

# The Top 100 advertisers and their *reference* media agencies

Grey Column: Global and regional Adspend 2004 (in \$m) sourced from Ad Age ; in blue the exception to reference agencies; Budgets in red show where the client invest majoritarily

N°	Advertisers	WW \$m 04	Reference Agencies	USA \$m 04	USA Canada	EUR \$m 04	UK	Germany	France	Italy	Spain	Asia \$m 04	India	China	Australia	LAT \$m 04	LatAm
1	Procter & Gamble (P&G) incl Gillette	7 922	MediaVest Starcom MediaCom Carat	3 572	USA : MediaVest, Starcom; Carat plan partly Canada : Starcom MediaVest; MediaCom /The Media Co English broadcast, Carat plan partly	2 547	Starcom with ZenithO, MediaCom print plan	MediaCom all buy, plan partly with Starcom	Starcom, MediaCom buy non-TV	MediaCom with Starcom	MediaCom with ZenithO	1 351	Madison Media buying, Starcom planning	Starcom, ZenithO plan partly	MediaCom	214	Starcom LatAm, MediaCom Mex partly, Latam Perfumes
			MediaVest manages more than \$2bn after the integration of Gillette (\$550m, ex-MindShare), won after pitch. Hence more than half the \$3.8bn P&G US budget. Its sibling agency Starcom handles more than \$1bn and the maverick Carat \$500m (planning assignment only). RECMA considers Zenith Media (planning partly in the UK, Spain, China) as occasional or additional partner of P&G while MediaCom remains a reference agency because of its major buying assignments in Germany, Italy, Spain, Canada and Australia.														
2	General Motors GM	3 918	Lorem Ipsum	2 798	USA : Lorem Ipsum Canada : Lorem Ipsum partly with Lorem Ipsum	779	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	137	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	83	Lorem Ipsum Arg, Lorem Ipsum Mex
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3	Unilever	3 462	Lorem Ipsum	603	USA : Lorem Ipsum Canada : Lorem Ipsum	1 719	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum / Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	855	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	190	Lorem Ipsum LatAm AOR
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4	Ford Group	2 798	Lorem Ipsum	1 643	USA : Lorem Ipsum / Lorem Ipsum Ford brand only, Lorem Ipsum other brands Lorem Ipsum Volvo plan; Can: Lorem Ipsum	919	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	98	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	51	Lorem Ipsum
43	Mazda Motors Corp (Ford Gr.)	695	Lorem Ipsum	293	USA : Lorem Ipsum buy, Lorem Ipsum plan; Can : Lorem Ipsum buy	130	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	246	Lorem Ipsum	Lorem Ipsum		6	
5	L'Oréal	2 646	Lorem Ipsum	768	USA : Lorem Ipsum; Lorem Ipsum L'Oreal Paris Canada : Lorem Ipsum, Lorem Ipsum plan partly	1 613	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum, Lorem Ipsum plan	Lorem Ipsum , Lorem Ipsum plan, Lorem Ipsum Vichy	Lorem Ipsum	144	Lorem Ipsum	Lorem Ipsum buy, plan with Lorem Ipsum	Lorem Ipsum with Lorem Ipsum	49	Lorem Ipsum LatAm, Mexico, Uruguay with Lorem Ipsum, Lorem Ipsum Arg
6	Toyota Motors	2 608	Lorem Ipsum	1 098	USA : Lorem Ipsum buy Toyota, Lexus, Scion + plan, Dealers, Canada : Lorem Ipsum	499	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	901	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	20	