicago Brooklyn	IL IL IL IL IL NY	60606 60601 60601 60601 60611 11201	312-486-2700 312-552-6000 617-867-1785 312-220-3200 917-237-8888 312-274-6060	www.millercoors.com www.ddb.com www.arcworld.com www.drogas.com www.jackmorton.com mischiefusa.com

2024 MegaBrands

Top 100 OOH Brands - Agency List

2024 RANK	2023 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
78	75	L'OREAL PARIS	L'Oréal USA			10 Hudson Yards, 347 10th Ave 195 Broadway, 8th Floor 112 West 20th St, 7th Floor 127 Elizabeth St 845 15th St, Suite 504 101 Greenwich Street, 26th Floor 300 North Common Boulevard, Campus Two	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 212-343-1215 347-767-6929 858-755-6922 212-334-3415	www.loreal.com www.ornicommediagroup.com www.wearebarbarian.com www.monks.com www.basicyou.com www.invntgroup.com
79	N/A	PROGRESSIVE	Progressive Casualty Insurance Company			300 North Commons Boulevard, Campus Two 300 North Commons Boulevard, Second Floor 10 Summer Street 30 Rockefeller Plaza 6922 Hollywood Boulevard 12th Floor 3 World Trade Center, 175 Greenwich St	Cleveland Boston New York New York New York	OH MA NY	44143 02110 10007	440-461-5000 617-587-8000 212-664-4444 310-845-3000 646-837-5454	www.progressive.com www.wearenine6.com www.arn.com www.peacocktv.com www.trailerpark.com www.essencemediacom.com
80	65	PEACOCK TV	NBCUniversal, Inc.			Trailer Park EssenceMediaCom	New York New York	CA	90028 10007	310-845-3000 646-837-5454	www.trailerpark.com www.essencemediacom.com
81	N/A	STRIPE	Stripe Inc.			Hook	San Francisco	CA	94103	888-963-8955 702-493-1790	www.stripe.com www.lybook.com
82	N/A	STATE OF NEW MEXICO	New Mexico Dept of Tourism			Edelman	Santa Fe Los Angeles	NM CA	87501 90036	505-827-7400 323-867-9100	www.newmexico.org www.edelman.com
83	N/A	TURO	Turo Inc.			SourceCode Communications	San Francisco New York	CA NY	94105 10003	866-735-2901 212-956-8991	www.turo.com sourcecodemediacom.com
84	N/A	TIFFANY	Tiffany & Company			Mindshare Riot	New York New York	NY	10022 10007	212-755-8000 212-475-8376	www.tiffany.com www.mindshareworld.com/ riot.nyc
85	47	WALMART	Walmart Stores, Inc.			Deutsch, Inc FCB Chicago INVNT Group IW Group, Inc Lopez Negrete Communications, Inc. Podcast Reach Network Publicis North America Zenith Media	Los Angeles Chicago New York Los Angeles Houston New York New York New York	CA IL NY CA TX NY NY NY	90066 60611 10006 90048 77098 10001 10019 10014	479-273-4000 10-862-3000 312-425-5000 212-334-9415 212-262-4090 713-877-8777 646-492-0936 212-74-6000 212-859-5104	www.walmartstores.com www.deutschia.com www.lcbchi.com www.invntgroup.com www.iwgroup.agency www.lopeznegrete.com www.podcastreachnetwork.com www.publicisusa.com www.zenithmedia.com
86	N/A	SPECTRUM	Charter Communications Inc.			adam&evdDB Crow Creative Mythic OMD CMD Atlanta SixOne Superunion	New York New York New York Chicago Atlanta New York New York	NY NY NY IL GA NY NY	10023 10014 10018 28202 60601 10013 10011	212-364-8200 212-329-4600 646-904-8660 704-227-0700 312-324-7000 404-443-6800 646-989-8623 212-336-3200	www.spectrum.com adamandevd.com www.crowcreativeagency.com/ www.bemithic.com/ www.omd.com/ www.cmd.com/ sixone.com/ www.superunion.com/
87	N/A	DAN NEWLIN ATTORNEY	Daniel J. Newlin Attorney			No agencies listed	Orlando	FL	32819	407-888-8000	www.newlinlaw.com
88	76	GALLO	E. J. Gallo Winery			Barkeley	Modesto Kansas City	CA MO	95354 64108	209-341-3111 817-842-1500	www.gallo.com www.barkeley.com
89	91	PLANET FITNESS CENTER	PFIP, LLC			Crossmedia Barkeley Huge, Inc.	Hampton New York Kansas City Brooklyn	NH NY MO NY	03842 10001 64108 11201	603-750-0001 212-206-0888 817-842-1500 718-625-4843	www.planetfitness.com www.xmedia.com/index.php www.barkeley.com www.hugeinc.com
90	83	SONY	Sony Electronics, Inc.			Universal McCann Media Buying + Planning Media Buying + Planning, creative, social	San Diego Los Angeles New York Venice	CA CA NY CA	92127 90036 10001 90291	858-942-2400 323-900-7400 212-853-4700 807-891-8571	www.sony.com www.umww.com www.umww.com www.monks.com
91	67	LOUIS VUITTON	LVMH, Inc.			Digitas Digitas Digitas Publicis North America	New York Boston New York Chicago	NY MA NY IL	10022 02109 10014 60601	212-251-8200 617-867-1000 212-741-5000 312-729-0100	www.louisvuitton.com www.digitas.com www.digitas.com www.publicisusa.com
92	N/A	CHRISTIAN DIOR	Christian Dior Perfumes, Inc			Havas Media Group	New York	NY	10019	212-474-5000	www.dior.com
93	N/A	UNIVERSITY OF TEXAS	University of Texas at Austin			GSD&M	Austin Austin	TX	78713 78703	512-471-4344 512-242-4736	www.utexas.edu http://www.gsdm.com/
94	31	CAPITAL ONE	Capital One Financial Corporation			GSD&M Horizon Media, Inc. Horizon Media, Inc. Buen360 Podcast Reach Network	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 877-219-7899 646-492-0936	www.capitalone.com www.gsdm.com/ www.horizonmedia.com www.horizonmedia.com www.fuerr360.com www.podcastreachnetwork.com
95	N/A	RALPH LAUREN	Ralph Lauren Corp			Zenith Media FMG Tag Worldwide	New York New York Dallas New York	NY NY TX NY	10022 10014 75201 10017	800-377-7656 212-859-1100 817-420-9870 920-482-8630	www.ralphlauren.com www.zenithmedia.com www.arn.com www.tagworld.com
96	9	COORS	Molson Coors Brewing Company			adam&evdDB Blue Chip Marketing & Communications Billups, Inc Clear M&C Saatchi Collaborative Marketing Group Monks Team Arc Worldwide DOB Chicago Publicis Media	Chicago Chicago Northbrook Atlanta New York New York New York Fort Lauderdale Chicago Chicago Chicago	IL IL GA GA NY NY NY FL IL IL IL	60606 60602 30326 30326 10010 60189 10013 33301 60601 60601 60601	312-496-2700 312-229-4600 847-418-8000 404-505-2845 917-297-9992 630-671-1934 347-767-6929 954-862-2400 312-220-3200 312-552-6000 617-867-1785	www.coors.com www.adamandevd.com www.bluechipworld.com www.billups.com www.clearstrategy.com www.collabmktg.com www.monks.com http://www.wareteam.com/ www.arn.com www.dob.com www.publicisgroup.com
97	N/A	CIRCLE K	Circle K Stores, Inc.			EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom	Chicago Chicago Chicago Chicago Chicago	IL IL IL IL IL	60606 60607 60607 60601 60601	800-560-7233 646-837-5454 312-698-6400 763-439-9870 323-951-1902 646-837-5454 646-837-5454	www.circlek.com www.essencemediacom.com www.essencemediacom.com www.essencemediacom.com www.essencemediacom.com www.essencemediacom.com www.essencemediacom.com
98	N/A	COX	Cox Communications, Inc			R&R Partners Prospect - New York, NY iProspect - Fort Worth, TX FCB Chicago	Atlanta Las Vegas New York Fort Worth Chicago	GA NV NY TX IL	30328 89144 10017 76107 60611	404-843-5000 702-228-0222 212-693-6900 817-625-4157 312-225-5000	www.cox.com www.rpartners.com www.iProspect.com www.iProspect.com www.lcbchi.com
99	N/A	MONTEFIORE HEALTH SYSTEM	Montefiore Health System			Mimirar Creative Group Alo New York	Bronx Bronx New York	NY NY NY	10467 10021 11211	718-230-3239 426-542-4554 929-295-0252	www.montefiorehealthsystem.org www.mimirarus.com www.altony.com
100	N/A	CALIFORNIA STATE LOTTERY	California State Lottery Commission			Horizon Media, Inc. Casanova/McCann Time Advertising	Sacramento Los Angeles Costa Mesa Milbrae	CA CA CA CA	95811 90067 92626 94030	(916) 822-8131 310-282-0909 714-918-9200 650-289-9388	www.calottery.com www.horizonmedia.com www.casanova.com www.timead.com



