

# AdvertisingAge<sup>®</sup>

June 25, 2007

## DATACENTER

2007 MARKETER PROFILES YEARBOOK

# 100 LEADING NATIONAL ADVERTISERS

Profiles of the top 100 U.S. marketers in this 52nd annual ranking

**100  
LEADING  
NATIONAL  
ADVERTISERS  
RANKED**

**PAGE 10**

**TOTAL  
AD SPENDING  
BY MEDIUM  
FOR  
2006 AND 2005**

**PAGE 8**

**U.S.  
AD SPENDING  
BY  
CATEGORY  
AND MEDIUM**

**PAGE 9**

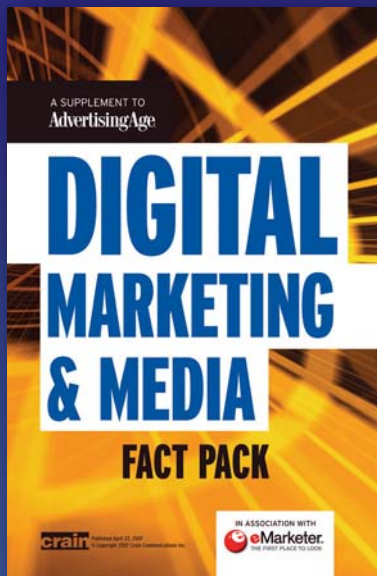
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SPENDERS BY  
MEDIUM, BRAND  
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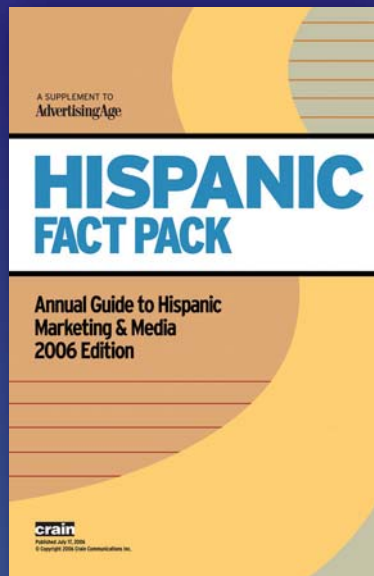
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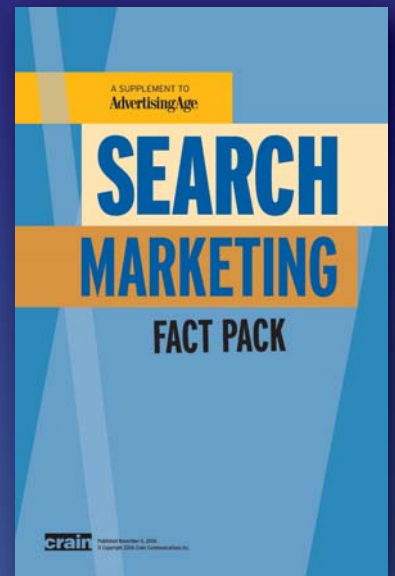
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# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

## WHAT'S INSIDE THE YEARBOOK

WELCOME TO THE 2007 **Marketer Profiles Yearbook**. This yearbook is a companion to Advertising Age's 52nd annual 100 Leading National Advertisers report published in print and on AdAge.com on June 25, 2007.

Inside this yearbook, you'll find detailed profiles of the 100 LNA companies including ad spending broken down by media and brands; listings of management and marketing executives; a tally of agencies and key agency executives; and financial results.

Want to know more about agencies that work for the 100 LNA? Download the 2007 **Agency Profiles Yearbook**, a 100-plus-page PDF book available free in the DataCenter at AdAge.com.

## Inside

### ANALYSIS

Top 100 spending in perspective. LNA spending in 2006 rose 3.1% to \$105 billion.

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### AD SPENDING, 2000-2007

The boom of 2000, bust of 2001 and uneven recovery that followed.

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### 100 LEADERS OVER 50 YEARS

How the ad market has changed since 1956.

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### SLICES OF THE AD SPENDING PIE

Summary of measured media spending by media and category.

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### AD SPENDING BY MEDIA

Detailed table of measured U.S. spending by media. This chart is a compilation of media spending from 18 media types monitored by TNS Media Intelligence as well as freestanding insert data from TNS's Marx Promotion Intelligence; plus unmeasured spending estimates both for the Top 100 advertisers and all U.S. advertisers.

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### AD SPENDING BY CATEGORY

Detailed table of measured spending by category. This chart breaks out measured media by 29 ad categories using TNS's Stradegy data, from automotive at \$19.8 billion to cigarettes & tobacco at \$156 million.

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### LNA RANKING

Leading National Advertisers ranked from 1 to 100. The list covers marketers from No. 1 Procter & Gamble (\$4.9 billion) to No. 100 State Farm (\$338 million). Forty marketers on the list have U.S. measured plus unmeasured ad totals above \$1 billion.

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### MARKETER PROFILES

Detailed profiles of the 100 LNA, alphabetically from Abbott Laboratories to Yum Brands.

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### METHODOLOGY

How the Ad Age DataCenter calculated the 100 LNA.

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# TOP 100 SPENDING UP 3.1% TO \$105 BILLION

**BIG SHIFT:** Traditional media feel the pinch as No. 1 P&G and other marketers extend their reach via internet, promotions

By **BRADLEY JOHNSON**  
bjohnson@adage.com

THE TOP 100 U.S. advertisers last year increased ad spending by a modest 3.1% to a record \$104.8 billion. But most of that growth came from “unmeasured” disciplines. In a troubling sign for traditional media, the marketing leaders increased measured media spending by just 0.6%, the smallest gain since the 2001 recession.

Media measured by ad-tracking services—such as TV, print and some forms of internet advertising—accounted for 58.2% of these top marketers’ U.S. ad spending, down from 59.6% in 2005, according to Advertising Age’s 52nd annual 100 Leading National Advertisers report.

The rest of the spending came from unmeasured disciplines, primarily marketing services such as direct marketing, sales promotion and digital communications (including unmeasured forms of internet media such as paid search).

Exhibit A: Procter & Gamble Co., the No. 1 advertiser. Ad Age estimates that P&G’s unmeasured U.S. spending last year rose 15% vs. a 3.9% increase in measured media. The package-goods giant’s shift toward unmeasured disciplines continues. The marketer’s first-quarter measured spending fell 8.6%, according to TNS Media Intelligence.

P&G Chairman-CEO A.G. Lafley Jr. last month told analysts: “If you step back and look at our [marketing] mix across most of the major brands, it’s clearly shifting, and it’s shifting from measured media to in-store, to

the internet and to trial activity [i.e., product sampling].” Mr. Lafley said P&G will put a big emphasis on such “nonmeasured media” in the fiscal year beginning July 1.

The shift from measured media mirrors what’s happening in the agency business. Since 2005, U.S. marketing-communications agencies have generated more revenue from marketing services than from traditional advertising and media, according to Ad Age’s DataCenter (AA, June 11). Omnicom Group, the world’s largest marketing organization, generated 57% of its revenue last quarter from marketing services.

## MAJORITY BOOST SPENDING

Sixty-nine of the 100 marketers disclosed worldwide ad spending in their annual reports. They define “advertising” differently—some include only media spending, while others factor in promotion—but the figures provide a useful indicator of global spending trends. Among these companies, stated worldwide ad spending last year increased 3.5%, and revenue increased 7.3%.

As for U.S. advertising, 69 of the 100 LNA companies increased combined measured/unmeasured U.S. ad spending last year; 75 of the 100 increased measured media spending.

On Ad Age’s list, the biggest cut in U.S. spending came at General Motors Corp., down a whopping \$814 million or 19.8%. GM reduced spending for each of its brands, but its big spending cut reflected a pullback in corporate advertising.

GM’s ad cuts moved the automaker down

a notch to third place in the LNA ranking. AT&T grabbed the No. 2 slot as its estimated spending jumped 26% to about \$3.3 billion. The company spent heavily to rebrand SBC as AT&T.

The top advertiser is no surprise: Procter & Gamble, whose estimated spending last year rose 6.8% to \$4.9 billion. P&G has been No. 1 or No. 2 for 50 of the 52 years that Ad Age has ranked Leading National Advertisers. P&G, following its 2005 Gillette acquisition, now appears to have a lock on No. 1; its ‘06 estimated spending was 46% higher than that of No. 2 AT&T.

The nation’s top 100 advertisers last year accounted for 41% of U.S. measured spending. Their share varies by medium: The companies accounted for 67% of network TV advertising but only 34% of measured internet advertising.

The marketing leaders drive some ad categories. Measured spending in the biggest ad category, automotive, fell 5.7% or \$1.2 billion, reflecting a pullback in Detroit. Telecom, the No. 3 category, rose 9.6% or \$959 million. Last year’s three most-advertised brands were all telecoms: AT&T/Cingular, Verizon and Sprint.

This year will be tougher. In the first quarter, six of the top 10 U.S. advertisers cut spending, according to TNS. This month, TNS cut its full-year U.S. ad growth forecast from 2.6% to 1.7%, the worst since 2001. That’s bad news for traditional media. But there should be more opportunities for disciplines unmeasured by ad trackers. Just ask P&G.

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

## ADVERTISING SPENDING, 2000-2007

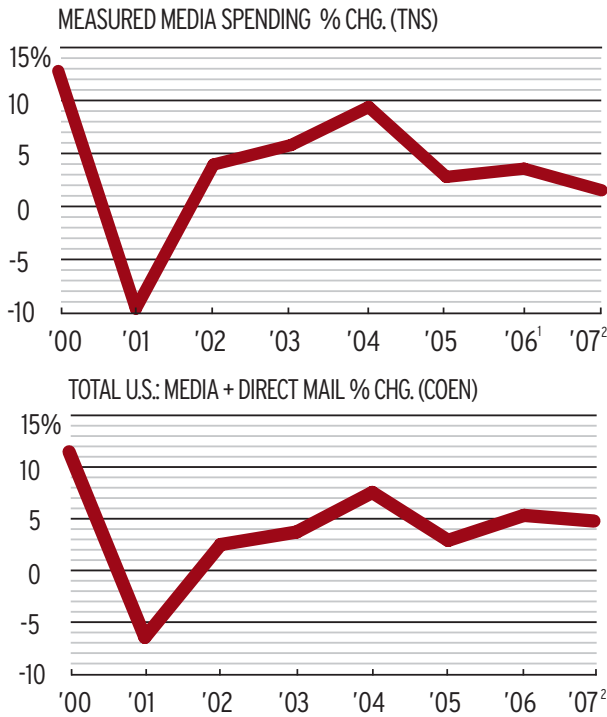
Ad-spending growth since the boom of 2000, bust of 2001 and the uneven recovery

### 100 LEADING NATIONAL ADVERTISERS



Sources: TNS Media Intelligence, Ad Age DataCenter

### U.S. ADVERTISING



1. Revised to 3.8% from 4.1%. 2. Forecast (TNS from June '07; Coen from Dec. '06).  
Sources: TNS Media Intelligence, Ad Age DataCenter, Universal McCann's Robert J. Coen

## 100 LEADERS OVER 50 YEARS

How ad spending for 100 Leading National Advertisers and overall U.S. spending has changed since 1956

	2006	1956
<b>100 LNA TOTAL SPENDING</b>	<b>\$105B</b>	<b>\$2.1B</b> (\$15.4B, adj. for inflation)
<b>TOP THREE</b>	<b>1. P&amp;G 2. AT&amp;T 3. GM</b>	<b>1. GM 2. P&amp;G 3. FORD</b>
<b>PROCTER &amp; GAMBLE U.S. AD SPENDING</b>	<b>\$4.9B</b>	<b>\$93M</b> (\$689M, adj. for inflation)
<b>COMPANIES THAT MADE 100 LNA IN BOTH '56 AND '06</b>	<b>19</b>	<b>19</b>
<b>TOTAL U.S. ADVERTISING (COEN)</b>	<b>\$285.1B</b>	<b>\$9.9B</b> (\$73.5B, adj. for inflation)
<b>100 LNA SHARE OF TOTAL U.S. ADVERTISING</b>	<b>37%</b>	<b>21%</b>
<b>U.S. AD SPENDING PER CAPITA</b>	<b>\$952</b>	<b>\$59</b> (\$435, adj. for inflation)
<b>U.S. AD SPENDING AS % OF GDP</b>	<b>2.2%</b>	<b>2.3%</b>
<b>U.S. AD SPENDING AS % OF WORLD SPENDING</b>	<b>48%</b>	<b>69%</b>
<b>U.S. POPULATION AS % OF WORLD POPULATION</b>	<b>5%</b>	<b>6%</b>

Sources: Ad Age DataCenter, Universal McCann's Robert J. Coen, Census Bureau, Bureau of Economic Analysis

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APRIL 9, 2007

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### K-C beefs up marketing team, spending

**EXCLUSIVE:** Adds \$200M and three global execs, focuses on digital media

By JACK NEFF  
jneff@adage.com

FOR ITS FIRST CENTURY in operation, Kimberly-Clark Corp. didn't even have a CMO. Now it's adding three global executives to its central marketing organization, ramping up marketing spending \$200 million by 2009

and readying a massive shift to non-traditional media.

Tony Palmer, the former Kellogg Co. executive who became K-C's first chief marketing officer in October, has hired three executives for new posts overseeing global brand development, market research and integrated-marketing communications. He said the group is needed to help guide the organization and move best practices around the world at a critical juncture for the \$17 billion global marketer.

K-C is looking to deliver on promises to Wall Street to spend more on marketing, where it often has lagged behind its chief rival, Procter & Gamble Co. But K-C also is dramatically re-allocating how it spends, away from TV and toward nontraditional media in the U.S., which Mr. Palmer said is projected to account for 25% of the company's media spending this



PALMER

year compared with only 10% in 2004.

"As we look back through history, we built our brands with very powerful technology and very good innovation and marketing capability," Mr. Palmer said.

"However, I'd say it came a lot from the technology and functional differentiation. ... We're not really taking our best marketing practices from around the world and truly making it travel."

The song "Let It Out" from Kleenex's recently launched global ad campaign of the same name by WPP Group's JWT, for example, got play on radio stations and became the 35th-most-downloaded song on iTunes in the U.K., he said. He'd like to test ways to give the song the same cachet in the U.S.

"We also have a big opportunity around the efficiency of our marketing spend," Mr. Palmer said. "As a

See K-C on Page 46

### Guess who's not getting any fatter! Celeb mags max out

Weeklies' growth dries up as Star cuts circ 10% and OK misses rate base

By NAT IVES  
nives@adage.com

AFTER YEARS OF AN exponentially expanding celebrity obsessed culture, you thought the public's appetite for Britney's bare head, Katie's romantic prison and Anna Nicole's early death could never be sated. But the weeklies that peddle those stories are, it seems, finally hitting a ceiling.

Even though publishers and beach readers say it ain't so, there are suddenly several reasons to believe that

the giants of gossip—which have led magazine-industry growth for so long that the previous magazine craze, the laddie-book explosion, seems as distant a memory as Brad and Jen's wedding—are maxing out.

Consider: On July 1, Star will become the first of its kind to cut its guaranteed circulation since Us Weekly, then under Bonnie Fuller, lit the whole category on fire in 2002. OK, a powerhouse outside the U.S., has missed its rate base here on 10 out of 11 issues this year, according to the most recent data available. The growth rate at Us, Star and In Touch Weekly is slowing; all three posted

See CELEB MAGS on Page 44

## POLLUTION SOLUTION: MAKE 'EM PAY FOR BAD ADS

Commercial ratings might just point the way toward a reduction in clutter

By JACK NEFF  
jneff@adage.com

WHEREAS GLOBAL WARMING is still sometimes assented by the word "thus,"

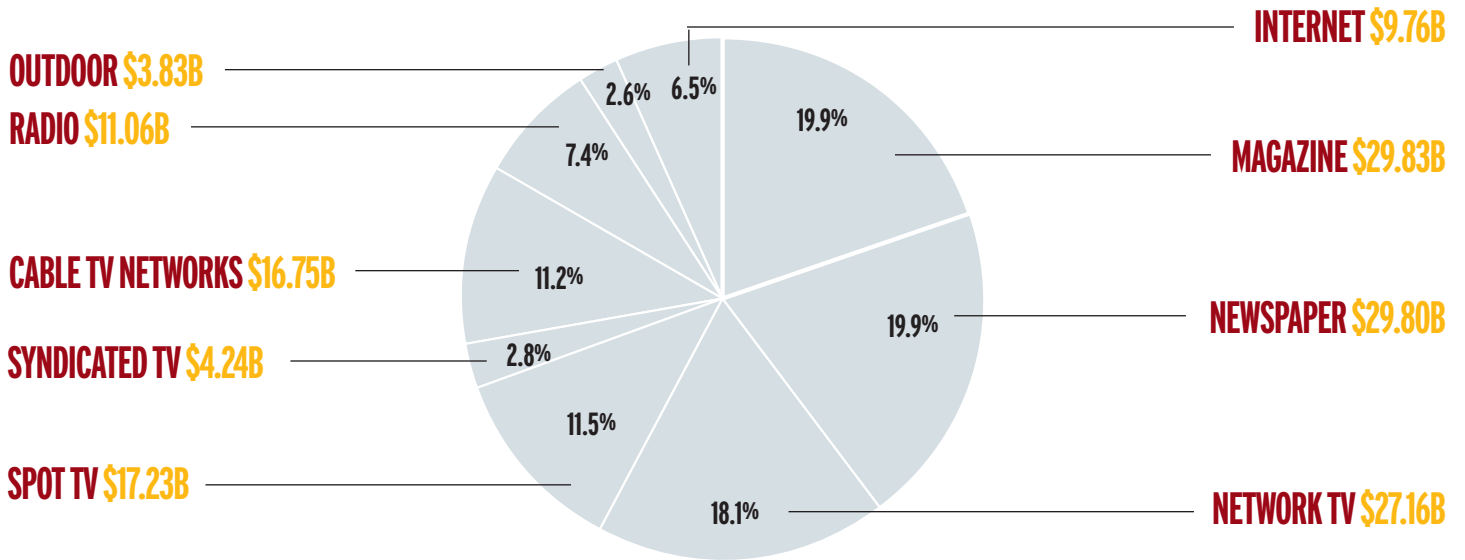
Advertising Age

### Economics 101: Web giants

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## HOW \$150B IN SPENDING WAS SPLIT BY MEDIA...

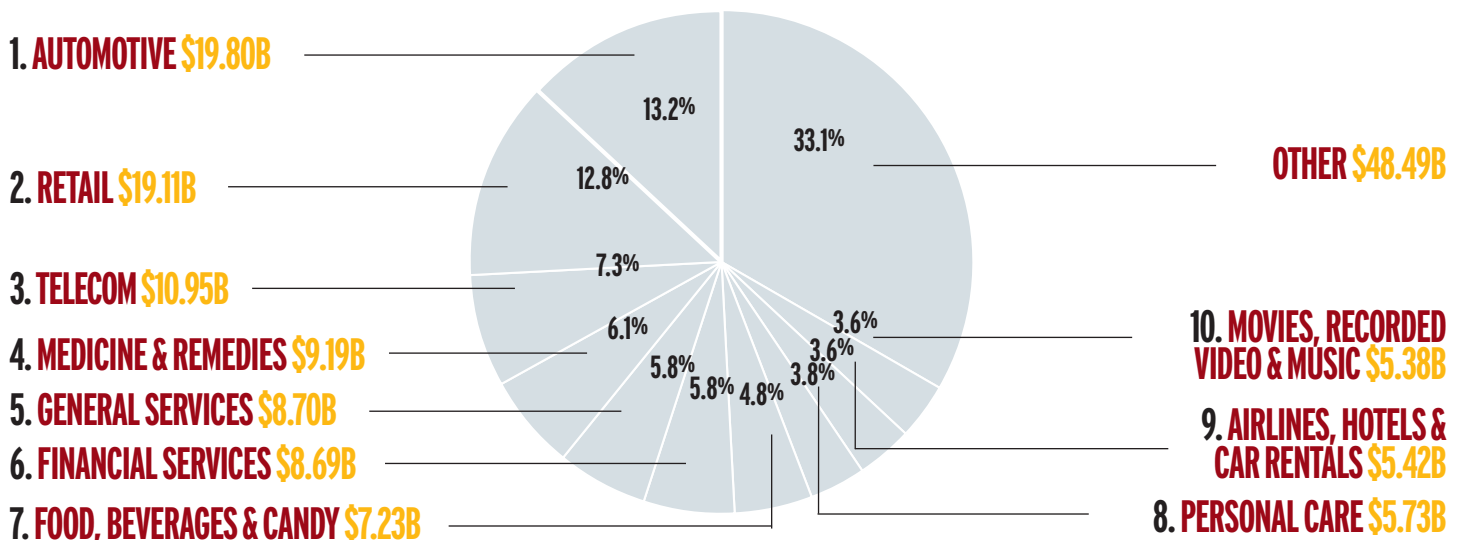
U.S. measured media spending—for all advertisers including the 100 LNA—grew 3.8% to \$149.7 billion in 2006 according to TNS. Winner: internet (up 17.3%). Loser: local newspapers (down 3.1%)



Source: TNS Media Intelligence. Numbers rounded. More info: tns-mi.com This pie chart aggregates TNS' 18 measured media as follows: Magazine includes consumer magazine, Sunday magazine, local magazine, Spanish-language magazine and business publication; newspaper includes national, local and Spanish-language newspaper; radio includes network, national spot and local. Internet excludes paid search and broadband video. See Page 8 for methodology.

## ...AND BY ADVERTISING CATEGORY

Automotive again led all categories in media spending, but spending dropped 5.7% from \$21 billion in 2005



Source: TNS Media Intelligence. Numbers rounded. More info: tns-mi.com Data include 18 measured media: broadcast network, spot, syndicated and Spanish-language TV; cable TV networks; national spot, network and local radio; consumer magazine, Sunday magazine, local magazine, Spanish-language magazine and business publication; national, local and Spanish-language newspaper; outdoor and internet (excluding paid search and broadcast video). Telecom includes ISPs and advertising for internet sites and services. Categories aggregated by Ad Age. See Page 8 for methodology.

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

## DOMESTIC ADVERTISING SPENDING TOTALS BY MEDIUM

Ranked by total U.S. ad spending in 2006

MEDIA	ALL U.S. ADVERTISING SPENDING FROM TNS			ADVERTISING EXPENDITURES		MEDIUM AS % OF TOTAL		COEN'S U.S. TOTALS*	
	2006	2005	% CHG	2006	2005	2006	2005	% CHG	
<b>Magazine</b>	\$23,346	\$22,311	4.6	8.2	8.2	\$13,425	\$12,847	4.5	
Sunday magazine	1,881	1,739	8.2	0.7	0.6	NA	NA	NA	
Business publication	4,145	4,260	-2.7	1.5	1.6	4,320	4,170	3.6	
Local magazine	462	428	7.9	0.2	0.2	NA	NA	NA	
National newspaper	3,539	3,428	3.2	1.2	1.3	7,241	7,465	-3.0	
Local newspaper	24,433	25,218	-3.1	8.6	9.3	40,468	39,870	1.5	
FSI	1,828	1,817	0.6	0.6	0.7	NA	NA	NA	
Network TV	25,900	25,033	3.5	9.1	9.2	16,934	16,128	5.0	
Spot TV	18,492	16,651	11.1	6.5	6.1	26,117	24,300	7.5	
Syndicated TV	4,235	4,223	0.3	1.5	1.6	4,080	3,865	5.6	
Cable TV network	16,746	16,197	3.4	5.9	6.0	19,119	18,296	4.5	
Network radio	1,005	1,010	-0.5	0.4	0.4	NA	NA	NA	
National spot radio	2,695	2,604	3.5	0.9	1.0	4,411	3,469	27.2	
Local radio	7,355	7,404	-0.7	2.6	2.7	15,203	15,357	-1.0	
Outdoor	3,831	3,529	8.6	1.3	1.3	6,615	6,232	6.1	
Direct mail	NA	NA	NA	0.0	0.0	59,912	55,218	8.5	
Internet	9,756	8,318	17.3	3.4	3.1	9,705	7,764	25.0	
Measured	149,649	144,170	3.8	52.5	53.2	227,550	214,981	5.8	
Unmeasured	135,457	126,930	6.7	47.5	46.8	57,556	56,119	2.6	
<b>Total U.S.</b>	<b>285,106</b>	<b>271,100</b>	<b>5.2</b>	<b>100.0</b>	<b>100.0</b>	<b>285,106</b>	<b>271,100</b>	<b>5.2</b>	

Notes: Dollars are in millions. Media expenditures by medium from TNS Media Intelligence. Magazines include Spanish-language magazines. Newspapers include Spanish-language newspapers. Network TV includes Spanish-language TV networks. Spot TV includes Spanish-language Spot TV. The total for ALL U.S. ADVERTISING media expenditures (\$285.1 billion) is from Robert J. Coen's media analysis at Universal McCann. \*The ALL U.S. ADVERTISING unmeasured is the Coen total minus the TNS total media.

## METHODOLOGY

THE 100 LEADING NATIONAL Advertisers are selected from the 300 largest national advertisers based on measured U.S. media spending. That group is pared to 100 after estimated unmeasured expenditures are added.

### MEASURED MEDIA

Measured media advertising is estimated U.S. spending across 19 media. It consists of 18 media tracked by TNS Media Intelligence (tns-mi.com) in its Strategy product plus freestanding inserts tracked by TNS's Marx Promotion Intelligence (tnsmi-marx.com).

Measured media include:

TV: network TV (ABC, CBS, Fox, NBC, CW, MyNetwork); cable networks (52); spot TV (600 English, 35 Spanish stations in 100 markets); syndicated TV; Spanish TV networks (Telefuturo, Telemundo, Univision).

Internet (2,500-plus sites; excludes paid

search and broadband video).

Radio: local radio (500 stations in 28 top markets); national spot radio (4,000 stations in 225-plus markets); network radio (4).

Magazines: consumer magazines (350-plus); Sunday magazines (5); local magazines (30); B-to-B titles (480).

Newspapers: local papers (250); national papers (NYT, USA, WSJ); Spanish newspapers (65).

Outdoor (200-plus markets).

### UNMEASURED SPENDING

Unmeasured spending is an Ad Age DataCenter estimate that includes direct marketing, sales promotion, co-op spending, coupons, catalogs, product placement, special events and unmeasured forms of internet media (such as paid search). Essentially, unmeasured is the difference between a company's measured media (from TNS) and its total ad costs (either reported by the company or estimated by Ad Age). A company's reported ad costs are weighted by Ad Age to

reflect a U.S.-only percentage.

### MERGERS & JOINT VENTURES

Brands and companies that the Leaders acquire or divest are treated pro forma in this report, as if the deals occurred at the beginning of a company's previous fiscal year (2005). Media spending for those brands or units is folded into or removed from a Leader for two consecutive years (2005 and 2006).

A Leader must own more than 50% of a product or unit for that product or unit's media to be consolidated with the Leader.

Joint ventures with 50/50 ownership are treated as standalone properties by Ad Age. Sony, for example, is not credited with ad spending for Sony BMG Music Entertainment and Sony Ericsson Mobile Communications, two such ventures.

### TOP BRANDS

Ad Age determined the top 200 brands by aggregating measured spending for all products or services that fall under that brand.

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

## DOMESTIC ADVERTISING SPENDING BY CATEGORY

Ranked by total U.S ad spending in 2006

RANK '06 '05	CATEGORY	MEASURED MEDIA			U.S. MEASURED MEDIA BREAKOUT FOR 2006						
		2006	% CHG	MAGAZINE	NEWSPAPER	OUTDOOR	TV	CABLE NETS	RADIO	INTERNET	
1	1	<b>Automotive</b>	\$19,799.0	-5.7	\$2,174.7	\$5,024.5	\$343.8	\$8,637.0	\$1,348.0	\$1,543.8	\$727.2
2	2	<b>Retail</b>	19,114.0	2.0	2,097.9	6,763.2	387.4	5,420.0	1,039.7	2,148.4	1,257.5
3	3	<b>Telecommunications</b>	10,950.2	9.6	898.7	2,172.6	278.4	4,061.7	1,269.7	774.6	1,494.7
4	5	<b>Medicine &amp; remedies</b>	9,192.9	9.0	2,786.5	279.5	22.7	4,038.7	1,382.0	304.1	379.3
5	6	<b>General services</b>	8,702.0	10.4	1,033.6	2,270.8	583.5	2,302.9	454.2	1,319.5	737.7
6	4	<b>Financial services</b>	8,689.0	2.1	1,188.9	1,891.3	245.2	2,224.3	932.3	725.0	1,481.9
7	7	<b>Food, beverages &amp; candy</b>	7,225.0	-1.2	1,997.2	50.3	76.5	3,190.2	1,450.8	326.3	133.7
8	8	<b>Personal care</b>	5,732.0	1.2	2,387.6	29.4	13.5	2,345.4	796.7	53.9	105.5
9	10	<b>Airlines, hotels, car rental, travel</b>	5,415.6	-1.3	1,484.1	1,412.9	331.9	876.1	515.4	342.9	452.2
10	9	<b>Movies, recorded video &amp; music</b>	5,379.9	-3.6	317.0	1,028.3	91.8	2,447.1	1,047.4	258.7	189.7
11	11	<b>Restaurants</b>	5,291.5	4.5	134.9	183.8	240.2	3,339.2	810.6	534.2	48.5
12	12	<b>Media</b>	5,050.5	2.5	1,744.1	1,269.0	246.5	266.2	67.2	741.1	716.4
13	16	<b>Government, politics, religion</b>	3,510.6	43.0	386.5	530.1	148.9	1,585.9	238.6	465.0	155.6
14	13	<b>Insurance</b>	3,446.2	19.2	277.6	385.9	113.3	1,499.7	635.0	383.6	151.2
15	15	<b>Real estate</b>	3,132.3	20.3	380.8	1,894.1	258.2	251.9	77.2	138.4	131.7
16	14	<b>Apparel</b>	2,911.7	6.8	2,186.3	59.6	28.7	353.4	223.4	20.8	39.4
17	17	<b>Computers, software</b>	2,509.8	13.5	1,165.9	226.4	49.2	381.7	167.7	62.8	456.0
18	19	<b>Home furnishings</b>	2,213.6	7.6	1,069.7	114.1	17.0	551.6	307.8	68.8	84.6
19	18	<b>Beer, wine &amp; liquor</b>	2,099.9	-4.9	520.2	54.2	163.9	734.4	340.5	225.7	61.0
20	21	<b>Education</b>	1,942.4	8.5	382.3	342.4	74.6	544.8	166.9	157.7	273.7
21	20	<b>Home supplies &amp; cleaners</b>	1,938.0	4.0	367.8	5.8	2.6	978.5	525.9	27.6	29.8
22	22	<b>Toys &amp; games</b>	1,253.4	-2.9	179.6	7.5	3.3	286.9	607.9	8.3	159.9
23	23	<b>Hardware &amp; home building</b>	1,028.3	-1.3	519.5	103.8	8.6	169.1	168.8	32.2	26.3
24	25	<b>Sporting goods</b>	562.3	5.8	376.1	28.2	5.0	86.0	48.1	5.5	13.5
25	24	<b>Gas &amp; oil</b>	524.0	-3.7	112.1	70.1	34.5	149.2	73.6	72.9	11.8
26	26	<b>Pet food &amp; pet care</b>	490.1	-1.0	151.5	3.2	0.1	209.4	98.1	6.6	21.3
27	27	<b>Office equipment</b>	334.2	-8.5	145.1	25.1	2.2	94.1	36.4	20.9	10.4
28	28	<b>Shipping &amp; freight</b>	326.8	-8.9	66.0	14.2	3.2	147.0	41.7	43.4	11.2
29	29	<b>Cigarettes &amp; tobacco</b>	155.6	0.1	109.9	1.6	0.5	31.2	5.7	0.5	6.2
		<b>Direct response advertising</b>	6,461.6	5.4	2,486.2	493.7	1.9	1,154.0	2,121.1	69.8	135.0
		<b>Miscellaneous</b>	4,306.4	2.0	1,896.6	1,285.2	54.2	356.3	275.2	171.9	266.9
		<b>Total</b>	<b>149,688.7</b>	<b>3.6</b>	<b>31,024.6</b>	<b>28,020.8</b>	<b>3,831.2</b>	<b>48,713.9</b>	<b>17,273.5</b>	<b>11,054.8</b>	<b>9,769.9</b>

Notes: Dollars in millions. 2005 ranking represents data compiled in 2007. Table includes 18 measured media from TNS Media Intelligence. FSIs are excluded from these totals.

ABOUT THE MEDIA: Consumer magazine includes Sunday magazine, local magazine, and Spanish-language magazine; radio is network, national spot and local; newspaper includes national newspaper and Spanish-language newspaper.

ABOUT THE CATEGORIES: Categories are aggregated from TNS classifications as follows (not comprehensively): **Automotive** includes dealerships; **Retail** includes discount department & variety stores, department stores, retail, shopping centers & catalog showrooms; **Telecom, Internet services and ISP** includes telephone companies (both wireless, local and long distance), Internet services providers, web designers, communications networks, telephone equipment, and offline internet support; **Medicines & proprietary remedies**: Pharmaceutical houses, medicines & proprietary remedies, fitness, eye glasses, medical equipment; **Financial**

**services** includes credit cards; **Food, beverages & confectionery**: Beverages, confectionery & snacks, dairy, produce, meat & bakery goods, prepared foods, ingredients, mixes & seasonings; **General Services**: Apparel services, business services, beauty shops, doctors, nurses, chiropractors, dentists, hospitals, clinics & medical centers, legal services, rental services, dating services, spectator sporting events, exterminators, electric & water companies; **Personal care**: Cosmetics & beauty aids, personal hygiene, hair products, toiletries, hygienic goods & skin care; **Movies, recorded video and music** includes DVDs; **Direct response advertising** includes direct response advertising in all classifications; **Airlines, hotel, car rental and travel** includes cruise ship travel; **Apparel**: ready-to-wear, underclothing & hosiery, jewelry, accessories & footwear; **Home furnishings, appliances**: household furnishings & accessories, building materials, equipment & fixtures, appliances, electronics; **Home supplies and cleaners**: Household soaps, cleansers & polishes, laundry soaps, foils, wraps, paper products; **Miscellaneous**: Aviation (excluding freight), employment recruitment, military and government, agriculture, lawn and garden, industrial, luggage, cameras, film.

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

## NATIONAL MARKETERS RANKED 1 TO 50

Ranked by total U.S. ad spending in 2006

RANK 2006	RANK 2005	MARKETER	HEADQUARTERS	TOTAL U.S. ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING		
				2006	2005	% CHG	2006	2005	% CHG
1	1	Procter & Gamble Co.	Cincinnati	\$4,898.0	\$4,587.9	6.8	\$3,526.5	\$3,395.0	3.9
2	5	AT&T	San Antonio, Texas	3,344.7	2,653.6	26.0	2,341.3	1,813.3	29.1
3	2	General Motors Corp.	Detroit	3,296.1	4,110.1	-19.8	2,208.4	2,918.2	-24.3
4	3	Time Warner	New York	3,088.8	3,518.3	-12.2	1,837.8	2,075.8	-11.5
5	7	Verizon Communications	New York	2,821.8	2,481.3	13.7	1,947.0	1,761.7	10.5
6	6	Ford Motor Co.	Dearborn, Mich.	2,576.8	2,611.8	-1.3	1,700.7	1,567.1	8.5
7	9	GlaxoSmithKline	Brentford, Middlesex, U.K.	2,444.2	2,249.8	8.6	1,295.4	1,192.4	8.6
8	8	Walt Disney Co.	Burbank, Calif.	2,320.0	2,291.7	1.2	1,438.4	1,420.8	1.2
9	4	Johnson & Johnson	New Brunswick, N.J.	2,290.5	2,669.4	-14.2	1,351.4	1,674.6	-19.3
10	12	Unilever	London/Rotterdam	2,098.3	1,943.5	8.0	847.7	762.8	11.1
11	14	Toyota Motor Corp.	Toyota City, Japan	1,995.3	1,783.2	11.9	1,202.6	1,074.7	11.9
12	13	Sony Corp.	Tokyo	1,994.0	1,801.8	10.7	1,116.6	1,009.0	10.7
13	10	DaimlerChrysler	Auburn Hills, Mich./Stuttgart, Germany	1,952.2	2,181.2	-10.5	1,425.1	1,592.3	-10.5
14	11	General Electric Co.	Fairfield, Conn.	1,860.2	1,979.9	-6.0	1,097.5	1,168.2	-6.0
15	16	Sprint Nextel Corp.	Reston, Va.	1,775.2	1,715.2	3.5	1,251.5	1,320.7	-5.2
16	17	McDonald's Corp.	Oak Brook, Ill.	1,748.3	1,656.8	5.5	785.0	762.1	3.0
17	15	Sears Holdings Corp.	Hoffman Estates, Ill.	1,652.8	1,715.3	-3.6	793.4	823.3	-3.6
18	19	L'Oreal	Clichy, France	1,456.3	1,464.2	-0.5	752.9	798.0	-5.6
19	22	Kraft Foods	Northfield, Ill.	1,423.2	1,428.9	-0.4	996.2	1,071.7	-7.0
20	23	Macy's	Cincinnati	1,361.2	1,346.7	1.1	1,089.0	1,117.7	-2.6
21	24	Honda Motor Co.	Tokyo	1,350.8	1,314.9	2.7	878.0	854.7	2.7
22	18	Bank of America Corp.	Charlotte, N.C.	1,334.4	1,497.0	-10.9	232.2	260.5	-10.9
23	21	Nissan Motor Co.	Tokyo	1,328.9	1,441.8	-7.8	943.5	1,023.7	-7.8
24	20	PepsiCo	Purchase, N.Y.	1,322.7	1,461.0	-9.5	965.6	1,125.0	-14.2
25	25	Nestle	Vevey, Switzerland	1,315.0	1,270.9	3.5	604.9	584.6	3.5
26	28	News Corp.	New York	1,244.5	1,166.4	6.7	871.1	886.4	-1.7
27	30	J.C. Penney Co.	Plano, Texas	1,162.3	1,084.9	7.1	464.9	434.0	7.1
28	34	Target Corp.	Minneapolis	1,156.9	1,021.2	13.3	671.0	604.5	11.0
29	26	U.S. Government	Washington	1,132.7	1,230.2	-7.9	657.0	713.5	-7.9
30	29	Home Depot	Atlanta	1,118.1	1,109.3	0.8	542.3	554.7	-2.2
31	45	Pfizer	New York	1,104.9	849.2	30.1	662.9	509.5	30.1
32	39	Berkshire Hathaway	Omaha, Neb.	1,093.4	919.6	18.9	645.1	554.2	16.4
33	41	Wyeth	Madison, N.J.	1,076.8	892.7	20.6	449.5	383.9	17.1
34	36	Wal-Mart Stores	Bentonville, Ark.	1,072.6	970.3	10.5	536.3	582.2	-7.9
35	38	JPMorgan Chase & Co.	New York	1,062.5	922.2	15.2	404.4	344.4	17.4
36	27	Novartis	Basel, Switzerland	1,052.2	1,175.3	-10.5	473.5	528.9	-10.5
37	33	Estee Lauder Cos.	New York	1,031.3	1,039.0	-0.7	164.5	176.6	-6.9
38	65	Merck & Co.	Whitehouse Station, N.J.	1,024.2	538.6	90.2	512.1	269.3	90.2
39	35	Citigroup	New York	1,012.2	1,000.5	1.2	428.2	623.8	-31.4
40	48	AstraZeneca	London	1,005.3	826.0	21.7	532.8	437.8	21.7
41	31	Viacom	New York	934.1	1,075.5	-13.1	653.9	806.6	-18.9
42	43	Schering-Plough Corp.	Kenilworth, N.J.	931.5	854.7	9.0	428.5	393.2	9.0
43	32	American Express Co.	New York	928.7	1,068.9	-13.1	534.0	603.0	-11.4
44	44	General Mills	Minneapolis	920.5	852.0	8.0	579.9	613.4	-5.5
45	46	Microsoft Corp.	Redmond, Wash.	912.2	839.9	8.6	447.0	461.9	-3.2
46	42	Yum Brands	Louisville, Ky.	902.0	866.7	4.1	748.7	719.4	4.1
47	37	Dell	Round Rock, Texas	882.5	945.8	-6.7	729.5	781.8	-6.7
48	50	Best Buy Co.	Richfield, Minn.	878.7	823.5	6.7	380.5	362.3	5.0
49	49	Capital One Financial Corp.	McLean, Va.	863.7	824.8	4.7	321.2	361.7	-11.2
50	51	Lowe's Cos.	Mooresville, N.C.	838.5	778.2	7.7	461.2	424.1	8.7

Notes: Dollars are in millions. 2005 rankings represent data compiled in 2007. Measured media from TNS Media Intelligence's Strategy. Consumer magazine includes Sunday magazine, local magazine, business-to-business magazine and Spanish-language magazines; newspaper includes national newspaper, Spanish-language newspaper and FSI data from TNS's Marx Promotion Intelligence; TV includes network TV, spot TV, syndicated TV, Spanish-language TV and cable TV networks; radio includes network radio, national spot radio and local radio.

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

## NATIONAL MARKETERS RANKED 51 TO 100

Ranked by total U.S ad spending in 2006

RANK 2006	RANK 2005	MARKETER	HEADQUARTERS	TOTAL U.S. ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING		
				2006	2005	% CHG	2006	2005	% CHG
51	47	Hewlett-Packard Co.	Palo Alto, Calif.	\$828.8	\$831.8	-0.4	\$472.4	\$507.4	-6.9
52	53	Deutsche Telekom	Bonn, Germany	815.1	714.6	14.1	595.0	521.6	14.1
53	40	Anheuser-Busch Cos.	St. Louis	813.4	919.2	-11.5	510.4	606.7	-15.9
54	59	Hyundai Motor Co.	Seoul	785.9	608.5	29.2	550.1	425.9	29.2
55	55	Kohl's Corp.	Menomonee Falls, Wis.	765.9	646.6	18.5	435.8	402.2	8.4
56	52	Kellogg Co.	Battle Creek, Mich.	765.1	725.2	5.5	495.0	476.2	4.0
57	71	IAC/InterActiveCorp	New York	743.5	496.1	49.8	305.2	203.9	49.7
58	54	Coca-Cola Co.	Atlanta	740.8	711.2	4.2	487.1	476.5	2.2
59	61	Bristol-Myers Squibb Co.	New York	691.1	585.4	18.1	311.0	216.6	43.6
60	58	Nike	Beaverton, Ore.	678.4	608.6	11.5	220.5	200.8	9.8
61	56	Mars Inc.	McLean, Va.	658.2	636.5	3.4	362.0	350.1	3.4
62	57	Cadbury Schweppes	London	643.7	628.2	2.5	289.7	304.4	-4.8
63	68	Limited Brands	Columbus, Ohio	600.5	515.0	16.6	151.3	88.8	70.3
64	69	Visa International	San Francisco	597.1	500.3	19.3	417.9	360.2	16.0
65	62	SC Johnson	Racine, Wis.	596.5	575.7	3.6	447.3	431.8	3.6
66	63	Clorox Co.	Oakland, Calif.	584.2	572.4	2.1	494.5	486.6	1.6
67	70	Comcast Corp.	Philadelphia	568.5	497.1	14.4	426.4	372.8	14.4
68	73	Campbell Soup Co.	Camden, N.J.	564.3	484.0	16.6	414.3	334.0	24.0
69	75	Eli Lilly & Co.	Indianapolis	561.0	475.3	18.0	230.0	194.9	18.0
70	79	Bayer	Leverkusen, Germany	553.6	452.7	22.3	304.5	316.9	-3.9
71	72	Doctor's Associates	Milford, Conn.	539.8	486.8	10.9	361.7	326.2	10.9
72	74	Safeway	Pleasanton, Calif.	533.6	481.7	10.8	198.0	196.3	0.9
73	66	Kroger Co.	Cincinnati	527.5	537.5	-1.9	147.4	163.2	-9.6
74	64	IBM Corp.	Armonk, N.Y.	516.5	547.0	-5.6	232.4	283.1	-17.9
75	83	Circuit City Stores	Richmond, Va.	498.2	426.5	16.8	303.9	247.8	22.6
76	82	Gap Inc.	San Francisco	489.4	432.1	13.3	406.2	324.1	25.3
77	76	MasterCard International	Purchase, N.Y.	486.3	466.0	4.4	345.6	335.5	3.0
78	92	Allstate Corp.	Northbrook, Ill.	476.9	394.0	21.0	350.5	289.6	21.0
79	85	Vonage Holdings Corp.	Holmdel, N.J.	465.1	413.7	12.4	465.1	413.7	12.4
80	67	Sanofi-Aventis	Paris	463.1	518.3	-10.6	245.5	274.7	-10.6
81	87	Staples	Framingham, Mass.	457.2	404.9	12.9	128.9	101.2	27.4
82	80	Wells Fargo & Co.	San Francisco	456.1	443.1	2.9	87.5	93.9	-6.8
83	90	eBay	San Jose, Calif.	453.3	396.6	14.3	144.4	158.2	-8.8
84	86	Washington Mutual	Seattle	443.0	406.9	8.9	173.4	167.6	3.4
85	77	Wendy's International	Dublin, Ohio	435.2	453.4	-4.0	361.2	376.3	-4.0
86	60	Volkswagen	Wolfsburg, Germany	419.3	590.0	-28.9	301.9	424.8	-28.9
87	91	Diageo	London	418.9	394.3	6.2	182.6	165.6	10.3
88	95	Mattel	El Segundo, Calif.	394.1	383.6	2.7	193.3	184.5	4.8
89	156	Apple	Cupertino, Calif.	383.7	219.5	74.8	291.6	158.0	84.5
90	101	Burger King Holdings	Miami	379.5	354.5	7.0	285.7	268.9	6.3
91	81	Abbott Laboratories	Abbott Park, Ill.	374.4	436.4	-14.2	204.4	218.2	-6.3
92	78	SABMiller	London	370.8	452.9	-18.1	241.0	294.4	-18.1
93	89	Molson Coors Brewing Co.	Denver/Montreal	369.5	400.9	-7.8	184.7	200.4	-7.8
94	84	CBS Corp.	New York	369.2	426.5	-13.4	199.7	230.7	-13.4
95	97	Reckitt Benckiser	Slough, Berkshire, U.K.	366.7	369.3	-0.7	286.0	288.1	-0.7
96	100	ConAgra Foods	Omaha, Neb.	366.2	355.8	2.9	183.1	177.9	2.9
97	102	Qwest Communications International	Denver	362.4	352.6	2.8	94.6	96.1	-1.6
98	103	Philips Electronics	Amsterdam	350.8	337.2	4.0	105.2	141.6	-25.7
99	109	Office Depot	Delray Beach, Fla.	342.7	314.4	9.0	120.0	100.6	19.2
100	88	State Farm Mutual Auto Insurance Co.	Bloomington, Ill.	338.1	401.7	-15.8	270.4	321.3	-15.8

Notes: Dollars are in millions. 2005 rankings represent data compiled in 2007. Measured media from TNS Media Intelligence's Strategy. Consumer magazine includes Sunday magazine, local magazine, business-to-business magazine and Spanish-language magazines; newspaper includes national newspaper, Spanish-language newspaper and FSI data from TNS's Marx Promotion Intelligence; TV includes network TV, spot TV, syndicated TV, Spanish-language TV and cable TV networks; radio includes network radio, national spot radio and local radio.

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

## MARKETER PROFILES

From Abbott to Yum: Ad spending, financials, personnel and agencies

### 91 Abbott Laboratories

#### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$88,438	\$97,127	-8.9
Sunday magazine	1,462	2,192	-33.3
B2B magazines	1,431	992	44.2
Local magazines	NA	10	NA
Spanish-language magazines	743	499	48.8
Newspaper	1,181	162	627.5
National newspaper	229	1,116	-79.5
Network TV	52,218	54,956	-5.0
Spot TV	1,874	1,145	63.7
Syndicated TV	20,319	23,418	-13.2
Cable TV networks	28,131	29,479	-4.6
Spanish-language TV	3,213	3,670	-12.5
Network radio	793	NA	NA
National spot radio	201	163	23.0
Local radio	209	163	28.1
Outdoor	655	637	2.8
Internet	3,301	2,472	33.5
Measured media	204,397	218,201	-6.3
Unmeasured spending	169,957	218,201	-22.1
Total	374,354	436,401	-14.2
By brand	2006	2005	% chg
Humira	79,938	88,155	-9.3
PediaSure	26,317	24,631	6.8
Ensure	20,180	20,727	-2.6
Freestyle	17,395	20,534	-15.3

#### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$22,476	\$22,338	0.6
Earnings	1,717	3,372	-49.1
U.S.	2006	2005	% chg
Sales	11,995	12,707	-5.6
Division sales	2006	2005	% chg
Pharmaceuticals	12,395	13,691	-9.5
Nutritionals	4,313	3,937	9.6
Diagnostics	3,979	3,756	5.9
Vascular	1,082	253	327.7
Other	707	701	0.9

#### Headquarters

Abbott Laboratories/100 Abbott Park, Abbott Park, Ill. 60064/Phone: (847) 937-6100.

#### Personnel, brands, agencies

**Corporate:** Miles D. White, chmn & CEO; Richard A. Gonzalez, pres & chief operating officer.

**Pharmaceutical Products Group:** 100 Abbott Park Rd., Abbott Park, Ill. 60064/Phone: (874) 937-6100. Alejandro A. Aruffo, VP-

global pharmaceutical devel; William G. Dempsey, exec VP-U.S. Pharmaceutical Products Group.

**CommonHealth**, Parsippany, N.J. Matt Giegerich, pres & CEO-CommonHealth; John Nosta, pres-Noesis, part of CommonHealth; Darlene Dobry, pres-Carbon, part of CommonHealth. — Advicor, Omnicel, Vicodin CR.

**Marketing Drive**, Norwalk, Conn. Michael Harris, CEO. — Freestyle.

**Stone/Blakely**, Seattle. — Freestyle.

**Torre Lazur McCann**, East Hanover, N.J. Joe Poggi, pres-echo-TL. — Niaspan, CF.

**RTC Relationship Marketing**, Washington. Jeff Ross, pres. — relationship mktg, Humira.

**Ross Products:** 625 Cleveland Ave., Columbus, Ohio 43215/Phone: (800) 986-8510. Gary E. McCullough, sr VP.

**Brand Pharm**, New York. Jonathan Brody, grp acct dir. — Similac Infant Nutritionals, Neosure, Tolerance Brands, Pedialyte, PediaSure.

**Gotham**, New York. Gunnar Wilmot, pres & CEO. — Ensure, Glucerna.

**Publicis**, New York. Kara Dugan, sr VP & grp acct dir. — PediaSure, Pedialyte, NutriPals, Similac, Isomil.

**Lapiz Hispanic Marketing**, Chicago. Leo Olper, sr VP & chief operating officer. — Hispanic adv, strategic plng, creative devel, Similac, PediaSure, Pedialyte.

### 78 Allstate Corp.

#### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$25,372	\$5,741	341.9
Sunday magazine	1,365	390	249.8
B2B magazines	277	1,015	-72.7
Local magazines	133	NA	NA
Spanish-language magazines	671	319	110.4
Newspaper	9,960	7,810	27.5
National newspaper	5,027	3,291	52.7
Spanish-language Newspaper	436	599	-27.3
Network TV	83,102	79,952	3.9
Spot TV	2,808	9,938	-71.7
Syndicated TV	25,207	20,948	20.3
Cable TV networks	81,041	75,940	6.7
Spanish-language TV	33,391	20,749	60.9
Network radio	3,051	3,302	-7.6
National spot radio	25,000	19,744	26.6
Local radio	25,092	13,241	89.5
Outdoor	9,927	6,343	56.5
Internet	18,646	20,284	-8.1
Measured media	350,505	289,604	21.0
Unmeasured spending	126,372	104,415	21.0
Total	476,877	394,019	21.0

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

By brand	2006	2005	% chg
Allstate	349,727	289,428	20.8
<b>Sales &amp; earnings (\$ in millions)</b>			
<b>Worldwide</b>			
Sales	\$35,796	\$35,383	1.2
Earnings	4,993	1,765	182.9
<b>U.S.</b>			
Sales	35,068	34,728	1.0
<b>Division sales</b>			
Property-liability	29,571	29,346	0.8
Allstate Financial	6,060	5,898	2.7
Corporate & other	165	139	18.7

## Headquarters

Allstate Corp./2775 Sanders Rd., Northbrook, Ill. 60062/Phone: (847) 402-5000.

## Personnel, brands, agencies

**Corporate:** Edward M. Liddy, chmn; Thomas J. Wilson, pres & CEO.

**Allstate Insurance Co.:** 2775 Sanders Rd., Northbrook, Ill. 60062/Phone: (847) 402-5000. Joseph V. Tripodi, sr VP & chief mktg officer; Lisa Cochrane, VP-integrated mktg comms; Nancy Abraham, dir-comms plng & execution; Pam Hollander, dir-sponsorships, promo & pr; Nancy Ryan, dir-media.

**Leo Burnett Worldwide,** Chicago. Nina Abnee, exec VP & acct dir. — Allstate.

**Starcom USA,** Chicago. Mary Kang, acct dir. — media svcs.

**Burrell Communications Group,** Chicago. Fay Ferguson, co-CEO; Dani Marvel, VP & acct dir. — African-American adv.

**Kang & Lee,** New York. Cynthia Park, exec VP. — Asian-American adv.

**La Agencia de Orci & Asociados,** Los Angeles. Dilys Tosteson-Garcia, pres & CEO. — Hispanic adv.

**IMG Consulting,** Chicago. Mike Murrey, sr VP. — sports mktg.

**Octagon,** Norwalk, Conn. Lisa Murry, exec VP. — sports mktg.

**OgilvyOne Worldwide,** Chicago. Trish Chupak, sr ptrn & dir-client svcs. — direct mktg.

## 43 American Express Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$107,536	\$148,573	-27.6
Sunday magazine	2,761	5,681	-51.4
B2B magazines	6,221	6,581	-5.5
Local magazines	647	457	41.5
Spanish-language magazines	185	25	634.1
Newspaper	33,169	62,483	-46.9
National newspaper	17,403	33,153	-47.5
Spanish-language Newspaper	86	73	17.9
FSI	NA	7	NA
Network TV	108,764	146,304	-25.7
Spot TV	39,583	35,328	12.0
Syndicated TV	8,248	3,529	133.7
Cable TV networks	96,113	88,576	8.5
Network radio	402	NA	NA

By media	2006	2005	% chg
National spot radio	3,827	7,267	-47.3
Local radio	18,420	26,790	-31.2
Outdoor	9,791	9,260	5.7
Internet	80,839	28,869	180.0
Measured media	533,992	602,959	-11.4
Unmeasured spending	394,689	465,927	-15.3
Total	928,681	1,068,885	-13.1
<b>By brand</b>			
American Express	519,410	593,686	-12.5

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$27,136	\$24,068	12.7
Earnings	3,707	3,734	-0.7
<b>U.S.</b>			
Sales	18,376	15,888	15.7
Pre-tax income	4,264	3,337	27.8
<b>Division sales</b>			
US Card Svcs	13,955	11,978	16.5
Global Card & Commercial Svcs	9,464	8,905	6.3
Global Network & Merchant Svcs	3,161	2,747	15.1
Corporate & other	556	438	26.9

## Headquarters

American Express Co./World Financial Center, 200 Vesey St., New York, N.Y. 10285/Phone: (212) 640-2000.

## Notes

American Express is making a major investment in interactive marketing. David Kenny, CEO of AmEx agency Digitas, in February 2007 said American Express "will produce in a single year over 3,500 different (digital) advertising campaigns, much more than you would do in broadcast or print, because you need to target to so many segments." He added that AmEx is increasingly reliant on digital to generate new customers: "Companies like American Express are now acquiring over half of their new charge volume online," he said, "so it's becoming very central to their operations." AmEx is the largest client of Publicis Groupe's Digitas Inc., accounting for 26% of Digitas Inc. fee revenue in 2005 and in the first nine months of 2006.

American Express in September 2005 spun off to shareholders its financial advisory business, Ameriprise Financial.

American Express in 2006 generated about 68% of revenue from the U.S.

## Personnel, brands, agencies

**Corporate:** Kenneth I. Chenault, chmn & CEO.

**Digitas,** New York. Joanne Zaiac, pres-Digitas New York; Joe Rauen, exec VP & relationship leader; Carl Fremont, exec VP-media. — direct mktg, digital mktg, digital media buying, American Express.

**ID Media,** New York. Jessica Birk, VP & acct dir. — small bus, cons card.

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**American Express Publishing Corp.:** 1120 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 382-5600. Ed Kelly, pres & CEO; Mark Stanich, sr VP & chief mktg officer; Cara David, sr VP-strategic insights, marketing & sls.

No agency.

**American Express Travel Related Services Co.:** World Financial Center, 200 Vesey St., New York, N.Y. 10285/Phone: (212) 640-2000. John D. Hayes, chief mktg officer; Nancy Smith, VP-global media & sponsorship mktg; Diego Scotti, VP-global adv; Sid Rothstein, VP-agency mgt; Bonnie Taffer, VP-content & alliances; Christine Brandt-Jones, VP-global marketplace insights.

**Ogilvy & Mather Worldwide,** New York. David Apicella, chief creative officer-Ogilvy NY; John Seifert, chmn-global brand community; Simon Pearce, exec grp dir; Terry Finley, grp creative dir-Ogilvy NY; Chris Mitton, grp creative dir-Ogilvy NY. — American Express cards & svcs.

**Momentum Worldwide,** New York. Chris Weil, CEO ww; Darrell Coetzee, sr VP & global acct dir.

**MindShare Worldwide,** New York. Tyler Schaeffer, mg ptrn & ww strategic plng dir. — media svcs.

## 53 Anheuser-Busch Cos.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$31,296	\$49,771	-37.1
Sunday magazine	352	407	-13.4
B2B magazines	1,593	2,075	-23.2
Local magazines	145	183	-20.8
Spanish-language magazines	790	632	25.1
Newspaper	5,495	17,650	-68.9
National newspaper	1,770	3,840	-53.9
Spanish-language Newspaper	1,571	645	143.7
Network TV	255,923	287,220	-10.9
Spot TV	41,176	52,019	-20.8
Syndicated TV	690	679	1.5
Cable TV networks	57,134	85,661	-33.3
Spanish-language TV	32,014	18,544	72.6
Network radio	NA	379	NA
National spot radio	308	335	-8.3
Local radio	37,150	34,006	9.2
Outdoor	36,833	50,022	-26.4
Internet	6,150	2,629	133.9
Measured media	510,389	606,697	-15.9
Unmeasured spending	302,980	312,541	-3.1
Total	813,369	919,238	-11.5
By brand	2006	2005	% chg
Budweiser & Bud Light	338,649	385,791	-12.2
Anheuser-Busch	62,517	86,855	-28.0
Michelob	40,095	51,956	-22.8
Sea World	25,311	22,319	13.4
Busch	22,526	26,980	-16.5

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$15,717	\$15,036	4.5
Earnings	1,965	1,744	12.7

U.S.	2006	2005	% chg
Sales	14,617	14,134	3.4
Net income	1,494	1,343	11.2
Division sales	2006	2005	% chg
Domestic beer	13,394	13,068	2.5
Packaging	2,562	2,384	7.5
International beer	1,236	1,165	6.1
Entertainment	1,179	1,085	8.7

### Headquarters

Anheuser-Busch Cos./1 Busch Place, St. Louis, Mo. 63118/Phone: (314) 577-2000.

### Personnel, brands, agencies

**Corporate:** August A. Busch IV, pres & CEO; Mike Owens, VP-mktg; Bob Lachky, exec VP-global industry devel & chief creative officer; Tony Ponturo, VP-global media & sports mktg; Marlene Coulis, VP-brand mgmt; Keith Levy, VP-sales & retail mktg; Mark Wright, VP-corp media; Tim Schoen, VP- sports & entertainment mktg; Pat McGauley, VP-innovation & new prods; Dan Hoffman, VP-brand creative svcs; Andy Goeler, VP-import, craft & specialty; Dan McHugh, VP-trademark brands; Jim Schumacker, VP-digital mktg & branded content; Steve Uline, VP-geographic mktg; John Kaestner, VP-cons affairs; Kathy Casso, sr dir-sports mktg & Bud prodn; Tim Murphy, sr dir-digital mktg; Carol Clark, sr grp dir-cons awareness & education; Denny Galati, sr dir-ad prods & creative devel; Dave Winking, dir-mktg opers & plng; Tom Shipley, sr dir-global industry devel; Rick Leininger, dir-Bud Light; Danny Scott, sr dir-branded prods & cons hospitality centers; Don Meyer, dir-intl mktg; Bob Scheetz, dir-intl mktg; Michael Zavarella, dir-new prods & innovation; Randall Blackford, dir-Budweiser; Mike Sundet, dir-new prods & innovation; Jim Gorczyca, dir-value brands; Eduardo Pereda, dir-Michelob family; Tom Wilson, VP & gm-InBev brands; Rudy Beltran, dir-Budweiser Select; Henry Dominguez, VP-Latino mktg; Johnny Furr, VP-urban mktg.

**BSK,** St. Louis. John Kittner, pres. — Budweiser, cons awareness & education.

**Cannonball,** St. Louis. Steve Hunt, chief creative officer. — interactive mktg, Budweiser, Budweiser Select, Bud Light, Michelob family, Bacardi Silver, cons awareness & education.

**Momentum Worldwide,** St. Louis. Jeff Stevens, sr creative; Bill Schmidt, regional dir, Midwest. — sls promo, interactive, events, adv, retail, Bacardi Silver, Bud Light, Budweiser, Budweiser Select, Busch, Michelob family, innovations/new prods, cons awareness & education.

**Davidandgoliath,** Los Angeles. David Angelo, chmn & CEO. — Bacardi Silver.

**DDB Worldwide Communications Group,** Chicago & New York. Steve Jackson, ww acct dir. — Bud Light, Budweiser, Budweiser Select, Busch family, Michelob family, Natural Light, cons awareness & education.

**Downtown Partners Communications,** Toronto. Dan Pawych, sr creative dir. — Bud Light, Budweiser.

**Drive Agency,** St. Louis. George Pace, pres. — Bud Light, Budweiser, cons awareness & education.

**Goodby, Silverstein & Partners,** San Francisco. Tanin Blumberg, acct dir. — Bud Light, Budweiser.

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**Hill Holliday**, Boston. Mike Sheehan, CEO; Bruce Winterton, exec VP & dir-client svcs; Kevin Moehlenkamp, exec VP & chief creative officer; Bryan Sweeney, sr VP & dir-bdcast. — Anheuser World Lager, Budweiser.

**Peterson Milla Hooks**, Minneapolis. Gayle Malcolm, acct dir. — Budweiser Select.

**Phoenix Creative**, St. Louis. Scott Ellmo, sr acct mgr. — Bud Light, Budweiser, Michelob family, cons awareness & education.

**Rio Creative**, St. Louis. Suzy Hutson, pres. — Bud Light, Budweiser.

**Shaw Co.**, St. Louis. Greg Litwicki, acct dir. — Bud family, Peels, Stone Mill, Wild Hop, cons awareness & education.

**Spark Agency**, St. Louis. Mike O'Neill, CEO & ptrn. — Bud Light, Budweiser, cons awareness & education.

**Waylon Ad**, St. Louis. Jim Palumbo, pres. — Budweiser, Bud Light, Jekyll & Hyde, Michelob Ultra Amber, Tilt, Here's to Beer.

**XG Ad**, St. Louis. Steve Owen, acct exec. — Bud Light, Budweiser Select, TILT, cons awareness & education.

**Dieste Harmel & Partners**, Dallas. David Ravelo, exec dir. — Hispanic adv, Bud Light.

**Brado Cuneo Nollau**, St. Louis. Bob Cuneo, ptrn; Steve Nollau, ptrn. — special projects, Anheuser World Select, Bacardi Silver, Bacardi USA, Bud Light, Budweiser, Michelob, Michelob Ultra.

**WhittmanHart Interactive**, Chicago. John Moshay, VP-bus devel; Luis Messianu, chief creative officer. — interactive mktg.

**BIG Interactive**, Los Angeles. Matt Minken, CEO. — interactive mktg, Rolling Rock.

**Domani Studios**, Brooklyn, N.Y. Jonathan Hills, creative dir & ptrn. — interactive mktg.

**ipshl**, San Francisco. Nihal Mehta, CEO. — interactive mktg, Budweiser, Bud Light, Budweiser Select.

**SilverPop**, Atlanta. Bill Nussey, CEO. — interactive mktg.

**Omniture**, Orem, Utah. Derek Bryce, sr acct mgr. — interactive mktg.

**Thunderbolt Marketing**, St. Louis. Jamison Braun, pres. — cons awareness & education.

**LatinWorks Marketing**, Austin, Texas. Manny Flores, CEO. — Hispanic adv, Bud Light, Budweiser.

**Busch Entertainment**: 231 S. Bemiston, Ste 600, Clayton, Mo. 63105/Phone: (314) 577-2000. Keith M. Kasen, chmn & pres; Joseph A. Couceiro, VP-global mktg; Linda Smith, VP-brand mgmt; Scott Rose, VP-mktg strategy & plng; John Sartorius, VP-retail mktg; Fred Jacobs, VP-comms; Marcy Miles, dir-brand mgmt; Dean Sullivan, dir-lifestyle mktg & emerging media.

