

2025
MEGABRANDS
REPORT

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OOH Industry 2025 Revenue Overview

OOH Revenue Categories by Quarter and
Full Year 2025 OOH Revenue By Format

2025 January - March OOH Advertising Expenditures

Ranked By Total Spending

Industry Categories	January - March 2025 (000)	Percent of Total Revenue	Rank	January - March 2024 (000)	Rank	Category Growth January - March '25 vs '24 (000)	Percentage Change January - March '25 vs '24 (%)
LOCAL SERVICES & AMUSEMENTS	632,415.9	31.9%	1	583,557.8	1	48,858.1	8.4%
RETAIL	168,512.1	8.5%	2	179,456.9	2	-10,944.8	-6.1%
PUBLIC TRANSPORT, HOTELS & RESORTS	136,792.2	6.9%	3	166,635.2	3	-29,843.1	-17.9%
MEDIA & ADVERTISING	115,381.2	5.8%	4	141,010.1	4	-25,628.9	-18.2%
RESTAURANTS	115,183.0	5.8%	5	114,071.1	6	1,111.9	1.0%
GOVERNMENT, POLITICS & ORGS	114,984.7	5.8%	6	129,073.5	5	-14,088.8	-10.9%
INSURANCE & REAL ESTATE	93,177.3	4.7%	7	84,958.3	7	8,219.0	9.7%
COMMUNICATIONS	87,229.8	4.4%	8	43,773.0	11	43,456.8	99.3%
FINANCIAL	81,282.3	4.1%	9	75,799.8	8	5,482.5	7.2%
AUTOMOTIVE DEALERS & SERVICES	79,299.8	4.0%	10	74,746.4	9	4,553.4	6.1%
Total Top Ten Categories	1,624,258.2	81.9%		1,593,082.2		31,176.0	

Total 2025 January - March OOH Expenditures \$1,982,495,024
Overall Percentage Change January - March '25 vs '24 2.0%

2025 April - June
OOH Advertising Expenditures
 Ranked By Total Spending

Industry Categories	April - June 2025 (000)	Percent of Total Revenue	Rank	April - June 2024 (000)	Rank	Category Growth April - June '25 vs '24 (000)	Percentage Change April - June '25 vs '24 (%)
MISC SERVICES & AMUSEMENTS	\$ 869,000.2	30.4%	1	\$ 787,362.8	1	81,637.4	10.4%
RETAIL	\$ 228,684.3	8.0%	2	\$ 264,179.6	2	-35,495.4	-13.4%
GOVERNMENT, POLITICS & ORGS	\$ 185,806.0	6.5%	3	\$ 188,973.8	4	-3,167.9	-1.7%
PUBLIC TRANS, HOTELS & RESORTS	\$ 182,947.4	6.4%	4	\$ 233,707.5	3	-50,760.0	-21.7%
MEDIA & ADVERTISING	\$ 157,220.4	5.5%	5	\$ 183,042.4	5	-25,822.0	-14.1%
RESTAURANTS	\$ 151,503.3	5.3%	6	\$ 157,211.7	6	-5,708.4	-3.6%
FINANCIAL SERVICES	\$ 145,786.2	5.1%	7	\$ 109,733.3	8	36,052.9	32.9%
INSURANCE & REAL ESTATE	\$ 140,069.1	4.9%	8	\$ 123,044.6	7	17,024.5	13.8%
COMMUNICATIONS	\$ 108,625.0	3.8%	9	\$ 83,258.8	11	25,366.2	30.5%
SCHOOLS, CAMPS & SEMINARS	\$ 97,190.8	3.4%	10	\$ 102,446.8	9	-5,256.0	-5.1%
Total Top Ten Categories	\$ 2,266,832.8	79.3%		\$ 2,232,961.3			

Total 2025 April - June OOH Expenditures \$2,858,553,304
 Overall Percentage Change April - June '25 vs '24 3.0%

2025 July - September
OOH Advertising Expenditures
Ranked by Total Spending

Industry Categories	July - September 2025 (000)	Percent of Total Revenue	Rank	July - September 2024 (000)	Rank	Category Growth July - September '25 vs '24 (000)	Percentage Change July - September '25 vs '24 (%)
LOCAL SERVICES & AMUSEMENTS	\$637,752.3	30.4%	1	\$620,895.2	1	16,857.1	2.7%
RETAIL	\$162,662.0	9.4%	2	\$191,987.3	2	-29,325.3	-15.3%
MEDIA & ADVERTISING	\$129,307.2	7.1%	3	\$128,672.4	4	634.8	0.5%
FINANCIAL SERVICES	\$121,788.7	6.3%	4	\$89,866.4	7	31,922.3	35.5%
RESTAURANTS	\$117,586.6	5.7%	5	\$116,417.9	6	1,168.7	1.0%
PUBLIC TRANS, HOTELS & RESORTS	\$117,406.5	5.7%	6	\$116,417.9	5	988.6	0.8%
GOVERNMENT, POLITICS & ORGS	\$116,404.4	4.4%	7	\$145,011.7	3	-28,607.3	-19.7%
INSURANCE & REAL ESTATE	\$113,944.3	4.4%	8	\$89,866.4	8	24,077.9	26.8%
COMMUNICATIONS	\$85,578.9	3.9%	9	\$77,611.9	11	7,967.0	10.3%
AUTOMOTIVE DEALERS & SERVICES	\$71,247.2	3.4%	10	\$79,654.3	9	-8,407.1	-10.6%
Total Top Ten Categories	\$ 1,673,678.0	80.7%		\$1,656,401.4		17,276.6	

Total 2025 July - September OOH Expenditures \$2,134,327,274
Overall Percentage Change July - September '25 vs '24 4.5%

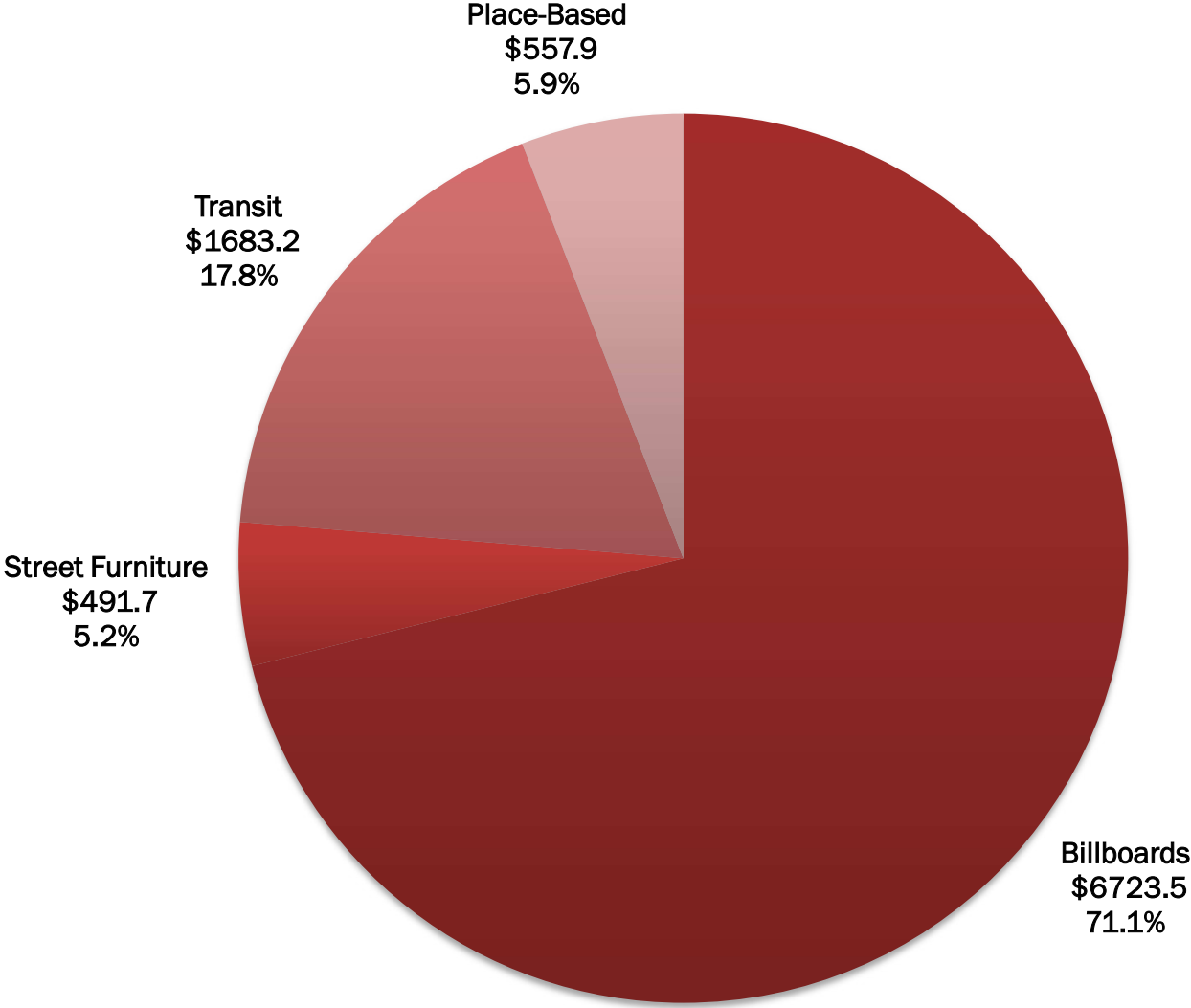
**2025 October - December
OOH Advertising Expenditures**
Ranked by Total Spending

Industry Categories	October - December 2025 (000)	Percent of Total Revenue	Rank	October - December 2024 (000)	Rank	Category Growth October - December '25 vs '24 (000)	Percentage Change October - December '25 vs '24 (%)
LOCAL SERVICES & AMUSEMENTS	\$664,480.1	26.8%	1	\$630,495.1	1	\$33,985.0	5.4%
RETAIL	\$199,805.9	8.1%	2	\$240,384.5	2	-40,578.6	-16.9%
MEDIA & ADVERTISING	\$160,941.1	6.5%	3	\$146,189.5	4	14,751.6	10.1%
FINANCIAL	\$143,561.4	5.8%	4	\$109,599.4	9	33,962.0	31.0%
INSURANCE & REAL ESTATE	\$129,241.9	5.2%	5	\$117,296.3	6	11,945.5	10.2%
PUBLIC TRANS., HOTELS & RESORTS	\$124,742.5	5.0%	6	\$136,770.8	5	-12,028.3	-8.8%
GOVERNMENT, POLITICS & ORGS	\$117,249.6	4.7%	7	\$168,840.7	3	-51,591.1	-30.6%
RESTAURANTS	\$111,622.7	4.5%	8	\$113,408.0	7	-1,785.3	-1.6%
COMMUNICATIONS	\$107,113.5	4.3%	9	\$112,112.2	8	-4,998.7	-4.5%
COMPUTERS, SOFTWARE, INTERNET	\$91,559.5	3.7%	10	\$63,894.6	12	27,664.9	43.3%
Total Top Ten Categories	\$1,850,318.2	74.6%		\$1,838,991.0		\$11,327.2	

Total 2025 October - December OOH Expenditures \$2,481,027,412
Overall Percentage Change October - December '25 vs '24 4.8%

2025 YE

Total OOH Revenue \$9.46 Billion



Digital OOH represents 36% of total OOH, format figures in millions.
Source: OAAA



2025 Top 100 OOH Advertisers

Top 100 OOH Advertisers by 2025 Ad Spend

2025 MegaBrands

Top 100 OOH Advertisers

Rank	Advertiser	OOH Spending
1	APPLE	\$59,259,326
2	MORGAN & MORGAN	\$58,201,729
3	VIVINT	\$52,569,378
4	VERIZON	\$51,431,765
5	COCA-COLA	\$50,195,515
6	MCDONALD'S	\$49,101,760
7	DISNEY	\$45,727,083
8	T-MOBILE	\$45,225,324
9	AMAZON	\$41,743,708
10	UNIVERSAL PICTURES	\$32,410,062
11	JP MORGAN	\$29,161,930
12	NETFLIX	\$29,096,163
13	DUNKIN'	\$28,780,988
14	CAPITAL ONE	\$28,415,000
15	M&M'S	\$27,341,560
16	GEICO	\$26,997,492
17	JOHNSON & JOHNSON	\$24,991,030
18	PROGRESSIVE	\$23,821,265
19	GOOGLE	\$22,521,396
20	ANHEUSER-BUSCH	\$22,385,233
21	SAMSUNG	\$21,942,258
22	PARAMOUNT	\$21,605,156
23	CRACKER BARREL	\$21,441,058
24	CHEVROLET	\$20,989,240
25	HBO	\$19,654,763
26	ELI LILLY	\$19,511,866
27	UBER	\$19,127,055
28	AT&T	\$18,985,438
29	WALT DISNEY PICTURES	\$18,405,791
30	COMCAST	\$18,099,145
31	UNIVERSAL HOTELS & RESORTS	\$17,637,353
32	PARAMOUNT PICTURES	\$17,172,864
33	TOYOTA DEALERS' ASSOCIATION	\$16,251,827
34	RICHEMONT	\$16,213,324
35	SWEET JAMES ACCIDENT ATTORNEYS	\$15,486,267
36	HULU	\$14,712,242
37	ADVENTHEALTH	\$14,618,868
38	CHANEL	\$14,239,732
39	KROGER	\$14,144,487
40	DOORDASH	\$13,987,592
41	INDEED	\$13,943,222
42	LVMH	\$13,481,867
43	ALLSTATE	\$13,458,015
44	AMERICAN EXPRESS	\$12,683,152
45	TURO	\$12,317,300
46	LOVE'S TRAVEL STOPS	\$12,301,308
47	NBC	\$12,225,102
48	WALMART	\$12,180,679
49	QUIKTRIP	\$11,891,881
50	RE/MAX	\$11,491,147

Source: MediaRadar

Note: OAAA estimates MediaRadar under reports total OOH industry ad spend by approx. 30%.

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Top 100 OOH Advertisers

Rank	Advertiser	OOH Spending
51	STATE FARM	\$11,487,201
52	HEINEKEN	\$11,300,932
53	LERNER & ROWE ATTORNEYS	\$11,258,938
54	FX	\$11,173,055
55	TIFFANY	\$11,091,522
56	BLUE CROSS & BLUE SHIELD	\$11,029,616
57	HARD ROCK	\$10,814,380
58	FANDUEL	\$10,348,143
59	CHICK-FIL-A	\$10,221,917
60	KIA	\$10,133,293
61	COCA-COLA SOUTHWEST BEVERAGES	\$10,067,903
62	META	\$9,981,202
63	L'OREAL PARIS	\$9,787,614
64	RAISING CANE'S CHICKEN FINGERS	\$9,745,571
65	WENDY'S	\$9,450,112
66	WAWA	\$9,426,986
67	SEAWORLD	\$9,388,977
68	SHEETZ	\$9,347,170
69	NEW YORK UNIVERSITY	\$9,317,623
70	YAAMAVA RESORT & CASINO	\$9,039,142
71	KAISER PERMANENTE	\$9,014,889
72	RALPH LAUREN	\$8,847,613
73	LIVE NATION	\$8,845,938
74	NEW BELGIUM	\$8,651,083
75	CONSTELLATION BRANDS	\$8,634,865
76	FOX	\$8,622,632
77	CARNIVAL	\$8,597,534
78	STRIPE	\$8,435,950
79	NIKE	\$8,410,961
80	DELTA AIRLINES	\$8,388,381
81	SIXT RENT THE CAR	\$8,128,567
82	CHASE	\$8,088,212
83	TOPDOG LAW	\$8,074,546
84	FARAH & FARAH ATTORNEYS	\$8,061,951
85	PLANET FITNESS	\$8,043,611
86	PEACOCK	\$8,000,991
87	OPENAI	\$7,790,636
88	CALIFORNIA STATE LOTTERY	\$7,787,431
89	MONTEFIORE HEALTH SYSTEM	\$7,772,861
90	BURBERRY	\$7,742,462
91	DRAFTKINGS	\$7,724,677
92	NEW YORK STATE LOTTERY	\$7,719,009
93	WARNER BROS	\$7,697,262
94	MILLERCOORS	\$7,598,096
95	CHRISTIAN DIOR	\$7,587,115
96	HUMANA	\$7,557,282
97	TOTAL WINE & MORE	\$7,535,848
98	CULVER'S	\$7,528,679
99	SKECHERS	\$7,295,993
100	RACETRAC	\$7,269,925

Source: MediaRadar

Note: OAAA estimates MediaRadar under reports total OOH industry ad spend by approx. 30%.

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Top 100 OOH Advertisers

Listed Alphabetically

Rank	Advertiser	Rank	Advertiser
37	ADVENTHEALTH	42	LVMH
43	ALLSTATE	15	M&M'S
9	AMAZON	6	MCDONALD'S
44	AMERICAN EXPRESS	62	META
20	ANHEUSER-BUSCH	94	MILLERCOORS
1	APPLE	89	MONTEFIORE HEALTH SYSTEM
28	AT&T	2	MORGAN & MORGAN
56	BLUE CROSS & BLUE SHIELD	47	NBC
90	BURBERRY	12	NETFLIX
88	CALIFORNIA STATE LOTTERY	74	NEW BELGIUM
14	CAPITAL ONE	92	NEW YORK STATE LOTTERY
77	CARNIVAL	69	NEW YORK UNIVERSITY
38	CHANEL	79	NIKE
82	CHASE	87	OPENAI
24	CHEVROLET	22	PARAMOUNT
59	CHICK-FIL-A	32	PARAMOUNT PICTURES
95	CHRISTIAN DIOR	86	PEACOCK
5	COCA-COLA	85	PLANET FITNESS
61	COCA-COLA SOUTHWEST BEVERAGES	18	PROGRESSIVE
30	COMCAST	49	QUIKTRIP
75	CONSTELLATION BRANDS	100	RACETRAC
23	CRACKER BARREL	64	RAISING CANE'S CHICKEN FINGERS
98	CULVER'S	72	RALPH LAUREN
80	DELTA AIRLINES	50	RE/MAX
7	DISNEY	34	RICHEMONT
40	DOORDASH	21	SAMSUNG
91	DRAFTKINGS	67	SEAWORLD
13	DUNKIN'	68	SHEETZ
26	ELI LILLY	81	SIXT RENT THE CAR
58	FANDUEL	99	SKECHERS
84	FARAH & FARAH ATTORNEYS	51	STATE FARM
76	FOX	78	STRIPE
54	FX	35	SWEET JAMES ACCIDENT ATTORNEYS
16	GEICO	55	TIFFANY
19	GOOGLE	8	T-MOBILE
57	HARD ROCK	83	TOPDOG LAW
25	HBO	97	TOTAL WINE & MORE
52	HEINEKEN	33	TOYOTA DEALERS' ASSOCIATION
36	HULU	45	TURO
96	HUMANA	27	UBER
41	INDEED	31	UNIVERSAL HOTELS & RESORTS
17	JOHNSON & JOHNSON	10	UNIVERSAL PICTURES
11	JP MORGAN	4	VERIZON
71	KAISER PERMANENTE	3	VIVINT
60	KIA	48	WALMART
39	KROGER	29	WALT DISNEY PICTURES
53	LERNER & ROWE ATTORNEYS	93	WARNER BROS
73	LIVE NATION	66	WAWA
63	L'OREAL PARIS	65	WENDY'S
46	LOVE'S TRAVEL STOPS	70	YAAMAVA RESORT & CASINO

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Top 100 OOH Advertisers: Parents

Rank	Advertiser	OOH Spending
1	WALT DISNEY CO	\$109,302,665
2	COMCAST CORP	\$100,016,757
3	APPLE INC	\$59,538,034
4	NRG ENERGY INC	\$58,348,911
5	MORGAN & MORGAN PA	\$58,201,729
6	VERIZON COMMUNICATIONS INC	\$53,472,691
7	COCA-COLA CO	\$51,492,425
8	AMAZON.COM INC	\$50,282,069
9	MCDONALD'S CORP	\$49,101,760
10	DEUTSCHE TELEKOM AG	\$48,797,911
11	LVMH MOET HENNESSY LOUIS VUITTON SA	\$46,989,620
12	PARAMOUNT GLOBAL	\$46,278,515
13	ROARK CAPITAL GROUP	\$44,075,688
14	BERKSHIRE HATHAWAY INC	\$38,553,579
15	JP MORGAN CHASE & CO	\$37,650,324
16	WARNER BROS DISCOVERY INC	\$34,541,971
17	JOHNSON & JOHNSON	\$31,260,267
18	CAPITAL ONE FINANCIAL CORP	\$30,455,639
19	NETFLIX INC	\$29,615,646
20	MARS INC	\$28,695,914
21	GENERAL MOTORS CORP	\$27,746,090
22	STATE OF NEW YORK	\$25,595,858
23	ANHEUSER-BUSCH INBEV	\$24,837,089
24	ALPHABET INC	\$23,835,421
25	PROGRESSIVE CORP	\$23,788,311
26	STATE OF CALIFORNIA	\$22,850,796
27	SAMSUNG GROUP	\$22,089,758
28	CRACKER BARREL OLD COUNTRY STORE INC	\$21,441,058
29	MOLSON COORS BREWING CO	\$21,022,027
30	COMPAGNIE FINANCIERE RICHEMONT AG	\$19,850,728
31	AT&T INC	\$19,786,543
32	ELI LILLY & CO	\$19,560,325
33	UBER TECHNOLOGIES INC	\$19,127,055
34	STATE OF FLORIDA	\$18,170,303
35	KERING SA	\$18,083,866
36	GENERAL MOTORS CORP LOCAL DEALER ASSN	\$16,487,361
37	TOYOTA MOTOR CORP DEALER ASSN	\$16,369,703
38	SWEET JAMES LLP	\$15,486,267
39	KROGER CO	\$15,269,444
40	ADVENTHEALTH HEALTH SYSTEM	\$14,735,174
41	DOORDASH INC	\$13,987,592
42	APOLLO GLOBAL MGT INC	\$13,970,927
43	RECRUIT HOLDINGS CO LTD	\$13,943,222
44	ALLSTATE CORP	\$13,551,697
45	CHANEL SA	\$13,518,920
46	META PLATFORMS INC	\$12,968,131
47	WALMART INC	\$12,965,632
48	AMERICAN EXPRESS CO	\$12,954,968
49	NEW JERSEY STATE OF	\$12,928,383
50	UNIVERSITY OF TEXAS SYSTEM	\$12,896,518

Source: MediaRadar

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

2025 MegaBrands

Top 100 OOH Advertisers: Parents

Rank	Advertiser	OOH Spending
51	US GOVERNMENT	\$12,893,514
52	LOVE'S TRAVEL STOPS & COUNTRY STORES INC	\$12,331,321
53	TURO INC	\$12,317,300
54	SEMINOLE TRIBE OF FLORIDA	\$12,056,800
55	STATE FARM MUTUAL AUTO INSURANCE CO	\$11,667,982
56	RE/MAX INTL INC	\$11,491,152
57	HEINEKEN NV	\$11,456,476
58	SONY CORP	\$11,259,279
59	LAW OFFICES OF LERNER & ROWE	\$11,258,938
60	KAISER PERMANENTE	\$11,094,592
61	STACKADAPT	\$10,609,162
62	COMMONWEALTH OF PENNSYLVANIA	\$10,477,758
63	CONSTELLATION BRANDS INC	\$10,445,077
64	FOX CORP	\$10,425,320
65	L'OREAL SA	\$10,408,664
66	FLUTTER ENTERTAINMENT PLC	\$10,348,143
67	MGM RESORTS INTL	\$10,297,713
68	CHICK-FIL-A INC	\$10,221,917
69	ARCA CONTINENTAL SAB DE CV	\$10,067,903
70	KIA CORP	\$9,969,066
71	CARNIVAL CORP & PLC	\$9,908,513
72	RAISING CANE'S CHICKEN FINGERS	\$9,745,571
73	WENDY'S CO	\$9,460,050
74	UNITED PARKS & RESORTS INC	\$9,447,023
75	WAWA INC	\$9,426,986
76	LIVE NATION ENTERTAINMENT INC	\$9,379,620
77	SHEETZ INC	\$9,347,170
78	NEW YORK UNIVERSITY	\$9,317,623
79	FORD MOTOR CO LOCAL DEALERS ASSN	\$9,283,833
80	SAN MANUEL BAND OF MISSION INDIANS	\$9,239,131
81	STATE OF NEW MEXICO	\$9,079,659
82	EXPEDIA INC	\$9,063,138
83	NIKE INC	\$9,011,905
84	POLO/RALPH LAUREN CORP	\$8,847,613
85	CHARTER COMMUNICATIONS INC	\$8,824,973
86	KIRIN HOLDINGS CO LTD	\$8,651,083
87	TRADE DESK INC	\$8,497,977
88	STRIPE INC	\$8,435,950
89	TOYOTA MOTOR CORP LOCAL DEALERS ASSN	\$8,425,023
90	DELTA AIRLINES INC	\$8,388,381
91	SIXT AUTOVERMIETUNG AG	\$8,128,567
92	FARAH & FARAH PA	\$8,061,951
93	PLANET FITNESS	\$8,043,616
94	PEPSICO INC	\$7,997,471
95	COMMONSPIRIT HEALTH	\$7,975,791
96	HUMANA INC	\$7,900,803
97	OPENAI INC	\$7,790,636
98	MONTEFIORE HEALTH SYSTEM	\$7,772,861
99	DRAFTKINGS	\$7,724,677
100	TOTAL WINE & MORE	\$7,535,848