2024 Agency List

Top 100 Total Media Advertisers

Top 100 Total Media Advertisers By Brand and
Parent Company with Agency of Record Details

2024 MegaBrands

Top 100 Total Media Brands - Agency List

2024 RANK	2023 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
1	1	AMAZON	Amazon.com, Inc.	72andSunny WongDaddy WongDaddy City Events Deloitte Digital KINESSO KINESSO KINESSO KINESSO Omnicom Media Group Omnicom Media Group KINESSO	Creative AOR - Creative AOR - Creative Experiential Digital Programmatic Programmatic Programmatic Programmatic Media planning + buying Media planning + buying Programmatic	440 Terry Avenue North 12101 West Bluff Creek Drive 1011 Western Avenue Suite 900 8500 Steiler Drive, Suite 5 1 Rockefeller Center 11th Floor 330 Hudson Street, 10th Floor 5700 Wilshire Blvd 205 Hamilton Row 444 North Michigan Avenue 653 Front Street 195 Broadway 8th Floor 5353 Grosvenor Boulevard 100 West 33rd Street, 5th Floor	Seattle CA Seattle CA New York New York Chicago Birmingham Chicago San Francisco New York Los Angeles New York	WA CA WA CA NY NY CA MI IL CA CA CA CA NY	98109 90094 98104 90232 10020 10013 90036 48009 60611 94111 10007 90066 10001	206-266-1000 www.72andsunny.com www.wongdaddy.com www.wongdaddy.com www.cityeventsons.com www.deloittdigital.com www.kinesso.com www.kinesso.com www.kinesso.com www.kinesso.com www.omnicommediagroup.com www.omnicommediagroup.com www.kinesso.com	
2	4	PROGRESSIVE	Progressive Casualty Insurance Company	ninety6 Arnold Worldwide OMD San Francisco Critical Mass, Inc. Critical Mass, Inc. Allied Global Marketing OMD AKQA Iyuno mono	AOR - Media Buying + Planning - Creative - Digital AOR - Creative AOR - Media buying + planning AOR - digital AOR - digital AOR - Creative Digital, media buying + planning Digital Multicultural Creative + digital	300 North Common Boulevard, Campus Two 300 North Commons Boulevard Second Floor 10 Sumner Street 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	Mayfield Village Cleveland Boston San Francisco New York Chicago Los Angeles Los Angeles San Francisco Los Angeles Minneapolis	OH OH MA CA NY IL CA CA CA CA MN	44143 44143 02110 94108 10014 10014 60601 90028 90066 94107 90045 55408	440-461-5000 www.progressive.com/ www.weareninety6.com www.am.com www.omd.com www.criticalmass.com www.criticalmass.com www.alliedglobalmarketing.com www.omd.com www.akqa.com www.iyuno.com www.mono-1.com	
3	2	WALMART	Walmart Stores, Inc.	Deutsch, Inc FCB Chicago INVNT Group IW 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, 28th Floor 6300 Wilshire Boulevard, Suite 2150 3336 Richmond Ave, Suite 200 244 Fifth Avenue Suite 2286 1675 Broadway 299 West Houston Street, 11th Floor	Beninville 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 www.walmartstores.com/ www.deutschia.com www.fcbchi.com www.invntgroup.com www.iwgroup.agency www.lopeznegrete.com www.podcastreachnetwork.com www.publicisna.com www.zenithmedia.com	
4	36	ALLSTATE	The Allstate Corp.	Weiden + Kennedy Starcom Worldwide Manifest Material Plus	AOR - Creative Media buying + planning Digital + social Digital	2775 Sanders Road, North Plaza 224 Northwest 13th Avenue 35 West Wacker Drive, 22nd Floor 35 East Wacker, 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 www.allstate.com www.wk.com www.starcomww.com www.manifest.com www.materialplus.io	
5	5	VERIZON	Verizon Communications Inc.	Zenith Media Publicis North America Golin Ogilvy	AOR - Media buying + planning Media buying + planning AOR - Public Relations AOR - Creative + multicultural	One Verizon Way 299 West Houston Street, 11th Floor 1675 Broadway 909 Thurd Avenue 636 11th Avenue	Basking Ridge New York New York New York New York	NJ NY NY NY NY	7920 10014 10019 10022 10036	908-559-2000 www.verizon.com www.zenithmedia.com www.publicisna.com www.golin.com www.ogilvy.com	
6	3	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 New York Chicago Los Angeles Los Angeles San Francisco Los Angeles Minneapolis	CA NY CA CA NY IL CA CA CA CA MN	95014 10007 94108 94108 10014 60601 90028 90066 94107 90045 55408	408-996-1010 www.apple.com www.omd.com www.omd.com www.criticalmass.com www.criticalmass.com www.alliedglobalmarketing.com www.omd.com www.akqa.com www.iyuno.com www.mono-1.com	
7	18	GEICO	Geico Corporation	The Martin Agency iPG MediaBrands	AOR - Creative + digital AOR - Media buying + planning	One GEICO Plaza One Shockoe Plaza 100 West 33rd St, 9th Floor	Washington Richmond New York	DC VA NY	20076 23219 10001	301-986-3000 www.geico.com www.martinaagency.com www.ipgmediabrands.com	
8	8	T-MOBILE	Deutsche Telekom AG	Initiative Initiative Dentsu Creative 160over90 Porter Novelli - Seattle, WA VML Seattle VML Havas Formula Damage - The Gaming & Esports Agency	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative Experiential AOR Digital Strategy Digital Experiential	3625 132nd Avenue Southeast 100 West 33rd Street, 4th Floor 5700 Wilshire Boulevard Suite 400 601 West 26th St., 11th Floor 3476 Lenox Road Northeast Suite 1000 710 Second Avenue, Suite 1300 414 Olive Way, Suite 500 Three Columbus Circle Third Floor 200 Hudson St., Seventh Floor 225 South Lake Avenue Suite 300	Bellevue New York Los Angeles New York New York Atlanta Seattle Seattle Seattle New York New York Pasadena	WA NY CA NY NY GA WA WA WA NY NY CA	98006 10001 90036 90036 10001 30326 98104 98101 98101 10019 10013 91101	425-378-4000 www.initiative.com www.initiative.com www.dentsucreative.com www.160over90.com www.vml.com www.vml.com www.vml.com www.vml.com www.havasformula.com www.damagecreative.com	
9	7	ABBVIE	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 www.abbvie.com www.hbcc.com www.sparkfoundry.com www.media.monks.com www.liveworld.com	
10	6	TARGET	Target Corporation	In-house Creative THIRD EAR Periscope Colle McVoy EssenceMediacom	AOR - Multicultural AOR - Social + experiential Creative AOR - Media planning + buying, digital	1000 Nicollet Mall 410 Baylor Street 921 Washington Avenue, South 400 1st Avenue, North, Suite 700 Three World Trade Center, 175 Greenwich St	Minneapolis Austin Minneapolis Minneapolis New York	MN TX MN MN NY	55403 78703 55415 55401 10007	612-304-6073 www.target.com www.wearethirdear.com www.periscope.com www.collemcvoy.com www.essenceglobal.com	