**DDB Worldwide Communications Group**, Chicago. Dena Leucheter, VP & mgmt rep. — Sea World Orlando, Sea World San Antonio, Sea World San Diego, Sesame Place, Water Country USA, Busch Gardens, Discovery Cove, Aquatica, Adventure Island.

**Del Rivero Messianu DDB**, Miami. Ludwig Ortiz, acct dir. — Hispanic adv, Busch Gardens Tampa, Sea World Orlando.

**Momentum Worldwide**, St. Louis. Judy Kerr, VP & acct dir. — Busch Gardens, Discovery Cove, Seaworld.

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence. See Page 8 for methodology.

## 89 Apple

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$38,846	\$26,812	44.9
Sunday magazine	1,735	515	236.8
B2B magazines	2,210	3,904	-43.4
Local magazines	NA	19	NA
Newspaper	1	5	-88.0
National newspaper	176	1,248	-85.9
FSI	878	17	NA
Network TV	166,805	81,148	105.6
Spot TV	61	71	-14.9
Cable TV networks	39,328	17,274	127.7
Spanish-language TV	2,344	NA	NA
Network radio	133	519	-74.4
National spot radio	1,121	302	271.3
Local radio	7,042	2,102	235.1
Outdoor	16,287	16,448	-1.0
Internet	14,645	7,637	91.8
Measured media	291,612	158,020	84.5
Unmeasured spending	92,088	61,452	49.9
Total	383,700	219,473	74.8

By brand	2006	2005	% chg
Apple	281,941	153,567	83.6

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$19,315	\$13,931	38.6
Earnings	1,989	1,328	49.8
Americas	2006	2005	% chg
Sales	9,307	6,590	41.2

### Headquarters

Apple/1 Infinite Loop, Cupertino, Calif. 95014/Phone: (408) 996-1010.

### Personnel, brands, agencies

**Corporate:** Steve Jobs, CEO; Tim Cook, chief operating officer; Philip W. Schiller, sr VP-ww prod mktg.

**TBWA Worldwide (Media Arts Lab)**, Los Angeles. James Vincent, pres. — Apple.

## 40 AstraZeneca

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$224,795	\$123,713	81.7
Sunday magazine	56,117	36,117	55.4
B2B magazines	1,094	1,373	-20.3
Local magazines	82	10	750.0
Spanish-language magazines	762	236	223.4
Newspaper	10,334	14,888	-30.6
National newspaper	5,450	1,517	259.4
Spanish-language Newspaper	388	44	781.6
Network TV	101,801	138,411	-26.5
Spot TV	2,463	17,975	-86.3
Syndicated TV	6,440	6,872	-6.3

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By media	2006	2005	% chg
Cable TV networks	61,555	52,755	16.7
Spanish-language TV	22,203	3,999	455.3
Network radio	1	8,153	-100.0
National spot radio	3,989	2,930	36.1
Local radio	5,186	3,295	57.4
Outdoor	193	661	-70.8
Internet	29,934	24,848	20.5
Measured media	532,787	437,796	21.7
Unmeasured spending	472,471	388,234	21.7
Total	1,005,258	826,031	21.7
By brand	2006	2005	% chg
Crestor	185,859	141,824	31.0
Nexium	180,953	226,336	-20.1
AstraZeneca	89,188	19,292	362.3
Pulmicort	25,819	4,516	471.7
Arimidex	25,208	27,497	-8.3
Toprol-XL	14,984	10,062	48.9

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$26,475	\$23,950	10.5
Earnings	4,392	3,884	13.1
U.S.	2006	2005	% chg
Sales	12,449	10,771	15.6
Division sales	2006	2005	% chg
Pharmaceuticals	26,475	23,950	10.5

## Headquarters

AstraZeneca/15 Stanhope Gate, London, United Kingdom W1K 1LN/Phone: 44-207-304-5000.

## U.S. Headquarters

AstraZeneca/1800 Concord Pike, P.O. Box 15437, Wilmington, Del. 19850-5437/Phone: (302) 886-3000.

## Personnel, brands, agencies

**Corporate:** David Brennan, CEO; Tony Aook, pres & CEO-AstraZeneca US.

**CommonHealth**, Parsippany, N.J. Matt Giegerich, pres & CEO; Dave Chapman, mg ptrn; Meg Columbia-Walsh, mg ptrn; Michael Parisi, pres-Altum, a part of CommonHealth. — Atacand, Atacand HCT, Crestor, Exanta, Galida, Toprol-XL Recentin, Zactima, Symbicort.

**Leo Burnett Worldwide**, Chicago. John Gatti, exec VP & acct dir. — AstraZeneca

**Medicus NY**, New York. Scott Shevrin, sr VP & grp acct dir. — Arimidex, Faslodex, Rhinocort, Pulmicort Respules/Turbuhaler/Flexhalor, Symbicort.

**Saatchi & Saatchi Consumer Healthcare**, New York. Terry Voltz, sr VP & acct dir-Nexium; Jennifer Shirley, sr VP & acct dir-Seroquel; Kathy Marks, sr VP & acct dir-Pulmicort; Kurt Lundberg, VP & acct dir-Crestor. — Crestor, Nexium, Pulmicort Respules, Pulmicort Flexhaler, Seoquel.

**Zenith Media USA**, New York. Rich Schiekofer, sr VP & dir-comms svcs; Earl Black, assoc dir-comms svcs. — media svcs, Arimidex, Atacand, Casodex, Casodex/Zolodex, Crestor, Nexium, Pulmicort Respules, Seroquel, Symbicort, Toprol XL, Zomig.

**Bromley Communications**, New York & San Antonio. Jane Finney, acct dir. — Hispanic adv, Arimidex, Nexium, Pulmicort Respules.

**UniWorld Group**, Wilmington, Del. Roslyn Paterson, grp acct dir. — African-American adv, Arimidex, Pulmicort Respules, Seroquel.

**Wunderman**, New York. Jen Matthews, sr VP & client svc dir. — mktg svcs.

## 2 AT&T

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$100,093	\$44,400	125.4
Sunday magazine	241	830	-71.0
B2B magazines	23,483	5,703	311.8
Local magazines	75	21	264.3
Spanish-language magazines	339	167	103.1
Newspaper	405,939	593,709	-31.6
National newspaper	71,473	62,827	13.8
Spanish-language Newspaper	6,048	4,914	23.1
Network TV	607,659	391,480	55.2
Spot TV	356,596	186,817	90.9
Syndicated TV	123	5,165	-97.6
Cable TV networks	139,565	124,173	12.4
Spanish-language TV	75,632	38,547	96.2
Network radio	4,220	1,611	161.9
National spot radio	142,764	110,676	29.0
Local radio	152,581	124,484	22.6
Outdoor	85,741	59,465	44.2
Internet	168,745	58,299	189.5
Measured media	2,341,317	1,813,289	29.1
Unmeasured spending	1,003,422	840,276	19.4
Total	3,344,739	2,653,564	26.0
By brand	2006	2005	% chg
AT&T & Cingular	2,332,318	1,808,073	29.0

### Sales & earnings (\$ in millions)

Worldwide & U.S.	2006	2005	% chg
Sales	\$63,055	\$43,764	44.1
Earnings	7,356	4,786	53.7
Division sales	2006	2005	% chg
Wireline	58,476	39,505	48.0
Wireless	37,506	34,433	8.9
Directory Advertising	3,702	3,714	-0.3
Other	954	745	28.1

## Headquarters

AT&T/175 E. Houston St., San Antonio, Texas 78205/Phone: (210) 821-4105.

## Notes

AT&T closed its \$86 billion acquisition of BellSouth Corp. in December 2006. Almost immediately, AT&T began to phase out the brand of Cingular Wireless (owned 60% by AT&T and 40% by BellSouth) in favor of AT&T. Cingular Wireless LLC officialy now is AT&T Mobility LLC.

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One of the major drivers for the consolidation was an expected savings of \$2.8 billion in what AT&T called "related synergies with an estimated net present value." The company said it expected 20% of overall operating savings from its acquisition of BellSouth and complete control of Cingular to come from advertising and marketing expenses.

Cingular began in October 2000 as a joint venture of SBC Communications and BellSouth. In October 2004, Cingular paid about \$41 billion cash for standalone firm AT&T Wireless Services, which it rebranded Cingular.

In November 2005, SBC bought AT&T Corp., the one-time parent of AT&T Wireless; SBC then adopted a new name, AT&T Inc. AT&T Inc. then bought BellSouth. AT&T Inc. now owns four of the seven Baby Bells that broke off from the old AT&T in 1984: Ameritech, BellSouth, Pacific Bell, Southwestern Bell.

In January 2007, AT&T said it wants to make advertising a key revenue stream, contributing several billion dollars a year within the next five years. AT&T is expected to begin selling ads on its new TV service and its internet service in early 2007, with cell-phone ads to come later.

## Personnel, brands, agencies

**Corporate:** Randall Stephenson, chmn & CEO; Cathy Coughlin, global mktg officer; Wendy Clark, sr VP-adv & sponsorships; Rick Welday, chief mktg officer & sr VP-cons wireline mktg; David Christopher, chief mktg officer & sr VP-wireless mktg; Bill Archer, chief mktg officer & sr VP-bus wireless mktg.

**GSD&M**, Austin, Texas. Patty Stapleton, VP & acct dir; Brandon Fowler, acct dir; Scott Moore, acct dir; Maureen Barry, VP & acct dir; Nancy Ryan, VP & acct dir. — cons adv, yellow pages, YellowPages.com, wireline media plng and buying, SBC telecommunications, Southwestern Bell telecommunications, Yellow Pages, YellowPages.com.

**Mediaedge:cia**, New York. Lee Doyle, CEO-N. Amer. — media comms svcs & buying.

**Avenue A/Razorfish**, Chicago. Dave Friedman, pres-central region. — cons interactive.

**Dieste Harmel & Partners**, Dallas. Brenda Butler, gm. — Hispanic adv, AT&T.

**Digitas**, Boston. Kathy Dyer, exec VP & relationship leader. — digital mktg, direct mktg.

**Haggin Marketing**, Sausalito, Calif. Jeff Haggin, principal. — catalog mktg.

**Interbrand**, New York. David Martin, pres & chief client officer North America. — brand mgmt.

**Javelin Direct**, Dallas. Greg Banks, mg dir. — direct mktg.

**The Marketing Arm**, Dallas. Chris Smith, chief strategy officer. — sports mktg, events mktg & experiential mktg.

**PanCom International**, Los Angeles. Ferdie Gonzalez, acct dir. — Asian-American adv.

**Sanders/Wingo**, Austin, Texas. Bob Wingo, principal. — African-American adv.

**Wunderman**, New York. Jay Hirshberg, pres & CEO. — direct mktg.

**AT&T Mobility:** 5565 Glenridge Connector, Atlanta, Ga. 30342/Phone: (404) 236-6000. Randall L. Stephenson, chmn; Stan Sigman, pres & CEO; David Christopher, chief mktg officer; Darryl W. Evans, VP-adv; Vance Overbey, exec dir-adv; Stephanie Solberg, dir-adv; Chad Harris, natl dir-adv; Charlie Payne, dir-media.

**BBDO Worldwide**, Atlanta & New York. Troy Ruhanen, exec VP & mg dir-BBDO N. Amer.; Doug Walker, exec VP & mg dir-BBDO Atlanta. — Cingular AT&T Wireless Services.

**Mediaedge:cia**, New York. Lee Doyle, CEO-N America; Tim Jones, mg ptrn & acct dir. — media comms svcs & buying.

**OMD Worldwide**, Atlanta. Dale Travis, acct dir. — media buying.

**AtmosphereBBDO**, New York. Andreas Combuechen, CEO & chief creative officer; Carina Liebeknecht, acct dir. — interactive mktg, Brand mktg, data svcs, BtoB, youth, handsets & plans, promo & sponsorships.

**Avenue A/Razorfish**, Seattle. Dave Friedman, pres-central region. — Internet mktg.

**Bravo Group**, Miami. Marianna Rengifo, acct dir. — Hispanic adv, Cingular wireless.

**Digitas**, Boston. Kathy Dyer, exec VP & relationship leader. — digital media & analytics.

**Integer Group**, Dallas. Ellen Cook, pres. — retail mktg.

**Nurun**, Atlanta. Caroline Taylor, acct dir. — interactive mktg, Cingular.

## 22 Bank of America Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine .....	\$5,643	\$24,369	-76.8
Sunday magazine .....	NA	3,649	NA
B2B magazines .....	2,479	2,309	7.4
Local magazines .....	52	54	-3.9
Spanish-language magazines .....	122	35	244.1
Newspaper .....	37,616	27,700	35.8
National newspaper .....	9,821	7,260	35.3
Spanish-language Newspaper .....	2,337	582	301.8
Network TV .....	40,147	41,216	-2.6
Spot TV .....	23,343	17,323	34.8
Syndicated TV .....	33	NA	NA
Cable TV networks .....	13,425	42,639	-68.5
Spanish-language TV .....	2,539	11,827	-78.5
Network radio .....	NA	43	NA
National spot radio .....	14,982	15,379	-2.6
Local radio .....	29,072	29,644	-1.9
Outdoor .....	7,926	11,893	-33.4
Internet .....	42,653	24,548	73.8
Measured media .....	232,188	260,471	-10.9
Unmeasured spending .....	1,102,225	1,236,486	-10.9
Total .....	1,334,413	1,496,957	-10.9
<b>By brand</b>	<b>2006</b>	<b>2005</b>	<b>% chg</b>
Bank of America .....	221,192	208,887	5.9

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## Sales & earnings (\$ in millions)

	2006	2005	% chg
<b>Worldwide</b>			
Sales	\$74,247	\$56,923	30.4
Earnings	21,133	16,465	28.4
<b>U.S.</b>			
Sales	63,548	51,745	22.8
Net income	18,605	14,778	25.9
<b>Division sales</b>			
Global Cons & Small Bus Banking	41,691	28,876	44.4
Global Cap Mkts & Invstmnt Bnkg	22,691	9,009	151.9
Global Wealth & Invstmnt Mgmt	7,779	7,393	5.2
All Other	2,086	485	330.1
Global Bus & Financial Svcs	NA	11,160	NA

## Headquarters

Bank of America Corp./100 N. Tryon St., Charlotte, N.C. 28255/Phone: (800) 432-1000.

## Notes

Bank of America bought credit card issuer MBNA Corp. Jan. 1, 2006, for \$34.6 billion. This report's Bank of America ad figures are pro forma, including MBNA for both 2006 and 2005. Revenue figures for 2005 do not include MBNA.

MBNA was a heavy unmeasured spender through direct marketing.

Bank of America in November 2006 agreed to buy U.S. Trust for \$3.3 billion in cash from Charles Schwab Corp. The transaction was expected to close in third quarter 2007. U.S. Trust is a money manager for affluent families. Schwab bought it in May 2000. (Schwab, coincidentally, was owned by a Bank of America predecessor, BankAmerica Corp., from 1983 to 1987.)

Bank of America in 2006 generated about 88% of revenue from the U.S.

## Personnel, brands, agencies

**Corporate:** Kenneth D. Lewis, chmn & CEO; Anne Finucane, global mktg & corp affairs exec; Anne Saunders, brand & adv exec.

**BBDO Worldwide**, New York. Evyn Zell, sr VP & sr acct dir. — Bank of America Consumer and Small Business Marketing Enterprise Marketing.

**Prometheus Media**, New York. Dorothy Higgins-Schatzkin, comms dir. — media svcs.

**GMR Marketing**, New Berlin, Wis. Mike Boykin, sr VP. — event mktg.

**Hill Holliday**, Boston. Leslee Lenoff Kiley, exec VP. — wealth & investment mgt.

**IMG Consulting**, Cleveland. Jon Wagner, sr acct dir. — sponsorship mktg, golf.

**Octagon**, Norwalk, Conn. Lou Kovaks, sr acct dir. — sports mktg & sponsorships.

**Organic**, New York. Adam Turinas, sr VP & mg dir. — interactive mktg.

**Radiate Group**, Charlotte, N.C. Vicki Brakl, sr VP & sr acct dir. — experiential mktg.

## 70 Bayer

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$25,462	\$31,626	-19.5
Sunday magazine	219	1,068	-79.5
B2B magazines	1,590	947	67.8
Spanish-language magazines	.87	27	228.7
Newspaper	2,027	3,658	-44.6
National newspaper	3,002	2,537	18.3
Spanish-language Newspaper	NA	5	NA
FSI	9,676	8,654	11.8
Network TV	115,238	140,756	-18.1
Spot TV	9,765	9,979	-2.1
Syndicated TV	25,365	35,398	-28.3
Cable TV networks	92,088	64,876	41.9
Network radio	6,270	7,376	-15.0
National spot radio	1,505	5,636	-73.3
Local radio	385	3,032	-87.3
Outdoor	562	529	6.2
Internet	11,250	794	NA
Measured media	304,491	316,897	-3.9
Unmeasured spending	249,129	135,813	83.4
Total	553,620	452,710	22.3

By brand	2006	2005	% chg
Aleve	61,664	71,866	-14.2
Bayer	60,008	72,358	-17.1
One-A-Day	42,276	47,395	-10.8
Ascensia	27,235	23,303	16.9
Alka-Seltzer	26,326	28,668	-8.2
Mensfacts.com	22,172	9,101	143.6
K9 Advantix	22,057	20,416	8.0
Midol	11,099	8,637	28.5

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$36,192	\$30,567	18.4
Earnings	2,104	1,976	6.4
<b>North America</b>			
Sales	9,723	8,039	20.9
<b>Division sales</b>			
Health care	14,654	11,777	24.4
MaterialScience	12,700	13,358	-4.9
CropScience	7,124	7,364	-3.3

## Headquarters

Bayer/Bayerwerk, Leverkusen, Germany 51368/Phone: 49-0-214-30-1.

## U.S. Headquarters

Bayer/Bayer Corp., 100 Bayer Rd., bldg. 4, Pittsburgh, Pa. 15205-9741/Phone: 800-BAYER-4.

## Personnel, brands, agencies

**Corporate:** Werner Wenning, chmn of the Board of Mgmt of Bayer AG; Manfred Schneider, chmn-Bayer A.G. Supervisory Board; Attila Molnar, pres & CEO-Bayer Corp.

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**Energy BBDO**, Chicago. Anne Dooley, exec VP & client svcs dir. — Bayer.

**Initiative**, New York. Andrea McAteer, exec VP & grp acct dir. — media buying, Bayer.

**VML**, Kansas, Mo. Doug Newman, acct dir. — interactive mktg.

**Animal Health Division:** 12707 Shawnee Mission Pkwy., Shawnee, Kan. 66216/Phone: (913) 268-2000. Lykele van der Broek, global head; Joerg Ohle, pres & gm, N. Amer.

**Bernstein-Rein Advertising**, Kansas City, Mo. Dave Lubeck, sr VP & dir-client svcs. — K9 Advantix pet medicine.

**Initiative Media Worldwide**, New York. Andrea McAteer, exec VP & grp acct dir. — media buying, Advantage Flea Control.

**Bayer CropScience:** P.O. Box 12014, Research Triangle Park, N.C. 27709/Phone: (919) 549-2000. William (Bill) Buckner, head of Crop Protection, N. Amer.; Geoff Kneen, VP-mktg; Charlie Hale, comms grp leader.

**Rhea & Kaiser Marketing Communications**, Naperville, Ill. Kim Cooke, Bayer team lead.

**Ad Farm**, Kansas City, Mo. Scott Kurfman, Bayer team leader.

**VML**, Kansas City, Mo. Doug Newman, grp acct dir. — interactive mktg.

**Consumer Care Division:** 36 Columbia Rd., P.O. Box 1910, Morristown, N.J. 07962-1910/Phone: (973) 254-5000. Gary S. Balkema, pres, cons care bus grp; Timothy G. Hayes, sr VP & region head-N. Amer.

**Energy BBDO**, Chicago. Anne Dooley, exec VP & dir-client svcs. — Bayer Aspirin, Aleve, Aleve Cold & Sinus, Aleve Liquid Gels, One-A-Day, Bayer Nutritional Science, Flintstones Vitamins, Alka-Seltzer antacid, Alka-Seltzer Plus cold medicine, RID lice treatment, Midol, Phillips' Milk of Magnesia, Campho-Phenique and Bactine.

**Initiative**, New York. Andrea McAteer, exec VP & grp acct dir. — media buying, Aleve, Aleve Cold and Sinus, Alka Seltzer, Alka Seltzer Plus, One-A-Day Vitamins, Flintstone Vitamins, Bayer Aspirin, Midol, Phillips' Milk of Magnesia.

**Medicus NY**, New York. — Pravachol OTC.

**Diabetes Care Division:** 555 White Plains Rd., Tarrytown, N.Y. 10591/Phone: (914) 631-8000. Sandra Peterson, pres; Nancy Katz, head-N. Amer. sls & mktg.

**TBWA Worldwide**, New York. David Jenkins, acct exec.— Ascensia.

**CementWorks**, New York. Ed Cowen, exec VP & dir-client svcs; Thaddeus Morrow, acct dir; Jessecca Hager, assoc acct mgr.

**Initiative**, New York. Andrea McAteer, exec VP & grp acct dir. — media buying, Ascenzia Breeze, HIV, hepatitis, laboratories.

**OMD Worldwide**, New York, Atlanta & Chicago. Eve Leshaw, comms dir-New York; Dale Travis, acct dir-Atlanta; Deb Nevin, acct dir-Chicago. — media svcs.

**Pharmaceutical Division:** 400 Morgan Lane, West Haven, Conn. 06516/Phone: (203) 812-2000. Reinhart Franzen, pres; Joseph Akers, exec VP-Bayer Healthacre & pres-Bayer Healthcare Pharmaceuticals, Hematology & Cardiology

**Euro RSCG Life**, Chelsea, N.Y. John Timmins, mg dir-Oncologix; Ed Stapor, pres. — Viadur.

**Bruce Leeb & Co.**, Fair Lawn, N.J. Bruce Leeb, pres & acct mgr. — Trasyolol.

**Leverte Associates**, Westport, Conn. Jim Patchen, sr VP; Amanda Harang, acct exec. — Kogenate.

**Regan Campbell Ward-McCann**, New York. Maureen Regan, mg ptrn. — Nexavar.

## 32 Berkshire Hathaway

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine .....	\$45,799	\$56,183	-18.5
Sunday magazine .....	3,497	1,610	117.2
B2B magazines .....	3,991	3,760	6.1
Local magazines .....	201	88	128.4
Newspaper .....	20,171	16,867	19.6
National newspaper .....	3,646	2,348	55.3
Spanish-language Newspaper .....	6	44	-86.7
Network TV .....	65,109	56,775	14.7
Spot TV .....	145,248	114,044	27.4
Syndicated TV .....	40,715	33,088	23.1
Cable TV networks .....	145,863	128,301	13.7
Network radio .....	10,297	10,637	-3.2
National spot radio .....	68,722	58,772	16.9
Local radio .....	56,881	51,756	9.9
Outdoor .....	21,031	17,671	19.0
Internet .....	13,910	2,210	529.4
Measured media .....	645,087	554,155	16.4
Unmeasured spending .....	448,281	365,442	22.7
Total .....	1,093,368	919,596	18.9
By brand	2006	2005	% chg
Geico .....	499,511	403,414	23.8
Dairy Queen .....	57,506	58,672	-2.0
Helzberg Jewelers .....	17,921	18,606	-3.7
Benjamin Moore .....	14,859	29,338	-49.4
Shaw Industries (carpet) .....	14,638	6,251	134.2
R.C. Willey Home Furnishings .....	13,375	8,599	55.5
Nebraska Furniture Mart .....	13,126	12,915	1.6

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales .....	\$98,539	\$81,663	20.7
Earnings .....	11,015	8,528	29.2
North America	2006	2005	% chg
Sales .....	88,685	73,497	20.7
Division sales	2006	2005	% chg
Insurance group .....	28,311	25,498	11.0
McLane Co. ....	25,693	24,074	6.7
Shaw Industries (carpet) .....	5,834	5,723	1.9
Finance & financial products ..	5,124	4,559	12.4
Other businesses .....	21,133	17,099	23.6

### Headquarters

Berkshire Hathaway/1440 Kiewit Plaza, Omaha, Neb. 68154/Phone: (402) 346-1400.

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence See Page 8 for methodology.

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## Notes

Berkshire Hathaway in April 2007 bought VF Corp.'s women's intimate apparel (Vanity Fair, Lily of France, Vassarette, Bestform, Curvation and licensed Ilusion brands) for \$350 million cash.

In August 2006, Berkshire bought Russell Corp., a marketer of athletic apparel and sporting goods, for about \$600 million. The company in February 2006 bought Business Wire, a distributor of press releases and regulatory filings.

In August 2005, Berkshire bought Forest River, a manufacturer of recreational vehicles and trailers. Forest River's newest diesel motor home model pays homage to the owner; it's called the Berkshire.

## Personnel, brands, agencies

**Corporate:** Warren Buffett, chmn & CEO.

**Acme Brick Co.:** 2821 W. Seventh, Fort Worth, Texas 76107-2219/Phone: (817) 390-2409. Dennis Knautz, pres & CEO; Bill Seidel, VP-mktg & adv.

**In-house.**

**Ben Bridge Jeweler:** P.O. 1908, Seattle, Wash. 98111/Phone: (206) 448-8800. Jon Bridge, co-CEO; Ed Bridge, pres & co-CEO; Steve Davolt, VP-mktg.

**Publicis,** Seattle. Scott Foreman, exec VP & grp mg dir.

**Benjamin Moore:** 101 Paragon Dr., Montvale, N.J. 07645/Phone: 201-573-9600. Yvan Dupuy, chmn; Denis Abrams, pres & CEO.

**Cramer-Krasselt/Hampel Stephanides,** New York. Tony Graetzer, sr VP & grp acct dir.

**Gianettino & Meredith Advertising,** Short Hills, N.J. Rick Riccardi, VP & acct super.

**Integer Group,** Midwest. Tiffanie Hibner, dir-promo mktg.

**Borsheim's Jewelry:** 120 Regency Pkwy., Omaha, Neb. 68114/Phone: (402) 391-0400. Susan M. Jacques, pres & CEO; Julie Raynells, mktg dir.

**In-house.**

**Buffalo News:** One News Plaza, Buffalo, N.Y. 14240/Phone: (716) 849-3434. Stanford Lipsey, publisher; Warren T. Colville, pres; Dottie Gallagher-Cohen, VP-mktg.

**Media Pros,** Orchard Park, N.Y. Ken Dobmeier, pres. — media buying.

**Clayton Homes:** 5000 Clayton Rd., Maryville, Tenn. 37804/Phone: (865) 380-3000. Kevin T. Clayton, pres & CEO; Chris Nicely, VP-mktg.

**In-house.** — Agencies assigned on a project basis.

**Cort Business Services:** 11250 Waples Mill Rd., Ste. 500, Fairfax, Va. 22030/Phone: (703) 968-8500. Paul Arnold, CEO; Lloyd Lenson, chief operating officer.

**No agency.**

**Fruit of the Loom:** One Fruit of the Loom Dr., Bowling Green, Ky. 42103/Phone: (270) 781-6400. John B. Holland, pres & CEO; John W. Shivel, sr VP-adv & corp comms; Christie Lindsey, adv mgr.

**Richards Group,** Dallas. Diane Fannon, principal; Dennis Walker, creative grp head; Ron Henderson, creative grp head; Mary Price, media svcs. — media svcs, BVD, Fruit of the Loom.

**Grupo Gallegos,** Long Beach, Calif. John Gallegos, principal. — Hispanic adv.

**Garan:** 350 Fifth Ave., 19th flr., New York, N.Y. 10118/Phone: (212) 563-2000. Seymour Lichtenstein, chmn; Jerry Kamiel, pres.

**No agency.**

**Geico:** Government Employee's Insurance Co., 1 Geico Plaza, Washington, D.C. 20076/Phone: (800) 947-2886. Tony Nicely, pres & CEO; Edward W. Ward, VP-mktg.

**Martin Agency,** Richmond, Va. Paul McKee, exec VP & chief operating officer; Shannon Haynes, acct super. — Geico Direct auto insurance, Geico, NASCAR.

**Lopez Negrete Communications,** Houston. Alex Lopez Negrete, pres & CEO. — Hispanic adv.

**H.H. Brown Shoe Group:** 124 W. Putnam Ave., Greenwich, Conn. 06830/Phone: (203) 661-2424. Frank Rooney, chmn; Jim Issler, pres & chief operating officer.

**In-house.** — Born Shoe Co., Acme Boot, Bolo, Browning, Brunswick Footwear, Carolina Shoe Co., Cove Shoe Co., Dexter Shoe Co., Double-H Boot, HH Brown Shoes, Honda Footwear, Sofft Shoe, Nurse Mates, Orvis, Quark, Softspots.

**Helzberg Diamond Shops:** 1825 Swift, North Kansas City, Mo. 64112/Phone: (800) 669-7780. Marvin Beasley, chmn; Joyce Hrinaya, sr VP-mktg & adv; Stacey McBride, dir-adv.

**Sullivan Higdon & Sink,** Kansas City, Mo. Rand Mikolecky, mg ptr.

**Horizon Media,** New York. Bill Koenigsberg, CEO & pres-media buying.

**International Dairy Queen:** 7505 Metro Blvd., P.O. Box 390286, Edina, Minn. 55439/Phone: (952) 830-0200. Charles W. Mooty, pres & CEO; Michael Keller, chief brand officer.

**Grey,** New York. Rick Cusato, exec VP-acct mgmt. — Dairy Queen restaurants.

**MediaCom,** New York. Larry Sawyer, exec VP & grp dir. — media buying.

**Johns Manville:** 717 17th St., Denver, Colo. 80202/Phone: (303) 978-2000. Steven B. Hochhauser, chmn, pres & CEO; Melody Dunbar, mgr-corp relations, affairs & comms.

**McClain Finlon Advertising,** Denver. Kelly Hanratty, acct exec. — Formaldehyde-free product line, Comfort Therm, EasyFit.

**Jordan's Furniture:** 450 Revolutionary Dr., Taunton, Mass. 02718/Phone: (508) 580-4900. Elliott Tatelman, pres; Heather Copelas, dir-pr.

**In-house.**

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**Justin Brands:** 610 W. Daggett, Fort Worth, Texas 76104/Phone: (817) 332-4385. Randy Watson, pres & CEO; Armando Romero, dir-adv.

**Balcom Agency,** Fort Worth, Texas. Krystal Lewis, acct exec. — Justin Boots, Justin Original Work Boots, Tony Lama Boots, Nocona Boots, Chippewa Footwear.

**MidAmerica Energy Holdings:** 666 Grand Ave., P.O. Box 657, Des Moines, Iowa 50303-0657/Phone: (515) 242-4300. Greg E. Abel, pres; Jack Kelleher, vp-mktg & sls.

**Flynn Wright,** Des Moines. Jon Miller, acct super. — MidAmerica Energy Holdings.

**Nebraska Furniture Mart:** 700 S. 72nd St., Omaha, Neb. 68114/Phone: (402) 397-6100. Irv Blumkin, chmn & CEO; Mark Hamilton, dir-mktg; Teri Harold, mgr-adv.

**Red Stone Communications,** Omaha. Gail Johnston, VP. — Nebraska Furniture Mart.

**In-house.** — media buying.

**NetJets:** 581 Main St., Woodbridge, N.J. 07095/Phone: (877) 638-5387. Richard T. Santulli, chmn & CEO; Steve Zacks, sr VP-mktg.

**Kirshenbaum Bond,** New York. Jonathan Bond, co-chmn. — NetJets fractional ownership program.

**Pampered Chef:** 1 Pampered Chef Lane, Addison, Ill. 60101-5630/Phone: (630) 261-8900. Doris Christopher, founder & chmn; Marla Gottschalk, CEO.

**No agency.**

**R.C. Willey Home Furnishings:** 2301 S. 300 West, Salt Lake City, Utah 84115/Phone: 801-461-3900. Scott Hymas, CEO; Bill Child, chmn; Clark Yospe, VP-mktg.

**In-house.**

**Scott Fetzer Cos.:** 28800 Clemens Rd., Westlake, Ohio 44145/Phone: (440) 892-3000. Campbell Hausfeld: Gary Heeman, pres; Chuck Shoemaker, dir-mktg & engineering; Hilarie Meyer, dir-mktg; Douglas Quickut: Mike Stuckey, gm; World Book Encyclopedia: Robert Hall, VP-sls, N. Amer.

**Odell Advertising/Marketing,** North Canton, Ohio. Dean Crawford, VP-sales. — Quickut.

**In-house.** — media buying, media & print, Campbell- Hausfeld, Child Craft, Early World of Learning, World Book Multimedia, World Book Encyclopedia, World Book Online Reference Center.

**See's Candies:** 210 El Camino Real, South San Francisco, Calif. 94080/Phone: (650) 583-7307. Brad Kinstler, pres & CEO; Richard Van Doren, VP-mktg.

**No agency.**

**Shaw Industries:** 616 E. Walnut Ave., Dalton, Ga. 30722/Phone: (706) 278-3812. Vance Bell, CEO; Randy Merritt, pres; Buddy Bevil, dir-mktg comms.

**In-house.**

**Star Furniture:** 16666 Barker Springs Rd., Houston, Texas 77084/Phone: (281) 492-6661. Bill Ward, pres; Mike Galloway, dir-adv.

**Yaffe/Deutser,** Houston. Brad Deutser, pres. — bdcast adv.

## 48 Best Buy Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$27,995	\$24,718	13.3
Sunday magazine	.44	548	-91.9
B2B magazines	1,426	1,366	4.4
Local magazines	.232	182	27.2
Newspaper	115,982	115,404	0.5
National newspaper	7,925	11,157	-29.0
Spanish-language Newspaper	3,374	2,007	68.1
Network TV	89,150	65,356	36.4
Spot TV	20,780	32,098	-35.3
Syndicated TV	.170	385	-56.0
Cable TV networks	57,709	69,957	-17.5
Spanish-language TV	14,609	13,248	10.3
National spot radio	1,907	990	92.7
Local radio	5,896	10,333	-42.9
Outdoor	1,677	1,138	47.4
Internet	31,591	13,462	134.7
Measured media	380,466	362,349	5.0
Unmeasured spending	498,208	461,171	8.0
Total	878,674	823,520	6.7

By brand	2006	2005	% chg
Best Buy	354,281	339,123	4.5
Geek Squad	19,622	14,891	31.8

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$30,848	\$27,433	12.4
Earnings	1,140	984	15.9
U.S.	2006	2005	% chg
Sales	27,380	24,616	11.2
Operating income	1,889	1,588	19.0

### Headquarters

Best Buy Co./7601 Penn Ave. S., Richfield, Minn. 55423/Phone: (612) 291-1000.

### Notes

Best Buy in June 2007 named Omnicom's BBDO, New York, as ad agency for the Best Buy brand after a review. BBDO New York's work was to include account planning, ad strategy and execution, and media and consumer connection planning. Best Buy said estimated billings, measured by media spending, will be \$170 to \$200 million.

Best Buy previously handled advertising in-house via Best Buy Advertising. The 150-employee shop will continue working on the retailer's newspaper inserts, Hispanic, direct and loyalty marketing as well as local store openings. The in-house shop will also handle other brands in the Best Buy portfolio, such as Magnolia Audio Video.

In naming BBDO, Best Buy also said it would expand its relationship with MDC's Crispin, Porter & Bogusky beyond Geek Squad to work on business development and in-store activation programs for the Best Buy brand.

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## Personnel, brands, agencies

**Corporate:** Brad Anderson, vice chmn & CEO; Brian Dunn, pres & chief operating officer; Michael Linton, exec VP-consumer & brand mktg & chief mktg officer; Ruby Anik, sr VP-mktg comms & bus ops.

**BBDO Worldwide**, New York. Rob Rawley, exec VP & regional acct dir. — Best Buy.

**Best Buy (In-house)** Ruby Anik, sr VP-mktg comms. — Geek Squad, Best Buy.

**Crispin Porter & Bogusky**, Miami. Alex Bogusky, chief creative officer. — Geek Squad.

**SMG Multicultural**, Chicago. Danielle Gonzales, VP & mg dir-Tapestry; Adrienne Stephenson, media super-Tapestry. — Hispanic media buying, Best Buy.

**Starcom USA**, Chicago. Sam Sussman, sr VP & acct dir. — media buying-natl bdcast, Best Buy.

**Avenue A/Razorfish**, Seattle. Joe Mele, sr acct dir; Colin Kinsella, pres-west region. — interactive mktg, Best Buy.

**GMR Marketing**, New Berlin, Wis. Rick Arnstein, exec VP. — mktg svcs, Best Buy.

**La Comunidad**, Miami. Marcela Maurer, acct dir. — Hispanic adv, Best Buy.

**Organic**. Chuck Russo, exec VP & chief client devel officer. — interactive mktg, Geek Squad.

**Rapp Collins Worldwide**, Dallas. Gary VonKennel, global CEO; Dawn Maire, exec VP & global practice leader. — direct mktg, Best Buy.

## 59 Bristol-Myers Squibb Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$118,319	\$86,090	37.4
Sunday magazine	10,889	13,655	-20.3
B2B magazines	108	860	-87.4
Local magazines	12	9	40.2
Spanish-language magazines	NA	174	NA
Newspaper	17,849	18,081	-1.3
National newspaper	3,488	3,183	9.6
Spanish-language Newspaper	4	12	-62.9
FSI	2,022	3,521	-42.6
Network TV	104,050	41,058	153.4
Spot TV	3,820	1,652	131.3
Syndicated TV	14,788	20,757	-28.8
Cable TV networks	15,986	17,059	-6.3
National spot radio	142	250	-43.3
Local radio	214	606	-64.7
Outdoor	2,204	1,721	28.0
Internet	17,121	7,921	116.1
Measured media	311,016	216,609	43.6
Unmeasured spending	380,131	368,820	3.1
Total	691,147	585,428	18.1
By brand	2006	2005	% chg
Plavix	149,807	110,159	36.0
Abilify	100,780	49,175	104.9
Bristol-Myers Squibb	44,137	25,399	73.8

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence. See Page 8 for methodology.

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$17,914	\$19,207	-6.7
Earnings	1,585	2,992	-47.0
U.S.	2006	2005	% chg
Sales	9,729	10,461	-7.0
Division sales	2006	2005	% chg
Pharmaceuticals	13,861	15,254	-9.1
Nutritionals	2,347	2,205	6.4
Other Healthcare	1,706	1,748	-2.4

## Headquarters

Bristol-Myers Squibb Co./345 Park Ave., New York, N.Y. 10154/Phone: (212) 546-4000.

## Notes

Included in ad totals is spending for Plavix blood thinner of which Bristol-Myers holds a 50.1% share in a venture with Sanofi-Aventis.

## Personnel, brands, agencies

**Corporate:** James D. Robinson III, chmn; James M. Cornelius, CEO; Lamberto Andreotti, exec VP & pres-ww pharmaceuticals; John E. Celentano, pres-Health Care Group; Wendy L. Dixon, pres-global mktg & chief mktg officer.

**McCann Erickson Worldwide**, New York. Rodger Groves, exec VP & grp dir. — Bristol-Myers Squibb corporate adv.

**Mead Johnson Nutritionals:** 2400 W. Lloyd Expy., Evansville, Ind. 47721/Phone: (812) 429-5000. Stephen W. Golsby, pres.

**Ogilvy & Mather Worldwide**, New York. Mike Guarini, acct exec. — Enfamil, Enfamil AR.

**Momentum Worldwide**, St. Louis. Bill Schmidt, acct exec. — sls promo & cons mktg, Enfamil.

**U.S. Pharmaceuticals:** 777 Scudders Mill Rd., Plainsboro, N.J. 08536/Phone: (609) 897-2000. Anthony C. Hooper, pres; Tom Chetrick, VP-adv & mktg svcs.

**CommonHealth**, Parsippany, N.J. Matt Giegerich, pres & CEO; Dave Chapman, mg ptrn; Michael Parisi, pres-Altum, a part of CommonHealth. — Sprydel.

**Euro RSCG Life Adrenaline**, New York. Richard Marshall, practice leader-offline promo; Marques McClary, VP & acct super. — Atriolia, Baraclude, Sustiva, Reyataz.

**Health@JWT**, New York. Howard Cortemanche, CEO-Health@JWT. — Abilify.

**Saatchi & Saatchi Consumer Healthcare**, New York. Lisa Hersh, sr VP & acct dir. — cons awareness adv, Plavix.

**Torre Lazur McCann**, Parsippany, N.J. Marci Piasecki, CEO. — Plavix.

**MindShare Worldwide**, New York. AJ Storinge, sr ptrn & grp plng dir. — media svcs.

**Unit 7**, New York. Denise D'Agostino, grp acct dir. — relationship mktg, Plavix.

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

## 90 Burger King Holdings

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$1,933	\$1,968	-1.8
Sunday magazine	1,415	NA	NA
B2B magazines	362	82	342.8
Spanish-language magazines	42	NA	NA
Newspaper	385	361	6.8
Spanish-language Newspaper	46	23	104.4
FSI	386	4	NA
Network TV	118,698	104,466	13.6
Spot TV	7,305	7,473	-2.3
Syndicated TV	18,417	29,833	-38.3
Cable TV networks	67,568	72,334	-6.6
Spanish-language TV	16,462	20,481	-19.6
Network radio	538	156	245.7
National spot radio	20,791	14,226	46.2
Local radio	22,203	12,039	84.4
Outdoor	7,380	4,456	65.6
Internet	1,802	975	84.8
Measured media	285,733	268,874	6.3
Unmeasured spending	93,726	85,607	9.5
Total	379,459	354,482	7.0
By brand	2006	2005	% chg
Burger King	285,243	268,834	6.1

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$2,048	\$1,940	5.6
Earnings	27	47	-42.6
North America	2006	2005	% chg
Sales	1,382	1,275	8.4
Operating income	295	255	15.7
Division sales	2006	2005	% chg
U.S. systemwide sales	8,392	8,355	0.4

### Headquarters

Burger King Holdings/5505 Blue Lagoon Dr., Miami, Fla. 33126/Phone: (305) 378-3000.

### Notes

Worldwide sales and earnings and U.S. sales/operating income shown in this profile are corporate and include company restaurants, franchise fees and property revenue.

Burger King said its franchises had worldwide sales of \$10.9 billion in the year ended June 2006, up marginally from \$10.8 billion in the previous year. Burger King had 2006 U.S. systemwide sales (corporate sales plus sales of franchisees) of \$8.4 billion, according to estimates by industry tracker Technomic. Burger King's U.S. ad totals in this report is what was spent on corporate and franchise restaurants and matches up with the U.S. systemwide sales reported by Technomic.

Franchisees pay 4% to 5% of gross sales to Burger King's advertising funds; Burger King contributes on the same basis for company-owned locations. Advertising contributions pay for all expenses relating to marketing, advertising and promotion, including

market research, production, advertising costs, PR and sales promotion.

As of Dec. 31, 2006, Burger King franchised or owned 11,184 restaurants in 65 countries and U.S. territories, of which about 90% were franchised.

Burger King began in 1954 when James McLamore and David Edgerton opened a restaurant in Miami. The founders sold Burger King to Pillsbury Co. in 1967. Grand Metropolitan bought Pillsbury in 1989; Grand Metropolitan merged with Guinness to form Diageo in 1997. In December 2002, Diageo sold Burger King to private equity funds controlled by Texas Pacific Group, Bain Capital Partners and Goldman Sachs. Burger King launched an IPO in May 2006. As of March 2007, Texas Pacific owned 21.8% of Burger King.

### Personnel, brands, agencies

**Corporate:** John W. Chidsey, CEO; Russ Klein, pres-global mktg strategy & innovation; Brian Gies, VP-mktg; John Schaufelberger, VP-product mktg; Alexandra Galindez, dir-multicultural mktg; Carlos Ribas, VP-global mktg.

**Crispin Porter & Bogusky**, Miami. Jeff Hicks, CEO & pres. — Burger King.

**Campbell Mithun**, Minneapolis. Steve Wehrenberg, chief operating officer. — kids/youth & family mktg, Burger King.

**MindShare Worldwide**, New York. Shari Cohen, pres & co-exec dir natl bdcst. — media svcs, Burger King.

**Bromley Communications**, Miami. Antonio Marquez, natl acct dir. — Hispanic adv, Burger King.

**Equity Marketing**, Los Angeles. Jon Banks, co-CEO. — sls promo, Burger King.

**NAS Recruitment Communications**, Toronto. Franz Yap, dir-bus devel. — recruiting.

**Premium Surge**, Chicago. Pam Crain, exec VP-client svcs. — sls promo, Burger King.

**UniWorld Group**, Miami. Gwendolyn Singletary, sr grp acct dir. — African-American adv, Burger King.

**VML**, Kansas City, Mo. Renee Holmes, acct super. — interactive mktg, Burger King.

**Wunderman**, New York. Keith Kiziah, sr VP & grp acct dir. — direct mktg, Burger King.

## 62 Cadbury Schweppes

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$44,475	\$27,944	59.2
Sunday magazine	269	NA	NA
B2B magazines	839	1,071	-21.7
Spanish-language magazines	7	NA	NA
Newspaper	391	165	136.7
National newspaper	159	761	-79.1
Spanish-language Newspaper	1	0	166.7
FSI	1,986	3,794	-47.6
Network TV	116,704	140,815	-17.1
Spot TV	3,523	7,509	-53.1
Syndicated TV	22,938	19,089	20.2
Cable TV networks	70,105	76,986	-8.9

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By media	2006	2005	% chg
Spanish-language TV	4,493	10,756	-58.2
Network radio	1,961	223	779.2
National spot radio	77	638	-88.0
Local radio	8,311	11,165	-25.6
Outdoor	6,799	1,971	244.9
Internet	6,629	1,497	342.8
Measured media	289,665	304,386	-4.8
Unmeasured spending	354,035	323,861	9.3
Total	643,700	628,247	2.5

By brand	2006	2005	% chg
Dr Pepper	86,076	102,790	-16.3
7UP & Diet 7UP	33,492	38,923	-14.0
Trident	32,601	28,582	14.1
Dentyne	29,013	44,384	-34.6
Snapple	24,987	22,714	10.0
Halls	20,442	18,781	8.8
Stride	16,821	0	NA
Mott's	10,706	10,194	5.0

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$13,602	\$11,658	16.7
Earnings	1,894	1,060	78.6
U.S.	2006	2005	% chg
Sales	7,209	0	NA
Division sales	2006	2005	% chg
Americas beverages	4,699	3,228	45.6
EMEA	4,245	4,229	0.4
Americas confectionery	2,436	2,226	9.4
Asia Pacific	2,207	2,057	7.3
Central	15	16	-6.3

## Headquarters

Cadbury Schweppes/Cadbury Schweppes, 25 Berkeley Square, London, U.K. W1J 6HB/Phone: 44-171-409-1313.

## U.S. Headquarters

Cadbury Schweppes/Americas Beverages/5301 Legacy Dr., Plano, Texas 75024/Phone: (972) 673-7000.

## Notes

Cadbury Schweppes, facing pressure from shareholders, on March 15, 2007, said it intended to separate its confectionery and Americas Beverages businesses with a goal to maximize shareholder value.

Cadbury already was pulling back from beverages; it in 2006 sold its beverage operations in Europe, Syria and South Africa for about \$2.6 billion.

Americas Beverages brands included carbonated drinks (Dr Pepper, 7UP, Sunkist, A&W) and non-carbonated beverages (including Snapple, Mott's, Hawaiian Punch and Clamato).

In making its March 2007 announcement, Cadbury said it was the world's largest confectionery company with a 10% global market share. "This leadership position is built on a broad geographic spread, substantial participation in all the confectionery categories (chocolate, gum and candy) and a strong portfolio of brands

(including Cadbury, Trident, Halls and Dentyne)," the company said. "We are No. 1 or No. 2 in nearly half of the world's top 50 confectionery markets. With around one third of our confectionery revenues generated in emerging markets, we have the largest and most broadly-based emerging markets presence."

## Personnel, brands, agencies

**Corporate:** John Sunderland, chmn; Todd Stitzer, CEO; Gilbert Cassagne, pres & CEO-Cadbury Schweppes America; James R. Chambers, pres & CEO-Cadbury Adams Americas Confectionery.

**VML**, Kansas City, Mo. Brian Yamada, grp acct dir. — interactive mktg.

**Americas Beverages:** 5301 Legacy Dr., Plano, Texas 75024/Phone: (972) 673-7000. Gilbert Cassagne, pres & CEO; Randy Gier, exec VP-mktg; Sean Gleason, sr VP-mktg resources; Jim Trebilcock, sr VP-cons mktg; Holly Mensch, VP-mktg, Snapple; Andrew Springate, VP & gm-Dr. Pepper brand; Bryan Mazur, VP & gm-Tea category; Ilene Bergenfeld, VP & gm-juice & juice drink & snack category; Jason Ash, VP & gm-energy & sports drink & water category; Shaun Nichols, dir-adv; Alice Nolan, VP-media.

**Cliff Freeman & Partners**, New York. Kiri Wolfe, acct dir. — Snapple.

**Laird & Partners**, New York. Paul Donaher, chief operating officer. — Mott's.

**Y&R**, San Francisco. Louisa Felton, acct dir. — Canada Dry, Dr Pepper, Diet Dr Pepper, Hawaiian Punch, 7UP, Sunkist.

**Mediaedge:cia**, New York. Lee Doyle, CEO-N America; Carl Hartman, mg ptnr. — media svcs, Dr Pepper, 7UP, Snapple, Mott's.

**Cadbury Adams:** 389 Interpace Pkwy., Parsippany, N.J. 07054/Phone: 973-909-2000. Brad Irwin, pres; Bill Higgins, VP-mktg.

**JWT**, New York. Peter Grossman, global bus dir. — Bubblicious, Halls, Sour Patch Kids, Stride, Swedish Fish, Trident.

**McCann Erickson Worldwide**, New York. Jeff Geisler, gm-TAG Ideation; Mark Strong, gm-TAG Ideation. — Dentyne.

**NAS Recruitment Communications**, St. Louis. Sean Bain, dir-bus devel.

**Mediaedge:cia**, New York. Lee Doyle, CEO-N Amer.; Carl Hartman, mg ptnr. — media svcs.

## 68 Campbell Soup Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$110,740	\$85,252	29.9
Sunday magazine	16,604	10,563	57.2
B2B magazines	1,581	1,587	-0.4
Local magazines	60	27	120.4
Spanish-language magazines	258	69	271.3
Newspaper	3,723	2,067	80.1
National newspaper	249	464	-46.4
FSI	27,713	28,778	-3.7
Network TV	147,306	118,296	24.5
Spot TV	7,175	7,459	-3.8

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By media	2006	2005	% chg
Syndicated TV	21,343	15,073	41.6
Cable TV networks	65,332	55,581	17.5
Network radio	4,111	3,178	29.3
National spot radio	2,318	1,135	104.3
Local radio	1,672	1,208	38.5
Outdoor	12	175	-93.3
Internet	4,080	3,061	33.3
Measured media	414,274	333,971	24.0
Unmeasured spending	150,055	150,045	0.0
Total	564,329	484,016	16.6
By brand	2006	2005	% chg
Campbell's	217,658	183,061	18.9
V8	56,062	34,159	64.1
Pepperidge Farm	49,766	42,495	17.1
Swanson	21,950	12,961	69.3
Pace	16,484	6,605	149.6
Prego	16,364	15,099	8.4

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$7,343	\$7,072	3.8
Earnings	766	707	8.3
U.S.	2006	2005	% chg
Sales	5,120	4,842	5.7
Earnings before interest & taxes	1,003	93,100	-98.9
Division sales	2006	2005	% chg
U.S. Soups, Sauces & Beverages	3,257	3,098	5.1
Baking & Snacking	1,747	1,742	0.3
International Soup & Sauces	1,255	1,227	2.3
Other	1,084	1,005	7.9

## Headquarters

Campbell Soup Co./World Headquarters, 1 Campbell Place, Camden, N.J. 08103-1799/Phone: (856) 342-4800.

## Personnel, brands, agencies

**Corporate:** Douglas R. Conant, pres & CEO; Mark Sarvary, exec VP & pres - Campbell N. Amer.; Carl Johnson, sr VP & chief strategy officer; Paul Alexander, VP-global adv & design.

**Godiva Chocolatier:** 355 Lexington Ave., New York, N.Y. 10017/Phone: (212) 984-5900. Jim Goldman, ww pres-Godiva; Sharon Rothstein, VP-global mktg & merch.

**Sugartown Creative.** New York. Jolie DeFreis, co-pres & dir-client svcs; Fritz Westenberger, co-pres & exec creative dir. — Godiva.

**Mediaedge:cia,** New York. Charles Coultier, exec ww chmn; Lee Doyle, mg ptrn & client svcs dir; Suzanne Kaufman, mg ptrn & acct dir-media buying. — Godiva.

**Pepperidge Farm:** 595 Westport Ave., Norwalk, Conn. 06851/Phone: (203) 846-7000. Patrick J. Callahan, pres; Michael Simon, VP & gm-Pepperidge Farms snacks div; Peter Reidie, gm-meals & accompaniments.

**Y&R,** New York. Shelley Diamond, mg ptrn. — Bakery, Goldfish, Pepperidge Farm cookies.

**Mediaedge:cia,** New York. Lee Doyle, CEO-N. Amer.; Suzanne Kaufman, mg ptrn & acct dir-media buying. — media buying, Pepperidge Farm.

**U.S. Soup, Sauces & Beverages:** Campbell Place, Camden, N.J. 08103-1799/Phone: (856) 342-4800. Denise Morrison, pres-U.S. Soups, Sauces & Beverages; Colin Watts, VP & gm-soup; Irene Britt, VP & gm-sauces & meal preparation.

**Y&R,** New York. Shelley Diamond, mg ptrn. — Pace sauces, Prego sauces, V8 beverages, SpaghettiO's, Chunky Soups, Kids Soups.

**BBDO Worldwide,** New York. Paul Reilly, exec VP & sr acct dir. — Campbell's condensed soups, Select soups, Swanson broth, new prods.

**Mediaedge:cia,** New York. Lee Doyle, CEO-N. Amer.; Suzanne Kaufman, mg ptrn & acct dir. — media buying.

## 49 Capital One Financial Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$3,289	\$1,397	135.5
B2B magazines	1,335	437	205.4
Local magazines	NA	8	NA
Newspaper	6,005	8,131	-26.1
National newspaper	676	576	17.2
Spanish-language Newspaper	16	3	412.9
Network TV	130,967	167,179	-21.7
Spot TV	10,096	6,910	46.1
Syndicated TV	41,708	57,197	-27.1
Cable TV networks	65,096	82,729	-21.3
Network radio	NA	571	NA
National spot radio	4,112	348	NA
Local radio	2,969	2,493	19.1
Outdoor	1,898	731	159.5
Internet	53,059	32,968	60.9
Measured media	321,227	361,678	-11.2
Unmeasured spending	542,518	463,129	17.1
Total	863,745	824,808	4.7
By brand	2006	2005	% chg
Capital One	319,541	352,002	-9.2

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$12,096	\$10,038	20.5
Earnings	2,414	1,809	33.5
North America	2006	2005	% chg
Sales	11,099	8,950	24.0
Net income	2,379	1,674	42.1

## Headquarters

Capital One Financial Corp./1680 Capital One Dr., McLean, Va. 22102/Phone: (703) 720-1000.

## Personnel, brands, agencies

**Corporate:** Richard D. Fairbank, chmn, pres & CEO; Bill McDonald, exec VP-brand mktg; David Wurfel, sr VP-brand adv; Peter Horst, sr VP-brand mktg.

**BBDO Worldwide,** Atlanta. Shari Dennis, exec VP & mgmt dir. — Retail banking.

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**DDB Worldwide Communications Group**, Chicago. Dana Anderson, pres-DDB Chicago. — Capital One.

**Halogen**, New York. Jason Lim, sr VP & grp media dir. — Capital One.

**MediaVest USA**, New York. Greg Warren, exec VP & mg dir; Vincent Sauvagnargues, VP & grp media dir. — media svcs.

**Arc Worldwide**, Chicago. Scott Clark, acct exec. — direct mktg.

**Avenue A/Razorfish**, New York. Jim Warner, acct exec. — inter-active mktg.

## 94 CBS Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$35,632	\$55,531	-35.8
Sunday magazine	7,184	5,557	29.3
B2B magazines	4,711	7,577	-37.8
Local magazines	509	449	13.4
Newspaper	22,933	24,516	-6.5
National newspaper	16,308	13,822	18.0
Spanish-language Newspaper	.80	44	82.4
Network TV	3,918	2,403	63.0
Spot TV	13,917	9,082	53.2
Syndicated TV	222	487	-54.4
Cable TV networks	1,070	1,135	-5.7
Spanish-language TV	373	NA	NA
Network radio	8,677	9,982	-13.1
National spot radio	7,521	13,747	-45.3
Local radio	33,415	48,102	-30.5
Outdoor	29,382	21,369	37.5
Internet	13,888	16,932	-18.0
Measured media	199,739	230,735	-13.4
Unmeasured spending	169,464	195,762	-13.4
Total	369,203	426,497	-13.4
By brand	2006	2005	% chg
CBS	100,952	102,421	-1.4
Showtime	27,283	42,678	-36.1
CBS Radio	22,228	15,776	40.9
UPN	18,795	30,331	-38.0
CBS TV stations	10,482	13,261	-21.0

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$14,320	\$14,113	1.5
Earnings	1,661	-7,089	NA
U.S.	2006	2005	% chg
Sales	14,320	14,113	1.5
Division sales	2006	2005	% chg
Television	9,487	9,325	1.7
Outdoor	2,103	1,949	7.9
Radio	1,960	2,115	-7.3
Publishing	.807	764	5.6

### Headquarters

CBS Corp./51 W. 52nd St., New York, N.Y. 10019/Phone: (212)975-4321.

### Personnel, brands, agencies

**Corporate:** Leslie Moonves, pres & CEO; Anthony G. Ambrosio,

exec VP-HR & admin; Louis J. Briskman, exec VP & genl counsel; Martin D. Franks, exec VP-plng, policy & government relations; Susan C. Gordon, sr VP-corp controller & chief accounting officer; Joseph Ianniello, sr VP-finance & treasurer; Richard Jones, sr VP & genl tax counsel; David F. Poltrack, chief rsch officer; Sumner Redstone, exec chmn & founder; Fredric Reynolds, exec VP & cfo; Gil Schwartz, exec VP-corp comms; Martin Shea, exec VP-investor relations; Angeline Straka, sr VP-deputy genl counsel & secretary.

**Agencies assigned on a project basis.**

**CBS Entertainment:** 51 W. 52nd St., New York, N.Y. 10019/Phone: (212) 975-4321. Nina Tassler, pres; Peter Golden, exec VP-talent and casting; Wendy Trilling, exec VP-comedy devel; Barbara Bloom, sr VP-daytime.

**Agencies assigned on a project basis.**

**Initiative**, New York and Los Angeles. Alan Cohen, head-innovations, East Coast; Greg Castronuovo, sr VP-entertainment, New York; John Nuzzi, sr VP-entertainment, Los Angeles. — media buying.

**CBS Interactive:** 51 W. 52nd St., New York, N.Y. 10019/Phone: (212) 975-4321. Quincy Smith, pres; Jonathan Barzilay, sr VP & gm; Patrick Keane, exec VP-chief mktg officer.

**Agencies assigned on a project basis.**

**Initiative**, New York and Los Angeles. Alan Cohen, head-innovations, East Coast; Greg Castronuovo, sr VP-entertainment, New York; John Nuzzi, sr VP-entertainment, Los Angeles. — media buying.

**CBS Outdoor:** 405 Lexington Ave., 14th Fl., New York, N.Y. 10174/Phone: (212) 297-6400. Wally Kelly, chmn & CEO; Clive Punter, CEO-CBS Outdoor International.

**No agency.**

**CBS Paramount International Television:** 51 W. 52nd St., New York, N.Y. 10019/Phone: (212) 975-4321. Armando Nunez, Jr., pres.

**No agency.**

**CBS Paramount Television:** 5555 Melrose Ave., Los Angeles, Calif. 90038/Phone: (323) 956-5000. David Stapf, pres; Maria Crenna, exec VP; Glenn Geller, sr VP-current programming; Brian Banks, sr VP-comedy devel; Nancy Tellem, pres-CBS Paramount Network Television Entertainment Group; Kevin Berg, exec VP-prodn; Julie McNamara, sr VP-drama devel.

**No agency.**

**CBS Radio:** 1515 Broadway, New York, N.Y. 10019/Phone: (212) 975-4321. Dan Mason, pres & CEO.

**No agency.**

**CBS Television Distribution:** 51 W. 52nd St., New York, N.Y. 10019/Phone: (212) 975-4321. Roger M. King, CEO; Robert V. Madden, pres & chief operating officer; John Nogawski, pres & chief operating officer; Terry Wood, pres-creative affairs & devel.

**No agency.**

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**CBS Television Network:** Sean McManus, pres-CBS News and Sports; Jo Ann Ross, pres-network sales; Nancy Tellem, pres-CBS Paramount Network Television Entertainment Group.

**Agencies assigned on a project basis.**

**Initiative.** New York and Los Angeles. Alan Cohen, head-innovations, East Coast; Greg Castronuovo, sr VP-entertainment, New York; John Nuzzi, sr VP-entertainment, Los Angeles. — media buying.

**CBS Television Stations:** 51 W. 52nd St., New York, N.Y. 10019/Phone: (212) 975-4321. Tom Kane, pres & CEO.

**No agency.**

**CSTV Networks, Inc.:** 85 10th Ave. 3rd Fl., New York, N.Y. 10011/Phone: (212) 342-8700. Brian Bedol, pres & CEO.

**No agency.**

**Showtime:** 1633 Broadway, New York, N.Y. 10019/Phone: (212) 708-1600. Matthew C. Blank, chmn & CEO; Robert Greenblatt, pres-entertainment.

**In-house.** — creative.

**Initiative.** New York. Alan Cohen, head-innovations, East Coast; Greg Castronuovo, sr VP-entertainment. — media buying.

**Simon & Schuster:** 1230 Avenue of the Americas, New York, N.Y. 10020/Phone: 212-698-7000. Jack Romanos, pres & CEO; David England, sr VP & cfo; Joe D'Onofrio, sr VP-supply chain ops; Anne Lloyd Davies, sr VP & chief information officer; Elisa Rivlin, sr VP-genl counsel; Adam Rothberg, VP & dir corp comms; Mark Zulli, sr VP-HR.

**No agency.**

**The CW:** 51 W. 52nd St., New York, N.Y. 10019/Phone: (212) 975-4321. Dawn Ostroff, pres-entertainment; John D. Maatta, chief operating officer; Kim Fleary, exec VP-comedy devel; Rick Haskins, exec VP-mktg & brand strategy; Paul McGuire, exec VP-network comms; Bill Morningstar, exec VP-natl sales; Thom Sherman, exec VP-drama devel; Jennifer Bresnan, sr VP-alternative programming; Eric Cardinal, sr VP-rsch; Rick Mater, sr VP-bdcast standards; Betsy McGowen, sr VP & GM-Kids' WB!; Lori Openden, sr VP-talent & casting; Elizabeth Tumulty, sr VP-network distribution.

**No agency.**

## 75 Circuit City Stores

**U.S. ad spending (\$ in thousands)**

By media	2006	2005	% chg
B2B magazines	601	306	96.5
Newspaper	94,755	73,135	29.6
National newspaper	7,087	7,121	-0.5
Spanish-language Newspaper	706	187	278.0
Network TV	92,838	54,144	71.5
Spot TV	18,012	34,259	-47.4
Syndicated TV	NA	143	NA
Cable TV networks	26,822	22,145	21.1
Spanish-language TV	9,854	NA	NA
National spot radio	658	2,114	-68.9
Local radio	3,161	3,880	-18.5

By media	2006	2005	% chg
Outdoor	72	71	1.0
Internet	49,352	50,312	-1.9
Measured media	303,919	247,818	22.6
Unmeasured spending	194,309	178,719	8.7
Total	498,228	426,536	16.8
By brand	2006	2005	% chg
Circuit City	303,434	247,778	22.5

**Sales & earnings (\$ in millions)**

Worldwide	2006	2005	% chg
Sales	\$11,598	\$10,470	10.8
Earnings	239	103	132.6
U.S.	2006	2005	% chg
Sales	10,974	10,015	9.6

**Headquarters**

Circuit City Stores/9950 Mayland Dr., Richmond, Va. 23233-1464/Phone: (804) 527-4000.