Source: MediaRadar

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



2025 Top 100 Overall Advertisers

Top 100 Advertisers Across All Media by 2025 Ad Spend

2025 MegaBrands

Top 100 Overall Advertisers - Ranked by Total Spend

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	4,091,287,113	41,743,708	1.0%	3,455,517,433	84.5%	340,626,011	215,857,278	17,102,512	14%	18,240,309	0.4%	2,199,862	0.1%
2	PROGRESSIVE	2,426,878,249	23,821,265	1.0%	1,596,787,560	65.8%	369,917,009	328,797,676	7,656,816	29%	90,885,300	3.7%	9,012,622	0.4%
3	WALMART	1,807,625,359	11,464,414	0.6%	1,553,429,679	85.9%	136,608,422	171,668,120	21,446,217	13%	10,504,046	0.6%	2,504,462	0.1%
4	GEICO	1,361,930,905	26,997,492	2.0%	844,537,255	62.0%	317,479,080	111,775,084	7,972,216	32%	53,162,613	3.9%	7,165	0.0%
5	VERIZON	1,345,700,483	51,431,765	3.8%	722,167,534	53.7%	297,069,065	109,298,578	23,053,772	32%	142,289,454	10.6%	390,316	0.0%
6	CAPITAL ONE	1,297,276,976	28,415,000	2.2%	824,278,628	63.5%	209,111,691	153,445,683	7,765,466	29%	52,289,527	4.0%	21,970,981	1.7%
7	NERDWALLET	1,285,733,077	-	0.0%	1,254,451,748	97.6%	16,549,081	14,460,865	235,000	2%	36,383	0.0%	-	0.0%
8	ABBVIE	1,272,047,290	444,404	0.0%	261,278,643	20.5%	599,790,802	384,765,311	38,000	77%	25,730,130	2.0%	-	0.0%
9	APPLE	1,236,362,048	59,259,326	4.8%	891,067,730	72.1%	190,944,530	82,734,606	6250720	23%	3,486,628	0.3%	2,618,508	0.2%
10	T-MOBILE	1,185,859,249	45,225,324	3.8%	570,003,676	48.1%	249,825,045	167,825,386	15,240,207	37%	130,015,953	11.0%	7,723,657	0.7%
11	ALLSTATE	1,092,957,404	13,458,015	1.2%	587,358,405	53.7%	309,417,667	141,712,859	9,362,751	42%	31,242,737	2.9%	404,970	0.0%
12	AT&T	1,083,755,561	18985438	1.8%	540,932,445	49.9%	266,066,192	195,565,972	16884201	44%	43,584,130	4.0%	1737183	0.2%
13	EXPEDIA	1,055,039,979	5,517,544	0.5%	999,736,037	94.8%	23,419,472	16,641,087	9,615,170	5%	110,669	0.0%	-	0.0%
14	HOTELS.COM	913,745,101	1,241,117	0.1%	882,942,540	96.6%	20,119,824	9,190,078	-	3%	251,541	0.0%	-	0.0%
15	HOME DEPOT	904,549,744	4,664,755	0.5%	626,976,434	69.3%	95,138,851	99,900,507	7,696,834	22%	67,966,209	7.5%	2,206,154	0.2%
16	TARGET	903,773,175	4,327,962	0.5%	706,817,131	78.2%	99,967,639	64,242,784	11,946,403	19%	16,188,829	1.8%	282,427	0.0%
17	GOOGLE	899,591,101	22,521,396	2.5%	633,045,085	70.4%	171,909,393	55,622,461	5,165,385	26%	1,010,977	0.1%	10,316,404	1.1%
18	CHASE	876,196,256	8088212	0.9%	587,927,998	67.1%	130,505,228	113,732,695	2608625	28%	23259170	2.7%	10,074,328	1.1%
19	LIBERTY MUTUAL	837,906,748	90,471	0.0%	420,532,688	50.2%	218,230,717	193,909,912	-	49%	5,085,255	0.6%	57705	0.0%
20	STATE FARM	750,766,147	11,487,201	1.5%	429,874,430	57.3%	185,445,572	80,174,763	11,168,566	37%	32,611,286	4.3%	4,329	0.0%
21	BOOKING.COM	741,037,502	-	0.0%	673,086,789	90.8%	31,795,995	33,626,265	235,000	9%	1,736,653	0.2%	556,800	0.1%
22	INSURIFY.COM	670,209,468	-	0.0%	644,402,324	96.1%	2,661,695	23,115,062	-	4%	30,387	0.0%	-	0.0%
23	DISNEY	662,333,212	45,727,083	6.9%	402,473,598	60.8%	87,374,173	105,608,056	4120092	30%	13,954,809	2.1%	3,075,401	0.5%
24	LOWES	640,564,574	2,904,011	0.5%	378,313,335	59.1%	82,491,380	96,411,253	14,378,518	30%	65,647,232	10.2%	418,845	0.1%
25	DOMINO'S	637,983,377	910,422	0.1%	367,234,040	57.6%	84,429,709	170,609,513	13,842,894	42%	956,799	0.1%	-	0.0%
26	TOYOTA	629,731,141	2,152,426	0.3%	320,767,088	50.9%	243,867,439	26,141,919	12088379	45%	24,007,484	3.8%	706,406	0.1%
27	FORD	598,641,206	2,910,239	0.5%	354,305,566	59.2%	207,734,844	17,885,376	7,055,851	39%	6,167,978	1.0%	2,581,353	0.4%
28	ADOBE	590,803,598	2,220,577	0.4%	574,615,299	97.3%	7,635,302	6,026,198	-	2%	243,227	0.0%	62,995	0.0%
29	TOP10.COM	589,272,248	-	0.0%	589,272,248	100.0%	-	-	-	0%	-	0.0%	-	0.0%
30	XFINITY	582,385,191	1,162,768	0.2%	274,952,115	47.2%	198,322,139	40,202,267	1660335	41%	64,488,068	11.1%	1,597,499	0.3%
31	ELI LILLY	581,577,207	19,511,866	3.4%	163,205,325	28.1%	237,474,299	130,615,100	21,893,052	67%	3,652,544	0.6%	5,225,021	0.9%
32	INTUIT	571,751,506	520,209	0.1%	385,047,407	67.3%	111,449,834	56,691,583	4,835,234	30%	13,096,778	2.3%	110,462	0.0%
33	JANSSSEN	567,978,851	6,269,237	1.1%	114,242,568	20.1%	256,455,699	134,754,436	25373456	73%	30,883,455	5.4%	-	0.0%
34	NOVO NORDISK	561,175,619	615,821	0.1%	145,857,681	26.0%	216,400,444	188,819,554	-	72%	5,373,645	1.0%	4,108,473	0.7%
35	FORBES	553,557,898	28,700	0.0%	553,247,533	99.9%	-	-	1,024	0%	1,024	0.0%	280,641	0.1%
36	WAYFAIR	535,337,782	3,200	0.0%	422,652,990	79.0%	37,209,428	68,965,115	287,117	20%	5,421,911	1.0%	798,021	0.1%
37	MACY'S	518,882,874	1,383,596	0.3%	278,411,686	53.7%	108,635,450	52,747,877	7,084,391	32%	70,158,362	13.5%	461,512	0.1%
38	NISSAN	514,326,095	326,637	0.1%	210,647,379	41.0%	215,269,558	45,901,773	3,654,905	51%	38,225,504	7.4%	300,339	0.1%
39	AMERICAN EXPRESS	511,491,938	12,683,152	2.5%	395,686,270	77.4%	65,591,798	34,691,382	7,392	20%	454,107	0.1%	2,377,837	0.5%
40	MCDONALD'S	510,944,571	49,101,760	9.6%	210,882,491	41.3%	130,652,363	65,545,526	18,803,480	42%	35,851,881	7.0%	107,070	0.0%
41	KOHL'S	498,057,291	493,265	0.1%	299,995,700	60.2%	68,747,359	94,771,057	8,942,896	35%	25,098,684	5.0%	8,330	0.0%
42	THEZEBRA.COM	497,553,150	-	0.0%	493,586,589	99.2%	1,264,793	2,701,768	-	1%	-	0.0%	-	0.0%
43	HYUNDAI	494,359,049	1,161,261	0.2%	118,254,288	23.9%	290,952,925	56,075,531	8230519	72%	15,484,172	3.1%	4,200,353	0.8%
44	DISCOVER	455,899,713	2040639	0.4%	364,231,600	79.9%	34657454	31386816	1481706	15%	22101498	4.8%	0	0.0%
45	SAMSUNG	454,842,450	21942258	4.8%	331,848,324	73.0%	51,634,717	46,480,218	1,887,669	22%	13,318	0.0%	1,035,946	0.2%
46	PRICELINE	450,967,617	-	0.0%	438,640,935	97.3%	337,241	11,989,441	-	3%	-	0.0%	-	0.0%
47	ALLERGAN	449,978,800	17,825	0.0%	162,113,120	36.0%	92,558,076	194,235,351	-	64%	1,054,428	0.2%	0	0.0%
48	CHEVROLET	446,483,155	20,989,240	4.7%	224,333,280	50.2%	164,536,475	26,408,478	7,161,635	44%	1,556,498	0.3%	1,497,549	0.3%
49	SPECTRUM	444,997,791	6,626,471	1.5%	234,582,068	52.7%	185,344,917	-	6,739	42%	18,351,303	4.1%	86,294	0.0%
50	REGENERON/SANOFI GENZYME	442,942,867	-	0.0%	99,672,012	22.5%	252,109,207	78,419,296	8378122	77%	112,917	0.0%	4,251,320	1.0%

2025 MegaBrands

Top 100 Overall Advertisers - Ranked by Total Spend

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	BEST BUY	439,359,391	249,990	0.1%	407,492,675	92.7%	27,675,246	2,919,855	1,021,600	7%	25	0.0%	-	0.0%
52	WELLS FARGO	425,871,802	2,425,535	0.6%	314,967,510	74.0%	72,969,726	18,494,984	599,575	22%	15,977,024	3.8%	437,447	0.1%
53	MORGAN & MORGAN	424,013,441	58,201,729	13.7%	24,303,796	5.7%	265,667,883	7,267,063	10,890,436	67%	57,682,534	13.6%	-	0.0%
54	MERCK	422,002,248	200,374	0.0%	207,014,084	49.1%	96,122,306	106,302,989	663,099	48%	11,660,429	2.8%	38,967	0.0%
55	BURGER KING	410,329,574	2,597,265	0.6%	83,548,731	20.4%	101,454,982	208,728,209	11,906,690	78%	2,093,697	0.5%	0	0.0%
56	COCA-COLA	402,007,925	50,195,515	12.5%	154,192,821	38.4%	101,103,124	73,705,405	8,760,626	46%	13,177,769	3.3%	872,665	0.2%
57	KIA	394,706,606	10,133,293	2.6%	155,496,009	39.4%	138,781,375	78,311,139	5,045,698	56%	4,606,064	1.2%	2,333,028	0.6%
58	SOFI	384,427,781	51,514	0.0%	303,780,851	79.0%	11,592,543	67,621,389	-	21%	1,381,484	0.4%	-	0.0%
59	CHIC-FIL-A	380,843,456	10221917	2.7%	242,442,148	63.7%	24846033	83755492	7834745	31%	11714938	3.1%	28183	0.0%
60	GMC	379,254,216	1,918,865	0.5%	168,579,706	44.5%	188,576,623	18,481,756	1007858	55%	643,809	0.2%	45,598	0.0%
61	COMCAST	366,626,851	18,099,145	4.9%	200,881,641	54.8%	39,597,485	14,931,219	-	15%	93,071,607	25.4%	45,754	0.0%
62	GRAINGER	366,111,748	4,000	0.0%	235,264,920	64.3%	15,659,671	59,394,268	3,062,933	21%	52,723,767	14.4%	2,189	0.0%
63	STARBUCK'S	366,078,412	3,530,252	1.0%	215,483,006	58.9%	93,056,654	41,069,881	6,716,444	38%	5,859,206	1.6%	362,968	0.1%
64	AIRBNB	361,629,148	1,869,588	0.5%	286,056,919	79.1%	39,285,197	27,692,808	6,718,176	20%	6,460	0.0%	-	0.0%
65	MARRIOTT	346,472,733	2,397,188	0.7%	277,220,683	80.0%	40,517,880	25,344,853	25060	19%	154,016	0.0%	813,053	0.2%
66	AMGEN	344,227,888	116	0.0%	147,071,095	42.7%	116,261,389	80,756,904	-	57%	134,385	0.0%	4,000	0.0%
67	HILTON	341,904,872	193,117	0.1%	294,784,960	86.2%	20,463,791	25,394,300	-	13%	127,417	0.0%	941288	0.3%
68	USAA	340,995,899	405,849	0.1%	181,532,543	53.2%	63,135,099	88,484,003	6,305,577	46%	983,429	0.3%	149,398	0.0%
69	ASTRAZENECA	338,037,802	2,131,632	0.6%	90,321,248	26.7%	150,954,966	94,139,229	-	73%	338,525	0.1%	152,202	0.0%
70	CARVANA	328,756,935	1,607,086	0.5%	293,669,816	89.3%	6,637,345	26,496,951	-	10%	345,737	0.1%	0	0.0%
71	Pfizer	324,032,846	3594506	1.1%	138,125,019	42.6%	103,925,579	37,885,693	2463098	45%	37897424	11.7%	141526	0.0%
72	CREDIT KARMA	323,473,535	-	0.0%	252,656,748	78.1%	6,895,772	51,647,516	3325214	20%	4,948,285	1.5%	0	0.0%
73	EXPERIAN	319,047,270	-	0.0%	255,066,899	79.9%	17,063,942	45080068	1001026	20%	570,472	0.2%	264,862	0.1%
74	WENDY'S	317,082,363	9450112	3.0%	83,746,981	26.4%	78,669,595	91,295,884	14064047	58%	39,811,724	12.6%	44021	0.0%
75	HONDA	310,737,352	1449400	0.5%	143,990,298	46.3%	132,678,182	25,093,857	540020	51%	5765346	1.9%	1220249	0.4%
76	SKECHERS	309,110,425	7,295,993	2.4%	75,552,177	24.4%	60,096,645	47,712,585	5162110	37%	19,817,048	6.4%	93,473,867	30.2%
77	NOVARTIS	308,464,642	906,982	0.3%	43,571,139	14.1%	163,347,547	94,078,717	489,000	84%	1,968,817	0.6%	4,102,440	1.3%
78	OTSUKA	305,403,668	-	0.0%	30,510,954	10.0%	129,224,128	145,261,158	-	90%	85,428	0.0%	322,000	0.1%
79	GLAXOSMITHKLINE	303,101,550	777,111	0.3%	65,640,398	21.7%	134,376,693	87,212,876	15,078,552	78%	15,920	0.0%	-	0.0%
80	HULU	302,067,627	14,712,242	4.9%	212,912,857	70.5%	32,364,380	33,772,129	986,188	22%	3,745,065	1.2%	3,574,765	1.2%
81	BOEHRINGER INGELHEIM/ELI LILLY	302,042,413	0	0.0%	141,482,129	46.8%	95,024,274	65,286,134	-	53%	249,875	0.1%	-	0.0%
82	TACO BELL	300,572,997	866,259	0.3%	104,586,799	34.8%	112,289,748	70,569,289	7,692,283	63%	4,568,619	1.5%	-	0.0%
83	UBER	299,060,438	19,127,055	6.4%	159,809,380	53.4%	83,600,756	28,335,599	2,021,298	38%	6,136,488	2.1%	29,862	0.0%
84	MATTRESS FIRM	297,393,942	7,148	0.0%	221,896,787	74.6%	12,900,211	29,936,548	6,588,582	17%	26,064,666	8.8%	0	0.0%
85	VRBO	295,870,678	2,304,477	0.8%	231,098,436	78.1%	37,785,491	23,150,694	235,000	21%	1,296,581	0.4%	-	0.0%
86	MICROSOFT	294,306,391	1,245,393	0.4%	239,215,794	81.3%	32,962,962	20,066,874	173,963	18%	80,559	0.0%	560,847	0.2%
87	VANGUARD	290,993,501	548,816	0.2%	264,816,209	91.0%	9,445,283	15,925,189	-	9%	-	0.0%	258,003	0.1%
88	WALGREENS	289,546,816	98,105	0.0%	257,331,569	88.9%	2,925,420	23,584,544	4,556,740	11%	946,704	0.3%	103,735	0.0%
89	LEXUS	287,797,788	1,181,015	0.4%	102,889,343	35.8%	82,757,409	86,272,838	3485827	60%	731,715	0.3%	10479641	3.6%
90	DELL	287,702,510	1,049,474	0.4%	238,945,583	83.1%	20,671,346	16,719,879	-	13%	10,316,229	3.6%	-	0.0%
91	FAN DUEL	286,959,503	10,348,143	3.6%	72,574,609	25.3%	155,885,806	43,932,508	487,524	70%	3,730,914	1.3%	-	0.0%
92	ZILLOW	283,268,747	1,572,817	0.6%	265,147,489	93.6%	2566236	13974610	-	6%	-	0.0%	7,595	0.0%
93	ST JUDE CHILDREN'S HOSPITAL	282,488,210	220881	0.1%	68,074,698	24.1%	53,882,910	117,043,328	35,203,125	73%	6,745,074	2.4%	1318194	0.5%
94	DOVE	281,731,167	272,818	0.1%	132,264,868	46.9%	57,970,585	72,406,525	12537715	51%	125,765	0.0%	6152890	2.2%
95	NIKE	281,514,920	8,410,961	3.0%	199,802,842	71.0%	51,384,736	20,757,675	948567	26%	-	0.0%	210,139	0.1%
96	BANK OF AMERICA	277,815,277	2762715	1.0%	153,949,072	55.4%	25,080,399	10,356,726	2,664,027	14%	56,258,719	20.3%	26,743,618	9.6%
97	UNIVERSITY OF PHOENIX	276,673,064	-	0.0%	228,279,731	82.5%	20,221,056	28,097,522	71219	17%	3,536	0.0%	0	0.0%
98	UNIVERSAL PICTURES	275,868,692	32,410,062	11.7%	98,045,267	35.5%	79,413,482	53,805,994	6,872,320	51%	4,872,800	1.8%	448,767	0.2%
99	JEEP	275,219,414	830,235	0.3%	88,572,219	32.2%	136,115,486	42,494,920	1624108	65%	5,302,900	1.9%	279546	0.1%
100	KAYAK.COM	273,605,403	134,376	0.0%	273,469,734	100.0%	-	-	-	0%	1,292	0.0%	-	0.0%

Source: MediaRadar

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

2025 MegaBrands

Top 100 Overall Advertisers

Listed Alphabetically

Rank	Advertiser	Rank	Advertiser
8	ABBVIE	100	KAYAK.COM
28	ADOBE	57	KIA
64	AIRBNB	41	KOHL'S
47	ALLERGAN	89	LEXUS
11	ALLSTATE	19	LIBERTY MUTUAL
1	AMAZON	24	LOWES
39	AMERICAN EXPRESS	37	MACY'S
66	AMGEN	65	MARRIOTT
9	APPLE	84	MATTRESS FIRM
69	ASTRAZENECA	40	MCDONALD'S
12	AT&T	54	MERCK
96	BANK OF AMERICA	86	MICROSOFT
51	BEST BUY	53	MORGAN & MORGAN
81	BOEHRINGER INGELHEIM/ELI LILLY	7	NERDWALLET
21	BOOKING.COM	95	NIKE
55	BURGER KING	38	NISSAN
6	CAPITAL ONE	77	NOVARTIS
70	CARVANA	34	NOVO NORDISK
18	CHASE	78	OTSUKA
48	CHEVROLET	71	PFIZER
59	CHICK-FIL-A	46	PRICELINE
56	COCA-COLA	2	PROGRESSIVE
61	COMCAST	50	REGENERON/SANOFI GENZYME
72	CREDIT KARMA	45	SAMSUNG
90	DELL	76	SKECHERS
44	DISCOVER	58	SOFI
23	DISNEY	49	SPECTRUM
25	DOMINO'S	93	ST JUDE CHILDREN'S RESEARCH HOSPITAL
94	DOVE	63	STARBUCK'S
31	ELI LILLY	20	STATE FARM
13	EXPEDIA	82	TACO BELL
73	EXPERIAN	16	TARGET
91	FANDUEL	42	THEZEBRA.COM
35	FORBES	10	T-MOBILE
27	FORD	29	TOP10.COM
4	GEICO	26	TOYOTA
79	GLAXOSMITHKLINE	83	UBER
60	GMC	98	UNIVERSAL PICTURES
17	GOOGLE	97	UNIVERSITY OF PHOENIX
62	GRAINGER	68	USAA
67	HILTON	87	VANGUARD
15	HOME DEPOT	5	VERIZON
75	HONDA	85	VRBO
14	HOTELS.COM	88	WALGREENS
80	HULU	3	WALMART
43	HYUNDAI	36	WAYFAIR
22	INSURIFY.COM	52	WELLS FARGO
32	INTUIT	74	WENDY'S
33	JANSSEN	30	XFINITY
99	JEEP	92	ZILLOW

Source: MediaRadar

Note: OAAA estimates MediaRadar under reports total OOH industry ad spend by approx. 30%.

2025 MegaBrands

Top 100 Overall Advertisers - Ranked by Total Spend

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	4,091,287,113	41,743,708	1.0%	3,455,517,433	84.5%	340,626,011	215,857,278	17,102,512	14%	18,240,309	0.4%	2,199,862	0.1%
2	PROGRESSIVE	2,426,878,249	23,821,265	1.0%	1,596,787,560	65.8%	369,917,009	328,797,676	7,656,816	29%	90,885,300	3.7%	9,012,622	0.4%
3	WALMART	1,807,625,359	11,464,414	0.6%	1,553,429,679	85.9%	136,608,422	171,668,120	21,446,217	13%	10,504,046	0.6%	2,504,462	0.1%
4	GEICO	1,361,930,905	26,997,492	2.0%	844,537,255	62.0%	317,479,080	111,775,084	7,972,216	32%	53,162,613	3.9%	7,165	0.0%
5	VERIZON	1,345,700,483	51,431,765	3.8%	722,167,534	53.7%	297,069,065	109,298,578	23,053,772	32%	142,289,454	10.6%	390,316	0.0%
6	CAPITAL ONE	1,297,276,976	28,415,000	2.2%	824,278,628	63.5%	209,111,691	153,445,683	7,765,466	29%	52,289,527	4.0%	21,970,981	1.7%
7	NERDWALLET	1,285,733,077	-	0.0%	1,254,451,748	97.6%	16,549,081	14,460,865	235,000	2%	36,383	0.0%	-	0.0%
8	ABBVIE	1,272,047,290	444,404	0.0%	261,278,643	20.5%	599,790,802	384,765,311	38,000	77%	25,730,130	2.0%	-	0.0%
9	APPLE	1,236,362,048	59,259,326	4.8%	891,067,730	72.1%	190,944,530	82,734,606	6250720	23%	3,486,628	0.3%	2,618,508	0.2%
10	T-MOBILE	1,185,859,249	45,225,324	3.8%	570,003,676	48.1%	249,825,045	167,825,386	15,240,207	37%	130,015,953	11.0%	7,723,657	0.7%
11	ALLSTATE	1,092,957,404	13,458,015	1.2%	587,358,405	53.7%	309,417,667	141,712,859	9,362,751	42%	31,242,737	2.9%	404,970	0.0%
12	AT&T	1,083,755,561	18985438	1.8%	540,932,445	49.9%	266,066,192	195,565,972	16884201	44%	43,584,130	4.0%	1737183	0.2%
13	EXPEDIA	1,055,039,979	5,517,544	0.5%	999,736,037	94.8%	23,419,472	16,641,087	9,615,170	5%	110,669	0.0%	-	0.0%
14	HOTELS.COM	913,745,101	1,241,117	0.1%	882,942,540	96.6%	20,119,824	9,190,078	-	3%	251,541	0.0%	-	0.0%
15	HOME DEPOT	904,549,744	4,664,755	0.5%	626,976,434	69.3%	95,138,851	99,900,507	7,696,834	22%	67,966,209	7.5%	2,206,154	0.2%
16	TARGET	903,773,175	4,327,962	0.5%	706,817,131	78.2%	99,967,639	64,242,784	11,946,403	19%	16,188,829	1.8%	282,427	0.0%
17	GOOGLE	899,591,101	22,521,396	2.5%	633,045,085	70.4%	171,909,393	55,622,461	5,165,385	26%	1,010,977	0.1%	10,316,404	1.1%
18	CHASE	876,196,256	8088212	0.9%	587,927,998	67.1%	130,505,228	113,732,695	2608625	28%	23259170	2.7%	10,074,328	1.1%
19	LIBERTY MUTUAL	837,906,748	90,471	0.0%	420,532,688	50.2%	218,230,717	193,909,912	-	49%	5,085,255	0.6%	57705	0.0%
20	STATE FARM	750,766,147	11,487,201	1.5%	429,874,430	57.3%	185,445,572	80,174,763	11,168,566	37%	32,611,286	4.3%	4,329	0.0%
21	BOOKING.COM	741,037,502	-	0.0%	673,086,789	90.8%	31,795,995	33,626,265	235,000	9%	1,736,653	0.2%	556,800	0.1%
22	INSURIFY.COM	670,209,468	-	0.0%	644,402,324	96.1%	2,661,695	23,115,062	-	4%	30,387	0.0%	-	0.0%
23	DISNEY	662,333,212	45,727,083	6.9%	402,473,598	60.8%	87,374,173	105,608,056	4120092	30%	13,954,809	2.1%	3,075,401	0.5%
24	LOWES	640,564,574	2,904,011	0.5%	378,313,335	59.1%	82,491,380	96,411,253	14,378,518	30%	65,647,232	10.2%	418,845	0.1%
25	DOMINO'S	637,983,377	910,422	0.1%	367,234,040	57.6%	84,429,709	170,609,513	13,842,894	42%	956,799	0.1%	-	0.0%
26	TOYOTA	629,731,141	2,152,426	0.3%	320,767,088	50.9%	243,867,439	26,141,919	12088379	45%	24,007,484	3.8%	706,406	0.1%
27	FORD	598,641,206	2,910,239	0.5%	354,305,566	59.2%	207,734,844	17,885,376	7,055,851	39%	6,167,978	1.0%	2,581,353	0.4%
28	ADOBE	590,803,598	2,220,577	0.4%	574,615,299	97.3%	7,635,302	6,026,198	-	2%	243,227	0.0%	62,995	0.0%
29	TOP10.COM	589,272,248	-	0.0%	589,272,248	100.0%	-	-	-	0%	-	0.0%	-	0.0%
30	XFINITY	582,385,191	1,162,768	0.2%	274,952,115	47.2%	198,322,139	40,202,267	1660335	41%	64,488,068	11.1%	1,597,499	0.3%
31	ELI LILLY	581,577,207	19,511,866	3.4%	163,205,325	28.1%	237,474,299	130,615,100	21,893,052	67%	3,652,544	0.6%	5,225,021	0.9%
32	INTUIT	571,751,506	520,209	0.1%	385,047,407	67.3%	111,449,834	56,691,583	4,835,234	30%	13,096,778	2.3%	110,462	0.0%
33	JANSSSEN	567,978,851	6,269,237	1.1%	114,242,568	20.1%	256,455,699	134,754,436	25373456	73%	30,883,455	5.4%	-	0.0%
34	NOVO NORDISK	561,175,619	615,821	0.1%	145,857,681	26.0%	216,400,444	188,819,554	-	72%	5,373,645	1.0%	4,108,473	0.7%
35	FORBES	553,557,898	28,700	0.0%	553,247,533	99.9%	-	-	1,024	0%	1,024	0.0%	280,641	0.1%
36	WAYFAIR	535,337,782	3,200	0.0%	422,652,990	79.0%	37,209,428	68,965,115	287,117	20%	5,421,911	1.0%	798,021	0.1%
37	MACY'S	518,882,874	1,383,596	0.3%	278,411,686	53.7%	108,635,450	52,747,877	7,084,391	32%	70,158,362	13.5%	461,512	0.1%
38	NISSAN	514,326,095	326,637	0.1%	210,647,379	41.0%	215,269,558	45,901,773	3,654,905	51%	38,225,504	7.4%	300,339	0.1%
39	AMERICAN EXPRESS	511,491,938	12,683,152	2.5%	395,686,270	77.4%	65,591,798	34,691,382	7,392	20%	454,107	0.1%	2,377,837	0.5%
40	MCDONALD'S	510,944,571	49,101,760	9.6%	210,882,491	41.3%	130,652,363	65,545,526	18,803,480	42%	35,851,881	7.0%	107,070	0.0%
41	KOHL'S	498,057,291	493,265	0.1%	299,995,700	60.2%	68,747,359	94,771,057	8,942,896	35%	25,098,684	5.0%	8,330	0.0%
42	THEZEBRA.COM	497,553,150	-	0.0%	493,586,589	99.2%	1,264,793	2,701,768	-	1%	-	0.0%	-	0.0%
43	HYUNDAI	494,359,049	1,161,261	0.2%	118,254,288	23.9%	290,952,925	56,075,531	8230519	72%	15,484,172	3.1%	4,200,353	0.8%
44	DISCOVER	455,899,713	2040639	0.4%	364,231,600	79.9%	34657454	31386816	1481706	15%	22101498	4.8%	0	0.0%
45	SAMSUNG	454,842,450	21942258	4.8%	331,848,324	73.0%	51,634,717	46,480,218	1,887,669	22%	13,318	0.0%	1,035,946	0.2%
46	PRICELINE	450,967,617	-	0.0%	438,640,935	97.3%	337,241	11,989,441	-	3%	-	0.0%	-	0.0%
47	ALLERGAN	449,978,800	17,825	0.0%	162,113,120	36.0%	92,558,076	194,235,351	-	64%	1,054,428	0.2%	0	0.0%
48	CHEVROLET	446,483,155	20,989,240	4.7%	224,333,280	50.2%	164,536,475	26,408,478	7,161,635	44%	1,556,498	0.3%	1,497,549	0.3%
49	SPECTRUM	444,997,791	6,626,471	1.5%	234,582,068	52.7%	185,344,917	-	6,739	42%	18,351,303	4.1%	86,294	0.0%
50	REGENERON/SANOFI GENZYME	442,942,867	-	0.0%	99,672,012	22.5%	252,109,207	78,419,296	8378122	77%	112,917	0.0%	4,251,320	1.0%