2024 MegaBrands

Top 100 Total Media Brands - Agency List

2024 RANK	2023 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
22	12	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
23	N/A	POLITICAL CAMPAIGNS - US SENATE	N/A	No Agencies Listed							
24	25	MACY'S	Macy's Inc.	Digitas Digitas Energy BBDO, Inc. BBDO Worldwide CarByrd&Co.	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative AOR - Creative AOR - Creative	151 West 34th Street, 13th Floor 375 Hudson Street, 16th Floor 35 West Wacker Drive, 15th Floor 225 North Michigan Avenue, 15th Floor 1285 6th Avenue, 3rd-7th Floors 21 West 46th 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 212-459-8000 212-206-1379	www.macys.com www.digitas.com www.digitas.com www.energybbdo.com www.bbdo.com www.carbyrdco.com
25	20	LOWES	Lowe's Co. Inc.	Starcom Worldwide Desutch, Inc.	AOR - Programmatic, media buying + planning Creative	1000 Lowes Boulevard 35 West Wacker Drive, 22nd Floor 6454 Beethoven Street	Moorestville 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.desutch.com
26	26	WAYFAIR	Wayfair, LLC	MediaMonks	Social	4 Copley Place, 7th Floor 127 Elizabeth St	Boston New York	MA NY	02116 10013	617-532-8100 347-767-6929	www.wayfair.com www.mediamonks.com
27	35	BEST BUY	Best Buy, Inc.	Starcom Worldwide Starcom Worldwide VML Publicis Media Starcom Worldwide	AOR - Media buying + digital + media planning AOR - Media buying + planning AOR - Creative Media buying + planning Digital	7601 Penn Avenue, South 35 West Wacker Drive, 22nd Floor 5200 Lankershim Boulevard, Suite 600 3 Columbus Circle, 3rd Floor 35 West Wacker 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.starcomww.com/ www.starcomww.com/ www.vml.com www.publicisgroupe.com www.starcomww.com/
28	28	TOYOTA	Toyota Motor Corporation	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 West Houston Street, 10th Floor 18500 Crenshaw Boulevard 12777 West Jefferson Blvd, Building C 223 North Michigan Avenue, 29th Fl 2101 Rosecrans Avenue, 2nd Floor 228 East Broadway 7920 Preston Rd 3000 Ocean Park Boulevard, 2nd Floor	Plano Torrance Dallas New York Torrance Los Angeles Chicago El Segundo Long Beach Plano Santa Monica	TX CA TX NY CA CA IL CA CA TX	75024 90505 75201 10014 90504 90066 60601 90245 90802 75024 90405	469-292-4000 212-214-4000 469-357-2000 212-959-5100 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.zenithmedia.com www.gpj.com www.rapp.com www.burrell.com www.conill.com www.intertrend.com www.intertrend.com www.icrossing.com
29	21	ADOBE	Adobe Systems Inc	Golin Goodby, Silverstein & Partners Kvell 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 CA NY CA	95110 60611 94108 90405 94111 60601 10007 94107	408-536-6000 312-729-4000 415-392-0669 N/A 415-284-9916 617-867-1785 212-474-0000 415-764-1319	www.adobe.com www.golin.com www.goodbyilverstein.com www.kvell.co www.pereiraodell.com www.publicisgroupe.com www.wavemakerglobal.com www.wavemakerglobal.com
30	N/A	POLITICAL CAMPAIGNS - US HOUSE	N/A	No agencies listed							
31	24	KOHL'S	Kohl's Corporation	fluent360 Triplent Horizon Media, Inc.	Multicultural AOR - Creative + digital AOR - Media buying + planning	N56 W17000 Ridgewood Drive 205 North Michigan, Suite 2205 400 West 14th 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 212-220-6000	www.kohls.com www.fluent360.com www.triplent.com www.horizonmedia.com
32	38	XFINITY	Comcast Corp	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.goodbyilverstein.com
33	29	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
34	14	DOMINOS	Dominos, Inc.	Elephant Mindshare WorkInProgress	AOR - Digital AOR - Media buying + planning AOR - Creative + digital + branding + identity	30 Frank Lloyd Wright Drive 45 Main St, 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.wipbr.com
35	30	HYUNDAI	Hyundai Motor America	Canvas Worlwide Canvas Worlwide Innocent USA Lopez Negrete Communications	Media Buying + Planning Media Buying + Planning AOR - Creative AOR - multicultural	10650 Talbert Avenue 12015 Bluff Creek Drive 75 Varick Street, 2nd Floor 180 Fifth Street, Suite 200 3336 Richmond Avenue, Suite 200	Mountain 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.hyundaiusa.com www.canvasworldwide.com www.canvasworldwide.com www.innocentusa.com www.lopeznegrete.com
36	43	INTUIT	Intuit, Inc.	Hearts & Science Hearts & Science Periscope Deskey Integrated Branding Access Brand Communications Daitley & Associates MERGE Red Door Interactive Orion Innovation Initiative ID Media Posthuman Apollo Partners MediaMonks	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative AOR - Creative AOR - Public relations Creative Creative Creative Digital 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 6887 Melrose Avenue, Suite G300 35 Thomson Place 2435 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 Los Angeles New York Detroit San Francisco Venice	CA CA NY MN OH CA CA MA CA NY CA NY CA NY MI CA CA	94043 90066 10014 55415 45202 94108 90069 02210 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.accessbrandagency.com www.daitleyfa.com www.mergeworld.com www.reddoor.biz www.orioninc.com www.initiative.com www.idmediaw.com www.beposthuman.com www.apollpartners.co www.mediamonks.com
37	15	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 Wall Street 1675 Broadway 622 Third Avenue 909 Third Avenue	New York Birmingham New York New York New York	NY AL NY NY NY	10017 35209 10019 10017 10022	212-733-2323 205-458-6500 212-474-5000 646-865-3246 212-704-1200	www.pfizer.com www.publiciscollective.com www.publicis.com www.ipghealth.com www.interpublic.com