**Personnel, brands, agencies**

**Corporate:** Philip J. Schoonover, chmn, pres & CEO; Peter C. Weedfald, sr VP & chief mktg officer; David L. Matthews, exec VP-merch, svcs & mktg.

**Euro RSCG Worldwide,** Chicago. Zain Raj, exec dir.

**In-house.** — creative & media buying.

**Sharpe Partners,** New York. Susanna Tully, dir-client strategies. — interactive mktg.

**Springbox,** Austin, Texas. Adam Moore, founder; Dan Isaacs, founder. — interactive mktg, interactive, mktg svcs, creative.

## 39 Citigroup

**U.S. ad spending (\$ in thousands)**

By media	2006	2005	% chg
Magazine	\$88,653	\$143,940	-38.4
Sunday magazine	10,952	26,031	-57.9
B2B magazines	3,587	2,779	29.1
Local magazines	128	468	-72.6
Spanish-language magazines	56	93	-40.0
Newspaper	66,509	64,485	3.1
National newspaper	17,486	23,373	-25.2
Spanish-language Newspaper	3,299	2,432	35.7
Network TV	148,087	222,273	-33.4
Spot TV	610	6,408	-90.5
Syndicated TV	7,188	12,289	-41.5
Cable TV networks	37,472	53,796	-30.3
Network radio	336	709	-52.7
National spot radio	2,682	4,412	-39.2
Local radio	5,926	9,990	-40.7
Outdoor	10,457	16,597	-37.0
Internet	24,753	33,742	-26.6
Measured media	428,181	623,815	-31.4
Unmeasured spending	584,067	376,690	55.1
Total	1,012,248	1,000,505	1.2
By brand	2006	2005	% chg
Citi	394,058	589,152	-33.1
Smith Barney	21,074	18,225	15.6

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$89,615	\$83,642	7.1
Earnings	21,538	24,589	-12.4
U.S.	2006	2005	% chg
Sales	30,594	30,107	1.6
Net income	8,390	7,173	17.0
Division sales	2006	2005	% chg
Global Consumer	50,299	48,245	4.3
Corp & Investment Bank	27,187	23,863	13.9
Global Wealth Management	10,177	8,684	17.2
Alternative Investments	2,901	3,430	-15.4

## Headquarters

Citigroup/399 Park Ave., New York, N.Y. 10043/Phone: (212) 559-1000.

## Notes

Unmeasured figures include spending on direct marketing for credit cards. Citigroup generated 60.8% of 2006 worldwide consumer revenue from the U.S.

## Personnel, brands, agencies

**Corporate:** Chuck Prince, chmn & CEO.

**Publicis**, New York. Lisa Caputo, chief marketing officer, global consumer group.

**Global Consumer Group:** 399 Park Ave., New York, N.Y. 10022/Phone: (212) 559-1000. Ajay Banga, chmn & CEO-Global Consumer Grp Intl; Steven J. Freiberg, chmn & CEO-N. Amer.; Lisa Caputo, chief mktg, adv, and community relations officer; Bob O'Leary, mg dir-global adv.

**Publicis Groupe Advertising**, New York. Jeremy Bowles, mg dir.

**AtmosphereBBDO**, New York. Andreas Combuechen, CEO & chief creative officer; Garrett Franklin, acct dir. — special projects, All Cards.

**Critical Mass**, New York. Don Blanchard, acct dir. — interactive mktg, Citicards, Citibank, Citi-thankyou.

**Euro RSCG Worldwide**, Chicago. Joy Schwartz, exec dir. — relationship mktg, AAdvantage (Relationship between Citi & American Airlines), Youth/College Cash, Driver's Edge, Hilton, Proactive Sales Management, Oil & Gas (Citi card partnerships), Cons Lending.

**Markets and Banking:** 388 Greenwich St. 38th Fl., New York, N.Y. 10013/Phone: (212) 816-6000. Robert Druskin, pres & CEO-Citigroup Corporate & Investment Banking; Jo-Ann Daddio, sr VP & dir-branding & adv.

**Merkley & Partners**, New York. Coleen Cahill, grp acct dir.

**Smith Barney:** 388 Greenwich St. 17th fl., New York, N.Y. 10013/Phone: (212) 816-6000. Charlie Johnston, pres & CEO-Smith Barney Global Private Client Grp; John Mittnacht, sr VP & dir adv-Smith Barney.

**Hill Holliday**, New York. Stacia Goddard, exec VP & mg dir. — Smith Barney.

## 66 Clorox Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$229,742	\$225,732	1.8
Sunday magazine	8,523	11,048	-22.9
B2B magazines	129	5	NA
Spanish-language magazines	1,031	496	107.7
Newspaper	1,529	2,625	-41.8
National newspaper	69	NA	NA
Spanish-language Newspaper	93	NA	NA
FSI	4,000	6,936	-42.3
Network TV	80,139	89,371	-10.3
Spot TV	18,451	19,614	-5.9
Syndicated TV	21,009	21,887	-4.0
Cable TV networks	89,755	77,102	16.4
Spanish-language TV	25,711	21,298	20.7
Network radio	3,020	3,074	-1.8
National spot radio	748	1,469	-49.1
Local radio	700	1,347	-48.0
Outdoor	1,091	1,974	-44.8
Internet	8,784	2,582	240.3
Measured media	494,523	486,561	1.6
Unmeasured spending	89,674	85,864	4.4
Total	584,198	572,424	2.1

By brand	2006	2005	% chg
Clorox	248,947	251,201	-0.9
Glad	60,042	59,515	0.9
Brita	35,004	26,162	33.8
Hidden Valley	32,669	39,724	-17.8
Fresh Step	24,893	11,413	118.1
Pine-Sol	19,240	20,933	-8.1
Liquid-Plumr	18,665	9,280	101.1
Armor All	13,168	16,756	-21.4
Tilex	10,937	9,588	14.1
Formula 409	10,785	16,919	-36.3

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$4,644	\$4,388	5.8
Earnings	444	1,096	-59.5
North America	2006	2005	% chg
Sales	3,878	3,692	5.0
Division sales	2006	2005	% chg
Household group-N. Amer.	2,113	2,000	5.7
Specialty group	1,892	1,800	5.1
International	639	600	6.5

## Headquarters

Clorox Co./1221 Broadway, Oakland, Calif. 94612/Phone: (510) 271-7000.

## Personnel, brands, agencies

**Corporate:** Donald R. Knauss, chmn & CEO; Lawrence S. Peiros, exec VP & chief operating officer; Best Springer, exec VP-strategy & growth; Frank A. Tataseo, exec VP-functional ops; Warwick Every-Burns, sr VP-intl; Daniel J. Heinrich, sr VP & cfo; Jacqueline P. Kane, sr VP-HR & corp affairs; Laura Stein, sr VP-gen counsel & sec.; Tarang Amin, VP-global health & wellness;

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Tim E. Bailey, VP-prod supply; Thomas P. Britanik, VP & gm-U.S. auto care & Brita; Wayne Delker, VP-rsch & devel; Benno Dorer, VP & gm-household div; Robin Evitts, VP & chief info officer; Gregory S. Frank, VP & gm-Brita & Canada; Derek A. Gordon, VP-mktg; John Hommeyer, VP-growth; Thomas D. Johnson, VP, controller & chief accounting officer; Grant J. LaMontagne, VP-slcs; Stephen M. Robb, VP-financial plng & analysis; George C. Roeth, VP & gm-specialty div; Glenn R. Savage, VP & gm-cleaning div; Keith R. Tandowsky, VP-internal audit.

**DDB Worldwide Communications Group**, San Francisco. Mary Moudry, pres. — Armor All car auto-care prods, Brita water filters, Clorox bleach & cleaners, Formula 409, Fresh Step & Scoop Away cat litter, Glad trash bags & storage products, Hidden Valley salad dressings, K.C. Masterpiece BBQ sauces, Pine-Sol cleaner, Tilex cleaners, Liquid-Plumr drain openers.

**OMD Worldwide**, San Francisco & New York. Laura Bracken, dir-San Francisco; Stacey Larson, grp dir-New York. — media buying.

**Carol H. Williams Advertising**. Carol H. Williams, pres, CEO & chief creative officer. — African-American adv, Pine-Sol, Clorox Liquid Bleach.

**Dieste Harmel & Partners**, Dallas. Larissa Acosta, gm. — Hispanic adv, Brita water filters, Clorox disinfecting wipes, Clorox liquid bleach, Glad trash bags, Kingsford charcoal, Pine-Sol cleaners. — Hispanic adv.

**Tribal DDB**, San Francisco. Elizabeth Ross, pres-Tribal West. — interactive mktg.

## 58 Coca-Cola Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$57,173	\$36,795	55.4
B2B magazines	2,368	2,264	4.6
Local magazines	13	NA	NA
Spanish-language magazines	63	48	30.4
Newspaper	1,516	5,995	-74.7
National newspaper	2,009	2,531	-20.6
Spanish-language Newspaper	349	351	-0.6
FSI	4,143	5,142	-19.4
Network TV	200,146	190,991	4.8
Spot TV	11,642	8,607	35.3
Syndicated TV	13,150	13,153	0.0
Cable TV networks	65,916	102,065	-35.4
Spanish-language TV	47,784	27,994	70.7
Network radio	2,541	1,442	76.2
National spot radio	72	1,410	-94.9
Local radio	31,370	45,284	-30.7
Outdoor	25,505	26,459	-3.6
Internet	21,334	5,944	NA
Measured media	487,092	476,475	2.2
Unmeasured spending	253,732	234,682	8.1
Total	740,824	711,156	4.2
By brand	2006	2005	% chg
Coca-Cola	334,033	320,501	4.2
Sprite	27,108	41,798	-35.1
Minute Maid	21,501	39,653	-45.8

By brand	2006	2005	% chg
Powerade	19,027	16,259	17.0
Vault	18,206	1,586	NA
Dasani	16,570	18,153	-8.7
Tab Energy	12,616	0	NA
Simply Orange	10,041	9,867	1.8

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$24,088	\$23,104	4.3
Earnings	5,080	4,872	4.3
U.S.	2006	2005	% chg
Sales	6,662	6,299	5.8
Operating income	1,683	1,553	8.4
Division sales	2006	2005	% chg
US cola (AA construct)	7,029	6,676	5.3

### Headquarters

Coca-Cola Co./1 Coca-Cola Plaza, Atlanta, Ga. 30313/Phone: (404) 676-2121.

### Notes

Mary Minnick, Coca-Cola's high-profile exec VP-president of marketing, strategy and innovation, left the company the end of February 2007. Ms. Minnick was in the running for the company's president-COO post, but was passed over in December when the company named Muhtar Kent to that post. He is the likely heir apparent to the CEO post.

Coca-Cola reorganized marketing after Ms. Minnick's exit. Effective March 1, 2007, Coca-Cola's marketing, strategy and innovation teams reported as follows:

Reporting to Chairman-CEO Neville Isdel:

Danny Strickland, sr VP-chief innovation & technical officer, and John Murphy, VP-strategic growth.

Marketing reported to Chief Operating Officer Muhtar Kent:

Marc Mathieu, sr VP-brand marketing (advertising, product development), and Mark Greatrex, sr VP-marketing comms & insights (brand marketing communications, sports marketing and other areas).

Reporting to Marc Mathieu:

Penny McIntyre, sr VP-noncarbonated beverages & new prods; Abby Rodgers, VP-company brand strategy & comms; and Mark Moreland, VP-program mgmt.

Reporting to Mark Greatrex:

Scott Uzell, VP-global new business models.

Coca-Cola in May 2007 agreed to buy Energy Brands, known as Glacéau, for \$4.1 billion cash. The deal included various "enhanced water" brands including Vitaminwater, Fruitwater, Smartwater and Vitaminenergy. Energy Brands had more than 1,000 full- and part-time employees. Coca-Cola says \$125 million of its 2005 worldwide \$400 million increase in marketing and innovation-related spending went to North America. Included in the spending are new iconic TV ads to revive the Coke brand.

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## Personnel, brands, agencies

**Corporate:** E. Neville Isdell, chmn & CEO; Danny Strickland, sr VP-chief innovation, rsch and devel officer; Muhtar Kent, chief operating officer; Thomas Mattia, sr VP & dir-ww public affairs & comms.

**Leo Burnett Worldwide**, Chicago. John Gatti, exec VP & mg dir. — corporate, new products.

**NAS Recruitment Communications**, Salt Lake City. Brian Rollins, dir-bus devel. — recruitment mktg.

**Coca-Cola North America:** 1 Coca-Cola Plaza, Atlanta, Ga. 30313/Phone: (404) 676-2121. Sandy Douglas, pres; Katie Bayne, chief mktg officer.

**Anomaly**, New York. Carl Johnson, ptrn; Mike Byrne, ptrn & creative dir. — brand innovations, Dasani, Gold Peak, Nestea.

**Crispin Porter & Bogusky**, Miami. Alex Bogusky, chief creative officer. — Coca-Cola Zero, Sprite.

**Doner**, Southfield, Mich. Monica Tysell, exec VP & acct mgmt dir. — Minute Maid, Simply Orange.

**Fitzgerald & Co.**, Atlanta. Joy Rowland, acct dir; Chris Hooper, grp acct dir. — N. Amer. regional adv, Coca-Cola.

**Kirshenbaum Bond & Partners**, New York. Allie Sabol, acct dir. — Tab Energy.

**Mother**, New York. Rob Thorsen, chief strategist. — Full Throttle.

**Ogilvy & Mather Worldwide**, New York. Scott Flood, sr ptrn & ww mg dir. — Fanta.

**Publicis**, New York. Leigh Baker, sr VP & grp acct dir. — VAULT.

**Venables, Bell & Partners**, San Francisco. Nick Johnson, grp mgmt dir. — Fresca.

**Wieden & Kennedy**, Portland, Ore. Lee Davis, acct dir. — Powerade, Coca-Cola, Diet Coke.

**Agencies assigned on a project basis.** — regional agencies, Barq's.

**Starcom MediaVest Group**, New York. Nancy Mullahy, exec dir. — media svcs.

**Arc Worldwide**, Atlanta. Kate Neil, VP & acct dir. — sls promo, cust mktg.

**Lapiz Hispanic Marketing**, Chicago. Marco Azucena, acct super. — Hispanic adv, Coca-Cola Classic.

**Manning Selvage & Lee**, Atlanta. Rob Baskin, mg dir. — corp comms, multiple brands.

**Momentum Worldwide**, New York. Belinda Brennan, acct exec. — sls promo, retail & event mktg, Coca-Cola, Diet Coke, Sprite, Fanta, Minute Maid, Powerade, Dasani.

**Studiocom**, Atlanta. Blakely Ginn, acct dir & client ptrn; Lai Becker, VP-client svcs. — interactive mktg, Coca-Cola, cokestudios.com, mycokerewards.com.

## 67 Comcast Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$28,789	\$20,251	42.2
B2B magazines	4,488	4,031	11.3
Local magazines	344	250	37.6
Spanish-language magazines	34	20	67.5
Newspaper	75,003	82,545	-9.1
National newspaper	3,042	1,709	78.1

By media	2006	2005	% chg
Spanish-language Newspaper	649	628	3.4
FSI	28	18	56.7
Network TV	43,916	35,539	23.6
Spot TV	136,970	110,564	23.9
Syndicated TV	NA	20	NA
Cable TV networks	626	100	526.8
Network radio	2,072	1,439	44.0
National spot radio	22,990	19,927	15.4
Local radio	61,363	65,695	-6.6
Outdoor	13,990	13,639	2.6
Internet	32,054	16,434	95.1
Measured media	426,360	372,808	14.4
Unmeasured spending	142,120	124,269	14.4
Total	568,480	497,077	14.4

By brand	2006	2005	% chg
Comcast	359,373	299,485	20.0
E!	39,782	49,439	-19.5

### Sales & earnings (\$ in millions)

Worldwide & U.S.	2006	2005	% chg
Sales	\$24,966	\$21,075	18.5
Earnings	2,533	928	173.0

### Headquarters

Comcast Corp./1500 Market St., Philadelphia, Pa. 19102/Phone: (215) 665-1700.

### Notes

In November 2006, Comcast bought Walt Disney Co.'s 39.5% stake in E! Entertainment for \$1.23 billion. That gave Comcast 100% ownership of E!.

Comcast in September 2006 rebranded OLN, a cable sports channel, as Versus. OLN in 2006 had measured spending of \$9.6 million; Versus had spending of \$3.8 million.

Comcast Corp. and Time Warner's Time Warner Cable in July 2006 bought the assets of bankrupt Adelphia Communications Corp. Late that month, Comcast and Time Warner swapped some cable systems, most acquired from Adelphia, to streamline their geographic clusters of subscribers.

### Personnel, brands, agencies

**Corporate:** Brian L. Roberts, chmn & CEO; Stephen B. Burke, exec VP & chief operating officer.

**Comcast Cable Communications:** 1500 Market St., Philadelphia, Pa. 19102/Phone: (215) 665-1700. Stephen B. Burke, pres; David N. Watson, exec VP-ops; David A. Juliano, exec VP-mktg & prod devel.

**Goodby, Silverstein & Partners**, San Francisco. Brian McPherson, grp acct dir. — Comcast Cable/Digital Cable, Comcast High-Speed Internet, Comcast Digital Voice.

**Richards Group**, Dallas. David Hall, principal; Lennon Courtney, creative grp head. — Comcast Workplace, Comcast One.

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**Comcast Content:** 1500 Market St., Philadelphia, Pa. 19102/Phone: (215) 665-1700. Jeff Shell, pres; David T. Cassaro, pres-Comcast Network s/s; Ted Harbert, pres-E! Style Networks; Gavin Harvey, pres-OLN; Page Thompson, pres-Golf Channel; Diane Robina, pres-emerging networks; Rod Shanks, gm-AZN Television; Neal Tiles, pres-G4; Sandy Wax, pres-PBS KIDS Sprout; Jack Williams, pres-Comcast SportsNet.

**In-house.** — E!

**Omelet,** Los Angeles. Steven Amato, founder; Shervin Samari, founder. — interactive mktg, G4.

**Comcast Spectacor:** 3601 S. Broad St., Philadelphia, Pa. 19148/Phone: (215) 336-3600. Edward M. Snider, chmn; Fred A. Shabel, vice chmn; Peter A. Luukko, pres.

**In-house.** — Philadelphia Flyers, Philadelphia 76ers.

## 96 ConAgra Foods

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$30,316	\$15,124	100.4
Sunday magazine	1,675	5,869	-71.5
B2B magazines	1,623	1,253	29.6
Spanish-language magazines	8	13	-37.5
Newspaper	131	66	97.6
National newspaper	NA	238	NA
Spanish-language Newspaper	2	4	-57.5
FSI	29,352	30,218	-2.9
Network TV	51,022	55,567	-8.2
Spot TV	3,171	5,294	-40.1
Syndicated TV	21,099	21,230	-0.6
Cable TV networks	38,198	37,525	1.8
Spanish-language TV	3,410	NA	NA
National spot radio	424	1,658	-74.4
Local radio	2,023	2,381	-15.0
Outdoor	65	511	-87.3
Internet	558	967	-42.3
Measured media	183,075	177,919	2.9
Unmeasured spending	183,075	177,919	2.9
Total	366,151	355,838	2.9

By brand	2006	2005	% chg
Orville Redenbacher	23,825	18,123	31.5
Pam	18,638	11,826	57.6
Healthy Choice	16,904	17,540	-3.6
Marie Callender	16,820	7,906	112.7
Reddi-Wip	11,016	12,402	-11.2
Banquet	10,954	17,201	-36.3
Slim Jim	10,885	3,134	247.3
Chef Boyardee	10,323	12,704	-18.7

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$11,579	\$11,504	0.7
Earnings	534	642	-16.8
U.S.	2006	2005	% chg
Sales	10,279	10,304	-0.2

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence. See Page 8 for methodology.

Division sales	2006	2005	% chg
Consumer Foods	6,600	6,716	-1.7
Food & Ingredients	3,189	2,986	6.8
Trading & Merchandising	1,186	1,224	- 3.1
International Foods	604	578	4.5

### Headquarters

ConAgra Foods/1 ConAgra Dr., Omaha, Neb. 68102/Phone: (402) 595-4000.

### Notes

ConAgra in October 2006 sold its branded meet business to Smithfield Foods. Brands included Armour, Eckrich, Margherita and LunchMakers. Concurrent with that deal, Smithfield arranged the sale of ConAgra's Butterball and Longmont turkey brands to Carolina Turkeys, which adopted the name Butterball LLC. Smithfield owns 49% of Butterball LLC.

### Personnel, brands, agencies

**Corporate:** Gary Rodkin, pres & CEO; Joan Chow, chief mktg officer.

**ConAgra Consumer Foods:** 5 ConAgra Dr., Omaha, Neb. 68102/Phone: (402) 595-6000. Dean Hollis, pres & CEO.

**DDB Worldwide Communications Group,** San Francisco. Mary Moudry, pres. — Banquet frozen foods, Banquet Dessert Bakes, Banquet Homestyle Bakes, Chef Boyardee, Hunt's Snack Pack, LaChoy, Manwich, Marie Callender's, Swiss Miss, Ro\*Tel Tomatoes, Wolf Brand Chili.

**Nitro,** New York. Elizabeth Gullet, dir-client svcs. — Egg Beaters, Healthy Choice frozen, Healthy Choice soups, Hunt's, Hebrew National, Pam.

**Wonder Group,** Cincinnati. Dave Siegel, pres. — Kid Cuisine.

**Agency in review.** — Orville Reddenbacher, Reddi Wip, Slim Jim.

**MediaCom,** New York. Jill Langan, sr ptrn & gp dir. — media svcs, frozen foods, grocery, and refrigerated snacks.

**Wunderman,** New York. — direct mktg.

## 13 DaimlerChrysler

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$150,609	\$297,917	-49.4
Sunday magazine	4,066	2,297	77.0
B2B magazines	10,479	8,407	24.6
Local magazines	152	261	-41.7
Spanish-language magazines	1,375	3,348	-58.9
Newspaper	125,354	193,913	-35.4
National newspaper	39,063	32,326	20.8
Spanish-language Newspaper	1,515	1,824	-16.9
Network TV	291,495	241,277	20.8
Spot TV	500,436	526,767	-5.0
Syndicated TV	4,070	5,144	-20.9
Cable TV networks	167,060	164,714	1.4
Spanish-language TV	35,973	34,683	3.7
Network radio	1,601	2,439	-34.4
National spot radio	5,129	4,555	12.6

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By media	2006	2005	% chg
Local radio .....	29,079	27,901	4.2
Outdoor .....	13,101	11,270	16.2
Internet .....	44,555	33,246	34.0
Measured media .....	1,425,110	1,592,287	-10.5
Unmeasured spending .....	527,095	588,928	-10.5
Total .....	1,952,205	2,181,215	-10.5
By brand	2006	2005	% chg
Dodge .....	486,661	516,658	-5.8
Chrysler .....	454,203	605,931	-25.0
Jeep .....	303,155	298,153	1.7
Mercedes-Benz .....	153,165	147,846	3.6
DaimlerChrysler .....	19,788	17,120	15.6
Sales & earnings (\$ in millions)			
Worldwide	2006	2005	% chg
Sales .....	\$189,470	\$185,348	2.2
Earnings .....	4,033	3,398	18.7
U.S.	2006	2005	% chg
Sales .....	79,899	82,931	-3.7
Division sales	2006	2005	% chg
Mercedes Car Group .....	62,115	57,456	8.1
Chrysler Group .....	58,731	61,981	-5.2
Truck Group .....	36,036	34,121	5.6
Financial services .....	17,932	15,838	13.2
Van, Bus, Other .....	14,656	15,951	-8.1

## Headquarters

DaimlerChrysler/225 Epplestrasse, 70546 Stuttgart, Germany  
/Phone: 49-711-17-0.

## U.S. Headquarters

DaimlerChrysler/1000 Chrysler Dr., Auburn Hills, Mich. 48326-2766/Phone: (248) 576-5741.

## Notes

DaimlerChrysler May 14, 2007, announced it was selling Chrysler Group to private-equity firm Cerberus Capital Management for \$7.4 billion. Cerberus was to get a 80.1% stake; DaimlerChrysler kept 19.9%. Most of the \$7.4 billion outlay from Cerberus will go directly to the future new company, Chrysler Holding. Chrysler's automotive business was to get \$5 billion, while the financial-services business received \$1.05 billion; DaimlerChrysler will \$1.35 billion. The sale, coming three months after DaimlerChrysler said it was reviewing strategic options for Chrysler, unwinds a failed merger that began in 1998 with Daimler's acquisition of Chrysler Corp. New owner Cerberus has another Detroit connection; it bought 51% of General Motors Corp.'s finance arm, GMAC, in 2006.

Chrysler announced a number of executive departments in the weeks after the Cerberus deal was struck. In late May 2007, it said George Murphy, senior VP-global brand marketing at Chrysler Group, was leaving to pursue other opportunities. Chrysler didn't name an immediate successor. Mr. Murphy had held the job since 2001.

DaimlerChrysler is the largest client of Omnicom Group, which in 2006 generated 3.6% or \$410 million in revenue from the automaker. Chrysler as of year-end 2006 employed more than 100

Omnicom shops. Omnicom agencies have worked with DaimlerChrysler units since 1926, when Chrysler hired ad agency Ross Roy (now folded into BBDO). Following the 1998 Daimler/Chrysler merger, Omnicom expanded its ties: Mercedes-Benz of North America in 1999 moved to what's now Merkle & Partners, and Chrysler Group consolidated at Omnicom in 2000.

## Personnel, brands, agencies

**Corporate:** Dieter Zetsche, chmn.

**BBDO Detroit**, Troy, Mich. Joe Garcia, pres. — DaimlerChrysler svcs, fleet, Mopar parts.

**PHD**, Troy, Mich. Michael O'Malley, pres. — media svcs.

**George P. Johnson Co.**, Auburn Hills, Mich. Robert G. Vallee, Jr., CEO. — event mktg.

**GlobalHue**, Southfield, Mich. Allen Pugh, exec VP & dir- client svcs. — multicultural adv.

**GMR Marketing**, New Berlin, Wis. Steve Knill, exec VP. — event mktg.

**NAS Recruitment Communications**, Detroit. Dennis Hoffman, exec dir-bus devel. — recruitment mktg.

**Organic**, Detroit. Chuck Russo, exec VP & chief client devel officer. — interactive mktg.

**Chrysler Group:** 1000 Chrysler Dr., Auburn Hills, Mich. 48326-2766/Phone: (248) 576-5741. Tom LaSorda, pres & CEO; Eric Ridenour, chief operating officer; Steven Landry, exec VP-NAFTA sls & global mktg & svcs; Michael Manley, VP-Intl sls, mktg & bus devel; Darryl Jackson, VP-US sls; Michael Keegan, VP-volume plng & sls opers; Roger Monforton, VP-prod strategy; Jason Vines, VP-comms; Steve Bartoli, VP-global prod mktg; David Rooney, dir-Chrysler brand mktg & global comms; Michael Accavitti, dir- Dodge brand & SRT mktg comms; John Plecha, dir-Jeep mktg & global comms.

**BBDO Detroit**, Troy, Mich. Joe Garcia, pres. — Chrysler, Dodge, Mopar & Jeep.

**PHD**, Troy, Mich. Michael O'Malley, pres. — media svcs.

**George P. Johnson Co.**, Auburn Hills, Mich. John Tulloch, sr VP-client svcs. — event mktg, multi-brand events, Mopar.

**GlobalHue**, Southfield, Mich. Allen Pugh, exec VP & dir- client svcs. — multicultural adv, Chrysler, Dodge, Jeep.

**Organic**, Detroit. Chuck Russo, exec VP & chief client devel officer. — interactive mktg, Chrysler, Dodge, Jeep.

**Mercedes-Benz USA:** One Mercedes Dr., Montvale, N.J. 07645/Phone: (201) 573- 0600. Ernst Lieb, pres & CEO; Michael Slagter, VP-sls; Steve Cannon, VP-mktg; Carol Goll, gm-brand experience mktg.

**Merkley & Partners**, New York. Cynthia Davis, dir-client svcs. — Mercedes-Benz.

**PHD**, New York. Lee Wilson, sr VP & dir-Mercedes-Benz. — media buying, Mercedes-Benz.

**Critical Mass**, Calgary & Chicago, Ill. Bill Hunt, mg dir. — interactive mktg, Mercedes-Benz.

**Footsteps**, New York. Rehana Dutta, acct dir; Chris Canada, acct exec. — African-American, Hispanic, Asian-American, gay & lesbian mktg, Mercedes-Benz.

**Rapp Collins Worldwide**, New York. Gary VonKennel, Global CEO; Pam Bevilacqua, grp acct dir. — direct mktg, Mercedes-Benz.

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

## 47 Dell

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$36,128	\$54,831	-34.1
Sunday magazine	113,211	103,059	9.9
B2B magazines	19,720	22,893	-13.9
Spanish-language magazines	.68	62	9.1
Newspaper	73,384	115,419	-36.4
National newspaper	33,992	72,914	-53.4
Spanish-language Newspaper	101	75	34.6
Network TV	95,329	76,565	24.5
Spot TV	354	705	-49.8
Syndicated TV	6,352	3	NA
Cable TV networks	209,459	172,518	21.4
Network radio	741	NA	NA
National spot radio	1,408	1,063	32.4
Local radio	1,486	2,622	-43.3
Outdoor	43	89	-51.1
Internet	137,754	158,971	-13.3
Measured media	729,530	781,788	-6.7
Unmeasured spending	153,014	163,975	-6.7
Total	882,545	945,763	-6.7
By brand	2006	2005	% chg
Dell	722,975	776,316	-6.9

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$57,095	\$55,908	2.1
Earnings	0	3,572	NA
U.S.	2006	2005	% chg
Sales	36,100	36,411	-0.9

### Headquarters

Dell/1 Dell Way, Round Rock, Texas 78682-2222/Phone: (512) 338-4400.

### Notes

As Dell Inc. grappled with market share and profit challenges against a resurgent Hewlett-Packard Co., founder and Chairman Michael Dell in January 2007 took back the title of CEO. Ex-CEO Kevin Rollins exited the company.

The direct marketer in May 2007 announced a limited move back into retail, announcing it would sell some desktop PCs at Wal-Mart Stores.

At the end of May 2007, Dell also disclosed it would cut 10% of its staff, or about 8,800 people, over the next year. These were Dell's first layoffs since 2001.

Dell in February 2006 moved U.S. consumer advertising to Omnicom's BBDO Worldwide, Atlanta, from sibling DDB Worldwide, Chicago, after a review limited to Omnicom agencies.

### Personnel, brands, agencies

**Corporate:** Michael S. Dell, chmn; Michael R. Cannon, pres-global ops; Mark Jarvis, chief mktg officer.

**BBDO Worldwide**, Atlanta. Rob Cherof, exec VP & chief mktg officer. — Dell.

**Prometheus Media**, Chicago. Robert Habeck, mg dir- Chicago. — media svcs.

**Critical Mass**, Calgary. Chris Gokiart, mg dir. — interactive mktg.

**Fogarty Klein Monroe**, Houston. Steve Speier, exec VP & acct dir. — direct mktg, interactive mktg.

**Matlock Advertising & Public Relations**, Atlanta. Sandra Waite, acct lead.

**Tocquigny**, Austin, Texas. Yvonne Tocquigny, CEO. — interactive mktg.

## 52 Deutsche Telekom

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$17,096	\$20,087	-14.9
B2B magazines	145	1,203	-88.0
Local magazines	7	NA	NA
Newspaper	164,820	176,737	-6.7
National newspaper	22,159	22,789	-2.8
Spanish-language Newspaper	505	659	-23.4
Network TV	139,603	117,237	19.1
Spot TV	69,604	41,519	67.6
Syndicated TV	26,247	31,507	-16.7
Cable TV networks	69,933	62,269	12.3
Spanish-language TV	41,085	26,608	54.4
National spot radio	252	2,504	-89.9
Local radio	744	4,272	-82.6
Outdoor	7,861	1,228	540.2
Internet	34,971	13,026	168.5
Measured media	595,032	521,646	14.1
Unmeasured spending	220,080	192,938	14.1
Total	815,112	714,584	14.1
By brand	2006	2005	% chg
T-Mobile	594,834	521,506	14.1

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$76,618	\$73,755	3.9
Earnings	4,000	6,930	-42.3
U.S.	2006	2005	% chg
Sales	17,124	14,674	16.7
Division sales	2006	2005	% chg
Mobile Communications	40,046	35,307	13.4
Broadband/Fixed Network	25,792	26,892	-4.1
Business Customers	11,325	11,209	1.0
Group HQ & Shared Services	429	351	22.2

### Headquarters

Deutsche Telekom/Friedrich-Ebert-Allee 140, Bonn, Germany 53113/Phone: 49-228-181-0.

### U.S. Headquarters

Deutsche Telekom/600 Lexington Ave., New York, N.Y. 10022/Phone: (212)-424-2900.

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**Personnel, brands, agencies**

**Corporate:** Reine Obermann, CEO.  
**T-Mobile USA:** 12920 SE 38th St., Bellevue, Wash. 98006/Phone: (800) 218-9270. Robert Dotson, pres & CEO.  
**Publicis West**, Seattle. Scott Foreman, exec VP & grp mg dir. — T-Mobile wireless services.  
**Optimedia International U.S.**, New York. Keith Mackay, sr VP-strategic comms dir. — media svcs.  
**Conill**, Torrance, Calif. Carlos Martinez, exec VP & gm. — Hispanic adv.

## 87 Diageo

**U.S. ad spending (\$ in thousands)**

By media	2006	2005	% chg
Magazine	\$46,624	\$39,352	18.5
Sunday magazine	.813	649	25.3
B2B magazines	.538	467	15.1
Local magazines	.781	613	27.5
Spanish-language magazines	.204	215	-5.3
Newspaper	2,790	2,065	35.1
National newspaper	.967	1,488	-35.0
Spanish-language Newspaper	.224	255	-11.8
FSI	.436	416	4.8
Network TV	13,539	15,112	-10.4
Spot TV	1,972	2,172	-9.2
Syndicated TV	1,576	3,556	-55.7
Cable TV networks	77,191	67,340	14.6
National spot radio	3,303	3,256	1.5
Local radio	6,250	9,074	-31.1
Outdoor	14,951	17,013	-12.1
Internet	10,468	2,584	305.2
Measured media	182,627	165,626	10.3
Unmeasured spending	236,243	228,722	3.3
Total	418,870	394,348	6.2
By brand	2006	2005	% chg
Jose Cuervo	34,221	21,499	59.2
Captain Morgan	21,354	14,495	47.3
Smirnoff	19,630	36,156	-45.7
Diageo	19,083	20,110	-5.1
Guinness	19,073	11,881	60.5
Johnnie Walker	12,463	9,876	26.2
Bailey's	11,020	9,106	21.0

**Sales & earnings (\$ in millions)**

Worldwide	2006	2005	% chg
Sales	\$18,371	\$16,621	10.5
Earnings	2,613	2,664	-1.9
North America	2006	2005	% chg
Sales	5,436	5,207	4.4
Operating profit	1,036	1,410	-26.5
Division sales	2006	2005	% chg
Alcoholic beverages	18,371	16,621	10.5

**Headquarters**

Diageo/8 Henrietta Place, London, U.K. WIM9AG/Phone: 44-171-927-5200.

**U.S. Headquarters**

Diageo/6 Landmark Sq., Stamford, Conn. 06901/Phone: (203) 359-7100.

**Personnel, brands, agencies**

**Corporate:** Lord James Blyth of Rowington, chmn; Paul Walsh, CEO; Rob Malcolm, pres-global mktg, sales & innovation.  
**Leo Burnett Worldwide**, Chicago. Jim Wisman, exec VP & account dir. — new prods.  
**VML**, Kansas City, Mo. Jon Cook, acct dir. — interactive mktg.

**Diageo North America:** 801 Main Ave., Norwalk, Conn. 06851/Phone: 203-229-2100. Ivan Menezes, pres & CEO; Debra Kelly-Ennis, exec VP-cons strategy & mktg.

**Arnell Group**, New York. Miles Kellam, acct dir. — Jose Cuervo.  
**Bartle Bogle Hegarty**, New York. Andrew Nathan, acct dir-Smirnoff Ice; Erin Riley, acct dir-Johnnie Walker; Sarah Thompson, head-acct mgmt- Bailey's.

**Butler, Shine, Stern & Partners**, Sausalito, Calif. Shelley Hughes, acct super. — Beaulieu Vineyard, Sterling Vineyards, Barton & Guestier.

**BBDO Worldwide**, New York. Ted Gilvar, exec VP & sr acct dir. — Guinness, Red Stripe, Harp, Smithwicks.

**Grey**, New York. Ken Dowling, exec VP-acct mgmt. — Captain Morgan, Crown Royal Canadian Whiskey, Parrot Bay, Seagram's 7, Tanqueray, VO Canadian Whiskey.

**JWT**, New York. Sophie Kelly, global bus dir. — Smirnoff Blue Label, Smirnoff Norsk, Smirnoff Penka, Smirnoff Red Label, Smirnoff Signatures, Smirnoff Twist, Smirnoff Black Label, Smirnoff North.

**MediaCom**, New York. Jon Dobbin, sr VP & grp dir. — media svcs, BV Wines, Bailey's, Captain Morgan, Ciroc, Crown Royal, Don Julio, Goldschlager, Guinness, Johnnie Walker, Jose Cuervo, Parrot Bay, Red Stripe, Seagram's 7, Smirnoff Portfolio, Talisker, Tanqueray, VO.

**BFG Communications**, Stamford, Conn. Kevin Meany, pres. — sls promo, Baileys, Captain Morgan, Parrot Bay, Rumble Minze, Goldschlager, Black Haus, Zwack.

**Colangelo**, Darien, Conn. Tom Lynch, VP. — promo mktg, Bushmills, Ciroc, Diageo's Classic Malt Scotch Selection, Don Julio, Guinness, Harp, Johnnie Walker, Jose Cuervo, Red Stripe, Smirnoff, Smirnoff Flavored Malt Beverages, Smithwick's, Tanqueray.

**US Concepts**, New York. Rachelle McDonough, exec VP. — on premise activation, All Brands.

**Winglatino**, New York. Ada Mercier, sr act exec. — Hispanic adv, integrated mktg comms, Crown Royal, Smirnoff, Captain Morgan, Jose Cuervo, Johnnie Walker, Don Julio, Buchanan's.

## 8 Walt Disney Co.

**U.S. ad spending (\$ in thousands)**

By media	2006	2005	% chg
Magazine	\$146,007	\$142,637	2.4
Sunday magazine	20,022	23,474	-14.7
B2B magazines	14,107	19,371	-27.2
Local magazines	1,127	541	108.5
Spanish-language magazines	1,043	322	224.3
Newspaper	136,313	173,568	-21.5
National newspaper	42,546	48,440	-12.2
Spanish-language Newspaper	2,169	1,748	24.1
FSI	2,382	2,061	15.6
Network TV	294,858	323,544	-8.9

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By media	2006	2005	% chg
Spot TV	114,354	113,839	0.5
Syndicated TV	32,938	40,352	-18.4
Cable TV networks	203,494	202,386	0.5
Spanish-language TV	52,273	35,999	45.2
Network radio	10,044	13,419	-25.2
National spot radio	79,589	46,017	73.0
Local radio	106,402	96,462	10.3
Outdoor	45,548	45,859	-0.7
Internet	133,197	90,791	46.7
Measured media	1,438,413	1,420,829	1.2
Unmeasured spending	881,608	870,831	1.2
Total	2,320,020	2,291,660	1.2
By brand	2006	2005	% chg
Buena Vista movies	441,814	355,145	24.4
Disney	247,953	228,880	8.3
ABC	226,697	199,735	13.5
Disney video	196,723	241,466	-18.5
ESPN	160,285	98,498	62.7
Miramax movies	41,631	195,614	-78.7
Mundo de Ingles	28,796	15,639	84.1
ABC TV stations	17,873	15,413	16.0
SOAPnet	10,138	3,710	173.3

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$34,285	\$31,944	7.3
Earnings	3,374	2,533	33.2
North America	2006	2005	% chg
Sales	26,565	24,806	7.1
Operating income	5,106	3,676	38.9
Division sales	2006	2005	% chg
Media Networks	14,638	13,207	10.8
Parks & Resorts	9,925	9,023	10.0
Studio Entertainment	7,529	7,857	-4.2
Consumer Products	2,193	2,127	3.1

## Headquarters

Walt Disney Co./500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 560-1000.

## Notes

John Pepper became non-executive chairman at Disney at the beginning of 2007, replacing former Sen. George Mitchell. Mr. Pepper is a former chairman-CEO of Procter & Gamble Co.

In November 2006, Disney sold its 39.5% stake in E! Entertainment to Comcast Corp. for \$1.23 billion. That gave Comcast 100% ownership of E!. In October 2006, Disney sold its 50% stake in Us Weekly for \$300 million to Wenner Media, giving Wenner full ownership.

In February 2006, Disney struck a deal with Citadel Broadcasting Corp. to merge ABC Radio—consisting of 22 radio stations and the ABC Radio Network—with Citadel. The ESPN Radio and Radio Disney networks and stations weren't included. The merger, still pending as of May 2007, was expected to occur after the ABC Radio business was distributed to Disney shareholders.

Disney bought Pixar for \$7.4 billion in May 2006. That made Steve Jobs, Pixar founder and Apple chairman-CEO, the largest Disney shareholder with about a 7% stake.

## Personnel, brands, agencies

**Corporate:** John Pepper, chmn; Robert A. Iger, CEO.

**Leo Burnett Worldwide**, Chicago. Mark Burgess, sr VP & acct dir.

**Starcom USA**, Los Angeles. Kathy Ring, exec VP & grp client leader. — media svcs.

**Avenue A/Razorfish**, Seattle. Colin Kinsella, pres-west region. — interactive mktg.

**A&E Television Networks (joint venture of ABC, Hearst & NBC):** 235 E. 45th St., New York, N.Y. 10017/Phone: (212) 210-1400. Abbe Raven, pres & CEO AETN; Robert DeBitetto, exec VP & gm A&E Network; Lori Peterzell, VP-adv & cons mktg.

**Pere Partnership**, New York. Steve Keltz, sr VP-client svcs. — A&E Television.

**Horizon Media**, New York. Ruby Gottlieb, sr VP & interactive mg dir; Oliver Maletz, sr VP-mg dir brand strategy; Heather Scamuzzi, acct super; Scott Flynn, media pln super. — media svcs, A&E Television.

**ABC Cable Networks Group:** 3800 W. Alameda, Burbank, Calif. 91505/Phone: (818) 569-7500. Anne Sweeney, co-chmn Disney Media Networks & pres-Disney-ABC Television Group; Brian Frons, pres-daytime, Disney-ABC Television Group; Paul Lee, pres-ABC Family; Gary Marsh, pres-entertainment, Disney Channel Worldwide; Rich Ross, pres-Disney Channel Worldwide; Deborah Blackwell, exec VP & gm-SOAPnet; Laura Nathanson, exec VP-natl sls ABC Family; Tricia Wilber, exec VP-Disney media adv sls & mktg grp; Kevin Brockman, sr VP-network sls ABC Daytime & SOAPnet; Heidi Lobel, sr VP-network sls-ABC Daytime & SOAPnet; Richard Loomis, sr VP-mktg & creative Disney Channel; Patti McTeague, VP-kids comms, Disney-ABC Television Group; Nicole Nichols, sr VP-entertainment comms Disney-ABC Television Group; John Rood, sr VP-brand mktg, ABC Family; Adam Sanderson, sr VP-brand mktg.

**OMD Worldwide**, Los Angeles. Susie Vye, acct exec. — media svcs, ABC, SOAPnet.

**Wieden & Kennedy**, New York. Kevin Porter, media dir. — media svcs, ABC.

**ABC Radio Network:** 13725 Montfort Dr, Dallas, Texas 75240/Phone: (972) 991-9200. John Hare, pres-Radio Inc.; Jim Robinson, pres-ABC Radio Network; Darryl Brown, exec VP, gm-ABC Radio Networks, multi-cultural.

**In-house.** Omar Thompson, VP-mktg svcs. — media svcs.

**ABC Television Network:** 77 W. 66th St., 500 S. Buena Vista St., New York/Burbank, N.Y. 10023/91521/Phone: (212)456-7777/(818)623-3200. Anne Sweeney, co-chmn Disney Media Networks & pres-ABC Entertainment Los Angeles; Stephen McPherson, pres-ABC Entertainment; Brian Frons, pres-daytime, Disney-ABC Television Group; Mike Shaw, pres-sales & mktg; David Westin, pres-ABC News; Mike Benson, exec VP-mktg ABC Entertainment; Marla Provencio, exec VP-mktg ABC Entertainment; Kevin Brockman, sr VP-comms; Heidi Lobel, sr VP-network sls-ABC Daytime &

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SOAPnet; Dan Longest, sr VP- integrated mktg & promo; Nicole Nichols, sr VP-entertainment comms; Alan Ives, exec prod & creative dir-adv & promo ABC News.

**BLT & Associates**, Los Angeles. Clive Baillie, pres & CEO; Andi Delott, acct dir. — print creative, ABC Entertainment.

**DCODE**, New York. Jonathan Paley, mg dir; Matt Steinwald, art dir & acct super; J.P. Allas, acct exec. — ABC Sports.

**J. Brown**, Stamford, Conn. Sarah Davis, acct exec. — ABC News.

**Wieden & Kennedy**, New York. Kevin Porter, media dir. — media buying & svcs, ABC Entertainment (media svcs), ABC News (media buying), ABC Daytime, Mundo de Ingles.

**Disney ABC Domestic Television:** 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 560-1000. Sal Sardo, exec VP-mktg; Sandra Brewer, VP-affiliate mktg & media; Blake Bryant, VP-creative svcs; Kim Harbin, VP-press & publicity; David Kite, VP-online & on demand mktg; Sandra Szahun, VP-natl promo; Howard Levy, exec VP-adv sls; Norman Lesser, sr VP-advertiser sls New York; Irv Schulman, sr VP-advertiser sls & mktg New York; Deb Kerins, acct exec New York; Megan McTeirnan, acct exec New York; Cynthia Collins, sr VP-advertiser sls Chicago; Katie Woodrick, acct exec Chicago; Chris Cifarelli, digital acct exec New York; Steve Calandra, VP-adv sls, rsch & mktg.

**In-house.** Howard Levy, exec VP-adv sls; Stacey Larson, acct exec-New York; Megan McTeirnan, acct exec-New York; Jim Engleman, sr VP-adv sls- Chicago; Jenny Born, VP-natl promo; Steve Calandra, VP-adv sls rsch & mktg. — Dinsey ABC Domestic Television.

**Disney Consumer Products:** 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 560-1000. Andy Mooney, chmn-Disney cons prods; Russell Hampton, Jr., pres-Disney Publishing Worldwide; Graham Hopper, exec VP-Disney Interactive Studios; Jessica Dunne, exec VP-Global Toys; Harry Dolman, exec VP-food, health and beauty; Jim Calhoun, exec VP-Global Apparel; Susan McLain, VP & gm- Baby Einstein Co.

**No agency.**

**Disney Destinations:** 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (407) 824-2222. Jay Rasulo, chmn; Michael Mendenhall, exec VP-global mktg; Marty Muller, sr VP-global mktg-adv, creative & media.

**Leo Burnett Worldwide**, Chicago. Mark Burgess, sr VP & acct dir. — Disney entertainment & resorts.

**In-house.** Jeff Larson, VP-global adv & creative. — creative.

**McGarrybowen**, New York. Gordon Brown, chief creative officer. — creative.

**Starcom IP**, Chicago. Rob Davis, sr VP & dir. — media svcs.

**Arc Worldwide**, Chicago. Ben Gladstone, VP & acct dir. — direct response TV & print, e-mail & direct mail campaigns & interactive branding, Walt Disney Parks & Resorts.

**Disney Publishing Worldwide:** 114 5th Ave, New York, N.Y. 10011/Phone: (212) 633-4400. R. Russell Hampton, pres; Raj Murari, sr VP & cfo; Jeanne Mosure, sr VP-Global Book Group; Glenn Rosenbloom, sr VP-U.S. cons magazines; Alessandro Belloni, sr VP-global magazines; Robin Eletto, VP-HR; April Hattori, VP-comms.

**MK Advertising**, New York. Michael Yuen, creative dir; Jessica Michaud, acct dir. — Hyperion.

**Spier NY/Lord Group**, New York. Kim Hadney, mgmt super; Lori McCarthy, sr acct exec. — Hyperion.

**ESPN:** 77 W. 66th St., New York, NY 10023/Phone: (212) 456-7777. George Bodenheimer, pres ESPN and ABC Sports; Sean Bratches, exec VP-sls mktg; Katie Lacey, sr VP-mktg; Aaron Taylor, VP-sports mktg; Sharon Otterman, VP-customer experience, strategy and new media; Moira Davis, VP-media & synergy; Chris Brush, VP-brand extensions and devel; Jon Achar, VP-creative svcs.

**The Concept Farm**, New York. Griffin Stenger, co-creative dir; Gregg Wasiak, co-creative dir. — ESPN.

**Ground Zero**, Los Angeles. Jim Smith, chmn; Court Crandall, creative ptrn. — ESPN.

**Wieden & Kennedy**, New York. Rich Weinstein, acct dir; Paul Renner, creative dir; Derek Barnes, creative dir. — media svcs, ESPN.

**Lifetime Entertainment Services (Walt Disney & Hearst joint venture):** 309 W. 49th St., New York, N.Y. 10019/Phone: (212) 424-7000. Andrea Wong, pres & CEO; Lynn Picard, pres, adv sls; Rob Jacobson, sr VP & exec creative dir; Aaron Royer, sr VP-integrated creative ops.

**In-house.**

**Walt Disney Internet Group:** 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 623-3200. Steve Wadsworth, pres; Paul Yanover, exec VP & mg dir-Disney Online; Brad Davis, sr VP-West Coast multimedia lead Disney Online; Steve Parkis, VP-premium content Disney Online; Dan Sherlock, VP-Movies.com; Emily Smith, VP-Family Network, Disney Online; Jodie Resnick, VP-acct mgt Disney Online; Jason Davis, VP-online creative svcs, Disney Online; Petrina Walker, VP-mktg, Disney Online.

**In-house.**

**Walt Disney Studios:** 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 560-1000. Dick Cook, chmn; Alan Bergman, pres; Oren Aviv, pres-prodn; Brett Dicker, exec VP; Kristy Frudenberg, sr VP media; John Sabel, sr VP-creative print svcs; Mark Zoradi, pres-Buena Vista Pictures Mktg; Nic Crawley, sr VP-mktg; Teri Meyer, sr VP-publicity; Ticole Richards, VP-mktg & creative film svcs; Mari Gastineau, VP-mktg & creative print svcs; Robert Chapek, pres-Buena Vista Home Entertainment; Patrick Fitzgerald, exec VP-sls & distribution; Gordon Ho, exec VP-brand mktg; Andy Siditsky, sr VP-ww mktg svcs & DVD prodn; Lori MacPherson, sr VP-brand mktg; Jim Bowman, VP-rsch; Dennis Maguire, pres; Ludo Cremers, sr VP-mktg & bus devel; Walt Disney Music Group: Chris Montan, pres; Buena Vista Music Group: Bob Cavallo, chmn; David Agnew, exec VP & gm; Robert Marick, sr VP & gm-Walt Disney Records; Abbey Konowitch, sr VP & gm-Hollywood Records; Randy Goodman, pres-Lyric Street Records; Buena Vista Theatrical Group: Thomas Schumacher, pres; Heather Epple, exec VP-mktg Disney Theatrical Productions, London; Andrew Flatt, VP-mktg Disney Theatrical Productions, New York; Miramax: Daniel Battsek, pres; Jason Cassidy, exec VP-mktg; Emily Bear, exec VP-publicity; Walt Disney Feature Animation: John Lasseter, chief operating officer; Ed Catmull, pres; Pixar Animation: John Lasseter, chief operating officer.

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**Serino Coyne**, New York. Nancy Coyne, CEO. — Disney Theatrical Productions.

**Allied Advertising Agency**, Boston. Gerald Feldman, media buying. — media buying, Buena Vista Motion Pictures.

**Moroch Partners**, Dallas. Thomas F. Moroch, chmn; Patrick Kempf, CEO. — media svcs, Buena Vista Motion Pictures, Miramax.

**Nemer Fieger**, Minneapolis. James Fieger, pres & CEO. — media buying, Buena Vista Motion Pictures.

**Palisades Media Group**, Santa Monica, Calif. Roger A. Schaffner, pres. — media buying, Miramax.

**Solomon Friedman Advertising**, Bloomfield Hills, Mich. Dean A. Friedman, pres. — media svcs.

**Starcom USA**, Los Angeles. Kathy Ring, exec VP & grp client leader. — media svcs.

## 71 Doctor's Associates

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$2,665	\$8,227	-67.6
B2B magazines	.52	20	168.7
Local magazines	NA	13	NA
Newspaper	.493	372	32.8
National newspaper	.70	NA	NA
Spanish-language Newspaper	.11	12	-12.5
FSI	.278	805	-65.5
Network TV	155,233	130,427	19.0
Spot TV	101,995	89,939	13.4
Syndicated TV	26,971	33,539	-19.6
Cable TV networks	43,260	33,076	30.8
Spanish-language TV	7,594	5,462	39.0
Network radio	2,655	2,424	9.5
National spot radio	781	1,134	-31.1
Local radio	12,542	14,255	-12.0
Outdoor	4,755	4,010	18.6
Internet	2,306	2,452	-6.0
Measured media	361,658	326,166	10.9
Unmeasured spending	178,130	160,649	10.9
Total	539,788	486,815	10.9
By brand	2006	2005	% chg
Subway	361,380	325,361	11.1

### Sales & earnings (\$ in millions)

Worldwide & U.S.	2006	2005	% chg
Sales	7,710	7,170	7.5

### Headquarters

Doctor's Associates/325 Bic Dr., Milford, Conn. 06460/Phone: (203) 877-4281.

### Notes

Sales figures for Doctor's Associates are from Technomic and are systemwide.

### Personnel, brands, agencies

**Corporate:** Peter Buck, chmn; Frederick DeLuca, pres & CEO; Bill Schettini, chief mktg officer; Mildred Shinn, VP.

**Subway Franchisee Advertising Fund Trust:** 488 Wheelers Farm Rd., Milford, Conn. 06461/Phone: (203) 882-2700. Jeff Offutt, chmn; Tom Seddon, pres & CEO; Tony Pace, chief mktg officer; Ted Wirth, creative svcs dir.

**MMB**, Boston. Joe McCarthy, CEO; Fred Bertino, pres & creative dir; Jamie Mambro, creative dir. — special projects, Subway.

**NAS Recruitment Communications**, Orlando. Mary Richards, dir-bus devel. — Subway.

**MediaCom**, New York. Andrew Blotner, sr ptnr, grp dir. — media svcs, Subway.

**La Comunidad**, Miami. Gary Bassel, pres; Jose Molla, creative dir; Caroline Wu, acct super. — Hispanic adv, Subway.

**Ryan Partnership**, Westport, Conn. Paul Kramer, pres; Paulina Connolly, VP-creative svcs; Lydia Kennedy, sr prod mgr. — merchandising, Subway.

## 83 eBay

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$15,350	\$11,107	38.2
B2B magazines	.279	1,911	-85.4
Local magazines	NA	8	NA
Newspaper	7,068	4,068	73.8
National newspaper	.47	NA	NA
Spanish-language Newspaper	.6	4	52.6
FSI	NA	2	NA
Network TV	35,512	20,434	73.8
Spot TV	583	219	167.0
Syndicated TV	16,661	18,373	-9.3
Cable TV networks	14,858	9,527	56.0
Network radio	313	NA	NA
National spot radio	310	5	NA
Local radio	1,234	135	817.7
Outdoor	500	NA	NA
Internet	51,658	92,450	-44.1
Measured media	144,381	158,241	-8.8
Unmeasured spending	308,933	238,353	29.6
Total	453,314	396,594	14.3
By brand	2006	2005	% chg
eBay	135,645	130,031	4.3

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$5,970	\$4,552	31.1
Earnings	1,126	1,082	4.0

U.S.	2006	2005	% chg
Sales	3,109	2,471	25.8

Division sales	2006	2005	% chg
Marketplaces	4,334,290	3,499,137	23.9
Payments	1,440,530	1,028,455	40.1
Communications	194,921	24,809	685.7

### Headquarters

eBay/2145 Hamilton Ave., San Jose, Calif. 95125/Phone: 408-376-7400.

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

## Personnel, brands, agencies

**Corporate:** Pierre Omidyar, founder & chmn; Meg Whitman, pres & CEO-eBay; John Donahoe, pres-eBay Marketplaces; William C. Cobb, pres-eBay, N. Amer.; Lorrie Norrington, pres-eBay, intl.

**BBDO Worldwide**, New York. — eBay.

**OMD Worldwide**, New York. Toni Racioppo, comms dir. — eBay.

**Agency.com**, San Francisco. Emily Galt, VP & grp acct dir. — eBay.

**PayPal:** 221 N. First St., San Jose, Calif. 95131/Phone: (408) 967-1000. Rajiv Dutta, pres-PayPal. Scott Thompson, sr VP & chief tech officer-PayPal.

**Shopping.com:** 8000 Marina Blvd., Brisbane, Calif. 94005/Phone: (650) 616-6500. Josh Silverman, gm.

**StubHub:** 55 2nd St., Ste. 300, San Francisco, Calif. 94105/Phone: (415) 222-8550. Jeff Fluhr, CEO & dir.

## 6 Ford Motor Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$326,176	\$323,824	0.7
Sunday magazine	3,037	5,367	-43.4
B2B magazines	5,109	6,765	-24.5
Local magazines	1,061	564	88.2
Spanish-language magazines	1,636	2,431	-32.7
Newspaper	80,740	122,173	-33.9
National newspaper	70,594	66,780	5.7
Spanish-language Newspaper	478	950	-49.7
Network TV	524,052	461,709	13.5
Spot TV	278,839	240,634	15.9
Syndicated TV	35,581	41,753	-14.8
Cable TV networks	174,389	142,370	22.5
Spanish-language TV	39,689	34,846	13.9
Network radio	14,402	14,074	2.3
National spot radio	3,874	6,092	-36.4
Local radio	20,881	22,327	-6.5
Outdoor	21,112	19,391	8.9
Internet	99,064	55,019	80.1
Measured media	1,700,713	1,567,067	8.5
Unmeasured spending	876,125	1,044,711	-16.1
Total	2,576,837	2,611,779	-1.3

By brand	2006	2005	% chg
Ford	1,002,244	984,213	1.8
Lincoln	218,813	110,679	97.7
Mercury	189,281	165,170	14.6
Land Rover	111,120	109,752	1.2
Volvo	86,619	70,602	22.7
Jaguar	58,769	62,652	-6.2
Lincoln Mercury	21,761	23,533	-7.5

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$160,100	\$176,900	-9.5
Earnings	-12,600	1,400	NA

U.S.	2006	2005	% chg
Sales	81,155	96,704	-16.1
<b>Division sales</b>	<b>2006</b>	<b>2005</b>	<b>% chg</b>
Automotive	143,300	153,500	-6.6
Financial Services	16,800	23,400	-28.2

### Headquarters

Ford Motor Co./World Headquarters, One American Rd., Dearborn, Mich. 48126/Phone: (313) 322-3000.

### Notes

The ailing automaker in September 2006 named Alan Mulally president-CEO. Mr. Mulally had worked at Boeing Co. since 1969, rising to exec VP. Ford Chairman Bill Ford Jr. relinquished the CEO title with Mr. Mulally's arrival.

Ford, under pressure to focus its resources, in June 2007 said it was talking with investment bankers about options for British luxury brands Land Rover and Jaguar. Ford bought Jaguar for \$2.5 billion in December 1989. The automaker bought Land Rover from BMW for \$2.6 billion in June 2000.

Ford struck a deal in March 2007 to sell its low-volume luxury car brand Aston Martin for about \$924 million to a Kuwaiti investment group led by David Richards.

### Personnel, brands, agencies

**Corporate:** William Clay Ford, Jr., exec chmn; Alan R. Mulally, pres & CEO; Mark Fields, exec VP & pres-Americas; Francisco Codina, grp VP-N. Amer. mktg, sls & svc.

**Ogilvy & Mather Worldwide**, Detroit. Jan Starr, exec VP & mg dir. — Ford.

**Y&R**, Detroit. Paul Venn, mg ptrn. — Ford Motor Credit.

**Ford Motor Media**, Detroit. Phil Cowdell, CEO-Ford Media Svcs. — media buying.

**Avenue A/Razorfish**, New York. Bob Lord, pres-east region. — interactive mktg.

**PanCom International**, Los Angeles. Young M. Kim, chmn & CEO. — Asian-American adv.

**UniWorld Group**, Detroit. Chuck Morrison, exec VP & gm-automotive; Rick Bates, grp acct dir. — African-American & urban adv, African-American, multicultural diversity strategy, adv, direct & relationship mktg, events, promo, media & interactive.

**Zubi Advertising Services**, Coral Gables, Fla. Joe Zubizarreta, chief operating officer; Tim Swies, exec VP. — Hispanic adv & media buying.

**Aston Martin North America:** One Premier Place, Irvine, Calif. 92618-2922/Phone: (949) 341-6256. John Walton, VP & gm; Jessica Casillo, mktg mgr.

**S3**, Boonton, N.J. Meredith Aman, acct dir. — Aston Martin.

**Mediaedge:cia**, Detroit. Phil Cowdell, CEO-GroupM, Ford Media Svcs. — media svcs, Aston Martin.

**Ford Customer Service Division:** Regent Court Bldg., 16800 Executive Plaza Dr., Dearborn, Mich. 48126/Phone: (313) 322-3000. Darryl Hazel, VP-Ford Motor Co. & pres-Ford Customer Service Div.

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**Ogilvy & Mather Worldwide**, Detroit. Jan Starr, exec VP & mg dir. — Quality Care parts & service.

**Ford Motor Media**, Detroit. Phil Cowdell, CEO-Ford Media Svcs. — media buying.

**Ford Division**: Regent Court, 16800 Executive Plaza Dr., Dearborn, Mich. 48126/Phone: (313) 322-3000. Al Giombetti, pres-Ford/Lincoln Mercury; Martin E. Collins, exec dir-mktg, Ford/Lincoln Mercury; John Felice, Ford genl mktg mgr; Benjamin L. Poore, truck mktg mgr; Mary Lou Quesnell, brand DNA dir.

**JWT**, Detroit. George Rogers, U.S. acct dir; Toby Barlow, exec creative dir. — Ford, Mazda.

**Ford Motor Media**, Detroit. Phil Cowdell, CEO-Ford Media Svcs. — media buying, Ford.

**UniWorld Group**, Detroit. Chuck Morrison, exec VP & gm-automotive; James Malone, grp acct dir. — African-American & urban strategy, adv, direct & relationship mktg, events & promo, media, brand integration, prod placement, interactive.

**Zubi Advertising Services**, Coral Gables, Fla. Joe Zubizarreta, chief operating officer; Tim Swies, exec VP. — Hispanic adv & media buying, Ford.

**Jaguar North America**: One Premier Pl., Irvine, Calif. 92618/Phone: (949) 341-5800. Mike O'Driscoll, pres; Marti Eulberg, exec VP-sls & mktg; Campbell MacArthur, VP-customer svc; Craig Samara, VP-franchising; Tim Watson, VP-comms.

**Euro RSCG Worldwide**, New York. Carla Brand, grp acct dir. — Jaguar.

**Ford Motor Media**, Detroit. Phil Cowdell, CEO-Ford Media Svcs. — media buying, Jaguar.

**Mediaedge:cia**, Irvine, Calif. Phil Cowdell, CEO-GroupM, Ford Media Svcs; Jennifer Reece, mg ptrn. — media svcs, Jaguar.

**UniWorld Group**, Irvine, Calif. Chuck Morrison, exec VP & gm-automotive. — African-American & urban strategy, adv, direct & relationship mktg, events & promo, media, brand integration, prod placement, interactive.

**Witeck-Combs Communications**, Washington, D.C. Bob Witeck, CEO; Wesley Combs, pres. — GLBT mktg, Jaguar.

**Wunderman**, Irvine, Calif. Alexi Orlov, vice chmn. — direct mktg, Jaguar.

**Land Rover North America**: One Premier Place, Irvine, Calif. 92618/Phone: (949) 341-6100. Mike O'Driscoll, pres; Richard Beattie, exec VP-sls & mktg; Pat Ward, VP-retail; Campbell MacArthur, VP-customer svc; Finbar McFall, VP-mktg; Craig Samara, VP-franchising; Tim Watson, VP-comms.