2025 MegaBrands

Top 100 Overall Advertisers - Ranked by Total Spend

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	BEST BUY	439,359,391	249,990	0.1%	407,492,675	92.7%	27,675,246	2,919,855	1,021,600	7%	25	0.0%	-	0.0%
52	WELLS FARGO	425,871,802	2,425,535	0.6%	314,967,510	74.0%	72,969,726	18,494,984	599,575	22%	15,977,024	3.8%	437,447	0.1%
53	MORGAN & MORGAN	424,013,441	58,201,729	13.7%	24,303,796	5.7%	265,667,883	7,267,063	10,890,436	67%	57,682,534	13.6%	-	0.0%
54	MERCK	422,002,248	200,374	0.0%	207,014,084	49.1%	96,122,306	106,302,989	663,099	48%	11,660,429	2.8%	38,967	0.0%
55	BURGER KING	410,329,574	2,597,265	0.6%	83,548,731	20.4%	101,454,982	208,728,209	11,906,690	78%	2,093,697	0.5%	0	0.0%
56	COCA-COLA	402,007,925	50,195,515	12.5%	154,192,821	38.4%	101,103,124	73,705,405	8,760,626	46%	13,177,769	3.3%	872,665	0.2%
57	KIA	394,706,606	10,133,293	2.6%	155,496,009	39.4%	138,781,375	78,311,139	5,045,698	56%	4,606,064	1.2%	2,333,028	0.6%
58	SOFI	384,427,781	51,514	0.0%	303,780,851	79.0%	11,592,543	67,621,389	-	21%	1,381,484	0.4%	-	0.0%
59	CHICK-FIL-A	380,843,456	10221917	2.7%	242,442,148	63.7%	24846033	83755492	7834745	31%	11714938	3.1%	28183	0.0%
60	GMC	379,254,216	1,918,865	0.5%	168,579,706	44.5%	188,576,623	18,481,756	1007858	55%	643,809	0.2%	45,598	0.0%
61	COMCAST	366,626,851	18,099,145	4.9%	200,881,641	54.8%	39,597,485	14,931,219	-	15%	93,071,607	25.4%	45,754	0.0%
62	GRAINGER	366,111,748	4,000	0.0%	235,264,920	64.3%	15,659,671	59,394,268	3,062,933	21%	52,723,767	14.4%	2,189	0.0%
63	STARBUCK'S	366,078,412	3,530,252	1.0%	215,483,006	58.9%	93,056,654	41,069,881	6,716,444	38%	5,859,206	1.6%	362,968	0.1%
64	AIRBNB	361,629,148	1,869,588	0.5%	286,056,919	79.1%	39,285,197	27,692,808	6,718,176	20%	6,460	0.0%	-	0.0%
65	MARRIOTT	346,472,733	2,397,188	0.7%	277,220,683	80.0%	40,517,880	25,344,853	25060	19%	154,016	0.0%	813,053	0.2%
66	AMGEN	344,227,888	116	0.0%	147,071,095	42.7%	116,261,389	80,756,904	-	57%	134,385	0.0%	4,000	0.0%
67	HILTON	341,904,872	193,117	0.1%	294,784,960	86.2%	20,463,791	25,394,300	-	13%	127,417	0.0%	941288	0.3%
68	USAA	340,995,899	405,849	0.1%	181,532,543	53.2%	63,135,099	88,484,003	6,305,577	46%	983,429	0.3%	149,398	0.0%
69	ASTRAZENECA	338,037,802	2,131,632	0.6%	90,321,248	26.7%	150,954,966	94,139,229	-	73%	338,525	0.1%	152,202	0.0%
70	CARVANA	328,756,935	1,607,086	0.5%	293,669,816	89.3%	6,637,345	26,496,951	-	10%	345,737	0.1%	0	0.0%
71	PFIZER	324,032,846	3594506	1.1%	138,125,019	42.6%	103,925,579	37,885,693	2463098	45%	37897424	11.7%	141526	0.0%
72	CREDIT KARMA	323,473,535	-	0.0%	252,656,748	78.1%	6,895,772	51,647,516	3325214	20%	4,948,285	1.5%	0	0.0%
73	EXPERIAN	319,047,270	-	0.0%	255,066,899	79.9%	17,063,942	45080068	1001026	20%	570,472	0.2%	264,862	0.1%
74	WENDY'S	317,082,363	9450112	3.0%	83,746,981	26.4%	78,669,595	91,295,884	14064047	58%	39,811,724	12.6%	44021	0.0%
75	HONDA	310,737,352	1449400	0.5%	143,990,298	46.3%	132,678,182	25,093,857	540020	51%	5765346	1.9%	1220249	0.4%
76	SKECHERS	309,110,425	7,295,993	2.4%	75,552,177	24.4%	60,096,645	47,712,585	5162110	37%	19,817,048	6.4%	93,473,867	30.2%
77	NOVARTIS	308,464,642	906,982	0.3%	43,571,139	14.1%	163,347,547	94,078,717	489,000	84%	1,968,817	0.6%	4,102,440	1.3%
78	OTSUKA	305,403,668	-	0.0%	30,510,954	10.0%	129,224,128	145,261,158	-	90%	85,428	0.0%	322,000	0.1%
79	GLAXOSMITHKLINE	303,101,550	777,111	0.3%	65,640,398	21.7%	134,376,693	87,212,876	15,078,552	78%	15,920	0.0%	-	0.0%
80	HULU	302,067,627	14,712,242	4.9%	212,912,857	70.5%	32,364,380	33,772,129	986,188	22%	3,745,065	1.2%	3,574,765	1.2%
81	BOEHRINGER INGELHEIM/ELI LILLY	302,042,413	0	0.0%	141,482,129	46.8%	95,024,274	65,286,134	-	53%	249,875	0.1%	-	0.0%
82	TACO BELL	300,572,997	866,259	0.3%	104,586,799	34.8%	112,289,748	70,569,289	7,692,283	63%	4,568,619	1.5%	-	0.0%
83	UBER	299,060,438	19,127,055	6.4%	159,809,380	53.4%	83,600,756	28,335,599	2,021,298	38%	6,136,488	2.1%	29,862	0.0%
84	MATTRESS FIRM	297,393,942	7,148	0.0%	221,896,787	74.6%	12,900,211	29,936,548	6,588,582	17%	26,064,666	8.8%	0	0.0%
85	VRBO	295,870,678	2,304,477	0.8%	231,098,436	78.1%	37,785,491	23,150,694	235,000	21%	1,296,581	0.4%	-	0.0%
86	MICROSOFT	294,306,391	1,245,393	0.4%	239,215,794	81.3%	32,962,962	20,066,874	173,963	18%	80,559	0.0%	560,847	0.2%
87	VANGUARD	290,993,501	548,816	0.2%	264,816,209	91.0%	9,445,283	15,925,189	-	9%	-	0.0%	258,003	0.1%
88	WALGREENS	289,546,816	98,105	0.0%	257,331,569	88.9%	2,925,420	23,584,544	4,556,740	11%	946,704	0.3%	103,735	0.0%
89	LEXUS	287,797,788	1,181,015	0.4%	102,889,343	35.8%	82,757,409	86,272,838	3485827	60%	731,715	0.3%	10479641	3.6%
90	DELL	287,702,510	1,049,474	0.4%	238,945,583	83.1%	20,671,346	16,719,879	-	13%	10,316,229	3.6%	-	0.0%
91	FAN DUEL	286,959,503	10,348,143	3.6%	72,574,609	25.3%	155,885,806	43,932,508	487,524	70%	3,730,914	1.3%	-	0.0%
92	ZILLOW	283,268,747	1,572,817	0.6%	265,147,489	93.6%	2566236	13974610	-	6%	-	0.0%	7,595	0.0%
93	ST JUDE CHILDREN'S HOSPITAL	282,488,210	220881	0.1%	68,074,698	24.1%	53,882,910	117,043,328	35,203,125	73%	6,745,074	2.4%	1318194	0.5%
94	DOVE	281,731,167	272,818	0.1%	132,264,868	46.9%	57,970,585	72,406,525	12537715	51%	125,765	0.0%	6152890	2.2%
95	NIKE	281,514,920	8,410,961	3.0%	199,802,842	71.0%	51,384,736	20,757,675	948567	26%	-	0.0%	210,139	0.1%
96	BANK OF AMERICA	277,815,277	2762715	1.0%	153,949,072	55.4%	25,080,399	10,356,726	2,664,027	14%	56,258,719	20.3%	26,743,618	9.6%
97	UNIVERSITY OF PHOENIX	276,673,064	-	0.0%	228,279,731	82.5%	20,221,056	28,097,522	71219	17%	3,536	0.0%	0	0.0%
98	UNIVERSAL PICTURES	275,868,692	32,410,062	11.7%	98,045,267	35.5%	79,413,482	53,805,994	6,872,320	51%	4,872,800	1.8%	448,767	0.2%
99	JEEP	275,219,414	830,235	0.3%	88,572,219	32.2%	136,115,486	42,494,920	1624108	65%	5,302,900	1.9%	279546	0.1%
100	KAYAK.COM	273,605,403	134,376	0.0%	273,469,734	100.0%	-	-	-	0%	1,292	0.0%	-	0.0%

Source: MediaRadar

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



2025 Agency List

Top 100 OOH Advertisers

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

2025 MegaBrands

Top 100 OOH Brands - Agency List

2025 RANK	2024 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE				
1	1	Apple	Apple Inc	TBWAMedia Arts Lab	AOR, Creative, Digital	One Apple Park Way	Cupertino	CA	95014	(408) 996-1010	https://www.apple.com/				
				OMD San Francisco	AOR, Media Planning, Media Buying	12539 Beatrice Street	Los Angeles	CA	90066	(310) 305-4400	https://www.mediaartslab.com/				
				OMD	AOR, Media Planning, Media Buying	600 California Street Suite 800	San Francisco	CA	94108	(415) 229-8500	https://www.ondf.com/				
				Critical Mass, Inc	AOR, Digital	195 Broadway 27th Floor	New York	NY	10007	(212) 590-7100	https://www.ondf.com/				
				Critical Mass, Inc	AOR, Digital	200 Varick Street Suite 610	New York	NY	10014	(917) 606-8000	https://www.criticalmass.com/				
				Glow	AOR, Digital	225 North Michigan Avenue Suite 700	Chicago	IL	60601	(312) 288-2500	https://www.criticalmass.com/				
				Bradley and Montgomery	Creative, Social, Strategy, Production Services, Influencers	333 Hudson Street Suite 304	New York	NY	10013	(212) 206-7370	https://wearlow.com/				
				mono	Creative, Digital	One Monument Circle Second Floor	Indianapolis	IN	46204	(317) 423-1745	https://www.hamdeas.com/				
				No Agencies Listed		1350 Lagoon Avenue Suite 1000	Minneapolis	MN	55408	(612) 454-4900	https://www.mono-1.com/				
										20 North Orange Ave, Suite 1600	Orlando	FL	32801	(212) 738-6265	https://www.frfrpeople.com/
2	7	Morgan & Morgan	Morgan & Morgan PA												
3	N/A	Vvint	NRG Energy Inc	Known	AOR	4931 North 300 West	Provo	UT	84604	(800) 216-5232	https://www.vvint.com/office/home				
						Five Bryant Park 22nd Floor	New York	NY	10018	(212) 257-5530	https://known.is/				
4	5	Verizon	Verizon Communications Inc	Zenith Media	AOR, Media Planning, Media Buying	One Verizon Way	Basking Ridge	NJ	07920	908-559-2000	https://www.verizon.com/				
				Ogilvy - New York	AOR, Creative, Multicultural	375 Hudson Street	New York	NY	10014	(212) 859-5100	https://www.zenithmedia.com/				
				Ogilvy	AOR, Creative, Multicultural	636 11th Avenue	New York	NY	10036	(212) 237-4000	https://www.ogilvy.com/				
				Publicis North America	Media Planning, Media Buying	333 North Green Street 15th Floor	Chicago	IL	60654	(312) 856-8200	https://www.ogilvy.com/				
				Mischief@No Fixed Address	Creative	1675 Broadway	New York	NY	10019	(212) 474-5000	https://www.publicisna.com/				
				the community	Multicultural	20 Jay Street Suite 940	Brooklyn	NY	11201	N/A	https://mischiefusa.com/				
										6400 Biscayne Boulevard	Miami Beach	FL	33138	(305) 865-9600	https://www.thecommunityagency.com/
5	4	Coca-Cola	Coca-Cola Co	Burnson	Media Planning, Digital	1 Coca Cola Plaza Northwest	Atlanta	GA	30313	404-676-2121	www.thecocacola.com/canv				
				Turner Duckworth	Creative, Branding & Identity	201 South Biscayne Boulevard Suite 1400	Miami	FL	33131	(305) 347-4300	https://burnsonpub.com/				
				Publicis North America	Media Planning, Media Buying	615 Battery Street Sixth Floor	San Francisco	CA	94111	(415) 675-7777	https://burnerduckworth.com/				
6	2	McDonald's	McDonalds Corp	Zimmerman Advertising	AOR, Creative	One McDonald's Plaza	Chicago	IL	60607	(630) 623-3000	https://www.mcdonalds.com/us-en.html				
				Lopez Negrete Communications, Inc.	AOR, Creative, Media Planning, Media Buying, Multicultural	6600 North Andrews Avenue	Fort Lauderdale	FL	33309	(954) 644-4000	http://www.zady.com/				
				Doner	AOR, Creative	3336 Richmond Avenue Suite 200	Houston	TX	77098	(713) 877-8777	https://www.lopeznegrete.com/				
				Canvas Worldwide	AOR, Media Planning	25900 Northwestern Highway	Southfield	MI	48075	(248) 354-9700	http://www.doner.com/				
				Alma	AOR, Multicultural	12015 Bluff Creek Drive	Playa Vista	CA	90094	424-303-4300	www.canvasworldwide.com				
				Translaton	Multicultural	2601 South Bayshore Drive, 4th floor	Coconut Grove	FL	33133	305-428-0094	http://www.almad.com/				
				Wieden + Kennedy	Creative	145 West 45th Street 3rd Floor	Brooklyn	NY	11201	(212) 299-5505	http://www.translatonllc.com/				
				W Group, Inc.	Social, Multicultural, Production Services	150 Varick Street Sixth & Seventh Floors	New York	NY	10013	(917) 661-5200	https://www.wk.com/				
				Moroch	Creative, Media Planning, Media Buying	6300 Wilshire Boulevard, Suite 2150	Los Angeles	CA	90048	213-262-4000	http://www.wgroupinc.com/				
				RAPP Worldwide	Creative	3625 North Hall Street Suite 1100	Dallas	TX	75219	(214) 520-9700	http://www.moroch.com/				
				The Marketing Store Worldwide	Experiential	220 East 42nd Street	New York	NY	10017	(212) 209-1719	http://www.rapp.com/				
				DDB Chicago	Creative	55 West Monroe Suite 1400	Chicago	IL	60603	(312) 614-4600	http://www.tmsw.com/				
										225 North Michigan Avenue 10th Floor	Chicago	IL	60601	(312) 552-6000	http://www.ddb.com/
				7	6	Disney	Walt Disney Co	OMG23	In-House Media	500 South Buena Vista Street	Burbank	CA	91521	818-560-1000	www.disney.com
								OMG23	AOR, Media Planning, Media Buying	195 Broadway 8th Floor	New York	NY	10007	(800)-889-4422	https://omnicommedia.com/
OMG23	AOR, Media Planning, Media Buying	4000 West Alameda Avenue	Burbank					CA	91505	(800)-889-4422	https://omnicommedia.com/				
8	14	T-Mobile	Deutsche Telekom Ag	IPG Media Brands	AOR, Media Planning, Media Buying	3625 132nd Avenue Southeast	Bellevue	WA	98006	425-378-4000	www.t-mobile.com				
				Barkley OKRP	AOR, Digital, Social	100 West 33rd Street Ninth Floor	New York	NY	10001	(646) 376-1850	http://www.ipgmediabrands.com/				
				Open Influence	Strategy, Influencers	1740 Main Street	Kansas City	MO	64108	(816)-842-1500	http://www.barkleyokrp.com/				
				Inspira Marketing Group	Creative	8455 Beverly Boulevard	Los Angeles	CA	90048	(323)-424-4001	http://www.openinfluence.com/				
				VML	Strategy	50 Washington Street	Norwalk	CT	06854	(203) 939-1300	http://www.inspiramarketing.com/				
						Three Columbus Circle Third Floor	New York	NY	10019	(212)-210-3653	http://www.vml.com/				

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9	3	Amazon	Amazon.com Inc	Omnicom Media Group	AOR, Media Planning, Media Buying	440 Terry Avenue	North Seattle	WA	98109	(206) 266-1000	https://www.amazon.com/
				Omnicom Media Group	AOR, Media Planning, Media Buying	5353 Grosvenor Boulevard	Los Angeles	CA	90066	310-301-3600	https://www.omc.com/
				Merkle	AOR, Digital, Programmatic	192 Broadway 8th Floor	New York	NY	10007	212-590-7020	https://omnicommedia.com/
				Merkle	AOR, Digital, Programmatic	1050 17th Street Suite 2100	Denver	CO	80265	(720) 836-2000	https://www.merkle.com/
				Merkle	AOR, Digital, Programmatic	150 East 42nd Street	New York	NY	10017	(212) 591-9120	https://www.merkle.com/
				Merkle	AOR, Digital, Programmatic	680 Andersen Drive	Pittsburgh	PA	15220	(412) 733-7100	https://www.merkle.com/
				Merkle	AOR, Digital, Programmatic	7001 Columbia Gateway Drive	Columbia	MD	21046	(443) 542-4000	https://www.merkle.com/
				Merkle	AOR	515 North State Street	Chicago	IL	60654	(312) 845-2700	https://www.merkle.com/
				Merkle	AOR, Digital, Programmatic	85 Devonshire Suite 400	Boston	MA	02109	(508) 573-2200	https://www.merkle.com/
				Merkle	Media Planning	49 Stevenson Street 15th Floor	San Francisco	CA	94105	(415) 918-2990	https://www.merkle.com/
				WongDoody	AOR, Creative	1011 Western Avenue Suite 900	Seattle	WA	98104	(206) 624-5325	https://www.wongdoody.com/
				Known	Creative, Media Planning, Media Buying	Five Bryant Park 22nd Floor	New York	NY	10018	(212) 257-5530	https://known.is/
				Kvell	Digital, Social, Digital Creative	2928 Fourth Street Suite Eight	Santa Monica	CA	90405	N/A	http://www.kvell.co/
				Initiative	Media Planning, Media Buying	5700 Wilshire Boulevard Suite 400	Los Angeles	CA	90036	(323) 370-8000	http://www.initiative.com/
				RAIN	Digital	610 West 26th Street Ninth Floor	New York	NY	10001	(212) 206-6850	http://www.rain.agency/
				HAYMAKER	Creative	4126 West Jefferson Boulevard	Los Angeles	CA	90016	(310) 427-7728	http://www.hykr.co/
				Wieden + Kennedy	Creative	150 Varick Street Sixth & Seventh Floors	New York	NY	10013	(917) 661-5200	https://www.wk.com/
				72andSunny	Creative	12101 West Bluff Creek Drive	Playa Vista	CA	90094	(310) 215-9009	https://www.72andsunny.com/home
				Arnold Worldwide	Creative	10 Summer Street	Boston	MA	02110	(617) 587-8000	http://www.arn.com/
				Anomaly	Creative	536 Broadway 11th Floor	New York	NY	10012	(917) 595-2200	http://www.anomaly.com/
				Code & Theory	Creative	One World Trade Center 62nd Floor	New York	NY	10007	(212) 358-0717	http://www.codeandtheory.com/
				Deloitte Digital	Digital	330 Hudson Street, 10th Floor	New York	NY	10013	212-829-6000	www.deloitte.com/digital
				Eicoff	Creative	401 North Michigan Avenue Suite 400, Fourth Floor	Chicago	IL	60611	(312) 527-7100	http://www.eicoff.com/
				KINESSO	Programmatic	100 West 33rd Street Fifth Floor	New York	NY	10001	(212) 605-4811	http://www.kinesso.com/
				KINESSO	Programmatic	5700 Wilshire Blvd	Los Angeles	CA	90036	415-262-5900	www.kinesso.com
				KINESSO	Programmatic	205 Hamilton Row	Birmingham	MI	48009	248-554-4550	www.kinesso.com
				KINESSO	Programmatic	444 North Michigan Avenue	Chicago	IL	60611	248-554-4550	www.kinesso.com
				KINESSO	Programmatic	653 Front Street	San Francisco	CA	94111	415-262-5900	www.kinesso.com
				Latitude	Experiential	718 Washington Avenue North Floor 4	Minneapolis	MN	55401	(612) 963-3832	http://www.latitude.com/
				WongDoody	Experiential	8500 Steller Drive Suite Five	Culver City	CA	90232	(310) 280-7800	http://www.wongdoody.com/
				Ogilvy	Creative	333 North Green Street 15th Floor	Chicago	IL	60654	(312) 856-8200	https://www.ogilvy.com/
				WORTH	Multicultural	7095 Hollywood Boulevard #2057	Los Angeles	CA	90028	N/A	http://www.worth.com/
10	N/A	Universal Pictures	Comcast Corp	NetConversion	Media Planning, Digital	100 Universal City Plaza	Universal City	CA	91608	(818) 777-1000	https://www.universalandradio.com/web/en-us
						141 North Magnolia Avenue	Orlando	FL	32801	(407) 241-2044	netconversion.com
11	64	JPMorgan	JPMorgan Chase & Co	VaynerMedia	AOR, Social	270 Park Avenue	New York	NY	10017	212-270-6000	www.jmorganchase.com
				WPPMedia	AOR, Media Planning, Digital, Media Buying	Ten Hudson Yards Floor	25 New York	NY	10001	(646) 543-7431	https://www.vaynermedia.com/
				M&C Saatchi Group North America	AOR	Three World Trade Center 175 Greenwich Street	New York	NY	10007	N/A	https://www.wppmedia.com/
				EssenceMediaCom	Media Planning, Media Buying	16 W. 22 Street Floor 9	New York	NY	10010	(212) 274-9500	https://mcsaatchi.com/americas
				SS+K	Digital	360 Third Street 5th Floor	San Francisco	CA	94107	646-837-5454	www.essencemediacom.com
				Merkle	Digital	16 W. 22 Street 9th Floor	New York	NY	10010	(212) 274-9500	https://www.ssk.com/
				Merkle	Digital	85 Devonshire Suite 400	Boston	MA	02109	(508) 573-2200	https://www.merkle.com/
				Merkle	Digital	49 Stevenson Street 15th Floor	San Francisco	CA	94105	(415) 918-2990	https://www.merkle.com/
				Merkle	Digital	1050 17th Street Suite 2100	Denver	CO	80265	(720) 836-2000	https://www.merkle.com/
				Merkle	Digital	150 East 42nd Street	New York	NY	10017	(212) 591-9120	https://www.merkle.com/
				Merkle	Digital	680 Andersen Drive	Pittsburgh	PA	15220	(412) 733-7100	https://www.merkle.com/
				Merkle	Digital	515 North State Street	Chicago	IL	60654	(312) 845-2700	https://www.merkle.com/
				EssenceMediaCom	Media Planning, Media Buying	6300 Wilshire Boulevard 10 Floor	Los Angeles	CA	90048	(323) 951-1902	www.essencemediacom.com
				EssenceMediaCom	Media Planning, Media Buying	414 Olive Way Seattle	Seattle	WA	98101	(646) 837-5454	www.essencemediacom.com
				EssenceMediaCom	Media Planning, Media Buying	601 Brickell Key Drive Suite 401B	Miami	FL	33131	(646) 837-5454	www.essencemediacom.com
				EssenceMediaCom	Media Planning, Media Buying	333 North Green Street 17th Floor	Chicago	IL	60607	312-698-5400	www.essencemediacom.com
				EssenceMediaCom	Media Planning, Media Buying	100 South Fifth Street Suite 1025	Minneapolis	MN	55402	(763) 439-8970	www.essencemediacom.com
Merkle	Digital	7001 Columbia Gateway Drive	Columbia	MD	21046	(443) 542-4000	https://www.merkle.com/				
EssenceMediaCom	Media Planning, Media Buying	Three World Trade Center, 175 Greenwich Street	New York	NY	10007	(646) 837-5454	www.essencemediacom.com				
Zubi Advertising	Creative	2990 Ponce De Leon Boulevard Suite 600	Coral Gables	FL	33134	(305) 448-9824	https://www.zubiad.com/				
The Martin Agency	Creative	One Shockoe Plaza	Richmond	VA	23219	(804) 698-8000	http://www.martinagency.com/				
12	12	Netflix	Netflix Inc	Chemistry	Creative	100 Winchester Circle	Los Gatos	CA	95032	408-540-3700	www.netflix.com
				Inspira Marketing Group	Creative	3911 Fifth Avenue Suite 302	San Diego	CA	92103	(619) 236-8397	http://www.chemistryagency.com/
				Mediahub Worldwide Boston	Media Planning, Digital, Media Buying	50 Washington Street	Norwalk	CT	06854	(203) 939-1300	http://www.inspiramarketing.com/
				Mediahub Worldwide Los Angeles	Digital, Social, Experiential	40 Broad Street	Boston	NY	02109	617-226-9000	www.mediahubww.com
				Nobox	Digital, Social, Experiential	2121 Park Place, Suite 150	El Segundo	CA	90245	424-738-6600	www.mediahubww.com
				RapportOutdoor Worldwide	Media Planning, Media Buying	3391 Mary Street Suite 310	Miami	FL	33133	305-571-2009	www.nobox.com
				The Trade Desk	Media Planning, Media Buying	5700 Wilshire Boulevard Suite 400	Los Angeles	CA	90036	323-370-8710	www.rapportww.com
				Wieden + Kennedy	Media Planning, Media Buying	200 Park Place Fifth Floor	New York	NY	10016	(646) 868-6300	http://www.thetradedesk.com/
					Creative	150 Varick Street Sixth & Seventh Floors	New York	NY	10013	(917) 661-5200	http://www.wk.com/