2024 MegaBrands

Top 100 Total Media Brands - Agency List

2024 RANK	2023 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
38	45	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 R/GA iWVNT 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 Digital Social, multicultural + experiential Digital Experiential	110 North Carpenter St. 159 West 23th St., 8th Floor 7791 North West 48th 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 57th 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 Crenshaw Street, 26th Floor	Chicago New York Chicago California Chicago Southfield New York Fort Lauderdale New York Chicago Houston Miami Coconut Grove Los Angeles New York Portland New York	IL NY FL CA IL MI NY FL NY TX 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 305-630-6770 312-220-3535 424-303-4300 312-614-4600 248-354-9700 917-651-5200 954-644-4000 917-720-5580 312-297-9600 713-877-8777 305-455-5444 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.starcomworld.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.almaad.com www.rapp.com www.sparksandhoney.com www.rga.com/offices/portland www.iwvntgroup.com
39	27	WENDY'S	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 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.wareatma.agency www.sparkfoundry.com
40	34	NISSAN	Nissan North America, Inc.	The Tombras Group GMR Marketing TBWA \ Chiat \ Day Critical Mass, Inc. Outdoor Media Group - Omnicom Bauer+Blodgett OMD The George P. Johnson Company	AOR - Digital AOR - Creative + experiential AOR - Creative, digital + social AOR - Digital AOR - 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 Janssen City 205 North Michigan, Suite 2205 195 Broadway, 27th Floor 18500 Crenshaw Boulevard	Franklin Knoxville New Berlin New York Chicago New York New York New York Torrance	TN TN WI NY IL NJ IL CA	37067 37902 53151 10022 60601 07311 60601 10007 90504	615-725-1000 865-524-5376 262-786-5600 212-804-1000 212-288-2500 646-275-4111 877-219-7689 212-590-7100 310-965-4300	www.nissanusa.com www.tombras.com www.gmrmarketing.com www.tbwachiatday.com www.criticalmass.com www.outdoormediasgroup.net www.fluorid360.com www.omd.com www.gpj.com
41	46	FORD	Ford Motor Co	BBDQ Worldwide LWGC Wieden+Kennedy Mindshare GTB	AOR - Creative Multicultural AOR - Creative AOR - Media buying + planning Multicultural, programmatic, media buying + planning	One American Road 1285 South Avenue, 3rd-7th Floors 500 Town Center Drive 150 Varick Street, 6th & 7th Floors Three World Trade Center, 175 Greenwich Street 550 Town Center Drive	Dearborn Dearborn Dearborn New York New York	MI NY MI NY NY	48126 10019 48126 10013 10007 48126	313-322-300 212-456-5000 313-615-9000 917-661-5200 212-297-7000 313-615-2000	www.ford.com www.bbdo.com www.uwginc.com www.wk.com www.mindshareworld.com www.gtb.com
42	48	AMERICAN EXPRESS	American Express Co	Dentsu Creative CoCollective, LLC KINNESSO KINNESSO KINNESSO KINNESSO R/GA Universal McCann Kapler Group Dentsu Creative Momentum Worldwide Deloitte Digital Team Epiphany KINNESSO Tallwave	AOR - Creative Creative - Strategy Programmatic Programmatic Programmatic Programmatic Creative Media buying + planning AOR - Digital, media buying + planning AOR - Creative AOR - Experiential AOR - Digital Multicultural Programmatic Digital	Three World Financial Ctr, 200 Vesey St 615 North State Street, 29th Floor 419 Park Avenue South, 5th Floor 5700 Wishire Boulevard 205 Hamilton Row 444 North Michigan Avenue 453 Front Street 450 West 33rd Street, 12th Floor 100 West 33rd Street, 8th Floor Six East 32nd Street Ninth Floor 601 West 20th St., 11th Floor 900 Vessey 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 Chicago New York Los Angeles Birmingham Chicago San Francisco New York New York New York New York New York New York New York New York Scottsdale	NY IL NY CA AL IL CA NY NY NY NY NY NY NY AZ	10285 60604 10016 90036 48009 60611 94111 10001 10001 10016 10001 10001 10013 10001 10001 85251	212-643-2000 212-940-6300 212-505-2300 415-262-5900 248-554-4550 248-554-4550 415-262-5900 212-946-4000 212-883-4700 646-689-2116 479-444-4673 212-367-4500 212-829-6000 347-990-1010 212-605-4811 602-840-0400	www.americanexpress.com www.dentsu.com www.ccollective.com www.kinnesso.com www.kinnesso.com www.kinnesso.com www.rga.com www.ummw.com www.keplergrp.com www.dentsucreative.com www.momentumww.com www.deloittdigital.com www.teamepiphany.com www.kinnesso.com www.tallwave.com
43	41	LIBERTY MUTUAL	Liberty Mutual Insurance Co	Initiative 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 Watertown	MA NY CA MA MA	02116 10001 94108 02210 02472	617-357-9500 212-605-7000 415-392-0669 617-366-4000 617-922-5454	www.liberty.com www.initiative.com www.goodbyilverstein.com www.hhcc.com www.geovisiononline.com
44	97	TOP10.COM	Top10.com Media Ltd.	No agencies listed		4023 Kennel Pike, Suite 50055	Wilmington	DE	19807		www.top10.com
45	33	REGENERON/SANOFI GENZYME	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
46	42	SAMSUNG	Samsung Group	Starcom Worldwide Starcom Worldwide Edelman Crispin Digitas Publicis North America BBH Cheil New York Gravity Global Quality Meats R/GA Kizashi iWVNT Group VML	AOR - Media buying + planning AOR - Media buying + planning AOR - Creative Creative 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 200 East Randolph Drive, 63rd Floor 6450 Gunpark Drive 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 275 West Hudson Street, 5th Floor 101 Greenwich Street, 26th Floor Three Columbus Circle, 3rd Floor	Chicago New York Chicago Boulder New York New York New York New York New York Los Angeles Chicago New York New York New York New York	IL NY IL CO NY NY NY NY NY CA IL NY NY NY NY	07660 60601 60601 80301 10014 10019 10013 10011 90016 60613 10001 10014 10006 10019	201-229-4000 312-220-3535 312-240-3000 303-628-5100 212-946-4000 212-474-5000 212-812-6600 646-380-5814 310-752-4400 847-644-7527 212-946-4000 212-799-6600 212-334-3415 212-210-3853	www.starcomworld.com www.starcomworld.com www.edelman.com www.crispin.com www.digitas.com www.publicisusa.com www.bbbh.com www.cheil.com www.gravityglobal.com www.qualitymeatscreative.com www.rga.com www.razorfish.com www.iwvntgroup.com/ www.vml.com
47	50	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 427 Elizabeth Street 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 247-767-6929 408-370-4520	www.abbvie.com www.hhcc.com www.sparkfoundry.com www.media-monks.com www.liveworld.com
48	37	GLAXOSMITHKLINE	GlaxoSmithKline, Inc.	Publicis North America Grey Group Havas New York Targetbase Marketing Digitas Juniper Parki TBWA The Mars Agency RAPP Worldwide Wallace Church, Inc. Publicis Health Media	AOR - Media buying + planning AOR - Creative AOR - Creative AOR - Creative AOR - Digital AOR - Creative + digital Creative Creative Creative Media buying + planning	Five Crescent Drive 1675 Broadway 200 5th Ave, 4th Floor 200 Hudson St 202 CentrePort Drive, Suite 300 375 Hudson Street, 16th Floor 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	Philadelphia New York New York New York New York New York New York New York New York Philadelphia	PA NY NY NY NY NY NY NY NY PA	19112 00019 10010 10013 27409 10014 M4W 3H1 48033 00017 10017 19107	215-751-4000 212-474-5000 212-546-2000 212-385-4100 336-665-3800 212-610-5000 416-260-6600 248-936-2200 12-209-1719 212-755-2903 215-399-3000	www.gsk.com/en-gb/ www.publicisna.com www.gny.com www.ny.havas.com/havas-new-york/ www.targetbase.com www.digitas.com/en-us www.juniperparkbtwa.com www.themarsagency.com www.rapp.com www.wallacechurch.com www.publicishealthmedia.com
49	56	HONDA	American Honda Motor Co., Inc.	Publicis Sapient Onc RPA	AOR Multicultural Creative - Media buying + planning - Digital	1919 Torrance Boulevard 2301 Rosecrans Avenue Suite 5100 1915 South Sepulveda Boulevard Suite 200 2525 Colorado Avenue Suite 100	Torrance Los Angeles Los Angeles Santa Monica	CA CA CA CA	90501 90245 90034 90404	310-783-2000 310-343-6111 310-444-7300 310-394-4000	www.honda.com www.publicissapient.com www.onc.com www.rpa.com