**Y&R**, Irvine, Calif. Rick Eiserman, mg ptrn. — Land Rover.

**Ford Motor Media**, Detroit. Phil Cowdell, CEO-Ford Media Svcs. — media buying, Land Rover.

**Mediaedge:cia**, Irvine, Calif. Phil Cowdell, CEO-GroupM, Ford Media Svcs; Jennifer Reece, mg ptrn. — media svcs, Land Rover.

**A Team**, Irvine, Calif. Andrew Cohen, CEO. — sls promo, Land Rover.

**Bravo Group**, Irvine, Calif. Zulema Arroyo, grp mg dir-BravoWest. — Hispanic strategy & media plng, Land Rover.

**UniWorld Group**, Irvine, Calif. Chuck Morrison, exec VP & gm. — African-American strategy, events, PR, media.

**Witeck-Combs Communications**, Washington, D.C. Bob

Witeck, CEO; Wesley Combs, pres. — GLBT mktg, Land Rover.  
**Zubi Advertising Services**, Coral Gables, Fla. Joe Zubizarreta, chief operating officer; Tim Swies, exec VP. — Hispanic media buying, Land Rover.

**Lincoln Mercury**: Regent Court Bldg., 16800 Executive Plaza Dr., Dearborn, Mich. 48126/Phone: (313) 322-3000. Francisco Codina, grp VP; Al Giombetti, pres-Ford/Lincoln Mercury; Tom Grill, Lincoln brand mgr; Kim Irwin, Mercury brand mgr.

**Y&R**, Irvine, Calif. Paul Venn, mg ptrn. — Lincoln, Mercury.

**Ford Motor Media**, Detroit. Phil Cowdell, CEO-Ford Media Svcs. — media buying, Lincoln Mercury.

**Mediaedge:cia**, Detroit. Phil Cowdell, CEO-GroupM, Ford Media Svcs. — media svcs, Lincoln, Lincoln Mercury, Mercury.

**UniWorld Group**, Detroit. Chuck Morrison, exec VP & gm-automotive; Ed Boyd, grp acct dir. — African-American adv, African-American & urban strategy, adv, direct & relationship mktg, events promo, media, brand integration, prod placement, interactive.

**Zubi Advertising Services**, Coral Gables, Fla. Joe Zubizarreta, chief operating officer; Tim Swies, exec VP. — Hispanic adv & media buying, Lincoln, Lincoln Mercury, Mercury.

**Volvo Cars of North America**: One Premier Place, Irvine, Calif. 92618/Phone: (949) 341-6500. Anne Belec, pres & CEO; John Maloney, VP-comms; Linda Gangeri, natl adv mgr.

**Arnold Worldwide**, Boston. Don Lane, sr VP & grp acct dir. — Volvo.

**Mediaedge:cia**, Detroit. Phil Cowdell, CEO-GroupM, Ford Media Svcs. — media svcs, Volvo.

**MPG**, New York. Christopher O'Connor, sr VP & grp acct dir. — media svcs, Volvo.

**Euro RSCG Latino**, New York. Maria Tittarelli, acct super. — Hispanic adv, Volvo.

**PanCom International**, Los Angeles. Young M. Kim, pres & CEO; Paul Moon, pres & chief mktg officer. — Asian-American adv, Volvo.

**UniWorld Group**, Irvine, Calif. Chuck Morrison, exec VP & gm-automotive. — African-American media svcs, Volvo.

**Witeck-Combs Communications**, Washington. Bob Witeck, CEO; Wesley Combs, pres. — GLBT mktg, Volvo.

**Zubi Advertising Services**, Coral Gables, Fla. Joe Zubizarreta, chief operating officer; Tim Swies, exec VP. — Hispanic media buying, Volvo.

## 76 Gap Inc.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$94,407	\$91,433	3.3
Sunday magazine	6,547	4,392	49.1
B2B magazines	.92	28	222.2
Local magazines	.495	479	3.2
Newspaper	5,891	6,427	-8.3
National newspaper	6,130	2,744	123.4
Spanish-language Newspaper	.6	NA	NA
Network TV	150,908	106,681	41.5
Spot TV	11,413	10,775	5.9
Syndicated TV	61,463	41,501	48.1

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By media	2006	2005	% chg
Cable TV networks	31,861	32,359	-1.5
Network radio	100	343	-70.9
National spot radio	9,730	7,725	26.0
Local radio	9,585	6,939	38.1
Outdoor	11,845	6,947	70.5
Internet	5,757	5,303	8.6
Measured media	406,228	324,076	25.3
Unmeasured spending	83,203	108,025	-23.0
Total	489,432	432,101	13.3

By brand	2006	2005	% chg
Old Navy	226,199	176,094	28.5
Gap	129,643	106,810	21.4
Banana Republic	43,633	40,986	6.5

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$15,943	\$16,023	-0.5
Earnings	778	1,113	-30.1

U.S.	2006	2005	% chg
Sales	12,807	13,025	-1.7

Division sales	2006	2005	% chg
Old Navy	6,829	6,856	-0.4
Gap	6,507	6,837	-4.8
Banana Republic	2,548	2,301	10.7
Other	59	29	103.4

## Headquarters

Gap Inc./2 Folsom St., San Francisco, Calif. 94105/Phone: (650) 952-4400.

## Notes

Gap in January 2007 ousted President-CEO Paul Pressler. Chairman Robert J. Fisher stepped in as interim president-CEO. Mr. Fisher is son of Gap founder and Chairman Emeritus Donald G. Fisher.

Gap in February 2007 said it would close Forth & Towne, a fledgling chain of 19 stores targeting women older than age 35. Gap opened the first Forth & Towne in August 2005.

## Personnel, brands, agencies

**Corporate:** Robert Fisher, chmn & interim CEO.

**No agency.**

**Banana Republic:** 2 Folsom St., San Francisco, Calif. 94105/Phone: (650) 952-4400. Jack Calhoun, pres; Chris Nicklo, VP-mktg.

**In-house.**

**AR Media New York,** New York. Raul Martinez, founder & creative dir; Dianne Desroches, pres. — creative, Banana Republic.

**PHD,** San Francisco. Jeanne Selvester, gm. — print media svcs.

**NAS Recruitment Communications,** Toronto. Franz Yap, dir-bus devel. — recruitment comms.

**Gap:** 1 Harrison St., San Francisco, Calif. 94105/Phone: (415) 427-2000. Marka Hansen, pres.

**In-house.** — print media.

**Laird & Partners,** New York. Trey Laird, founder; Kathym Burke, acct dir.

**Carat,** New York. Kristin Wheeler, grp acct dir. — media plng, Gap.

**PHD,** New York. Steve Grubbs, CEO-N. Amer.; Harry Keeshan, exec VP-natl bdcast. — TV buying.

**Gap Inc. Direct:** 2 Folsom St., San Francisco, Calif. 94105/Phone: (650) 952-4400. Toby Lenk, pres.

**In-house.**

**Old Navy:** 550 Terry Francois Blvd 4th Fl., San Francisco, Calif. 94158/Phone: (650) 952-4400. Dawn Robertson, pres; Michael Cape, exec VP-mktg.

**Chandelier Creative,** New York. Richard Christiansen, founder & creative dir. — creative.

**J.L. Media,** Union, N.J. Rich Russo, dir-bdcast svcs. — radio buying, Old Navy.

**PHD,** New York. Harry Keeshan, exec VP-natl bdcast. — TV buying.

## 14 General Electric Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$109,265	\$112,563	-2.9
Sunday magazine	4,910	8,048	-39.0
B2B magazines	29,869	30,531	-2.2
Local magazines	209	231	-9.5
Spanish-language magazines	483	399	20.8
Newspaper	151,736	157,859	-3.9
National newspaper	56,845	50,118	13.4
Spanish-language Newspaper	1,692	2,341	-27.7
FSI	2,513	1,259	99.7
Network TV	256,497	338,233	-24.2
Spot TV	47,270	55,034	-14.1
Syndicated TV	27,218	32,323	-15.8
Cable TV networks	145,830	145,002	0.6
Spanish-language TV	15,592	17,445	-10.6
Network radio	9,153	8,412	8.8
National spot radio	48,342	38,091	26.9
Local radio	106,457	89,746	18.6
Outdoor	22,845	33,157	-31.1
Internet	60,821	47,367	28.4
Measured media	1,097,546	1,168,158	-6.0
Unmeasured spending	762,701	811,771	-6.0
Total	1,860,247	1,979,929	-6.0

By brand	2006	2005	% chg
Universal movies	450,217	505,845	-11.0
GE	155,403	162,530	-4.4
NBC	154,496	116,715	32.4
Focus movies	130,711	74,442	75.6
NBC Universal video	105,976	172,080	-38.4
Universal Studios	20,142	15,062	33.7
Genworth	19,463	19,283	0.9
Bravo	15,872	17,431	-8.9
Telemundo	13,883	7,900	75.7
USA	12,185	17,410	-30.0
Sci-Fi Channel	10,387	13,925	-25.4

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## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$163,391	\$147,956	10.4
Earnings	20,829	16,711	24.6
U.S.	2006	2005	% chg
Sales	89,123	83,823	6.3
Division sales	2006	2005	% chg
Infrastructure	47,429	41,803	13.5
Industrial	33,494	32,631	2.6
Commercial Finance	23,792	20,646	15.2
Consumer Finance	21,759	19,416	12.1
Healthcare	16,562	15,153	9.3
NBC Universal	16,188	14,689	10.2
Corp items and eliminations	4,167	3,618	15.2

## Headquarters

General Electric Co./3135 Easton Turnpike, Fairfield, Conn. 06828/Phone: (203) 373-2211.

## Notes

General Electric boosted its share in MSNBC from 50% to 82% in December 2005, claiming the additional 32% from Microsoft Corp. GE in May 2007 agreed to sell its plastics business to an investor group.

## Personnel, brands, agencies

**Corporate:** Jeffrey R. Immelt, chmn & CEO; Dan Henson, chief mktg officer; Judy L. Hu, global exec dir-adv & branding.

**BBDO Worldwide**, New York. Bill Power, exec VP & ww acct dir. — GE, intl & Olympics.

**AtmosphereBBDO**, New York. Andreas Combuechen, CEO & chief creative officer; Michael Hudnall, acct dir. — interactive mktg.

**VML**, Kansas City, Mo. Jon Cook, mg ptrn. — interactive mktg.

**GE Consumer & Industrial:** Appliance Park AP3-232, Louisville, Ky. 40225/Phone: (502) 452-4311. James P. Campbell, pres & CEO; Lynn S. Pendergrass, pres & CEO-Americas; Paul Klein, gm-brand & adv-cons & commercial lighting prods & major appliances.

**BBDO Worldwide**, New York. Bill Power, exec VP & ww acct dir. — GE.

**OMD Worldwide**, New York. Toni Racioppo, comms dir; John Hunt, group dir-natl TV investment. — media svcs.

**GE Consumer Finance:** 777 Long Ridge Rd., Stamford, Conn. 06905/Phone: (203) 357-4000. David R. Nissen, pres & CEO; Thomas Gentile, sr VP-mktg.

**BBDO Worldwide**, New York. Bill Power, exec VP & ww acct dir. — Genworth.

**VML**, Kansas City, Mo. Sean Hogan, grp acct dir. — interactive mktg, Genworth.

**NBC Universal:** 30 Rockefeller Plaza, New York, N.Y. 10112/Phone: (212) 664-4444. Jeff Zucker, pres & CEO; Ben Silverman, co-chmn-NBC Entertainment & Universal Media Studios; Marc Graboff, co-chmn-NBC Entertainment & Universal Media Studios; Beth Comstock, pres-integrated media & mktg devel, NBC Universal.

**DDB Worldwide Communications Group**, Los Angeles. Rick Carpenter, pres-DDB Los Angeles. — Universal Pictures.

**In-house.** — Bravo, NBC TV Network, Sci-Fi Channel, Telemundo, USA Network.

**Terry Hines & Associates**, Los Angeles. Tim Kraus, acct exec. — Focus Features, Rogue Pictures.

**OMD Worldwide**, Los Angeles. Chris Geraci, dir. — media buying, bdcast buying, Universal Home Video, Universal Pictures, Universal Studio.

**StarLink**, Chicago. Shelby Saville, sr VP & media dir; David Turman, assoc media dir. — interactive mktg & media svcs, Bravo, CNBC, MSNBC, NBC TV Network, Sci-Fi Channel, USA Network.

## 44 General Mills

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$75,060	\$67,666	10.9
Sunday magazine	3,167	5,644	-43.9
B2B magazines	3,385	3,955	-14.4
Spanish-language magazines	534	459	16.2
Newspaper	135	5,239	-97.4
National newspaper	NA	546	NA
Spanish-language Newspaper	45	17	157.8
FSI	82,546	82,226	0.4
Network TV	86,817	88,303	-1.7
Spot TV	111,425	155,187	-28.2
Syndicated TV	1,864	95	NA
Cable TV networks	183,979	168,073	9.5
Spanish-language TV	11,330	9,789	15.7
Network radio	3,288	4,211	-21.9
National spot radio	364	259	40.5
Local radio	146	320	-54.5
Outdoor	156	346	-54.8
Internet	15,655	21,100	-25.8
Measured media	579,894	613,433	-5.5
Unmeasured spending	340,572	238,557	42.8
Total	920,466	851,990	8.0

By brand	2006	2005	% chg
General Mills	221,247	269,776	-18.0
Yoplait	77,813	64,190	21.2
Betty Crocker	54,165	44,259	22.4
Pillsbury	31,357	64,786	-51.6
Progresso	31,127	18,726	66.2
Nature Valley	20,761	12,158	70.8
Chex	14,168	17,903	-20.9
Totino's	14,127	9,848	43.4

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$11,640	\$11,244	3.5
Earnings	1,090	1,240	-12.1
U.S.	2006	2005	% chg
Sales	9,803	9,519	3.0
U.S. retail operating profit	1,779	1,719	3.5

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence. See Page 8 for methodology.

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

Division sales	2006	2005	% chg
U.S. Retail	8,200	7,779	5.4
International	1,840	1,725	6.7
Bakeries & Foodservice	1,780	1,740	2.3

## Headquarters

General Mills/1 General Mills Blvd., Minneapolis, Minn. 55426/Phone: (763) 764-7600.

## Personnel, brands, agencies

**Corporate:** Stephen Sanger, chmn & CEO; Ken Powell, pres & chief operating officer; Mark Addicks, chief mktg officer; Rick Hosfield, VP-adv; Doug Moore, VP-adv & branding.

### In-house.

**NAS Recruitment Communications**, Philadelphia. Susan Walsh, exec dir-bus devel. — recruitment comms.

**Consumer Foods:** 1 General Mills Blvd., Minneapolis, Minn. 55426/Phone: (763) 764-7600. Peter Capell, sr VP & pres-Big G cereals; John Machusick, sr VP & pres-bakeries & foodservice; Jim Murphy, sr VP-meals; Bob Waldron, sr VP-Yoplait & Colombo; Kim Nelson, VP & pres-Snacks Unlimited; Jeffrey Rotsch, sr VP-sls; Ann Simonds, pres-baking prods; Juliana Chugg, sr VP & pres-Pillsbury USA; Ian Friendly, sr exec VP & chief operating officer-U.S. retail; Christi Strauss, sr VP & CEO-Cereal Ptnrs ww; Chris O'Leary, exec VP & chief operating officer-General Mills Intl; Marc Belton, exec VP-Small Planet & 8th Continent.

**Saatchi & Saatchi**, New York. Peter Hubbell, exec VP & gm-GMI Worldwide. — Cheerios, Apple Cinnamon Cheerios, Basic 4, Berry Burst Cheerios, Berry Burst Kix, Cheerios, Clusters, Cinnamon Toast Crunch, Cocoa Puffs, Cookie Crisp, Count Chocula, Fiber One, Franken Berry, Frosted Cheerios, Honey Nut Cheerios, Kix, Lucky Charms, Multi-Grain Cheerios, Raisin Nut Bran, Reese's Puffs, Total, Total Corn Flakes, Total Raisin Bran, Trix, Wheaties, Wheaties Energy Crunch, Yogurt Burst Cheerios, Old El Paso, Progresso, Fruit by the Foot, Fruit Gushers, Fruit Roll ups, Fruit shapes, Pillsbury Big Deluxe Classics Cookies, Chub Cookies, Cinnamon Rolls, Crescents, Dinner Breads, Golden Layers Biscuits, Grand Biscuits, Grands Cinnamon Rolls, Holiday Shaped Cookies, Pie Crust, Ready to Bake Cookies, Pillsbury Home Baked Classics, Pancakes, Toaster Scrambles, Toaster Strudel, Totino's Pizza Rolls, Waffles Sticks, Waffles, Colombo, Custard, Go-Gurts, Yoplait Light, Original, Ultra, Whips, Yoplait Smoothies & Nouriche, Trix Yogurt, Yoplait Expresse, Original, Yumsters.

**Campbell Mithun**, Minneapolis. Mike Nelson, chief operating officer; Stacy Janicki, VP & mgmt super; Amy Rooker, VP & mgmt super; Karen Ryan, VP & mgmt super. — 8th Continent, Betty Crocker Complete Meals, Betty Crocker Desserts, Bisquick, Bowl Appetit, Bugles, Chex Cereal, Chex Mix, Cinnamon Toast Crunch, French Toast Crunch, Mini Chex, Gardetto's, Golden Grahams, Hamburger Helper brands, Harmony cereal, Honey Nut Chex, Lloyd's BBQ Products, Milk 'n Cereal bars, Nature Valley Cereal, Nature Valley granola bars, Pop Secret Popcorn, Specialty Potatoes, Suddenly Salad, Sunrise cereal.

**Manning Selvage & Lee**, Chicago. Liz van Lenten, cons practice dir. — media svcs, pr, Betty Crocker, Old El Paso, Green Giant, Haagen-Dazs.

**Zenith Media USA**, New York. Neil Ascher, exec VP & mg dir-Zenith GPE; Becky Hom, sr VP & dir-Zenith GPE. — media svcs.

**Burrell Communications Group**, Chicago. Fay Ferguson, co-CEO; Karen Goodar, VP & acct dir. — African-American adv.

**Casanova Pendrill**, Costa Mesa, Calif. — Hispanic adv, La Lechera Cereal, Hamburger Helper, Nature Valley, Betty Crocker, Cinnamon Toast Crunch.

**Publicis Dialog**, New York. Bryan Russiano, sr VP & exec dir-interactive. — interactive mktg, Cheerios, Fruit By The Foot, Fruit Roll-Ups, Gushers, Honey Nut Cheerios, Pillsbury Crescent, Pillsbury Freezer to Microwave, Pillsbury Pie Crusts, Pillsbury Ready to Bake Cookies, Pillsbury Toaster Strudel, Progresso, Save Lids to Save Lives, Yoplait, Yoplait Healthy Heart, Yumsters.

**Small Planet Foods:** 719 Metcalf St., Sedro-Woolley, Wash. 98284/Phone: (800) 624-4123. Maria Morgan, pres; Greg Thompson, mktg mgr.

**Sterling Rice Group**, Boulder, Colo. Sheila Rosen, sr acct dir. — Cascadian Farm, Muir Glen.

## 3 General Motors Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$389,849	\$473,162	-17.6
Sunday magazine	NA	5,099	NA
B2B magazines	6,774	7,691	-11.9
Local magazines	1,482	1,487	-0.3
Spanish-language magazines	3,613	6,361	-43.2
Newspaper	143,982	478,875	-69.9
National newspaper	74,215	98,916	-25.0
Spanish-language Newspaper	1,363	2,779	-50.9
Network TV	808,286	846,398	-4.5
Spot TV	243,553	336,525	-27.6
Syndicated TV	14,634	42,107	-65.2
Cable TV networks	194,302	274,314	-29.2
Spanish-language TV	67,084	78,182	-14.2
Network radio	32,328	40,576	-20.3
National spot radio	19,134	15,108	26.6
Local radio	48,735	59,543	-18.2
Outdoor	40,833	48,017	-15.0
Internet	118,196	103,021	14.7
Measured media	2,208,363	2,918,158	-24.3
Unmeasured spending	1,087,701	1,191,924	-8.7
Total	3,296,064	4,110,082	-19.8
By brand	2006	2005	% chg
Chevrolet	755,841	878,245	-13.9
GM	295,479	603,283	-51.0
GMC	261,510	300,523	-13.0
Cadillac	195,590	226,535	-13.7
Saturn	184,678	189,808	-2.7
Pontiac	146,031	240,253	-39.2
Buick	122,039	177,747	-31.3
Hummer	117,792	125,892	-6.4
OnStar	70,271	95,420	-26.4
Saab	55,569	76,383	-27.2

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence See Page 8 for methodology.

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$207,349	\$194,655	6.5
Earnings	-1,978	-10,417	NA
U.S.	2006	2005	% chg
Sales	129,041	124,615	3.6
Division sales	2006	2005	% chg
Automotive & other	172,927	160,228	7.9
Financial services	34,422	34,427	0.0

## Headquarters

General Motors Corp./300 Renaissance Center, P.O. Box 300, Detroit, Mich. 48265-2000/Phone: (313) 556-5000.

## Notes

Two General Motors divisions switched agencies over the past year without a review: Cadillac shifted to independent Modernista from Publicis' Leo Burnett in June 2006; Saturn moved to Interpublic's Deutsch from Omnicom's Goodby, Silverstein & Partners in January 2007.

GM's VP-marketing and advertising for North America, Michael Jackson, left the automaker to pursue other opportunities in June 2007. He held the post since March 2006; the post won't be filled. Duties of Mr. Jackson were assumed by his boss, Mark LaNeve, VP-sales, service and marketing, North America.

General Motors on Nov. 30, 2006, sold 51% of GMAC for \$7.4 billion to a group led by Cerberus Capital Management. Cerberus in May 2007 struck a deal to buy 81% of Chrysler Group from DaimlerChrysler.

## Personnel, brands, agencies

**Corporate:** Rick Wagoner, chmn & CEO; Robert A. Lutz, vice chmn-global prod devel; Troy Clarke, pres-GM N. Amer.; Steven J. Harris, VP-comms; Mark LaNeve, VP-N. Amer. vehicle sls, svc & mktg; Mike Jackson, VP-N. Amer. mktg & adv; John G. Middlebrook, VP-global sls, svc & mktg opers; Elizabeth Lazar, exec dir-adv & media opers; Larry Hice, exec dir-vehicle sls, svc & mktg support; Sam Mancuso, dir-GM brand adv; Mike Deveraux, genl dir-digital mktg & CRM.

**Deutsch**, Los Angeles. Mike Sheldon, pres-Deutsch LA. — GM.  
**McCann Erickson Worldwide**, Detroit. Garry Neel, exec VP & ww acct dir. — GM corp adv.

**Mullen**, Wenham, Mass. Tom Jump, exec VP & mg ptrn. — GM Cardmember svcs, GM Certified Used Vehicles, GM Energy & Environment comms.

**GM Planworks**, Detroit. Dennis Donlin, pres & CEO. — media svcs, GM.

**Starcom USA**, Chicago. Jack Sullivan, sr VP & dir. — out-of-home media buying, All brands.

**A Partnership**, New York. Jeannie Yuen, pres & CEO. — Asian-American adv, GM.

**Accentmarketing**, Coral Gables, Fla. Vicky Gaston, sr VP & grp acct dir. — Hispanic adv & PR, GM Center of Expertise.

**Campbell-Ewald**, Warren, Mich. Tracie Reihm, exec VP & acct dir. — customer relationship mgmt, GM.

**Carol H. Williams Advertising**, Oakland, Calif. Carol H. Williams, pres, CEO & chief creative officer. — African-American adv, GM.

**Digitas**, Boston. Glenn Engler, exec VP & relationship leader; Phil DeZutter, sr VP & relationship leader-digital production svcs. — digital mktg, relationship mktg, digital production, GM Vehicle Showroom, GM.com, owners programs, onlygm.com, corp mktg, fleet & commercial.

**Manning Selvage & Lee**, Detroit. Kelly Kohagen, mg dir-Hass MS&L. — prod comms, digital & tech comms, issues management, GM.

**Momentum Worldwide**, Detroit. Pat Heffernan, mg dir. — sls promo & event mktg, GM.

**Buick-Pontiac-GMC:** 100 Renaissance Center, Detroit, Mich. 48265-1000/Phone: (313) 556-5000. Katherine Benoit, exec dir-Buick, Pontiac & GMC; Maria Rohrer, mktg dir-Buick; Larry Peck, golf mktg mgr-Buick; Jill Putnam, adv mgr-Buick; Heather Waszczenko, adv mgr-Buick; Mark-Hans Richer, mktg dir-Pontiac; Dave Smidebush, prod dir-Buick & Pontiac; Chris Hornberger, adv mgr-Pontiac; Steve Rosenblum, mktg dir-GMC; Craig Bierley, prod dir-GMC; Ayanna Waddell, asst adv mgr-GMC; Mary Kubitskey, adv mgr-GMC.

**Leo Burnett Detroit**, Troy, Mich. Chris Balicki, sr VP & grp acct dir. — Pontiac.

**Lowe Worldwide**, New York. Jimmy Verrett, acct dir. — GMC.  
**McCann Erickson Worldwide**, Birmingham, Mich. Garry Neel, exec VP & ww acct dir. — Buick.

**GM Planworks**, Detroit. Dennis Donlin, pres & CEO. — media svcs, Buick, GMC, Pontiac.

**Accentmarketing**, Coral Gables, Fla. Ivan Ferrando, VP & grp acct dir-retail. — Hispanic adv, natl & retail, Buick, GMC, Pontiac.

**Carol H. Williams Advertising**, Oakland, Calif. Carol H. Williams, pres, CEO & chief creative officer. — African-American adv, national & regional adv, GMC.

**Digitas**, Boston. Glenn Engler, exec VP & relationship leader; Phil DeZutter, sr VP & relationship leader-digital production svcs. — dir mktg, digital mktg, promo, retail mktg, Buick, Pontiac & GMC.

**Momentum Worldwide**, Detroit. Pat Heffernan, mg dir. — sls promo & event mktg, Buick, Pontiac.

**Cadillac Division:** 100 Renaissance Center, Detroit, Mich. 48265/Phone: (313) 667-8678. James E. Taylor, mktg gm; John Howell, prod dir; Liz Vanzura, global mktg dir; Maureen Bickford, natl adv mgr; Tom D'Angelo, field adv mgr; John Gasloli, natl adv mgr.

**Modernista**, Boston. Gary Koepke, co-founder & exec creative dir; Lance Jensen, co-founder & exec creative dir. — Cadillac SRX, CTS, V-series.

**GM Planworks**, Detroit. Dennis Donlin, pres & CEO. — media svcs, Cadillac.

**Accentmarketing**, Coral Gables, Fla. Ivan Ferrando, VP & grp acct dir. — Hispanic adv, retail, Cadillac.

**Carol H. Williams Advertising**, Oakland, Calif. Carol H. Williams, pres, CEO & chief creative officer. — African-American adv, national & regional adv, Cadillac.

**Digitas**, Boston. Glenn Engler, exec VP & relationship leader; Phil DeZutter, sr VP & relationship leader-digital production svcs. — relationship mktg, digital production, Cadillac.

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**Chevrolet Motor Division:** 100 Renaissance Center, Detroit, Mich. 48265-1000/Phone: (313) 556-5000. Ed J. Peper, mktg gm; Brian Goebel, PR mgr-mktg & promo; Kim Kosak, genl dir-adv & sls promo; Paul Edwards, dir-adv & sls promo; Dan Adamcheck, dir-retail adv; Cheryl Catton, genl dir-car mktg; Russ Clark, genl dir-truck mktg.

**Campbell-Ewald,** Warren, Mich. Mike Ryan, vice chmn & chief operating officer. — Chevrolet.

**Deutsch,** Los Angeles. Mike Sheldon, pres-Deutsch LA. — Motorsports, Major League Baseball.

**GM Planworks,** Detroit. Dennis Donlin, Pres & CEO. — media svcs, Chevrolet.

**Accentmarketing,** Coral Gables, Fla. Joseph (Pepe) Machin, sr VP & grp acct dir. — Hispanic adv, natl & retail, Chevrolet.

**Carol H. Williams Advertising,** Oakland, Calif. Carol H. Williams, pres, CEO & chief creative officer. — African-American adv, national & regional adv, Chevrolet.

**Digitas,** Boston. Phil DeZutter, sr VP & relationship leader-digital production svcs. — digital production, Chevrolet.

**General Motors Service & Parts Operations:** 6200 Grand Pointe Dr., Grand Blanc, Mich. 48439/Phone: (810) 606-2000. Douglas J. Herberger, GMNA VP & gm.

**Campbell-Ewald,** Southfield, Mich. James P. Huchok, exec VP & acct dir. — ACDelco.

**Leo Burnett Detroit,** Troy, Mich. Skip Drayton, sr VP & integrated mktg grp dir. — GM Parts, GM Goodwrench service, accessories, performance parts.

**GM Planworks,** Detroit. Dennis Donlin, pres & CEO. — media svcs, General Motors Service.

**GMAC:** 200 Renaissance Center, Detroit, Mich. 48265-2000/Phone: (313) 556-5000. Eric A. Feldstein, chmn; William F. Muir, pres & chmn-GMAC Insurance; Barbara Stokel, exec VP-N. Amer. Opers; Colleen Haesler, genl dir-N. Amer. Opers mktg & adv.

**Fitzgerald & Co.,** Atlanta. Amy Richter, grp dir. — N. Amer. regional adv, GMAC Insurance.

**Perich & Partners,** Ann Arbor, Mich. Jill Howell, acct dir. — GMAC.

**GMAC Residential Holdings:** 100 Witmer Rd., P.O. Box 963, Horsham, Pa. 19044/Phone: (215) 682-1000. David Applegate, chief operating officer; Richard Gillespie, exec VP & chief mktg officer.

**Agencies assigned on a project basis.** — Ditech.com, GMAC Bank, GMAC Global Relocation, GMAC Mortgage, GMAC Real Estate.

**Hummer:** 100 Renaissance Center, Detroit, Mich. 48265-1000/Phone: (313) 556-5000. Martin Walsh, gm; Ross Hendrix, prod dir; Megan Stooke, mktg dir; John Roth, sls dir; Stephen Garrity, intl opers dir.

**Modernista,** Boston. Gary Koepke, co-founder & exec creative dir; Lance Jensen, co-founder & exec creative dir. — Hummer.

**GM Planworks,** Detroit. Dennis Donlin, pres & CEO. — media svcs, Hummer.

**Carol H. Williams Advertising,** Oakland, Calif. Carol H. Williams, pres, CEO & chief creative officer. — African-American adv, national & regional adv, Hummer.

**Digitas,** Boston. Phil DeZutter, sr VP & relationship leader-digital production svcs. — digital production, Hummer.

**OnStar Corp.:** 400 Renaissance Center, P.O. Box 400, Detroit, Mich. 48265-400/Phone: (313) 665-2783. Chet Huber, pres; Tony DiSalle, VP-sls & mktg; Andrew Young, dir-mktg.

**Campbell-Ewald,** Warren, Mich. Timothy Keaton, exec VP & acct dir. — OnStar.

**GM Planworks,** Detroit. Dennis Donlin, pres & CEO. — media svcs, OnStar.

**Accentmarketing,** Coral Gables, Fla. Ana Maria Montero, acct dir. — Hispanic adv, OnStar.

**Digitas,** Boston. Glenn Engler, exec VP & relationship leader. — digital mktg, relationship mktg, OnStar.

**Saab Automobile USA:** 100 Renaissance Center, Detroit, Mich. 48265-1000/Phone: (313) 556-5000. Steve Shannon, gm; Mike Colleran, dir-sls; Leslie Bublin, dir-mktg.

**Lowel Worldwide,** New York. Nick McElwee, acct dir. — Saab. **GM Planworks,** Detroit. Dennis Donlin, pres & CEO. — media svcs, Saab.

**Digitas,** Boston. Glenn Engler, exec VP & relationship leader; Phil DeZutter, sr VP & relationship leader-digital production svcs. — digital mktg, relationship mktg, digital production, Saab.

**Saturn Corp.:** 100 Renaissance Center, Detroit, Mich. 48265-1000/Phone: (313) 665-5000. Jill Lajdziak, gm; Dan Keller, dir-mktg; Scott McLaren, adv mgr-cars; David Koziara, adv mgr-trucks.

**Deutsch,** Los Angeles. Mike Sheldon, pres-Deutsch LA. — Saturn.

**GM Planworks,** Detroit. Dennis Donlin, pres & CEO. — media svcs, Saturn.

**Digitas,** Boston. Glenn Engler, exec VP & relationship leader; Phil DeZutter, sr VP & relationship leader-digital production svcs. — digital mktg & production, Saturn.

## 7 GlaxoSmithKline

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$383,277	\$240,185	59.6
Sunday magazine	53,741	24,735	117.3
B2B magazines	2,077	1,550	34.0
Spanish-language magazines	246	129	90.6
Newspaper	28,249	20,893	35.2
National newspaper	4,348	2,045	112.6
Spanish-language Newspaper	8	35	-75.9
FSI	23,179	22,342	3.7
Network TV	430,096	441,077	-2.5
Spot TV	33,641	48,354	-30.4
Syndicated TV	134,607	89,901	49.7
Cable TV networks	167,829	261,672	-35.9
Spanish-language TV	3,492	2,930	19.2
National spot radio	6,595	9,334	-29.3
Network radio	3,767	4,256	-11.5

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence See Page 8 for methodology.

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By media	2006	2005	% chg
Local radio	3,834	7,068	-45.8
Outdoor	1,336	1,829	-27.0
Internet	15,120	14,075	7.4
Measured media	1,295,441	1,192,411	8.6
Unmeasured spending	1,148,787	1,057,421	8.6
Total	2,444,228	2,249,832	8.6
By brand	2006	2005	% chg
Advair	194,699	136,897	42.2
Boniva	100,480	66,447	51.2
Valtrex	99,464	72,108	37.9
Avodart	97,812	39,002	150.8
Glaxo	92,538	162,309	-43.0
Requip	91,625	26,777	242.2
Coreg	80,853	17,833	353.4
Imitrex	80,367	82,211	-2.2
Vesicare	68,205	54,341	25.5
Wellbutrin	56,128	108,137	-48.1
Nicoderm	30,543	29,185	4.7
Tums	29,696	35,730	-16.9
Commit	28,774	29,709	-3.1
Avandia	25,690	29,837	-13.9
Nicorette	22,511	24,096	-6.6
Abreva	22,303	19,528	14.2
Breathe Right	21,002	16,087	30.5
Aquafresh	19,475	18,132	7.4
Flonase	17,007	112,819	-84.9
Sensodyne	16,827	15,380	9.4
Fiber Choice	13,338	6,884	93.8
PoliGrip	10,470	16,423	-36.3

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$42,534	\$39,259	8.3
Earnings	8,177	6,047	35.2
U.S.	2006	2005	% chg
Sales	18,961	16,505	14.9

Division sales	2006	2005	% chg
Pharmaceuticals	36,771	33,823	8.7
Consumer healthcare	5,763	5,437	6.0

## Headquarters

GlaxoSmithKline/980 Great West Rd., Brentford, Middlesex, United Kingdom TW8 9GS/Phone: 44-20-8047-5000.

## U.S. Headquarters

GlaxoSmithKline/5 Moore Dr., P.O. Box 13398, Research Triangle Park, N.C. 27709/Phone: (919) 483-2100.

## Notes

Advertising figures for GlaxoSmithKline includes the Boniva (osteoporosis) and Vesicare (overactive bladder) drugs that it holds in joint ventures, respectively, with Roche Holdings and Astellas Pharma U.S. (part of Tokyo-based Astellas Pharma).

## Personnel, brands, agencies

**Corporate:** J.P. Garnier, CEO; David Stout, pres-pharmaceutical ops; Chris Viehbacher, pres-U.S. pharmaceuticals.

**DraftFCB**, New York. Sarah Wilcox, exec VP & dir Draft Health. — GlaxoSmithKline.

**Publicis Mid-America**, Dallas. Carter Keith, sr VP & gp acct dir. — media buying, BC Analgesics, Beano food enzyme supplements, Cervarix, Goody's headache powder, Os-cal, Phazyme gas relief.

**Casanova Pendrill**, Costa Mesa, Calif. — Hispanic adv, Alli, Aquafresh, Sensodyne, Tums.

**GlaxoSmithKline Consumer Healthcare:** 100 Beecham Dr., Pittsburgh, Pa. 15205/Phone: (412) 928-1000. John Clark, pres.

**Arnold Worldwide**, New York. Barry Silverstein, exec VP & grp dir. — Citrucel, Commit, Nicoderm CQ, Nicorette.

**Grey**, New York. Maureen Maldari, exec VP-acct mgmt. — Abreva, Aquafresh Extreme Clean, Aquafresh toothpaste, Flex toothbrushes, Sensodyne, Super Poli-Grip.

**Publicis**, Dallas. Carter Keith, sr VP, grp acct dir. — BC Analgesics, Beano food enzyme supplements, Cervarix, Goody's headache powder, Os-cal, Phazyme gas relief.

**MediaCom**, New York. Sal Sannino, sr VP & grp dir. — media svcs, All OTC, Aquafresh toothpaste, Fiber Choice, Os-Cal calcium tablets, Polident denture cleaners, Sensodyne toothpaste.

**MPG**, New York. Eva Kantrowitz, sr VP & grp acct dir. — media plng, Nicoderm, Nicorette, Commit, Tums, Citrucel.

**Optimedia International U.S.**, Dallas. Tom Scott, sr VP, grp dir-strategic comms. — media plng, BC headache powder, Beano, Goody's headache powder, Os-Cal, Phazyme.

**Footsteps**, New York. Danielle Austen, grp acct dir; Naomi Ramsey, acct dir; Jackie Cruz, acct super. — African-American adv, GlaxoSmithKline.

**Winglatino**, New York. Jackie Bird, pres & CEO; Tony Dagnery, VP-bus devel. — Hispanic integrated mktg comms, Aquafresh, Sensodyne, Tums.

**GlaxoSmithKline Pharmaceuticals:** 1 Franklin Plaza, 200 N. 16th St., Philadelphia, Pa. 19102/Phone: (888) 825-5249. Chris Viehbacher, pres-U.S. pharmaceuticals; David Stout, pres-pharmaceutical ops; Bob Ingram, vice chmn-pharmaceuticals.

**BBD0 Worldwide**, New York. Ray Hilton, exec VP. — Avandia, Levitra, Malarone, Twinrix.

**CommonHealth**, Parsippany, N.J. Matt Giegerich, pres & CEO; Darlene Dobry, pres-Carbon (a CommonHealth Co.). — Alli, Avandamet, Avandia, Avodart.

**Grey**, New York. Maureen Maldari, exec VP-acct mgmt. — Allermist, Flonase.

**IW Group**, New York. Hiroko Hatanaka, acct dir. — Epivir.

**McCann HumanCare**. Andrew Schirmer, mg dir McCann HumanCare. — Avodart, Coreg, Paxil CR, Requip.

**Torre Lazur McCann**, Parsippany, N.J. Marci Piasecki, CEO. — Advair, Avodart, Oncology franchise, Veramyst.

**DraftFCB HealthCare**, New York. Sheri Rosenblatt, exec VP & grp mgmt dir; Kerry Dwyer, sr VP & grp mgmt dir; Bob Karczewski, sr VP & grp mgmt dir. — mktg svcs, Augmentin XR, Boostrix, Energix-B, Havrix, Infanrix, Lamictal-Epilepsy, Lamictal-Bipolar, Timentin, Twinrix, Valtrex, Wellbutrin XL.

**Euro RSCG Worldwide**, New York. Paul Klein, mg dir- Euro RSCG Tonic. — mktg svcs, Advair, Boniva, Imitrex, Trexima, Valtrex, Vesicare.

**MediaCom**, New York. Sal Sannino, sr VP, grp dir. — media svcs, All OTC.

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## 51 Hewlett-Packard Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$57,931	\$62,343	-7.1
Sunday magazine	55,849	17,913	211.8
B2B magazines	47,266	42,680	10.7
Spanish-language magazines	NA	18	NA
Newspaper	63,335	49,349	28.3
National newspaper	30,968	35,617	-13.1
Spanish-language Newspaper	30	7	364.6
FSI	338	76	346.9
Network TV	27,033	52,714	-48.7
Spot TV	1,826	9,685	-81.1
Syndicated TV	339	15,071	-97.8
Cable TV networks	61,448	97,118	-36.7
Network radio	6,639	5,936	11.8
National spot radio	2,614	4,633	-43.6
Local radio	5,218	6,141	-15.0
Outdoor	175	122	43.5
Internet	111,379	107,980	3.1
Measured media	472,388	507,404	-6.9
Unmeasured spending	356,363	324,406	9.9
Total	828,751	831,809	-.4
By brand	2006	2005	% chg
HP	409,458	467,556	-12.4
Compaq	45,508	30,653	48.5

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$91,658	\$86,696	5.7
Earnings	6,198	2,398	158.5
U.S.	2006	2005	% chg
Sales	32,244	30,548	5.6
Division sales	2006	2005	% chg
Personal Systems Group	29,166	26,741	9.1
Imaging & Printing Group	26,786	25,155	6.5
Enterprise Storage and Servers	17,308	16,717	3.5
HP Financial Services	2,078	2,102	-1.1
HP Services	0	15,536	NA

### Headquarters

Hewlett-Packard Co./3000 Hanover St., Palo Alto, Calif. 94304-1185/Phone: (650) 857-1501.

### Personnel, brands, agencies

**Corporate:** Mark Hurd, CEO; Gary Elliott, VP-brand mktg; Scott Berg, ww media plng & buying.

**Goodby, Silverstein & Partners**, San Francisco. John Coyne, acct dir. — Hewlett-Packard.

**McCann Erickson Worldwide**, New York. Emily Ketchen, sr VP & grp acct dir. — HP Personal Systems Group.

**Publicis**, Seattle/San Francisco. — segment & prod mktg/integrated direct response, SMB, Technology Services Group, Image ad Printing.

**ID Media**, New York. Chuck Shaw, sr VP & dir-client svcs. — media svcs.

**ZenithOptimedia**, San Francisco. Julie Rieger, exec VP & dir-ww comms. — media svcs, Compaq, HP, all brands.

**Agency.com**, Chicago. Dave Johnson, pres-N. Amer. — interactive mktg.

**Burson-Marsteller**, New York. — pr.

**DraftFCB**, New York. Liz Deutch, exec VP & dir-acct svcs; Niland Mortimer, client svcs dir. — interactive mktg.

**Hill & Knowlton**, New York. — ww corp pr.

**Integer Group**, Denver. Robyn Abel, grp acct dir. — sls promo.

**Publicis Modem**, London & San Francisco, Calif. Grant MacDougall, sr VP-mktg. — direct mktg, digital mktg, media plng, digital strategy, search engine marketing.

**Wunderman**, New York. Jen Lindstrom, sr VP & client svcs dir. — mktg svcs.

## 30 Home Depot

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$32,159	\$49,207	-34.6
Sunday magazine	2,757	1,693	62.8
B2B magazines	628	531	18.1
Local magazines	52	143	-63.9
Spanish-language magazines	51	124	-58.8
Newspaper	106,186	90,714	17.1
National newspaper	6,343	3,901	62.6
Spanish-language Newspaper	2,427	2,092	16.0
Network TV	143,020	140,453	1.8
Spot TV	7,343	7,893	-7.0
Syndicated TV	1,460	2,165	-32.6
Cable TV networks	73,479	82,212	-10.6
Spanish-language TV	44,111	37,004	19.2
Network radio	34,161	16,869	102.5
National spot radio	42,458	66,460	-36.1
Local radio	36,190	49,533	-26.9
Outdoor	2,070	1,321	56.7
Internet	7,374	2,353	213.4
Measured media	542,267	554,667	-2.2
Unmeasured spending	575,809	554,667	3.8
Total	1,118,076	1,109,333	.8
By brand	2006	2005	% chg
Home Depot	529,448	537,141	-1.4
Expo Design Center	12,810	17,419	-26.5

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$90,837	\$81,511	11.4
Earnings	5,761	5,838	-1.3
U.S.	2006	2005	% chg
Sales	84,437	73,211	15.3
Net income	5,761	5,838	-1.3
Division sales	2006	2005	% chg
Retail	79,027	77,022	2.6
HD Supply	12,070	4,614	161.6

### Headquarters

Home Depot/2455 Paces Ferry Rd., N.W., Atlanta, Ga. 30339/Phone: (770) 433-8211.

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence. See Page 8 for methodology.

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## Notes

Home Depot ousted embattled Chairman-President-CEO Robert Nardelli in January 2007. Home Depot Vice Chairman Frank Blake succeeded him as chairman-CEO.

Home Depot in June 2007 agreed to sell HD Supply to private equity firms Bain Capital Partners, the Carlyle Group, and Clayton Dubilier & Rice for \$10.3 billion.

Home Depot in October 2006 called off a search for a chief marketing officer, instead promoting Roger Adams to that post from senior VP-marketing. Mr. Adams is a former General Motors executive who joined Home Depot in February 2005.

## Personnel, brands, agencies

**Corporate:** Frank Blake, chmn & CEO; Roger Adams, sr VP & chief mktg officer; John Ross, VP-adv.

**Richards Group**, Dallas. Diane Fannon, principal; Doug Martin, principal; Gary Gibson, creative dir & group head. — all general market broadcast & magazine creative, Home Depot, Expo Design Center.

**Initiative**, Atlanta. Brian Kelly, exec VP-retail mktg. — media buying, media plng, broadcast & magazine, Home Depot.

**Strategic Print Marketing**, Marietta, Ga. Gabrielle Austin, pres; Audra Jewell, client svcs dir; Thomas Carter, client svcs mgr. — media buying, media buying-print, Home Depot.

**Ambrosi**, Chicago. Daniel Morrissey, pres. — newspaper adv.

**Digitas**, Boston. Torrence Boone, pres; Huard Smith, sr VP & pres-strategy/analytics; Mick O'Brien, sr VP-creative. — relationship mktg, online adv, digital media plng/buying.

**Manning Selvage & Lee**, Atlanta, Ga. Kyle Farnham, sr VP-pr.

**Moxie Interactive**, Atlanta. Jana Steckler, VP client svcs. — interactive mktg.

**Newspaper Services of America**, Chicago. Bob Shamberg, chmn & CEO.

**Octagon**, Atlanta. Jeff Ehrenkratz, VP. — mktg svcs, NFL, NASCAR, USOC, College Football.

**Vidal Partnership**, New York. Manny Vidal, owner, pres & CEO; Sandra Alfaro, mg-ptnr & VP-acct mgmt; Mauricio Galvan, mg ptnr & exec-creative dir. — Hispanic adv, media svcs, PR, promo, digital mktg.

**UniWorld Group**, New York. Chuck Morrison, gm; Rebecca Williams, chief creative officer; Loreen Williamson, gp acct dir. — African-American adv, integration/prod placement, events.

## 21 Honda Motor Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$185,351	\$153,981	20.4
Sunday magazine	3,808	3,553	7.2
B2B magazines	2,584	1,598	61.7
Local magazines	NA	17	NA
Spanish-language magazines	240	617	-61.2
Newspaper	8,647	9,454	-8.5
National newspaper	17,464	13,506	29.3
Spanish-language Newspaper	240	88	172.8
Network TV	105,568	161,396	-34.6
Spot TV	377,017	338,402	11.4

	2006	2005	% chg
<b>By media</b>			
Syndicated TV	12,694	15,315	-17.1
Cable TV networks	97,370	114,844	-15.2
Spanish-language TV	20,338	21,682	-6.2
Network radio	2,370	NA	NA
National spot radio	420	227	84.9
Local radio	2,375	2,241	5.9
Outdoor	7,237	5,365	34.9
Internet	34,295	12,370	177.3
Measured media	878,018	854,654	2.7
Unmeasured spending	472,779	460,198	2.7
Total	1,350,796	1,314,853	2.7
<b>By brand</b>			
Honda	627,427	638,245	-1.7
Acura	250,186	215,910	15.9

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$95,393	\$89,399	6.7
Earnings	5,096	5,387	-5.4
<b>North America</b>	<b>2006</b>	<b>2005</b>	<b>% chg</b>
Sales	51,648	50,676	1.9
Operating income	2,898	3,045	-4.8
<b>Division sales</b>	<b>2006</b>	<b>2005</b>	<b>% chg</b>
Automotive	76,482	72,225	5.9
Motorcycles	11,793	11,060	6.6
Power products & other	3,594	3,344	7.5
Financial svcs	3,525	2,769	27.3

### Headquarters

Honda Motor Co./1-1, 2-chome, Minami-Aoyama, Minato-ku, Tokyo, Japan 107-8556/Phone: 81-3-3423-1111.

### U.S. Headquarters

Honda Motor Co./American Honda Motor Co., 1919 Torrance Blvd., Torrance, Calif. 90501-2746/Phone: (310) 783-2000.

### Personnel, brands, agencies

**Corporate:** Takeo Fukui, pres & CEO-Honda Motor Co.; Koichi Kondo, pres & CEO-American Honda Motor Co.; Barbara Ponce, mgr-corp and diversity adv-American Honda Motor Co.

**RPA**, Santa Monica, Calif. Bill Hagelstein, exec VP & chief operating officer; Joan Egan, sr VP & grp acct dir. — corp adv.

**Auto Division:** 1919 Torrance Blvd., Torrance, Calif. 90501-2746/Phone: (310) 783-2000. John Mendel, exec VP-auto opers; Richard Colliver, exec VP-auto sls; Richard Szamborski, VP-natl sls, Honda; Steven Center, VP-sls, Acura; Jeff Conrad, VP-natl auto adv and pr; Tom Peyton, sr mgr-Honda adv; Susie Rossick, mgr-Acura adv; Barbara Ponce, mgr-corp and diversity adv.

**RPA**, Santa Monica, Calif. Bill Hagelstein, exec VP & chief operating officer; Chuck Valentine, sr VP & grp acct dir-Honda vehicles; Joan Egan, sr VP & grp acct dir-Acura vehicles. — Acura, Honda vehicles.

**La Agencia de Orci & Asociados**, Los Angeles. Robert Santiago, grp acct dir. — Hispanic adv, Honda vehicles.

**Muse**, Los Angeles. Jo Muse, chmn & CEO; Shelly Yamane, pres & chief strategic officer; Wilky Lau, exec creative dir; Sharon Jones, gm & exec producer. — African-American & Asian-American adv, Honda vehicles.

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**Honda Power Equipment:** 4900 Marconi Dr., Alpharetta, Ga. 30005/Phone: (678) 339-2600. Akira Imai, VP; Steve Bailey, VP; John Lally, mgr-natl adv.

**Frank/Best International,** Nashville, Tenn. Bobby Frank, pres & gm; Gunnar Eng, VP-client svcs; Tim Best, exec VP & creative dir. — Honda Power Equipment.

**Motorcycle Division:** 1919 Torrance Blvd., Torrance, Calif. 90501-2746/Phone: (310) 783-2000. Raymond Blank, sr VP; Robert Gurga, asst VP-mktg; Wayne Toyota, sr mgr-motorcycle adv & logistics; Lee Edmunds, mgr-motorcycle adv.

**Dailey & Associates,** Los Angeles. Mike Perdiago, exec VP & mg dir. — Honda all-terrain vehicles, motorcycles, personal watercraft, scooters & Honda Rider's Club of America.

## 54 Hyundai Motor Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$95,655	\$63,842	49.8
B2B magazines	.994	1,089	-8.7
Local magazines	.NA	10	NA
Spanish-language magazines	.831	1,025	-18.9
Newspaper	1,357	3,259	-58.4
National newspaper	3,354	2,165	54.9
Spanish-language Newspaper	.205	9	NA
Network TV	150,187	114,501	31.2
Spot TV	143,503	121,577	18.0
Syndicated TV	35,000	22,924	52.7
Cable TV networks	57,798	47,000	23.0
Spanish-language TV	33,894	25,567	32.6
Network radio	.NA	15	NA
National spot radio	1,479	386	283.4
Local radio	8,052	8,145	-1.1
Outdoor	3,380	5,753	-41.2
Internet	14,449	8,675	66.6
Measured media	550,138	425,941	29.2
Unmeasured spending	235,773	182,546	29.2
Total	785,911	608,487	29.2
By brand	2006	2005	% chg
Hyundai	550,137	425,936	29.2

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$28,566	\$29,458	-3.0
Earnings	1,642	2,527	-35.0
U.S.	2006	2005	% chg
Sales	.NA	13,836	NA

### Headquarters

Hyundai Motor Co./231 Yangjai-dong, Seocho-gu, Seoul, South Korea 137-938/Phone: 82-2-3464-1114.

### U.S. Headquarters

Hyundai Motor Co./Hyundai Motor America, 10550 Talbert Ave., Fountain Valley, Calif. 92728/Phone: (714) 965-3000.

### Notes

Hyundai Motor America in August 2006 hired Steve Wilhite as chief operating officer with responsibility for strategic develop-

ment, sales, marketing, communications, parts and service. The post had been vacant since Bob Cosmai resigned in January 2006. Mr. Wilhite resigned as Nissan Motor Corp.'s Tokyo-based senior VP-global marketing to take the job. He earlier worked at Volkswagen and Apple.

In February 2007, six months after Mr. Wilhite's arrival, Hyundai began a U.S. agency review. In April 2007, it moved its national creative account to Omnicom's Goodby, Silverstein & Partners from independent Richards Group.

Hyundai Motor Co. as of December 2006 owned 38.67% of Kia Motors Corp.

### Personnel, brands, agencies

**Corporate:** Mong-Koo Chung, chmn & CEO; Dong-Jin Kim, vice chmn & CEO.

**Hyundai Motor America:** 10550 Talbert Ave., Fountain Valley, Calif. 92728/Phone: (714) 965-3000. Joel Ewanick, VP-mktg; David Zuchowski, VP-natl sls; John Krafcik, VP-prod devel & strategic plng. **Goodby, Silverstein & Partners,** San Francisco. Todd Grantham, grp acct dir. — Hyundai.

**Carat North America,** Los Angeles. Tom Somerset, sr VP & grp acct dir. — media svcs, Hyundai.

## 74 IBM Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$14,503	\$38,001	-61.8
B2B magazines	81,095	60,555	33.9
Spanish-language magazines	.263	200	31.4
Newspaper	4,497	571	687.3
National newspaper	17,137	36,601	-53.2
Spanish-language Newspaper	.51	44	17.4
Network TV	75,900	104,733	-27.5
Spot TV	101	274	-63.0
Syndicated TV	.264	2,067	-87.2
Cable TV networks	23,215	30,148	-23.0
National spot radio	.891	212	319.8
Local radio	.12	58	-79.3
Outdoor	1,468	25	NA
Internet	13,034	9,606	35.7
Measured media	232,431	283,094	-17.9
Unmeasured spending	284,082	263,947	7.6
Total	516,513	547,041	-5.6
By brand	2006	2005	% chg
IBM	226,783	277,228	-18.2

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$91,424	\$91,134	0.3
Earnings	9,492	7,934	19.6
U.S.	2006	2005	% chg
Sales	39,511	38,817	1.8

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence. See Page 8 for methodology.

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Division sales	2006	2005	% chg
Global Services .....	48,247	47,357	1.9
Hardware .....	22,499	24,314	-7.5
Software .....	18,204	15,753	15.6
Global Financing .....	2,379	2,407	-1.2
Enterprise Investments / Other ..	.94	1,303	-92.8

## Headquarters

IBM Corp./New Orchard Rd., Armonk, N.Y. 10504/Phone: (914) 499-1900.

## Personnel, brands, agencies

**Corporate:** Sam Palmisano, chmn & CEO; Bruce Harreld, sr VP-mktg & strategy; Diane Brink, VP-ww integrated mktg comms; Deidre Bigley, VP-ww adv.

**MindShare Worldwide**, New York. Drew Burke, sr plng dir. — IBM.

**IBM Direct Marketing:** 1133 Westchester Ave., White Plains, N.Y. 10604/Phone: (800) 426-4968. Sergio Restrepo, VP-mktg, Americas.

**OgilvyOne Worldwide**, New York. Carla Hendra, pres-OgilvyOne N. Amer. — Software, servers, services, ww strategy, N. Amer. execution, global direct mktg.

**Euro RSCG 4D**, New York. Alex Bombeck, pres-digital. — direct mktg, IBM.

**IBM Global Services:** Route 100, Somers, N.Y. 10589/Phone: (914) 766-1900. Global Business Services: Ginni Rometty, sr VP; Robert Painter, VP-mktg; Kevin Scully, dir-integrated mktg comms; Global Technology Services: Mike Daniels, sr VP; Mary Garrett, VP-mktg.

**Ogilvy & Mather Worldwide**, New York. Lou Aversano, exec grp dir. — IBM.

**IBM Systems Group:** Route 100, Somers, N.Y. 10589/Phone: (914) 766-1900. William Zeitler, sr VP & grp exec; Anil Menon, VP-mktg & strategy; Nancy Roath, VP-integrated mktg comms; Eric Andrews, dir-integrated mktg comms.

**Ogilvy & Mather Worldwide**, New York. Sally Kissane, dir-adv. — IBM eServer pSeries, xSeries, iSeries, zSeries.

**IBM.com:** 1133 Westchester Ave., White Plains, N.Y. 10604/Phone: (914) 766-1900. Paula Summa, gm; Pam Kaplan, VP-global mktg.

**OgilvyInteractive**, New York. Carla Hendra, pres-OgilvyOne, OgilvyInteractive. — interactive mktg, IBM.com.

**Digitas**, New York. Robert Powers, sr VP-mktg. — website comms, IBM.com.

**Software Group:** Route 100, Somers, N.Y. 10589/Phone: (914) 766-1900. Steve Mills, sr VP & grp exec; Marc Dupaquier, VP-mktg; Dan Galvan, VP-integrated mktg comms; Ann Rubin, dir-integrated mktg comms.

**Ogilvy & Mather Worldwide**, New York. Tim Eldridge, exec grp dir. — DB2, DeveloperWorks, WebSphere, Lotus, Tivoli.

## 57 IAC/InterActiveCorp

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine .....	\$9,171	\$11,669	-21.4
Sunday magazine .....	NA	1,047	NA
B2B magazines .....	125	178	-29.8
Local magazines .....	125	82	52.0
Newspaper .....	912	329	177.1
National newspaper .....	571	1,023	-44.1
Spanish-language Newspaper .....	0	1	-50.0
Network TV .....	94,038	31,366	199.8
Spot TV .....	535	2,208	-75.8
Syndicated TV .....	14,872	10,255	45.0
Cable TV networks .....	42,599	36,940	15.3
Network radio .....	14,707	12,434	18.3
National spot radio .....	2,842	3,551	-20.0
Local radio .....	2,468	3,084	-20.0
Outdoor .....	169	122	38.4
Internet .....	122,060	89,628	36.2
Measured media .....	305,192	203,917	49.7
Unmeasured spending .....	438,272	292,232	50.0
Total .....	743,463	496,149	49.8

By brand	2006	2005	% chg
LendingTree .....	125,857	97,548	29.0
Match.com .....	72,318	54,262	33.3
Ask.com .....	71,536	26,040	174.7

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales .....	\$6,278	\$5,417	15.9
Earnings .....	193	868	-77.8

U.S.	2006	2005	% chg
Sales .....	5,407	4,641	16.5

Division sales	2006	2005	% chg
Retailing .....	3,292	3,051	7.9
Services .....	1,635	1,417	15.4
Membership & subscriptions .....	806	740	8.9
Media & Advertising .....	544	214	154.2
Emerging businesses .....	8	1	700.0
Intersegment eliminations .....	-6	-5	NA

## Headquarters

IAC/InterActiveCorp/152 W. 57th St., 42nd fl., New York, N.Y. 10019/Phone: 212-314-7300.

## Notes

The listed measured/unmeasured ad totals for the shopping and internet conglomerate, per its March 2007 10-K, "principally represent offline costs, including television and radio advertising, and online advertising costs, including fees paid to search engines and distribution partners," plus catalog costs. IAC in 2006 generated 52% of revenue from retailing, including such operations as its HSN shopping channel and Shoebuy.com, a dot-com IAC bought in January 2006.

## Personnel, brands, agencies

**Corporate:** Barry Diller, chmn & CEO; Victor Kaufman, vice chmn; Doug Lebda, pres & chief operating officer.

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**Citysearch:** 8833 W. Sunset Blvd., West Hollywood, Calif. 90069/Phone: (310) 360-4500. Briggs Ferguson, CEO; Scott Morrow, exec VP-prod & mktg; Neil Salvage, exec VP-sls & merchant acquisition.

**In-house.**

**Entertainment Publications:** 1414 East Maple Rd., Troy, Mich. 48083/Phone: (888) 231-7283. MaryAnn D. Rivers, pres & CEO; Kevin Petry, exec VP-local and strategic sls; Angela M. Aufdemberge, sr VP-HR.

**No agency.**

**Evite:** 8800 W. Sunset Blvd., West Hollywood, Calif. 90069/Phone: (310) 360-2600. Harry Lin, sr VP & gm; Lariayn Payne, VP-mktg & pr; Jessica Landy Raymond, sr dir-prod devel.

**In-house.**

**gifts.com:** 8833 Sunset Blvd., 3rd Floor, West Hollywood, Calif. 90069/Phone: (310) 360-4322. William Lynch, CEO; Jenny Connelly, VP-product mgt & mktg.

**Mullen,** Wenham, Mass. Jim Hartrich, exec VP & gm. — Gifts.com.

**Hotels.com:** 10440 N. Central Expressway, Ste. 400, Dallas, Texas 75231/Phone: (214) 361-7311. Carl Minto-Sparks, sr VP-mktg.

**Doner,** Detroit. Kevin Weinman, exec VP & dir-acct mgmt. — print & broadcast adv, Hotels.com.

**Avenue A/Razorfish,** Chicago. Dave Friedman, pres-central region. — online adv, Hotels.com.

**HSN:** 1 HSN Drive, St. Petersburg, Fla. 33729/Phone: (727) 872-1000. Mindy Grossman, CEO-IAC retailing; Kate Pedrick, VP-mktg.

**No agency.**

**IAC Search & Media:** 555 12th St., Ste. 500, Oakland, Calif. 94607/Phone: (510) 985-7400. Jim Lanzone, CEO-ask.com; Scott Garell, CEO-IAC consumer applications and portals; Dominic Butera, cfo; John Park, sr VP & gm-Toolbar properties.

**Crispin Porter & Bogusky,** Miami. Jeff Hicks, CEO & pres. **Mullen,** Wneham, Mass. Jim Hartrich, exec VP & mg ptnr. — Ask.com.

**Dotted Line Communications,** Los Angeles. Darcy Cobb, co-founder. — online media, ask.com.

**Interval International:** 6262 Sunset Dr., Miami, Fla. 33243-1920/Phone: (305) 666-1861. Craig M. Nash, chmn & CEO; Dave Gilbert, exec VP-sls & mktg.

**Yesawich, Pepperdine, Brown & Russell,** Orlando. Janet Ray, acct exec.

**LendingTree:** 1115 Rushmore Dr., Charlotte, N.C. 28277/Phone: (704) 541-5351. C.D. Davies, CEO-LendingTree; Bob Harris, pres-LendingTree.

**Mullen,** Wenham, Mass. Jim Hartrich, exec VP & acct dir. — Lending Tree.

**Match.com:** 8300 Douglas Ave., Ste. 800, Dallas, Texas 75225/Phone: (214) 576-9352. Thomas Enraght-Mooney, CEO;

Darcy Cameron, dir-mktg.

**Hanft Unlimited,** Dallas. Adam Hanft, principal; Doug Raboy, principal. — Match.com.

**Mullen,** Wenham, Mass. John Moore, sr VP-grp media dir. — media svcs, Match.com.

**Reserve America:** 40 South Street, Ballston Spa, N.Y. 12020/Phone: (800) 695-4636. Brendan Ross, pres & chief operating officer; John McDonald, sr mgr-mktg comms.

**In-house.**

**ServiceMagic.com:** 14023 Denver W. Pkwy., Golden, Colo. 80401/Phone: (303) 963-7200. Michael J. Beaudoin, Co-CEO; Rodney Rice, Co-CEO; Craig Smith, VP- service mktg; Andrew Rodgers, VP-bus devel.

**In-house.**

**Ticketmaster:** 8800 Sunset Blvd., West Hollywood, Calif. 90069/Phone: (310) 360-3300. Terry R. Barnes, chmn; Sean Moriarty, pres & CEO; David Goldberg, exec VP; Eric Korman, exec VP; Mike McGee, exec VP-N. Amer. bus ops.

**No agency.**

**TripAdvisor:** 464 Hillside Ave., Ste. 304, Needham, Mass. 02494/Phone: (781) 444-1113. Stephen Kaufer, pres & CEO; Christine Peterson, sr VP-mktg.