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13	15	Dunkin'	Roark Capital Group	Arc Worldwide	AOR, Shopper	130 Royal Street	Canton	MA	02021	781-737-3000	https://www.dunkindonuts.com/en				
				Jones Knowles Ritchie	AOR, Branding & Identity	35 West Wacker Drive, 15th Floor	Chicago	IL	60601	312-220-3200	www.arcw.com				
				Artists Equity	AOR, Creative	85 Spring Street, 5th Floor	New York	NY	10012	474-205-8200	www.krnlhal.com				
				BBH	AOR, Creative	2401 Main Street	Santa Monica	CA	90405	N/A	http://artistssequity.com/				
				Digitalas	Media Planning, Digital, Media Buying	375 Hudson Street, 13th Floor	New York	NY	10014	(212)-812-6600	http://www.barfileboolehgartly.com/				
				Publicis North America	Media Planning, Media Buying	375 Hudson Street, 16th Floor	New York	NY	10014	212-610-5000	https://www.digitalas.com/en-us				
				Digitalas	Media Planning, Media Buying	1675 Broadway	New York	NY	10019	(212) 474-5000	https://www.publicisna.com/				
				Digitalas	Media Planning, Digital, Media Buying	40 Water Street	Boston	MA	02109	617-867-1000	www.digitalas.com				
14	94	Capital One	Capital One Financial Corp	GSD&M	AOR, Creative	1680 Capital One Drive	McLean	VA	22102	703-720-1000	www.capitalone.com				
				Horizon Media, Inc.	Media Planning, Media Buying	828 West 6th Street	Austin	TX	78703	512-242-4736	http://www.osdm.com/				
				RAPP Worldwide	Strategy	1888 Century Park East, 7th Floor	Los Angeles	CA	90067	310-282-0909	www.horizonmedia.com				
				Horizon Media, Inc.	Media Planning, Digital, Media Buying	220 East 42nd Street	New York	NY	10017	(212) 209-1719	https://www.rapp.com/				
				Horizon Media, Inc.	Media Planning, Digital, Media Buying	75 Varick Street	New York	NY	10013	212-220-5000	www.horizonmedia.com				
15	N/A	M&M's	Mars Inc	Publicis North America	AOR, Media Planning, Media Buying	1132 West Blackhawk Street	Chicago	IL	60642	(312) 794-6200	https://www.mms.com/en-us				
				BBOO Worldwide	Creative	1675 Broadway	New York	NY	10019	(212) 474-5000	https://www.publicisna.com/				
				Weber Shandwick	Creative, Social	1285 Sixth Avenue Third - Seventh Floors	New York	NY	10019	(212) 459-5000	https://www.bbo.com/				
				Weber Shandwick	Creative, Social	909 Third Avenue	New York	NY	10022	(212) 445-8000	https://webershandwick.com/				
16	N/A	Geico	Berkshire Hathaway Inc	One GEICO Plaza	AOR, Media Planning, Media Buying	One GEICO Plaza	Washington	DC	20076	(301) 986-3000	http://www.geico.com				
				IPG Media Brands	AOR, Creative, Digital	100 West 33rd Street, Ninth Floor	New York	NY	10001	(646) 376-1850	http://www.ipgmediabrands.com/				
				The Martin Agency	AOR, Creative, Digital	One Shockoe Plaza	Richmond	VA	23219	(804) 698-8000	http://www.martinagency.com/				
17	46	Johnson & Johnson	Johnson & Johnson	CMIMedia Group	AOR, Media Planning, Media Buying	One Johnson & Johnson Plaza	New Brunswick	NJ	08933	732-524-0400	www.jnj.com				
				Compass Media	AOR, Media Planning, Media Buying	2200 Renaissance Boulevard Suite 160	King of Prussia	PA	19406	484-322-0880	cmimediagroup.com				
				WPP Media	AOR, Media Planning, Media Buying	4851 Wharf Parkway Suite D204	Orange Beach	AL	36561	833-682-6134	compassmedia.com				
				MSLK, Inc.	AOR, Media Planning, Media Buying	Three World Trade Center 175 Greenwich Street	New York	NY	10007	N/A	https://www.wppmedia.com/				
				Branding & Identity	Strategy	23-23 33rd Road	Queens	NY	11106	(718)-545-0075	http://www.mslk.com/				
				JK Design	Strategy	465 Amwell Road	Hillsborough	NJ	08844	908-428-4700	https://www.jkcommsagency.com/				
				KINESO	Programmatic	100 West 33rd Street, 5th Floor	New York	NY	10001	(212) 605-4811	http://www.kinesso.com				
				KINESO	Programmatic	5700 Wilshire Blvd	Los Angeles	CA	90036	415-262-5900	www.kinesso.com				
				KINESO	Programmatic	205 Hamilton Row	Birmingham	MI	48009	248-554-4550	www.kinesso.com				
				KINESO	Programmatic	444 North Michigan Avenue	Chicago	IL	60611	248-554-4550	www.kinesso.com				
				KINESO	Programmatic	653 Front Street	San Francisco	CA	94111	415-262-5900	www.kinesso.com				
				Monks	Digital, Experiential	127 Elizabeth St	New York	NY	10013	347-767-6929	https://www.monks.com/				
				Interpublic Group of Companies	Creative, Media Planning, Media Buying	909 Third Avenue	New York	NY	10022	212-704-1200	https://www.ipg.com/				
				18	79	Progressive	Progressive Corp	ninety6	AOR, Creative, Media Planning, Media Buying, Digital Creative	300 North Common Boulevard, Campus Two	Mayfield Village	OH	44143	440-461-5000	https://www.progressive.com/
								Arnold Worldwide	AOR, Creative	300 North Commons Boulevard Second Floor	Cleveland	OH	44143	N/A	www.yearininetv6.com
								Arnold Worldwide	AOR, Creative	10 Summer Street	Boston	MA	02110	617-587-8000	www.arn.com
				19	9	Google	Alphabet Inc	72andSunny	AOR, Creative	1600 Amphitheatre Pkwy	Mountain View	CA	94043	866-246-6453	www.72andsunny.com
EssenceMediaCom	AOR, Media Planning, Digital, Media Buying	12101 W Bluff Creek Drive	Paya Vista					CA	90094	310-215-9009	https://www.72andsunny.com/home				
EssenceMediaCom	AOR, Media Planning, Digital, Media Buying	414 Olive Way Seattle	Seattle					WA	98101	(646)-837-5454	www.essencemediacom.com				
EssenceMediaCom	AOR, Media Planning, Digital, Media Buying	6300 Wilshire Boulevard 10 Floor	Los Angeles					CA	90048	(323)-951-1902	www.essencemediacom.com				
EssenceMediaCom	AOR, Media Planning, Digital, Media Buying	100 South Fifth Street Suite 1025	Minneapolis					MN	55402	(763)-439-8970	www.essencemediacom.com				
EssenceMediaCom	AOR, Media Planning, Digital, Media Buying	333 North Green Street 17th Floor	Chicago					IL	60607	312-698-5400	www.essencemediacom.com				
EssenceMediaCom	AOR, Media Planning, Digital, Media Buying	601 Brickell Key Drive Suite 401B	Miami					FL	33131	(646)-837-5454	www.essencemediacom.com				
EssenceMediaCom	AOR, Media Planning, Digital, Media Buying	Three World Trade Center, 175 Greenwich Street	New York					NY	10007	(646)-837-5454	www.essencemediacom.com				
Swift	AOR	1250 Northwest 17th Avenue	Portland					OR	97209	503-227-8305	www.swiftco.com				
EssenceMediaCom	AOR	360 Third Street 5th Floor	San Francisco					CA	94107	646-837-5454	www.essencemediacom.com				
Matte Projects	Creative	174 Hudson Street, 5th Floor	New York					NY	10013	646-854-2652	www.matteprojects.com				
THIRD EAR	Multicultural	828 West 6th Street Suite 150	Austin					TX	78703	512-479-6200	www.thirdear.com				
Monks	Creative, Media Planning, Digital, Media Buying	1214 Abbot Kinney Boulevard	Venice					CA	90291	(907)-891-8571	https://www.monks.com/				
VSA Partners, Inc.	Creative	600 West Chicago Avenue Suite 250	Chicago					IL	60654	(312) 427-6413	https://www.vsapartners.com/				
VML	Creative	Three Columbus Circle Third Floor	New York					NY	10019	(212)-210-3653	http://www.vml.com/				
John McNeil Studio	Creative, Digital	720 Channing Way	Berkeley					CA	94710	510-526-7100	www.johnmcneilstudio.com				
Known	Creative, Media Planning, Media Buying	Five Bryant Park 22nd Floor	New York					NY	10018	(212) 257-5530	https://www.known.is/				
BBH	Creative	375 Hudson Street 13th Floor	New York					NY	10014	(212)-812-6600	http://www.barfileboolehgartly.com/				
Big Spaceship	Creative, Digital	44 Wall Street 23 Floor	New York					NY	10005	586-980-9775	https://www.binspaceship.com/				
Johannes Leonardo	Creative	115 Broadway 21st Floor	New York					NY	10006	(212) 462-8120	https://johannesleonardo.com/				
AMP Agency	Creative, Digital, Social	159 North Sangamon Street Suite 200	Chicago	IL	60607	312-943-0900	www.ampagency.com								
AKQA	Creative	114 Fifth Ave., 17th Floor	New York	NY	10011	(212) 989-2572	www.akqa.com								
72andSunny	Creative, Digital, Social	55 Water Street Sixth Floor	Brooklyn	NY	11201	(212) 993-1300	https://www.72andsunny.com/home								
Grow Interactive	Creative, Digital	427 Granby St	Norfolk	VA	23510	757-431-7710	www.thisisgrow.com								
20	13	Anheuser-Busch	Anheuser-Busch InBev	Sarcom Worldwide	AOR, Media Planning, Media Buying	250 Park Avenue, 2nd Floor	New York	NY	10177	212-573-8800	www.ab-inbev.com				
				Dralline	AOR, Creative	375 Hudson Street	New York	NY	10014	212-468-3888	www.sarcomny.com				
				M&C Saatchi Sport & Entertainment	Creative	125 West 24th Street	New York	NY	10011	(212) 573-8800	https://www.dralline.com/				
				160over90	Creative	88 Pine Street Level 30	New York	NY	10005	(917)-287-9992	http://www.mcsaatchisatna.com/				
				160over90	Media Planning, Media Buying, Experiential	304 Park Avenue South	New York	NY	10010	(212) 586-5100	https://www.160over90.com/				

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2025 RANK	2024 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE		
21	10	Samsung	Samsung Group	Digital	AOR, Digital	85 Challenger Road	Ridgefield Park	NJ	07660	201-229-4000	www.samsung.com		
				Edelman	AOR	375 Hudson Street, 16th Floor	New York	NY	10014	(212) 610-5000	www.digital.com		
				Publicis North America	AOR, Creative, Media Planning, Media Buying	200 East Randolph Drive 63rd Floor	Chicago	IL	60601	(312) 240-3000	https://www.edelman.com/		
				Starcom Worldwide	AOR, Media Planning, Media Buying	1675 Broadway	New York	NY	10019	(212) 474-5000	https://www.publicisna.com/		
				Starcom Worldwide	AOR, Media Planning, Media Buying	35 West Wacker Drive, 22nd Floor	Chicago	IL	60601	(312) 220-3535	https://www.starcomww.com/		
				Chell Worldwide	Creative	375 Hudson Street	New York	NY	10014	212-468-3888	http://www.starcomww.com/		
				Razorfish	Digital	6600 Chase Oaks Boulevard Suite 170	Pano	TX	75023	(214)-701-5681	https://www.chell.com/us/		
				INVNT Group	Experiential	375 West Hudson Street 9th Floor	New York	NY	10014	212-798-6600	www.razorfish.com/		
				BBH	Creative	101 Greenwich Street, 26th Floor	New York	NY	10006	212-334-3415	https://www.invnt.com/		
				VML	Creative, Media Planning, Social	375 Hudson Street 13th Floor	New York	NY	10014	(212)-812-8600	http://www.barleboolehegarty.com/		
				Crispin	Creative	Three Columbus Circle, 3rd Floor	New York	NY	10019	212-210-3653	www.vml.com		
				Quality Meats	Creative	6450 Gunpark Drive	Boulder	CO	80301	303-628-5100	www.crispin.com		
				Chell New York	Creative, Social	1440 West Taylor Street Suite 299	Chicago	IL	60607	(951)-520-7956	http://www.qualitymeatscreative.com/		
								112 West 20th Street, 7th Floor	New York	NY	10011	646-380-5814	www.chell.com
22	18	Paramount	Paramount Global	IPG Media Brands	AOR, Media Planning, Media Buying	1515 Broadway 53rd Floor	New York	NY	10036	(212) 258-6000	https://www.paramountbus.com/		
				Publicis North America	Creative, Media Planning, Media Buying	100 West 33rd Street Ninth Floor	New York	NY	10001	(646) 376-1850	http://www.ipgmediabrands.com/		
				Mediahub Worldwide Winston Salem	Media Planning, Media Buying	1675 Broadway	New York	NY	10019	(212) 474-5000	https://www.publicisna.com/		
				Glow	Creative, Social, Strategy, Production Services, Influencers	525 Vine Street Suite 340	Winston-Salem	NC	27101	(336) 765-3630	https://www.mediahubww.com/		
				WORTH	Multicultural	333 Hudson Street Suite 304	New York	NY	10013	(212) 206-7370	https://www.glow.com/		
				7095 Hollywood Boulevard #2057	Los Angeles	CA	90028	N/A	https://www.worth.com/				
23	16	Cracker Barrel	Cracker Barrel Old Country Store Inc	Blue Engine	AOR, Experiential	305 Hartman Drive	Lebanon	TN	37087	615-444-5533	www.crackerbarrel.com		
				Carat USA	AOR, Media Planning, Media Buying	685 Third Avenue Second Floor	New York	NY	10017	(646)-200-8880	https://www.theblueengine.com/		
				Dentsu	AOR, Creative, Media Planning, Media Buying	150 East 42nd Street	New York	NY	10017	212-591-9100	www.carat.com/us		
				Prophet	Branding & Identity	150 East 42nd Street	New York	NY	10017	212-591-9000	https://www.dentsu.com/		
								160 Fifth Avenue Fifth Floor	New York	NY	10010	(212) 244-1116	https://brophet.com/
24	31	Chevrolet	General Motors Corp	Carat USA	AOR, Media Planning, Media Buying	300 Renaissance Center	Detroit	MI	48265	313-556-5000	www.chevrolet.com		
				Casanova/McCann	AOR, Multicultural	150 East 42nd Street	New York	NY	10017	212-591-9100	www.carat.com		
				Ogilvy	Creative	3337 Susan Street, Suite 200	Costa Mesa	CA	92626	714-918-8200	www.casanova.com		
				Anomaly	Creative	333 North Green Street 15th Floor	Chicago	IL	60654	(312) 856-8200	https://www.ogilvy.com/		
				Anomaly	Creative	1319 Abbot Kinney Boulevard	Venice	CA	90291	(310) 392-3233	https://www.anomaly.com/		
				Marlin Retail Group	Media Planning, Media Buying	536 Broadway 11th Floor	New York	NY	10012	(917) 595-2200	http://www.anomaly.com/		
				Campbell Ewald Agency 720	Creative	100 Renaissance Center Drive 31st Floor	Detroit	MI	48265	205-930-9200	www.marlinretail.com		
								2000 Brush Street Suite 601	Detroit	MI	48226	(586) 574-3400	https://c-e-a.com/
								418 North Main Street	Royal Oak	MI	48226	313-483-0480	www.agency720.com
25	N/A	HBO	Warner Bros Discovery Inc	Mekanism	AOR, Creative	30 Hudson Yards	New York	NY	10001	(212) 512-1000	https://www.hbomax.com/		
				Hearst & Science	AOR, Media Planning, Media Buying	250 Hudson Street Second Floor	New York	NY	10013	(212) 226-2772	https://www.mekanism.com/		
				Big Village	AOR, Social	200 Varick Street 11th Floor	New York	NY	10014	(646) 682-2694	https://hearts-science.com/		
				PHD USA	Media Buying	261 Madison Avenue Fourth Floor	New York	NY	10016	(212)-633-4567	https://bigvillage.com/		
				Campfire	Creative	220 East 42nd Street	New York	NY	10017	212-894-6600	www.rhdmedia.com		
				SS+K	Creative	40 Fulton Street	New York	NY	10038	(212) 612-9600	https://www.campfirenyc.com/		
				GMR Marketing	Creative, Digital	16 W. 22 Street 9th Floor	New York	NY	10010	(212)-274-9500	https://www.ssk.com/		
				Omelet	Creative	5000 South Towne Drive	New Berlin	WI	53151	262-786-5600	www.gmrmarketing.com		
								3540 Hayden Avenue	Culver City	CA	90232	(213) 427-6400	https://www.omelet.com/
26	N/A	Eli Lilly	Eli Lilly & Co	Zenith Media	AOR, Media Planning, Media Buying	Lilly Corporate Center	Indianapolis	IN	46285	(317) 276-2001	https://www.lilly.com/		
				Zenith Media	Media Planning, Media Buying	375 Hudson Street	New York	NY	10014	(212) 859-5100	https://www.zenithmedia.com/		
				Zenith Media	Media Planning, Media Buying	384 Northyards Boulevard Suite 290	Atlanta	GA	30313	(678) 916-4500	https://www.zenithmedia.com/		
				Wieden + Kennedy	Creative	35 West Wacker 16th Floor	Chicago	IL	60601	(312) 846-8400	http://www.zenithmedia.com/		
								224 Northwest 13th Avenue	Portland	OR	97207	(503) 937-7000	https://www.wk.com/
27	19	Uber	Uber Technologies Inc	Johannes Leonardo	AOR, Creative	1455 Market Street, Suite 400	San Francisco	CA	94103	866-576-1039	www.uber.com		
				Moburst	Digital, Social, Influencers	115 Broadway, 21st Floor	New York	NY	10006	212-462-8120	www.johannesleonardo.com		
				Mother LA	Creative	106 West 32nd Street	New York	NY	10001	(646)-828-7391	https://www.moburst.com/		
				Omnicom Media Group	Media Planning, Media Buying, Strategy	5290 West Washington Boulevard	Los Angeles	CA	90016	(310) 255-7289	https://www.motherla.com/		
								195 Broadway 8th Floor	New York	NY	10007	(212) 590-7020	https://omnicommedia.com/
28	N/A	AT&T	AT&T Inc	Hearst & Science	AOR, Media Planning, Media Buying	208 South Akard Street Suite 3700	Dallas	TX	75202	(210) 821-4105	http://www.att.com/		
				Hearst & Science	AOR, Media Planning, Media Buying	12777 West Jefferson Boulevard Building C	Los Angeles	CA	90066	(646) 682-2694	https://hearts-science.com/		
				BBD0 Worldwide	AOR, Creative	200 Varick Street 11th Floor	New York	NY	10014	(646) 682-2694	https://hearts-science.com/		
				BBD0 LA	AOR, Creative	1285 Sixth Avenue Third - Seventh Floors	New York	NY	10019	(212) 459-5000	https://bbdo.com/		
				Hearst & Science	AOR, Media Planning, Media Buying	12777 West Jefferson Boulevard Building C	Los Angeles	CA	90066	(310)-444-4500	https://bbdo.com/		
				SandersWingo	Creative	3500 Lenox Road Suite 1900	Atlanta	GA	30326	(646) 682-2694	https://hearts-science.com/		
				Goodby, Silverstein & Partners	Creative	303 North Oregon Street Suite 1200	El Paso	TX	79901	(915) 533-9583	https://www.sanderswingo.com/		
				ICE Factor	Experiential	720 California Street	San Francisco	CA	94108	(415) 392-0669	https://goodbysilverstein.com/		
				Critical Mass, Inc.	Digital	11 West Main Street Suite 304	Carpentersville	IL	60110	(847) 844-0814	https://www.icefactor.com/		
				160over90	Experiential	200 Varick Street Suite 610	New York	NY	10014	(917) 606-8000	https://www.criticalmass.com/		
				Monks	Digital	3475 Lenox Road Northeast Suite 1000	Atlanta	GA	30326	(678) 405-7720	https://www.160over90.com/		
				Translaton	Creative	127 Elizabeth Street	New York	NY	10013	(347)-767-6929	https://www.monks.com/		
				Deloitte Digital	Digital	145 West 45th Street 3rd Floor	Brooklyn	NY	11201	(212) 299-5505	http://www.translatonllc.com/		
								330 Hudson Street Tenth Floor	New York	NY	10013	(212)-829-6000	https://www.deloitte.com/us/en/html