2024 MegaBrands

Top 100 Total Media Brands - Agency List

2024 RANK	2023 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
50	53	SPECTRUM	Charter Communications Inc.	adam&eveDB Crow Creative Mythic OMD OMD Atlanta Six+One Superunion	ACR - Creative Digital Media buying + planning Media buying + planning Creative Creative	60 Columbus Circle 200 Varick Street 11th floor 241 West 37th Street Suite 1201 200 South Tryon Street Ninth Floor 225 North Michigan Avenue 19th Floor 3500 Lenox Road Suite 1200 333 Hudson Street Suite 305 114 Fifth Avenue 17th Floor	New York New York New York Charlotte Chicago Atlanta New York New York	NY NY NY NC IL GA NY NY	10023 10014 10018 28202 60601 30326 10013 10011	212-364-8200 212-329-4600 646-904-8680 704-227-0700 312-324-7000 404-443-6900 646-389-4623 212-336-3200	www.spectrum.com/ adamandevdb.com www.crowcreativeagency.com/ www.benmythic.com/ www.ond.com/ www.ond.com/ sixplusone.com/ www.superunion.com/
51	87	ELI LILLY	Eli Lilly & Company	Zenith Media Wieden + Kennedy Zenith Media Zenith Media	ACR - Media buying + planning Creative Media buying + planning Media buying + planning	Lilly Corporate Center 299 West Houston St, 11th floor 224 Northwest 13th Avenue 384 Northyards Boulevard Suite 290 35 West Wacker 18th Floor	Indianapolis New York Portland Atlanta Chicago	IN NY OR GA IL	46285 10014 97207 30313 60601	317-276-2000 212-859-5100 503-937-7000 678-916-4500 312-846-8400	www.lilly.com www.zenithmedia.com www.wk.com www.zenithmedia.com www.zenithoptimedia.com
52	N/A	HARRIS FOR PRESIDENT	Harris for President	No agencies listed		P.O. BOX 438	Wilmington	DE	19801		kamalahraris.com
53	40	CHEVROLET	General Motors Company	Anomaly Jack Morton Worldwide 72andSunny Carat Commonwealth // McCann Casanova/McCann Agency 720 Martin Retail Group The Axis Agency	Creative ACR - Experiential Creative ACR - Media buying + planning ACR - Creative + social ACR - Multicultural Creative + social Media Buying + Planning Multicultural	300 Renaissance Center 536 Broadway 11th Floor 2000 Brush Street, Suite 301 55 Water Street Sixth Floor 150 East 42nd Street 900 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 New York Detroit Brooklyn New York Detroit Costa Mesa Royal Oak Detroit Century City	MI NY MI NY NY MI CA MI MI CA	46265 10012 48226 11201 10017 48226 92626 48226 48265 90067	313-556-8000 917-595-2200 313-596-9100 212-993-1300 212-591-9100 313-202-3700 714-918-8200 313-483-0400 205-930-9200 310-854-8200	www.chevrolet.com www.anomaly.com www.jackmorton.com www.72andsunny.com www.carat.com www.cw-mcconn.com www.casanova.com www.agency720.com www.martiretail.com www.theaxisagency.com
54	51	KIA	Kia Motors Corp.	David&Goliath CourtAvenue Canvas Worldwide Innocean USA Canvas Worldwide	ACR - Creative ACR - Digital ACR - Media planning + digital ACR - Media buying, planning + experiential Media Buying	111 Peters Canyon Road 209 North Sepulveda Boulevard, Suite 700 901 West 9th 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 8442058-7828 424-290-4400 714-861-5200 424-303-4300	www.kia.com www.dng.com www.courtavenue.com www.canvasworldwide.com www.innoceanusa.com/ www.canvasworldwide.com
55	88	MATTRESS FIRM	Mattress Firm, Inc.	Spark Foundry The Infinite Agency R/GA Lopez Negrete Communications, Inc.	ACR - Media buying + planning ACR - 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.mattressfirm.com www.sparkfoundry.com/ www.theinfiniteagency.com www.rga.com www.lopeznegrete.com/
56	N/A	WELLS FARGO	Wells Fargo & Company	Wasserman Media Group OMD OMD BBDO Worldwide Pace Communications Cpgiemini	ACR ACR - Media buying + planning ACR - Media buying + planning ACR - Creative Creative Creative - Digital	420 Montgomery Street 10900 Wilshire Boulevard Suite 1200 5353 Grossvenor Boulevard 195 Broadway 27th Floor 1285 Sixth Avenue Third - Seventh Floors 1301 Carolina Street 601 Walnut Street	San Francisco Los Angeles Los Angeles New York New York Greensboro Philadelphia	CA CA CA NY NY NC PA	94104 90024 90066 10007 10019 27401 19106	415-979-0775 310-407-0200 310-301-3600 212-590-7100 212-459-5000 336-378-6065 484-654-1400	www.wellsfargo.com http://www.seamwells.com/ http://www.ond.com/ http://www.ond.com http://www.bbdo.com/ www.paceco.com www.cpgiemini.com
57	61	BURGER KING	Restaurant Brands Intl Inc	Conill Advertising, Inc. BBH PHD USA O'Keefe Reinhard & Paul	ACR - Multicultural ACR - Branding + identity ACR - Media buying + planning ACR - Creative	5507 Blue Lagoon Drive 2101 Rosecrans Avenue, 2nd Fl 32 Avenue of the Americas, 19th Floor 220 East 42nd Street 328 South Jefferson St, Suite 850	Miami El Segundo New York New York Chicago	FL CA NY NY IL	33126 90245 10013 10017 60661	305-378-3000 424-290-4400 212-812-6600 212-894-6600 312-226-6144	www.bk.com www.conill.com www.bartleogleharty.com www.phdmedia.com www.dkrp.com
58	54	DISCOVER	Discover Financial Services	TWBA \ Chiat \ Day Mindshare	ACR - Creative + social ACR - 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
59	N/A	INSURANCE.COM	Comparison Market Inc.	No agencies listed		950 Tower Lane, Suite 1200	Foster City	CA	94404		www.insurance.com
60	63	BRISTOL-MYERS SQUIBB	Bristol-Myers Squibb Co	PG MediaBrands LiveWorld	ACR - Media buying + planning Digital + social	430 East 29th Street, 14th Floor 100 West 33rd Street, 8th Floor 4340 Stevens Creek Blvd, Suite 101	New York New York San Jose	NY NY CA	10016 10001 95129	212-546-4000 646-375-1850 408-370-4520	www.bms.com www.pgmediabrands.com www.liveworld.com
61	47	ASHLEY	Ashley Furniture Industries, Inc.	Empower	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.wareakettle.com www.empowerm.com
62	58	LEXUS	Toyota Motor Corp	Team One Podcast Reach Network The George P. Johnson Company Walton Isaacson CA Team One GP Generate, LLC	ACR - 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	Piano 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 212-912-4200 646-492-0936 310-965-4300 323-877-5300 469-357-2300 310-598-3900	www.lexus.com www.immco-usa.com www.podcastreachnetwork.com www.gpj.com www.waltonisaacson.com/ www.teamone-usa.com www.gpgenerate.com
63	60	UNIVERSAL PICTURES	Comcast Corp	EssenceMediaCom	Digital	100 Universal City Plaza 6300 Wilshire Boulevard, 10th Floor	Universal City Los Angeles	CA CA	91608 90048	818-777-1000 323-951-1902	www.universalpictures.com www.essencemediacom.com
64	83	EBAY	eBay, Inc.	EssenceMediaCom The Many Joan MediaMonks We Are Social	AOR - Media buying, media planning + digital Creative ACR - 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 Abbot Kinney Boulevard 250 Hudson St, 2nd Floor	San Jose New York New York New York Venice New York	CA NY NY 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.wearesocial.com/us/
65	99	ASTRAZENECA	AstraZeneca Plc	Imre Digitas Health LifeBrands The CDM Group Digitas Health LifeBrands HealixGlobal VML	ACR - Social Media buying + planning, creative, digital Creative + public relations Media buying + planning, creative, digital Media buying + planning Creative + digital	1800 Concord Pike 909 Ridgelyook Road, Suite 300 19031 West Jefferson Boulevard, 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	DE MD PA NY NY NY	19850 21152 19107 10017 10019 10001	302-886-3000 410-821-8220 215-545-4444 212-907-4300 212-448-6700 646-609-9986	www.astrazeneca-us.com www.imrecommunications.com www.digitashealth.com www.cdmny.com www.digitashealth.com www.healixglobal.com www.vml.com
66	6	COMCAST	Comcast Corp	Goody, Silverstein & Partners Spark Foundry Elevation, Ltd 72&Sunny GMR Marketing Elephant Brownstein Group, Inc.	ACR - Creative ACR - Media buying + planning Creative ACR - 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 5200 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 NY NY NY PA	19103 94108 10014 20007 11201 51511 11201 19107	215-665-1700 415-392-0669 212-468-4000 202-380-3230 212-993-1300 262-780-5600 212-704-1200 215-735-3470	www.comcast.com www.goodysilverstein.com www.sparkfoundry.com/ www.elevation-us.com www.72andsunny.com www.gmrmarketing.com www.elephant.in www.brownsterngroup.com
67	64	AIRBNB	Airbnb, Inc.	Buck EssenceMediaCom GroupM	Digital Creative ACR - 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 646-937-5454 212-297-8181	www.airbnb.com www.buck.tv www.essencemediacom.com www.groupm.com