**Connelly Partners,** Boston. Chuck Gannon, media super. — TripAdvisor.com.

## 9 Johnson & Johnson

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$316,559	\$385,649	-17.9
Sunday magazine	34,800	23,125	50.5
B2B magazines	2,468	3,450	-28.5
Local magazines	17	18	-7.8
Spanish-language magazines	2,040	3,119	-34.6
Newspaper	7,414	11,982	-38.1
National newspaper	5,680	3,431	65.6
Spanish-language Newspaper	128	13	898.4
FSI	45,052	47,050	-4.2
Network TV	468,613	648,927	-27.8
Spot TV	25,478	38,432	-33.7
Syndicated TV	110,215	128,438	-14.2
Cable TV networks	188,476	243,871	-22.7
Spanish-language TV	69,945	68,877	1.6
Network radio	27,053	26,626	1.6
National spot radio	5,385	6,751	-20.2
Local radio	7,071	7,736	-8.6
Outdoor	848	2,265	-62.6
Internet	34,146	24,801	37.7
Measured media	1,351,386	1,674,560	-19.3
Unmeasured spending	939,099	994,832	-5.6
Total	2,290,485	2,669,392	-14.2

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence See Page 8 for methodology.

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By brand	2006	2005	% chg
Tylenol	156,704	145,535	7.7
Neutrogena	152,035	177,925	-14.6
Aveeno	121,685	130,589	-6.8
Johnson & Johnson	100,465	101,254	-0.8
Listerine	99,474	90,715	9.7
Topamax	59,953	39,516	51.7
Benadryl	40,927	37,035	10.5
OneTouch	38,040	40,068	-5.1
Clean & Clear	37,422	34,357	8.9
Splenda	34,452	49,697	-30.7
Sudafed	31,857	27,493	15.9
K-Y	30,292	21,551	40.6
Acuvue	26,212	30,248	-13.3
Visine	25,720	26,158	-1.7
Neosporin	22,408	32,023	-30.0
Roc	21,701	19,147	13.3
Monistat	19,349	24,274	-20.3
Stayfree	18,945	22,190	-14.6
Rolaids	18,379	20,004	-8.1
Motrin	18,011	31,601	-43.0
Band-Aid	16,110	15,524	3.8
Reach	15,637	8,467	84.7
Sudacare	15,446	30,260	-49.0
Lubriderm	15,015	14,775	1.6
Cortaid	13,406	8,398	59.6
Janssen Ortho-McNeil Primary Care	13,057	141,450	-90.8
Purell	11,919	18,834	-36.7
EPT	11,359	13,357	-15.0
Ben-Gay	10,996	7,898	39.2

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$53,324	\$50,514	5.6
Earnings	11,053	10,060	9.9
U.S.	2006	2005	% chg
Sales	29,775	28,377	4.9
Division sales	2006	2005	% chg
Pharmaceutical	23,267	22,322	4.2
Medical devices & diagnostics	20,283	19,096	6.2
Consumer	9,774	9,096	7.5

## Headquarters

Johnson & Johnson/1 Johnson & Johnson Plaza, New Brunswick, N.J. 08933/Phone: (732) 524-0400.

## Notes

Johnson & Johnson on Dec. 20, 2006, completed its acquisition of Pfizer's Pfizer Consumer Healthcare—part of the former Warner Lambert—for \$16.6 billion cash. Brands included Listerine, Purell, Sudafed, Lubriderm, Rogaine and Nicotrol.

To clear regulatory hurdles, J&J sold six brands: Pfizer's Zantac over-the-counter heartburn drug, sold Dec. 20, 2006, to Germany's Boehringer Ingelheim Pharmaceuticals for \$510 million; and three Pfizer brands (Cortizone anti-itch cream, Unisom sleep aid, Kaopectate diarrhea treatment) and two J&J brands (Balmex diaper rash treatment and Act mouthwash), acquired by Chattem Inc. for \$410 million in early 2007.

Johnson & Johnson acquire Rembrandt oral care products in December 2005 from Procter & Gamble Co. shortly after P&G purchased Gillette, Rembrandt's former parent.

## Personnel, brands, agencies

**Corporate:** William C. Weldon, chmn & CEO; Brian Perkins, VP-corporate affairs; Kimberly Kadlec, chief media officer & VP, ww; Joseph D. McCarthy, VP-ww adv.

**McCann Erickson Worldwide**, New York. Carol Smith, exec VP & ww acct dir. — Johnson & Johnson.

**OMD Worldwide**, New York. Elyse Hoelzer, global acct dir; Ronnie Beason, client comms dir; Ildi Pap, print dir. — media buying, Johnson & Johnson.

**DraftFCB**, New York. Jennifer Gavin, VP & acct dir.

**R/GA**, New York. Richard Marks, grp acct dir. — interactive mktg, Johnson & Johnson.

**AtmosphereBBDO**, New York. Andreas Combuechen, CEO & chief creative officer; Stephanie Foggie, acct dir. — interactive mktg, Johnson & Johnson.

**Alza:** 1900 Charleston Rd, Mountain View, Calif. 94039/Phone: (650) 564-5000. Alejandro Zaffaroni, founder.

**No agency.**

**Centocor:** 800 Ridgeview Dr., Horsham, Pa. 19044/Phone: 215-325-6834. Linda Brueckman, mgr-corp comms.

**BrandPharm (A Publicis Healthcare Communications Group Company)**, New York. Kelly Hughes, grp acct dir. — Remicade arthritis Rx.

**ID Media**, New York. Jeff Hinz, sr VP & dir-client svcs. — media svcs.

**OgilvyOne Worldwide**, New York. Donna Tuths, sr ptrn & direct mktg & client svcs dir-healthcare. — direct mktg.

**DePuy:** 700 Orthopaedic Dr., Warsaw, Ind. 46581-0988/Phone: (574) 267-8143. Dick Rogers, pres; Thomas Sullivan, pres-DePuy Orthopaedics, U.S.; Eric Dremel, VP-sl.

**DDB Worldwide Communications Group**, New York.

**ID Media**, New York. Jeff Hinz, sr VP & dir-client svcs. — media svcs.

**J&J/Merck Consumer Pharmaceuticals Co.:** 7050 Camp Hill Rd., Ft. Washington, Pa. 19034-2292/Phone: (215) 273-7700. Renaat Van den Hooff, ww pres.

**Alchemy**, New York. Amy Saks, CEO & chief creative officer. — Mylanta, Mylicon, Mevacor, Pepcid.

**Conill**, New York. Carla Poumian-Ruiz, acct dir. — Hispanic adv, Mylanta, Pepcid.

**Janssen Pharmaceutica Products:** 1125 Trenton-Harbourton Rd., Titusville, N.J. 08560-0200/Phone: (609) 730-2000. Janet N. Vergis, pres; Jeff Smith, pres-Janssen Ortho-McNeil Primary Care.

**KPR**, Titusville, N.J. Marc Porter, sr VP & mgmt super. — Janssen Ortho-McNeil Primary Care, Paliperidone, Riperdal Consta.

**McCann Healthcare Worldwide**, Ewing, N.J. Charlie Buckwell, chief exec-Regan Campbell Ward McCann. — Pipeline Products.

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**Johnson & Johnson Consumer Products Co.:** 199 Grandview Rd., Skillman, N.J. 08558/Phone: (908) 874-1000. Colleen Goggins, ww chmn-cons & personal care grp; Sharon D'Agostino, global pres-skincare; Sherilyn McCoy, pres-baby/kids & wound care.

**Alchemy**, New York. Amy Saks, CEO & chief creative officer. — Cortaid, Balmex.

**DDB Worldwide Communications Group**, New York & Chicago. Dick Rogers, pres. — Aveeno, Clean & Clear, Purpose, RoC, Shower to Shower.

**Lowe Worldwide**, New York. Nancy Katz-acct dir, Johnson's baby prods.

**McCann Erickson Worldwide**, New York. Carol Smith, exec VP & ww acct dir. — Band-Aid bandages.

**Universal McCann Worldwide**, New York. Peggy Kelly, exec VP & global mg ptrn. — Reach, Monistat, KY, Stayfree, Band-aid, Acuvue, Tylenol, St. Joseph's, Imodium, Motrin, Pepcid, Viactiv, Carefree, ob & other OTC.

**Casanova Pendrill**, Costa Mesa, Calif. Dan Nance, pres & CEO. — Hispanic adv, Band-Aid bandages, Johnson's Baby Products, Stayfree.

**Tribal DDB**, New York. Matt Freeman, CEO. — interactive mktg, Clean & Clear.

**LifeScan:** 1000 Gilbraltar Dr., Milpitas, Calif. 95035/Phone: (408) 263-9789. Eric Milledge, grp chmn; Peter Luther, pres; Eric Compton, VP-mktg.

**ID Media**, New York. Jeff Hinz, sr VP & dir-client svcs. — media svcs, Johnson & Johnson.

**McNeil Consumer & Specialty Pharmaceuticals/Nutritionals Worldwide:** 7050 Camp Hill Rd., Fort Washington, Pa. 19034-2210/Phone: (215) 273-7000. William L. McComb, pres-cons & specialty pharmaceuticals; Deb Sandler, pres-nutritionals; Ashley McEvoy, VP-OTC mktg.

**Alchemy**, New York. Amy Saks, CEO & chief creative officer. — Imodium, Motrin, Simply Stuff, Simply Cough.

**Deutsch**, New York. Val DiFebo, pres-Deutsch, New York. — St. Joseph aspirin, Tylenol prods, Ortho-Evra, Motrin.

**Direct Image and Design**, Fort Washington, Pa. Rick Sannem, ptrn. — Tylenol.

**Integrated Communications Corp.**, Parsippany, N.J. Debbie Larsen, sr VP & grp acct dir. — Ortho, Ortho TriCyclen Lo, Ortho-Evra, Ditropan XL, Elmiron, Cefibiprole, Doripenem.

**JWT**, New York. Howard Cortemanche, CEO-Health@JWT. — Benadryl, Ben-Gay, EPT, Listerine, Lubriderm, Neosporin, Purell, Rolaid, Sudacare, Sudafed, Visine, Zyrtec.

**Conill**, New York. Carla Poumian-Ruiz, acct dir. — Hispanic adv, Imodium, Motrin, Tylenol.

**McNeil Nutritionals:** 601 Office Center Dr., Fort Washington, Pa. 19034/Phone: (215) 273-7000. Deb Sandler, pres-Nutritionals.

**Alchemy**, New York. Amy Saks, CEO & chief creative officer. — Benecol, Lactaid, Splenda, Viactiv.

**Neutrogena Corp.:** 5760 W. 96th St., Los Angeles, Calif. 90045/Phone: (310) 642-1150. Jim Colleran, pres-N. Amer..

**DDB Worldwide Communications Group**, New York & Chicago. Dick Rogers, pres. — Neutrogena skin care prods.

**Roberts & Tarlow**, Los Angeles. Durk Barnhill, dir-client svcs. — Neutrogena, Acne, Hand B, FMT, Haircare, Cosmetics, Men's, Suncare.

**ID Media**, New York. Jeff Hinz, sr VP & dir-client svcs. — media svcs.

**Del Rivero Messianu DDB**, Coral Gables, Fla. Sylvia Curran, acct dir. — Hispanic adv, Neutrogena.

**Tribal DDB**, New York. Richard Guest, GM. — interactive mktg, Neutrogena.

**Ortho Biotech Products:** 430 Route #22 East, P.O. Box 6914, Bridgewater, N.J. 08807-0914/Phone: (908) 541-4000. John Johnson, pres; Carol A. Webb, grp chmn.

**CommonHealth**, Parsippany, N.J. Matt Giegerich, pres & CEO-CommonHealth; Dave Chapman, mg ptrn-CommonHealth; Michael Parisi, pres-Altum; Marc Weiner, pres-Qi. — prof: Doxil (Tibotec), Eprex, Procrit, Zarnestra (Tibotec).

**DDB Worldwide Communications Group**, New York. Dick Rogers, pres. — Procrit anemia Rx.

**OgilvyOne Worldwide**, New York. Donna Tuths, sr ptrn & client svcs dir-healthcare. — direct mktg.

**Ortho-McNeil Pharmaceutical:** 1000 Route #202 South, Raritan, N.J. 08869/Phone: (908) 218-6000. Seth Fischer, grp chmn.

**Alchemy**, New York. Amy Saks, CEO & chief creative officer. — Ortho Tri-Cyclen Lo, Ortho Evra, Ditropan XL, Topamax, Elmiron, Ultracet.

**CommonHealth**, Parsippany, N.J. Matt Giegerich, pres & CEO-CommonHealth; Dave Chapman, mg ptrn-CommonHealth; Marc Weiner, pres-Qi; Nancy Barlow, pres-X-change; Stu Klein, pres-Quantum. — prof: Levaquin, Levaquin IV, Topamax, Ortho-Evra, Ortho Tri-Cyclen Lo, Retin-A Micro, Axert, Ditropan.

**Integrated Communications Corp.**, Parsippany, N.J. Debbie Larsen, sr VP & grp acct dir. — Ortho TriCyclen Lo, Ortho Evra, Ditropan XL, Elmiron, Cefitobiprole, Doripenem.

**KPR**, Whitehouse Station, N.J. Marc Porter, sr VP & mgmt super. — Duragesic, Ultram ER, Ultram ODT.

**Personal Products Co.:** 199 Granview Rd., Skillman, N.J. 08558-9418/Phone: (908) 874-1000. Michael Sneed, pres.

**McCann Erickson Worldwide**, New York. Carol Smith, exec VP & ww acct dir. — K-Y lubricants, Monistat, Reach dental prods.

**ID Media**, New York. Jeff Hinz, sr VP & dir-client svcs. — media svcs, KY Liquids, ACT.

## 65 SC Johnson

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$21,960	\$21,511	2.1
Sunday magazine	2,147	403	432.7
B2B magazines	185	158	17.6
Newspaper	57	1	NA
FSI	68,453	65,110	5.1
Network TV	204,141	217,581	-6.2
Spot TV	16,124	10,318	56.3
Syndicated TV	38,312	38,659	-0.9
Cable TV networks	79,877	71,907	11.1
Spanish-language TV	10,587	1	NA

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By media	2006	2005	% chg
Network radio	2,249	4,109	-45.3
National spot radio	1,048	864	21.3
Local radio	521	717	-27.4
Outdoor	NA	155	NA
Internet	1,679	279	501.8
Measured media	447,339	431,772	3.6
Unmeasured spending	149,113	143,924	3.6
Total	596,452	575,696	3.6
By brand	2006	2005	% chg
Glade	123,618	135,465	-8.7
Scrubbing Bubbles	46,839	23,736	97.3
Pledge	42,969	34,262	25.4
Ziploc	40,055	30,474	31.4
Oust	28,851	40,344	-28.5
Windex	23,963	19,323	24.0
Edge	23,665	14,315	65.3
Off	16,833	16,975	-0.8
SC Johnson	13,671	17,308	-21.0
Shout	10,929	12,999	-15.9

## Headquarters

SC Johnson/1525 Howe St., Racine, Wis. 53403-2236/Phone: (262) 260-2000.

## Personnel, brands, agencies

**Corporate:** H. Fisk Johnson, chmn & CEO; David L. May, pres-N. Amer.; Ralph D. Perry, VP-air care & Canadian ops; Greg Barron, VP-new prods, N. Amer.; Pat Penman, dir-mktg svcs; Helen Johnson-Leipold, chmn & CEO-Johnson Outdoors; Stephanie Reverdy, global sls dir & American regional sls dir.

**DraftFCB**, Chicago / Racine, Wis. Mark Pacchini, pres-global accts, exec VP-ww & grp acct dir; Mark Modesto, pres-DraftFCB Chicago, exec VP-ww & grp acct dir; Dasher Lowe, sr VP & grp acct dir. — media svcs, Drano, Edge, Fantastik, Glade, Grab-It, OFF!, Oust, Pledge, Raid, Saran, Scrubbing Bubbles, Shout, Skintimate, Vanish, Windex, Ziploc.

**ID Media**, New York / Chicago. Jeff Hinz, sr VP dir-client svcs. — media svcs, Scrubbing Bubbles, Clean Home Journal.

**Initiative**, New York. Tim Spengler, chief activation officer. — media buying.

**R/GA**, New York, N.Y. Elaine Paque, acct dir. — interactive & relationship mktg.

## 35 JPMorgan Chase & Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$14,621	\$23,148	-36.8
Sunday magazine	229	4,538	-94.9
B2B magazines	2,514	3,579	-29.8
Local magazines	33	22	51.4
Spanish-language magazines	34	NA	NA
Newspaper	91,536	92,832	-1.4
National newspaper	9,075	12,628	-28.1
Spanish-language Newspaper	181	622	-70.8
FSI	17,293	15,240	13.5
Network TV	93,818	73,808	27.1
Spot TV	44,009	35,629	23.5

By media	2006	2005	% chg
Syndicated TV	NA	45	NA
Cable TV networks	49,511	25,422	94.8
Spanish-language TV	5,509	NA	NA
Network radio	125	1,882	-93.4
National spot radio	11,765	8,321	41.4
Local radio	17,403	15,245	14.2
Outdoor	18,925	14,011	35.1
Internet	27,795	17,462	59.2
Measured media	404,376	344,433	17.4
Unmeasured spending	658,093	577,743	13.9
Total	1,062,469	922,175	15.2
By brand	2006	2005	% chg
Chase	325,795	222,269	46.6
JPMorgan Chase	25,994	22,917	13.4
JPMorgan	15,541	13,542	14.8

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$61,437	\$53,748	14.3
Earnings	14,444	8,483	70.3
U.S.	2006	2005	% chg
Sales	45,463	39,774	14.3
Division sales	2006	2005	% chg
Investment Bank	18,277	14,613	25.1
Retail Financial Services	14,825	14,830	0.0
Card Services	14,745	15,366	-4.0
Asset Management	6,787	5,664	19.8
Treasury & Securities Services	6,109	5,539	10.3
Commercial Banking	3,800	3,488	8.9

### Headquarters

JPMorgan Chase & Co./270 Park Ave., New York, N.Y. 10017-2070/Phone: 212-270-6000.

### Notes

Unmeasured figures reflect heavy spending on direct marketing for credit cards. JPMorgan Chase in 2006 generated 74% of revenue from the U.S.

### Personnel, brands, agencies

**Corporate:** James Dimon, CEO.

**McGarrybowen**, New York. Bill Borrelle, grp mg dir. — JPMorgan Chase.

**Zenith Media USA**, New York. Mike Neiss, sr VP & plng dir; Erik Neubart, VP-comms plng. — media svcs, credit cards, retail, insurance, corporate businesses, JP Morgan Chase.

**Chase:** 10 S. Dearborn, Chicago, Ill. 60603/Phone: (312) 732-4000. Richard Srednicki, CEO-credit card svcs; Jim Peterson, dir-mktg, credit cards; Charlie Scharf, CEO-retail financial svcs; Ryan McInerney, dir-mktg, cons banking.

**McGarrybowen**, New York. Bill Borrelle, grp mg dir. — Chase.

**Zenith Media USA**, New York. Mike Neiss, sr VP & plng dir; Erik Neubart, VP-comms plng. — media buying.

**Lapiz Hispanic Marketing**, Chicago. Elizabeth Papasakelariou, acct super. — Hispanic adv.

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**JPMorgan:** 270 Park Ave, New York, N.Y. /Phone: 10017. Steven Black, mg dir; Bill Winters, mg dir.

**McGarrybowen,** New York. Bill Borrelle, grp mg dir. — JPMorgan.

**Zenith Media USA,** New York. Mike Neiss, sr VP & plng dir; Erik Neubart, VP-comms plng. — media svcs.

## 56 Kellogg Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$93,385	\$67,919	37.5
Sunday magazine	574	822	-30.2
B2B magazines	1,387	1,823	-23.9
Local magazines	NA	19	NA
Spanish-language magazines	415	331	25.5
Newspaper	1,554	1,126	38.0
National newspaper	638	366	74.2
Spanish-language Newspaper	45	2	NA
FSI	13,649	21,887	-37.6
Network TV	111,879	127,242	-12.1
Spot TV	7,051	6,705	5.2
Syndicated TV	74,518	81,511	-8.6
Cable TV networks	157,022	126,606	24.0
Spanish-language TV	20,564	24,813	-17.1
Network radio	410	301	36.3
National spot radio	472	2,076	-77.2
Local radio	451	1,634	-72.4
Outdoor	1,737	NA	NA
Internet	9,263	10,980	-15.6
Measured media	495,013	476,164	4.0
Unmeasured spending	270,077	249,014	8.5
Total	765,089	725,178	5.5
By brand	2006	2005	% chg
Kellogg	366,775	324,826	12.9
Kashi	31,423	36,370	-13.6
Keebler	25,746	33,740	-23.7
Sunshine Cheez-It	23,983	31,900	-24.8
Eggo	17,857	13,320	34.1
Morningstar Farms	10,534	8,062	30.7

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$10,907	\$10,177	7.2
Earnings	1,004	980	2.4
North America	2006	2005	% chg
Sales	7,349	6,808	7.9
Operating profit	1,766	1,750	0.9
Division sales	2006	2005	% chg
North America	7,349	6,808	7.9
Europe	2,144	2,014	6.5
Latin America	891	822	8.4
Asia Pacific	523	534	-2.1

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence. See Page 8 for methodology.

### Headquarters

Kellogg Co./1 Kellogg Square, P.O. Box 3599, Battle Creek, Mich. 49016/Phone: (269) 961-2000.

### Personnel, brands, agencies

**Corporate:** James Jenness, chmn; David A. Mackay, pres & CEO; **Arc Worldwide,** New York. Eric Rosenthal, sr VP & gm-promo & shopper mktg. — interactive mktg, promo mktg, Kellogg.

**Kellogg Snacks Division:** 1 Kellogg Square, Battle Creek, Mich. 49016/Phone: (616) 961-2000. Brad Davidson, pres-U.S. Snacks; Michael Allen, sr VP-mktg.

**Leo Burnett Worldwide,** Chicago. John Sheehy, dir-acct mgmt. — Cheez-It, Keebler cookies & crackers, Nutri-Grain cereal bars, Rice Krispies Treats, Special K Bars, Townhouse Crackers.

**Starcom USA,** Chicago. Dan Kopec, acct dir. — media svcs.

**Morning Foods Division:** 1 Kellogg Square, Battle Creek, Mich. 49016/Phone: (616) 961-2000. Paul Norman, pres; Kim Miller, VP-mktg.

**Amazon Advertising,** San Francisco. Connie Chen, acct dir. — Kashi.

**Leo Burnett Worldwide,** Chicago. John Sheehy, dir-acct mgmt. — All Bran cereals, Apple Jacks, Banana Corn Flakes, Cocoa Rice Krispies, Eggo cereals, Froot Loops, Frosted Flakes, Frosted Mini-Wheats, Go-Tarts, Mini-Swirlz, Pop-tarts, Raisin Bran Crunch, Rice Krispies, Smart Start, Special K, Streamers, Twistables, Yogos.

**Starcom USA,** Chicago. Dan Kopec, acct dir. — media svcs.

**Lapiz Hispanic Marketing,** Chicago. Miguel Paloma, acct super. — Hispanic adv, Frosted Flakes, Froot Loops, Fruit Twistables, Pop Tarts, Special K, Fruit Harvest, Corn Flakes w/ Banana.

**Rivet,** Battle Creek, Mich. Steven Saura, sr VP-grp acct dir. — mktg svcs, Smart Start.

**Natural & Frozen Foods Division:** 1 Kellogg Square, Battle Creek, Mich. 49016/Phone: (616) 961-2000. Carlos Mejia, VP; Jim Poppens, VP-mktg.

**Leo Burnett Worldwide,** Chicago. John Sheehy, dir-acct mgmt. — Eggo waffles, Morningstar Farms.

**Starcom USA,** Chicago. Dan Kopec, acct dir. — media svcs.

## 55 Kohl's Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$40,271	\$11,690	244.5
Sunday magazine	NA	63	NA
B2B magazines	89	73	22.0
Newspaper	131,684	130,674	0.8
National newspaper	11,241	10,120	11.1
Spanish-language Newspaper	188	202	-6.6
FSI	NA	35	NA
Network TV	129,744	139,153	-6.8
Spot TV	43,193	38,560	12.0
Syndicated TV	14,718	6,069	142.5
Cable TV networks	19,153	22,476	-14.8
Network radio	12,928	19,014	-32.0
National spot radio	12,313	7,470	64.8
Local radio	16,108	11,961	34.7

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

By media	2006	2005	% chg
Outdoor	131	112	17.4
Internet	4,009	4,487	-10.6
Measured media	435,770	402,157	8.4
Unmeasured spending	330,082	244,397	35.1
Total	765,851	646,554	18.5
By brand	2006	2005	% chg
Kohl's	435,433	402,121	8.3

## Sales & earnings (\$ in millions)

Worldwide & U.S.	2006	2005	% chg
Sales	\$15,544	\$13,402	16.0
Earnings	1,109	842	31.7

## Headquarters

Kohl's Corp./N56 W17000 Ridgewood Dr., Menomonee Falls, Wis. 53051-5660/Phone: (262) 703-7000.

## Personnel, brands, agencies

**Corporate:** Larry Montgomery, chmn & CEO; Kevin Mansell, pres; Julie Gardner, sr VP-mktg.

**McCann Erickson Worldwide**, New York. Ginny Shiverdecker, exec VP & grp mg dir. — Kohl's.

**Universal McCann Worldwide**, New York. Coleen Campbell, sr VP & grp media dir. — media svcs.

**Casanova Pendrill**, Costa Mesa, Calif. Desiree Lewek, acct dir. — Hispanic adv.

## 19 Kraft Foods

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$418,322	\$474,760	-11.9
Sunday magazine	16,161	28,723	-43.7
B2B magazines	3,630	4,172	-13.0
Local magazines	719	668	7.6
Spanish-language magazines	10	261	-96.0
Newspaper	6,165	8,981	-31.4
National newspaper	NA	992	NA
Spanish-language Newspaper	NA	156	NA
FSI	38,469	50,724	-24.2
Network TV	152,757	142,910	6.9
Spot TV	69,286	64,554	7.3
Syndicated TV	18,923	26,963	-29.8
Cable TV networks	211,661	212,206	-0.3
Spanish-language TV	24,835	31,077	-20.1
Network radio	5,959	7,037	-15.3
National spot radio	784	1,075	-27.1
Local radio	3,651	3,247	12.4
Outdoor	2,011	1,065	88.8
Internet	22,889	12,133	88.7
Measured media	996,233	1,071,704	-7.0
Unmeasured spending	426,957	357,235	19.5
Total	1,423,189	1,428,939	-0.4

By brand	2006	2005	% chg
Nabisco	211,915	220,572	-3.9
Kraft	139,531	163,076	-14.4
Post	104,792	136,730	-23.4
Oscar Mayer	46,510	46,086	0.9
Lunchables	42,453	33,177	28.0
Crystal Light	37,895	26,509	43.0
Jell-O	35,103	53,478	-34.4
DiGiorno	34,758	29,777	16.7
South Beach Diet	33,285	23,265	43.1
Planters	27,218	27,050	0.6
Capri Sun	25,775	37,226	-30.8
Philadelphia	24,304	23,081	5.3
Maxwell House	17,104	25,572	-33.1
Kool-Aid	16,348	22,548	-27.5
Cool Whip	16,265	24,802	-34.4
Miracle Whip	15,147	4,578	230.9
General Foods International	12,980	10,147	27.9
Good Seasons	12,283	24	NA

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$34,356	\$34,113	0.7
Earnings	3,060	2,632	16.3
U.S.	2006	2005	% chg
Sales	20,931	21,054	-0.6

## Headquarters

Kraft Foods/3 Lakes Dr., Northfield, Ill. 60093/Phone: 847-646-2000.

## Notes

Kraft Foods gained full independence March 30, 2007, when Altria Group, parent of Philip Morris, spun off its 88.9% Kraft stake to Altria shareholders. That ended a more than 20-year tie-up between tobacco and food.

Philip Morris Cos. bought General Foods in 1985 for \$5.6 billion in what was then the largest non-oil acquisition in history. It then bought Kraft in 1988 for \$12.9 billion in, again, the largest non-oil deal in history. Philip Morris in 1989 combined the units as Kraft General Foods, later shortened to Kraft. Philip Morris expanded its food business in 2000 by acquiring Nabisco Holdings (formerly part of RJR Nabisco). Philip Morris Cos., renamed Altria, staged an initial public offering for Kraft in 2001, selling a partial stake in a preamble to Kraft's formal spin-off in 2007.

Kraft in January 2007 agreed to sell 114-year-old hot cereal brand Cream of Wheat and sibling brand Cream of Rice to B&G Foods, Parsippany, N.J., for about \$200 million as part of its ongoing program to sell secondary brands.

Kraft in 2006 bought back the Spanish and Portuguese units of United Biscuits Group for \$1.07 billion and an assumption of \$548 million in debt. In the process, Kraft regained Nabisco trademarks in the EU, Eastern Europe and Middle East and Africa, including rights to brands such as Ritz and Oreo.

Kraft in June 2006 named Irene Rosenfeld CEO, replacing Roger Deromedi, who held the job for a little more than two years. Ms.

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Rosenfeld added the chairman title in March 2007. Ms. Rosenfeld had been a Kraft exec from the 1980s to 2004, when she jumped to PepsiCo's Frito-Lay for a two-year stint as chairman-CEO.

**Personnel, brands, agencies**

**Corporate:** Irene B. Rosenthal, chmn & CEO-Kraft Foods; Richard G. Searer, pres- N. Amer; Carole Irgang, sr VP, integrated mktg; Don Miceli, VP-global media resources.

**DraftFCB**, New York. Tony Scopellito, exec VP. — Cool Whip, Jell-O, DiGiorno, GeneralFoods, Good Seasons, Kraft, Lunchables, Nabisco, Planters, South Beach Diet.

**JWT**, Chicago. Ros King, global bus dir. — Jacobs, Kenco, Kraft Cheese, Kraft Dinners, Miracle Whip, Oscar Mayer, Philadelphia Brand, Sottilette, Vegemite, Wheat Thins, Wheat Thins Chips.

**Momentum Worldwide**, Chicago. Linda Neff, acct exec.

**Ogilvy & Mather Worldwide**, New York. Bill Brooks, exec grp dir. — Balance Bar, Capri Sun, Country Time, Crystal Light, Kool-Aid, Maxwell House, Post Cereals, Very Fine, Yuban.

**MediaVest USA**, New York. Ken Sachrin, mg dir. — media svcs, Kraft.

**Bravo Group**, New York. Nilda Velez, VP & grp acct dir. — Hispanic adv.

**UniWorld Group**, New York. Ronny Mills, grp acct dir. — African-American adv, urban mktg.

## 73 Kroger Co.

**U.S. ad spending (\$ in thousands)**

By media	2006	2005	% chg
Magazine	\$246	\$905	-72.8
Sunday magazine	.8	NA	NA
B2B magazines	.44	126	-65.4
Local magazines	.203	113	79.5
Newspaper	.63,173	76,224	-17.1
Spanish-language Newspaper	.826	820	0.7
FSI	.5,354	11,854	-54.8
Network TV	.10	372	-97.3
Spot TV	.31,346	34,380	-8.8
Cable TV networks	.2,112	1,677	25.9
Network radio	.107	104	2.6
National spot radio	.25	14	83.1
Local radio	.34,163	29,906	14.2
Outdoor	.8,853	5,869	50.9
Internet	.970	806	20.5
Measured media	.147,438	163,169	-9.6
Unmeasured spending	.380,067	374,366	1.5
Total	.527,505	537,535	-1.9

By brand	2006	2005	% chg
Kroger	.70,661	66,576	6.1
Fred Meyer	.21,533	24,337	-11.5
Ralphs	.21,288	28,573	-25.5

**Sales & earnings (\$ in millions)**

Worldwide	2006	2005	% chg
Sales	\$.66,111	\$60,553	9.1
Earnings	.1,115	958	16.4

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence See Page 8 for methodology.

**Headquarters**

Kroger Co./1014 Vine St., Cincinnati, Ohio 45202-1100/Phone: (513) 762-4000.

**Personnel, brands, agencies**

**Corporate:** David B. Dillon, chmn & CEO.

**Atlanta Division:** 2175 Park Lake Dr., Suite 300, Atlanta, Ga. 30345/Phone: (770) 496-7400. Bruce A. Lucia, pres; Ted Sarosy, loyalty & adv mgr.

**In-house.** Ross Thomas, VP; Cheryl Lindblad, dir-media & acct svcs; Carl Kemp, sr media buyer; Mary Ellen Starling, VP-media; Tammy Botcher, acct mgr. — Kroger.

**Sheehy & Associates**, Louisville, Ky. Scott Kuhn, acct super; Kristy Calman, acct dir; Doris Irwin, media planner/buyer. — media buying.

**Central Division:** 5960 Castleway West Dr., Indianapolis, Ind. 46250/Phone: (317) 579-8100. Bob Moeder, pres; Mike Newsom, adv mgr; Charlene Ward, assoc adv mgr.

**CB&S Advertising Agency (In-house)**, Cincinnati. Bruce Joseph, acct mgr. — Kroger.

**Cincinnati/Dayton Division:** P.O. Box 46234, Cincinnati, Ohio 45246/Phone: (513) 782-3300. Geoffrey Covert, pres; Rachael Betzler, adv mgr; James Avant, asst adv mgr.

**JA&G Advertising**, Cincinnati. Sam Gingerich, CEO; Steve Jagers, pres; Walt Adamkosky, exec VP & creative dir; Mary Ellen Starling, VP-media.

**Sheehy & Associates**, Louisville, Ky. Scott Kuhn, acct super; Doris Irwin, media planner/buyer. — media buying.

**City Market:** 105 W. Colorado Ave., Grand Junction, Colo. 81510/Phone: (970) 241-0750. Phyllis Norris, pres; Laura Goldenstein, dir-adv.

**CB&S Advertising Agency (In-house).**

**Delta Division:** P.O. Box 1878, 800 Ridge Lake Blvd., Memphis, Tenn. 38119/Phone: (901) 765-4100. Mark Prestidge, pres; David Chadwick, adv mgr; Whitney Atkins, assoc adv mgr.

**CB&S Advertising Agency (In-house)**, Portland, Ore. Cheryl Lindblad, asst VP & dir-media & acct svcs; Mary Ellen Starling, media dir. — Kroger.

**Dillon Companies:** 2700 E. 4th St., P.O. Box 1608, Hutchinson, Kan. 67501-1608/Phone: (620) 665-5511. John Bays, pres; Dana Knott, dir-adv.

**CB&S Advertising Agency (In-house).** — media buying.

**Food 4 Less/Foods Co.:** 1100 W. Artesia Blvd., Compton, Calif. 90220/Phone: (310) 884-9000. Jay Cummins, pres; Bob McKee, sr VP-sls & mktg.

**Heil-Brice Retail Advertising**, Newport Beach, Calif. Janel Kennedy, acct dir.

**CB&S Advertising Agency (In-house).** Althea Morden, acct rep.

**Fred Meyer Stores:** 3800 S.E. 22nd St., P.O. Box 42121, Portland, Ore 97202/Phone: (503) 232-8844. Mike L. Ellis, pres; Natalie Ream, VP-sls promo & mktg.

**CB&S Advertising Agency (In-house).**

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**Fry's Food & Drug Stores:** 500 S. 99th Ave, Tolleson, Ariz. 85353/Phone: (623) 936-2100. Michael J. Donnelly, pres; Jennifer Schmitz, adv mgr.

**CB&S Advertising Agency (In-house). Great Lakes Division:** 411 Executive Pkwy., Westerville, Ohio 43081-6187/Phone: (614) 898-3235. Bruce A. Macaulay, pres; Beth Wilkin, adv mgr.

**CB&S Advertising Agency (In-house).**  
**Fahlgren,** Columbus, Ohio. Wendy Kramer, VP.

**Jay C Food Stores:** 900 A Ave. East, Seymour, Ind. 47274/Phone: (812) 522-1374. Paul Bowen, pres; Mark Combs, exec dir-mktg; Steve Ferrell, adv mgr.

**In-house.**

**King Soopers:** 65 Tejon St., Denver, Colo. 80217/Phone: (303) 778-3100. Russ Dispense, pres; Laura Goldenstein, adv mgr.

**CB&S Advertising Agency (In-house).**

**Kwik Shop:** 734 E. 4th St., Hutchinson, Kan. 67504-1927/Phone: (620) 669-8504. Michael Hoffmann, pres.

**In-house.**

**Loaf N' Jug:** 442 Keeler Pkwy., Pueblo, Colo. 81001/Phone: (719) 948-3071. Art Stawski, pres; Andy Krance, VP-ops; Russ Drury, VP-mktg.

**In-house.** Frank Provenza, owner.

**Mid-Atlantic Division:** P.O. Box 14002, 3631 Peters Creek Rd. NW, Roanoke, Va. 24019-4002/Phone: (540) 563-3500. R. Pete Williams, pres; Carl York, adv mgr.

**Sheehy & Associates,** Louisville, Ky. Scott Kuhn, acct super. — media buying, bdcast.

**Mid-South Division:** P.O. Box 32680, Louisville, Ky. 40232-2680/Phone: (502) 423-4800. John P. Hackett, pres; Ken Cusick, adv mgr; Jaquelyn Hall, asst adv mgr.

**Sheehy & Associates,** Louisville, Ky. Scott Kuhn, acct super; Doris Irwin, media planner/buyer. — TV creative & media buying.

**Quality Food Centers:** 10116 NE 8th St., Bellevue, Wash. 98004/Phone: (425) 455-3761. Jayne Homco, VP-merch; Donna F. Giordano, pres; Kristin Maas, dir-adv; Cindy Rantanen, sr dir-adv & loyalty.

**CB&S Advertising Agency (In-house).**

**Quik Stop Markets:** 4567 Enterprise St., Fremont, Calif. 94538/Phone: (510) 657-8500. Van Tarver, pres.

**In-house.**

**Ralphs Grocery Co.:** 1100 W. Artesia Blvd., Compton, Calif. 90220/Phone: (310) 884-9000. Dave Hirz, pres-Ralph supermarkets; Kay Garbizo, VP-adv; Chuck Ackerman, sr VP-sls & mktg.

**Heil-Brice Retail Advertising,** Newport Beach, Calif. Jon Boudouvas, acct dir. — Ralph's.

**CB&S Advertising Agency (In-house).** Althea Morden, acct rep.

**Smith's Food & Drug Centers:** 1550 S. Redwood Rd., Salt Lake City, Utah 84104/Phone: (801) 974-1400. Jim Hallsey, CEO; Dirk Burningham, adv mgr.

**CB&S Advertising Agency (In-house).** — TV & radio.  
**In-house.** — print.

**Southwest Division:** 16770 Imperial Valley Dr., Suite 200, Houston, Texas 77060-3406/Phone: (713) 507-4800. William H. Breetz Jr, pres; Kirk Douthit, customer mktg mgr.

**Heil-Brice Retail Advertising.** Jeff Morris, acct dir.

**CB&S Advertising Agency (In-house).** — Print creative & media svcs.

**Tom Thumb Food Stores:** 619 8th Ave., Crestview, Fla. 32536-0847/Phone: (850) 682-5171. Mark Salisbury, pres; Mary Neises, dir-mktg; Shawn Cromack, VP-mktg.

**Appleyard Advertising,** Pensacola, Fla. Liz Adams, media buyer.

**Turkey Hill Minit Markets:** 257 Centerville Rd., Lancaster, Pa. 17603/Phone: (717) 299-8908. Darel Pfeiff, pres; Melissa Mattilio, super-mktg comms; Brad Chivington, VP-mktg.

**In-house.**

## 37 Estee Lauder Cos.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$130,277	\$140,680	-7.4
Sunday magazine	2,998	3,033	-1.2
B2B magazines	625	1,091	-42.7
Local magazines	453	457	-1.0
Spanish-language magazines	1,160	1,319	-12.0
Newspaper	261	251	4.1
National newspaper	841	1,833	-54.1
Spanish-language Newspaper	1	4	-86.4
Network TV	6,290	432	NA
Spot TV	12,567	22,250	-43.5
Syndicated TV	1,973	28	NA
Cable TV networks	2,557	1,341	90.7
Spanish-language TV	623	1,414	-55.9
National spot radio	202	408	-50.6
Local radio	696	419	66.2
Outdoor	1,300	1,186	9.6
Internet	1,671	483	245.6
Measured media	164,492	176,629	-6.9
Unmeasured spending	866,804	862,363	0.5
Total	1,031,296	1,038,992	-7
By brand	2006	2005	% chg
Clinique	40,155	45,770	-12.3
Estee Lauder	31,917	49,217	-35.2
Pleasures	17,932	15,908	12.7
Beautiful	11,691	8,466	38.1

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$6,464	\$6,280	2.9
Earnings	244	406	-39.9
Americas	2006	2005	% chg
Sales	3,446	3,351	2.8
Operating income	344	366	-6.0

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Division sales	2006	2005	% chg
Makeup .....	2,504	2,367	5.8
Skin Care .....	2,401	2,352	2.1
Fragrance .....	1,213	1,261	-3.8
Hair Care .....	319	274	16.4
Other .....	27	27	0.0

## Headquarters

Estee Lauder Cos./767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4200.

## Personnel, brands, agencies

**Corporate:** Leonard A. Lauder, chmn; Fred H. Langhammer, chmn-global affairs; William P. Lauder, pres & CEO; Dan Brestle, chief operating officer; Patrick Bousquet-Chavanne, grp pres; Philip Shearer, grp pres; Cedric Prouve, grp pres-intl; Sally Susman, exec VP-global comms.

### In-house.

**MindShare Worldwide**, New York. Carla Loffredo, pres & chief operating officer (MAXUS). — media svcs.

**Aramis & Designer Fragrance Brands:** 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4200. Veronique Gabai-Pinsky, pres; Carol Russo, sr VP & gm-sls & mktg, N. Amer; Stephanie Bendetti, VP-mktg N. Amer.; Diane Kim, VP-global mktg-Donna Karan, DKNY, Missoni, Kiton, Michael Kors, Aramis; Robin Mason, VP-global mktg, Tommy Hilfiger, Lab Series Skincare for Men, Mustang.

### In-house.

**Aveda Corp.:** 4000 Pheasant Ridge Dr. NE, Blaine, Minn. 55449/Phone: (763) 783-4000. Dominique Conseil, pres; Suzanne Dawson, VP-mktg; Antoinette Beenders, global creative dir; Don Weisse, VP-sls distribution & education; Marty Flaherty, VP-salon devel & distribution; Catherine Culotta, VP-retail stores; Chuck Bennett, VP-earth & community care.

### In-house.

**Beauty Bank:** 655 Madison Ave., New York, N.Y. 10021/Phone: (212)572-4200. Jane Hertzmark Hudis, pres; Jim Nevins, sr creative dir; Julie Howard, sr VP-global mktg & brand devel; John Brown, VP-sls.

### In-house.

**Bobbi Brown Professional Cosmetics:** 575 Broadway, 4th fl., New York, N.Y. 10012/Phone: (646)613-6500. Maureen Case, pres; Rita Mangan, sr VP-sls, mktg & education, N. Amer; Sarah Robbins, VP-global prod devel & mktg; Ruba Abu-Nimah, VP & creative dir.

### In-house.

**Bumble & Bumble:** 415 W. 13th st., New York, N.Y. 10014/Phone: 917-606-5000. Peter Lichtenthal, pres & gm; Sylvie Kilduff, sr VP-mktg; Howard McLaren, VP-creative; Albie Cortes, VP-sls; Tom Seeberger, VP-sls; Connie Voines, VP-salons.

### In-house.

**Clinique Laboratories:** 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-3800. Lynne Green, global pres; Jane Lauder, sr VP-global product mktg; Jim Nevins, sr VP & global creative dir; Kim Fiore, sr VP-sls & education, N. Amer.

**In-house.** — Clinique Beauty Products.

**Estee Lauder:** 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4200. Thia Breen, pres-Estee Lauder, ww; Elana Drell Szyfer, sr VP-global mktg; Aerin Lauder, sr VP & global creative dir; Donald Robertosn, sr VP-creative devel; Daniel Annese, sr VP & gm, Estee Lauder International.

### In-house.

**Lloyd & Co.**, New York. Doug Lloyd, acct exec. — Creative, Estee Lauder.

**Jo Malone:** 575 Broadway, New York, N.Y. 10012/Phone: (646) 613-6100. Maureen Case, global pres; Mindy Grimes, VP & national sls mgr; Loretta Miraglia, sr VP-product devel; Lucy Perdomo, VP-mktg; Abner Louissant, VP-new launch mgmt.

### In-house.

**La Mer:** 575 Broadway, New York, N.Y. 10012/Phone: (646) 613-6100. Maureen Case, global pres; Mindy Grimes, sr VP-sls & mktg; Loretta Miraglia, sr VP-prod devel; Stephanie Lomgworth, VP-global mktg; Abner Louissant, VP-new launch mgmt.

### In-house.

**M.A.C.:** 130 Prince St. 2nd fl., New York, NY 10012/Phone: (212) 965-6300. John Dempsey, global pres; Caroline Geerlings, sr VP-global mktg; James Gager, sr VP & creative dir; Karen Buglisi, sr VP-sls & gm, Americas; Jennifer Balbier, sr VP-product devel; Sandra Main, VP & gm, intl.

### In-house.

**Origins Natural Resources:** 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4100. Daria Myers, pres; Jenny Belknap, VP-global mktg; Lynn Mazzella, VP-global product devel; Mary LaCasse, VP-department stores; Ken Stone, VP-retail stores; Yves LeBreton, VP, intl; Kathleen Diana, VP-new launch mgmt; Monroe Alechman, sr VP & creative dir.

### In-house.

**Specialty Group:** 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4200. Maureen Case, pres-Jo Malone & La Mer; Mindy Grimes, sr VP-sls & mktg, Jo Malone & La Mer; Cece Coffin, VP-global comms, Jo Malone & La Mer.

### In-house.

## 69 Eli Lilly & Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine .....	\$24,503	\$21,086	16.2
Sunday magazine .....	2,485	1,385	79.5
B2B magazines .....	1,062	1,291	-17.8
Local magazines .....	13	NA	NA
Newspaper .....	507	3,646	-86.1
National newspaper .....	8	1,007	-99.2
Spanish-language Newspaper ...	NA	4	NA

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By media	2006	2005	% chg
Network TV	111,759	87,761	27.3
Spot TV	992	388	155.8
Syndicated TV	35,430	23,758	49.1
Cable TV networks	42,652	44,377	-3.9
Network radio	161	NA	NA
National spot radio	557	432	28.9
Local radio	575	524	9.8
Outdoor	135	113	19.6
Internet	9,178	9,119	0.6
Measured media	230,015	194,890	18.0
Unmeasured spending	330,997	280,451	18.0
Total	561,012	475,340	18.0
By brand	2006	2005	% chg
Cymbalta	156,620	6,325	NA
Cialis	45,115	110,941	-59.3
Eli Lilly	26,247	35,589	-26.3

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$15,691	\$14,645	7.1
Earnings	2,663	1,980	34.5
U.S.	2006	2005	% chg
Sales	8,599	7,798	10.3
Division sales	2006	2005	% chg
Neurosciences	6,729	6,080	10.7
Endocrinology	5,015	4,637	8.2
Oncology	2,020	1,801	12.2
Animal Health	876	864	1.4
Cardiovascular	515	609	-15.4
Anti-infectives	275	444	-38.1
Other pharmaceutical	263	211	24.6

## Headquarters

Eli Lilly & Co./Lilly Corporate Center, Indianapolis, Ind. 46285/Phone: (317) 276-2000.

## Notes

Eli Lilly in January 2007 bought Icos Corp. Lilly previously sold its Cialis drug through a joint venture with Icos. Cialis ad spending is including in Lilly's measured figures for both 2006 and 2005.

## Personnel, brands, agencies

**Corporate:** Sidney Taurel, chmn & CEO; John Lechleiter, pres & chief operating officer; Bryce Carmine, pres-global brand devel teams; Richard Pilnik, grp VP & chief mktg officer; Deirdre Connelly, pres-Lilly USA.

**GSW Worldwide**, Columbus, Ohio. Joe Daley, pres-GSW/Columbus. — Eli Lilly corporate adv, Alimta, Cymbalta, Gemzar, Humalog, Humulin, Strattera, Xigris, Zyprexa.

**DraftFCB**, New York. Joan Zulawski, sr VP & grp mgmt dir. — Cymbalta.

**Abelson-Taylor**, Chicago. Jay Carter, sr VP & dir-client svcs. — Arzoxifene, Cialis, Evista, Forteo, Prasugrel, Arxxant, Byetta.

**Grey**, New York. Maureen Maldari, exec VP-acct mgmt. — Cialis, Humalog, Byetta.

**Manning Selvage & Lee**, New York. Anne Hyder, sr VP — pr.

## 63 Limited Brands

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$16,981	\$7,001	142.5
Sunday magazine	222	51	333.6
B2B magazines	56	215	-73.9
Local magazines	100	146	-31.4
Newspaper	101	392	-74.4
National newspaper	827	485	70.5
Network TV	57,763	42,273	36.6
Spot TV	1,337	102	NA
Syndicated TV	15,842	8,588	84.5
Cable TV networks	11,678	14,665	-20.4
Network radio	691	93	639.4
National spot radio	145	302	-51.9
Local radio	142	433	-67.1
Outdoor	187	228	-17.9
Internet	45,259	13,865	226.4
Measured media	151,330	88,839	70.3
Unmeasured spending	449,187	426,172	5.4
Total	600,517	515,011	16.6
By brand	2006	2005	% chg
Victoria's Secret	143,436	76,346	87.9

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$10,671	\$9,699	10.0
Earnings	676	683	-1.0
U.S.	2006	2005	% chg
Sales	10,571	9,624	9.8
Division sales	2006	2005	% chg
Victoria's Secret	5,139	4,448	15.5
Bath & Body Works	2,556	2,285	11.9
Total Apparel	2,242	2,339	-4.1
Other	734	627	17.1

## Headquarters

Limited Brands/3 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-7000.

## Notes

Limited Brands in May 2007 said it was selling a majority interest in its Express chain and would explore strategic options for its original business, Limited Stores. This came 44 years after Limited Brands Chairman-CEO Leslie Wexner opened his first The Limited store in 1963.

Golden Gate Capital, a private-equity firm, agreed to buy a 67% stake in Express brand for \$548 million cash. The transaction was expected to close in July 2007. Express 2006 net sales were \$1.7 billion; it operated 631 stores.

The company said it hadn't set a timetable for what to do with Limited Stores. That chain had 2006 net sales of \$493 million and operated 253 stores.

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## Personnel, brands, agencies

**Corporate:** Leslie H. Wexner, CEO & chmn; Len Schlesinger, co-chmn & chief operating officer; Edward G. Razek, pres-brand & creative svcs & chief mktg officer; Jill Beraud, exec VP-brand & creative svcs; Pattie Glod, sr VP-mktg, media, brand & creative svcs.

**In-house.** — corp adv.

**Initiative.** New York. Scott Haugenes, grp dir & sr VP-natl bdcast. — media buying.

**Media Kitchen.** New York. Kate Briganti, assoc dir. — media svcs.

**Bath & Body Works:** 7 Limited Pkwy., Reynoldsburg, Ohio 43068/Phone: (614) 856-6000. Neil Fiske, CEO; Diane Neal, pres & chief operating officer; Brian Beitler, VP-mktg.

**In-house.**

**Express-Express Men's:** 1 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-4000. Jay Margolis, CEO-Express.

**In-house.** — Express clothing stores.

**Henri Bendel Inc.:** 712 Fifth Ave., New York, N.Y. 10019/Phone: (212) 247-1100. Teril Turner, dir-mktg svcs.

**In-house.**

**Limited Stores:** 3 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-2000. Avra Myers, co-pres; Linda Heasley, co-pres; Scott Razek, VP-mktg.

**In-house.**

**OMD Worldwide.** Los Angeles. Susie Vye, acct dir. — media svcs, Limited Too.

**Victoria's Secret:** 4 Limited Pkwy., Reynoldsburg, Ohio 43068/Phone: (614) 577-7000. Sharon Jester Turney, pres & CEO; Jerry Stritzke, chief operating officer; Lori Greeley, pres & CEO-Victoria's Secret Stores; Elisabeth Charles, exec VP-mktg; Pia Ferrario, pres & CEO-Victoria's Secret Direct; Rick Jackson, chief operating officer-Victoria's Secret Direct; Christine Beauchamp, pres & CEO-Victoria's Secret Beauty; Michael Nicholson, exec VP & chief operating officer-Victoria's Secret Beauty; Marcia Mossack, sr VP & chief creative officer-Victoria's Secret Beauty.

**In-house.** — Victoria's Secret women's apparel.

## 18 L'Oreal

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$320,967	\$338,200	-5.1
Sunday magazine	111	941	-88.2
B2B magazines	2,095	3,203	-34.6
Local magazines	3	174	-98.2
Spanish-language magazines	2,283	1,869	22.2
Newspaper	2,268	509	345.6
National newspaper	1,476	1,585	-6.9
Spanish-language Newspaper	7	15	-51.7
FSI	38,153	35,846	6.4
Network TV	186,386	183,175	1.8
Spot TV	7,386	10,039	-26.4
Syndicated TV	70,507	102,008	-30.9

By media	2006	2005	% chg
Cable TV networks	77,583	80,584	-3.7
Spanish-language TV	32,824	28,250	16.2
National spot radio	1,168	367	217.9
Local radio	715	179	300.2
Outdoor	1,153	4,085	-71.8
Internet	7,847	6,945	13.0
Measured media	752,932	797,975	-5.6
Unmeasured spending	703,416	666,199	5.6
Total	1,456,348	1,464,174	-5
By brand	2006	2005	% chg
L'Oreal	312,031	328,062	-4.9
Garnier	142,215	135,725	4.8
Maybelline	121,573	118,879	2.3
Lancome	26,228	38,629	-32.1
Armani	19,285	14,782	30.5
Polo	16,603	14,314	16.0
Redken	13,018	20,703	-37.1
Hypnose	11,531	0	NA
Acqua di Gio	10,655	10,263	3.8

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$19,736	\$17,985	9.7
Earnings	2,291	2,028	13.0
North America	2006	2005	% chg
Sales	4,942	5,061	-2.3
Division sales	2006	2005	% chg
Consumer Products	9,879	9,280	6.5
Luxury Products	4,716	4,433	6.4
Professional Products	2,657	2,550	4.2
Active Cosmetics	1,410	1,220	15.6
Body Shop Branch	544	0	NA
Dermatology Branch	430	394	9.1
Other Cosmetics	101	134	-24.6

### Headquarters

L'Oreal/41, rue Martre, Clichy, France 92117/Phone: 33-1-47-56-70-00.

### U.S. Headquarters

L'Oreal/575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500.

### Personnel, brands, agencies

**Corporate:** Laurent Attal, pres & CEO; Howard Geiger, exec VP & chief admin officer; Rebecca Caruso, exec VP-external affairs & corp comms; Edward W. Bullock, sr VP-hr; David Greenberg, sr VP-hr.

**L'Oreal Consumer Products:** 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Joseph Campinell, pres.

**Universal McCann Worldwide.** New York. Scott Tegethoff, exec VP & global mg ptrn. — media svcs, L'Oreal Paris, L'Oreal USA, Consumer Products.

**L'Oreal Luxury Products:** 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Edgar Huber, pres; Roberta B. Weiss, sr VP-Kiehl's; Ralph Lauren Fragrances Worldwide: Signe Gammeltoft, pres; Armani Fragrances: Serge Jureidini, pres; Designer Fragrances: Serge Jureidini, pres; Kiehl's Since 1851: Robert Robillard, gm; Lancome Division: Eric Lauzat, pres; Nina

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White, sr VP-mktg & deputy gm; Dalia Chammas, sr VP & gm; Active Cosmetics: Phillippe Patsalides, gm; Vichy & Dermablend: Helena Wayth, VP-mktg; Skinceuticals: Stephane Wilmet, VP & gm.

**Roberts & Tarlow**, New York. Tanya English, dir-creative. — Ralph Lauren Fragrances, Polo Black, Polo Blue, Pure Turquoise, Romance, Glamorous, Ralph Lauren Style.

**Publicis**, New York. Linda Joselow, exec VP & grp acct dir. — Biotherm, Lancome, Hypnose.

**Euro RSCG Worldwide**, New York. Mary Perhach, grp acct dir. — creative/strategic, Vichy.

**Optimedia International U.S.**, New York. Bonnie Barest, exec VP & mg dir. — media svcs, Biotherm, European Designer Fragrances, Giorgio Armani Parfums, Giorgio Armani Beauty, Lancome Paris.

**L'Oreal Paris Division (div. of L'Oréal USA)**: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Carol J. Hamilton, pres; Lisa J. Capparelli, VP-integrated mktg comms; Serge Jureidini, pres-Designer Fragrances.

**McCann Erickson Worldwide**, New York. Robert Montagnese, exec VP & brand dir-U.S. — Color Cosmetics haircare, haircolor, skincare.

**ID Media**, New York. Stephanie Thompson, acct dir. — Coleur Experte, L'Oreal ReFinish, L'Oreal ReNoviste.

**Universal McCann Worldwide**, New York. Scott Tegethoff, exec VP & global mg ptrn. — interactive media, L'Oreal Paris.

**La Micela New York**, New York. Nick La Micela, CEO & chief creative officer; Brenda Chassey, exec VP-client svcs. — corp awareness adv, print & outdoor.

**R/GA**, New York. Danielle Gontier, grp dir. — interactive mktg, L'Oreal haircare, skincare.

**L'Oreal Professional Products**: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 984-4000. David Craggs, pres; Paul Sharnsky, sr VP & gm; Pierre Lampert, VP & gm; Redken Worldwide: Stephan Bezy, gm; Redken U.S.: Pat Parenty, VP & gm; Karen Fuss-Zipp, sr VP-mktg; Shae Kalyani, asst VP- comms; Matrix Worldwide: Ketan Patel, VP & gm; Matrix U.S.: Francesca Raminella, gm; Deborah Marquardt, VP-Matrix PR; Steve Kane, dir-comms; Chris Tucker, asst VP-Matrix DMI; Kerastase Paris: Frederique Besson, VP & gm; L'Oreal Professional: Pierre Lampert, VP & gm; Stephanie Peigne, asst VP-mktg.

**Publicis**, New York. Linda Joselow, exec VP & grp acct dir. — Matrix.

**In-house**. Deborah Marquardt, assoc VP-comms. — L'Oreal Professional, Kerastase.

**Gotham**, New York. Shari Baron, pres. — media buying, Redken.

**Initiative**, New York. Tim Spengler, chief activation officer. — media buying, Redken.

**Pedone & Partners**, New York. Walter Coyle, media dir. — media svcs, Matrix.

**Maybelline Worldwide**: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Karen Fondu, pres-Maybelline New York-Garnier.

**Publicis**, New York. Linda Joselow, exec VP & grp acct dir. — Nutrisse, Fructis.

**Gotham**, New York. Sheri Baron, pres. — media svcs, Maybelline.

**ZenithOptimedia**, New York. Bonnie Barest, exec VP & mg dir-strategic comms. — media svcs, Garnier, Maybelline N.Y.

**Soft Sheen-Carson Co.**: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Candace S. Matthews, pres & gm.

**Publicis New York**, New York. Linda Joselow, exec VP- grp acct dir. — Dark & Lovely, Optimum, Hi-Rez, Let's Jam.

**Avenue A/Razorfish**, New York. Bob Lord, pres-East region. — Garnier. — interactive.

**Noelle-Elaine Media**, New York. Kristen Poe-Hill. — event plng, prod launches, publicity.

## 50 Lowe's Cos.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$33,163	\$21,528	54.0
Sunday magazine	NA	233	NA
B2B magazines	323	192	68.4
Local magazines	NA	2	NA
Spanish-language magazines	625	560	11.6
Newspaper	93,434	83,943	11.3
National newspaper	3,311	306	980.9
Spanish-language Newspaper	1,195	379	215.1
Network TV	133,525	131,500	1.5
Spot TV	24,923	31,236	-20.2
Syndicated TV	19,955	10,871	83.6
Cable TV networks	57,786	50,573	14.3
Spanish-language TV	23,788	18,329	29.8
Network radio	3,999	2,258	77.1
National spot radio	5,597	23,587	-76.3
Local radio	39,484	39,506	-0.1
Outdoor	618	1,178	-47.5
Internet	19,470	7,959	144.6
Measured media	461,197	424,138	8.7
Unmeasured spending	377,343	354,097	6.6
Total	838,539	778,234	7.7

By brand	2006	2005	% chg
Lowe's	461,165	424,138	8.7

### Sales & earnings (\$ in millions)

Worldwide & U.S.	2006	2005	% chg
Sales	\$46,927	\$43,243	8.5
Earnings	3,405	2,765	23.1

### Headquarters

Lowe's Cos./1000 Lowe's Blvd., Mooresville, N.C. 28117/Phone: (704) 758-1000.

### Personnel, brands, agencies

**Corporate**: Robert A. Niblock, chmn & CEO; Larry D. Stone, pres & chief operating officer; Nick Canter, exec VP-merchandising; Mike Brown, exec VP-store ops.

**BBDO Worldwide**, New York. Tom Sebok, exec VP & mg dir. — Lowe's home improvement centers.

**Campbell-Ewald**, Warren, Mich. Mike Ryan, vice-chmn & chief operating officer.

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**OMD Worldwide**, New York. Mark Mirsky, client comms dir-media. — media svcs.

**Admerasia**, New York. Jeff Lin, chief mg officer. — Asian-American adv.

**Cultura Group**, Dallas. Greg Knipp, pres. — Hispanic adv.

**Footsteps**, New York. Ingrid Almonte, grp acct dir; Jim Ward, acct exec. — African-American adv.

**GMR Marketing**, Milwaukee. Greg Busch, sr VP-sports/events/partnership mktg. — direct mktg.

**Tribal DDB**, Chicago. John Conmy, acct dir-digital & online adv.

## 20 Macy's

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$77,002	\$58,907	30.7
Sunday magazine	3,782	2,375	59.3
B2B magazines	166	543	-69.5
Local magazines	2,823	2,458	14.8
Spanish-language magazines	297	180	64.7
Newspaper	657,014	738,866	-11.1
National newspaper	54,359	52,285	4.0
Spanish-language Newspaper	3,404	2,191	55.3
Network TV	50,899	1,001	NA
Spot TV	77,966	178,550	-56.3
Syndicated TV	16,217	19	NA
Cable TV networks	26,228	5,487	378.0
Spanish-language TV	15,790	NA	NA
National spot radio	40,498	12,777	217.0
Local radio	54,710	58,338	-6.2
Outdoor	3,308	2,624	26.1
Internet	4,525	1,144	295.6
Measured media	1,088,987	1,117,743	-2.6
Unmeasured spending	272,247	228,935	18.9
Total	1,361,234	1,346,679	1.1
By brand	2006	2005	% chg
Macy's	987,816	1,024,205	-3.6
Bloomingdale's	92,724	86,970	6.6

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$26,970	\$22,390	20.5
Earnings	995	1,406	-29.2
U.S.	2006	2005	% chg
Operating income	1,836	2,424	-24.3

### Headquarters

Macy's/7 W. Seventh St., Cincinnati, Ohio 45202/Phone: (513) 579-7000.

### Notes

Federated Department Stores changed its name to Macy's Inc. on June 1, 2007, and took the ticker symbol "M," adopting the name of its flagship chain.

Federated bought May Department Stores in third quarter 2005 for \$17 billion, a figure including assumption of \$6 billion in debt. In September 2006, it rebranded May stores—including Hecht's, Strawbridge's, Filene's, Marshall Field's and Robinsons-May—as Macy's.

The company, focusing on Macy's and Bloomingdale's, in October 2006 sold the Lord & Taylor division to NRDC Equity Partners for \$1.2 billion. NRDC Equity Partners is a partnership between Apollo Real Estate Advisors and National Realty & Development Corp. Federated in early 2007 sold the 269-store David's Bridal and 10-store Priscilla of Boston businesses to Leonard Green & Partners for about \$750 million; and the 51-store After Hours Formalwear chain to Men's Wearhouse for about \$100 million.

Macy's in May 2007 named Peter Sachse, the chairman-CEO of macys.com, to the additional posts of the company's chief marketing officer and president of Macy's corporate marketing, effective immediately. He replaced Anne MacDonald, who left the company. Ms. MacDonald, a former Citibank executive, joined the company in April 2006. Mr. Sachse earlier served as the company's first CMO from June 2003 to April 2006, when he took the newly created macys.com post.

### Personnel, brands, agencies

**Corporate:** Terry Lundgren, chmn, pres & CEO; Peter Sachse, chief mktg officer, pres-Macy's corp mktg & chmn & CEO-macys.com.

**Bloomingdale's:** 1000 Third Ave., New York, N.Y. 10022/Phone: (212) 705-2000. Michael Gould, chmn & CEO; John Funck, sr VP-creative.