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29	22	Walt Disney Pictures	Walt Disney Co	OMG23 OMG23	AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying	500 South Buena Vista Street 195 Broadway 8th Floor 4000 West Alameda Avenue	Burbank New York Burbank	CA NY CA	91521 10007 91505	818-560-1000 (800)-889-4422 (800)-889-4422	www.disney.com https://omnicommedia.com/ https://omnicommedia.com/
30	26	Comcast	Comcast Corp	Burrell Communications Group, Inc. GMR Marketing Spark Foundry Elephant Elevation, Ltd Goodby, Silverstein & Partners 72andSunny	AOR, Creative, Media Planning, Social, Multicultural, Experiential Media Planning, Media Buying, Experiential Media Planning, Media Buying Creative, Digital Multicultural Creative Creative	One Comcast Center 1701 JFK Boulevard 233 North Michigan Avenue, 29th Fl 5000 South Towne Drive 375 Hudson Street 45 Main Street Suite 725 1027 33rd Street Suite 260 720 California Street 55 Water Street Sixth Floor	Philadelphia Chicago New Berlin New York Brooklyn Washington San Francisco Brooklyn	PA IL WI NY NY DC CA NY	19103 60601 53151 10014 11201 20007 94108 11201	(215) 665-1700 312-297-9600 262-786-5600 (212) 468-4000 (212) 704-1200 (202) 380-3230 (415) 392-0669 (212) 993-1300	http://www.comcast.com http://www.burrell.com http://www.gmrmarketing.com https://www.sparkfoundry.com/ https://www.elevation.com/ https://www.goodby.com/ https://www.72andsunny.com/home
31	75	Universal Hotels & Resorts	Comcast Corp	EssenceMediaCom	Digital	100 Universal City Plaza 6300 Wilshire Boulevard 10 Floor	Universal City Los Angeles	CA CA	91608 90048	(818)-777-1000 (323)-951-1902	https://www.universalandlando.com/web/en-us www.essencemedia.com
32	25	Paramount Pictures	Paramount Global	Publicis North America Mediahub Worldwide Winston Salem	Creative, Media Planning, Media Buying Media Planning, Media Buying	1515 Broadway, 53rd Floor 1675 Broadway 525 Vine Street Suite 340	New York New York Winston-Salem	NY NY NC	10036 10019 27101	212-258-6000 (212) 474-5000 (336) 765-3630	www.paramount.com https://www.publicisna.com/ https://www.mediahub.com/
33	27	Toyota Dealers' Association	Toyota Motor Corp Dealers Association	Saatchi & Saatchi Los Angeles Saatchi & Saatchi Dallas Burrell Communications Group, Inc. Conill Advertising, Inc. RAPP Worldwide InterTrend Communications, Inc. Davis Elen Advertising The George P. Johnson Company InterTrend Communications, Inc.	AOR, Creative, Media Planning, Digital, Media Buying, Multicultural AOR, Creative, Media Planning, Media Buying, Programmatic AOR, Creative, Media Planning, Media Buying, Social, Multicultural, Ex Creative, Media Planning, Multicultural Creative Multicultural Media Planning, Media Buying Experiential Multicultural	6665 Headquarters Drive 3501 Sepulveda Boulevard 2021 McKinney Avenue, Suite 700 233 North Michigan Avenue, 29th Fl 2101 Rosecrans Avenue, 2nd Floor 220 East 42nd Street 228 East Broadway 865 South Figueroa Street Suite 1200 18500 Crenshaw Boulevard 7920 Preston Rd	Pano Torrance Dallas Chicago El Segundo New York Long Beach Los Angeles Torrance Pano	TX CA TX IL CA NY CA CA CA TX	75024 90505 75201 60601 90245 10017 90802 90017 90504 75024	469-292-4000 310-214-6000 469-357-2000 312-297-9600 424-290-4400 (212) 209-1719 562-733-1888 213-688-7000 310-965-4300 469-294-0944	www.toyota.com www.saatchiandsaatchi.com www.saatchiandsaatchi.com www.burrell.com www.conill.com http://www.rapp.com/ https://www.intertrend.com www.davisele.com www.gpi.com www.intertrend.com
34	24	Richemont	Compagnie Financiere Richemont Ag	EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom	Media Planning, Media Buying Media Planning, Media Buying Media Planning, Media Buying Media Planning, Media Buying Media Planning, Media Buying Media Planning, Media Buying Media Planning, Media Buying	645 Fifth Avenue Fifth Floor Three World Trade Center, 175 Greenwich Street 333 North Green Street 17th Floor 414 Olive Way Seattle 6300 Wilshire Boulevard 10 Floor 100 South Fifth Street Suite 1025 360 Third Street 5th Floor 601 Brickell Key Drive Suite 401B	New York New York Chicago Seattle Los Angeles Minneapolis San Francisco Miami	NY NY IL WA CA MN CA FL	10022 10007 60607 98101 90048 55402 94107 33131	212-891-2440 (646)-837-5454 312-698-5400 (646)-837-5454 (323)-951-1902 (763)-439-8970 646-837-5454 (646)-837-5454	www.richemont.com www.essencemedia.com www.essencemedia.com www.essencemedia.com www.essencemedia.com www.essencemedia.com www.essencemedia.com
35	42	Sweet James Accident Attorneys	Sweet James Lip	No Agencies Listed	No Agencies Listed	4220 Von Karman Ave Suite 200	Newport Beach	CA	92660	855-667-1894	www.sweetjames.com
36	N/A	Hulu	Walt Disney Co	Publicis Imagine OMG23 OMG23 KINESSO	AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying Programmatic	2500 Broadway Second Floor 40 East Verdugo Avenue 195 Broadway 8th Floor 4000 West Alameda Avenue 653 Front Street	Santa Monica Burbank New York Burbank San Francisco	CA CA NY CA CA	90404 91502 10007 91505 94111	(310) 571-4700 (310) 551-3500 (800)-889-4422 (800)-889-4422 415-262-5900	https://www.hulu.com/welcome https://www.publicisgroup.com/ https://omnicommedia.com/ https://omnicommedia.com/ www.kinesso.com
37	53	AdventHealth	AdventHealth Health System	22squared Inc. MBB Agency	AOR, Creative, Media Planning, Digital, Media Buying Experiential	601 East Alhambra Drive 1170 Peachtree Street, Northeast Suite 1400 5250 West 116th Place Suite 200	Alhambra Springs Atlanta Leawood	FL GA KS	32701 30309 66211	(407) 357-1000 (404) 347-8700 (816) 531-1992	https://www.adventhealth.com/ https://www.22squared.com/ https://www.mbbagency.com/
38	23	Chanel	Chanel Sa	Omnicom Media Group PHD USA	AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying	9 West 57th Street 44th Floor 195 Broadway 8th Floor 220 East 42nd Street	New York New York New York	NY NY NY	10019 10007 10017	212-688-5055 212-590-7020 212-894-6600	www.chanel.com https://omnicommedia.com/ www.phdmedia.com
39	20	Kroger	Kroger Co	Dentsu McCann New York The Shipyard	AOR, Creative, Media Planning, Media Buying Creative Creative	1014 Vine St 150 East 42nd Street 622 Third Avenue 4030 Easton Town Center Suite 300	Cincinnati New York New York Columbus	OH NY NY OH	45202 10017 10017 43219	513-762-4000 212-591-9000 (646)-865-2000 (800)-689-0543	www.kroger.com https://www.dentsu.com/ https://www.mccann.com/ https://www.theshipyard.com/
40	41	DoorDash	DoorDash Inc	Wieden + Kennedy Wavemaker GUT Los Angeles Quality Meats	AOR, Creative AOR, Media Planning, Media Buying Creative Creative	303 2nd Street 8th Floor 224 North West 13th Avenue 175 Greenwich Street 12130 Millennium Drive 4040 West Taylor Street Suite 299	San Francisco Portland New York Los Angeles Chicago	CA OR NY CA IL	94107 97207 10007 90094 60607	650-681-9470 (503) 937-7000 212-474-0000 (305)-989-1435 (951)-520-7956	www.doordash.com https://www.wk.com/ www.wavemakerglobal.com https://www.gutagency.com/ http://www.qualitymeatscreative.com/
41	N/A	Indeed	Recruit Holdings Co Ltd	72andSunny	AOR, Creative	6433 Champion Grandview Way Building One 12101 W Bluff Creek Drive	Austin Paya Vista	TX CA	78750 90094	(512) 459-5300 310-215-9009	https://www.indeed.com/ https://www.72andsunny.com/home
42	54	LVMH	LVMH Moet Hennessy Louis Vuitton SA	Digitalis Publicis North America Digitalis Digitalis	AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying	19 East 57th Street 35 West Wacker Drive 15th Floor 1675 Broadway 375 Hudson Street, 16th Floor 40 Water Street	New York Chicago New York New York Boston	NY IL NY NY MA	10022 60601 10019 10014 02109	(212) 251-8200 (312) 729-0100 (212) 474-5000 212-610-5000 617-867-1000	www.louisvuitton.com https://www.digitalis.com/en-us https://www.publicisna.com/ https://www.digitalis.com/en-us www.digitalis.com

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43	N/A	Allstate	Allstate Corp	Wieden + Kennedy Manifest Material Plus Starcom Worldwide PointB Communications	In-House Media AOR, Creative Digital, Social Digital Media Planning, Media Buying Creative	2775 Sanders Road North Plaza 224 Northwest 13th Avenue 35 East Wacker Suite 1000 1900 Avenue of the Stars Suite 1600 35 West Wacker Drive, 22nd Floor 600 West Fulton Street Suite 710	Northbrook Portland Chicago Los Angeles Chicago Chicago	IL OR IL CA IL IL	60062 97207 60647 90067 60601 60661	(647) 402-5000 (503) 937-7000 (312) 563-1945 N/A 312-220-3535 (312) 867-7750	https://www.allstate.com/ https://www.wk.com/ https://manifest.com/ https://www.materialplus.io/ http://www.starcomww.com/ https://www.pointbcommunications.com/
44	40	American Express	American Express Co	Universal McCann Goodby, Silverstein & Partners RAPP Worldwide	AOR, Media Planning, Media Buying AOR, Creative Creative	Three World Financial Ctr, 200 Vesey St 100 West 33rd Street Eighth Floor 720 California Street 220 East 42nd Street	New York New York San Francisco New York	NY NY CA NY	10285 10001 94108 10017	212-640-2000 (212) 883-4700 (415) 392-0669 (212) 209-1719	www.americanexpress.com https://www.univmc.com/ https://goodbysilverstein.com/ http://www.rapp.com/
45	83	Turo	Turo Inc	Six Twenty Six	AOR, Creative	667 Mission St 3309 La Cienega Place	San Francisco Los Angeles	CA CA	94105 90016	866-735-2901 (818)-233-0518	www.turo.com/ https://www.sixtwentysix.ca/
46	43	Love's Travel Stops	Loves Travel Stops & Country Stores Inc	TRG	AOR, Creative, Media Planning, Media Buying, Strategy	10601 North Pennsylvania Avenue 2801 North Central Expressway Suite 100	Oklahoma City Dallas	OK TX	73120 75204	405-749-1744 (214) 891-5700	www.lovs.com https://trg.agency/
47	45	NBC	Comcast Corp	EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom Dentsu X SchAAF Glow 85Sixty Giant Spoon, LLC Known Giant Spoon, LLC Uncommon Creative Studio WORTH! Wpromote RPA	AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying Digital Creative Creative, Social, Strategy, Production Services, Influencers Digital Creative, Digital Creative, Media Planning, Media Buying Creative, Digital Creative Multicultural Digital, Social Creative	30 Rockefeller Plaza 360 Third Street 5th Floor Three World Trade Center, 175 Greenwich Street 333 North Green Street 17th Floor 100 South Fifth Street Suite 1025 6300 Wilshire Boulevard 10 Floor 414 Olive Way Seattle 601 Brickell Key Drive Suite 401B 32 Avenue Of The Americas Sixteenth Floor 2323 Park Ave 333 Hudson Street Suite 304 100 Border Avenue Unit 202 44 Wall Street Floor 4 Five Bryant Park 22nd Floor 6100 Wilshire Boulevard Suite 700 84 Wooster Street Suite 304 7095 Hollywood Boulevard #2057 125 South Wacker Drive Suite 1800 2525 Colorado Avenue Suite 100	New York San Francisco New York Chicago Minneapolis Los Angeles Seattle Miami New York Des Moines New York Del Mar New York New York Los Angeles Los Angeles New York Los Angeles Chicago Santa Monica	NY CA NY IL MN CA WA FL NY IA NY CA NY NY CA CA NY CA CA IL CA	10112 94107 10007 60607 55402 90048 98101 33131 10013 50321 10013 92014 10005 10018 90048 10012 90028 60606 90404	(212) 664-4444 646-837-5454 (646)-837-5454 312-698-5400 (763)-439-8970 (323)-951-1902 646-837-5454 646-837-5454 (646) 970-0926 N/A (212) 206-7370 (858)-755-8560 (888)-776-6650 (212) 257-5530 (888) 776-6650 (646)-895-6639 N/A (312)-690-7112 (310) 394-4000	https://www.nbcuniversal.com/ www.essencemedia.com www.essencemedia.com www.essencemedia.com www.essencemedia.com www.essencemedia.com https://www.digitalbal.com/bal/ https://www.schaafagency.com/ https://www.glow.com/ https://www.85sixty.com/ https://blantspoon.com/ https://www.known.is/ https://blantspoon.com/ https://www.uncommonstudio.com/ https://worthi.com/ https://www.wpromote.com/ https://www.rpa.com/
48	85	Walmart	Walmart Inc	Lopez Negrete Communications, Inc. Publicis North America Giant Spoon, LLC Giant Spoon, LLC FCB Chicago Leo Burnett New York Deutsch Planit IW Group, Inc. Zenith Media	AOR, Digital, Social, Multicultural AOR, Creative, Media Planning, Media Buying AOR, Experiential AOR, Experiential Creative Creative Creative Creative Multicultural Media Planning, Media Buying	702 Southwest Eighth Street 3336 Richmond Ave, Suite 200 1675 Broadway 6100 Wilshire Boulevard Suite 700 44 Wall Street Floor 4 875 North Michigan Avenue 375 Hudson Street 12901 West Jefferson Boulevard 1414 Key Highway Suite 100 6300 Wilshire Boulevard, Suite 2150 375 Hudson Street	Bentonville Houston New York Los Angeles New York Chicago New York Los Angeles Baltimore Los Angeles New York	AR TX NY CA NY IL NY CA MD CA NY	72716 77098 10019 90048 10005 60611 10014 90066 21202 90048 10014	479-273-4000 713-877-8777 (212) 474-5000 (888) 776-6650 (888)-776-6650 (312) 425-5000 N/A (310)-862-3000 (410) 962-8500 213-262-4000 (212) 859-5100	https://www.walmart.com/ https://www.lopeznegrete.com/ https://www.publicisna.com/ https://blantspoon.com/ https://blantspoon.com/ https://fcbs.com/ https://leoburnett.com/ https://www.deutsch.com/ https://blantagency.com/ www.iwgroupinc.com https://www.zenithmedia.com/
49	58	QuikTrip	PARENT UNKNOWN	Laughlin Constable, Inc.	AOR, Creative, Media Planning, Media Buying	4705 South 129th East Avenue 200 South Michigan Avenue 17th Floor	Tulsa Chicago	OK IL	74134 60604	918-615-7700 (312) 422-5900	www.quirktrip.com https://www.laughlin.com/
50	48	ReMax	ReMax Int'l Inc	The Tombras Group Camp + King	AOR, Media Planning, Media Buying Creative, Digital, Social	5075 S Syracuse 620 South Gay Street 920 Mason Street	Denver Knoxville San Francisco	CO TN CA	80237 37902 94129	303-770-5531 865-524-5376 (415) 345-6680	www.remax.com www.tombras.com https://camp-king.com/
51	61	State Farm	State Farm Mutual Auto Ins Co	Zeno Group Zeno Group Infinitely Marketing Team Highdive STN Digital OMD OMD Optimum Sports	AOR AOR Creative Creative Digital, Social Media Planning, Media Buying Media Planning, Media Buying Digital, Media Planning, Experiential	One State Farm Plaza 140 Broadway 39th Floor 130 East Randolph Street 30th Floor 8575 Higuera Street 320 West Ohio Street 3033 Bunker Hill Street 195 Broadway 27th Floor 225 North Michigan Avenue 19th Floor 195 Broadway 18th Floor	Bloomington New York Chicago Culver City Chicago San Diego New York Chicago New York	IL NY IL CA IL CA NY IL NY	61710 10005 60601 90232 60654 62109 10007 60601 10007	(309) 766-2311 (212) 299-8888 (312) 396-9700 (323) 962-4784 (312) 588-6922 (619)-994-6041 (212) 590-7100 (312) 324-7000 (212) 590-7020	https://www.statefarm.com/ https://www.zenogroup.com/ https://www.zenogroup.com/ https://www.infinitelymarketing.com/ https://highdive.com/ https://www.stndigital.com/ https://www.omid.com/ https://www.omid.com/ https://optimumsports.com/
52	29	Heineken	Heineken NV	R&CPMK Dentsu BBH HMT Associates, Inc. Publicis North America	AOR, Creative AOR, Media Planning, Media Buying AOR, Creative Experiential Creative	360 Hamilton Avenue, Suite 1103 1840 Century Park East 18th Floor 150 East 42nd Street 375 Hudson Street 13th Floor 335 Treoworth Boulevard 1675 Broadway	White Plains Los Angeles New York New York Broadway Heights New York	NY CA NY NY OH NY	10601 90067 10017 10014 44147 10019	914-681-4100 310-854-8100 212-591-9000 (212)-812-6600 440-627-6821 (212) 474-5000	www.heinekens.com www.rcpmk.com https://www.dentsu.com/ http://www.bartleibobhegarty.com/ www.hmtsocials.com https://www.publicisna.com/

2025 MegaBrands

Top 100 OOH Brands - Agency List

2025 RANK	2024 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
53	67	Lerner & Rowe Attorneys	Law Offices Of Lerner & Rowe		No Agencies Listed						https://lernerandrowe.com/
54	38	FX	Walt Disney Co	OMG23 OMG23 AMP Agency Leroy & Rose	AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying Digital Creative, Digital	10201 West Pico Boulevard 4000 West Alameda Avenue 195 Broadway 8th Floor 6800 Center Drive, Suite 200 1522F Cloverfield Boulevard	Los Angeles Burbank New York Los Angeles Santa Monica	CA CA NY CA CA	90064 91505 10007 90045 90404	310-369-1000 (800)-889-4422 (800)-889-4422 www.amppagency.com 310-310-8679	https://www.fxnetworks.com/ https://omnicommedia.com/ https://omnicommedia.com/ www.amppagency.com www.leroyandrose.com
55	84	Tiffany	LVMH Moët Hennessy Louis Vuitton SA	Ogilvy - New York PHD USA Anomaly RIOT	AOR, Creative AOR, Media Planning, Media Buying Creative Creative	727 Fifth Avenue 636 11th Avenue 220 East 42nd Street 536 Broadway 11th Floor 126 2nd Avenue F3	New York New York New York New York New York	NY NY NY NY NY	10022 10036 10017 10012 10003	212-755-8000 (212) 237-4000 212-894-6600 (917) 595-2200 212-475-8376	www.tiffany.com https://www.ogilvy.com http://www.phdmedia.com http://www.anomaly.com/ riotnyc
56	39	Blue Cross & Blue Shield	Blue Cross & Blue Shield Assn	Dentsu Creative Paco Collective	AOR, Creative AOR, Creative, Media Planning, Multicultural	225 N Michigan Ave, 9th Floor 601 West 28th Street 11th Floor 2675 West Grand Avenue, 1st Floor	Chicago New York Chicago	IL NY IL	60601 10001 60612	(312) 297-6406 (479)-443-4673 312-226-7800	www.bcbss.com https://www.dentsucreative.com/ www.pacocollective.com
57	52	Hard Rock	Seminole Tribe of Florida	Fearless Agency Horizon Media, Inc. Duncan Channon Coyne Public Relations	AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Creative	5701 Sterling Road 12 West 21st Street 5th Floor 75 Varick Street 114 Sansome Street 14th Floor Five Wood Hollow Road	Davey New York New York San Francisco Parisippany	FL NY NY CA NJ	33314 10010 10013 94104 07054	954-488-7800 (646) 789-4789 212-220-5000 (415) 306-9296 (973) 316-1665	www.hardrock.com https://fearlessagency/ www.horizonmedia.com https://tuncanchannon.com/ https://www.coyner.com/
58	56	FanDuel	Flutter Entertainment Plc	Arts & Letters Horizon Media, Inc. Ad Results Media	AOR, Creative AOR, Media Planning, Media Buying Media Planning, Media Buying	300 Park Avenue South 1805 Highpoint Avenue 75 Varick Street 320 West Cott Suite 101	New York Richmond New York Houston	NY VA NY TX	10010 23230 10013 77007	800-475-2250 (804) 454-7233 212-220-5000 (713) 783-1800	www.fanduel.com/ https://artsandletters.nyx/ www.horizonmedia.com https://www.adresultsmedia.com
59	36	Chick-Fil-A	Chick-Fil-A Inc	McCann New York	AOR, Creative	5200 Bunting Rd 622 Third Avenue	Atlanta New York	GA NY	30349 10017	404-765-8000 (646)-865-2000	www.chick-fil-a.com https://mccann.com/
60	N/A	Kia	Kia Corp	Court Avenue Canvas Worldwide Innocean USA David & Goliath	AOR, Digital AOR, Media Planning, Digital AOR, Media Planning, Media Buying, Experiential AOR, Creative	111 Peters Canyon Road 901 West 9th Street 12015 Bluff Creek Drive 180 Fifth Street Suite 200 909 North Sepulveda Boulevard Suite 700	Irvine Austin Playa Vista Huntington Beach El Segundo	CA TX CA CA CA	92606 78703 90094 92602 90245	(949) 468-4800 (844)-268-7828 424-303-4300 (714) 861-5200 (310) 445-5200	https://www.kia.com/us/en https://courtavenue.com/ www.canvasworldwide.com https://www.innoceanusa.com/ https://dgo.com/
61	32	Coca-Cola Southwest Beverages	Arca Continental SAB de CV	Burnson Turner Duckworth Publicis North America	Media Planning, Digital Creative, Branding & Identity Media Planning, Media Buying	Two Lincoln Centre 5420 LBJ Freeway Suite 800 201 South Biscayne Boulevard Suite 1400 615 Battery Street Sixth Floor 1675 Broadway	Dallas Miami San Francisco New York	TX FL CA NY	75240 33131 94111 10019	(800)-438-2653 (305)-347-4300 (415) 675-7777 (212) 474-5000	https://www.cocacolaswb.com/ https://www.burnsonlobal.com/ https://turnerduckworth.com/ https://www.publicisna.com/
62	28	Meta	Meta Platforms Inc	Spark Foundry Droga5 INVT Group	AOR, Media Planning, Digital, Media Buying Creative Experiential	One Hacker Way 35 West Wacker Drive 1214 Abbot Kinney Boulevard 101 Greenwich Street, Twenty-Sixth Floor	Menlo Park Chicago Venice New York	CA IL CA NY	94025 60601 90291 10006	650-543-4800 312-970-8400 907-891-8571 212-334-3415	https://www.meta.com/ www.sparkfoundry.com https://droga5.com/ https://invt.com/
63	78	L'Oréal Paris	L'Oréal Sa	Omnicom Media Group Gotham, Inc. MRM Omnicom Media Group AnalogFolk Monks	AOR, Media Planning, Media Buying AOR Digital Media Planning, Media Buying Creative Media Planning, Digital, Media Buying, Social	10 Hudson Yards, 347 10th Ave 195 Broadway 8th Floor 622 Third Avenue 19 Floor 622 Third Avenue Floors Four, Five & Nine 5353 Grosvenor Boulevard 122 West 27th Street Third Floor 127 Elizabeth Street	New York New York New York New York Los Angeles New York New York	NY NY NY NY CA NY NY	10001 10007 10017 10017 90066 10001 10013	212-818-1500 212-590-7020 (212) 414-7000 (646)-865-6230 310-301-3600 (917) 444-5922 (347)-767-6929	www.loreal.com https://omnicommedia.com/ https://gothamagency.com/ https://www.mrm.com/ https://www.omn.com/ https://www.analogfolk.com/ https://www.monks.com/
64	62	Raising Cane's Chicken Fingers	Raising Cane's Chicken Fingers	Goodway Group	Media Planning, Digital, Media Buying	6800 Bishop Road 228 Park Avenue South Suite 81524	Pano New York	TX NY	75024 10003	972-769-3100 N/A	www.raisingcane.com https://www.goodwaygroup.com/
65	34	Wendy's	Wendys Co	Ketchum, Inc. Spark Foundry The Marketing Arm VML	AOR AOR, Media Planning, Media Buying AOR, Experiential AOR, Creative, Social	1 Dave Thomas Blvd 1285 Avenue of the Americas 6th Floor 35 West Wacker Drive 1999 Bryan Street 31st Floor Three Columbus Circle Third Floor	Dublin New York Chicago Dallas New York	OH NY IL TX NY	43017 10019 60601 75201 10019	410-764-3100 (646)-935-3900 312-970-8400 (214)-259-3200 (212)-210-3653	www.wendys.com https://www.ketchum.com/ www.sparkfoundry.com https://www.thearm.com/ www.vml.com
66	76	Wawa	Wawa Inc	POV Sports Marketing Harmelin Media Braithwaite Communications Publicis Sapient	AOR, Experiential AOR, Media Planning, Media Buying Experiential Digital	260 West Baltimore Pike 54 Kynlyn Road 525 Righters Ferry Road 1500 Walnut Street 18th Floor 375 Hudson Street Ninth Floor	Wawa Wayne Bala Cynwyd Philadelphia New York	PA PA PA PA NY	19063 19087 19004 19102 10014	610-358-8000 48-580-2243 100-668-7900 (215) 564-3200 (212) 798-6600	www.wawa.com www.povsportsmarketing.com www.harmelin.com https://braithwaite.com/ https://www.publicissapient.com/
67	65	SeaWorld	United Parks & Resorts Inc	Horizon Media, Inc.	Media Planning, Media Buying	9205 South Park Center Loop, Suite 400 75 Varick Street	Orlando New York	FL NY	32819 10013	407-226-5011 212-220-5000	https://seaworld.com/ www.horizonmedia.com
68	73	Sheetz	Sheetz Inc	Red Teltner O'Connell + Partners Tattoo Projects, LLC Planit Harmelin Media Interbrand Joan	AOR, Creative, Digital AOR, Creative AOR, Social, Experiential Media Planning, Media Buying Creative Creative	5700 6th Avenue One South Broad Street 24th Floor 801 South Peter Street 1414 Key Highway Suite 100 525 Righters Ferry Road 195 Broadway 18th Floor 44 Wall Street 10th Floor	Altoona Philadelphia Charlotte Baltimore Bala Cynwyd New York New York	PA PA NC MD PA NY NY	16602 19107 28202 21202 19004 10007 10005	16602 (267) 402-1410 (704) 900-7150 (410) 962-8500 (610) 668-7900 212-798-7500 (917) 838-7410	www.sheetz.com https://ttop.com/ https://tattooobjects.com/ https://planitagency.com/ https://harmelin.com/ https://www.interbrand.com/ https://joancreative.com/