2024 MegaBrands

Top 100 Total Media Brands - Agency List

2024 RANK	2023 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
68	32	HULU	Hulu	Publicis Imagine	AOR - Media buying + planning	2500 Broadway, 2nd Floor	Santa Monica	CA	90404	310-571-4700	www.hulu.com
				MediaMonks	Digital + social	40 East Verdugo Avenue	Burbank	CA	91502	310-551-3500	www.publicisgroup.com
				OMG23	AOR, Media buying + planning	1214 Abbot Kinney Boulevard	Venice	CA	90291	907-891-8571	www.monks.com
				OMG23	AOR, Media buying + planning	4000 West Alameda Avenue,	Burbank	CA	91505	800-889-4422	omnicommediagroup.com
				KINESSO	Programmatic	195 Broadway 8th Floor	New York	NY	10007	800-889-4422	omnicommediagroup.com
				KINESSO	Programmatic	100 West 33rd Street, 5th Floor	New York	NY	10001	212-605-4811	www.kinesso.com
				KINESSO	Programmatic	653 Front Street	San Francisco	CA	94111	415-262-5900	www.kinesso.com
				KINESSO	Programmatic	444 North Michigan Avenue	Chicago	IL	60611	248-554-4550	www.kinesso.com
				KINESSO	Programmatic	205 Hamilton Row	Birmingham	MI	48009	248-554-4550	www.kinesso.com
				WORTH	Programmatic	7095 Hollywood Boulevard #2057	Los Angeles	CA	90036	415-262-5900	www.kinesso.com
				Trailer Park	Multicultural Creative	6922 Hollywood Boulevard 12th Floor	Los Angeles	CA	90028	www.worth.com	
						Hollywood	CA	90028	310-845-3000	www.trailerpark.com	
69	70	ST. JUDE CHILDREN'S 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
70	N/A	TRUMP FOR PRESIDENT	Trump for President	No agencies listed							
71	N/A	THE ZEBRA.COM	Insurance Zebra Inc.	Hill Holiday	AOR - Media buying + planning	1801 East 6th Street, Suite 200 2 Drydock Avenue 10th Floor	Austin Boston	TX MA	78702 02210	888-255-4364 617-366-4000	www.thezebra.com/ www.hfcc.com
72	N/A	INSURIFY	Insurify Inc.	No agencies listed		222 3rd Street	Cambridge	MA	02142	866-373-0443	www.insurify.com/
73	N/A	FORBES	Forbes, Inc.	Evines Communications, Ltd.	AOR	499 Washington Boulevard 830 Thurd Avenue	Jersey City New York	NJ NY	07310 10022	212-620-2200 212-688-8200	www.forbes.com www.evines.com
74	49	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
75	N/A	OTSUKA	Otsuka Pharmaceutical Co Ltd	Wavemakers	Media buying + planning	2440 Research Boulevard 175 Greenwich Street	Rockville New York	MD NY	20850 10007	301-990-0030 212-474-4000	www.otsuka-us.com www.wavemakerglobal.com
76	74	INSTACART	Instacart	Goody, 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.goodysilverstein.com
77	N/A	GRAINGER	W.W. Grainger, Inc	Ogilvy Cramer-Krasselt	AOR AOR - Media buying + planning	100 Grainger Parkway 333 North Green St, 15th Floor 225 North Michigan Avenue, 24th Floor	Lake Forest Chicago Chicago	IL IL IL	60045 60654 60601	847-535-1000 312-856-8200 312-616-9600	www.grainger.com/ www.ogilvy.com www.c-k.com
78	82	DELL	Dell Technologies	EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom VML Chicago VML Atlanta	AOR - Media buying + planning AOR AOR - Media buying + planning AOR - Media buying + planning AOR - Media buying + planning AOR - Media buying + planning AOR - Creative AOR - Creative	One Dell Way Three World Trade Center - 175 Greenwich Street 333 North Green Street, 17th Floor 6300 Wilshire Boulevard, 10th Floor 414 Olive Way 360 Third Street, 5th Floor 601 Brickell Key Drive, Suite 401B 333 North Green Street 14th Floor 191 Peachtree Street Suite 4025	Round Rack New York Chicago Los Angeles Seattle San Francisco Miami Chicago Atlanta	TX NY IL CA CA CA CA FL IL GA	78682 10007 60607 90048 98101 94107 33131 60601 30303	800-999-3355 646-837-5454 312-698-5400 323-951-1902 646-837-5454 646-837-5454 646-837-5454 312-596-3000 404-870-3966	www.dell.com/ www.essencemediacom.com www.essencemediacom.com www.essencemediacom.com www.essenceglobal.com www.essencemediacom.com www.mediacomusa.com www.vmlr.com/ www.vmlr.com/
79	75	TACO BELL	Yum Brands Inc	Deutsch, Inc. Spark Foundry Monks 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 West Wacker Drive 1214 Abbot Kinney 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 323-928-5090	www.tacobell.com www.deutsch.com www.sparkfoundry.com www.monks.com www.cashmereagency.com/
80	72	CHEWY	Chewy	Arnold Worldwide	AOR - Creative	1855 Griffin Road 10 Summer Street	Dania Beach Boston	FL MA	33004 02110	800-672-4399 617-587-8000	www.chewy.com www.am.com
81	N/A	AMGEN	Amgen, Inc.	IPG MediaBrands Arnold Worldwide	AOR - Media buying + planning AOR - Creative	One Amgen Center Drive 100 West 33rd Street Ninth Floor 10 Summer Street	Thousand Oaks New York Boston	CA NY MA	91320 10001 02110	805-447-1000 646-376-1850 617-587-8000	www.amgen.com www.ipgmediabrands.com/ www.am.com
82	N/A	UBER	Uber Technologies, Inc.	R/GA Moburst Omnicom Media Group PHD PHD USA Johannes Leonardo	AOR Digital Media planning + buying Media buying + planning Media buying + planning AOR - Creative	1455 Market Street, Suite 400 450 West 33rd Street, 12th Floor 106 West 32nd Street 195 Broadway, 8th Floor 12777 West Jefferson Blvd, Building C 220 East 42nd Street 115 Broadway, 21st Floor	San Francisco New York New York New York New York Los Angeles New York New York	CA NY NY NY NY CA NY NY	94103 10007 10001 10007 10007 90066 10017 10006	866-576-1039 212-912-4200 646-828-7391 212-590-7020 310-405-6700 212-894-6600 212-462-8120	www.uber.com www.rga.com www.moburst.com www.omnicommediagroup.com www.phdmedia.com www.phdmedia.com www.johannesleonardo.com