**In-house.** — Bloomingdale's.

**Macy's East:** 151 W. 34th St., New York, N.Y. 10001/Phone: (212) 695-4400. Ronald Klein, chmn & CEO; James Gray, pres & chief operating officer; Martine Reardon, exec VP-mktg.

**In-house.** — Macy's.

**Macy's Florida:** 22 E. Flagler St., Miami, Fla. 33131/Phone: (305) 835-5151. Julie Grenier, chmn; Nirmal Tripathy, pres; J. David Scheiner, vice chmn & dir-stores; Lisa Kauffman, sr VP-mktg; Gilbert Lorenzo, VP-adv.

**In-house.**

**Macy's Home Store:** 151 West 34th St., New York, N.Y. 10001/Phone: (212) 695-4400. Timothy Adams, chmn; Michael Osborn, pres; Susan Mesec, sr VP-mktg.

**In-house.** — Macy's.

**Macy's Midwest:** 611 Olive St., St. Louis, Mo. 63101/Phone: 314-342-6300. William McNamara, chmn; Brian Keck, pres; John Harper, vice chmn & dir-stores; Laura Rutenis, sls promo dir; Mike Albrecht, sr VP-sls promo.

**In-house.**

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**Macy's North:** 700 Nicollet Mall, Minneapolis, Minn. 55402/Phone: 612-375-2200. Frank Guzetta, chmn; Robert Soroka, pres; Michelle Mesenburg, exec VP-special events, publicity & PR; Bernice Clark, VP-market plng.

**In-house.**

**Macy's Northwest:** Third Ave. & Pine St., Seattle, Wash. 98181/Phone: (206) 344-2121. Jeffrey Gennette, chmn; Robert B. Harrison, pres; Jack Arndt, sr VP-mktg & sls promo; Val Walser, VP-adv prods & opers.

**In-house.**

**Macy's South:** 223 Perimeter Center Pkwy., Atlanta, Ga. 30346/Phone: (770) 913-4000. Edwin Holman, chmn & CEO; Andrew Pickman, pres; Michael Krauter, pres & chief merch officer; Diann Mahood, exec VP-mktg; Steve Weinbaum, dir-adv plng; Robin Gagnon, VP-strategic mktg; Karen Martin, div VP adv; Steven Cohen, div VP & dir-creative.

**In-house.**

**Macy's West:** 50 O'Farrell St., San Francisco, Calif. 94120/Phone: (415)397-3333. Robert Mettler, pres & chmn; Daniel Edelman, pres; Sheila Field, sr VP-mktg & sls promo; Jane McGinnis, VP-adv finance; Sally Cohen, VP-sls promo; Stacey Osborn, VP-adv & promo.

**In-house.**

## 61 Mars Inc.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$64,048	\$47,417	35.1
Sunday magazine	4,145	3,746	10.7
B2B magazines	1,110	1,406	-21.0
Local magazines	NA	42	NA
Spanish-language magazines	36	NA	NA
Newspaper	313	89	252.4
National newspaper	100	NA	NA
FSI	18,778	18,160	3.4
Network TV	103,104	132,407	-22.1
Spot TV	3,025	8,475	-64.3
Syndicated TV	55,053	53,034	3.8
Cable TV networks	82,396	75,233	9.5
Spanish-language TV	7,867	5,050	55.8
Network radio	1,504	1,302	15.5
National spot radio	1,785	370	382.1
Local radio	967	262	269.1
Outdoor	6,705	481	NA
Internet	11,085	2,595	327.1
Measured media	362,020	350,069	3.4
Unmeasured spending	296,198	286,420	3.4
Total	658,218	636,488	3.4
By brand	2006	2005	% chg
M&M's	78,645	66,188	18.8
Snickers	40,789	37,745	8.1
Pedigree	40,636	67,280	-39.6
Dove candy	27,078	24,784	9.3
Starburst	24,585	21,081	16.6
Cesar	21,388	9,176	133.1

By brand	2006	2005	% chg
Uncle Ben's	19,747	22,496	-12.2
Twix	18,295	15,646	16.9
Skittles	15,370	15,535	-1.1
3 Musketeers	13,659	11,312	20.7
M-Azing	11,742	17,636	-33.4

### Headquarters

Mars Inc./6885 Elm St., McLean, Va. 22101/Phone: (703) 821-4900.

### Personnel, brands, agencies

**Corporate:** John F. Mars, chmn; Paul S. Michaels, pres; Jim Cass, VP-mktg.

**Mediaedge:cia**, New York. Rino Scanzoni, chief investment officer; George Janson, mg ptrn, dir-print. — media svcs.

**Masterfoods USA:** 800 High St., Hackettstown, N.J. 07840/Phone: (908) 852-1000. Bob Gamgort, pres.

**BBDO Worldwide**, New York. Kirsten Flanik, sr VP & sr acct dir. — Kudos, M&M's, Milky Way, Snickers Marathon.

**Nitro**, New York. Chris Clarke, chmn; Gabrielle Bradford, gm. — Dove, Twix.

**TBWA Worldwide**, New York & Los Angeles. Corey Mitchell, ww mg dir; Lisa Liebman, grp acct dir, New York. — Combos, Skittles, Snickers, Starburst, Uncle Ben's.

**UniWorld Group**, New York. Herman Morales, sr VP; Steve McKee, grp acct dir. — genl mkt strategy & adv, 3 Musketeers, Twix, M&Ms, 100-Calorie Packs.

**Mediaedge:cia**, New York. Rino Scanzoni, chief investment officer; George Janson, mg ptrn & dir-print. — media buying.

**MediaVest USA**, New York & Los Angeles. Lisa Donohue, mg dir. — media svcs.

**Cultura Group**, Dallas. Silvia Galvan, acct dir. — Hispanic adv, Mars brands.

**DraftFCB**, Chicago. Megan O'Connor, sr VP & grp acct dir. — direct mktg.

**Masterfoods USA Pet Care:** P.O. Box 58853, Vernon, Calif. 90058/Phone: (323) 587-2727. Christopher Jones, mktg dir.

**BBDO West**, San Francisco. Kirsten Flanik, sr VP & sr acct dir. — Cesar dog food, Sheba cat food, Wholemeals.

**TBWA Worldwide**, Los Angeles. Corey Mitchell, ww mg dir. — Pedigree, Whiskas.

**Mediaedge:cia**, New York. Rino Scanzoni, chief investment officer; George Janson, mg ptrn & dir-print. — media buying.

## 77 MasterCard Inc.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$31,714	\$47,871	-33.8
Sunday magazine	3,001	2,400	25.0
B2B magazines	5,293	2,471	114.2
Local magazines	34	NA	NA
Spanish-language magazines	58	26	124.1
Newspaper	4,188	4,272	-2.0
National newspaper	7,830	6,573	19.1
Spanish-language Newspaper	23	24	-2.1
Network TV	163,805	153,503	6.7

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By media	2006	2005	% chg
Spot TV	1,827	2,438	-25.1
Syndicated TV	29,262	32,703	-10.5
Cable TV networks	30,285	35,026	-13.5
Spanish-language TV	18,825	15,151	24.2
Network radio	603	NA	NA
National spot radio	10,106	8,357	20.9
Local radio	14,114	11,826	19.3
Outdoor	3,062	2,556	19.8
Internet	21,599	10,311	109.5
Measured media	345,626	335,507	3.0
Unmeasured spending	140,692	130,475	7.8
Total	486,318	465,982	4.4
By brand	2006	2005	% chg
MasterCard	341,137	335,476	1.7

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$3,326	\$2,938	13.2
Earnings	20	267	-92.4
U.S.	2006	2005	% chg
Sales	1,739	1,610	8.0

## Headquarters

MasterCard Inc./2000 Purchase St., Purchase, N.Y. 10577/Phone: (914) 249-2000.

## Notes

MasterCard launched an initial public offering of stock in May 2006, selling some 61.5 million shares at \$39 a share. The company now trades on the New York Stock Exchange under ticker symbol MA. MasterCard Inc.'s principal subsidiary is MasterCard International Inc., which does business as MasterCard Worldwide. Rival Visa is preparing for an IPO.

## Personnel, brands, agencies

**Corporate:** Robert W. Selander, Chairman & CEO; Walter MacNee, pres-U.S. region; Larry Flanagan, chief mktg officer-ww mktg; Amy Fuller, sr VP-Americas mktg; Chris Jogis, VP-U.S. brand building; Cheryl Guerin, VP-promo & interactive; Michael Lao, VP-media; Deborah Hughes, VP-ww sponsorships.

**McCann Erickson Worldwide**, New York. Rich O'Leary, exec VP & ww acct dir. — MasterCard.

**IconNicholson**, New York. Joseph Olewitz, sr VP. — Mastercard.

**MRM Worldwide**, New York. Rob Rothschild, sr VP & grp dir. — Mastercard.

**GSD&M**, Austin, Texas. Jill Otto, VP & grp media dir; Betty Pat McCoy, VP & natl bdcst dir. — media buying.

**Vidal Partnership**, New York. Oswald Mendez, mg ptnr. — media svcs.

**Genesco Sports Enterprises**, Dallas. Bob Cramer, pres. — sports mktg, NFL / Consulting.

**Octagon**, New York. Woody Thompson, exec VP. — mktg svcs, co-branded cards: MLB, NHL, PGA Tour.

## 88 Mattel

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$17,708	\$20,394	-13.2
Sunday magazine	706	453	55.7
B2B magazines	300	713	-57.9
Spanish-language magazines	1,081	770	40.4
Newspaper	399	369	8.1
National newspaper	NA	35	NA
Spanish-language Newspaper	29	55	-47.9
FSI	460	130	253.1
Network TV	48,930	44,003	11.2
Spot TV	112	1,108	-89.9
Syndicated TV	3,842	5,903	-34.9
Cable TV networks	114,744	107,390	6.8
Spanish-language TV	1,426	1,248	14.3
Network radio	124	93	33.2
National spot radio	32	3	896.9
Local radio	369	10	NA
Outdoor	221	85	160.2
Internet	2,838	1,756	61.7
Measured media	193,321	184,517	4.8
Unmeasured spending	200,810	199,094	0.9
Total	394,131	383,612	2.7
By brand	2006	2005	% chg
Fisher-Price	91,816	77,742	18.1
Mattel	69,347	72,948	-4.9
Barbie	23,881	24,437	-2.3

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$5,650	\$5,179	9.1
Earnings	593	417	42.2
U.S.	2006	2005	% chg
Sales	3,419	3,160	8.2
Division sales	2006	2005	% chg
International	2,739	2,464	11.2
Mattel Brands U.S.	1,507	1,365	10.4
Fisher-Price Brands U.S.	1,472	1,359	8.3
American Girl Brands	440	436	0.9

## Headquarters

Mattel/333 Continental Blvd., El Segundo, Calif. 90245-5012/Phone: (310) 252-2000.

## Personnel, brands, agencies

**Corporate:** Robert A. Eckert, chmn & CEO.

**American Girl Brands:** 8400 Fairway Place, Middleton, Wis. 53562-0998/Phone: (608) 836-4848. Ellen L. Brothers, pres-American Girl Brands.

**No agency.**

**Fisher-Price Brands U.S.:** 636 E. Girard Ave., East Aurora, N.Y. 14052/Phone: (716) 687-3000. David Allmark, gm-Fisher Price Friends; Kevin Curran, gm-Fisher Price Infant & Pre-school.

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**DraftFCB**, New York. Jan Weinstein, sr VP & grp media dir; Kim Corrigan, exec VP & ww acct dir. — Sesame Workshop (TMX Elmo), Nickelodeon (Blues Clues, SpongeBob, Drake & Josh, Jimmy Neutron, Backyardigans), Disney, Winnie the Pooh.

**Mattel Brands, U.S.:** 333 Continental Blvd., El Segundo, Calif. 90245-5012/Phone: (310) 252-2000. Neil Friedman, pres; Chuck Scothon, gm & sr VP-Girls; Tim Kilpin, gm & sr VP-Boys.

**Ogilvy & Mather Worldwide**, Culver City, Calif. Heather MacPhearson, mg dir L.A.; Denise Halloran, sr ptnr & exec grp dir L.A.. — Barbie, girls' activity toys, large dolls, plush, small dolls.

**Y&R**, Irvine, Calif. Susan Chittum, brand team leader. — electric racing, games & puzzles, Harry Potter, Hot Wheels, male action, Matchbox, Tyco radio control, Uno, My Scene, Batman, Superman, Yu-Gi-Oh, Max Steel, Scene-It?, Pictionary, Scrabble International.

**Mediaedge:cia**, New York. Rino Scanzoni, chmn; Lee Doyle, CEO, N. Amer. div — media buying, nat'l adult TV, Mattel.

**MediaVest USA**, Los Angeles. Tom Szczepanski, mg dir MediaVest Los Angeles. — media plng, Mattel.

**MindShare Worldwide**, New York. Jason Maltby bdcst, pres & co-exec dir-natl bdcst. — media buying, natl youth TV.

## 16 McDonald's Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$37,868	\$61,534	-38.5
Sunday magazine	1,091	2,398	-54.5
B2B magazines	147	314	-53.1
Local magazines	20	NA	NA
Spanish-language magazines	2,080	1,595	30.4
Newspaper	2,768	2,626	5.4
National newspaper	1,098	1,397	-21.4
Spanish-language Newspaper	198	242	-18.0
FSI	757	396	91.2
Network TV	252,136	226,681	11.2
Spot TV	150,581	136,030	10.7
Syndicated TV	37,388	41,069	-9.0
Cable TV networks	89,820	91,331	-1.7
Spanish-language TV	66,743	56,741	17.6
Network radio	7,964	5,209	52.9
National spot radio	4,741	5,376	-11.8
Local radio	66,955	66,624	0.5
Outdoor	48,735	50,140	-2.8
Internet	13,917	12,436	11.9
Measured media	785,007	762,138	3.0
Unmeasured spending	963,338	894,683	7.7
Total	1,748,345	1,656,821	5.5
By brand	2006	2005	% chg
McDonald's	776,403	742,529	4.6

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$21,586	\$19,832	8.8
Earnings	3,544	2,602	36.2

U.S.	2006	2005	% chg
Sales	7,464	6,955	7.3
U.S. operating income	2,657	2,442	8.8
Division sales	2006	2005	% chg
U.S. systemwide sales	27,100	25,643	5.7

### Headquarters

McDonald's Corp./2111 McDonald's Dr., Oak Brook, Ill. 60523/Phone: (630) 623-3000.

### Notes

McDonald's U.S. advertising total is based on systemwide U.S. sales from both corporate and franchise operations of \$27.1 billion in 2006 and \$25.6 billion in 2005, figures reported by Technomic. Sales and profits shown in the accompanying box are just corporate and largely represent results from corporate-owned restaurants and fees from franchise operations.

The company operates McDonald's and Boston Market and has a minority stake in U.K.-based Pret A Manger. McDonald's in 2006 disposed of its investment in Chipotle Mexican Grill through public stock offerings and a tax-free exchange for McDonald's common stock.

### Personnel, brands, agencies

**Corporate:** Andrew McKenna, chmn; Jim Skinner, CEO; Mary Dillon, sr VP & chief mktg officer; Dean Barrett, sr VP-alliances; Eric Leininger, sr VP-insights; Cathy Nemeth, VP-family bus; J. Joan Jervoe, VP-global mktg.

**DDB Worldwide Communications Group**, Chicago. Don Hoffman, global acct dir. — creative svcs, GCM, women & family brands.

**Leo Burnett Worldwide**, Chicago. Bob Raidt, exec VP & acct dir. — youth mktg, roster agency.

**OMD Worldwide**, Chicago. Kate Stephenson, acct dir global. — strategy, digital & print buying.

**Boston Market:** 14103 Denver West Pkwy., Golden, Colo. 80401-4086/Phone: (303) 278-9500. Michael D. Andres, pres & CEO; Keith Robinson, sr VP-brand devel.

**Cameron Christopher Thomas Advertising**, Dever, Colo. Pattie Welch, acct supervisor. — TV, print, and non-traditional.

**McDonald's U.S.A.:** 1 Kroc Dr, Oak Brook, Ill. 60523/Phone: (630) 623-3000. Bill Lamar, sr VP & chief mktg officer, U.S.; Neil Golden, VP-mktg, U.S.; Karen Wells, VP-strategic innovation, U.S.; Marlena Peleo-Lazar, VP & chief creative officer, U.S.; Peter Sterling, VP-mktg & media svcs, US; Dan Ryan, VP-mktg,U.S.; Wendy Cook, VP-menu futures & design, U.S.; Wade Thomas, VP -menu innovation, U.S.; Steve Levigne, VP-cons & bus insights, U.S.; Tony Suarez, VP-ethnic mktg, U.S.

**DDB Worldwide Communications Group**, Chicago. Dick Rogers, pres-DDB, N. Amer; Don Hoffman, exec VP & global acct dir. — GCM women & family brand.

**OMD Worldwide**, New York. Paul Davey, acct dir-global. — media svcs, broadcast buying.

**Admerasia**, New York. Hsin-Ling Chuang, Comms dir; Sidney T. Yee, chief client officer. — Asian media, McDonald's.

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**Arc Worldwide**, Chicago. Jenny Cacioppo, exec VP & client solutions ptr; Jim Carlton, exec VP-creative. — Retail mkg, promo mkg, & interactive/digital mkg.

**Arnold Worldwide**, Boston. Tom Lawson, mg ptr; Jerrie Van Gelder, exec VP & grp acct dir. — regional adv & mktg, various regional markets.

**Burrell Communications Group**, Chicago. Fay Ferguson, co-CEO; James Patterson, VP & acct dir. — African-American adv.

**Creata Promotions**, Oak Brook, Ill. Sandy Silver, pres; Mark Landolt, exec VP. — sls promo.

**Del Rivero Messianu DDB**, Coral Gables, Fla. Eduardo Del Rivero, pres; Luis-Miguel Messianu, exec creative dir. — Hispanic adv.

**GMR Marketing**. Steve Jarvis, exec VP-comms. — comms.

**IW Group**, San Francisco. Bill Imada, CEO; Irene Chung, VP acct svcs. — Asian-American adv.

**Leo Burnett Worldwide**, Chicago. Bob Raidt, exec VP & ww dir. — youth mktg.

**Marketing Store**, Lombard, Ill. Dean Govostis, exec VP. — sls promo, ethnic promo.

**Moroch Partners**, Dallas. Tom Moroch, CEO; Rob Boswell, pres.

**Tribal DDB**, New York. Paul Gunning, pres-Tribal East. — interactive mktg.

## 38 Merck & Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$124,812	\$73,801	69.1
Sunday magazine	13,043	4,653	180.3
B2B magazines	206	146	40.8
Spanish-language magazines	282	688	-59.0
Newspaper	28,965	7,966	263.6
National newspaper	2,283	2,613	-12.6
Spanish-language Newspaper	379	56	573.7
FSI	661	411	60.8
Network TV	207,653	108,366	91.6
Spot TV	8,017	2,736	193.0
Syndicated TV	39,508	16,679	136.9
Cable TV networks	59,925	36,024	66.3
Spanish-language TV	3,688	2,699	36.7
Network radio	2	4,749	NA
National spot radio	2,476	80	NA
Local radio	2,290	6	NA
Outdoor	10	22	-53.9
Internet	17,911	7,585	136.1
Measured media	512,110	269,279	90.2
Unmeasured spending	512,110	269,279	90.2
Total	1,024,220	538,558	90.2
By brand	2006	2005	% chg
Merck	172,144	61,468	180.1
Singular	113,209	105,054	7.8
Zetia	93,638	58	NA
Fosamax	64,451	45,453	41.8
Gardasil	42,740	0	NA

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence. See Page 8 for methodology.

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$22,636	\$22,012	2.8
Earnings	4,434	4,631	-4.3
U.S.	2006	2005	% chg
Sales	13,808	12,767	8.2
Division sales	2006	2005	% chg
Pharmaceutical	20,375	20,679	-1.5
Vaccines	1,706	984	73.4
Other revenues	394	187	110.7
Other segment	162	161	0.6

### Headquarters

Merck & Co./1 Merck Dr., P.O. Box 100, Whitehouse Station, N.J. 08889-0100/Phone: (908) 423-1000.

### Notes

Not included in Merck ad totals in this report is advertising for Vytorin cholesterol drug, a joint venture with Schering-Plough. Vytorin received \$132.4 million in measured media spending in 2006 vs. \$155.3 million in 2005.

### Personnel, brands, agencies

**Corporate:** Rickard T. Clark, pres & CEO; Wendy L. Yarno, chief mktg officer.

**ID Media**, New York. Faith Slan, VP & acct dir. — Fosamax, Gardasil, Januvia, Singular, Vytorin, Zetia, Merck.

**Initiative**, New York. David Ernst, exec VP & dir-futures & tech; Tim Spengler, chief activation officer. — Media buying & rsch, HPV, Fosomax, Singular.

**U.S. Human Health:** P.O. Box 4, West Point, Pa. 19486/Phone: (215) 652-5000. Adam H. Schechter, pres-US Human Health.

**CommonHealth**, Parsippany and Morristown, N.J. Matt Giegerich, pres & CEO; Meg Columbia-Walsh, mg ptr; John Nosta, pres-Noesis; Rich Levy, pres-Ferguson. — Emend PONV, Janumet, Januvia, Oncology franchise, Propecia, Zolanza.

**DDB Worldwide Communications Group**, New York. Peter Hempel, pres-DDB NY. — Arcoxia (DTC), Singular (DTC), Vioxx (DTC).

**DraftFCB HealthCare**, New York. Joe Jackson, grp mgmt dir. — Media, Cozaar/Hyzaar, Fosamax (DTC & healthcare professional), Janumet, Propecia, All Merck brands.

**Hal Lewis Group**, Philadelphia. David Winograd, pres; James Boland, chief operating officer. — Cosopt, Ophthalmics, Trusopt.

**Marketing Drive**, Norwalk, Conn. Michael Harris, CEO. — Singular.

**Initiative**, New York. Larry Orell, exec VP & gm. — Media buying & rsch, HPV, Fosamax, Singular, Vytorin, Zetia.

**Ogilvy & Mather Worldwide**, New York. Mike Guarini, exec grp dir. — Zocor (DTC & direct mktg).

**Prime Access**, New York. Howard Buford, pres & CEO; Mark Wilson, VP-grp acct dir; Lorraine McNeill-Popper, exec creative dir; Sharman Davis, media dir. — Maxalt, Vytorin, Merck e-business, Zocor (African-American adv), gay & lesbian media buying.

**Vaccine Division:** 770 Sumneytown Pike, West Point, Pa. 19486/Phone: (215) 652-5000. Adel A.F. Mahmoud, M.D., PhD, chief medical advisor; Margaret G. McGlynn, pres.

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**Prime Access**, New York. Howard Buford, pres & CEO; Mark Wilson, VO & grp acct dir; Lorraine McNeill-Popper, exec creative dir. — ethnic.

## 45 Microsoft Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$118,184	\$112,837	4.7
Sunday magazine	.58	1,634	-96.5
B2B magazines	.67,438	80,237	-16.0
Local magazines	.9	NA	NA
Spanish-language magazines	.122	378	-67.7
Newspaper	.8,447	6,148	37.4
National newspaper	.28,984	13,816	109.8
Spanish-language Newspaper	.54	72	-25.1
Network TV	.68,819	41,303	66.6
Spot TV	.6,593	15,405	-57.2
Syndicated TV	.6	879	-99.3
Cable TV networks	.32,830	66,399	-50.6
Spanish-language TV	.7,192	1,891	280.3
Network radio	.3,108	3,736	-16.8
National spot radio	.1,459	2,627	-44.4
Local radio	.5,003	7,681	-34.9
Outdoor	.17,037	3,909	335.9
Internet	.81,640	102,975	-20.7
Measured media	.446,981	461,924	-3.2
Unmeasured spending	.465,225	377,937	23.1
Total	.912,206	839,861	8.6
By brand	2006	2005	% chg
Microsoft	.376,006	357,194	5.3
Xbox	.41,124	31,392	31.0
MSN	.20,032	68,670	-70.8

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$.44,282	\$39,788	11.3
Earnings	.12,599	12,254	2.8
U.S.	2006	2005	% chg
Sales	.29,730	26,949	10.3
Income before taxes	.18,262	16,628	9.8
Division sales	2006	2005	% chg
Client	.13,001	11,972	8.6
Information Worker	.12,380	11,702	5.8
Server and Tools	.10,542	9,197	14.6
Home and Entertainment	.4,292	3,110	38.0
MSN	.2,488	2,486	0.1
Microsoft Business Solutions	.906	776	16.8
Mobile and Embedded Devices	.365	259	40.9

### Headquarters

Microsoft Corp./1 Microsoft Way, Redmond, Wash. 98052-6399/Phone: (425) 882-8080.

### Notes

Microsoft in May 2007 agreed to buy digital agency and ad services firm aQuantive (Avenue A/Razorfish) for \$6 billion, its largest-ever acquisition.

### Personnel, brands, agencies

**Corporate:** William H. Gates, III, chmn & chief software architect; Steve A. Ballmer, CEO; Mich Mathews, sr VP, central mktg grp; Michael Delman, corp VP, global mktg comms grp; Steve Petitpas, gm-global adv gp; Jeff Bell, VP-global mktg-interactive entertainment bus.

**McCann Worldgroup**, San Francisco. Matt Ross, global chief exec-Microsoft brands; Nils Peyron, exec VP & global brand dir; John McNeil, exec VP & exec creative dir; Rob Bagot, exec VP & exec creative dir-MRM ptnrs; Patricia Berns, exec VP & ww acct dir-MRM; Wing Pepper, exec VP & ww acct dir-MRM. — Microsoft Software, MSN Internet Services, Xbox.

**Y&R**, New York. David Sable, mg ptrn. — Mobility & embedded devices, MSN Server & Tools, Xbox.

**Universal McCann Worldwide**, New York & San Francisco. Steve Soldano, exec VP & global mg ptrn. — media svcs, Windows Client, Office, Corporate, Server & Tools, HED/HRD, MSN.

**GMR Marketing**, New Berlin, Wis. Rick Arnstein, exec VP. — mktg svcs.

**VML**, Seattle. Renae Gottschall, acct dir. — interactive mktg, STB, MSN, Xbox, MCB, HED, Wndows Live, Microsoft.com.

## 93 Molson Coors Brewing Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$.8,763	\$9,991	-12.3
B2B magazines	.269	231	16.4
Local magazines	.NA	7	NA
Spanish-language magazines	.33	15	128.1
Newspaper	.483	1,435	-66.3
Spanish-language Newspaper	.270	291	-7.2
Network TV	.81,633	90,317	-9.6
Spot TV	.11,455	7,277	57.4
Syndicated TV	.NA	3,380	NA
Cable TV networks	.23,461	33,281	-29.5
Spanish-language TV	.12,974	11,255	15.3
Network radio	.1,567	NA	NA
National spot radio	.1,823	2,759	-33.9
Local radio	.11,845	16,910	-30.0
Outdoor	.23,627	21,007	12.5
Internet	.6,526	2,292	184.7
Measured media	.184,729	200,449	-7.8
Unmeasured spending	.184,729	200,449	-7.8
Total	.369,458	400,897	-7.8
By brand	2006	2005	% chg
Coors	.160,337	170,856	-6.2
Molson	.13,927	16,498	-15.6

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$.5,845	\$5,507	6.1
Earnings	.361	135	167.5
U.S.	2006	2005	% chg
Sales	.2,612	2,468	5.9
Division sales	2006	2005	% chg
Beer	.5,845	5,507	6.1

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## Headquarters

Molson Coors Brewing Co./1555 Notre Dame St. East, Montreal, Quebec, Canada H2L 2R5/Phone: (514) 521-1786.

## U.S. Headquarters

Molson Coors Brewing Co./1225 17th St., Denver, Colo. 80202/Phone: (303) 279-6565.

## Notes

Molson Coors Brewing Co. is the result of a \$3.4 billion merger in early 2005 of Coors Brewing Co. and Molson of Canada. The company has co-headquarters in Montreal and Denver.

## Personnel, brands, agencies

**Corporate:** Eric H. Molson, chmn; Peter H. Coors, vice chmn; W. Leo Kiely III, pres & CEO; Kevin Boyce, pres & CEO-Molson Canada; Ralph Hargrow, global chief people officer; Cathy Noonan, global chief synergies officer; Frits van Paasschen, pres & CEO-Coors Brewing Co; Dave Perkins, global chief commercial officer; Peter Swinburn, pres & CEO-Coors Brewers Limited; Gregory L. Wade, global chief supply chain officer; Samuel Walker, global chief legal officer; Timothy V. Wolf, global cfo.

**Coors Brewing Co.:** 311 Tenth St., Denver, Colo. 80401/Phone: (303) 279-6565. Frits van Paasschen, pres & CEO-Coors Brewing Co.; Andrew England, chief mktg officer; Jim Sabia, VP-mktg; Lee Dolan, VP-mktg.

**DraftFCB,** Chicago. Marty Stock, exec VP & grp mgmt dir. — Coors Banquet, Coors Light, Keystone, Killians.

**BrainStorm Group,** Toronto. Cora Brady, acct dir. — Molson Canadian.

**Initiative,** New York. Tim Spengler, chief activation officer. — natl TV media buying, Coors.

**Integer Group,** Denver. Scott Richards, exec VP. — media svcs, Coors.

**Avenue A/Razorfish,** Portland, Ore. Colin Kinsella, pres-west region; Jennifer Bracken, gm. — interactive media svcs, Aspen Edge.

**Bromley Communications,** San Antonio. Ernest Bromley, CEO; Cat Lopez, VP & chief creative officer. — Hispanic adv, Coors, Coors Light.

**Carol H. Williams Advertising,** Oakland, Calif. Stacey Manley, acct exec. — African-American adv.

## 25 Nestle

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$138,673	\$113,833	21.8
Sunday magazine	8,403	4,942	70.0
B2B magazines	1,877	1,739	8.0
Local magazines	185	67	176.9
Spanish-language magazines	198	53	275.6
Newspaper	3,382	2,691	25.7
National newspaper	326	1,006	-67.6
Spanish-language Newspaper	43	15	181.7
FSI	49,850	46,112	8.1
Network TV	154,427	162,376	-4.9
Spot TV	22,391	10,668	109.9
Syndicated TV	53,341	60,535	-11.9

## By media

	2006	2005	% chg
Cable TV networks	110,586	88,159	25.4
Spanish-language TV	7,475	5,612	33.2
Network radio	6,548	10,723	-38.9
National spot radio	2,937	4,426	-33.6
Local radio	20,872	19,359	7.8
Outdoor	2,513	763	229.2
Internet	20,863	51,545	-59.5
Measured media	604,888	584,624	3.5
Unmeasured spending	710,086	686,297	3.5
Total	1,314,975	1,270,921	3.5

## By brand

	2006	2005	% chg
Purina	108,555	123,120	-11.8
Nestle	85,192	84,555	0.8
Stouffer's	46,751	37,540	24.5
Lean Cuisine	36,707	27,920	31.5
Hot Pockets	30,273	21,815	38.8
Edy's	29,552	34,201	-13.6
Fancy Feast	26,779	20,993	27.6
Friskies	21,264	20,335	4.6
Coffee-Mate	17,347	24,525	-29.3
Juicy Juice	17,146	18,203	-5.8
Tidy Cat	15,803	12,378	27.7
Buitoni	14,658	2,775	428.2
Carnation	13,361	8,826	51.4
Butterfinger	12,012	13,716	-12.4

## Sales & earnings (\$ in millions)

	2006	2005	% chg
<b>Worldwide</b>			
Sales	\$78,327	\$72,843	7.5
Earnings	7,317	6,460	13.3
<b>Americas</b>			
Sales	24,889	23,149	7.5
EBIT	3,935	3,489	12.8
<b>Division sales</b>			
Beverages	20,590	19,061	8.0
Milk prods, nutr & ice cream	20,233	18,576	8.9
Prepared dishes & cooking aids	14,029	13,330	5.2
Petcare	9,085	8,450	7.5
Choc, confection & biscuits	9,068	8,629	5.1
Pharmaceutical products	5,320	4,766	11.6

## Headquarters

Nestle/Ave. Nestle 55, Vevey, Switzerland CH-1800/Phone: 41-21-924-2111.

## U.S. Headquarters

Nestle U.S.A./800 N. Brand Blvd., Glendale, Calif. 91203/Phone: (818) 549-6000.

## Notes

Nestle agreed to pay Novartis \$5.5 billion for its Gerber unit in April 2007. A precursor to that acquisition was Nestle's late 2006 purchase of Novartis Medical Nutrition for \$2.5 billion. Both fit Nestle's strategy that focuses on health and wellness.

## Personnel, brands, agencies

**Corporate:** Peter Brabeck-Letmathe, chmn & CEO; Lars Olofsson, exec VP- strategic bus units & mktg.

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**ZenithOptimedia**, New York, Los Angeles & Dallas. Susan Eberhardt, exec VP, comms plng. — media svcs.

**Alcon Laboratories**: 6201 South Fwy., Fort Worth, Texas 76134/Phone: (817) 293-0450. Cary Rayment, chmn, pres & CEO.

**Corbett Accel Healthcare Group**, Chicago. Bob DeBartolo, exec VP & exec dir-client svcs. — all pharmaceutical, surgical and cons prod brands.

**Dreyer's Grand Ice Cream Holdings**: 5929 College Ave., Oakland, Calif. 94618/Phone: (800) 888-3442. T. Gary Rogers, chmn & CEO; Tyler Johnston, exec VP-mktg.

**Goodby, Silverstein & Partners**, San Francisco. Leslie Barrett, acct dir. — Dreyer's Grand Ice Cream, Edy's Grand Ice Cream, Haagen-Dazs.

**JWT**, Chicago. Rosemarie Ryan, bus dir. — Dreyer's ice cream novelty brands, Drumstick, Push Up, Skinny Cow, Dibs.

**Galderma**: L.P. 14501, Fort Worth, Texas 76177/Phone: (817) 961-5000. Anne Egger, VP-mktg.

**Sudler & Hennessey**, New York. Cathy Midura, acct exec-Cetaphil; John Marchese, acct exec-Clobex. — Cetaphil, Clobex.

**Brand Pharm (A Publicis Healthcare Communications Company)**, New York. Marge Nelson-Perry, grp acct dir. — MetroGel, Triluma, Differin.

**Nestle Purina PetCare**: Checkboard Square, St. Louis, Mo. 63164/Phone: (314) 982-1000. W.P. McGinnis, CEO & pres; T.E. Block, pres-pet foods, N. Amer; S.L. Crimmins, VP-dog food & new prods; J.C. Vella, VP-cat food mktg; J.T. Quinn, VP-strategic plng, influential & treats; M.L. Crawford, VP-cons comms & insights; R. Watt, pres-golden prods & litter.

**Avrett Free Ginsberg**, New York. Stu Grau, dir-strategic plng; Gabe Miller, dir-acct svcs; Molly Flynn, acct super; Willets Lapham, acct super; Scott Carlson, exec creative dir; Rory Braunstein, grp creative dir. — Cat Chow, Elegant Medley's Cat Foods, Friskies, Fancy Feast, Kitten Chow.

**Berlin Cameron United**, New York. Andy Berlin, chmn. — Tidy Cats.

**CheckMark Communications (In-house)**. J.K. Lucas, VP & gm. — Alpo dog food, Mighty Dog, ProPlan.

**Colle & McVoy**, Minneapolis. John Jarvis, CEO & chief creative officer. — Purina Veterinary Diets, Breeder.

**Fallon Worldwide**, Minneapolis. Patrick R. Fallon, chmn; Greg Brinker, acct dir. — Beneful, Dog Chow, ONE Dog, ONE Cat, Puppy Chow, Pro Plan.

**ZenithOptimedia**, New York. Susan Eberhart, exec VP- comms plng. — media buying, media plng.

**Arc Worldwide**, Chicago. Scott Clark, VP, acct dir. — interactive mktg.

**Manning Selvage & Lee**, Los Angeles. Vickie Fite, mg dir. — pr, Purina Beneful.

**R/GA**, New York. Gabe Weiss, acct dir. — interactive mktg, cons awareness adv, special projects & multichannel mktg.

**Nestle USA**: 800 N. Brand Blvd., Glendale, Calif. 91203/Phone: (818) 549-6000. Brad Alford, chmn & CEO; Rob Case, pres-Beverage; Mike Mitchell, acting pres-Food Services N. Amer.; Dave Hubinger, pres-Confections & Snacks; Angelo Iantosca, pres

& CEO-Prepared Foods; Frank Higgins, VP & gm-emerging markets; Scott Remy, sr VP-comms; Karen Crawford, dir-media adv & relationship mktg; Jackie Lilley, VP-promos & event mktg; Laurie MacDonald, VP-corp & brand affairs; Mary Beth Rymers, dir-market intelligence; Beth Thomas-Kim, dir-cons svcs.

**Dailey & Associates**, Los Angeles. Tom Lehr, exec VP & mg dir. — Baby Ruth, Nestle Crunch products, Willy Wonka products.

**Euro RSCG Worldwide**, New York. David Bartlem, grp acct dir. — Lean Cuisine.

**GMR Marketing**, New Berlin, Wis. Dave Rosenberg, exec VP. — PowerBar, Baby Ruth.

**JWT**, Chicago. Rosemarie Ryan, bus dir. — Butterfinger brands, Carnation Condensed & Evaporated Milks, Stouffer's Red Box Single Serve, Stouffer's Red Box Multiserve.

**McCann Erickson Worldwide**, Los Angeles. Lisa Epstein, sr VP & grp mg dir. — Carnation Coffee-mate, Carnation Instant Breakfast, Nescafe Frothe, Good Start formulas, Nescafe, Taster's Choice, Nesquik.

**Publicis**, Dallas. Mike Knowles, VP, mgmt super; David Hayes, VP & mgmt super. — Buitoni pasta, Croissant Pockets, Hot Pockets, Juicy Juice, Lean Pockets, Nestle PowerBar.

**Publicis Dialog**, New York. Mary Puls, mg dir. — cons promo, Coffee-Mate, Juicy Juice, Nescafe Taster's Choice, Nesquik, Wonka, Multibran.

**Burrell Communications Group**, Chicago. McGhee Williams Osse, co-CEO; Beverly Headon, acct dir. — media buying & promo, Coffee-Mate.

**Casanova Pendrill**, Irvine, Calif. Dan Nance, pres & CEO. — media buying & Hispanic bdcast, Nesquik.

**Bromley Communications**, Glendale, Calif. Jessica Pantanini, chief operating officer; Luisa M. Donis, gp acct dir. — Hispanic adv, Abuelita, Nes-Café Clasico Maggi, Coffee-Mate, La Lechera, Libby's, Milo, NAN Infant Formula, Nestle Crunch, Wonka.

**Moxie Interactive**, New York. Shelley Bertsch, sr VP-client svcs. — online creative & media svcs, Nestle.

**Manning Selvage & Lee**, New York. Vickie Fite, mg dir. — pr, Nestle infant formulas.

**Nestle Waters North America**: 777 W. Putnam Ave., Greenwich, Conn. 06830/Phone: (203) 531-4100. Kim Jeffery, pres & CEO; Robert Davino, VP-mktg.

**McCann Erickson Worldwide**, New York. Richard Donohoe, sr VP & grp mg dir. — Arrowhead, Deer Park, Ozarka, Poland Spring, Zephyrhills.

**Ogilvy & Mather Worldwide**, New York. Debi Fineman, acct exec. — Ice Mountain, Perrier, S. Pellegrino.

**ZenithOptimedia**, New York. Susan Eberhart, exec VP - comms & plng. — Aqua Panna, Arrowhead, Contrex, Deer Park, Ice Mountain, Nestle Pure Life, NPL Splash, Ozarka, Perrier, Poland Springs, S. Pellegrino, Zephyrhills.

**Bromley Communications**, San Antonio. Jane Finney, acct dir. — Hispanic adv, Arrowhead, Ozarka, Poland Springs, Zephyr Hills.

**Media Horizons**, Norwalk, Conn. Jim Reynolds, sr VP mktg; James Kabakow, pres. — direct response media.

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## 26 News Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$48,672	\$57,629	-15.5
Sunday magazine	2,883	3,970	-27.4
B2B magazines	11,984	12,342	-2.9
Local magazines	62	46	35.2
Spanish-language magazines	36	104	-65.5
Newspaper	111,924	124,990	-10.5
National newspaper	30,185	31,293	-3.5
Spanish-language Newspaper	728	411	76.8
FSI	9,621	7,241	32.9
Network TV	187,642	215,661	-13.0
Spot TV	58,212	51,376	13.3
Syndicated TV	21,557	19,470	10.7
Cable TV networks	151,439	128,152	18.2
Spanish-language TV	12,743	7,860	62.1
Network radio	3,508	3,859	-9.1
National spot radio	58,193	61,454	-5.3
Local radio	85,710	93,732	-8.6
Outdoor	20,337	18,849	7.9
Internet	55,686	48,005	16.0
Measured media	871,121	886,443	-1.7
Unmeasured spending	373,338	279,929	33.4
Total	1,244,459	1,166,373	6.7
By brand	2006	2005	% chg
20th Century Fox movies	447,199	458,962	-2.6
Fox	132,963	136,335	-2.5
News Corp. video	108,594	122,162	-11.1
Fox Searchlight movies	75,382	51,689	45.8
FX	23,210	32,793	-29.2
News Corp. TV stations	19,925	26,228	-24.0

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$25,327	\$23,859	6.2
Earnings	2,314	2,128	8.7
U.S.	2006	2005	% chg
Sales	14,102	12,884	9.5
Division sales	2006	2005	% chg
Filmed Entertainment	6,199	5,919	4.7
Television	5,334	5,338	-0.1
Newspapers	4,095	4,083	0.3
Cable network programming	3,358	2,688	24.9
Direct Bdcast Cable Television	2,542	2,313	9.9
Other	1,397	1,123	24.4
Book publishing	1,312	1,327	-1.1
Magazines & inserts	1,090	1,068	2.1

### Headquarters

News Corp./1211 Ave. of the Americas, 8th fl., New York, N.Y. 10036/Phone: (212) 852-7000.

### Notes

News Corp. May 1, 2007, announced an offer to buy Dow Jones for \$60 a share or about \$5 billion. The Bancroft family, Dow Jones' controlling shareholders, initially rejected the overture. But on May 31, 2007, the family said it was open to offers for Dow Jones.

News Corp. in December 2006 struck an asset swap with Liberty Media Corp. Under this deal, Liberty will exchange its approximately 16% stake in News Corp. for a package including News Corp.'s 38% interest in DirecTV Group; three regional sports networks (FSN Northwest, FSN Pittsburgh and FSN Rocky Mountain); and \$588 million in cash. The deal was expected to be completed in second-half 2007. (News Corp. bought its DirecTV stake in December 2003.)

The company, through Fox Interactive Media, in May 2007 bought photo site Photobucket and online video venture Flektor. Fox Interactive Media's flagship holding was Myspace, a social networking site that News Corp. bought in July 2005 for \$580 million.

News Corp is the largest shareholder in Gemstar-TV Guide International, which provides interactive programming guides and publishes TV Guide magazine.

### Personnel, brands, agencies

**Corporate:** K. Rupert Murdoch, chmn & CEO; Peter Chernin, pres & chief operating officer; David DeVoe, sr exec VP & cfo; Lawrence A. Jacobs, sr exec VP & grp genl counsel; Anthea Disney, exec VP-content; Gary Ginsberg, exec VP-investor relations & corp comms; Leon Hertz, exec VP; Ian Moore, exec VP-HR; John Nallen, exec VP & deputy cfo; Martin Pompadur, exec VP; Michael Regan, exec VP-government affairs; Genie Gavenchak, sr VP, deputy genl counsel & chief compliance and ethics officer.

**Fox Broadcasting Co.:** 10201 W. Pico Blvd., Los Angeles, Calif. 90035/Phone: (310) 369-1000. Tony Vinciguerra, pres & CEO-Fox Network Grp.; Peter Liguori, pres-entertainment, Fox Broadcasting Co.; Ed Wilson, pres-Fox Television Network; John Nesvig, pres-adv sls & exec VP, Fox Television; Chris Carlisle, exec VP-mktg; Kaye Bentley, sr VP-natl media-affiliate & natl promo.

**No agency.** — Fox Broadcasting Co., Fox television stations, Fox television studios, Twentieth Century Television.

**Fox Cable Networks Group:** P.O. Box 900, Beverly Hills, Calif. 90213/Phone: (310) 369-1000. Anthony J. Vinciguerra, pres & CEO, Fox Networks Group; Lou LaTorre, pres-adv & sls, Fox Cable Networks; Todd Schoen, sr VP-affiliate mktg; Bruce Lefkowitz, exec VP-adv sls, Fox Cable Entertainment; Guy Sousa, exec VP-adv sls, Fox Cable Sports; John Landgraf, pres & gm-FX; Stephanie Gibbons, exec VP-mktg & promo-FX; Chuck Saffler, exec VP-prog-FX; Fox Sports Television Grp: David Hill, chmn & CEO; Bob Thompson, pres-Fox Natl Cable Sports & Fox Sports Intl; Randy Freer, pres-Fox Regional Cable Sports Networks; Erik Markgraf, exec VP-mktg-Fox Sports Mktg Grp; Fox College Sports: Bob Thompson, pres; Fox Soccer Channel: David Sternberg, exec VP & gm; Dermot McQuarrie, asst gm & sr VP-prog & prod; Raul de Quesada, sr VP-mktg & comms; Veronica Alvarez, dir-mktg & comms; FUEL TV: David Sternberg, exec VP & gm; C.J. Olivares, asst gm & sr VP; Jake Munsey, VP-mktg & OAP; National Geographic Channel: Steven Schiffman, acting gm; Kiera Hynninen, sr VP-mktg; Rich Goldfarb, sr VP-media sls; Brad Dancer, VP-rsch & On-Demand;

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**SPEED:** Hunter Nickell, pres; Lila Everett, sr VP-mktg; Nancy MacDonald, mktg dir-branding & event plng; Fox Movie Channel: Adam Lewinsohn, VP-prog; Fox Reality: David Lyle, pres; Bob Boden, sr VP-prog; Edward Skolarus, VP-bus & opers; Lorey Zlotnick, sr VP-mktg & OAP; Fox Sports en Español: David Sternberg, exec VP & gm; Raul de Quesada, asst gm & sr VP mktg, comms, & creative svcs; Dermot McQuarrie, asst gm & sr VP prodn & prog; Tom Maney, sr VP adv sls.

**In-house.** — FSN, Fox Reality, Fox Soccer Channel, Fox Sports en Español, FUEL TV, FX, National Geographic Channel, SPEED.

**Media Storm,** S. Norwalk, Conn. Craig Woerz, mg ptr. — media buying, FX, Speed.

**MPG,** Miami & New York. Lisa Torres, sr VP & grp acct dir-MPG diversity & Fox Sports en Español; Christopher O'Connor, sr VP & grp acct dir-Fox Soccer Channel. — media buying, Fox Sports En Español, Fox Soccer Channel.

**Union,** New York. Nelson Martinez, ptr. — creative & strategic, National Geographic Channel.

**H&M Communications,** Los Angeles. Etienne Hernandez-Medina, pres. — PR, Fox Soccer Channel, Fox Sports En Español.

**Fox Filmed Entertainment:** 10201 W. Pico Blvd., Los Angeles, Calif. 90035/Phone: (310) 369-1000. Jim Gianopolous, chmn & CEO; Tom Rothman, chmn & CEO; Robert Harper, vice chmn-Twentieth Century Fox & exec VP-Fox Filmed Entertainment; Hutch Parker, pres Twentieth Century Fox; Elizabeth Gabler, pres-Fox 2000 Pictures; Chris Meledandri, pres-Animation; Peter Rice, pres-Fox Searchlight & Fox Atomic; Bruce Snyder, pres-domestic distribution; Pamela Levine, co-pres-domestic distribution theatrical mktg; Tony Sella, co-pres-domestic distribution theatrical mktg; Cheryl Idell, exec VP-media & mktg plng.

**MindShare Worldwide,** New York. Alison Kmetko, ptr & strategic plng dir. — Twentieth Century Fox, Twentieth Century Fox Animation, Twentieth Century Fox Television, Fox 2000 Pictures, Fox Searchlight Pictures.

**Moxie Interactive,** New York. Shelley Bertsch, sr VP-client svcs — digital, 20th Century Fox.

**Fox Interactive Media:** 407 N Maple Dr, Beverly Hills, Calif. 90210/Phone: (310) 969-7000. Ross Levinson, pres-Fox Interactive Media; Joan Trimble, sr VP-adv sls; Heidi Browning, VP-strategic solutions; David Tokheim, VP-mktg solutions; Kelly Forese, VP-adv opers.

**In-house.**

**Fox News:** 1211 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 301-3000. Roger Ailes, chmn & CEO; Paul Rittenberg, sr VP-adv sls; Roger Dormal, VP-natl sls dir; Michael Tammero, sr mgr-mktg.

**In-house.**

**Fox Television Stations:** 1999 S. Bundy Dr., Los Angeles, Calif. 90025-5235/Phone: (310) 584-2000. Roger Ailes, chmn; Jack Abernethy, CEO; Dennis Swanson, pres-station opers; Leslie Lyndon, VP-adv & promo; Lori Terwell Asbury, VP-adv & promo.

**In-house.**

**HarperCollins Publishers:** 10 E. 53rd St., New York, N.Y. 10022/Phone: (212) 207-7000. Jane Friedman, pres & CEO; Glenn D' Agnes, exec VP & chief operating officer.

**In-house.** Debbie Mercer, dir-promo; Melissa Broder, dir-promo. — Co-op & Niche mktg.

**New York Post:** 1211 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 930-8000. Paul Carlucci, publisher; Jennifer Jehn, sr. VP-mktg; Howard Adler, sr. VP-adv; Patrick Judge, grp VP- adv; Lisa Barnett, promo dir.

**In-house.**

**Fontana Creative,** Jersey City, N.J. Joe Fontana, pres & owner. — project work.

**News America Marketing:** 1211 Ave. of the Americas, 5th fl., New York, N.Y. 10036/Phone: (212) 782-8000. Paul V. Carlucci, CEO; Chris Mixson, pres; Eugene Klein, chief operating officer; Martin Garafalo, exec VP-retail; Jesse Aversano, sr VP-mktg & bus mgmt.

**In-house.**

**The Weekly Standard:** 1150 17th St., NW, ste. 505, Washington, D.C. 20036/Phone: (202) 293-4900. Terry Eastland, pub; Peter Dunn, assoc pub; Amanda Belden, acct executive (paper & on-line); Nicholas Swezey, adv dir.

**No agency.**

## 60 Nike

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$67,571	\$62,256	8.5
Sunday magazine	1,043	978	6.7
B2B magazines	238	184	29.5
Local magazines	295	353	-16.4
Spanish-language magazines	.11	NA	NA
Newspaper	1,016	1,164	-12.7
National newspaper	2,184	2,122	2.9
Spanish-language Newspaper	.18	11	59.8
Network TV	70,861	64,865	9.2
Spot TV	487	847	-42.4
Syndicated TV	1,611	1,674	-3.8
Cable TV networks	51,812	57,786	-10.3
Spanish-language TV	7,413	15	NA
National spot radio	1,672	838	99.6
Local radio	1,233	799	54.3
Outdoor	2,038	3,959	-48.5
Internet	10,972	2,982	268.0
Measured media	220,476	200,832	9.8
Unmeasured spending	457,911	407,750	12.3
Total	678,386	608,582	11.5
By brand	2006	2005	% chg
Nike	184,817	165,453	11.7
Converse	18,621	17,620	5.7
Cole-Haan	15,510	15,839	-2.1

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence See Page 8 for methodology.

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## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$14,955	\$13,740	8.8
Earnings	1,392	1,212	14.9
U.S.	2006	2005	% chg
Sales	7,019	6,285	11.7
Division sales	2006	2005	% chg
Footwear	7,965	7,300	9.1
Apparel	4,168	3,879	7.5
Other brands	1,947	1,736	12.2
Equipment	.873	825	5.8

## Headquarters

Nike/1 Bowerman Dr., Beaverton, Ore. 97005-6403/Phone: (503) 671-6453.

## Notes

William Perez was bumped from the president-CEO post in January 2006 and replaced by company veteran Mark Parker when Mr. Perez and Chairman Phil Knight could not agree on marketing strategies at the company. Mr. Perez joined Wm. Wrigley Jr. Co. as president-CEO in October 2006.

## Personnel, brands, agencies

**Corporate:** Philip H. Knight, chmn; Mark Parker, CEO; Charlie Denson, pres-Nike brand; Gary M. DeStefano, VP-global ops; Trevor Edwards, VP-global brand & category mgmt; Joaquin Hidalgo, VP-global mktg & soccer, U.S.; Adam Roth, dir-adv, U.S.; Kerri Hoyt Pack, media dir, U.S.; Craig Cheek, VP & gm, U.S. region; Kristin Bannister, digital brand dir, U.S.; Stefan Olander, global dir-brand comms.

**Wieden & Kennedy**, Portland, Ore. Spence Kramer, global acct dir; Thomas Harvey, U.S. acct dir. — Nike NY, Jordan.

**Crispin Porter & Bogusky**, Miami. Alex Bogusky, chief creative officer; Jeff Hicks, CEO; Heather Faunce, VP & acct dir.

**Avenue A/Razorfish**, Seattle. Rebecca Dale, acct dir. — interactive mktg.

**R/GA**, New York. Sean Lyons, grp dir. — interactive mktg, interactive, multichannel & multicultural mktg, e-commerce devel, Nike Global, Nike Gridiron (U.S. Football), Nike Basketball, Nike Goddess, Nike Lab, Nike Running.

**Cole Haan:** 1 Cole Haan Dr., Yarmouth, Maine 04096/Phone: (207) 846-2500. James Seuss, CEO; Gordon Thompson III, VP & creative dir; Lori Wagner, chief mktg officer.

**In-house.** Joe Andrews, media dir; Adrian Zan Chettin, sr media plnr & cons rch analyst; Carrie Hunt, art dir. — Cole Haan.

**Converse:** 1 High St., N. Andover, Mass. 01845-2601/Phone: (978) 983-3300. Marsden S. Cason, chmn; Jack A. Boys, CEO; David M. Maddocks, chief mktg officer; Greg Galbraith, adv dir; Scott Nelson, adv mgr.

**Agencies assigned on a project basis.** — Converse.

**Exeter Brands Group:** 1350 Broadway, Ste. 300, New York, N.Y. 10018/Phone: (212) 457-3073. Clare Hamill, pres & CEO; Dan Pincus, mgr-mktg; David O'Donnell, dir-creative.

**In-house.** — Starter, Team Starter, Shaq/Dunkman, Asphalt Legend.

**Hurley International:** 1945-G Placentia Ave., Costa Mesa, Calif. 92627/Phone: (949) 548-9376. Robert Hurley, CEO; Paul Gomez, sr VP global mktg; Kevin Meehan, VP-mktg; Joseph Whitmarsh, creative-dir.

**No agency.**

**Nike Bauer Hockey:** 150 Ocean Rd., Greenland, N.H. 03840/Phone: (603) 430-2111. Mark Duggan, pres & CEO; Chris Lindner, VP-mktg.

**Olson & Co.**, Minneapolis. Laura Terry, acct dir; Kevin DiLorenzo, pres; Brien Grant, VP & creative dir. — Bauer brand.

## 23 Nissan Motor Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$182,225	\$222,360	-18.0
Sunday magazine	1,843	5,497	-66.5
B2B magazines	797	1,599	-50.1
Local magazines	138	247	-44.0
Spanish-language magazines	427	452	-5.5
Newspaper	28,366	57,599	-50.8
National newspaper	8,938	12,135	-26.3
Spanish-language Newspaper	786	621	26.6
Network TV	254,277	252,218	0.8
Spot TV	288,011	311,362	-7.5
Syndicated TV	159	6,447	-97.5
Cable TV networks	98,497	100,001	-1.5
Spanish-language TV	17,778	8,904	99.7
Network radio	NA	1,245	NA
National spot radio	843	1,126	-25.1
Local radio	15,690	15,310	2.5
Outdoor	16,154	19,600	-17.6
Internet	28,574	6,929	312.4
Measured media	943,502	1,023,650	-7.8
Unmeasured spending	385,374	418,111	-7.8
Total	1,328,875	1,441,761	-7.8
By brand	2006	2005	% chg
Nissan	740,523	813,522	-9.0
Infiniti	202,979	210,128	-3.4

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$90,072	\$85,071	5.9
Earnings	3,965	4,674	-15.2
North America	2006	2005	% chg
Sales	39,153	38,251	2.4
Division sales	2006	2005	% chg
Automotive	88,190	80,127	10.1
Financing	5,977	4,944	20.9

## Headquarters

Nissan Motor Co./17-1, Ginza 6-chome, Chuo-ku, Tokyo, Japan 104-8023/Phone: 81-3-3543-5523.

## U.S. Headquarters

Nissan Motor Co./Nissan North America, 333 Commerce St., Nashville, Tenn. 32207/Phone: (615) 725-1000.

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## Notes

Nissan North America in summer 2006 moved U.S. headquarters from Gardena, Calif., to Tennessee, putting its offices close to its U.S. manufacturing operations.

## Personnel, brands, agencies

**Corporate:** Carlos Ghosn, pres & CEO; Norio Matsumura, exec VP-mktg; Jan Thompson, sr VP-global mktg; Nissan North America: Brad Bradshaw, sr VP-sls & mktg; Steve Kerho, dir-media & interactive; Larry Dominique, VP-prod plng & strategy.

**Infiniti Division:** 333 Commerce St., Nashville, Tenn. 37201/Phone: (615) 725-1000. Mark Igo, VP & gm; Mitch Davis, dir-mktg; Deb Thomas, sr mgr-media.

**TBWA Worldwide**, Los Angeles. John McNeel, ww mg dir. — Infiniti vehicles.

**OMD Worldwide**, Los Angeles. Jim Helberg, acct dir-Los Angeles. — media svcs, Infiniti.

**Nissan Division:** 333 Commerce St., Nashville, Tenn. 37201/Phone: (615) 725-1000. Bill Bosley, VP & gm; Mike Fischer, dir-mktg comms; Michelle Erwin, corp mgr-adv; Karen Gustafson, sr mgr-media; Melissa Adams, sr mgr-media & multicultural.

**TBWA Worldwide**, Los Angeles. John McNeel, ww mg dir. — Nissan vehicles.

**OMD Worldwide**, Los Angeles. Jim Helberg, acct dir-Los Angeles. — media svcs, Nissan.

**True Agency**, Los Angeles. Valencia Gayles, pres. — African-American adv.

**Vidal Partnership**, New York. Kathryn Whitlock, grp acct dir. — Hispanic adv.

## 36 Novartis

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$58,326	\$78,975	-26.1
Sunday magazine	3,369	4,624	-27.1
B2B magazines	2,180	1,633	33.5
Local magazines	20	23	-16.3
Spanish-language magazines	142	145	-2.5
Newspaper	2,490	1,618	53.9
National newspaper	NA	12	NA
Spanish-language Newspaper	1	NA	NA
FSI	17,139	15,174	12.9
Network TV	151,634	165,245	-8.2
Spot TV	6,118	10,473	-41.6
Syndicated TV	56,427	50,615	11.5
Cable TV networks	130,651	159,996	-18.3
Spanish-language TV	4,077	5,094	-20.0
Network radio	2,657	2,746	-3.2
National spot radio	2,884	2,710	6.4
Local radio	7,788	4,238	83.8
Outdoor	287	19	NA
Internet	27,283	25,525	6.9
Measured media	473,470	528,864	-10.5
Unmeasured spending	578,686	646,390	-10.5
Total	1,052,156	1,175,254	-10.5

## By brand

	2006	2005	% chg
Lamisil	121,307	143,043	-15.2
Zelnorm	85,182	62,445	36.4
Excedrin	57,613	50,990	13.0
Gerber	45,147	80,767	-44.1
Benefiber	21,230	20,794	2.1
Theraflu	20,664	18,332	12.7
Triaminic	18,654	19,724	-5.4
Novartis	14,760	9,778	51.0
O2 Optix	14,436	26,971	-46.5
Gas-X	12,608	6,237	102.1
Maalox	11,426	11,714	-2.5
Femara	11,159	26,595	-58.0

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$37,020	\$32,212	14.9
Earnings	7,202	6,141	17.3
U.S.	2006	2005	% chg
Sales	14,998	12,587	19.2
Division sales	2006	2005	% chg
Pharmaceuticals	22,570	20,262	11.4
Consumer health	6,540	7,256	-9.9
Sandoz	5,959	3,694	61.3
Vaccines and Diagnostics	956	0	NA

## Headquarters

Novartis/Lischstrasse 35, Basel, Switzerland CH 4002/Phone: 41-61-324-1111.

## U.S. Headquarters

Novartis/Novartis Corp., 608 Fifth Ave., New York, N.Y. 10020/Phone: (212) 307-1122.

## Notes

Novartis in April 2007 agreed to sell its Gerber unit to Nestle for \$5.5 billion. This came after Nestle's late 2006 purchase of Novartis Medical Nutrition for \$2.5 billion.

Novartis in third quarter 2005 paid \$646 million for the U.S. and Canadian Consumer Medicines operations of Bristol-Myers Squibb, gaining Excedrin, Bufferin, Comtrex, Keri, 4-Way, Vagistat, No-Doz and Mineral Ice in the U.S. and Canada, although not on a worldwide basis.

## Personnel, brands, agencies

**Corporate:** Daniel Vasella, chmn & CEO.

**MindShare Worldwide**, New York. Beth LeMessarurier, sr ptrn & strategic plng dir. — media svcs, Novartis.

**CIBA Vision Corp.:** 11460 Johns Creek Pkwy., Duluth, Ga. 30097/Phone: (770) 476-3937. Michael Kehoe, CEO; Henna Inam, pres-Americas region; Julie Collins, dir-N. Amer. cons mktg.

**Saatchi & Saatchi**, New York. Pat Jackson, exec VP & sr grp acct dir. — Dailies, Night & Day, o2Optix, all contact lens brands.

**Novartis Animal Health U.S.:** 3200 Northline Ave., Ste. 300, Greensboro, N.C. 27408/Phone: (336) 387-1000. Robert W. Jones, CEO.

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**Colle & McVoy**, Minneapolis. Christine Fruechte, pres. — Deramaxx dog Rx.

**Trone**, High Point, N.C. Lee Trone, chmn & CEO. — Novartis.

**Morgan & Myers**, Milwaukee. Gary Myers, pres & CEO. — Novartis.

**Novartis Consumer Health**: 200 Kimball Dr., Parsippany, N.J. 07054-0622/Phone: (973) 503-7760. Larry Allgaier, CEO; Marian McNamara, sr VP-OTC bus unit.

**Euro RSCG Life MetaMax**, New York. Doug Burcin, pres. — Benefiber, Gas-X, Maalox, Ex-Lax, Tekturna.

**Euro RSCG Worldwide**, New York. Larry Pollare, global brand dir. — Ex-lax, Gas X, Keri, Maalox, Nicotinell, Vagistat.

**LifeBrands(A Publicis Healthcare Communications Group Company)**, New York, N.Y. Jeff Halpern, dir-strategic plng. — healthcare adv, Oncology New Products.

**Manning Selvage & Lee**, New York. Kelly Dencker, healthcare practice dir. — pr, Gas-X, Nicotinelli, Triaminic and corp PR support.

**Saatchi & Saatchi**, New York. Patten Jackson, global equality dir. — Theraflu, Triaminic, Buckley's, Excedrin, Lamisil, Lamisilk.

**Novartis Pharmaceuticals Corp.:** 1 Health Plaza, East Hanover, N.J. 07936/Phone: (973) 778-8300. Alex Gorsky, CEO, Americas div; Nancy Lurker, chief mktg officer; Constance Mossop, exec dir-agency relations & ops.

**Cline Davis & Mann**, New York. Lisa Steinhardt, VP & acct grp super. — Elidel, Tobi, Xolair and respiratory pipeline.

**CommonHealth**, Parsippany, N.J. Matt Geigerich, pres & CEO; Davis Chaplan, mg ptnr; John Nosta, pres-Noesis. — Prevacid, transplant franchise, Visudyne.

**DDB Worldwide Communications Group**, New York. Ellen Fields, grp acct dir. — Enablex, Tobi, Xolair.

**Deutsch**, New York. Val Di Febo, pres. — Lamisil Tablets, Zelnorm, Diovan, Motrin, Tekturna, Prevacid, Lotrel, Famvir, BP Zone.

**Gotham**, New York. Gunnar Wilmot, chmn & CEO. — Comtrex, Keri.

**Integrated Communications Corp.**, Parsippany, N.J. Steve Vivano, pres; Marcy Leger, exec VP & mgmt super. — Diovan, Famvir, Zelnorm, Lamisil, Lotrel, Rasilez, Starlix.