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69	N/A	New York University	New York University	Generator Media + Analytics Deloitte Digital	AOR AOR, Digital	70 Washington Square, South 12th Floor 353 Lexington Avenue 350 Hudson Street/Tenth Floor	New York New York New York	NY NY NY	10012 10016 10013	(212) 998-1212 (212) 279-1474 (212) 829-6000	https://www.nyu.edu/ https://www.generatormedia.com/ https://www.deloitte.com/us/en/sectors/education.html
70	N/A	Yaamava Resort & Casino	San Manuel Band Of Mission Indians		In-House Media	777 San Manuel Boulevard	Highland	CA	92346	1-800-359-2464	https://www.yaamava.com/
71	72	Kaiser Permanente	Kaiser Permanente	Mediahub Worldwide 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/
72	95	Ralph Lauren	Polo/Ralph Lauren Corporation	Zenith Media RAPP Worldwide PMG	AOR, Media Planning, Media Buying Strategy Media Planning, Media Buying	650 Madison Avenue 375 Hudson Street 220 East 42nd Street 2601 Olive Street 19th Floor	New York New York New York Dallas	NY NY NY TX	10022 10014 10017 75201	(212) 318-7000 (212) 859-5100 (212) 209-1719 817-420-9970	www.rahlauren.com https://www.zenithmedia.com/ http://www.rapp.com/ www.pmg.com
73	35	Live Nation	Live Nation Entertainment Inc	GreenLight Media & Marketing	Creative, Production Services	9348 Civic Center Drive 8439 West Sunset Boulevard, 4th Floor	Beverly Hills West Hollywood	CA CA	90210 90069	310-867-7000 310-273-2266	www.livenation.com www.greenlightmm.com
74	N/A	New Belgium Brewing	Kirin Holdings Co Ltd	Exverus Media Inc. Cultivabr Advertising & Design	AOR, Media Planning, Media Buying Creative	500 Linden Street 7080 Hollywood Boulevard 2737 Larimer Street Suite B	Fort Collins Los Angeles Denver	CO CA CO	80524 90028 80205	(970) 221-0524 (323) 285-0076 (303) 444-4134	https://www.newbelgium.com/ https://www.exverus.com/ http://www.cultivabrads.com/
75	N/A	Constellation Brands	Constellation Brands Inc	Initiative AMP Agency Initiative Initiative BRIGADE	AOR, Media Planning, Media Buying AOR, Creative, Digital, Social Media Planning, Media Buying Media Planning, Media Buying Branding & Identity	207 High Point Drive Building 100 100 West 33rd Street Fourth Floor 159 North Sangamon Street Suite 200 444 North Michigan Avenue 27th Floor 5700 Wilshire Boulevard Suite 400 195 Russell Street Suite A1	Victor New York Chicago Chicago Los Angeles Hadley	NY NY IL IL CA MA	14564 10001 60601 60601 90036 01035	(585) 678-7100 (212) 605-7000 312-943-0900 (312) 799-4200 (323) 370-8000 (413) 387-0307	https://www.constellationbrands.com/ http://www.initiative.com/ www.ampagency.com http://www.initiative.com/ http://www.initiative.com/ https://brigatebranding.com/
76	51	Fox	Fox Corp	OMG23 OMG23	AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying	10201 West Pico Boulevard 4000 West Alameda Avenue 195 Broadway 8th Floor	Los Angeles Burbank New York	CA CA NY	90064 91505 10007	(310) 369-1000 (800) 889-4422 (800) 889-4422	www.fox.com https://omnicommedia.com/ https://omnicommedia.com/
77	68	Carnival	Carnival Corp & Plc	TBWA\Chiat\Day Outdoor Media Group - Omnicom	AOR, Creative Media Planning, Media Buying	3655 Northwest 87th Avenue 488 Madison Avenue Sixth Floor 200 Hudson Street	Miami New York Jersey City	FL NY NJ	33178 10022 07311	305-599-2600 (212) 804-1000 (606) 278-4111	www.carnival.com https://www.chiatiday.com/ https://outdoormediagroup.net/
78	81	Stripe	Stripe Inc	Pinwheel Hook	Digital Creative Creative, Digital Creative	510 Townsend Street 2302 Bridgeway # A 106 North 4th	San Francisco Sausalito Ann Arbor	CA CA MI	94103 94939 48104	888-963-8955 415-244-9793 (702) 493-1790	www.stripe.com https://www.pinwheelagency.com/ https://hbhook.com/
79	57	Nike	Nike Inc	Wieden + Kennedy PMG Wieden + Kennedy R/GA R/GA	AOR, Creative AOR, Media Planning, Media Buying, Strategy AOR, Creative Digital, Digital Creative Digital, Digital Creative	One Bowerman Drive 224 Northwest 13th Avenue 2601 Olive Street 19th Floor 150 Varick Street Sixth & Seventh Floors 450 West 33rd Street 12th Floor 35 South Park	Beaverton Portland Dallas New York New York San Francisco	OR OR TX NY NY CA	97005 97207 75201 10013 10001 94107	503-671-6453 (503) 937-7000 817-420-9970 (917) 661-5200 (212) 946-4000 415-624-2000	www.nike.com https://www.wk.com/ www.pmg.com http://www.wk.com/ https://www.rga.com/ www.rga.com
80	N/A	Delta Airlines	Delta Airlines Inc	PHD USA Wieden + Kennedy PHD	Media Planning, Media Buying Creative Media Planning, Media Buying	1030 Delta Boulevard 220 East 42nd Street 150 Varick Street Sixth & Seventh Floors 12777 West Jefferson Boulevard Building C	Atlanta New York New York Los Angeles	GA NY NY CA	30354 10017 10013 90066	(404) 715-2600 212-894-6600 (917) 661-5200 (310) 405-6700	https://www.delta.com/ www.phdmedia.com http://www.wk.com/ https://www.phdmedia.com/
81	66	Sixt Rent the Car	Sixt Auhvermietung AG	GUT Miami	AOR, Creative	1501 Northwest 49th Street Suite 100 117 Northeast First Avenue	Fort Lauderdale Miami	FL FL	33309 33132	888-479-8277 305-742-4469	www.sixt.com www.outagency.com
82	N/A	Chase	JPMorgan Chase & Co	Bounteous R/GA	AOR, Digital Creative	270 Park Avenue 600 North King Street 450 West 33rd Street 12th Floor	New York Wilmington New York	NY DE NY	10017 19801 10001	(212) 270-6000 (302) 429-9120 (212) 946-4000	https://www.chase.com/ https://www.bounteous.com/ https://www.rga.com/
83	N/A	TopDog Law	PARENT UNKNOWN		No Agencies Listed	450 West 33rd Street 12th Floor	New York	NY	10001	(212) 946-4000	https://www.rga.com/
84	N/A	Farah & Farah Attorneys	Farah & Farah PA		In-House Media	10 W Adams St	Jacksonville	FL	32202	(877) 412-0042	https://farahandfarah.com/
85	89	Planet Fitness	Planet Fitness	Crossmedia Huge, Inc. ICR Barkley OKRP Schaaf	AOR, Media Planning, Media Buying AOR AOR AOR, Creative Creative	Four Liberty Lane West 275 Seventh Avenue 27th Floor 45 Main Street 2nd Fl, Suite 220 685 Third Avenue Second Floor 1740 Main Street 2323 Park Ave	Hampton New York Brooklyn New York Kansas City Des Moines	NH NY NY NY MO IA	03842 10001 11201 10017 64108 50321	603-750-0001 (212) 206-0888 718-625-4843 (646) 277-1200 (816) 842-1500 N/A	www.planetfitness.com https://www.xmedia.com/ www.hugeinc.com http://www.icrinc.com/ http://www.barkleyokrp.com/ https://www.schaafagency.com/
86	80	Peacock	Comcast Corp	EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom EssenceMediaCom Wpromote Uncommon Creative Studio Giant Spoon, LLC Dentsu X WORTH	AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying Digital, Social Creative Creative, Digital Digital Multicultural	30 Rockefeller Plaza 414 Olive Way Seattle 360 Third Street 5th Floor 333 North Green Street 17th Floor 6300 Wilshire Boulevard 10 Floor 100 South Fifth Street Suite 1025 601 Brickell Key Drive Suite 401B Three World Trade Center, 175 Greenwich Street 125 South Wacker Drive Suite 1800 84 Wooster Street Suite 304 6100 Wilshire Boulevard Suite 700 32 Avenue Of The Americas Sixteenth Floor 7095 Hollywood Boulevard #2057	New York Seattle San Francisco Chicago Los Angeles Minneapolis Miami New York Chicago New York Los Angeles New York Los Angeles	NY WA CA IL CA MN FL NY IL NY CA NY CA	10112 98101 94107 60607 90048 55402 33131 10007 60606 10012 90048 10013 90028	212-664-4444 (646) 837-5454 646-837-5454 312-698-5400 (323) 951-1902 (763) 439-8970 (646) 837-5454 (646) 837-5454 (312) 690-7112 (646) 895-6639 (888) 776-6650 (646) 970-0926 N/A	www.peacocktv.com www.essencemedia.com www.essencemedia.com www.essencemedia.com www.essencemedia.com www.essencemedia.com www.essencemedia.com http://www.wpromote.com/ https://www.uncommonstudio.com/ https://www.giantspoon.com/ https://www.dentsu.com/ https://www.worth.com/

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87	N/A	OpenAI	OpenAI Inc	PHD USA Radical Media Droga5	AOR, Media Planning, Media Buying Creative All Media	One Harrison Street 220 East 42nd Street 435 Hudson Street 6th Floor 120 Wall Street 11th Floor	San Francisco New York New York New York	CA NY NY NY	94105 10017 10014 10005	(415)-476-7100 212-894-6600 (212) 462-1500 (917) 237-8888	https://openai.com/ www.rhdmedia.com https://www.radicalmedia.com/ https://droga5.com/
88	100	California State Lottery	State of California	Horizon Media, Inc. David&Goliath InterTrend Communications, Inc.	AOR, Media Planning, Media Buying Creative Multicultural	700 North Tenth Street 1888 Century Park East 7th Floor 909 North Sepulveda Boulevard Suite 700 228 East Broadway	Sacramento Los Angeles El Segundo Long Beach	CA CA CA CA	95811 90067 90245 90802	(916) 822-8131 310-282-0909 (310) 445-5200 562-733-1888	www.calottery.com www.horizonmedia.com https://dgo.com/ www.intertrend.com
89	99	Montefiore Health System	Montefiore Health System	Miramar Creative Group Alb New York	Creative Strategy	111 E 210th Street 1605 Pacific Avenue, 2nd Floor 190 North 10th Street, Suite 302	Bronx Venice Brooklyn	NY CA NY	10467 90291 11211	718-920-8239 424-542-4554 929-295-0252	www.montefiorehealthsystem.org www.miramarus.com www.albny.co
90	71	Burberry	Burberry Group Plc	Grow Interactive	In-House Media Media Buying, Social	444 Madison Avenue, Suite 446 427 Granby St.	New York Norfolk	NY VA	10022 23510	212-707-6500 757-431-7710	www.burberryplc.com www.grownw.com
91	N/A	DraftKings	DraftKings	VaynerMedia Veribone One Translation Rosewood Creative	In-House Media AOR, Social AOR, Media Planning, Media Buying Creative Creative	222 Berkley Street Ten Hudson Yards Floor 3560 Dunhill Street Suite 120 145 West 45th Street 3rd Floor 12101 Venice Boulevard	Boston New York San Diego Brooklyn Los Angeles	MA NY CA NY CA	02116 10001 92121 11201 90066	(617) 986-6744 (646) 543-7431 (858) 412-1400 (212) 299-5505 (310) 873-3366	https://www.draftkings.com/ https://vaynermedia.com/ https://www.veribone.com/ http://www.translation.com/ https://www.rosewoodcreative.com/
92	N/A	New York State Lottery	State of New York	McCann New York Universal McCann	AOR, Creative Media Planning, Media Buying	One Broadway Center Post Office Box 7500 622 Third Avenue 100 West 33rd Street Eighth Floor	Schenectady New York New York	NY NY NY	12301 10017 10001	(518) 388-3400 (646)-865-2000 (212) 883-4700	https://www.nylottery.org/ https://mccann.com/ https://www.umwv.com/
93	60	Warner Bros	Warner Bros Discovery Inc	Hearts & Science Liquid Soul Known	AOR, Media Planning, Media Buying Creative, Media Planning, Media Buying	4000 Warner Boulevard 12777 West Jefferson Boulevard Building C 1024 Hempville Avenue Northwest Suite B Five Bryant Park 22nd Floor	Burbank Los Angeles Atlanta New York	CA CA GA NY	91522 90066 30045 10018	818-954-6000 646-682-2694 (404) 892-2836 (212) 257-5530	www.warnerbros.com www.heartsandscience.com https://goliathsof.com/ https://known.is/
94	77	MillerCoors	Molson Coors Brewing Co	ODB Chicago Arc Worldwide Publicis Media Leo Burnett Worldwide Team Alma	AOR, Creative, Digital, Social AOR, Creative AOR Creative Creative, Experiential Creative	250 South Wacker Drive Suite 800 225 North Michigan Avenue 10th Floor 35 West Wacker Drive, 15th Floor 35 West Wacker Drive 36 West Wacker Drive One West Las Olas Boulevard 2601 South Bayshore Drive, 4th floor	Chicago Chicago Chicago Chicago Chicago Fort Lauderdale Coconut Grove	IL IL IL IL IL FL FL	60606 60601 60601 60601 60602 33301 33133	(312) 496-2700 (312) 552-6000 312-220-3200 (617) 867-1785 (312) 220-5959 (954) 862-2400 305-428-0094	https://www.millercoors.com/ http://www.ddb.com/ www.arcw.com publicisgroup.com https://leoburnett.com/ https://www.wearstam.com/ www.almad.com
95	92	Christian Dior	LVMH Moët Hennessy Louis Vuitton SA	Publicis North America	AOR, Media Planning, Media Buying	712 Fifth Avenue, 37th Floor 1675 Broadway	New York New York	NY NY	10019 10019	212-582-0500 (212) 474-5000	www.dior.com https://www.publicisna.com/
96	49	Humana	Humana Inc	THIRD EAR Spark Foundry GMR Marketing Bakery	AOR, Creative, Multicultural AOR, Media Planning, Media Buying AOR, Experiential Creative	500 West Main Street 8th Floor 828 West 6th Street Suite 150 35 West Wacker Drive 5000 South Towne Drive 1301 SI-35 Frontage Road	Louisville Austin Chicago New Berlin Austin	KY TX IL WI TX	40202 78703 60601 53151 78741	(502) 787-3311 512-479-6200 312-970-8400 262-786-5600 (512) 766-1176	www.humana.com www.wearthirdear.com www.sparkfoundry.com www.gmrmarketing.com https://www.bakeryagency/
97	50	Total Wine & More Superstore	Total Wine & More	Mile Marker	Media Planning, Media Buying	8600 Rockledge Drive 259 West 30th Street Eighth Floor	Bethesda New York	MD NY	20817 10001	301-795-1000 (646)-386-2071	www.totalwine.com https://milmarkeragency.com/
98	N/A	Culver's	Culver Franchising System Inc	Hiebing	AOR, Creative, Media Planning, Media Buying	1240 Water Street 315 Wisconsin Avenue	Prairie du Sac Madison	WI WI	53578 53703	(608) 643-7980 (608) 256-6357	https://www.culvers.com/ https://www.hiebing.com/
99	N/A	Skechers	3G Capital Partners Lp	Coyne Public Relations Sitanen & Partners Advertising	AOR Creative, Media Planning, Media Buying	330 South Sepulveda Boulevard Five Wood Hollow Road 353 Coral Circle	Manhattan Beach Parsippany El Segundo	CA NJ CA	90266 07054 90245	(310) 318-3100 (973) 316-1665 (310) 986-6200	https://www.skechers.com/ https://www.coynepr.com/ https://www.sitanen.com/
100	N/A	RaceTrac	RaceTrac Petroleum Inc	Luckie & Company	AOR, Creative, Branding & Identity	200 Galleria Parkway Southeast Suite 900 600 Luckie Drive Suite 150	Atlanta Birmingham	GA AL	30339 35223	(770) 431-7600 (205) 879-2121	https://www.racetrap.com/ https://www.luckie.com/



2025 Agency List

Top 100 Overall Advertisers

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

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1	1	Amazon	Amazon.com Inc	Omnicon Media Group	AOR, Media Planning, Media Buying	440 Terry Avenue	North Seattle	WA	98109	(206) 266-1000	https://www.amazon.com/
				Omnicon Media Group	AOR, Media Planning, Media Buying	5353 Grosvenor Boulevard	Los Angeles	CA	90066	310-301-2600	https://www.omnicon.com/
				Merkle	AOR, Digital, Programmatic	195 Broadway 8th Floor	New York	NY	10007	212-590-7020	https://www.merkle.com/
				Merkle	AOR, Digital, Programmatic	1050 17th Street Suite 2100	Denver	CO	80265	(720) 836-2000	https://www.merkle.com/
				Merkle	AOR, Digital, Programmatic	150 East 42nd Street	New York	NY	10017	(212) 591-9120	https://www.merkle.com/
				Merkle	AOR, Digital, Programmatic	680 Andersen Drive	Pittsburgh	PA	15220	(412) 733-7100	https://www.merkle.com/
				Merkle	AOR, Digital, Programmatic	7001 Columbia Gateway Drive	Columbia	MD	21046	(443) 542-4000	https://www.merkle.com/
				Merkle	AOR	515 North State Street	Chicago	IL	60654	(312) 845-2700	https://www.merkle.com/
				Merkle	AOR, Digital, Programmatic	85 Devonshire Suite 400	Boston	MA	02109	(508) 573-2200	https://www.merkle.com/
				Merkle	Media Planning	49 Stevenson Street 15th Floor	San Francisco	CA	94105	(415) 918-2990	https://www.merkle.com/
				WongDoody	AOR, Creative	1011 Western Avenue Suite 900	Seattle	WA	98104	(206) 624-5325	https://www.wongdoody.com/
				Known	Creative, Media Planning, Media Buying	Five Bryant Park 22nd Floor	New York	NY	10018	(212) 257-5530	https://www.knownpr.com/
				Kvell	Digital, Social, Digital Creative	2928 Fourth Street Suite Eight	Santa Monica	CA	90405	N/A	http://www.kvell.com/
				Initiative	Media Planning, Media Buying	5700 Wilshire Boulevard Suite 400	Los Angeles	CA	90036	(323) 370-8000	http://www.initiative.com/
				RAIN	Digital	610 West 26th Street Ninth Floor	New York	NY	10001	(212) 206-6850	http://www.rainagency.com/
				HAYMAKER	Creative	4126 West Jefferson Boulevard	Los Angeles	CA	90016	(310) 427-7728	http://www.hyvmk.com/
				Wieden + Kennedy	Creative	150 Varick Street Sixth & Seventh Floors	New York	NY	10013	(917) 661-5200	https://www.wk.com/
				72andSunny	Creative	12101 West Bluff Creek Drive	Playa Vista	CA	90094	(310) 215-9009	https://www.72andsunny.com/home
				Arnold Worldwide	Creative	10 Summer Street	Boston	MA	02110	(617) 587-8000	http://www.arn.com/
				Anomaly	Creative	536 Broadway 11th Floor	New York	NY	10012	(917) 595-2200	http://www.anomaly.com/
				Code & Theory	Creative	One World Trade Center 62nd Floor	New York	NY	10007	(212) 358-0717	http://www.codeandtheory.com/
				Deloitte Digital	Digital	330 Hudson Street, 10th Floor	New York	NY	10013	212-829-6000	www.deloitte.com
				Ecioff	Creative	401 North Michigan Avenue Suite 400, Fourth Floor	Chicago	IL	60611	(312) 527-7100	http://www.ecioff.com/
				KNESSEO	Programmatic	100 West 33rd Street Fifth Floor	New York	NY	10001	(212) 605-4811	http://www.knesso.com/
				KNESSEO	Programmatic	5700 Wilshire Blvd	Los Angeles	CA	90036	415-262-5900	www.knesso.com
				KNESSEO	Programmatic	205 Hamilton Row	Birmingham	MI	48009	248-554-4550	www.knesso.com
				KNESSEO	Programmatic	444 North Michigan Avenue	Chicago	IL	60611	248-554-4550	www.knesso.com
				KNESSEO	Programmatic	653 Front Street	San Francisco	CA	94111	415-262-5900	www.knesso.com
				Latitude	Experiential	718 Washington Avenue North Floor 4	Minneapolis	MN	55401	(612) 963-3832	http://www.latco.com/
				WongDoody	Experiential	8500 Steller Drive Suite Five	Culver City	CA	90232	(310) 280-7800	http://www.wongdoody.com/
				Ogilvy	Creative	333 North Green Street 15th Floor	Chicago	IL	60654	(312) 856-8200	https://www.ogilvy.com/
				WORTH	Multicultural	7095 Hollywood Boulevard #2057	Los Angeles	CA	90028	N/A	http://www.worth.com/
				2	2	Progressive	Progressive Corp	ninety6	AOR, Creative, Media Planning, Media Buying, Digital Creative	300 North Common Boulevard, Campus Two	Mayfield Village
Arnold Worldwide	AOR, Creative	300 North Commons Boulevard Second Floor 10 Summer Street	Cleveland MA					OH 02110	N/A 617-587-8000	www.warnerinvtv6.com www.arn.com	
3	3	Walmart	Walmart Inc	Lopez Negrete Communications, Inc.	AOR, Digital, Social, Multicultural	702 Southwest Eighth Street	Bentonville	AR	72716	479-273-4000	https://www.walmart.com/
				Publicis North America	AOR, Creative, Media Planning, Media Buying	3336 Richmond Ave. Suite 200	Houston	TX	77098	713-877-8777	www.lopeznegrete.com/
				Giant Spoon, LLC	AOR, Experiential	1675 Broadway	New York	NY	10019	(212) 474-5000	https://www.giantspoon.com/
				Giant Spoon, LLC	AOR, Experiential	6100 Wilshire Boulevard Suite 700	Los Angeles	CA	90048	(888) 776-9650	https://www.giantspoon.com/
				FCB Chicago	Creative	44 West Street Floor 4	New York	NY	10005	(888) 776-9650	https://www.fcb.com/
				Leo Burnett New York	Creative	875 North Michigan Avenue	Chicago	IL	60611	(312) 425-5000	fcb.com
				Deutsch	Creative	375 Hudson Street	New York	NY	10014	N/A	https://www.publicisgroup.com/news/press-releases/publicis
				Plant	Creative	12901 West Jefferson Boulevard	Los Angeles	CA	90066	(310) 862-3000	https://www.deutsch.com/
				IW Group, Inc.	Creative	1414 Key Highway Suite 100	Baltimore	MD	21202	(410) 962-8500	https://www.ijahagency.com/
				Zenith Media	Multicultural	6300 Wilshire Boulevard, Suite 2150	Los Angeles	CA	90048	213-262-4000	www.iwgroupinc.com
				Zenith Media	Media Planning, Media Buying	375 Hudson Street	New York	NY	10014	(212) 859-5100	https://www.zenithmedia.com/
4	7	Geico	Berkshire Hathaway Inc	PG Media Brands	AOR, Media Planning, Media Buying	One GEICO Plaza	Washington	DC	20076	(301) 986-3000	http://www.geico.com/
				The Merlin Agency	AOR, Creative, Digital	100 West 33rd Street Ninth Floor One Shockoe Plaza	New York Richmond	NY VA	10001 23219	(646) 376-1850 (804) 698-8000	http://www.ijomediabrands.com/ http://www.merlinagency.com/
5	5	Verizon	Verizon Communications Inc	Zenith Media	AOR, Media Planning, Media Buying	One Verizon Way	Basking Ridge	NJ	07920	908-559-2000	https://www.verizon.com/
				Ogilvy - New York	AOR, Creative, Multicultural	375 Hudson Street	New York	NY	10014	(212) 859-5100	https://www.zenithmedia.com/
				Ogilvy	AOR, Creative, Multicultural	636 11th Avenue	New York	NY	10036	(212) 237-4000	https://www.ogilvy.com/
				Publicis North America	Media Planning, Media Buying	333 North Green Street 15th Floor	Chicago	IL	60654	(312) 856-8200	https://www.ogilvy.com/
				Mischief @ No Fixed Address	Media Planning, Media Buying	1675 Broadway	New York	NY	10019	(212) 474-5000	https://www.mischiefna.com/
				the community	Creative	20 Jay Street Suite 940	Brooklyn	NY	11201	N/A	https://www.mischiefna.com/
6	13	Capital One	Roark Capital Group	Multicultural	6400 Biscayne Boulevard	Miami Beach	FL	33138	(305) 865-9600	https://www.fdc-communityagency.com/	
				Arc Worldwide	AOR, Shopper	130 Royal Street	Canton	MA	02021	781-737-3000	https://www.dunkindonut.com/
				jones knowles ritchie	AOR, Branding & Identity	35 West Wacker Drive, 15th Floor	Chicago	IL	60601	312-220-3000	www.ark.com
				Artists Equity	AOR, Creative	85 Spring Street 5th Floor	New York	NY	10012	347-205-8200	www.artsequity.com
				BBH	AOR, Creative	2401 Main Street	Santa Monica	CA	90405	N/A	http://www.artsequity.com/
				Digital	Media Planning, Digital, Media Buying	375 Hudson Street 13th Floor	New York	NY	10014	(212) 812-6600	http://www.bartleibootheagency.com/
7	12	NerdWallet	NerdWallet	Publicis North America	Media Planning, Media Buying	375 Hudson Street, 16th Floor	New York	NY	10014	212-610-5000	https://www.dallas.combin-us
				Digital	Media Planning, Media Buying	1675 Broadway	New York	NY	10019	(212) 474-5000	https://www.publicisna.com/
				AOR	Media Planning, Digital, Media Buying	40 Waler Street	Boston	MA	02109	617-867-1000	www.dallas.com
				Deutch	AOR, Creative	975 Stevenson Street	San Francisco	CA	94103	415-543-3913	http://www.deutch.com/
				Mediastudio Global Boston	AOR	12901 West Jefferson Boulevard	Los Angeles	CA	90066	(310) 862-3000	https://www.deutch.com/
				Mediastudio Global Los Angeles	AOR, Media Planning, Media Buying	40 Broad Street 2121 Park Place Suite 150	Boston El Segundo	MA CA	2109 90245	(617) 226-9000 (424) 738-6600	https://www.mediastudio.com/ https://www.mediastudio.com/
8	9	AbbVie	AbbVie Inc.	Hill Holiday	AOR	1 North Waukegan Road	North Chicago	IL	60064	847-932-7900	http://www.abbvie.com/
				LiveWorld	Digital, Social	2 Drydock Avenue 10th Floor	Boston	MA	02210	(617) 366-4000	https://www.liveworld.com/
				Monks	Creative, Digital	4340 Stevens Creek Boulevard Suite 101	San Jose	CA	95129	(408) 370-4520	https://www.monks.com/
				The Shipyard	Branding & Identity	127 Elizabeth St	New York	NY	10013	347-767-6929	https://www.monks.com/
				Spark Foundry	Media Planning, Media Buying	4030 Easton Town Center Suite 300	Columbus	OH	43219	(800)-689-0543	https://www.theshipyard.com/
				Spark Foundry	Media Planning, Media Buying	375 Hudson Street 35 West Wacker Drive	New York Chicago	NY IL	10014 60601	(212)-468-4000 312-970-8400	https://www.sparkfoundry.com/ http://www.sparkfoundry.com/
9	6	Apple	Apple Inc	TBWA/Media Arts Lab	AOR, Creative, Digital	One Apple Park Way	Cupertino	CA	95014	(408) 996-1010	https://www.apple.com/
				OMD San Francisco	AOR, Media Planning, Media Buying	12539 Seaview Street	Los Angeles	CA	90066	(310) 305-4400	https://www.omd.com/
				OMD	AOR, Media Planning, Media Buying	600 California Street Suite 800	San Francisco	CA	94108	(415) 229-8500	https://www.omd.com/
				Critical Mass, Inc	AOR, Digital	195 Broadway 27th Floor	New York	NY	10007	(212) 590-7100	https://www.omd.com/
				Critical Mass, Inc	AOR, Digital	200 Varick Street Suite 610	New York	NY	10014	(917) 606-8000	https://www.criticalmass.com/
				Glow	AOR, Digital	225 North Michigan Avenue Suite 700	Chicago	IL	60601	(312) 288-2500	https://www.glow.com/
				Bradley and Montgomery	Creative, Social, Strategy, Production Services, Influencers	333 Hudson Street Suite 304	New York	NY	10013	(212) 206-7370	https://www.bradley.com/
				mono	Creative	One Monument Circle Second Floor	Indianapolis	IN	46204	(317) 423-1745	https://www.monoc.com/
				mono	Creative, Digital	1350 Lagoon Avenue Suite 1000	Minneapolis	MN	55408	(612) 454-4900	https://www.monoc.com/