2024 MegaBrands

Top 100 Total Media Brands - Agency List

2024 RANK	2023 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
83	94	COCA-COLA	Coca-Cola Co	9Rooftops 9Rooftops Creative Energy, Inc. Dentsu X EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom Jackson Spalding Inc. Magnify Meit, LLC Moroch Partners The North Highland Company VML VML Atlanta WPP Group, Inc. Wurson Ogilvy - New York Hatch Design Turner Duckworth Podcast Reach Network	Creative - Digital Creative - Digital AOR - Creative - Digital AOR - Digital AOR - Media buying + planning AOR AOR - Media buying + planning AOR - Media buying + planning AOR - Media buying + planning AOR - Media buying + planning AOR Creative - Multicultural Experiential Creative - Media buying + planning Creative Creative AOR - Creative, Media buying + planning Media Planning - Digital N/A Creative Creative AOR - Creative, Media buying + planning Digital + multicultural	1 Coca Cola Plaza Northwest 6 Anolyn Court Hilton 1000 Marietta Street NW, Suite 208 3206 Hanover Driver 323 Avenue of Americas, 16th Floor Three World Trade Center - 175 Greenwich Street 333 North Green Street, 17th Floor 6300 Wilshire Boulevard, 10th Floor 414 Olive Way 360 Third Street, 5th Floor 601 Brckell Key Drive, Suite 401B 1100 Peachtree Street Northeast, Suite 1800 N/A 3630 Peachtree Road, Suite 960 3625 North Hall Street, Suite 1100 3333 Piedmont Road, Northeast Suite Three Columbus Circle, 3rd Floor 191 Peachtree Street, Suite 4025 3 World Trade Center - 175 Greenwich St 201 South Biscayne Boulevard, Suite 1400 636 11th Avenue 116 New Montgomery, Suite 812 615 Battery Street, 6th Floor 244 Fifth Avenue Suite 2286	Atlanta Head Island Atlanta Johnson City New York New York Chicago Los Angeles Seattle San Francisco Miami Atlanta Atlanta Dallas Atlanta New York Atlanta Atlanta Miami Miami New York San Francisco San Francisco New York	GA 30313 SC 29910 GA 30318 TN 37604 NY 10013 NY 10007 IL 60607 CA 90048 CA 98101 CA 94107 FL 33131 GA 30309 CA 30308 GA 30326 TX 75219 GA 30305 NY 10019 GA 30303 NY 10017 FL 33131 NY 10036 CA 94015 CA 94111 NY 10001	404-676-2121 843-837-9115 404-991-2511 423-926-9494 646-970-0926 646-837-5454 312-698-5400 323-951-1902 646-837-5454 646-837-5454 404-724-2500 303-246-7254 404-812-1957 214-520-9700 404-504-7500 212-210-3653 404-870-3966 212-632-2200 305-347-4300 212-237-4000 415-398-1650 415-675-7777 646-492-0936	www.thecoca-colicompany.com www.9rooftops.com www.9rooftops.com www.creativeenergyagency.com www.dgfglobal.com www.essencemediacom.com www.essencemediacom.com www.essencemediacom.com www.essencemediacom.com www.jacksonspalding.com http://www.magnifyagency.com/ www.meitai.com www.moroch.com www.northhighland.com www.vml.com www.vml.com www.wpp.com http://www.bow-globel.com www.ogilvy.com www.hatchsf.com www.turnerduckworth.com www.podcastreachnetwork.com	
84	81	FANDUEL	FanDuel	Ad Results Media Orchard	AOR - Media buying + planning AOR - Creative	300 Park Avenue South 111 C Street, Suite 101 55 Washington Street Number 552	New York Encinitas Brooklyn	NY 10010 CA 92024 NY 11201	800-475-2250 858-480-5223 929-277-3600	www.fanduel.com/ www.adresultsmedia.com www.orchardcreative.com	
85	90	JEEP	Stellantis	Huge Highdrive 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 Willis 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 48326 MI 48009 IL 60654 MI 48009 MI 48009 KY 40222 MI 48226 NY 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.highdriveus.com www.publiciscollective.com www.publicissapient.com www.kitandassociates.com www.ignitionmediagroup.com www.accenture.com/	
86	7	CVS	CVS INC	Digitas Publicis North America Universal McCann	AOR - Digital AOR - Creative AOR - Media buying + planning	One CVS Drive 40 Water Street 1675 Broadway 100 West 33rd Street, 8th Floor	Woonsocket Boston New York New York	RI 02895 MA 02109 NY 10019 NY 10001	401-765-1500 617-867-1000 212-474-5000 212-883-4700	www.cvshealth.com www.digitas.com www.publicisna.com www.universalmc.com	
87	62	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 East 42nd Street 3310 West Big Beaver Road, Suite 107	Detroit Detroit New York Troy	MI 48265 MI 48226 NY 10017 MI 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	
88	92	SKECHERS	Skechers USA Inc	Team Lewis	Media Planning	330 South Sepulveda Blvd 530 B Street, Suite 1900	Manhattan Beach San Diego	CA 90266 CA 92101	310-318-3100 619-308-5200	www.skechers.com www.teamlewis.com	
89	68	ETSY	Etsy, Inc.	Orchard Ocean Media Triuni	AOR - Creative Media Planning Digital, Programmatic + Digital Creative	117 Adams Street 55 Washington Street, #552 7777 Center Ave, Auite 500 142 West 36th St, 11th Floor	Brooklyn Brooklyn Huntington Beach New York	NY 11201 NY 11201 CA 92647 NY 10018	718-800-3860 929-277-3600 714-969-5244 646-350-2789	www.etsy.com www.orchardcreative.com www.oceanmediainc.com www.triuni.com	
90	71	MAX	Home Box Office, Inc.	Six Degrees, LLC VIRTUE Worldwide Team Epiphany	Experiential, Branding & Identity Multicultural	30 Hudson Yards 8940 East Gilding Drive 65 Washington Street Ninth Floor 1235 Broadway Fourth Floor	New York Scottsdale New York New York	NY 10001 AZ 85260 NY 11201 NY 10001	212-512-1000 480-627-9850 718-928-9321 347-990-1010	www.max.com http://www.six-degrees.com/ http://www.virtueworldwide.com/ http://www.teamepiphany.com/	
91	73	DOORDASH	DoorDash Inc.	The Martin Agency GUT Los Angeles Widner + Kennedy Gallegos United Wavemaker Quality Meats MediaMonks	AOR - Creative AOR - Creative AOR - Creative Multicultural Media buying + planning Creative Digital + social	303 2nd Street, 8th Floor 1 Shockoe Plaza 12130 Millennium Drive 224 Northeast 12th Avenue 300 Pacific Coast Highway, Suite 200 175 Greenwch Street 1440 West Taylor Street 299 1214 AbbottKinney Boulevard	San Francisco Richmond Los Angeles Portland Huntington Beach New York Chicago Venice	CA 94107 VA 23219 CA 90094 OR 97207 CA 92648 NY 10007 IL 60607 CA 90291	650-681-9470 404-698-8000 305-989-1435 503-637-7000 714-794-6400 212-474-0000 951-520-7956 807-891-8571	www.doordash.com www.martinagency.com www.gut.agency www.wk.com www.gallegosunited.com www.wavemakerglobal.com www.qualitymeatscreative.com www.media.monks.com	
92	N/A	ULINE	Uline Shipping Supplies	No agencies listed		12575 Uline Drive	Pleasant Prairie	WI 53158	847-473-3000		
93	N/A	CREDIT KARMA	Credit Karma, Inc.	Edenspiekerman Los Angeles	Creative	Post Office Box 520 448 South Hill Street, Suite 1012	San Francisco Los Angeles	CA 94104 CA 90013	888-909-8872 323-607-2800	www.creditkarma.com www.edenspiekerman.com	
94	N/A	SAFELITE	Safelite Auto Glass Corporation	Horizon Media, Inc.	AOR - Media buying + planning	7400 Safelite Way 75 Varick Street	Columbus New York	OH 43235 NY 10013	614-210-9000 212-220-5000	www.safelite.com/ www.horizonmedia.com	
95	52	DICK'S SPORTING GOODS	Dick's Sporting Goods	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 Greenwch Street, 26th Floor	Coropolis Richmond Minneapolis Vinooski New York	PA 15108 VA 23230 MN 55402 VT 05404 NY 10006	724-273-3400 804-454-7233 612-677-8900 802-596-1008 212-334-3415	www.dickssportinggoods.com www.artsandletters.zyz www.haworthmedia.com www.fusemarketing.com www.invntgroup.com	
96	95	SLEEP NUMBER	Sleep Number Corporation	72andSunny 72andSunny Horizon Media, Inc. Peterson Mills Hooks	AOR - Creative AOR - Creative AOR - Media buying + planning Creative	1001 3rd Avenue South 12101 West Bluff Creek Drive 55 Water Street, 6th Pierick Street 1315 Hume Place	Plymouth Playa Vista Brooklyn New York Minneapolis	MN 55404 CA 90094 NY 11201 NY 10013 MN 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.pmbd.com	
97	N/A	CARVANA	Carvana LLC	Horizon Media, Inc.	AOR - Media buying + planning	1930 W Rio Salado Parkway 75 Varick Street	Tempe New York	AZ 85281 NY 10013	800-333-4554 212-220-5000	www.carvana.com www.horizonmedia.com/	
98	57	BANK OF AMERICA	Bank of America Corporation	Starcom Worldwide Lopez Negrete Communications, Inc. TPN Leo Burnett Worldwide Accenture Song Superunion The North Highland Company North America Digitas Digitas	AOR - Media buying, digital + media planning AOR - Creative, digital + multicultural AOR - Creative + digital 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 1990 Bryan Street, Suite 3000 35 West Wacker Drive 225 Liberty Street 114 5th Avenue, 17th Floor 3333Piedmont 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 28255 IL 60601 TX 77098 TX 75201 IL 60607 NY 10281 NY 10011 GA 30305 NY 10019 IL 60601 MA 02109	980-335-3561 212-220-3535 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.tpn.com/ www.leoburnett.com/ www.accenture.com/ www.superunion.com www.northhighland.com/ www.publicisna.com/ www.digitas.com/en-us www.digitas.com/en-us	
99	93	VRBO	Expedia Inc.	Fortnight Collective	Creative - Media buying + planning	1111 Expedia Group Way West 1727 15th Street, Suite 200	Seattle Boulder	WA 98119 CO 80302	206-481-4252 720-331-7098	www.vrbo.com www.fortnightcollective.com	
100	N/A	ACE HARDWARE	Ace Hardware Corporation	Spark Foundry MultiPLY Assembly Digitas GKY Antler Arc Worldwide Jones Knowles Ritchie	AOR - Media buying + planning AOR - Experiential Digital Media Buying, digital + media planning Creative, digital + experiential Creative + digital Creative + social	2200 Kensington Court 35 West Wacker Drive 3247 G Street, Northwest 400 1st Avenue N Suite 700 375 Hudson Street, 16th Floor 175 Canal Street 35 West Wacker Drive, 15th Floor 85 Spring Street, 5th Floor	Oak Brook Chicago Washington Minneapolis New York Manchester Chicago New York	IL 60523 IL 60601 DC 20007 MN 55401 NY 10014 NH 03101 IL 60601 NY 10012	630-990-660 312-970-8400 202-298-7600 612-308-9179 212-610-5000 603-625-5713 312-220-3200 347-205-8200	www.sparkfoundryww.com/ www.multiply.us/ www.assemblyglobal.com/ www.digitas.com www.gyantler.com www.arcww.com www.krglobal.com	