**McCann Erickson Worldwide**, New York. Andrew Schirmer, exec VP-McCann Human Healthcare; Rodger Groves, sr VP & grp dir. — Aclasta, Aricept, Chantix, Viagra.

**McCann HumanCare**, Parsippany, N.J. Charlie Buckwell, CEO; Joe Poggi, pres-echo Torre Lazur; Marci Piasecki, CEO-Torre Lazur McCann; Maureen Regan, CEO-Reagan Campbell Ward McCann. — Aricept, UK-451,061 (HIV), CP-690,550 (RA / Transplant), Lumiracoxib, Aclasta.

**Merkley & Partners**, New York. Mandy Antoniaci, grp acct dir. — Femara.

**Regan Campbell Ward/McCann**, New York. Maureen Regan, mg ptnr. — Aclasta, Reclast.

**Torre Lazur McCann**, East Hanover, N.J. Joe Poggi, pres; Marci Piasecki, CEO. — Lumiracoxib, Tyzeka/Sebivo, Reclast.

**Marketing Drive**, Norwalk, Conn. Michael Harris, CEO. — Benefiber, Gas-X, Maalox, Keri, Ex-Lax, Lamisil.

**Footsteps**, New York. Deirdre Smalls, grp acct dir. — African-American adv, Novartis Pharmaceuticals.

**Novartis Vaccines and Diagnostics**: 350 Massachusetts Ave, Cambridge, Mass. 02139/Phone: (510) 923-6500. Rajiv DeSilva, head, Americas div.

**Dorland Global Corp.**, Philadelphia. Rita Sweeney, pres & chief operating officer.

## 99 Office Depot

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	NA	\$154	NA
B2B magazines	.44	153	-71.2
Spanish-language magazines	.64	64	0.2
Newspaper	47,180	30,500	54.7
National newspaper	.593	95	526.5
Spanish-language Newspaper	.662	416	59.2
Network TV	23,934	37,901	-36.9
Spot TV	2,222	1,930	15.2
Cable TV networks	19,644	15,107	30.0
Network radio	6,539	336	NA
National spot radio	3,557	1,000	255.7
Local radio	2,991	7,231	-58.6
Outdoor	.7	NA	NA
Internet	12,516	5,731	118.4
Measured media	119,952	100,615	19.2
Unmeasured spending	222,769	213,807	4.2
Total	342,721	314,422	9.0

By brand	2006	2005	% chg
Office Depot	119,436	100,300	19.1

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$15,011	\$14,279	5.1
Earnings	.516	274	88.5
U.S.	2006	2005	% chg
Sales	11,234	10,571	6.3
Operating profit	.842	744	13.2
Division sales	2006	2005	% chg
N. Amer. retail	6,789	6,510	4.3
Business svcs group	4,577	4,301	6.4
International	3,645	3,471	5.0

### Headquarters

Office Depot/2200 Old Germantown Rd., Delray Beach, Fla. 33445/Phone: (561) 438-4800.

### Personnel, brands, agencies

**Corporate:** Steve Odland, chmn & CEO; Charles E. Brown, pres-intl; Patricia McKay, exec VP & cfo; David Fannin, exec VP & genl council. Chuck Rubin, pres-retail, N. Amer.; Cynthia Campbell, exec VP-bus solutions.

**Kaplan Thaler Group**, New York. Robin Koval, pres. — Office Depot.

**Prometheus**, New York. Matt Kasindorf, mg dir-east, Prometheus. — media svcs.

**Avenue A/Razorfish**, San Francisco. Colin Kinsella, pres-west region. — interactive mktg.

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

## 27 J.C. Penney Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$53,854	\$49,662	8.4
Sunday magazine	10,383	4,931	110.5
B2B magazines	253	232	8.7
Spanish-language magazines	372	208	78.4
Newspaper	155,184	152,903	1.5
National newspaper	4,833	1,178	310.2
Spanish-language Newspaper	370	680	-45.5
FSI	1,529	1,367	11.9
Network TV	111,994	98,674	13.5
Spot TV	1,408	154	815.1
Syndicated TV	99	6,546	-98.5
Cable TV networks	29,960	26,780	11.9
Spanish-language TV	28,751	22,876	25.7
Network radio	12,337	15,911	-22.5
National spot radio	11,793	11,098	6.3
Local radio	8,563	8,162	4.9
Outdoor	98	140	-30.2
Internet	33,126	32,458	2.1
Measured media	464,905	433,961	7.1
Unmeasured spending	697,358	650,941	7.1
Total	1,162,263	1,084,901	7.1
<b>By brand</b>	<b>2006</b>	<b>2005</b>	<b>% chg</b>
JCPenney	462,510	422,719	9.4

### Sales & earnings (\$ in millions)

Worldwide & U.S.	2006	2005	% chg
Sales	\$19,903	\$18,781	6.0
Earnings	1,153	1,088	6.0

### Headquarters

J.C. Penney Co./6501 Legacy Dr., Plano, Texas 75024-3698/Phone: (972) 431-1000.

### Personnel, brands, agencies

**Corporate:** Mike Ullman, chmn & CEO; Ken Hicks, chmn, pres & chief mktg officer-J.C. Penney stores, catalog & internet; Mike Boylson, exec VP & chief mktg officer; Leslie Palmer, VP & dir-creative svcs; Todd Beurman, natl adv dir; Robin Thomas, natl media mgr; Merle Davidson, local market media dir; Merianne Roth, brand mktg & publicity dir; Manny Fernandez, mgr-multi-cultural & specialty mktg support; Joseph Abbati, graphic design & packaging dir.

**Dieste Harmel & Partners**, Dallas. Yolanda Cassity, exec dir. — Hispanic adv, J.C. Penney.

**InterTrend Communications**, Long Beach, Calif. Julia Huang, pres & CEO; Wade Guang, acct dir; Rita Cheng, sr acct super. — Asian-American adv, J.C. Penney.

**Saatchi & Saatchi**, New York. Michael Zuna, exec VP & acct dir.

**OMD**, Chicago. Scot Butler, acct dir; Ed Hughes, acct dir-Chicago. — media buying, media plng, broadcast & print, J.C. Penney.

## 24 PepsiCo

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$191,640	\$188,627	1.6
Sunday magazine	7,331	4,805	52.6
B2B magazines	962	1,233	-22.0
Local magazines	NA	35	NA
Spanish-language magazines	121	316	-61.5
Newspaper	4,769	10,801	-55.8
National newspaper	477	1,200	-60.3
Spanish-language Newspaper	331	109	203.0
FSI	20,462	21,205	-3.5
Network TV	354,462	443,633	-20.1
Spot TV	60,484	74,033	-18.3
Syndicated TV	49,923	56,874	-12.2
Cable TV networks	156,629	166,105	-5.7
Spanish-language TV	49,124	61,313	-19.9
Network radio	7,955	12,274	-35.2
National spot radio	6,180	8,417	-26.6
Local radio	35,463	39,791	-10.9
Outdoor	4,960	15,120	-67.2
Internet	14,313	19,103	-25.1
Measured media	965,587	1,124,992	-14.2
Unmeasured spending	357,135	336,037	6.3
Total	1,322,721	1,461,029	-9.5
<b>By brand</b>	<b>2006</b>	<b>2005</b>	<b>% chg</b>
Pepsi	191,772	257,793	-25.6
Gatorade	182,994	206,256	-11.3
Quaker	182,924	193,549	-5.5
Propel	68,411	63,228	8.2
Lay's	68,331	74,749	-8.6
Mountain Dew	57,636	55,119	4.6
Sierra Mist	35,343	52,381	-32.5
Tostitos	35,332	29,051	21.6
Rice-A-Roni	18,562	16,783	10.6
Aquafina	18,205	27,205	-33.1
Tropicana	17,770	58,796	-69.8
Smart Spot	17,277	157	NA
Doritos	12,856	29,763	-56.8
Cheetos	12,825	10,262	25.0

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$35,137	\$32,562	7.9
Earnings	5,065	4,536	11.7
<b>U.S.</b>	<b>2006</b>	<b>2005</b>	<b>% chg</b>
Sales	22,178	21,186	4.7
Income before taxes	3,844	3,175	21.1
<b>Division sales</b>	<b>2006</b>	<b>2005</b>	<b>% chg</b>
PepsiCo International	12,959	11,376	13.9
Frito-Lay North America	10,844	10,322	5.1
PepsiCo Beverages N. Amer.	9,565	9,146	4.6
Quaker Foods N. Amer.	1,769	1,718	3.0

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Quaker Foods N. Amer.	1,769	1,718	3.0

### Headquarters

PepsiCo/700 Anderson Hill Rd., Purchase, N.Y. 10577/Phone: (914) 253-2000.

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

## Personnel, brands, agencies

**Corporate:** Indra Nooyi, chmn & CEO.

**Frito-Lay N. Amer.:** 7701 Legacy Dr., Plano, Texas 75024/Phone: (972) 334-7000. Al Carey, pres & CEO; Jaya Kumar, chief mktg officer.

**BBDO Worldwide**, New York. Jennifer Kuratek, sr VP & sr acct dir. — Cheetos, Lay's, Health & Wellness, Ruffles, Stax.

**AtmosphereBBDO**, New York. Andreas Combuechen, CEO & chief creative officer; Katie Riccio Puris, acct dir.

**Element 79 Partners**, Chicago. Kim Noles, sr VP & mgmt dir-Quaker; Tracey Button, sr VP & mgmt dir-Tostitos & Fritos. — Cracker Jack, Chewy Granola Bars, Quaker Snack Bars, Quaker Rice Snacks.

**Goodby, Silverstein & Partners**, San Francisco. Kelly Johnson, acct dir. — Doritos, Frito-Lay.

**OMD Worldwide**, Plano, Texas. Chris Hoopes, client comms dir; Jennifer Gardner, natl TV dir. — media svcs.

**Pepsi Cola N. Amer.:** 700 Anderson Hill Rd., Purchase, N.Y. 10577/Phone: 914-253-2000. Dawn Hudson, pres & CEO; Cie Nicholson, sr VP & chief mktg officer; Meena Mansharamani, sr VP- innovation & insights.

**BBDO Worldwide**, New York. Cathy Isrealevitz, sr VP & sr acct dir. — Amp, Aquafina, Code Red, Mountain Dew, Sierra Mist, Wild Cherry Pepsi.

**DDB Worldwide Communications Group**, New York. Peter Hempel, pres-DDB, New York. — Diet Pepsi.

**Goodby, Silverstein & Partners**, New York. Harold Sogard, ptrn. — North American Coffee Partnership.

**OMD Worldwide**, New York. Gail K. Stein, client comms dir; Jennifer Gardner, natl TV dir. — media svcs.

**Dieste Harmel & Partners**, New York. Jose Pablo Rodriguez, acct dir. — Hispanic adv.

**Spike DDB**, New York. Tara DeVeux, acct dir. — African-American adv.

**TracyLocke**, Dallas. Ron Askew, pres & CEO; Mike Musachio, chief creative officer-Conn. & New York. — sls promo, materials, brand platform, integrated svcs.

**Tribal DDB**, New York. Christian Deitrich, grp acct dir- interactive mktg. — interactive mktg.

**QTG (Quaker, Tropicana & Gatorade):** 555 W. Monroe St., Chicago, Ill. 60661/Phone: 312-821-1000. John Compton, CEO & pres-QTG; Charles Maniscalco, pres-Gatorade; Greg Shearson, pres-Tropicana; Todd Magazine, pres-Quaker Foods; Albert Manzone, pres-PepsiCo & Shelf Stable juices; Linda J. Caffarello, dir-media svcs.

**Element 79 Partners**, Chicago. Don Durbin, sr VP & mgmt dir-Gatorade, Propel Fitness Water; Kim Noles, sr VP & mgmt dir-Aunt Jemima, Cap'n Crunch, Life Cereal, Quaker Hot Cereals, Rice-A-Roni, Tropicana.

**OMD Worldwide**, New York & Chicago. Bob Porcaro, client comms dir; Jennifer Gardner, natl TV dir. — media plng, Quaker, Tropicana, Gatorade.

**Dieste Harmel & Partners**, Dallas. Salma Gottfried, exec dir. — Hispanic adv.

**Tribal DDB**, Chicago. Paul Gunning, pres-Tribal East. — interactive mktg.

**SoBe Beverage:** 40 Richards Ave., Norwalk, Conn. 06854/Phone: (203) 899-7111. Jeff Dubiel, VP-mktg, premium beverages; Darrell Johnson, brand dir-SoBe.; Jeff Dec, brand mgr-SoBe Energy.

**Jager Di Paola Kemp Design**, Burlington, Vt. Leigh Horton, acct dir. — SoBe Adrenaline Rush.

## 31 Pfizer

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$239,236	\$195,485	22.4
Sunday magazine	49,920	25,282	97.5
B2B magazines	2,004	1,919	4.4
Local magazines	28	3	762.5
Spanish-language magazines	78	52	48.9
Newspaper	45,185	27,065	67.0
National newspaper	18,012	18,286	-1.5
Spanish-language Newspaper	187	316	-40.7
FSI	NA	23	NA
Network TV	156,957	116,795	34.4
Spot TV	24,281	12,554	93.4
Syndicated TV	29,568	18,381	60.9
Cable TV networks	65,635	54,396	20.7
Spanish-language TV	NA	8,604	NA
Network radio	4,407	6,084	-27.6
National spot radio	1,259	424	197.0
Local radio	1,974	2,697	-26.8
Outdoor	1,059	611	73.2
Internet	23,156	20,550	12.7
Measured media	662,946	509,525	30.1
Unmeasured spending	441,964	339,684	30.1
Total	1,104,909	849,209	30.1

By brand	2006	2005	% chg
Lipitor	142,695	93,537	52.6
Viagra	100,929	80,556	25.3
Pfizer	82,998	70,947	17.0
Zyrtec	59,022	52,951	11.5
Relpax	53,767	59,634	-9.8
Detrol	46,860	44,483	5.3
Caduet	43,442	8,133	434.1
Celebrex	39,764	3,586	1008.8
Lyricea	33,092	579	5614.4
Aricept	22,644	33,399	-32.2
Mytimetoquit.com	16,335	0	NA
Zolofit	12,521	46,732	-73.2

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$48,371	\$47,405	2.0
Earnings	19,337	8,085	139.2
U.S.	2006	2005	% chg
Sales	25,822	24,751	4.3
Division sales	2006	2005	% chg
Pharmaceutical	45,083	44,269	1.8
Animal Health	2,311	2,206	4.8
Corporate/Other	977	930	5.1

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## Headquarters

Pfizer/235 E. 42nd St., New York, N.Y. 10017/Phone: (212) 573-2323.

## Notes

Pfizer on Dec. 20, 2006, completed its sale of the Pfizer Consumer Healthcare—part of the former Warner-Lambert—to Johnson & Johnson for \$16.6 billion cash. Brands included Listerine, Purell, Sudafed, Lubriderm, Rogaine and Nicotrol.

To clear regulatory hurdles, J&J sold six brands: Pfizer's Zantac over-the-counter heartburn drug, sold Dec. 20, 2006, to Germany's Boehringer Ingelheim Pharmaceuticals for \$510 million; and three Pfizer brands (Cortizone anti-itch cream, Unisom sleep aid, Kaopectate diarrhea treatment) and two J&J brands (Balmex diaper rash treatment and Act mouthwash), acquired by Chatterm Inc. for \$410 million in early 2007.

Ad Age's Pfizer ad spending figures exclude Pfizer Consumer Healthcare for both 2005 and 2006.

Pfizer bought Warner-Lambert in June 2000 for \$80 billion.

## Personnel, brands, agencies

**Corporate:** Henry A. McKinnell, chmn & CEO; Jeff Kindler, vice chmn & genl council; Karen Katen, vice chmn & pres-Pfizer Human Health; David Shedlarz, vice chmn.

**Mediaedge:cia**, New York. Rob Norman, ww CEO-MEC Interaction. — media svcs, Pfizer.

**Dieste Harmel & Partners**, New York. Jose Pablo Rodriguez, acct dir. — Hispanic adv, Pfizer.

**Animal Health Group:** 150 E. 42nd St., New York, N.Y. 10017/Phone: (212) 573-2323. Juan Ramon Alaix, pres-Animal Health Group.

**Charleston/Orwig**, Hartland, Wis. Lyle Orwig, CEO; Marcy Tessmann, acct grp dir. — Livestock products.

**Lyonheart**, New York. Chris Morton, exec VP-dir client svcs. — Pfizer Animal Health.

**Rhea & Kaiser Marketing Communications**, Naperville, Ill. Kim Cooke, VP & acct mgmt super; Diane Martin, VP & acct mgmt super. — Large animal, companion animal.

**Pfizer Pharmaceuticals Group:** 235 E. 42nd St., New York, N.Y. 10017/Phone: (212) 573-2323. Greg Duncan, pres-U.S. Pharmaceuticals.

**Berlin Cameron United**, New York. Andy Berlin, chmn. — Zyrtec.

**Cline Davis & Mann**, New York. Joan Bercovitz, sr VP- mgt super. — relationship mktg, Caduet.

**Euro RSCG Life LM&P**, New York. Barbara Patchefsky, sr VP & mgmt super; Heather Breslow, sr VP & mgmt super; Kevin King, sr VP & mgmt super; Mark Arnold, grp acct super. — Chantix/Champix corporate/endocrine care, Genotropin, Inspra, Lyrica, Maraviroc, Xalatan, Mytimetoquit.com.

**Kaplan Thaler Group**, New York. Robin Koval, pres. — Zolof, Celebrex, Lyrica, Lipitor.

**McCann Humancare**, New York. Andrew Schirmer, mg dir-McCann HumanCare. — Aricept, Bextra, Viagra.

**Pace**, New York. Kerry Cavender, acct dir; Jennifer Bagnall, acct dir; Mary Beriont, acct dir. — Xalatan, Xalacom, Revatio.

**Saatchi & Saatchi Consumer Healthcare**, New York. Joanna Jacobs, sr VP & acct dir. — Detrol LA.

**Carat**, New York. Sean Smith, VP & grp client dir. — media plng, media buying, Pfizer pharmaceuticals.

**Digitas**, Boston. Seth Solomons, exec VP. — relationship mktg & interactive, Spiriva, Viagra.

**OgilvyOne Worldwide**, New York. Belinda Ward, acct dir. — relationship mktg, Zolof, Relpax.

**CommonHealth**, Parsippany, N.J. Matt Giegerich, pres & CEO; Meg Columbia-Walsh, mg ptrn. — Chantix, Mytimetoquit.com.

## 98 Philips Electronics

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$39,526	\$47,829	-17.4
Sunday magazine	4,792	5,037	-4.9
B2B magazines	2,681	5,377	-50.1
Newspaper	229	14	NA
National newspaper	1,725	4,298	-59.9
Spanish-language Newspaper	1	3	-50.0
Network TV	22,428	37,070	-39.5
Spot TV	935	2,095	-55.4
Syndicated TV	2,490	4,424	-43.7
Cable TV networks	20,996	25,123	-16.4
Network radio	206	1,485	-86.1
National spot radio	3,089	469	558.5
Local radio	2,539	225	NA
Outdoor	94	31	202.6
Internet	3,519	8,136	-56.8
Measured media	105,250	141,615	-25.7
Unmeasured spending	245,582	195,563	25.6
Total	350,832	337,178	4.0

By brand	2006	2005	% chg
Philips	59,727	101,444	-41.1
Norelco	28,396	30,926	-8.2
Sonicare	13,809	7,046	96.0

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$33,717	\$31,897	5.7
Earnings	6,728	3,549	89.6
North America	2006	2005	% chg
Sales	9,855	9,284	6.2
Division sales	2006	2005	% chg
Consumer electronics	13,218	12,897	2.5
Medical systems	8,426	7,850	7.3
Lighting	6,831	5,909	15.6
Domestic appl./personal care	3,305	2,715	21.7
Other	1,933	2,526	-23.5
Semi-conductors	0	5,717	NA

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence. See Page 8 for methodology.

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## Headquarters

Philips Electronics/Breitner Center, Amstelplein 2, Amsterdam, Netherlands 1096 BC/Phone: 31-20-59-77-777.

## U.S. Headquarters

Philips Electronics/100 E. 42nd St., New York, N.Y. 10017/Phone: 888-367-7223.

## Personnel, brands, agencies

**Corporate:** Paul Zeven, CEO; Andrea Ragnetti, chief mktg officer.

**DDB Worldwide Communications Group**, New York. Peter Hempel, mg dir.

**Carat**, New York. Robin Reiner, acct dir. — media svcs, interactive mktg.

**Domestic Appliances & Personal Care:** 1010 Washington Blvd., Stamford, Conn. 06901/Phone: (203) 973-0200. Johan van Splunter, pres & CEO.

**DDB Worldwide Communications Group**, New York. John Paulson, grp acct dir. — Philips, Norelco.

**Philips Consumer Electronics:** 64 Perimeter Center East, Atlanta, Ga. 30346/Phone: (770) 821-2400. Frans van Houten, CEO-Consumer Electronics Business Groups.

**DDB Worldwide Communications Group**, New York. John Paulson, grp acct dir. — Philips.

**Philips Lighting Co.:** 200 Franklin Square Dr., P.O. Box 6800, Somerset, N.J. 08875-6800/Phone: (800) 555-0050. Theo van Deursen, pres & CEO.

**DDB Worldwide Communications Group**, Toronto. Molly Scotchmer, acct mgr.

## 1 Procter & Gamble Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$839,205	\$773,185	8.5
Sunday magazine	36,393	24,461	48.8
B2B magazines	5,368	4,925	9.0
Local magazines	27	56	-51.3
Spanish-language magazines	6,876	7,347	-6.4
Newspaper	26,352	14,212	85.4
National newspaper	5,187	2,560	102.6
Spanish-language Newspaper	62	151	-58.8
FSI	175,193	181,085	-3.3
Network TV	967,990	861,178	12.4
Spot TV	105,540	152,983	-31.0
Syndicated TV	313,736	320,800	-2.2
Cable TV networks	809,064	824,950	-1.9
Spanish-language TV	144,803	140,819	2.8
Network radio	15,525	25,546	-39.2
National spot radio	6,627	11,498	-42.4
Local radio	8,241	11,265	-26.8
Outdoor	6,377	4,484	42.2
Internet	53,967	33,510	61.0
Measured media	3,526,531	3,395,014	3.9
Unmeasured spending	1,371,429	1,192,843	15.0
Total	4,897,959	4,587,856	6.8

## By brand

	2006	2005	% chg
Olay	357,715	359,335	-0.5
Crest	234,525	218,993	7.1
Gillette	211,217	205,544	2.8
Pantene	207,135	205,720	0.7
Swiffer	140,214	98,949	41.7
Febreze	135,390	121,873	11.1
Tide	108,786	86,339	26.0
Cover Girl	108,118	86,638	24.8
Dayquil & Nyquil	91,948	70,026	31.3
Mr. Clean	91,393	74,565	22.6
Head & Shoulders	85,885	52,580	63.3
Clairol	80,342	74,688	7.6
Oral-B	77,512	128,835	-39.8
Folgers	72,636	30,571	137.6
Iams	72,472	57,903	25.2
Duracell	71,943	85,802	-16.2
Pampers	68,768	88,087	-21.9
Prilosec	67,870	100,441	-32.4
Secret	66,495	62,021	7.2
Charmin	63,913	63,675	0.4
Bounty	63,455	74,252	-14.5
Always	60,828	54,644	11.3
Herbal Essences	60,372	28,599	111.1
Actonel	59,458	62,355	-4.6
Old Spice	52,772	71,302	-26.0
Downy	47,520	31,990	48.5
Tampax	41,289	52,490	-21.3
Dawn	38,317	43,545	-12.0
Cascade	37,790	29,019	30.2
Gain	36,884	22,644	62.9
ThermaCare	34,407	43,991	-21.8
Pepto-Bismol	29,791	24,040	23.9
Pringles	28,273	28,204	0.2
Procter & Gamble	26,147	30,333	-13.8
Max Factor	24,417	15,613	56.4
Tag Body Spray	24,110	25,114	-4.0
Pur	22,149	24,276	-8.8
Braun	21,212	30,046	-29.4
Puffs	19,898	27,900	-28.7
Metamucil	19,869	40,403	-50.8
Aussie	19,432	21,525	-9.7
Vicks	19,380	14,202	36.5
Fibersure	19,201	0	NA
Noxzema	18,031	12,154	48.3
Luvs	14,536	27,656	-47.4
Bounce	12,844	10,001	28.4
Fixodent	11,770	14,080	-16.4
Cheer	11,682	4,001	192.0
Infusium	10,617	8,785	20.9

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$68,222	\$56,741	20.2
Earnings	8,684	6,923	25.4
North America	2006	2005	% chg
Sales	29,462	25,342	16.3
Pre-tax income	7,410	6,266	18.3

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Division sales	2006	2005	% chg
Beauty	21,126	19,483	8.4
Fabric & home care	17,149	15,262	12.4
Baby care & family care	11,972	11,890	0.7
Health care	7,852	7,786	0.8
Snacks & Coffee	4,383	3,140	39.6

## Headquarters

Procter & Gamble Co./1 Procter & Gamble Plaza, Cincinnati, Ohio 45202/Phone: (513) 983-1100.

## Notes

Procter & Gamble Co. on May 14, 2007, reorganized its global structure, folding in the Gillette business it bought in 2005.

P&G previously had three business units (each with several segments): Beauty & Health (beauty segment; health care); Household Care (fabric care and home care, baby care and family care; snacks, coffee and pet care); and Gillette (blades and razors; Duracell and Braun).

Under its new structure, P&G's three business units effective July 1, 2007, will be:

—Beauty Care (personal care, including skin care, grooming and shave care, cosmetics, personal cleansing, deodorants, antiperspirants and Braun; hair care; prestige products, including fragrance brands).

—Global Health & Well Being (feminine care, personal health care, pharmaceuticals, oral care, pet care, coffee and snacks).

—Household Care (fabric care, home care, family care, baby care, Duracell).

The three units will report to Susan E. Arnold, who moves to president-global business units from vice chair-P&G beauty & health. She continues to report to Chairman-President-CEO A.G. Lafley.

P&G also named Robert A. McDonald chief operating officer; Mr. McDonald, who continues to report to Mr. Lafley, had been vice chair-global operations.

Ms. Arnold and Mr. McDonald, both 53, are seen as the prime candidates to succeed Mr. Lafley, 60, whenever he retires.

Executives reporting to Ms. Arnold:

—Dimitri Panayotopoulos, 55, who moves from group president-global fabric care to vice chair-global household care. His business unit includes fabric care, home care, family care, baby care and a former Gillette Co. unit, Duracell. He will continue to be based in Cincinnati. He succeeds Bruce L. Byrnes, 59, who is retiring in 2008.

—Robert A. Steele, 51, who moves from group president-global household care to vice chair-global health and well-being. His business unit includes feminine care, personal health care, pharmaceuticals, oral care, pet care, coffee and snacks. He will continue to be based in Cincinnati.

—Charles V. Bergh, 49, who shifts from group president-global grooming to group president-global personal care. His responsibilities include skin care, grooming and shave care, cosmetics, personal cleansing, deodorants, antiperspirants and Braun. He will continue to be based in Boston, Gillette's base.

—Christopher de Lapuente, 44, who moves from group president-global professional and retail hair care to group president-global hair care. He is based in Geneva.

—Hartwig Langer, 51, is president-global prestige products, which includes P&G's fragrance brands. He is based in Geneva.

Reporting to Mr. McDonald:

—Werner Geissler, 54, moves from group president-Central & Eastern Europe, Middle East and Africa (CEEMEA) to vice chair-global operations, succeeding Mr. McDonald. Leaders of market development organizations—North America, Latin America, Western Europe, CEEMEA and Asia—will report to Mr. Geissler.

Mr. McDonald's duties expand to cover functional areas he didn't previously oversee, including marketing, research and development, and external relations. Jim Stengel, global marketing officer, now will report to the COO. Mr. Stengel previously reported to the CEO.

Mr. McDonald becomes the company's first chief operating officer since Durk Jager, who later went on to become CEO.

The moves sharply reduce the number of direct reports to Mr. Lafley from nearly a dozen down to three: Mr. McDonald, Ms. Arnold and Chief Financial Officer Clayton Daley, 55, who gets a bump up to vice chairman.

P&G also announced the retirement, effective Sept. 1, 2007, of Mark M. Leckie, 53, group president of the now-disbanded Gillette global business unit.

P&G in May 2007 said it expected organic sales growth of 5% to 6% and total sales growth of 11% to 12% for the year ending June 30, 2007.

There was strong speculation in 2007 that P&G would shed several of its slow-growing billion-dollar brands, including Duracell, Pringles and Folgers.

Mr. Lafley in May 2007 vowed that P&G will spend heavily on marketing for its year starting July 1, putting a big emphasis on "non-measured media," such as in-store promotions, unmeasured internet marketing and product sampling (for example, distribution of free Fusion razors by mail).

In calendar 2005 and 2006, P&G made several divestitures in the wake of its Gillette acquisition. The merged company, in compliance with FTC approval, sold Right Guard, Soft & Dri and Dry Idea to Henkel (Dial) for \$420 million in May 2006. P&G in late 2005 sold Gillette's Rembrandt oral care line to Johnson & Johnson and P&G's battery-powered SpinBrush toothbrush to Church & Dwight for \$75 million.

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P&G in 2006 sold two brands to Phoenix-based Innovative Brands: Pert Plus shampoo in July 2006 and Sure antiperspirant and deodorant in September 2006. (Unilever sells a deodorant in the U.K. called Sure; it markets that product as Degree in the U.S. and as Rexona in Europe, Australia, Asia and Latin America.)

In early 2006, P&G sold the Yardley brand to Lornamead Brands in the U.K. Yardley had limited U.S. distribution.

## Personnel, brands, agencies

**Corporate:** A.G. Lafley chmn, pres & CEO; Susan E. Arnold, pres-global bus; Robert A. McDonald, chief operating officer; Dimitri Panayotopoulos, vice chair-global household care; Robert A. Steele, vice chair-global health & well-being; Charles V. Bergh, grp pres-global personal care; Christopher de Lapuente, grp pres-global hair care; Hartwig Langer, pres-global prestige products; Werner Geissler, vice chair-global ops;

**Carat**, New York. Martin Cass, exec VP-head of comms plng. — comms plng, baby care, family care, pet care, snacks & beverages.

**Grey**, New York. Tamara Ingram, grp exec VP & exec mg dir. — CoverGirl, Max Factor, Downy, Febreze, Pantene, Pringles, Zest, DDF, Fine Fragrances.

**Kaplan Thaler Group**, New York. Joanne Miserandino, global acct dir. — Dawn, Swiffer.

**Leo Burnett Worldwide**, Chicago. Catherine Guthrie, exec VP & mg dir. — Always, Max Factor, Noxzema, Pert, Secret antiperspirant, Tampax.

**Medicus NY**, New York. Craig Narveson, VP & grp acct dir. — Asacol, Oral Care, Metamucil, Prilosec OTC, ThermaCare.

**Publicis USA**, New York. Gail Hollander, exec VP, global equity dir-P&G healthcare brands; Angela Pasqualucci, exec VP, global equity dir-P&G family brands. — Asacol, Bounty, Charmin, DayQuil, DayQuil sinus, Metamucil, NyQuil, NyQuil cough, Pepto-Bismol, Prilosec, Puffs, ThermaCare, Vicks VapoRub.

**Saatchi & Saatchi**, New York. Vaughan Emsley, exec VP & gm. — Cascade family, Tide family, Folgers, Home Café, Milestone, Crest family, Eukanuba, Fixodent, Iams, Scope, Head & Shoulders, Olay Personal Care Cleansing products, Olay Skin Care products, Olay Vitamins, Physique, Safeguard.

**Wieden & Kennedy**, Portland, Ore. Jenny Campbell, acct dir-Eukanuba & Ivory; Julia Porter, acct dir-Old Spice.

**Starcom MediaVest Group**, New York & Chicago. Marla Kaplowitz, exec VP & acct exec. — media svcs.

**Arc Worldwide**, Chicago. Nina Monahan, acct dir. — promo & shopper mktg.

**Bromley Communications**, San Antonio. Linda L. Aguayo, acct dir. — Hispanic adv, Always, Bounty, Charmin, Dawn, DayQuil, NyQuil, Pepto-Bismol, Vicks VapoRub, Vicks Casero.

**Burrell Communications Group**, Chicago. McGhee Williams Osse, co-CEO; Jamila Carrington, acct dir; Nikki Davis, VP & acct dir; LT Cushon-Dillard, VP & acct dir. — African-American adv, Always, Bounty, Charmin, Crest, Folgers, Gain, Luvs, Pampers, Tampax, Tide, Olay.

**Carol H. Williams Advertising**, Oakland, Calif. Carol H. Williams, CEO. — African-American adv, Cover Girl, Downy, Pantene Relaxed & Natural, Pantene Total You Tour, Pringles.

**Conill**, New York. Roland Janisse, grp acct dir. — Hispanic adv, Crest, Dreft, Folgers, Head & Shoulders, Olay, Pampers, Tide.

**Critical Mass**, Chicago. John McLaughlin, mg dir. — interactive mktg, Pampers.

**Integer Group**, Denver. Reuna Alishio, sr VP. — promo, retail mkg, acct specific mkg, partnerships.

**Leo Burnett Worldwide**, Puerto Rico. Pablo Miro, acct dir. — Hispanic adv, Ace, Gain, Herbal Essences.

**Marketing Drive**, Bentonville, Ark. Shannon Shoptaw, gm. — Always, Aussie, Bounce, Bounty, Braun, Cascade, Charmin, Cheer, Clairol, Cover Girl, Crest, Dawn, Dayquil & Nyquil, Downy, Duracell, Febreze, Fibersure, Fixodent, Folgers, Gain, Gillette, Herbal Essences, Iams, Infusium, Luvs, Max Factor, Metamucil, Mr. Clean, Noxzema, Olay, Old Spice, Oral-B, Pampers, Pantene, Pepto-Bismol, Prilosec, Pringles, Puffs, Pur, Secret, Swiffer Tag Body Spray, Tampax, Thermacare, Tide, Vicks, special project for Wal-Mart.

**Manning Selvage & Lee**, New York. Caryn Carmer, co-dir-cons. — pr, Always, Bounty, Charmin, Downy, Febreze, Mr. Clean, Prilosec, Swiffer.

**Winglatino**, New York. Jackie Bird, pres & CEO. — Hispanic adv, Cover Girl, Downy, Febreze, Max Factor.

**Clairol:** 1 Blachley Rd., Stamford, Conn. 06922/Phone: (203) 357-5000. Rob Matteucus, pres.

**Grey**, New York. Tamara Ingram, grp exec VP & exec mg dir. — Clairol, Hydrience, Natural Instincts, Nice 'n Easy, Ultress.

**Kaplan Thaler Group**, New York. Robin Koval, pres. — Aussie, Herbal Essences, Infusium 23.

**Marketing Drive**, Boston. Craig Millon, gm. — Aussie, Clairol, Herbal Essences, special project for Wal-Mart.

**Integer Group**, Denver. Reuna Alishio, sr VP. — promos, retail mktg, Clairol hair color.

**Winglatino**, New York. Jackie Bird, pres & CEO. — Hispanic adv, Clairol Hydrience, Clairol Nice 'n Easy.

**Gillette:** Prudential Tower Bldg, Boston, Mass. 02199/Phone: (617) 421 7000. Mark Leckie, pres-Gillette global bus unit.

**Arnold Worldwide**, Boston. Paul Nelson, sr VP & grp acct dir. — Tag Body Spray.

**BBDO Worldwide**, New York. Simon Marlow, exec VP & mg dir. — Gillette Fusion, Mach 3, Venus, Sensor3, Prestobarba, Slalom, Daisy, GoodNews, Custom Plus.

**GMR Marketing**, Chicago. Mike Boykin, sr VP. — Gillette.

**Marketing Drive**, Boston. Shannon Shoptaw, gm. — Gillette, Tag Body Spray, Venus, special project for Wal-Mart.

**Starcom MediaVest Group**, Chicago. Marla Kaplowitz, exec VP & mg dir-media. — Daisy, Gillette Fusion, Mach3, Prestobarba, Sensor3, Slalom, Venus.

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## 97 Qwest Communications International

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$48	\$80	-39.9
B2B magazines	460	753	-38.9
Local magazines	37	NA	NA
Newspaper	22,657	24,161	-6.2
National newspaper	NA	9	NA
Spanish-language Newspaper	63	319	-80.2
Spot TV	55,193	41,092	34.3
Syndicated TV	31	NA	NA
Cable TV networks	7	NA	NA
National spot radio	1,213	3,258	-62.8
Local radio	3,918	6,810	-42.5
Outdoor	8,309	3,473	139.3
Internet	2,645	16,119	-83.6
Measured media	94,580	96,074	-1.6
Unmeasured spending	267,797	256,490	4.4
Total	362,377	352,564	2.8
By brand	2006	2005	% chg
Qwest	93,420	94,596	-1.2

### Sales & earnings (\$ in millions)

Worldwide & U.S.	2006	2005	% chg
Sales	\$13,923	\$13,903	0.1
Earnings	593	-779	NA
Division sales	2006	2005	% chg
Wireline	13,328	13,335	-0.1
Wireless	557	527	5.7
Other Services	38	41	-7.3

### Headquarters

Qwest Communications International/1801 California St., Denver, Colo. 80202/Phone: (303) 992-2966.

### Personnel, brands, agencies

**Corporate:** Richard Notebaert, chmn & CEO; Laura Sankey, exec VP-mktg & comms.

**Agency in review.** — Qwest.

## 95 Reckitt Benckiser

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$15,988	\$14,872	7.5
B2B magazines	462	1,054	-56.1
Newspaper	5	8	-32.9
National newspaper	104	NA	NA
FSI	55,039	61,336	-10.3
Network TV	110,254	102,956	7.1
Spot TV	18,326	14,915	22.9
Syndicated TV	19,441	24,395	-20.3
Cable TV networks	63,944	66,065	-3.2
Network radio	NA	29	NA
National spot radio	62	312	-80.0
Local radio	1,645	1,437	14.4

By media	2006	2005	% chg
Outdoor	91	73	25.1
Internet	635	637	-0.3
Measured media	285,996	288,088	-0.7
Unmeasured spending	80,666	81,256	-0.7
Total	366,661	369,344	-7

By brand	2006	2005	% chg
Lysol	48,495	33,910	43.0
Airwick	38,086	28,270	34.7
Easy-Off	28,797	21,708	32.7
Electrasol	21,448	12,062	77.8
Veet	19,074	20,050	-4.9
Clearasil	15,633	15,955	-2.0
Spray 'n Wash	10,109	15,105	-33.1

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$9,014	\$7,574	19.0
Earnings	1,234	1,213	1.8
Division sales	2006	2005	% chg
Health & Personal Care	2,260	1,200	88.3
Fabric Care	2,187	2,017	8.4
Surface Care	1,665	1,579	5.4
Home Care	1,267	1,138	11.3
Dishwashing	1,082	1,049	3.1
Food	355	353	0.6
Other Household	198	237	-16.5

### Headquarters

Reckitt Benckiser/103-105 Bath Rd., Slough, Berkshire, U.K. SL1 3UH/Phone: 44-1753-217-800.

### U.S. Headquarters

Reckitt Benckiser/Morris Corporate Center IV, 399 Interpace Pkwy., Parsippany, N.J. 07054/Phone: (973) 404-2829.

### Notes

Reckitt Benckiser acquired in February 2006 Boots Healthcare International, the consumer healthcare unit of U.K.-based Boots Group.

### Personnel, brands, agencies

**Corporate:** Bart Becht, CEO; Javed Ahmed, exec VP-North American and Australia, regional dir-North American Household; Freddy Caspers, exec VP-developing markets; Colin Day, cfo; Gareth Hill, sr VP-information svcs; Rakesh Kapoor, exec VP-category devel; Alain Le Goff, exec VP-supply; Elio Leoni-Sceti, exec-VP-Europe; Frank Ruether, sr VP-HR.

**MPG**, New York. Sherry Pinkoff, sr VP & grp acct dir. — media buying.

**Reckitt Benckiser North America:** Morris Corporate Center IV, 399 Interpace Pkwy., Parsippany, N.J. 07054-0225/Phone: (973) 404-2600. Javed Ahmed, exec VP-N. Amer. & Australia & regional dir, N. Amer. Household div.

**Euro RSCG Worldwide**, New York. David Bartlem, grp acct dir. — Air Wick, Cattlemen's Barbeque Sauce, Clearasil, d-Con, Easy Off, Bam, Electrasol, Frank's RedHot, French's Mustard, French's French Fried Onions, Jet Dry, Lime-A-Way, Lysol, Old English, Resolve, Rid-X, Spray 'n Wash, Veet, Woolite.

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**MPG**, New York. Sherry Pinkoff, sr VP & grp acct dir. — media buying.

**Catapult Integrated Services**, Westport, Conn. Paul Kramer, chief operating officer; Margaret Lewis, VP; Peter Cloutier, pres -East Catapult. — trade key events & cons promo.

**CooperKatz & Company**, New York. Holly Jespersen, acct super; Lesley Weiner, sr acct exec. — pr, Veet.

**e-centives.com**, Bethesda, Md. Amori Langstaff, acct lead & VP client svcs; Heather Jacobs, sr acct mgr; Mei Hua Collins, sr acct mgr. — interactive mktg.

**EastWest Creative**, New York. Cliff Medney, chief mktg officer; Janet Leprine, acct dir. — cons promo, Electrasol, Veet, Airwick.

**Lippe Taylor**, New York. Gerald Taylor, gm. — pr, Woolite.

**Source Marketing**, Westport, Conn. Randy Musiker, sr VP. — cons promo, French's GourMayo, French's Worcestershire Sauce, French's French Fried Onions, French's Potato Sticks, Frank's RedHot, Cattlemen's, Easy Off, Glass Plus, Mop & Glo, Lime-A-Way.

## 92 SABMiller

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$16,750	\$30,370	-44.8
B2B magazines	1,011	958	5.4
Local magazines	108	NA	NA
Spanish-language magazines	7	8	-1.3
Newspaper	1,877	6,211	-69.8
National newspaper	799	1,777	-55.1
Spanish-language Newspaper	118	255	-53.6
FSI	51	NA	NA
Network TV	68,373	79,671	-14.2
Spot TV	30,291	20,723	46.2
Syndicated TV	NA	2,322	NA
Cable TV networks	43,349	65,583	-33.9
Spanish-language TV	40,245	36,428	10.5
Network radio	89	89	-0.1
National spot radio	1,088	1,849	-41.2
Local radio	18,403	23,169	-20.6
Outdoor	13,960	20,396	-31.6
Internet	4,477	4,548	-1.6
Measured media	240,994	294,355	-18.1
Unmeasured spending	129,766	158,499	-18.1
Total	370,760	452,854	-18.1
By brand	2006	2005	% chg
Miller	227,549	283,803	-19.8

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$18,620	\$15,307	21.6
U.S.	2006	2005	% chg
Sales	4,887	4,912	-0.5
EBIT	454	487	-6.8

### Headquarters

SABMiller/1 Stanhope Gate, London, United Kingdom W1K 1AF/Phone: 44 20 7659 0100.

### U.S. Headquarters

SABMiller/3939 W. Highland Blvd., Milwaukee, Wis. 53201/Phone: (414) 931-2000.

### Notes

SABMiller was created by the combination of South African Breweries (SAB) and Miller Brewing Co. resulting from SAB's 2002 majority purchase of Miller from Altria Group. Altria owned a 28.6% stake in SABMiller as of March 2007.

### Personnel, brands, agencies

**Corporate:** Graham Mackay, CEO.

**Miller Brewing Co.:** 3939 W. Highland Blvd., Milwaukee, Wis. 53201/Phone: (414) 931-2000. Tom Long, pres & CEO; Randy Ransom, exec VP & chief mktg officer; Tom Cardella, sr VP-sls & distribution; Erv Frederick, VP-brand strategy, Miller Lite; Deb Boyda, VP-brand content; Jackie Woodward, VP-mktg & media svcs; Ed Gawronski, VP-mktg & bus insights.

**Bartle Bogle Hegarty**, New York. Gwin Jones, CEO. — Miller Lite.

**Mother**, New York. Andrew Deitchman, acct dir; Linus Karlsson, acct dir. — Milwaukee's Best Light.

**Saatchi & Saatchi**, New York. Mary Baglivo, CEO. — Miller High Life.

**Y&R**, Chicago. Kary McIlwain, pres & CEO. — Miller Trademark.

**Arc Worldwide**, Chicago. Ken Hicks, sr VP & grp acct dir. — sls promo, Miller Trademark.

**Bravo Group**, New York. Victor Garcia-Bory, acct dir. — Hispanic adv, Miller Trademark.

**Digitas**, Chicago. Tony Weisman, pres. — interactive mktg.

**GMR Marketing**, Milwaukee. Tony Besasie, sr VP. — sports & event mktg.

**Schupp Co.**, St. Louis. Mark Schupp, pres. — experiential mktg.

**Starcom USA**, Chicago. Valerie Beauchamp, acct dir. — media svcs.

**Team Enterprise**, Cooper City, Fla. Dan Gregory, pres. — sls promo.

**Upshot**, Chicago. Brian Kristofek, pres. — sls promo, Miller Trademark, Foster's, Pilsner Urquell, Peroni.

**Zubi Advertising Services**, Coral Gables, Fla. Luis Villamil, acct dir. — Hispanic adv, Miller Trademark.

## 72 Safeway

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$1,146	\$2,669	-57.0
B2B magazines	43	252	-82.9
Newspaper	21,550	26,314	-18.1
Spanish-language Newspaper	212	127	66.8
FSI	2,081	2,128	-2.2
Spot TV	42,618	37,363	14.1
Cable TV networks	135	179	-24.3
National spot radio	54,879	53,803	2.0
Local radio	66,202	67,576	-2.0
Outdoor	8,438	5,864	43.9
Internet	651	9	NA
Measured media	197,956	196,282	0.9
Unmeasured spending	335,618	285,392	17.6
Total	533,573	481,674	10.8

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By brand	2006	2005	% chg
Safeway	106,604	113,486	-6.1
Vons	35,413	33,839	4.7
Randalls	22,776	16,634	36.9
Dominick's	13,613	13,697	-0.6

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$40,185	\$38,416	4.6
Earnings	841	561	49.8
U.S.	2006	2005	% chg
Sales	34,721	33,569	3.4
Income before taxes	1,030	742	38.8

## Headquarters

Safeway/5918 Stoneridge Mall Rd., Pleasanton, Calif. 94588-3229/Phone: (925) 467-3000.

## Personnel, brands, agencies

**Corporate:** Steven A. Burd, chmn, pres & CEO; Michael Minasi, sr VP-mktg; Barbara Walker, grp VP-adv & mktg.

**DDB Worldwide Communications Group**, Chicago. Megan Birthistle, exec VP & mgmt super — agency of record-creative & plng svcs, Safeway, Vons, Carrs, Dominick's, Genuardi's, Pavilions, Randalls, Tom Thumb.

**Berlin Cameron United**, New York. William Grogan, pres. — creative projects, Safeway.

**Newspaper Services of America**, Chicago. Bob Shamberg, chmn & CEO. — Safeway.

**Castells & Asociados Advertising**, Los Angeles. Stan Levinson, acct dir. — Hispanic adv, Safeway.

**NAS Recruitment Communications**, Denver. Amanda Shewmake, VP. — recruitment mktg, Safeway.

## 80 Sanofi-Aventis

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$65,065	\$96,564	-32.6
Sunday magazine	9,218	13,843	-33.4
B2B magazines	997	901	10.7
Spanish-language magazines	46	39	17.5
Newspaper	2,863	5,047	-43.3
National newspaper	2,299	811	183.5
Spanish-language Newspaper	NA	0	NA
Network TV	85,879	91,155	-5.8
Spot TV	4,516	2,744	64.6
Syndicated TV	40,344	25,057	61.0
Cable TV networks	25,220	27,201	-7.3
Network radio	NA	2,679	NA
National spot radio	37	233	-84.3
Local radio	77	27	183.5
Outdoor	137	154	-10.7
Internet	8,770	8,243	6.4
Measured media	245,468	274,698	-10.6
Unmeasured spending	217,679	243,600	-10.6
Total	463,146	518,298	-10.6

By brand	2006	2005	% chg
Ambien	207,743	130,201	59.6
Lantus	13,113	1,682	679.6

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$35,463	\$33,797	4.9
Earnings	5,042	2,725	85.0
U.S.	2006	2005	% chg
Sales	12,456	11,873	4.9
Division sales	2006	2005	% chg
Prescription drugs	32,297	31,309	3.2
Human vaccines	3,166	2,557	23.8

## Headquarters

Sanofi-Aventis/174 Ave. de France, Paris, France 75013/Phone: 33-1-53-77-44-00.

## U.S. Headquarters

Sanofi-Aventis/300 Somerset Corporate Blvd., Bridgewater, N.J. 08807-2854/Phone: (908) 231-4000.

## Notes

Excluded from the ad totals is spending for Plavix blood thinner of which Sanofi holds a 49.9% stake; the figures are included in ad spending for partner Bristol-Myers Squibb, which holds a 50.1% share.

## Personnel, brands, agencies

**Corporate:** Jean Francios Deheq, chmn & CEO; Nicole Cranois, sr VP-comms.

**Publicis**, New York. Peter Zenobi, sr VP & grp acct dir. — Sanofi-Aventis.

**Saatchi & Saatchi Consumer Healthcare Advertising**, New York. Sarah Hall, sr VP & acct dir; Lisa Hersh, sr VP & acct dir; Diane Baisch, exec VP-mg dir. — Ambien CR, Plavix, Carac, Dermatop, Sculptra.

**Manning Selvage & Lee**, New York. Stephanie Stamatakou, sr VP. — pr, Acomplia US, Allegra, Ambien, Dronedarone, Ketek, Urology.

**Sanofi Pasteur:** Box 187 Discovery Dr., Swiftwater, Pa. 18370-0187/Phone: (570) 839-7187. Dave Williams, pres & CEO-Sanofi Pasteur; Wayne Pisano, sr VP-comms opers Sanofi Pasteur; Damian Braga, pres-Sanofi Pasteur U.S.

**Integrated Communications Corp.** Doug Hall, sr VP grp acct super. — Fluzone, Menactra, Imovax/Imogam, Typhim V, YF Vax, JE Vax, Vaccineshoppe.com, Vaccineplace.com, Theracys.

**Sanofi-Aventis:** 300-400 Somerset Corporate Blvd. 300-400 Somerset Corp. Blvd., Bridgewater, N.J. 08807-2854/Phone: 908-243-6000. Timothy Rothwell, pres & CEO-U.S. bus; Charles F. Rouse, VP-U.S. comms.

**Deutsch**, New York. Val Di Febo, pres. — Depatcel, Menactra, Adacel.

**Euro RSCG Life MetaMax**, New York. Doug Burcin, pres; Tony Pisciotta, dir-client svcs. — Apidra, Lantus, Opticlik, Lovenox, New Insulin Delivery Device.

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**LifeBrands (a Publicis Healthcare Communications Group co.)**, New York. Vicki Mendelson, exec VP-mg dir; John Potenzano, VP & grp dir; Jackie Hill, assoc media dir. — Ambien CR, BenzaClin, Lantus, Lovenox, Rimonabant, Taxotere, Uroxatral, Sculptra, Adacel, Daptacel, Menactra, Pentacel; Professional Brands-Actonel, Allegra 30mg, Apidra, BenzaClin, Elitek, Eloxatin, Hyalgan, Ketek, Lantus, Lovenox, Multaq, Pact +, Rimonabant, Sculptra, Taxotere, Uroxatral, Xyzal, ActHIB, Adacel, Daptacel, Fluzone, Global Travel, Imovax, Menactra, Pentacel, Shared Pediatrics, TheraCys, Traveler's Vaccine, Tripedia.

**Medicus NY**, New York. Diane Pencek, sr VP & grp acct dir; Scott Shevrin, sr VP & grp acct dir; Sherri Goldstein, sr VP & grp acct dir. — Rimonabant, Multaq, Uroxatral, CNS Products.

**Torre Lazur McCann**, Parsippany, N.J. Marci Piasecki, CEO. — Plavix.

**Euro RSCG Worldwide**, New York. Paul Klein, mg dir- Euro RSCG Tonic. — cons awareness adv, Lantus, Lovenox, Apidra.

**Optimedia International U.S.**, New York. Vicki Mendelson, VP & mg dir. — media svcs, DTC Brands - Ambien CR, BenzaClin, Lantus, Lovenox, Rimonabant, Taxotere, Uroxatral, Sculptra, Adacel, Daptacel, Menactra, Pentacel; Professional Brands - Actonel, Allegra 30mg, Apidra, BenzaClin, Elitek, Eloxatin, Hyalgan, Lantus, Lovenox, Multaq, Pact +, Rimonabant, Sculptra, Taxotere, Uroxatral, Xyzal, ActHIB, Adacel, Daptacel, Fluzone, Global Travel, Imovax, Menactra, Pentacel, Shared Pediatrics, TheraCys, Traveler's Vaccine, Tripedia.

**Manning Selvage & Lee**, New York. Stephanie Stamatakou, sr VP. — pr, Allegra, Ambien.

## 42 Schering-Plough Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$41,892	\$49,564	-15.5
Sunday magazine	5,352	2,606	105.4
B2B magazines	433	199	117.5
Spanish-language magazines	15	NA	NA
Newspaper	1,544	2,736	-43.6
National newspaper	139	NA	NA
Spanish-language Newspaper	NA	9	NA
FSI	3,618	2,740	32.0
Network TV	230,603	221,395	4.2
Spot TV	19,667	12,178	61.5
Syndicated TV	41,254	26,725	54.4
Cable TV networks	70,048	56,402	24.2
Spanish-language TV	NA	6,020	NA
Network radio	5,171	3,573	44.7
National spot radio	1,386	1,593	-13.0
Local radio	1,687	1,232	36.9
Outdoor	839	1,094	-23.3
Internet	4,826	5,093	-5.3
Measured media	428,473	393,157	9.0
Unmeasured spending	502,990	461,532	9.0
Total	931,464	854,689	9.0
By brand	2006	2005	% chg
Claritin	125,978	113,575	10.9
Nasonex	111,847	124,163	-9.9
Levitra	54,759	50,349	8.8
Dr. Scholl's	48,232	36,463	32.3

By brand	2006	2005	% chg
Coppertone	15,268	11,020	38.6
Lotrimin	13,066	10,222	27.8
Asmanex	12,513	0	NA

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$10,594	\$9,508	11.4
Earnings	1,057	183	477.6
U.S.	2006	2005	% chg
Sales	4,192	3,589	16.8
Division sales	2006	2005	% chg
Prescription Pharmaceuticals	8,561	7,564	13.2
Consumer Health Care	1,123	1,093	2.7
Animal Health	910	851	6.9

### Headquarters

Schering-Plough Corp./2000 Galloping Hill Rd., Kenilworth, N.J. 07033/Phone: (908) 298-4000.

### Notes

Schering-Plough ad figures include Avelox and Cipro antibiotics and erectile dysfunction drug Levitra. Under an agreement with German firm Bayer, Schering-Plough shares U.S. rights to Levitra with GlaxoSmithKline. Schering has exclusive U.S. marketing rights to Bayer's Avelox and Cipro. Not included in Schering-Plough ad totals in this report is advertising for Vytorin cholesterol drug, a joint venture with Merck & Co. Vytorin drew \$132.4 million in measured media spending in 2006 vs. \$155.3 million in 2005.

### Personnel, brands, agencies

**Corporate:** Fred Hassan, chmn & CEO; Carrie Cox, exec VP & pres-global pharmaceuticals; Herb Ehrenthal, VP-adv & mktg.

**Lifebrands (A Publicis Healthcare Comms. Group Co.)**, New York. Clare Cheng, grp acct dir. — Noxafil.

**Schering-Plough Healthcare Products Division:** 556 Morris Ave., Summit, N.J. 07901/Phone: (908) 473-1640. Stanley Barshay, chmn-Consumer Health Care; T.J. Higgins, gp VP-mktg; James Mackey, sr VP-sls & opers; Stephen Neumann, VP-mktg svcs; Chris Meringolo, dir-media svcs & pr; Charlie Greenberg, dir-global media.

**BBDO Worldwide**, New York. Ray Hilton, acct exec. — Levitra, Nasonex, Asmanex.

**Euro RSCG Worldwide**, New York. Marty Susz, mg dir- Euro RSCG Tonic. — A&D Ointment, Afrin, Claritin, Coppertone, Coricidin, Dr. Scholl's, Lotrimin, Tinactin.

**KPR**, New York. Denise Botteglieri, pres. — Integrilin.

**LifeBrands**, New York. Claire Cheng, gp acct dir. — Noxafil, Foradil, Proventil HFA.

**Ogilvy & Mather Worldwide**. Michael Guarini, exec grp dir. — Claritin.

**Saatchi & Saatchi Healthcare (a Publicis Healthcare Comms. Group Co.)**, New York. Sam Welch, exec VP-mg dir. — Avelox. **Surge**, New York, N.Y. Carleen Kelly, pres. — Nasonex.

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**MPG**, New York. Tom O'Brien, vp & grp acct dir. — media plng, A&D, Afrin, Animal Health, Claritin, Chlor-Trimeton, Coppertone, Coricidin, Drixoral, Dr. Scholl's, Lotrimin, Tinactin, Miralax. — media plng.

**OMD Worldwide**, New York. Eve LeShaw, sr plng comm dir. — Nasonex Asmanex, Levitra. — media svcs.

**Zenith Media USA**, New York. Cathy Feiner, sr VP & acct mgr-natl bdcst. — media svcs, Afrin, Chlor-Trimeton, Claritin, Coppertone, Coricidin, Dr. Scholl's, Lotrimin, Nasonex, Tinactin, MiraLax, Asmanex.

**Avenue A/Razorfish**, Seattle. Aaron Tobin, acct dir-online. — interactive mktg, Asmanex, Nasonex. — interactive mktg.

**Reynardus & Moya Advertising**, New York. Jorge Reynardus, ptrn. — Hispanic adv, Claritin.

## 17 Sears Holdings Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$30,853	\$48,066	-35.8
Sunday magazine	17,048	10,285	65.8
B2B magazines	428	536	-20.1
Local magazines	132	19	584.9
Spanish-language magazines	445	1,228	-63.8
Newspaper	218,015	231,664	-5.9
National newspaper	550	666	-17.4
Spanish-language Newspaper	4,144	3,247	27.6
FSI	11,527	12,242	-5.8
Network TV	219,484	237,056	-7.4
Spot TV	26,179	29,955	-12.6
Syndicated TV	42,286	41,467	2.0
Cable TV networks	87,109	95,951	-9.2
Spanish-language TV	75,206	76,114	-1.2
Network radio	14,450	6,818	111.9
National spot radio	4,872	4,741	2.8
Local radio	14,026	15,775	-11.1
Outdoor	2,310	1,151	100.6
Internet	24,298	6,353	282.5
Measured media	793,360	823,335	-3.6
Unmeasured spending	859,474	891,947	-3.6
Total	1,652,834	1,715,282	-3.6
By brand	2006	2005	% chg
Sears	441,193	484,934	-9.0
Kmart	224,657	190,302	18.1
Kenmore	48,299	52,499	-8.0
Craftsman	38,366	33,428	14.8
Orchard	14,579	20,254	-28.0

### Sales & earnings (\$ in millions)

Worldwide & U.S.	2006	2005	% chg
Sales	\$53,012	\$55,585	-4.6
Earnings	1,490	884	68.6

Division sales	2006	2005	% chg
Sears Domestic	29,179	25,868	12.8
Kmart	18,647	19,094	-2.3
Sears Canada	5,186	4,162	24.6

### Headquarters

Sears Holdings Corp./3333 Beverly Rd., Hoffman Estates, Ill. 60179/Phone: (847) 286-2500.

### Notes

Sears Holdings Corp. became the new name for the merger of Kmart Holding and Sears, Roebuck & Co. in March 2005. Sears Holdings in May 2007 moved media buying and planning for Sears and Kmart to Havas' MPG from WPP's MindShare and digital media agency MEC Interactive, part of WPP's Mediaedge:cia. Sears in April 2007 moved Kmart creative to Interpublic's DraftFCB from WPP's Grey Worldwide and sibling G2; Grey won Kmart in 2003. Sears' creative stayed at WPP's Y&R.

### Personnel, brands, agencies

**Corporate:** Aylwin B. Lewis, pres & CEO-Sears Holdings; Maureen McGuire, chief mktg officer & exec VP-mktg, Sears Holdings.

**Kmart Corp.:** 3333 Beverly Rd., Hoffman Estates, Ill. 60179/Phone: 212-546-1425/847-286-2500. Bill Stewart, sr VP-mktg & chief mktg officer-Kmart.

**DraftFCB**, New York & Chicago. Mathieu Lingel, sr VP & grp acct dir. — Kmart.

**MPG**, Chicago & New York. Steve Lanzano, chief operating officer — media buying & plng.

**Newspaper Services of America**, Chicago. Bob Shamberg, chmn & CEO. — newspaper buying, Kmart.

**Schawk**, Chicago, IL. Davis A. Schawk, pres & CEO; Jerry Habeck, VP-acct svcs. — weekly adv circular, newspaper.

**Lands' End:** 5 Lands' End Ln., Dodgeville, Wis. 53595/Phone: (608) 935-9341. David McCreight, pres; Gerard Cunningham, sr VP & chief mktg officer.

**No agency.**

**Sears, Roebuck & Co.:** 3333 Beverly Rd., Hoffman Estates, Ill. 60179/Phone: (847) 286-2500. David Polston, VP-brand devel & mktg.

**Y&R**, Chicago. Kary McIlwain, mg ptrn. — Craftsman, DieHard, Kenmore, Sears, The Great Indoors.

**Ogilvy & Mather**, Chicago. — Orchard.

**MPG**, Chicago & New York. Steve Lanzano, chief operating officer — media buying & plng.

**Newspaper Services of America**, Chicago. Bob Shamberg, chmn & CEO. — newspaper buying.

**Schawk**, Des Plaines, Ill. David A. Schawk, pres & CEO; Gary Moss, VP-acct svcs. — weekly adv circular, newspaper.

**Wahlstrom Group**, Minneapolis. Debora Lance, VP & mg dir. — directory adv buying.

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## 12 Sony Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$95,816	\$99,401	-3.6
Sunday magazine	3,366	2,776	21.3
B2B magazines	27,719	44,899	-38.3
Local magazines	71	38	89.1
Spanish-language magazines	289	152	89.4
Newspaper	135,162	129,468	4.4
National newspaper	32,936	39,976	-17.6
Spanish-language Newspaper	454	412	10.1
FSI	1,100	126	771.1
Network TV	345,881	291,746	18.6
Spot TV	90,628	70,312	28.9
Syndicated TV	38,329	43,816	-12.5
Cable TV networks	206,022	178,913	15.2
Spanish-language TV	11,797	8,866	33.1
Network radio	935	637	46.8
National spot radio	12,780	16,436	-22.2
Local radio	14,837	17,893	-17.1
Outdoor	24,927	18,781	32.7
Internet	73,594	44,377	65.8
Measured media	1,116,643	1,009,024	10.7
Unmeasured spending	877,362	792,804	10.7
Total	1,994,005	1,801,828	10.7
By brand	2006	2005	% chg
Sony movies	702,303	572,689	22.6
Sony	175,389	194,465	-9.8
Sony video	109,869	81,698	34.5
PlayStation	100,260	127,934	-21.6
989 Sports Games	11,328	5,739	97.4

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$71,376	\$67,768	5.3
Earnings	1,087	1,115	-2.6
U.S.	2006	2005	% chg
Sales	19,208	17,664	8.7
Division sales	2006	2005	% chg
Electronics	52,058	44,021	18.3
Pictures	8,314	6,375	30.4
Games	8,248	8,193	0.7
Financial svcs	6,394	6,353	0.6
Other	3,665	3,495	4.9
Music	0	0	NA
Eliminations	-6,580	-4,544	NA

### Headquarters

Sony Corp./6-7-35 Kitashinagawa, Shinagawa-ku, Tokyo, Japan 141-0001/Phone: 81-3-5448-2111.

### U.S. Headquarters

Sony Corp./Sony Corp. of America, 550 Madison Ave., New York, N.Y. 10022/Phone: (212) 833-6800.

### Notes

Sony is a 50/50 partner in two heavily advertised joint ventures: Sony BMG Music Entertainment, formed in 2004, and Sony Ericsson Mobile Communications, formed in 2001. Ad Age

methodology for this report is to view 50/50 joint ventures as stand-alone companies; thus, no advertising from these ventures are in Sony totals. Sony also led a consortium of private-equity partners (Providence Equity Partners, Texas Pacific Group, Comcast Corp., DLJ Merchant Banking Partners) in the April 2005 buyout of Metro-Goldwyn-Mayer for \$5 billion. Sony holds 20% of the equity capital in MGM. But because of stock warrants involved in its equity investment, Sony claims 45% of MGM's common stock.