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2025 RANK	2024 RANK	ADVERTISER	PARENT	AGENCY	SPECIALTY	STREET	CITY	ST	ZIP	PHONE	WEBSITE
21	22	Book.no.com	The Priceline Group	Anomaly Mindshare Monks OrangeYouGlad	AOR, Creative Media Planning, Media Buying Digital, Social Digital, Digital Creative	800 Connecticut Avenue 536 Broadway 11th Floor Three World Trade Center, 175 Greenwich Street 127 Elizabeth Street 423 3rd Street	Norwalk New York New York New York Brooklyn	CT NY NY NY NY	06854 10012 10007 10013 11231	(203) 299-8000 (917) 595-2200 N/A (347)-767-6929 (718)-596-9415	www.book.no.com http://www.anomaly.com http://www.mindshareworld.com http://www.monks.com http://www.orangeyouglad.com
22	72	Insurify.com	Insurify Inc.		No Agencies Listed	222 3rd Street	Cambridge	MA	02142	866-3733-0443	www.insurify.com/
23	20	Disney	Walt Disney Co	OMG23 OMG23	In-House Media AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying	500 South Buena Vista Street 195 Broadway 8th Floor 4000 West Alameda Avenue	Burbank New York Burbank	CA NY CA	91521 10007 91505	818-560-1000 (800)-889-4422 (800)-889-4422	www.insurify.com/ http://www.omg23.com/ http://www.omg23.com/
24	25	Lowe's	Lowe's Co. Inc.	Dentsu Creative Spark Foundry Spark Foundry	AOR, Creative AOR, Media Planning, Media Buying Media Planning, Media Buying	1000 Lowe's Boulevard 601 West 26th Street 11th Floor 375 Hudson Street 35 West Wacker Drive	Mooresville New York New York Chicago	NC NY NY IL	28117 10001 10014 60601	704-758-1000 (479)-443-4673 (212)-468-4000 312-970-8400	www.lowes.com http://www.dentsucreative.com/ http://www.sparkfoundry.com/ http://www.sparkfoundry.com/
25	34	Domino's	Domino's, Inc.	Elephant WorkHProgress Mindshare	In-House Media AOR, Digital AOR, Digital, Social, Branding & Identity, Digital Creative AOR, Media Planning, Media Buying	30 Frank Lloyd Wright Drive 45 Main Street Suite 1205 5660 Valmont Road, Suite A Three World Trade Center, 175 Greenwich Street	Ann Arbor Brooklyn Boulder New York	MI NY CO NY	48106 11201 80301 10007	(734) 930-3030 (212)-704-1200 303-628-5100 212-297-7000	http://www.dominos.com/ http://www.elephant.com/ http://www.workhprogress.com/ www.mindshareworld.com
26	28	Toyota	Toyota Motor Corp Dealers Association	Saatchi & Saatchi Los Angeles Saatchi & Saatchi Dallas Burrell Communications Group, Inc. Conill Advertising, Inc. RAPF Worldwide Inter-Trend Communications, Inc. Davis Elen Advertising The George P. Johnson Company Inter-Trend Communications, Inc.	AOR, Creative, Media Planning, Digital, Media Buying, Multicultural AOR, Creative, Media Planning, Media Buying, Programmatic AOR, Creative, Media Planning, Media Buying, Social, Multicultural, Experiential Creative, Media Planning, Multicultural Creative Multicultural Media Planning, Media Buying Experiential Multicultural	8565 Headquarters Drive 3501 Sepulveda Boulevard 2021 McKinney Avenue, Suite 700 233 North Michigan Avenue, 29th Fl 2101 Rosecrans Avenue, 2nd Floor 220 East 42nd Street 228 East Broadway 865 South Figueroa Street Suite 1200 18500 Cranshaw Boulevard 7920 Preston Rd	Piano Torrance Dallas Chicago El Segundo New York Long Beach Los Angeles Torrance Piano	TX CA TX IL CA NY CA CA CA TX	75024 90505 75201 60601 90245 10017 90902 90017 90504 75024	469-292-4000 310-214-6000 469-357-2000 312-297-9600 424-290-4400 (212) 209-1719 562-733-1888 213-688-7000 310-965-4300 469-294-0944	www.bvq.com www.waresaatchi.com www.waresaatchi.com www.burrell.com www.conill.com http://www.rapf.com/ http://www.intertrend.com/ http://www.daviselen.com/ www.gpc.com www.intertrend.com
27	41	Ford	Ford Motor Co	Wieden + Kennedy WPP Group, Inc. Mindshare Zubi Advertising Burnson BBDO Worldwide	AOR, Creative AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying Strategy Creative	Three World Financial Ct, 200 Vesey St 150 Varick Street 6th & 7th Floors Three World Trade Center 175 Greenwich Street Three World Trade Center, 175 Greenwich Street 2990 Ponce De Leon Boulevard Suite 600 201 South Biscayne Boulevard Suite 1400 1285 Sixth Avenue Third - Seventh Floors	New York New York New York New York Coral Gables Miami New York	NY NY NY NY FL FL NY	10285 10013 10007 10007 33134 33131 10019	212-640-2000 (917) 661-5200 N/A 212-297-7000 (305) 448-9824 (305)-347-4300 (212) 459-5000	http://www.ford.com/ http://www.wk.com/ http://www.wpp.com/com/en-us www.mindshareworld.com http://www.zubi.com/ http://www.burnsonball.com/ http://www.bbdo.com/
28	29	Adobe	Adobe Systems Inc	Wavemaker Wavemaker Dentsu Creative Stagwell 72andSunny Code & Theory Kvill Golin	AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Creative AOR, Creative, Social Creative Digital Creative, Digital, Social, Digital Creative Media Buying	345 Park Avenue 175 Greenwich Street 303 Second Street North Tower, 3rd Floor 601 West 26th Street 11th Floor 330 Hudson Street 10th Floor 12101 West Bluff Creek Drive One World Trade Center 62nd Floor 2928 Fourth Street, Suite 8 875 North Michigan Avenue, 26th Floor	San Jose New York San Francisco New York New York Playa Vista New York Santa Monica Chicago	CA NY CA NY NY CA NY CA IL	95110 10007 94107 10001 10013 90094 10007 90405 60611	408-536-6000 212-474-0000 415-764-1319 (479)-443-4673 (646) 429-1800 (310) 215-9009 (212) 358-0717 N/A 312-729-4000	www.adobe.com www.wavemakerglobal.com www.wavemakerglobal.com http://www.dentsucreative.com/ http://www.stagwellglobal.com/ http://www.72andsunny.com/home http://www.codeandtheory.com/ www.kvill.com www.golin.com
29	44	Top10.com	Top10.com Media Ltd.		No Agencies Listed	4023 Kennel Pike, Suite 50055	Wilmington	DE	19807	N/A	www.top10.com
30	32	XFinly	Comcast Corp	Spark Foundry Preacher Goodby, Silverstein & Partners	Media Planning, Media Buying Creative Creative	One Comcast Center 1701 JFK Boulevard 35 West Wacker Drive 119 West Eighth Street 720 California Street	Philadelphia Chicago Austin San Francisco	PA IL TX CA	19103 60601 78701 94108	(215) 665-1700 312-970-8400 (512) 489-0200 (415) 392-0669	http://xfinly.com/global/ http://www.sparkfoundry.com/ http://www.preacher.com/ http://www.goodbyilverstein.com/
31	51	El Lilly	El Lilly & Co	Zenith Media Zenith Media Zenith Media Wieden + Kennedy	AOR, Media Planning, Media Buying Media Planning, Media Buying Media Planning, Media Buying Creative	Lilly Corporate Center 375 Hudson Street 384 Northyards Boulevard Suite 290 35 West Wacker 16th Floor 224 Northwest 13th Avenue	Indianapolis New York Atlanta Chicago Portland	IN NY GA IL OR	46285 10014 30313 60601 97207	(317) 276-2001 (212) 859-5100 (678) 916-4500 (312) 846-8400 (503) 937-7000	http://www.lilly.com/ http://www.zenithmedia.com/ http://www.zenithmedia.com/ http://www.zenithmedia.com/ http://www.wk.com/
32	36	Intuit	Intuit Inc.	Apollo Partners	Media Planning, Media Buying	2700 Coast Avenue 650 California Street	Mountain View San Francisco	CA CA	94043 94108	650-944-6000 415-307-7350	www.intuit.com www.apollonpartners.com
33	N/A	Janssen	Johnson & Johnson	Hill Holiday FCB Chicago	AOR	1000 Route 202 South 2 Drydock Avenue 10th Floor 875 North Michigan Avenue	Raritan Boston Chicago	NJ MA IL	08869 2210 60611	(908) 218-6000 (617) 366-4000 (312) 425-5000	http://www.janssen.com/inoviva/medicines/ http://www.hillcc.com/ fcb.com
34	33	Novo Nordisk	Novo Nordisk	Wavemaker VML	AOR, Media Planning, Media Buying Creative	800 Scudders Mill Road 175 Greenwich Street Three Columbus Circle Third Floor	Plainsboro Township New York New York	NJ NY NY	08536 10007 10019	(609) 987-5900 212-474-0000 (212)-210-3653	http://www.novonordisk-us.com/ www.wavemakerglobal.com http://www.vml.com/
35	73	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
36	26	Wayfair	Wayfair, LLC	Havas Formula AOR Havas Worldwide Chicago	In-House Media AOR AOR, Creative	4 Copley Place, 7th Floor 200 Hudson Street Seventh Floor 36 East Grand Avenue Third, Fourth, & Fifth Floor	Boston New York Chicago	MA NY IL	02116 10013 60611	617-532-6100 (212) 219-0321 (312) 640-6800	www.wayfair.com http://www.havasformula.com/ http://www.havas.com/
37	24	Macy's	Macy's Inc.	Spark Foundry mono Barkley OKRP	AOR, Media Planning, Media Buying Creative Creative	151 West 34th Street 13th Floor 375 Hudson Street 1350 Lagoon Avenue Suite 1000 275 Seventh Avenue 27th Floor	New York New York Minneapolis New York	NY NY MN NY	10001 10014 55408 10001	212-494-3000 (212)-468-4000 (612) 454-4900 (816)-842-1500	http://www.sparkfoundry.com/ http://www.mono-1.com/ http://www.barkleyokrp.com/

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38	40	Nissan	Nissan North America, Inc.	OMD TBWA\Chiat\Day Critical Mass, Inc 5W Public Relations GMR Marketing THRD EAR The George P. Johnson Company OMD	AOR, Media Planning, Media Buying AOR AOR, Digital AOR, Multicultural AOR, Creative, Experiential AOR, Multicultural Experiential Media Planning, Media Buying	One Nissan Way 5353 Grosvenor Blvd 488 Madison Avenue 6th Floor 225 North Michigan Avenue Suite 700 Three Park Avenue 5000 South Towne Drive 828 West 6th Street Suite 150 18500 Crenshaw Boulevard 195 Broadway 27th Floor	Franklin Los Angeles New York Chicago New York New Berlin Austin Torrance New York	TN CA NY IL NY WI TX CA NY	37067 90066 10022 60601 10016 53151 78703 90504 10007	615-725-1000 310-301-3600 (212) 804-1000 (312) 288-2500 (212) 999-5585 262-786-5600 512-479-6200 310-965-4300 (212) 590-7100	www.nissanusa.com www.omid.com http://www.tbwachatday.com/ http://www.criticalmass.com/ http://www.5wpublic.com/ www.gmrmarketing.com www.thirdear.com www.gpc.com http://www.omid.com/
39	42	American Express	American Express Co	Universal McCann Goodby, Silverstein & Partners RAPP Worldwide	AOR, Media Planning, Media Buying AOR, Creative Creative	Three World Financial Ct, 200 Vesey St 100 West 33rd Street Eighth Floor 720 California Street 220 East 42nd Street	New York New York San Francisco New York	NY NY CA NY	10285 10001 94108 10017	212-640-2000 (212) 883-4700 (415) 392-0669 (212) 209-1719	www.americanexpress.com http://www.ny.univwv.com/ http://www.94108.com/ http://www.rapp.com
40	38	McDonald's	McDonalds Corp	Zimmerman Advertising Lopez Negrete Communications, Inc. Doner Canvas Worldwide Alma Translation Wieden + Kennedy IW Group, Inc. Moroch RAPP Worldwide The Marketing Store Worldwide DDB Chicago	AOR, Creative AOR, Creative, Media Planning, Media Buying, Multicultural AOR, Creative AOR, Media Planning AOR, Multicultural Multicultural Creative Social, Multicultural, Production Services Creative, Media Planning, Media Buying Creative Experiential Creative	One McDonald's Plaza 6600 North Andrews Avenue 3336 Richmond Avenue Suite 200 25900 Northwestern Highway 12015 Bluff Creek Drive 2601 South Bayshore Drive, 4th floor 145 West 45th Street 3rd Floor 150 Varick Street Sixth & Seventh Floors 6300 Wilshire Boulevard, Suite 2150 3625 North Hall Street Suite 1100 220 East 42nd Street 55 West Monroe Suite 1400 225 North Michigan Avenue 10th Floor	Chicago Fort Lauderdale Houston Southfield Playa Vista Coconut Grove Brooklyn New York Los Angeles Dallas New York Chicago Chicago	IL FL TX MI CA FL NY NY CA TX NY IL IL	60607 33309 77098 48075 90094 33133 11201 10013 90048 75219 10017 60603 60601	(630) 623-3000 (954) 644-4000 (713) 877-8777 (248) 354-9700 424-303-4300 305-428-0094 (212) 299-5505 (917) 661-5200 213-262-4000 (214) 520-9700 (212) 209-1719 (312) 614-4600 (312) 652-6000	http://www.mcdonalds.com/us/en-us.html http://www.zadiv.com http://www.lopeznegrete.com/ http://www.doner.com www.canvasworldwide.com www.almaad.com http://www.translationic.com http://www.wk.com http://www.iwgroup.com http://www.moroch.com http://www.rapp.com http://www.thm.com/ http://www.ddb.com/
41	31	Kohl's	Kohl's Corporation	In-House Media Horizon Media, Inc.	AOR, Media Planning, Media Buying	N56 W17000 Ridgewood Drive 75 Varick Street	Menomonee Falls New York	WI NY	53051 10013	262-703-7000 212-220-5000	www.kohls.com www.horizonmedia.com
42	71	The Zebra.com	Insurance Zebra Inc.	Hill Holiday	AOR, Media Planning, Media Buying	1801 East 6th Street Suite 200 2 Drydock Avenue 10th Floor	Austin Boston	TX MA	78702 2210	888-255-4364 617-366-4000	www.thezebra.com www.hillcc.com
43	35	Hyundai	Hyundai Motor America	Lopez Negrete Communications, Inc. Innocean USA Canvas Worldwide TEN Advertising BBDO Worldwide	AOR, Multicultural AOR, Creative Media Planning, Digital Creative, Multicultural Creative, Digital	10550 Talbert Avenue 3336 Richmond Avenue, Suite 200 180 Fifth Street, Suite 200 12015 Bluff Creek Drive 110 East Ninth Street Suite A-541 1285 Sixth Avenue Third - Seventh Floors	Fountain Valley Houston Huntington Beach Playa Vista Los Angeles New York	CA TX CA CA CA NY	92708 77098 92602 90094 90079 10019	714-965-3000 713-877-8777 714-861-5200 424-303-4300 (213) 629-1010 (212) 459-5000	www.hyundaiusa.com www.lopeznegrete.com www.innoceanusa.com www.canvasworldwide.com http://www.tenad.com http://www.bbdo.com/
44	58	Discover	Discover Financial Services	M&C Saatchi Group North America TBWA\Chiat\Day Mindshare	AOR, Digital AOR, Creative, Social AOR, Media Planning, Media Buying	2500 Lake Cook Road 16 W. 22 Street Floor 9 488 Madison Avenue 6th Floor Three World Trade Center, 175 Greenwich Street	Riverwoods New York New York New York	IL NY NY NY	60015 10010 10022 10007	224-405-0900 (212)-274-9500 (212) 804-1000 NA	www.discover.com http://www.mcsaatchi.com/americas http://www.tbwachatday.com/ http://www.mindshareworld.com
45	46	Samsung	Samsung Group	Digital Edelman Publicis North America Starcom Worldwide Starcom Worldwide Chell Worldwide Razorfish NVNT Group BBH VML Crispin Quality Meats Chell New York	AOR, Digital AOR AOR, Creative, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying Creative Digital Experiential Creative Creative, Media Planning, Social Creative Creative, Social	85 Challenger Road 375 Hudson Street, 16th Floor 200 East Randolph Drive 63rd Floor 1675 Broadway 35 West Wacker Drive, 22nd Floor 375 Hudson Street 6600 Chase Oaks Boulevard Suite 170 375 West Hudson Street 9th Floor 101 Greenwich Street, 26th Floor 375 Hudson Street 13th Floor Three Columbus Circle, 3rd Floor 6450 Gunpark Drive 1440 West Taylor Street Suite 299 112 West 120th Street 7th Floor	Ridgefield Park New York Chicago New York Chicago New York Plano New York New York New York New York Boulder Chicago New York	NJ NY IL NY IL NY TX NY NY NY NY CO IL NY	07660 10014 60601 10019 60601 10014 75023 10014 10006 10014 10019 80301 60607 10011	201-229-4000 (212) 610-5000 (312) 240-3000 (212) 474-5000 312-220-3535 212-468-3888 (214)-701-5681 212-798-6600 212-334-3415 (212)-812-6600 212-210-3653 303-628-5100 (951)-520-7956 646-380-5814	www.samsung.com www.digitals.com http://www.edelman.com/ http://www.publicisna.com/ www.starcom.com www.starcom.com http://www.chell.com/us/ www.razorfish.com http://www.nvnt.com http://www.barthelemyhearty.com/ www.vml.com www.crispin.com http://www.qualitymeatscreative.com/ www.chell.com
46	74	Priceline	Booking Holdings Inc	PHD USA Miramar Creative Group	AOR, Media Planning, Media Buying AOR, Creative	800 Connecticut Ave. 220 East 42nd Street 1605 Pacific Avenue, 2nd Floor	Norwalk New York Venice	CT NY CA	06854 10017 90291	203-299-8000 212-894-6600 424-542-4554	www.priceline.com www.phdmedia.com www.miramar.com
47	47	Allergan	AbbVie Inc	Hill Holiday Spark Foundry MediaMonks LiveWorld	AOR, Creative, Digital Media Planning, Media Buying 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 2210 60601 10013 95129	847-932-7900 617-366-4000 312-970-8400 347-767-6929 408-370-4520	www.abbvie.com http://www.hillcc.com www.sparkfoundry.com www.mediamonks.com www.liveworld.com
48	53	Chevrolet	General Motors Company	Carat USA Casanova/McCann Ogilvy Anomaly Anomaly Martin Retail Group Campbell Ewald Agency 720	AOR, Media Planning, Media Buying AOR, Multicultural Creative Creative Creative Media Planning, Media Buying Creative Creative, Social	300 Renaissance Center 150 East 42nd Street 3337 Susan Street, Suite 200 333 North Green Street 15th Floor 1319 Abbot Kinney Boulevard 536 Broadway 11th Floor 100 Renaissance Center Drive 31st Floor 2000 Brush Street Suite 601 418 North Main Street	Detroit New York Costa Mesa Chicago Venice New York Detroit Detroit Royal Oak	MI NY CA IL CA NY MI MI MI	48265 10017 92626 60654 90291 10012 48265 48226 48226	313-556-5000 212-591-9100 714-918-8200 (312) 856-8200 (310) 392-3233 (917) 595-2200 205-930-9200 (586) 574-3400 313-483-0480	www.chevrolet.com www.carat.com www.casanova.com http://www.ogilvy.com/ http://www.anomaly.com/ http://www.martinretail.com http://www.campbell.com/ http://www.agency720.com
49	50	Spectrum	Charter Communications Inc.	VCCPUS Horizon Media, Inc. Crow Creative Known RAPP Worldwide	AOR, Creative AOR, Media Planning, Media Buying Digital, Social Creative, Media Planning, Media Buying Strategy	400 Washington Boulevard 257 Park Avenue South 75 Varick Street 241 West 37th Street Suite 1201 Five Bryant Park 22nd Floor 220 East 42nd Street	Stamford New York New York New York New York New York	CT NY NY NY NY NY	06902 10010 10013 10018 10018 10017	(212) 364-8200 (332)-237-7757 212-220-5000 646-904-8660 (212) 257-5530 (212) 209-1719	http://www.spectrum.com/ http://www.vccpus.com/ www.horizonmedia.com http://www.crowcreativeagency.com/ http://www.knownis/ http://www.rapp.com