OOH Agencies & Specialists Overview

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

2024 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
The & Partnership	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	Full service
DDB	OMG	Full service
TBWA\Chiat\Day	OMG	Full service
BCL	OMG	Media
OMD	OMG	Media
PHD	OMA	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
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
Healix	Rapport	Media
ID Media	Rapport	Media
Initiative	Rapport	Media
Mediahub	Rapport	Full service
Red	Rapport	Media
UM	Rapport	Media

2024 MegaBrands

OOH Specialists List

dentsu		
Agency Name	OOH Specialist	Description
Carat	dentsu OOH	Media
dentsu X	dentsu OOH	Media
iProspect	dentsu OOH	Media
dentsu Creative	dentsu OOH	Creative
Stagwell		
Agency Name	OOH Specialist	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	OOH Specialist	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
DAA Media + Marketing	In-house	Full service
Extra Credit Projects	In-house	Full service
<i>Unaffiliated Organizations</i>	41:10 Media	Media
	Altermark	Media
	Anchor Trading	Media
	Billboard Connection	Media
	Billups	Media
	Bray Outdoor Ads	Media
	Cequel Media	Media
	Charisma Media	Media
	CMI Media Group	Media
	Company 8 Ad Group	Creative Production
	Dash Two	Media
	Delta Media	Media
	Dive Billboards	Media
	EMC Outdoor	Media
	Evergreen Trading	Media
	Graf Media Group	Media
	Harmelin Media	Media
	Herrera Mediaworks	Media
	Icon Intl.	Media
	Innovative Outdoor Advertising	Media
	Inspira Media	Media
	Kap Media	Media
	Media Global Group	Media
	Media Lease OOH	Media
	MG Malls	Media
	Midnight Oil	Creative and Production
	Mixed Company Media Group	Media
	MPG Media Services	Media
	Murphy Media Group	Media
	MX Miroma	Media
	National Experiential	Experiential
	NETCOM	Media
	Noy Media Group	Media
	NPRP Media	Media
	O Media Group	Media
	ODN	Media
	Onboard Media	Media
	OOH Buying Group, Inc.	Media
	Outdoor Solutions	Media
	Pierce Media	Media
	Quan Media Group	Media
	Red Truck Media Inc.	Media
	Refuel Agency	Media
	Skies Above Media	Media
	Smart Ads	Media
	TRU OOH	Media
	True Impact Media	Media
	Truform Media	Media
	Wilkins Media	Media



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