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50	45	Regeneron/Sanoft Genzyme	Regeneron Pharmaceuticals, Inc.	Horizon Media, Inc. HillHoliday	AOR, Media Planning, Media Buying 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	http://www.regeneron.com/ www.horizonmedia.com www.hillco.com
51	27	BestBuy	BestBuy, Inc.	Rise and Shine and Partners Starcom Worldwide Starcom Worldwide Starcom Worldwide Publicis Media	Digital Media Planning, Media Buying Media Planning, Media Buying Media Planning, Media Buying Media Planning, Media Buying	7601 Penn Avenue, South 400 First Avenue North Suite 220 375 Hudson Street 5200 Lankershim Boulevard Suite 600 35 West Wacker Drive, 22nd Floor 36 West Wacker Drive	Richfield Minneapolis New York North Hollywood Chicago Chicago	MN MN NY CA IL IL	55423 55401 10014 91601 60601 60602	612-291-1000 (612) 279-1500 212-468-3888 (818) 753-7200 312-220-3535 (617) 867-1785	http://www.bestbuy.com/ http://www.riseandshineandpartners.com/ www.starcom.com www.starcom.com www.starcom.com http://www.publicisrouse.com/
52	56	Wells Fargo	Wells Fargo & Company	BBDO Worldwide OMD OMD Pace Communications RAPP Worldwide TBWA\ Chiat\ Day	AOR, Creative AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying Creative Creative Creative	420 Montgomery Street 1285 Sixth Avenue Third - Seventh Floors 5353 Grosvenor Boulevard 195 Broadway 27th Floor 1301 Carolina Street 220 East 42nd Street 488 Madison Avenue Sixth Floor	San Francisco New York Los Angeles New York Greensboro New York New York	CA NY CA NY NC NY NY	94104 10019 90066 10007 27401 10017 10022	415-979-0775 (212) 459-5000 (310) 301-3600 (212) 590-7100 336-378-6065 (212) 209-1719 (212) 804-1000	www.wellsfargo.com www.bbdo.com http://www.omid.com/ www.paceco.com http://www.rapp.com/ http://www.tbwachatday.com/
53	N/A	Morgan & Morgan	Morgan & Morgan PA	No Agencies Listed	No Agencies Listed	20 North Orange Ave, Suite 1600	Orlando	FL	32801	(212) 738-6265	http://www.flyspoon.com/
54	N/A	Merck	Merck & Company, Inc	adam&vedDB BBDO Worldwide Initiative Publicis Media JK Design FG Media Brands INVNT Group	AOR, Creative AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Creative Strategy Media Planning, Media Buying Experiential	2000 Galloping Hill Road 200 Varick Street 11th floor 1286 Sixth Avenue Third - Seventh Floors 100 West 33rd Street Fourth Floor 35 West Wacker Drive 465 Amwell Road 100 West 33rd Street Ninth Floor 101 Greenwich Street, Twenty-Sixth Floor	Kenilworth New York New York New York Chicago Hillsborough New York New York	NJ NY NY NY IL NJ NY NY	07033 10014 10019 10001 60601 08844 10001 10006	(908) 740-4000 (212)-329-4600 (212) 459-5000 (212)-605-7000 (617) 867-1785 908-428-4700 (646) 376-1850 212-334-3415	http://www.merck.com http://www.adamandedb.com/ http://www.bbdo.com http://www.initiative.com/ http://www.publicisrouse.com/ http://www.jkdesign.com/ http://www.fgmediabrands.com/ http://www.invnt.com/
55	57	Burger King	Restaurant Brands Int'l Inc	PHD USA ICR Cornil Advertising, Inc. BBH BarkleyOKRP BarkleyOKRP FCB New York Ogilvy	AOR, Media Planning, Media Buying AOR AOR, Multicultural AOR, Branding & Identity AOR, Creative AOR, Creative Creative Creative	5507 Blue Lagoon Drive 220 East 42nd Street 685 Third Avenue Second Floor 2101 Rosecrans Avenue, 2nd Floor 375 Hudson Street 13th Floor 328 South Jefferson Street Suite 850 1740 Main Street 100 West 33rd Street Fifth - Seventh Floors 333 North Green Street 15th Floor	Miami New York New York El Segundo New York Chicago Kansas City New York Chicago	FL NY NY CA NY IL MO NY IL	33126 10017 10017 90245 10014 60661 64108 10001 60654	305-378-3000 212-894-6600 (646) 277-1200 424-290-4400 (212)-812-6600 (312)-226-6144 (816)-842-1500 (212) 885-3000 (312) 856-8200	www.bk.com www.iphimedia.com http://www.cornil.com/ http://www.bbhboutique.com/ http://www.barkleyokrp.com/ http://www.barkleyokrp.com/ http://www.fcb.com/ http://www.ogilvy.com/
56	83	Coca-Cola	Coca-Cola Co	Burnson Turner Duckworth Publicis North America	Media Planning, Digital Creative, Branding & Identity Media Planning, Media Buying	1 Coca Cola Plaza Northwest 201 South Bryce Avenue Suite 1400 615 Battery Street Sixth Floor 1675 Broadway	Atlanta Miami San Francisco New York	GA FL CA NY	30313 33131 94111 10019	404-676-2121 (305)-347-4300 (415) 675-7777 (212) 474-5000	www.coca-colacompany.com http://www.turnerduckworth.com/ http://www.publicisna.com/
57	54	Kia	Kia Corp	Court Avenue Canvas Worldwide Innocean USA David&Goliat	AOR, Digital AOR, Media Planning, Digital AOR, Media Planning, Media Buying, Experiential AOR, Creative	111 Peters Canyon Road 901 West 9th Street 12015 Bluff Creek Drive 180 Fifth Street Suite 200 909 North Sepulveda Boulevard Suite 700	Irvine Austin Playa Vista Huntington Beach El Segundo	CA TX CA CA CA	92606 78703 90094 92602 90245	(949) 468-4800 (844)-268-7828 424-303-4300 714) 861-5200 (310) 445-5200	http://www.kia.com/us/en http://www.courtavenue.com/ http://www.canvasworldwide.com/ http://www.innoceanusa.com/ http://www.dg.com/
58	N/A	SoFi	SoFi Technologies Inc.	Dentsu X Omelet	AOR, Media Planning, Digital, Media Buying, Social, Programmatic Creative	One Letterman Drive Bldg A, Suite 4700 32 Avenue Of The Americas Sixteenth Floor 3540 Hayden Avenue	San Francisco New York Culver City	CA NY CA	94129 10013 90232	(855) 456-7634 (646) 970-0926 (213) 427-6400	http://www.sofi.com/ http://www.digitalcombina.us/ http://www.omelet.com/
59	N/A	Chick-Fil-A	Chick-Fil-A Inc	McCann New York	AOR, Creative	5200 Buffington Rd 622 Third Avenue	Atlanta New York	GA NY	30349 10017	404-765-8000 (646)-865-2000	http://www.chick-fil-a.com/ http://www.mccann.com/
60	87	GMC	General Motors Corporation	Carat USA Preacher	AOR, Media Planning, Media Buying Creative	300 Renaissance Center 150 East 42nd Street 119 West Eighth Street	Detroit New York Austin	MI NY TX	48265 10017 78701	(313) 556-5000 212-591-9100 (512) 489-0200	http://www.gmc.com/ http://www.carat.com/us/en http://www.preacher.co/
61	66	Comcast	Comcast Corp	Burrell Communications Group, Inc. GMR Marketing Spark Foundry Elephant Elevation, Ltd Goodby, Silverstein & Partners 72andSunny	AOR, Creative, Media Planning, Social, Multicultural, Experiential Media Planning, Media Buying, Experiential Media Planning, Media Buying Creative, Digital Multicultural Creative Creative	One Comcast Center 1701 JFK Boulevard 233 North Michigan Avenue, 29th Fl 5000 South Towne Drive 375 Hudson Street 45 Main Street Suite 725 1027 33rd Street Suite 260 720 California Street 55 Water Street Sixth Floor	Philadelphia Chicago New Berlin New York Brooklyn Washington San Francisco Brooklyn	PA IL WI NY NY DC CA NY	19103 60601 53151 10014 11201 20007 94108 11201	(215) 665-1700 312-297-9600 262-786-5600 (212)-468-4000 (212)-704-1200 (202) 380-3230 (415) 392-0569 (212) 983-1300	http://www.bfny.com/about/ www.burrell.com www.gmrmarketing.com http://www.sparkfoundry.com/ http://www.elephant.com/ http://www.elevation-us.com/ http://www.goodby-silverstein.com/ http://www.72andsunny.com/home
62	77	Granger	W.W. Granger, Inc	Ogilvy Cramer-Kasselt	AOR AOR, Media Planning, Media Buying	100 Granger 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.granger.com www.ogilvy.com www.ck.com
63	N/A	Starbucks	Starbucks Corporation	Spark Foundry Edelman Spark Foundry Anomaly WPP Group, Inc. VML Landor Ogilvy - New York	AOR, Media Planning, Media Buying AOR AOR, Media Planning, Media Buying Creative Creative Creative Creative Creative	2401 Ush Avenue, South Suite 800 35 West Wacker Drive 1601 Fifth Avenue 24th Floor 424 Second Avenue West 536 Broadway 11th Floor Three World Trade Center 175 Greenwich Street Three Columbus Circle Third Floor 200 Fifth Avenue Fifth Floor 636 11th Avenue	Seattle Chicago Seattle Seattle New York New York New York New York New York New York	WA IL WA WA NY NY NY NY NY NY	98134 60601 98121 98119 10012 10007 10019 10010 10036	(206) 447-1575 312-970-8400 (206) 223-1606 (206) 285-2222 (917) 595-2200 (212) 632-2200 (212)-210-3653 (646)-682-1600 (212) 237-4000	http://www.starbucks.com/ www.sparkfoundry.com http://www.edelman.com/ http://www.sparkfoundry.com/ http://www.anomaly.com/ http://www.wppmedia.com/ http://www.vml.com/ http://www.landor.com/ http://www.ogilvy.com/
64	67	Airbnb	Airbnb, Inc.	In-House Media	In-House Media	888 Brannan St	San Francisco	CA	94103	415-800-5959	www.airbnb.com
65	N/A	Marriott	Marriott International, Inc.	Wieden + Kennedy Grey Group Publicis Sapient	AOR, Creative, Strategy AOR, Creative Digital	10400 Fernwood Road 224 Northwest 13th Avenue 200 Fifth Avenue Fourth Floor 375 Hudson Street Ninth Floor	Bethesda Portland New York New York	MD OR NY NY	20817 97207 10010 10014	(301) 380-3000 (503) 937-7000 (212) 546-2000 (212) 798-6600	http://www.marriott.com/val/vml http://www.wk.com/ http://www.grey.com/ http://www.publicissapient.com/

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66	81	Amgen	Amgen, Inc.	Hearst & Science Arnold Worldwide	AOR, Media Planning, Digital, Media Buying Creative, Digital	One Amgen Center Drive 12777 West Jefferson Boulevard Building C 10 Summer Street	Thousand Oaks Los Angeles Boston	CA CA MA	91320 90666 02110	805-447-1000 846-682-2694 (617) 587-8000	www.amgen.com www.hearst-science.com http://www.arn.com/
67	N/A	Hilton	Hilton Worldwide Holdings Inc	iProspect- FortWorth, TX TBWA\Chiat\Day PointB Communications Willow Tree, Inc. Havas Worldwide Chicago RP3 Agency Willow Tree, Inc.	AOR, Digital AOR Creative Digital Creative Creative In-House Media, Digital	7930 Jones Branch Drive Suite 1100 5049 Edwards Ranch Clearbrk 488 Madison Avenue Sixth Floor 600 West Fulton Street Suite 710 800 Taylor Street Suite 300 36 East Grand Avenue Third, Fourth, & Fifth Floor 4550 Montgomery Avenue Suite 420 107 Fifth Street Southeast	McLean Fort Worth New York Chicago Durham Chicago Bethesda Charlottesville	VA TX NY IL NC IL MD VA	22102 76109 10022 60661 27701 60611 20814 22901	(703) 883-1000 (817)-625-4157 (212) 804-1000 (312) 867-7750 (984)-243-0042 (312) 640-6800 (301) 718-0333 (434) 326-5320	https://www.hilton.com/en/corporate/ https://www.iProspect.com/hb-us/ https://tbwa.chiatiday.com/ https://www.pointbcommunications.com/ https://www.willowtree.com/lowtree-is-now-hlvs-digital https://www.havas.com/ https://rp3agency.com/ https://www.willowtree.com/lowtree-is-now-hlvs-digital
68	N/A	USAA	United Services Automobile Assn	Publicis North America Publicis Media Spark Foundry 160over90	AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR	9800 Fredericksburg Road 1675 Broadway 35 West Wacker Drive 35 West Wacker Drive 12400 Wilshire Boulevard Suite 1300	San Antonio New York Chicago Chicago Los Angeles	TX NY IL IL CA	78288 10019 60601 60601 90025	(210) 531-8722 (212) 474-5000 (617) 867-1785 312-970-8400 (424) 653-1900	https://www.usaa.com/2akredirect.htm https://www.publicisna.com/ publicisgroup.com www.sparkfoundry.com https://www.160over90.com/
69	65	AstraZeneca	AstraZeneca Plc	GSD&M Healix Global Inre Digitas Health Life Brands The CDM Group VML	AOR, Creative AOR, Media Planning, Media Buying, Programmatic AOR, Social Creative, Media Planning, Digital, Media Buying Creative Creative, Media Planning, Digital, Media Buying	1800 Concord Pike 828 West 16th Street 100 West 33rd Street 909 Ridgebrook Road, Suite 300 100 Penn Square East, 11th Floor 220 East 42nd St, 11th Floor Three Columbus Circle Third Floor	Wilmington Austin New York Baltimore Philadelphia New York New York	DE TX NY MD PA NY NY	19850 78703 10001 21152 19107 10017 10019	302-886-3000 (512)-242-4736 (646) 609-9966 410-821-8220 215-545-4444 212-907-4300 (212)-210-3653	https://www.astrazeneca.com/ https://www.gsdm.com/ https://www.healixglobal.com/ www.inrecommunications.com www.digitashealth.com www.cdm.com http://www.vml.com/
70	97	Carvana	Carvana LLC	Horizon Media, Inc.	In-House Media AOR, Media Planning, Media Buying	1930 W Rio Salado Parkway 75 Varick Street	Tempe New York	AZ NY	85281 10013	800-333-4554 212-220-5000	www.carvana.com horizonmedia.com
71	37	Pfizer	Pfizer Inc.	Publicis North America Known	AOR, Creative, Media Planning, Media Buying Creative, Media Planning, Media Buying	235 East 42nd Street 1675 Broadway Five Bryant Park 22nd Floor	New York New York New York	NY NY NY	10017 10019 10018	212-733-2323 (212) 474-5000 (212) 257-5530	www.pfizer.com https://www.publicisna.com/ https://5knw.com/
72	93	Credit Karma	Credit Karma, Inc.	Goodby, Silverstein & Partners COLLINS Funworks Orchard	Creative Creative, Branding & Identity Creative Creative, Production Services	Post Office Box 520 720 California Street 88 University Place 11th Floor 343 19th Street 20 Jay Street Number 1100	San Francisco San Francisco New York Oakland Brooklyn	CA CA NY CA NY	94104 94108 10003 94612 11201	888-909-8872 (415) 392-0669 (646) 760-0800 (510) 851-9940 (929)-277-3600	www.creditkarma.com https://goodby-silverstein.com/ https://www.collins.com/ https://www.funworks.com/ https://orchardcreative.com/
73	N/A	Experian	Experian Group Ltd	Segel & Gale Empower Ocean Media Group Jellyfish Jadl Communications, Inc. Familiar Creatures OMD	Digital Media Planning, Media Buying Digital Digital Creative Media Planning, Media Buying	475 Anton Boulevard 195 Broadway 17th Floor 7777 Center Avenue Suite 500 250 South President Street Suite 10 1110 Glenneyre Street 3300 West Broad Street Suite 201 5353 Grosvenor Boulevard	Costa Mesa New York Huntington Beach Baltimore Laguna Beach Richmond Los Angeles	CA NY CA MD CA VA CA	92626 10007 92647 21202 92651 23230 90066	(714) 830-7000 (212) 453-0400 (714)-969-5244 (443) 927-1669 (949) 494-8900 (804) 286-2077 (310) 301-3600	https://www.experian.com/ https://www.segelgale.com/ https://www.empowerocean.com/ https://www.jellyfish.com/en-us/ http://www.jadl.com/ https://www.familiarcreatures.com/ https://www.omegamedia.com/
74	39	Wendy's	Wendy's Co	Ketchum, Inc. Spark Foundry The Marketing Arm VML	AOR AOR, Media Planning, Media Buying AOR, Experiential AOR, Creative, Social	1 Dave Thomas Blvd 1285 Avenue of the Americas 6th Floor 35 West Wacker Drive 1999 Bryan Street 31st Floor Three Columbus Circle Third Floor	Dublin New York Chicago Dallas New York	OH NY IL TX NY	43017 10019 60601 75201 10019	614-764-3100 (646)-935-3900 312-970-8400 (214)-259-3200 (212)-210-3653	www.wendys.com https://www.ketchum.com/ https://www.sparkfoundry.com https://www.warema.com/ http://www.vml.com/
75	49	Honda	American Honda Motor Co., Inc.	Publicis Sapient Orci RPA	AOR, Digital Multicultural Creative, Media Planning, Digital, Media Buying, Social	1919 Torrance Boulevard 375 Hudson Street Ninth Floor 3415 South Sepulveda Boulevard Suite 200 2525 Colorado Avenue Suite 100	Torrance New York Los Angeles Santa Monica	CA NY CA CA	90501 10014 90034 90404	310-783-2000 (212) 798-6600 (310)-444-7300 (310) 394-4000	www.honda.com https://www.publicissapient.com/ https://www.orci.com/ https://www.rpa.com/
76	88	Skechers	Skechers USA Inc	Coyne Public Relations Siltanen & Partners Advertising	In-House Media AOR Creative, Media Planning, Media Buying	330 South Sepulveda Boulevard 1400 Broadway 37th Floor 353 Coral Circle	Manhattan Beach New York El Segundo	CA NY CA	90266 10018 90245	(310) 318-3100 (212) 938-0166 (310) 986-6200	https://www.skechers.com/ https://www.coyner.com/ https://www.siltanen.com/
77	N/A	Novartis	Novartis AG	Publicis Health Media Coyne Public Relations Fallon Worldwide McCann Area 23	AOR, Media Planning, Media Buying AOR AOR Creative Creative	One Health Plaza One Pennsylvania Plaza Fifth Floor 1400 Broadway 37th Floor 500 North Third Street 800 Waterford Way Suite 420 622 Third Avenue Third Floor	East Hanover New York New York Minneapolis Miami New York	NJ NY NY MN FL NY	07938 10119 10018 55401 33126 10017	(862) 778-8300 (212) 771-5500 (212) 938-0166 (612) 758-2345 (305) 269-3600 (917) 265-2623	https://www.novartis.com/us-en/ https://publicishealth.com/ https://www.coyner.com/ https://www.fallon.com/ https://www.mccann.com/ https://area23.com/
78	75	Otsuka	Otsuka Pharmaceutical Co Ltd	Wavemaker Enthuse	Media Planning, Media Buying Creative	2440 Research Boulevard 175 Greenwich Street 31 Hudson Yards 11th Floor	Rockville New York New York	MD NY NY	20850 10007 10001	301-990-0030 212-474-0000 2035718120	www.otsuka.com www.wavemakerglobal.com https://www.enthuse-marketing.com/
79	48	GlaxoSmithKline	GlaxoSmithKline, Inc.								
80	68	Hulu	Walt Disney Co	Publicis Imagine OMG23 OMG23 KNESSE	AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying AOR, Media Planning, Media Buying Programmatic	2500 Broadway Second Floor 40 East Verdugo Avenue 195 Broadway 8th Floor 4000 West Alameda Avenue 653 Front Street	Santa Monica Burbank New York Burbank San Francisco	CA CA NY CA CA	90404 91502 10007 91505 94111	(310) 571-4700 (310)-551-3500 (800)-889-4422 (800)-889-4422 415-262-5900	https://www.hulu.com/walkoms https://www.publicisgroup.com/ https://www.omnicommedia.com/ https://www.omnicommedia.com/ www.kness.com
81	N/A	Boehringer Ingelheim Eli Lilly	Boehringer Ingelheim Corporation	GSD&M FCB New York Broadhead McCann New York OMD	In-House Media AOR, Creative AOR, Creative, Media Planning, Media Buying AOR, Creative, Media Planning, Digital, Media Buying, Social Creative Media Planning, Media Buying	900 Ridgebury Road AOB Building 828 West 16th Street 100 West 33rd Street Fifth - Seventh Floors 411 North Washington Avenue Suite 500 622 Third Avenue 195 Broadway 27th Floor	Ridgefield Austin New York Minneapolis New York New York	CT TX NY MN NY NY	06877 78703 10001 55401 10017 10007	(203) 798-9988 (512)-242-4736 (212) 885-3000 (612) 623-8000 (646)-865-2000 (212) 590-7100	https://www.boehringer-ingelheim.com/ https://www.fcb.com/ https://broadhead.com/ https://www.mccann.com/ https://www.omegamedia.com/
82	79	Taco Bell	Yum Brands Inc	Quality Meats Bile DNY Spark Foundry	Creative Creative, Multicultural Creative Media Planning, Media Buying	One Glen Bell Way 1440 West Taylor Street Suite 299 1447 2nd Street 330 West 34th Street 13th & 14th Floor 35 West Wacker Drive	Irvine Chicago Santa Monica New York Chicago	CA IL CA NY IL	92618 60607 90401 10001 60601	(949) 863-4500 (951)-520-7956 N/A (212)-981-7600 312-970-8400	https://www.tbellsell.com/ http://www.qualitymeatscreative.com/ https://www.bile.com/ https://www.dny.com/ https://www.sparkfoundry.com/

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96	98	Bank OfAmerica	Bank of America Corporation	Starcom Worldwide	AOR, Media Planning, Digital, Media Buying	Founders Hall, Suite 170 100 North Tryon Street	Charlotte	NC	28295	980-335-3561	www.bankofamerica.com/
				TPN	AOR, Creative, Digital	35 WestWacker Drive, 22nd Floor	Chicago	IL	60601	312-220-3535	www.starcomww.com/
				TPN	AOR, Creative, Digital	1999 Bryan Street, Suite 3000	Dallas	TX	75201	214-692-1522	www.hnrcsl.com/
				Lopez Negrete Communications, Inc.	AOR, Creative, Digital, Multicultural	1285 Sixth Avenue 6th Floor	New York	NY	10019	(212)-599-6691	www.lovzndigital.com/connected-commerce-solution
				Empower Ocean Media Group	Media Planning, Media Buying	3336 Richmond Ave, Suite 200	Houston	TX	77098	713-877-8777	www.lovzndigital.com/
				RAPP Worldwide	Creative	7777 Center Avenue Suite 500	Huntington Beach	CA	92647	(714)-969-5244	http://www.empowerocean.com/
				Accenture Song	Creative	220 East 42nd Street	New York	NY	10017	(212) 209-1719	http://www.rapp.com/
				Leo Burnett Worldwide	Creative	395 Ninth Avenue	New York	NY	10001	(917) 452-4400	http://www.accenture.com/us-en
				The North Highland Company	Creative	36 WestWacker Drive	Chicago	IL	60602	(312) 220-5959	http://www.lsburnett.com/
				Publicis North America	Creative	3333 Piedmont Road, Northeast Suite 1000	Atlanta	GA	30305	404-233-1015	www.northhighland.com/
				Digital	Digital	1675 Broadway	New York	NY	10019	(212) 474-5000	http://www.publisna.com/
				Digital	Digital, Media Buying	35 WestWacker Drive 15th Floor	Chicago	IL	60601	(312) 729-0100	http://www.digitas.com/en-us
				Digital	Digital, Media Buying	40 Water Street	Boston	MA	02109	617-867-1000	www.digitas.com
				Superunion	Creative	114 Fifth Avenue 17th Floor	New York	NY	10011	(212) 336-3200	http://www.designbridge.com/
97	N/A	University OfPhoenix	University OfPhoenix	In-House Media	AOR, Creative	4035 South Riverpoint Parkway	Phoenix	AZ	85040	(480) 966-5394	http://www.phoenix.edu/
				TBWA\Chiat\Day	AOR, Creative	5353 Grosvenor Boulevard	Los Angeles	CA	90066	(310) 305-5000	http://www.tbwachatday.com/
				OMD	Media Planning, Media Buying	5353 Grosvenor Blvd	Los Angeles	CA	90066	310-301-3600	www.omb.com
				OMD San Francisco	Media Planning, Media Buying	600 California Street Suite 800	San Francisco	CA	94108	(415) 229-8500	http://www.omb.com/
Mediassociates, Inc.	Media Planning, Media Buying	75 Glen Road	Sandy Hook	CT	6482	(203) 797-9500	http://www.mediassociates.com/				
98	63	Universal Pictures	Comcast Corp	NatConversion	Media Planning, Digital	100 Universal City Plaza	Universal City	CA	91608	(818)-777-1000	http://www.universorblando.com/web/en-us
						141 North Magnolia Avenue	Orlando	FL	32801	(407) 241-2044	natconversion.com
99	85	Jeep	Stellantis	Highdive	AOR, Creative	1000 Chrysler Drive	Auburn Hills	MI	48326	248-576-5741	www.jeep.com
				TKT & Associates	AOR, Creative, Multicultural	320 West Ohio Street	Chicago	IL	60654	(312) 588-6922	http://www.hightivus.com/
				Inspira Marketing Group	Creative	9200 Shelbyville Road	Louisville	KY	40222	(502)-499-9440	http://www.tkdassoc.com/
100	N/A	Kayak.com	Booking Holdings Inc.			50 Washington Street	Norwalk	CT	06854	(203) 939-1300	http://www.inspiramarketing.com/
				The Tombras Group	AOR, Creative, Digital, Social	Seven Market Street	Stamford	CT	06902	(203) 899-3100	http://www.kayak.com/
				PHD USA	Media Planning, Media Buying	620 South Gay Street	Knoxville	TN	37902	865-524-5376	www.tombras.com
				Horizon Media, Inc.	AOR - Media buying + planning	220 East 142nd Street	New York	NY	10017	212-894-6600	www.hdmmedia.com
						75 Varick Street	New York	NY	10013	212-220-5000	www.horizonmedia.com/



OOH Agencies & Specialists Overview

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

2025 MegaBrands

OOH Specialists List

WPP		
Agency Name	OOH Specialist	Description
T & P		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
AKQA Group		Creative
Bravo Group		Creative
Kang & Lee		Creative
Burson (Proof Communications)		Creative
VML		Creative
Omnicom Group		
Agency Name	OOH Specialist	Description
BBDO	OMG	Full service
McCann	OMG	Full service
TBWA\	OMG	Full service
alma	OMG	Full service
antoni	OMG	Full service
Carmichael Lynch	OMG	Full service
Deutsch	OMG	Full service
dieste	OMG	Full service
Goodby Silverstein & Partners	OMG	Full service
Grabar & Partner	OMG	Full service
GSD&M	OMG	Full service
Lucky Generals	OMG	Full service
Merkley + Partners	OMG	Full service
The Martin Agency	OMG	Full service
TMA	OMG	Full service
Zimmerman Advertising	OMG	Full service
Axiom	OMG	Media
Hearts and Science	Hearts and Science	Media
Initiative	OMG	Media
Mediahub	OMG	Media
OMD	OMG	Media
PHD	OMG	Media
UM	OMG	Media
Publicis Groupe		
Agency Name	OOH Specialist	Description
Constellation	PMX	Full service
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

2025 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
ADK Global		Full service
Anomaly		Full service
Colle+McVoy		Full service
Crispin		Full service
Doner	Talon US	Full service
Assembly	Talon US	Media
GALE	Talon US	Media
Goodstuff		Media
Ink Global		Media
Multiview		Media
Trade X Partners		Media
Horizon		
Agency Name		Description
Horizon		Full service
Havas Group		
Agency Name	OOH Specialist	Description
Havas Media Group	Talon US	Media
Independent Agencies		
Agency Name	OOH Specialists	Description
The Buntin Group	Talon US	Full service
Media+	Talon US	Media
DAA Media + Marketing	In-house	Full service
Extra Credit Projects	In-house	Full service
<i>Unaffiliated Organizations</i>	41:10 Media	Media
	Adkom	Media
	Altermark	Media
	Anchor Trading	Media
	Billboard Connection	Media
	Billups	Media
	Bray Outdoor Ads	Media
	Canvas Worldwide	Media
	Cequel Media	Media
	CMI Media Group	Media
	Coastal Maverick	Media
	Company 8 Ad Group	Creative Production
	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
	Kap Media	Media

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OOH Specialists List

Independent Agencies (cont'd)		
Agency Name	OOH Specialists	Description
<i>Unaffiliated Organizations</i>	Marshall Advertising	Media
	Media Global Group	Media
	Media Lease OOH	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
	Rise	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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