Sony/ATV Music Publishing in May 2007 agreed to buy Viacom's Famous Music, a music publishing catalog, for about \$370 million. Famous Music was opened in 1928 by Famous-Lasky Corp. (Paramount Pictures' predecessor) to publish music from the studio's "talking pictures" and other projects. Sony/ATV Music Publishing is co-owned by Sony and trusts formed by Michael Jackson.

### Personnel, brands, agencies

**Corporate:** Howard Stringer, chmn & CEO; Andrew House, chief mktg officer.

**Sony Computer Entertainment America:** 919 E. Hillsdale Blvd., 2nd fl., Foster City, Calif. 94404/Phone: (650) 655-8000. Kazuo Hirai, pres & grp chief mktg officer; Peter Dille, sr VP-mktg.

**TBWA Worldwide,** Los Angeles. Stan Fiorito, acct dir. — PlayStation, 989 Studios.

**OMD Worldwide,** Los Angeles & New York. Mike Rose, acct dir-L.A. — media svcs.

**Sony Electronics:** 16530 Via Esprillo, San Diego, Calif. 92127/Phone: (858) 942-2400. Hideki Komiyama, chmn; Stan Glasgow, pres & chief operating officer; Ryoji Chubachi, CEO.

**BBDO Worldwide,** New York. Chris Havard, sr VP & sr acct dir. — Sony.

**Universal McCann Worldwide,** New York. Lynn Lewis, exec VP & client svcs dir. — media svcs, Sony.

**Publicis Modem,** San Francisco. Brian Powley, mg dir. — direct mktg.

**Sony Pictures Entertainment:** 10202 W. Washington Blvd., Culver City, Calif. 90232/Phone: (310) 244-4000. Michael Lynton, chmn & CEO; David Bishop, pres; Jeff Blake, pres-ww mktg & distribution, Columbia Pictures; Valerie Van Galder, pres-domestic mktg, Columbia Tri-Star Group; Stefanie Napoli, sr VP-natl media, Columbia Pictures; Cindy Elfenbein, exec dir-retail devel & promos.

**Universal McCann Worldwide,** Los Angeles. Karen Hunt, exec VP & global mg ptrn; Lynn Pinkus Lewis, exec VP & global mg ptrn. — media svcs, Sony Connect, Sony Movie & Home Video Releases, Sony Pictures, Sony Pictures Classics.

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## 15 Sprint Nextel Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$25,213	\$33,264	-24.2
Sunday magazine	32,948	33,560	-1.8
B2B magazines	2,974	7,881	-62.3
Spanish-language magazines	.62	NA	NA
Newspaper	412,907	476,555	-13.4
National newspaper	79,526	69,162	15.0
Spanish-language Newspaper	3,138	5,410	-42.0
Network TV	283,147	364,795	-22.4
Spot TV	61,013	53,319	14.4
Syndicated TV	1,918	1,031	85.9
Cable TV networks	244,099	139,743	74.7
Spanish-language TV	17,408	14,149	23.0
Network radio	938	4,079	-77.0
National spot radio	9,767	21,273	-54.1
Local radio	14,371	38,771	-62.9
Outdoor	24,593	30,837	-20.2
Internet	37,515	26,904	39.4
Measured media	1,251,536	1,320,735	-5.2
Unmeasured spending	523,692	394,505	32.7
Total	1,775,228	1,715,241	3.5
By brand	2006	2005	% chg
Sprint	1,027,283	1,004,969	2.2
Nextel	188,863	279,031	-32.3
Boost Mobile	35,206	36,258	-2.9

### Sales & earnings (\$ in millions)

Worldwide & U.S.	2006	2005	% chg
Sales	\$41,028	\$38,177	7.5
Earnings	1,329	NA	NA
Division sales	2006	2005	% chg
Wireless	35,115	22,328	57.3
Long Distance	6,571	6,834	-3.8
Local	0	6,527	NA

### Headquarters

Sprint Nextel Corp./2001 Edmund Halley Dr., Reston, Va. 20191/Phone: (703) 443-4000.

### Notes

Sprint and Nextel merged in a \$71 billion stock-for-stock deal to form Sprint Nextel in August 2005. This report's ad spending figures for 2005 and 2006 include the combined spending of Sprint and Nextel.

### Personnel, brands, agencies

**Corporate:** Gary Forsee, chmn & CEO; Tim Kelly, chief mktg officer; William Morgan, sr VP-corp brand mktg; Mike Goff, VP-natl adv; Tom Murphy, VP-experiential mktg; Anita Newton, VP-media plng & integration; Michelle Emerson, VP-brand mgmt.

**Publicis BOS Group,** New York. Don Blashford, sr VP- mg dir.

**VML,** Kansas City, Mo. Amy Winger, acct dir & ptrn. — interactive mktg.

**Sprint Marketing:** 6200 Sprint Pkwy., Overland Park, Kan. 66251/Phone: (913) 624-3000. Tim Kelly, chief mktg officer; Oliver

Valente, sr VP-prod mgmt & devel; William Morgan, sr VP-corp brand mktg; Jeff Hallock, VP-market mgmt; Will Souder, VP-strategic pricing; Sherri Gilligan, VP-mktg strategy & insights; Mike Finley, sr VP-natl field sls/genl bus.

**Goodby, Silverstein & Partners,** San Francisco. Rich Silverstein, co-chmn & ptrn; Jeff Goodby, co-chmn & ptrn. — Sprint, Nextel.

**Berlin Cameron United,** New York. Ewen Cameron, CEO. — Boost Mobile.

**MindShare Worldwide,** New York. Brian Hughes, sr ptrn & strategic plng dir. — media svcs, Sprint, Nextel.

**Two West,** Kansas City, Mo. — co-op adv, Sprint, Nextel.

**AAS Marketing Services,** Farmington Hills, Mich. Bill Koch, VP-client svcs. — co-op prog mgmt, Sprint, Nextel.

**Callahan Creek,** Lawrence, Kan. John Kuefler, exec VP-client svcs & direct mktg. — Sprint, Nextel.

**DraftFCB,** San Juan. Carmen Cedre, VP & gm. — Puerto Rico adv, Sprint, Nextel.

**Euro RSCG 4D,** Chicago. Joy Schwartz, VP & dir client svcs-direct mktg. — direct mktg.

**Fahey/Davidson,** Washington, D.C. Brent Earles, VP-acct svcs. — collateral, Sprint, Nextel.

**IW Group,** West Hollywood, Calif. Nita Song, pres. — Asian-American adv, Sprint, Nextel.

**Modem Media,** San Francisco. Martin Reidy, pres- interactive mktg. — interactive mktg, Sprint, Nextel.

**Organic,** San Francisco. Quentin George, sr VP & mg dir. — interactive mktg, Sprint, Nextel.

**Vidal Partnership,** New York. Sandra Alfaro, VP-acct mgmt. — Hispanic adv, Sprint, Nextel.

**VML,** Kansas City, Mo. Sean Hogan, ptrn & grp acct dir. — Sprint, Nextel.

## 81 Staples

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$787	\$76	941.1
B2B magazines	201	272	-26.1
Local magazines	26	NA	NA
Spanish-language magazines	23	19	21.9
Newspaper	19,474	18,262	6.6
National newspaper	1,904	1,828	4.2
Spanish-language Newspaper	371	264	40.6
Network TV	71,584	46,982	52.4
Spot TV	6,929	8,055	-14.0
Syndicated TV	3,408	980	247.9
Cable TV networks	19,219	14,432	33.2
Network radio	1	NA	NA
National spot radio	1,242	2,027	-38.7
Local radio	1,751	3,189	-45.1
Outdoor	87	176	-50.8
Internet	1,913	4,669	-59.0
Measured media	128,920	101,230	27.4
Unmeasured spending	328,242	303,689	8.1
Total	457,162	404,919	12.9
By brand	2006	2005	% chg
Staples	128,920	101,144	27.5

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

## Sales & earnings (\$ in millions)

	2006	2005	% chg
<b>Worldwide</b>			
Sales	\$18,161	\$16,079	12.9
Earnings	.974	784	24.2
<b>North America</b>			
Sales	15,802	13,983	13.0
<b>Division sales</b>			
North American Retail	9,939	9,038	10.0
North American Delivery	5,863	4,946	18.5
International Operations	2,359	2,096	12.5

## Headquarters

Staples/500 Staples Dr., Framingham, Mass. 01702/Phone: (508) 253-5000.

## Personnel, brands, agencies

**Corporate:** Ronald L. Sargent, chmn & CEO; Michael Miles, pres & chief operating officer; Jay Baitler, exec VP-Staples contract; John K. Barton, exec VP-real estate; Joseph G. Doody, pres-N. Amer. delivery; Jevin S. Eagle, exec VP-merch; Shira Goodman, exec VP-mktg; Pete Howard, sr VP- Staples bus delivery; Susan Hoyt, exec VP-HR; Brian T. Light, exec VP & chief information officer; John J. Mahoney, vice chmn & cfo; Steve Matyas, pres-Staples Business Depot; Larry Morse, pres-Quill Corp.; Demos Parneros, pres-U.S. stores; David Perron, exec VP-merchandising & supply chain; John Sallay, sr VP- strategy; Patrick Seghin, pres-Staples European catalog; Theo van Brandenburg, pres-Staples European retail; Jack Van Woerkom, exec VP & genl counsel.

**McCann Erickson Worldwide**, New York. Lee Johnson, exec VP & grp mg dir.

## 100 State Farm Mutual Auto Insurance Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$14,387	\$28,385	-49.3
Sunday magazine	.325	3,737	-91.3
B2B magazines	.749	641	16.9
Local magazines	.32	NA	NA
Spanish-language magazines	.396	332	19.3
Newspaper	17,557	18,955	-7.4
National newspaper	.613	666	-8.0
Spanish-language Newspaper	.723	443	63.2
Network TV	103,735	127,266	-18.5
Spot TV	13,859	7,666	80.8
Syndicated TV	.348	6,982	-95.0
Cable TV networks	34,727	57,470	-39.6
Spanish-language TV	15,306	10,317	48.4
Network radio	1,754	5,238	-66.5
National spot radio	4,166	7,535	-44.7
Local radio	11,460	12,623	-9.2
Outdoor	16,429	17,537	-6.3
Internet	33,878	15,547	117.9
Measured media	270,443	321,339	-15.8
Unmeasured spending	67,611	80,335	-15.8
Total	338,053	401,674	-15.8

By brand	2006	2005	% chg
State Farm	262,115	321,327	-18.4

## Sales & earnings (\$ in millions)

	2006	2005	% chg
<b>Worldwide &amp; U.S.</b>			
Sales	\$31,947	\$31,948	0.0
Earnings	2,977	847	251.5

## Headquarters

State Farm Mutual Auto Insurance Co./1 State Farm Plaza, Bloomington, Ill. 61710/Phone: (309) 766-2311.

## Personnel, brands, agencies

**Corporate:** Edward B. Rust, Jr., chmn & CEO; Mike Davidson, chief agency & mktg officer; Pam El, VP-mktg; Mark Gibson, asst VP-adv; Ed Gold, dir-media & sponsorships; Tim Van Hoof, dir-creative & strategy.

**DDB Worldwide Communications Group**, Chicago. Dave Kissel, sr VP & grp bus dir.

**OMD Worldwide**, New York & Chicago. Tom Bell, client comms dir-Chicago. — media svcs.

**Del Rivero Messianu DDB**, Coral Gables, Fla. Madeline Perez-Velez, acct dir. — Hispanic adv.

**DraftFCB**. Dave Edington, sr VP & grp bus dir. — direct mail.

**Marquette Group**, Peoria, Ill. Mary Jo Gleason, pres. — mktg svcs, Yellow Pages.

## 28 Target Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$83,040	\$78,236	6.1
Sunday magazine	4,321	3,224	34.0
B2B magazines	.589	1,052	-44.0
Local magazines	.393	223	76.2
Spanish-language magazines	.133	443	-69.9
Newspaper	155,771	150,102	3.8
National newspaper	12,440	11,099	12.1
Spanish-language Newspaper	3,166	1,876	68.7
FSI	NA	2,111	NA
Network TV	183,066	164,215	11.5
Spot TV	71,219	79,840	-10.8
Syndicated TV	8,532	1,979	331.2
Cable TV networks	44,035	34,242	28.6
Spanish-language TV	24,035	15,773	52.4
Network radio	.173	NA	NA
National spot radio	8,455	7,082	19.4
Local radio	8,070	6,842	18.0
Outdoor	6,846	9,304	-26.4
Internet	56,713	36,906	53.7
Measured media	670,997	604,547	11.0
Unmeasured spending	485,895	416,647	16.6
Total	1,156,892	1,021,193	13.3
<b>By brand</b>	<b>2006</b>	<b>2005</b>	<b>% chg</b>
Target	670,607	601,967	11.4

# DATACENTER 100 LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

## Sales & earnings (\$ in millions)

Worldwide & U.S.	2006	2005	% chg
Sales	\$59,490	\$52,620	13.1
Earnings	2,787	2,408	15.7

## Headquarters

Target Corp./1000 Nicollet Mall, Minneapolis, Minn. 55403/Phone: (612) 304-6073.

## Personnel, brands, agencies

**Corporate:** Robert Ulrich, chmn & CEO; Michael Francis, exec VP-mktg.

**BBDO Worldwide**, New York. Ted Gilvar, exec VP & sr acct dir. — Target.

**Fame**, Minneapolis. Lynne Robertson, pres. — Target.

**Peterson Milla Hooks**, Minneapolis. Gayle Malcolm, acct dir. — Target.

**Wieden & Kennedy**, Portland, Ore. Jenny Campbell, acct dir. — Target.

**AtmosphereBBDO**, New York. Andreas Combuechen, CEO & chief creative officer; Shawn Zupp, acct dir. — interactive mktg, Target.

**Haworth Marketing & Media**, Minneapolis. Gary Tobey, chmn & CEO. — media svcs, interactive mktg, Target.

## 4 Time Warner

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$258,553	\$309,546	-16.5
Sunday magazine	10,249	11,261	-9.0
B2B magazines	24,690	33,657	-26.6
Local magazines	246	202	21.4
Spanish-language magazines	296	742	-60.2
Newspaper	238,159	281,633	-15.4
National newspaper	58,043	78,437	-26.0
Spanish-language Newspaper	908	1,199	-24.2
FSI	481	1,397	-65.6
Network TV	445,217	467,681	-4.8
Spot TV	157,528	124,990	26.0
Syndicated TV	54,009	75,975	-28.9
Cable TV networks	295,292	285,397	3.5
Spanish-language TV	22,282	19,257	15.7
Network radio	6,717	13,473	-50.1
National spot radio	52,424	58,806	-10.9
Local radio	68,299	76,816	-11.1
Outdoor	53,846	67,450	-20.2
Internet	90,572	167,867	-46.0
Measured media	1,837,808	2,075,787	-11.5
Unmeasured spending	1,250,945	1,442,496	-13.3
Total	3,088,753	3,518,282	-12.2

By brand	2006	2005	% chg
Warner Bros. movies	611,398	596,917	2.4
AOL	201,978	363,953	-44.5
Time Warner video	182,549	259,605	-29.7
New Line movies	164,966	197,125	-16.3
Time Warner Cable	156,590	109,224	43.4
HBO	69,255	76,474	-9.4
TNT	43,139	46,306	-6.8

By brand	2006	2005	% chg
GameTap	35,696	14,768	141.7
Sports Illustrated	32,887	32,885	0.0
Bamzu	32,125	17,996	78.5
TBS	31,072	25,009	24.2
CNN	25,157	24,532	2.5
People	21,364	14,949	42.9
WB	20,232	51,942	-61.0
Picturehouse movies	14,269	4,189	240.6
Netscape	13,634	42,237	-67.7
InStyle	13,167	12,659	4.0
Real Simple	11,672	5,739	103.4
TCM	11,256	10,347	8.8
Road Runner	10,364	20,070	-48.4
Cartoon Network	10,082	20,376	-50.5

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$44,224	\$42,401	4.3
Earnings	6,552	2,671	145.3
U.S.	2006	2005	% chg
Sales	35,604	33,335	6.8

Division sales	2006	2005	% chg
Cable Systems	11,767	8,812	33.5
Filmed Entertainment	10,625	11,924	-10.9
Networks	10,273	9,570	7.3
AOL	7,866	8,283	-5.0
Publishing	5,249	5,278	-0.5

## Headquarters

Time Warner/1 Time Warner Center, New York, N.Y. 10019/Phone: (212) 484-8000.

## Notes

Time Warner's Time Warner Cable and Comcast Corp. in July 2006 bought the assets of bankrupt Adelphia Communications Corp. Late that month, Time Warner and Comcast swapped some cable systems, most acquired from Adelphia, to streamline Time Warner's and Comcast's geographic clusters of subscribers. Adelphia completed its Chapter 11 reorganization in February 2007. Under terms of the reorganization, Adelphia creditors received shares representing about a 16% interest in Time Warner Cable. Time Warner Cable shares began trading on the New York Stock Exchange on March 1, 2007.

Time Warner reported worldwide ad expenses of \$4.56 billion in 2006, \$5.14 billion in 2005 and \$5.27 billion in 2004. Time Warner Cable reported marketing expenses, including advertising costs, of \$414 million in 2006, \$306 million in 2005 and \$272 million in 2004.

## Personnel, brands, agencies

**Corporate:** Richard D. Parsons, chmn & CEO; Jeffrey Bewkes, pres & chief operating officer.

**AOL:** 22000 AOL Way, Dulles, Va. 20166/Phone: (703) 265-1000. Jonathan Miller, chmn & CEO; Ted Leonsis, vice chmn & pres-AOL audience bus; Joe Redling, chief mktg officer & pres-access bus.

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**Attik**, San Francisco. Will Travis, pres. — AOL AIM, Moviefone.  
**Initiative**, New York. Larry Orell, chief ops officer-N. Amer. — media svcs, AOL, CompuServe, Digital City, ICQ, Mapquest, Moviefone, Netscape.

**Home Box Office:** 1100 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 512-1000. Chris Albrecht, chmn & CEO; Bill Nelson, chief operating officer; Eric Kessler, sls & mktg; Courteney Monroe, sr VP-adv.

**BBDO Worldwide**, New York. Rob Rawley, exec VP& regional acct dir. — HBO, Cinemax, Sopranos Series, Oz Series, Sex in the City Video.

**ID Media**, New York. Faith Slan, acct exec. — media svcs.

**PHD**, New York. Elizabeth Forber. — media plng, HBO.

**New Line Cinema:** 116 N. Robertson Blvd., Suite 200, Los Angeles, Calif. 90048/Phone: (310) 854-5811. Robert K. Shaye, co-chmn & co-CEO; Michael Lynne, co-chmn & co-CEO; Rolf Mittwoch, pres & chief operating officer-ww mktg & distribution; Russell Schwartz, pres-domestic mktg; David Tuckerman, pres-domestic theatrical distribution; Diane Charbanic, exec VP-media & co-op adv.

**Carat**, New York & Los Angeles. John Barnes, mg dir. — media svcs, New Line Cinema, New Line Home Video, Fine Line Features.

**Southern Progress Corp. (a div of Time Inc.):** 2100 Lakeshore Dr., Birmingham, Ala. 35209/Phone: (205)445-6000. Tom Angelillo, pres & CEO; Scott Sheppard, exec VP-grp pub; Coastal Living: Burton Craige, pub; Coastal Living: Shelton Thompson, dir-promo; Cooking Light: Chris Allen, pub; Cooking Light: Kate Darden, dir-mktg; Cottage Living: Stephen Bohlinger, pub; Cottage Living: Susan Sutton, dir-mktg; Health: Jennifer Deans, pub; Health: Kristin Moshonas, assoc pub-mktg; Progressive Farmer: Bruce Thomas, pub; Progressive Farmer: Allen Vaughan, gm; Southern Accents: Bill Carey, pub; Southern Accents: Kristen Guinn, dir-mktg; Southern Living: Rich Smyth, pub; Southern Living: Theresa Lux, dir-mktg; Sunset: Tom Marshall, pub; Sunset: Beth Whiteley, dir-mktg.

**In-house.** — Coastal Living, Cooking Light, Cottage Living, Health, Progressive Farmer, Southern Accent, Southern Living, Sunset.

**Time Inc.:** Time & Life Building, Rockefeller Center, New York, N.Y. 10020/Phone: (212) 522-1212. Ann Moore, chmn & CEO; John Huey, editor-in-chief. Entertainment Weekly: David Morris, pres & pub; Tom Morrissy, assoc pub-sls & mktg; Ray Chelstowski, ntl sls mgr; Peggy Mansfield, assoc pub-mktg; Sandy Drayton, VP-comms & TV devel; Holley Cavanna, dir-cons mktg; Nancy Ryan, gm; Fred O. Nelson, VP-editorial devel; Carol Mazzarella, dir-prod & tech; Nora McAniff, co-chief ops officer; Mike Klingensmith, exec VP-Time Inc; Robin Domeniconi, pres-Time Inc. Group; John Squires, co-chief ops officer; Coastal Living: Beth Robitaille, assoc pub; Cottage Living: Steve Bohlinger, VP & pub; Cooking Light: Kassie Means, assoc pub; Cooking Light: Christopher C. Allen, VP & pub; Cottage Living: Dierdre Finegan, assoc pub; Essence: Michelle Ebanks, pres; Barbara Britton, VP & assoc pub-sls; Cindy Schreiber, assoc pub-mktg; Field & Stream: Eric Aincenko, grp pub; Field & Stream: Jeffrey

Kamikow, adv dir; InStyle: Maria Tucci Beckett, general mgr; Lynette Harrison, pub; John Stevenson, dir-cons mktg; Fortune Group: Christopher J. Poleway, pres; Fortune: Michael Federle, pub; Money: Michael V. Dukmejian, pub; Jim Richardson, assoc pub-mktg; Laurie Howlett, VP-mktg; Fortune Small Business: Hugh Wiley, pub; Business 2.0: Lisa Bentley, pub; Life: Andrew Blau, pres; Peter Bauer, pub; Suzanne Quint, assoc pub-mktg; Parenting: Jeff Wellington, pub & grp VP; Baby Talk: Greg Schumann, pub; Steve Sachs, VP-cons mktg; People: Paul Caine, grp pub; David Geithner, gm; People en Espanol: Jacqueline Hernandez-Fallous, pub; Real Simple: Steven Sachs, pub; Kevin White, assoc pub; Sports Illustrated: Mark Ford, pres & pub; Dick Raskpof, assoc pub; Jonathan Shar, dir-cons mktg; Jeff Price, pres-SI Digital; Sports Illustrated for Kids: Dave Watt, pub; Lara Chait, brand mgr; Time: Ed McCarrick, pres & ww pub; Taylor Gray, ww assoc pub & global mktg dir; Matthew Turck, assoc pub; Nate Stamos, adv dir-N.Y.; Steve Cambron, dir-mktg; Transworld Media: Jeff Griffing, dir-sls & mktg; Progressive Farmer: Bela Kogler, assoc pub; Health: Renee Tulenko, assoc pub-sls; Health: Ellen Kunis, editor-in-chief; CNNMoney.com: Greg Schwartz, VP-sls; CNNMoney.com: Vivek Shah, pres-digital pub; Time Inc. Business & Finance Network: Michael Federle, grp pub; Time Inc. Business & Finance Network: Christopher J. Poleway, pres; Women's Luxury & Lifestyle Group: Kristen Connell, VP-pr; Women's Luxury & Lifestyle Group: Stephanie George, pres.

**In-house.** — Parenting, Baby Talk, Real Simple, Cottage Living, Sports Illustrated, People, InStyle.

**Fallon Worldwide**, New York. Susie Nam, acct dir. — cons awareness adv, cons branding, Time.

**Fusebox**. Hanna Shin, VP-integrated mktg. — Business 2.0.

**Mullen**, Wenham, Mass. Bruce Gold, acct super. — Fortune, Fortune Small Business.

**RowenWarren**, New York. Larry Rowen, ptrn. — Business 2.0.

**StrawberryFrog**, New York. Heather Fullerton, head of accounting & new bus. — Business 2.0.

**Time Warner Cable:** 290 Harbor Dr., Stamford, Conn. 06902/Phone: (203) 328-0600. Glenn A. Britt, pres & CEO; Larry Fischer, exec VP & pres-Time Warner Cable media sls; Lynn Yaeger, exec VP-corp affairs; Brian Kelly, sr VP-mktg; Rob Marcus, sr exec VP.

**Ogilvy & Mather Worldwide**, New York. Jeffrey Wilks, sr ptrn & exec grp dir. — Time Warner cable.

**RTC Relationship Marketing**, Washington. John Mullin, VP & acct dir. — Roadrunner.

**Turner Broadcasting System:** 1 CNN Center, Atlanta, Ga. 30303/Phone: (404) 827-1700. Kim McQuicken, exec VP-Cartoon Network-adv & sls mktg; Phil Kent, chmn & CEO-TBS, Inc.; Terence F. McGuirk, vice chmn-TBS, Inc. & chmn/pres-Atlanta Braves; Jim Walton, pres-CNN News Group; Greg D'Alba, chief operating officer-CNN adv sls & mktg; Mark Lazarus, pres-Turner Entertainment Group; David Levy, pres-Turner Entertainment sls & mktg & pres-Turner Sports.

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**Agencies assigned on a project basis.** — CNN, TBS, TNT, TCM, Headline News.

**Agency in review.** — Atlanta Braves.

**In-house.** Anne Marie Loeffler, VP media svcs. — media svcs, Cartoon Network.

**Mullen,** Wenham, Mass. Jim Hartrich, exec VP & mg ptr. — GameTap.

**Leo Burnett Worldwide,** Chicago. Anny Gary, sr VP & acct dir. — TCM (Turner Classic Movies).

**Warner Bros. Entertainment:** 4000 Warner Blvd., Burbank, Calif. 91522/Phone: (818) 954-6000. Barry Meyer, chmn & CEO-Warner Bros. Entertainment; Alan Horn, pres & chief operating officer-Warner Bros. Entertainment; Ron Sanders, pres-Warner Home Video; Paul Levitz, pres & pub-DC Comics; Brad Globe, pres-Warner Bros. Worldwide Cons Products; Sander Schwartz, pres-Warner Bros Animation; Dawn Taubin, pres-domestic mktg, Warner Bros. Pictures; Lynn Whitney, sr VP-ww media adv, Warner Bros. Pictures; Melanie Jones, sr VP-media plng, The WB Television Network; Laura Kim, exec VP-mktg & publicity, Warner Independent Pictures; Lisa Gregorian, exec VP-ww mktg, Warner Bros. Television Grp svcs.

**MediaCom,** Burbank, Calif. Kris Coontz, pres. — media svcs.

## 11 Toyota Motor Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$252,149	\$234,608	7.5
Sunday magazine	1,358	1,830	-25.8
B2B magazines	2,926	2,477	18.1
Local magazines	218	84	160.3
Spanish-language magazines	1,608	801	100.8
Newspaper	23,484	28,737	-18.3
National newspaper	27,637	47,709	-42.1
Spanish-language Newspaper	316	158	100.6
FSI	1	122	-99.4
Network TV	351,113	336,983	4.2
Spot TV	262,416	178,721	46.8
Syndicated TV	6,491	5,350	21.3
Cable TV networks	118,733	114,253	3.9
Spanish-language TV	48,795	48,863	-0.1
Network radio	5,085	1,045	386.8
National spot radio	6,351	7,099	-10.5
Local radio	16,439	16,200	1.5
Outdoor	21,849	16,317	33.9
Internet	55,621	33,363	66.7
Measured media	1,202,589	1,074,717	11.9
Unmeasured spending	792,730	708,438	11.9
Total	1,995,318	1,783,155	11.9
By brand	2006	2005	% chg
Toyota	925,056	766,328	20.7
Lexus	247,056	262,707	-6.0
Scion	30,363	42,842	-29.1

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence. See Page 8 for methodology.

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$206,049	\$189,816	8.6
Earnings	14,145	12,381	14.2
North America	2006	2005	% chg
Sales	77,692	69,368	12.0
N. Amer. Operating income	4,264	4,038	5.6
Division sales	2006	2005	% chg
Automotive	188,550	174,375	8.1
Financial svcs	10,996	8,819	24.7
Other	6,504	6,622	-1.8

### Headquarters

Toyota Motor Corp./1 Toyota-cho, Toyota City, Aichi Prefecture, Japan 471-71/Phone: 81-565-28-2121.

### U.S. Headquarters

Toyota Motor Corp./Toyota Motor Sales USA, 19001 S. Western Ave., Torrance, Calif. 90501/Phone: (310) 468-4000.

### Notes

Toyota Motor Sales USA in April 2007 promoted Bob Carter to group VP-general manager of Toyota Division from the same post at Lexus Division. Jim Farley, formerly group VP-marketing, succeeded Mr. Carter as group VP-general manager of Lexus. In May 2007, Toyota filled Mr. Farley's marketing post, naming company veteran Randy Pflughaupt VP-marketing of the Toyota Division.

### Personnel, brands, agencies

**Corporate:** Fuji Cho, chmn; Katsuaki Watanabe, pres; Yukitoshi Funo, chmn & CEO-Toyota Motor N. Amer. & Toyota Motor Sales USA; James E. Press, pres-Toyota Motor N. Amer.; Steven Strum, grp VP- strategic rsch, plng & corp comms, Americas; Jim Lentz, exec VP-Toyota Motor Sales USA; Donald V. Esmond, sr VP-automotive opers, Toyota Motor Sales USA; Dave Illingworth, sr VP & chief plng & admin officer-Toyota Motor Sales USA.

**DentsuAmerica,** New York. Mike Wilson, exec VP & chief creative officer; Valerie Heine, sr VP & acct dir; Scott Daly, exec VP & exec media dir-corp adv. — corporate adv.

**Conill,** Torrance, Calif. Carlos Martinez, exec VP & gm; Anna M. Rodriguez, client svcs dir. — Hispanic adv.

**NAS Recruitment Communications,** Cincinnati. Matthew Adam, VP. — recruitment mktg.

**Lexus Division:** 19001 S. Western Ave., Torrance, Calif. 90501/Phone: (310) 468-4000. Jim Farley, grp VP & gm; Deborah Wahl-Meyer, VP-mktg; Nancy Fein, VP-svc, parts & customer svc; Jim Colon, VP-sls & dealer devel; Deborah Senior, corp mgr-adv, brand & prod strategy; Keith Dahl, natl mgr- event mktg; Brian Bolain, natl mgr-adv & media; Robin Pisz, natl mgr-media & adv; Andrea Lim, media mgr; Kimberly Gardiner, creative mgr.

**Team One Advertising,** El Segundo, Calif. Brian Sheehan, CEO; Paul Mareski, mgmt dir; Chris Graves, exec creative dir. — Lexus vehicles.

**Zenith Media USA,** New York. Peggy Green, pres- bdcst; Ava Jordhamo, sr VP-natl bdcst. — media buying, Lexus.

**Conill,** Torrance, Calif. Beatriz del Amo, acct super; Cynthia McFarlane, exec VP & mg dir. — Hispanic adv, Lexus.

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**Scion Division:** 19001 S. Western Ave., Torrance, Calif. 90501/Phone: (310) 468-4000. Mark Templin, VP; Steve Haag, corp mgr; Lisa Materazzo, natl mktg comms mgr; Adrian Si, interactive mktg mgr.

**Attik**, San Francisco. Rick Peralta, CEO. — Scion vehicles.

**Zenith Media USA**, New York. Jamie Rhind, sr VP-comms plng. — media svcs, interactive mktg, Scion.

**Toyota Division:** 19001 S. Western Ave., Torrance, Calif. 90501/Phone: (310) 468-4000. Bob Carter, grp VP & gm; David Pelliccioni, sr VP-sls & mktg; Dave Fleming, VP-sls; Ernest Bastien, VP- vehicle opers grp; Randy Pflughaupt, VP-mktg.

**Saatchi & Saatchi**, Torrance, Calif. Kurt Ritter, CEO- Saatchi & Saatchi LA. — Toyota vehicles.

**Zenith Media USA**, New York. Peggy Green, pres-bdcast; Ava Jordhamo, sr VP-natl bdcast. — media buying.

**Burrell Communications Group**, Chicago. Fay Ferguson, co-CEO; Garlanda Freeze, VP & acct dir. — African-American adv, Avalon, Camry, Corolla, Matrix, Yaris.

## 10 Unilever

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$219,958	\$233,894	-6.0
Sunday magazine	12,996	12,390	4.9
B2B magazines	2,606	3,366	-22.6
Local magazines	.6	NA	NA
Spanish-language magazines	1,424	1,142	24.7
Newspaper	.684	285	139.9
National newspaper	.726	708	2.5
Spanish-language Newspaper	.107	1	NA
FSI	39,213	36,831	6.5
Network TV	301,020	239,356	25.8
Spot TV	10,614	10,138	4.7
Syndicated TV	66,811	61,348	8.9
Cable TV networks	111,986	103,060	8.7
Spanish-language TV	37,018	22,067	67.8
Network radio	5,876	69	NA
National spot radio	1,204	4,411	-72.7
Local radio	4,737	6,575	-28.0
Outdoor	2,786	13,801	-79.8
Internet	27,944	13,379	108.9
Measured media	.847,715	762,822	11.1
Unmeasured spending	1,250,589	1,180,673	5.9
Total	2,098,303	1,943,495	8.0
By brand	2006	2005	% chg
Dove	176,025	153,560	14.6
Lipton	57,359	52,820	8.6
Slim-Fast	51,724	38,416	34.6
Axe	48,462	52,131	-7.0
Degree	47,501	35,239	34.8
Sunsilk	45,212	0	NA
Bertolli	36,417	28,424	28.1
Shedd's Country Crock	35,899	36,386	-1.3
Breyers	33,343	29,973	11.2
Suave	30,119	20,004	50.6
Knorr	29,133	6,375	357.0
Hellmann's	28,394	19,288	47.2

By brand	2006	2005	% chg
Vaseline	24,632	31,964	-22.9
I Can't Believe It's Not Butter	23,108	12,824	80.2
Caress	21,023	21,374	-1.6
All	17,456	33,968	-48.6
Promise	16,098	9,934	62.0
Wish-Bone	15,967	14,189	12.5
Ragu	11,636	14,168	-17.9
Unilever	11,348	20,659	-45.1

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$49,548	\$47,521	4.3
Earnings	5,481	3,533	55.1
Americas	2006	2005	% chg
Sales	17,222	16,309	5.6
Operating profit	2,722	2,127	28.0

Division sales	2006	2005	% chg
Savory & dressings	17,207	16,776	2.6
Personal Care	13,901	12,975	7.1
Ice Cream & Beverages	9,471	9,073	4.4
Home and other	8,967	8,695	3.1

### Headquarters

Unilever/3000 DK, PO Box 760, Rotterdam, Netherlands /Phone: 31-10-217-4000.

### U.S. Headquarters

Unilever/800 Sylvan Ave., Englewood Cliffs, N.J. 07632/Phone: (201) 894-7760.

### Personnel, brands, agencies

**Corporate:** Antony Bergman, chmn; Patrick Cescau, group chief exec.

**NAS Recruitment Communications**, Raleigh, N.C. Judy Wilson, VP. — recruitment mktg.

**Unilever North American Ice Cream:** 909 Packerland Dr., Green Bay, Wis. 54303/Phone: (920) 499-5151. Walt Freese, CEO-Ben & Jerry's Homemade; Eric Walsh, pres-Good Humor & Breyers; Dave Stever, dir-mktg, Ben & Jerry's Homemade; Dan Hammer, VP-mktg, Good Humor & Breyers.

**Amalgamated**, New York. Rob Hudak, ptrn; Doug Jaeger, ptrn; Matt Spangler, ptrn. — Ben & Jerry's.

**Campbell Mithun**, Minneapolis. Don Kvam, exec VP & grp mgmt super. — Breyers, Good Humor, Klondike, Popsicle.

**Golin/Harris**, Chicago. Carrie von der Sitt, sr VP; Shelley Ward, acct grp super. — pr, Breyers, Good Humor, Klondike, Popsicle.

**Unilever U.S.:** 800 Sylvan Ave., Englewood Cliffs, N.J. 07632/Phone: (201) 567-8000. Michael B. Polk, pres-Americas; Kevin Havelock, pres-Unilever U.S. & grp VP-Unilever; Bauke Rouwers, sr VP & gm-savory, olive oil, chilled, frozen, Americas; Amanda Sourry, VP & gm-meal solutions & new vitality plat-forms; Mike Bauer, VP & gm-spreads, dressings & beverages; Micheal Faherty, VP-brand devel, spreads & dressings-N. Amer.; Lisa Klausner, VP-integrated mktg capability; Donna Goldfarb, dir-shopper & category insights; James Wong, VP-bus devel, Americas; Donna Barker, dir-brand building, Slim Fast; Esther

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Lem, VP- brand devel, hair care; Stan Cook, VP & gm-hair care; Christopher Luxon, VP-brand devel, deodorants; Kevin George, VP & gm-deodorants; Ricardo Martinez, dir-brand building, new vitality initiatives; Todd Tillemans, VP & gm-skin care; Nicholas Liabeuf, VP-brand devel, laundry; Bill Littlefield, VP & gm-laundry; Marc Shaw, dir- building multicultural mktg excellence; Christine Durkin, dir-brand building, Lipton; Lisa Klauser, VP-brand building & mktg excellence & VP-media, Americas.

**Bartle Bogle Hegarty**, New York. Sarah Thompson, head acct mgr. — Axe, All laundry detergent, Omo laundry detergent, Promise spread, Vaseline.

**Dailey & Associates**, Los Angeles. John Stranger, sr VP & grp mgmt super. — Lawry's.

**DDB Worldwide Communications Group**, New York. Peter Hempel, pres-DDB NY. — Lipton tea, soups & prepared meals.

**JWT**, Sao Paulo. Stefano Zunino, global bus dir. — Andreon, Beseda, Brooke Bond, Caress, Coral, Hazeline, Knorr, Lipton, Lux, Mods, Saga, Sunsilk.

**Lowie Worldwide**, New York. Nick McElwee, acct exec. — Degree, Snuggle.

**McCann Erickson Worldwide**, New York. Linda Luca, exec VP & grp mg dir. — Bertolli, I Can't Believe It's Not Butter, Skippy peanut butter.

**Ogilvy & Mather Worldwide**, New York. Darren Kapelus, grp acct dir-Hellmann's, Ragu, Slim Fast, Wishbone; Mike Hemingway, ww acct dir-Dove, Ponds, Rave, Suave. — Dove, Hellmann's, Ponds, Promise, Ragu, Rave, Slim Fast, Suave, Wishbone.

**Stone & Simons Advertising**, Southfield, Mich. Douglas Stone, pres; Victoria Webb, VP & acct super. — Brummel & Brown, Shedd's Country Crock, Imperial.

**MindShare Worldwide**, New York. Nadine McHugh, sr ptrn & strategic planning dir. — media svcs.

**GMR Marketing**, New York. Steve Jarvis, exec VP. — mktg svcs, Axe.

**Octagon**, London. Christine Brown, grp dir. — mktg svcs, Lever 2000.

## 29 U.S. Government

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$107,987	\$132,343	-18.4
Sunday magazine	12,975	14,138	-8.2
B2B magazines	7,232	9,045	-20.0
Local magazines	118	86	37.5
Spanish-language magazines	2,225	3,140	-29.1
Newspaper	38,152	28,029	36.1
National newspaper	7,499	8,994	-16.6
Spanish-language Newspaper	1,794	2,647	-32.2
Network TV	141,222	162,960	-13.3
Spot TV	29,731	22,917	29.7
Syndicated TV	24,032	24,836	-3.2
Cable TV networks	164,175	176,332	-6.9
Spanish-language TV	18,987	30,576	-37.9
Network radio	15,660	13,155	19.0

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence See Page 8 for methodology.

By media	2006	2005	% chg
National spot radio	12,539	18,651	-32.8
Local radio	23,774	27,089	-12.2
Outdoor	5,134	3,676	39.7
Internet	43,736	34,931	25.2
Measured media	656,973	713,545	-7.9
Unmeasured spending	475,739	516,705	-7.9
Total	1,132,711	1,230,250	-7.9
By brand	2006	2005	% chg
U.S. Army	174,953	145,074	20.6
Office of Natl Drug Control Policy	116,549	140,035	-16.8
USPS	63,281	91,149	-30.6
U.S. Navy	41,308	31,167	32.5
U.S. Air Force	32,481	43,151	-24.7
U.S. Marines	27,845	31,020	-10.2
Amtrak	25,467	26,361	-3.4
U.S. Mint	21,975	13,456	63.3
HHS	16,865	28,790	-41.4
Over The Limit campaign	16,846	0	NA
Medicare	13,682	20,771	-34.1
CDC	12,984	15,675	-17.2
Today's Military web site	10,036	9,767	2.7

### Headquarters

U.S. Government/Washington, D.C.

### Personnel, brands, agencies

**Air National Guard:** NGB/A1R, Ste. 10510, 1411 Jefferson Davis Hwy., Arlington, Va. 22202/Phone: (703) 607-2913. Chief Master Sgt. Myrtle Gaynor, chief-recruiting & retention adv.

**Laughlin Marinaccio & Owens Advertising**, Arlington, Va. Kendria Perry, acct exec. — U.S. Air National Guard.

**Amtrak:** 10 G St., N.E./Ste. 3E-562, Washington, D.C. 20002/Phone: (202) 906-4000. Alex Kummant, CEO & pres; Emmett Fremaux, VP-mktg & product mgmt; David Lim, chief mktg officer; Gail Reisaman, sr dir-adv & mktg programs; Darlene Abubakar, dir-natl adv.

**Arnold Worldwide**, McLean, Va. Sherryl Eklind, VP & grp acct dir. — Amtrak.

**DDB Worldwide Communications Group**. — West Coast, Amtrak.

**Images USA**, Atlanta. Bob McNeil, pres & CEO. — Southeast, Amtrak.

**Army National Guard:** NGB-ASM/1411 Jefferson Davis Hwy., Arlington, Va. 22202/Phone: (703) 607-3563. Lt. Gen. Clyde A. Vaughn, dir; Col. Richard Guzzetta, strength maintenance division; Lt. Col. Erich Randall, chief-adv.

**Laughlin Marinaccio & Owens Advertising**, Arlington, Va. Doug Laughlin, pres. — Army National Guard.

**Docupak**, Pelham, Ala. Philip Crane, pres. — sls promo & direct mktg.

**Bureau of Engraving & Printing:** 14th St. and C St. SW, Washington, D.C. 20228/Phone: (202) 874-3545. Larry R. Felix, dir; Dawn Haley, chief-external relations.

**Burson-Marsteller**, Washington. Mary Crawford, mg dir. — currency introduction campaign, Bureau of Engraving & Printing.

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**Centers for Disease Control & Prevention:** 1600 Clifton Road, NE, Atlanta, Ga. 30341/Phone: (770) 488-6480. Dr. Julie Louise Gerberding, dir; Jay Bernhardt, dir-mktg; Faye Wong, dir- VERB campaign; Lori Asbury, creative team leader-VERB campaign.

**A Partnership,** New York. Anita Lai, acct dir-Asian- American adv. — Asian-American adv, CDC.

**Arc Worldwide,** Chicago. Eric Rosenthal, sr VP, gm, promo & shopper mktg. — interactive & promo mktg, CDC.

**Ogilvy Public Relations Worldwide,** New York. Cindy Gelb, tech monitor. — pr, “Screen for Life” National Colorectal Cancer Action Campaign.

**Porter Novelli,** Washington. Katherine Lyon-Daniel, tech monitor-Autism Awareness Campaign; Lee Ann Ramsay, tech monitor-Arthritis Pain Reliever Campaign; Ann Forsythe, tech monitor-Nat'l Bone Health Campaign. — pr, Arthritis Pain Reliever Campaign, Autism Awareness Campaign, Nat'l Bone Health Campaign.

**Central Intelligence Agency:** CIA Recruitment Center, Washington, D.C. 20505/Phone: (703) 482-0623. Gen. Michael Hayden, dir.

**In-house.**

**Dept. of Army:** 111 Army Pentagon, Washington, D.C. 20310/Phone: 703-692- 1297. Hon. Pete Geren, acting sec-army; Gen. George Casey, chief of staff-Army, Manpower & Reserve Affairs; Ronald J. James, asst sec.-Army, Manpower & Reserve Affairs; John P. McLaurin III, deputy asst sec.-HR; Barry N. Lipsy, chief mktg officer.

**Casanova Pendrill,** Costa Mesa, Calif. Dan Nance, pres & CEO. — Hispanic adv, U.S. Army.

**IW Group,** Los Angeles. Nita Song, pres. — Asian-American adv, U.S. Army.

**MRM Worldwide,** New York. Lisa Ann Nocella, sr VP & dir-operators; Anders Ekman, exec VP. — direct mktg, U.S. Army.

**NAS Recruitment Communications,** Cleveland. Jim Miller, co-chmn. — recruiting, U.S. army Medical.

**Dept. of Homeland Security:** Nebraska Ave. Complex (NAC), 3801 Nebraska Ave., N.W., Washington, D.C. 20528/Phone: (202) 282-8000. Michael Chertoff, sec.; Edward Fox, asst sec.-pub affairs.

**Agencies assigned on a project basis.**

**Housing & Urban Development:** 451 Seventh St. S.W., Room 10000, Washington, D.C. 20410/Phone: (202) 708-0417. Alphonso Jackson, sec.; Roy A. Bernardi, deputy sec.; Valerie Hayes, dir-office of small & disadvantaged bus utilization.

**Agencies assigned on a project basis.**

**Internal Revenue Service:** 1111 Constitution Ave. N.W., Washington, 20224/Phone: (202) 622-5200. Gail Ellis, chief-ecomms & mktg.

**Agency in review.**

**Joint Advertising, Market Research & Studies:** 4040 Fairfax Dr., Ste 200, Arlington, Va. 22203/Phone: (703) 696-7177. Matt Boehmer, prog mgr; Capt. John A. Marksbury (USMC), project

officer-joint adv; Lt. Jasmine Gough (USN), project officer-joint adv; Lt. Cmdr Brad K. Terrill (USCG), project officer-joint adv; Andrea Zucker, project officer-mkt research & studies.

**No agency.**

**Office of National Drug Control Policy:** 750 17th St. NW, Washington, 20503/Phone: (202) 395-6627. John P. Walters, dir; Robert Denniston, dir-natl youth anti-drug media campaign; Kendall B. Johnson, deputy dir-natl youth anti-drug media campaign.

**IW Group,** Los Angeles. Nita Song, pres-Asian-American adv.

**DraftFCB,** New York & San Juan. Mark Amorelli, sr VP & grp mgmt dir-New York; Carmen Cedre, VP & gm-San Juan. — media plng & pr, Office of National Drug Control.

**Fleishman-Hillard,** Washington. Ann Davison, sr VP, ptrn & acct dir-news media outreach. — pr

**LaGrant Communications,** Los Angeles. Keisha Brown, sr VP & gm. — African-American adv.

**Latinvox,** New York. Roberto Ramos, pres & acct dir.

**U.S. Air Force:** Air Force Recruiting Service RSM, 550 D St. W., Ste 1, Randolph AFB, Texas 78150-4527/Phone: (210) 565-0500. Michael W. Wynne, sec. of the Air Force; Gen. T. Michael Moseley, chief of staff; Brig. Gen. Suzanne M. Vautrinot, Cmdr-Air Force recruiting svcs; Col. Earl S. Chase, vice Cmdr.; Col. Brian Madtes, chief-mktg div; Tim Talbert, deputy chief-mktg div.

**GSD&M,** Austin, Texas. Lee Pilz, acct dir. — Unites States Air Force.

**Cultura Group,** Dallas. Scott Gassert, media dir. — Hispanic adv, U.S. Air Force.

**Marketing Arm (U.S. Marketing & Promotions),** Dallas. Mike Glover, acct dir-mobile mktg. — mobile mktg, U.S. Air Force.

**Merkle,** Lanham, Md. Michael Matthias, sr VP-client mgmt svcs. — Database mgmt, U.S. Air Force.

**Tribal DDB,** Dallas. Mark McKinney, gm. — interactive mktg, U.S. Air Force.

**Virion,** Dallas. Jeff Erickson, dir-interactive client svcs. — U.S. Air Force.

**U.S. Air Force Reserve:** HQAFRC/RSAA, 1000 Corporate Pointe, Warner Robins, Ga. 31088/Phone: (478) 327-0655. Col. Francis M. Mungavin, Cmdr-recruiting; Maj. Leslie Pratt, chief-adv & info systems; Chief Master Sgt. R. Eric Snipes, chief-adv branch.

**Blaine Warren,** Las Vegas. Kristen Whiteley, acct mgr. — U.S. Air Force Reserve.

**U.S. Army Accessions Command:** Strategic Communications, Marketing and Outreach, G7/g ATAL-S, 232 Old Ironsides Ave, Fort Knox, Ky. 40121-5163/Phone: (502) 626-0182. Lt. Gen. Benjamin C. Freakley, commanding Gen.; Col. David A. Lee, deputy chief of staff.

**Casanova Pendrill,** Costa Mesa, Calif. Laura Marella, acct exec. — Hispanic adv.

**MRM Worldwide,** New York. Lisa Ann Nocella, sr VP & dir; Anders Ekman, exec VP & acct dir. — mktg svcs, U.S. Army Accessions Command.

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**U.S. Army Reserve:** Advertising through U.S. Army Accessions Command, Strategic Outreach Directorate, Advertising Division, 1307 Third Ave., Fort Knox, Ky. 40121-2726/Phone: (502) 626-0169. Lt. Gen. Jack C. Stultz, chief; Brig. Gen. Richard Sherlock, deputy chief; Brig. Gen. Oscar R. Anderson, chief of staff.

**MRM Worldwide**, New York. Anders Ekman, exec VP & acct dir. — U.S. Army Reserve.

**Carol H. Williams Advertising**, Chicago. Carol Williams, pres & CEO. — African-American adv.

**Casanova Pendrill**, Costa Mesa, Calif. Laura Marella, acct dir. — Hispanic adv, interactive mktg, point-of-sale merch & database mktg & analytical support, U.S. Army Reserve.

**U.S. Coast Guard (Department of Homeland Security):** U.S. Coast Guard Recruiting Command, 2300 Wilson Blvd., Ste. 500, Arlington, Va. 22201/Phone: (212)753-4700. Mauro Cooper, chief-recruitment adv.

**Cossette Communications**, New York. Fred Morris, VP & client relationship mgr; Katie Dooley, acct super; Peter Beiro, media super. — U.S. Coast Guard.

**U.S. Dept. of Health & Human Services:** 200 Independence Ave., S.W., rm. 615F, Washington, D.C. 20201/Phone: (202) 690-7000. Michael O. Leavitt, sec. of U.S. Dept of Health & Human Svcs; Eric Hargan, acting deputy sec. of U.S. Dept of Health & Human Svcs; Rich McKeown, HHS chief of staff.

**McCann Erickson Worldwide**, New York. ToriAnn Bonade, sr VP & grp dir. — Small Steps: Childhood Obesity Prevention Campaign, Adult Obesity Prevention Campaign.

**Gray, Kirk VanSant Advertising**, Baltimore. Gary Raim, pres-direct mktg. — Medicare.

**U.S. Dept. of Transportation:** 400 7th St., S.W., Washington, D.C. 20590/Phone: (202) 366-4000. Norman Y. Mineta, sec. of transportation; Maria Cino, Deputy sec. of transportation.

**Richards Group**, Dallas. Scott Crockett, principal; David Canright, creative grp head; Peter Everitt, creative grp head. — Booster seat education campaign.

**U.S. Marine Corps:** Marine Corps Recruiting Command, 3280 Russell Rd., Quantico, Va. 22134/Phone: (703) 784-9433. Brig. Gen. Richard Tryon, commanding Gen.; Lt. Col. Michael Zeliff, asst chief of staff-adv.

**MindShare Worldwide**, Atlanta. Andie Fox, mg dir. — media svcs, U.S. Marines.

**UniWorld Group**, Quantico, Va. Herman Morales, grp acct dir; Kelly Rodman, acct dir. — African-American, Hispanic Strategy, Media & PR, Marine Corps Recruiting Comman.

**U.S. Mint:** 801 9th St. NW, Washington, D.C. 20220/Phone: (202) 354-7200. Edmond C. Moy, dir; Gloria Eskridge, assoc dir-mktg.

**Campbell-Ewald**, Warren, Mich. James P. Huchok, exec VP & acct dir. — United States Mint National Advertising Program.

**Weber Shandwick**, Chicago. — \$1 Coin Program.

**U.S. Navy:** Navy Recruiting Command, 5722 Integrity Drive Bldg. 784, Millington, Tenn. 38054/Phone: (901) 874-9393. Rear Adm. Joseph F. Killenny, cmdr-Navy Recruiting Command; Capt. Thomas Buterbaugh, dir-adv & mktg.

**Campbell-Ewald**, Warren, Mich. Kathleen M. Donald, exec VP & acct dir.

**Accent Marketing**, Coral Gables, Fla. Yaidi Sotolongo, acct dir. — Hispanic adv, media events, pr.

**GlobalHue**, Southfield, Mich. Allen Pugh, exec VP & dir- client svcs. — African-American adv.

**U.S. Postal Service:** 475 L'Enfant Plaza SW, Room 1141, Washington, D.C. 20260-1019/Phone: (202) 268-3050. John E. Potter, postmaster genl & CEO; Rod DeVar, adv mgr.

**Campbell-Ewald**, Warren, Mich. Mark Bellissimo, exec VP & acct dir.

## 5 Verizon Communications

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine .....	\$65,487	\$51,637	26.8
Sunday magazine .....	627	444	41.2
B2B magazines .....	9,579	4,216	127.2
Local magazines .....	41	9	340.2
Spanish-language magazines ...	543	1,043	-47.9
Newspaper .....	598,402	570,626	4.9
National newspaper .....	84,707	61,466	37.8
Spanish-language Newspaper ..	4,514	3,503	28.9
FSI .....	111	91	22.4
Network TV .....	417,284	339,167	23.0
Spot TV .....	171,611	162,606	5.5
Syndicated TV .....	7,163	11,399	-37.2
Cable TV networks .....	153,554	126,779	21.1
Spanish-language TV .....	53,414	35,479	50.6
Network radio .....	1,852	5	NA
National spot radio .....	95,149	94,297	0.9
Local radio .....	101,809	101,245	0.6
Outdoor .....	57,624	53,684	7.3
Internet .....	123,567	144,013	-14.2
Measured media .....	1,947,039	1,761,708	10.5
Unmeasured spending ...	874,756	719,571	21.6
Total .....	2,821,795	2,481,279	13.7
By brand	2006	2005	% chg
Verizon .....	1,933,352	1,725,241	12.1
Superpages.com .....	13,226	31,275	-57.7

### Sales & earnings (\$ in millions)

Worldwide & U.S.	2006	2005	% chg
Sales .....	\$88,144	\$69,518	26.8
Earnings .....	6,197	7,397	-16.2
Division sales	2006	2005	% chg
Wireline .....	50,794	37,616	35.0
Domestic Wireless .....	38,043	32,301	17.8

### Headquarters

Verizon Communications/140 West St., New York, N.Y. 10007/Phone: (212) 395-2121.

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence See Page 8 for methodology.

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## Notes

Verizon Communications in May 2007 consolidated advertising and media accounts for its corporate and business-to-business units with that of Verizon Wireless. This marked the first time Verizon and Verizon Wireless completely merged agency functions. Verizon Communications owns 55% of Verizon Wireless; Vodafone owns 45%.

The move whittled down a roster of more than 20 creative and media-buying agencies to 10. All of the 10 selected agencies were previously on Verizon Communications' or Verizon Wireless' roster. McCann Erickson, creative incumbent on wireless, added responsibility for Verizon's corporate and B-to-B creative. McCann sibling Momentum, already on the wireless roster, took on responsibility for sponsorships for both Verizon Communications and wireless; sibling MRM won consolidated direct marketing. Interpublic-owned digital shop R/GA, which had worked for Verizon Communications, was to do digital design work for both wireless and corporate. Independent GlobalHue (already on the wireless roster) and AdAsia (already on the corporate roster) took on multicultural. WPP's Landor Associates, on the corporate roster, was named to handle brand identity and naming.

Universal McCann, which had handled planning for wireless, added duties for consolidated media planning. Publicis Groupe's Zenith Media, incumbent media buyer for both corporate and wireless, kept its media-buying assignments. Zenith's Moxie Interactive was named as agency for online creative, planning and buying.

Losers in the reorganization were Interpublic's DraftFCB, a long-time agency for Verizon Communications, and independent McGarrybowen, which worked for Verizon Communications since 2002.

Verizon spun off its directory division in November 2006, creating the new public company Idearc. Idearc publishes directories under the Verizon Yellow Pages brand and operates Superpages.com, an online directory. Idearc had 2006 revenue of \$3.22 billion; 93% came from print directory advertising and 7% from Superpages.com.

Verizon bought MCI for \$6.7 billion in January 2006. MCI's former CEO, Bernard J. Ebbers, was found guilty in mid-March 2005 on nine counts of directing an \$11 billion fraud that bankrupted MCI in 2002 when it was known as WorldCom.

## Personnel, brands, agencies

**Corporate:** Ivan Seidenberg, chmn & CEO; Denny Strigl, pres & chief operating officer; John Stratton, exec VP & chief mktg officer; John Harrobin, sr VP-mktg.

**McCann Erickson Worldwide**, New York. Thom Gruhler, exec VP & total comms dir. — Verizon.

**Verizon Media at Zenith**, New York. Wendy Marquardt, pres. — media svcs, brand campaign, cons & bus DSL, FiOS (fiber optics), diversity, wholesale (trade) & Avenue (trade awareness), Verizon.

**Moxie Interactive**, New York and Atlanta. Shelley Bertsch, sr VP-client svcs. — interactive creative & media svcs.

**R/GA**, New York. Richard Marks, grp acct dir. — interactive mktg, Verizon.

**Landor Associates**, New York. Allen Adamson, mg dir. — brand strategy & design, Verizon.

**AdAsia Communications**, New York. Kevin Lee, pres & CEO; Annie Shih, sr VP & acct dir. — multicultural adv & media buying.

**MRM Worldwide**, New York. Bill Kolb, pres. — direct mktg, Verizon.

**Verizon Business:** 140 West St., New York, N.Y. 10007/Phone: (212) 395-2121. John Killian, pres; Nancy Gofus, sr VP & chief mktg officer.

**McCann Erickson Worldwide**, New York. Thom Gruhler, exec VP & total comms dir. — Verizon.

**Verizon Telecom:** 140 West St., New York, N.Y. 10007/Phone: (212) 395-2121. Virginia Ruesterholz, pres; Marilyn O'Connell, chief mktg officer; John Winsatt, sr VP-cons mktg; Monte Beck, VP-bus mktg.

**McCann Erickson Worldwide**, New York. Thom Gruhler, exec VP & total comms dir. — Verizon.

**Verizon Media at Zenith**, New York. Mike Neiss, sr VP & plng dir; Dave Penski, sr VP & acct dir. — media svcs, brand campaign, cons & bus DSL, FiOS (fiber optics), diversity, wholesale (trade) & Avenue (trade awareness), Verizon.

**R/GA**, New York. Ryan Denning, grp dir. — digital design, Verizon.

**GlobalHue**, New York. Chris Campos, exec VP-client svcs; Zulema Arroyo, grp acct dir. — multicultural adv, Verizon.

**AdAsia Communications**, New York. Kevin Lee, pres & CEO; Annie Shih, sr VP & acct dir. — multicultural adv & media buying.

**Verizon Wireless:** 140 West St., New York, N.Y. 10007/Phone: (212) 395-2121. Lowell McAdam, pres & CEO; Mike Lanman, VP & chief mktg officer.

**McCann Erickson Worldwide**, New York. Thom Gruhler, exec VP & total comms dir. — Verizon.

**Verizon Media at Zenith**, New York. Wendy Marquardt, pres; Dave Penski, sr VP & acct dir. — media buying, brand campaign, cons & bus DSL, FiOS (fiber optics), diversity, wholesale (trade) & Avenue (trade awareness), Verizon.

**Universal McCann Worldwide**, New York. Tom Telesco, sr VP & grp media dir. — media plng, Verizon.

**Moxie Interactive**, New York. Shelley Bertsch, sr VP-client svcs. — interactive creative & media buying.

**R/GA**, New York. Ryan Denning, grp dir. — digital design, Verizon.

**Momentum Worldwide**, New York and St. Louis. Sarah Freeman, acct dir; Lynne Brinker, acct dir. — sls promo, retail & event sponsorships, Verizon.

**GlobalHue**, New York. Chris Campos, exec VP-client svcs; Zulema Arroyo, grp acct dir. — multicultural adv, Verizon.

**MRM Worldwide**, New York. Bill Kolb, pres. — direct mktg, Verizon.

**NAS Recruitment Communications**, Boston. Tara Repucci, VP. — recruitment comms.

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## 41 Viacom

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$69,354	\$89,335	-22.4
Sunday magazine	5,818	6,398	-9.1
B2B magazines	15,095	19,664	-23.2
Local magazines	125	37	233.2
Spanish-language magazines	351	105	234.0
Newspaper	83,035	102,560	-19.0
National newspaper	22,365	31,107	-28.1
Spanish-language Newspaper	632	584	8.3
Network TV	128,333	198,680	-35.4
Spot TV	49,133	45,859	7.1
Syndicated TV	14,113	23,449	-39.8
Cable TV networks	151,362	137,559	10.0
Spanish-language TV	10,817	7,380	46.6
Network radio	3,083	4,923	-37.4
National spot radio	15,801	22,785	-30.7
Local radio	31,376	52,491	-40.2
Outdoor	23,105	31,368	-26.3
Internet	30,002	32,305	-7.1
Measured media	653,898	806,588	-18.9
Unmeasured spending	280,242	268,863	4.2
Total	934,140	1,075,450	-13.1

By brand	2006	2005	% chg
Paramount movies	380,083	383,731	-1.0
Viacom video	109,247	118,420	-7.7
Dreamworks movies	41,283	139,332	-70.4
Nickelodeon	18,160	20,628	-12.0
BET	13,945	12,858	8.5
VH-1	12,696	17,501	-27.5
Comedy Central	12,543	18,861	-33.5
MTV	10,988	13,231	-17.0

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$11,467	\$9,610	19.3
Earnings	1,592	1,130	40.8
U.S.	2006	2005	% chg
Sales	8,700	7,459	16.6
Division sales	2006	2005	% chg
Media Networks	7,241	6,758	7.1
Filmed Entertainment	4,379	2,995	46.2

### Headquarters

Viacom/1515 Broadway, New York, N.Y. 10036/Phone: (212) 258-6000.

### Notes

Viacom on Dec. 31, 2005, split into two companies. The old Viacom morphed into CBS Corp.; the spinoff became the new Viacom.

This report covers new Viacom, which includes MTV Networks (including cable MTV, VH1, CMT: Country Music Television, Logo, Nickelodeon, Nick at Nite, Comedy Central, Spike TV, TV Land and digital properties), BET, Paramount (including DreamWorks SKG) and Famous Music.

Viacom's president-CEO, Tom Preston, resigned in September 2006 under pressure from Chairman Sumner Redstone. Mr. Redstone replaced him with Philippe Dauman, a former Viacom and private-equity executive.

Paramount in January 2006 paid \$1.9 billion to buy DreamWorks SKG, the studio Steven Spielberg, Jeffrey Katzenberg and David Geffen formed to create live-action film.

Viacom in May 2007 agreed to sell Famous Music, its music publishing business, to Sony/ATV Music Publishing for about \$370 million. Famous Music was opened in 1928 by Famous-Lasky Corp. (Paramount Pictures' predecessor) to publish music from the studio's "talking pictures" and other projects. Sony/ATV Music Publishing is co-owned by Sony and trusts formed by Michael Jackson.

### Personnel, brands, agencies

**Corporate:** Sumner Redstone, chmn; Phillipe P. Dauman, pres & CEO; Thomas E. Dooley, sr exec VP, chief admin officer & cfo; James Bombassei, sr VP-investor relations; Wade Davis, sr VP-strategy, mergers & acquisitions; Carl D. Folta, exec VP-corp comms; Michael D. Fricklas, exec VP, genl counsel & secretary; JoAnne Adams Griffith, exec VP-HR; DeDe Lea, exec VP-gov-ernment affairs; Jaques Tortoroli, sr VP, corp controller & chief accounting officer.

**BET Networks:** 1 BET Plaza, 1235 W St NE, Washington, D.C., 20018/Phone: (202) 608-2000. Debra Lee, chmn & CEO; Louis Carr, pres-media sls; Reginald Hudlin, pres-entertainment; Scott Mills, cfo & pres-digital media; Paxton Baker, exec VP & gm-BET J & digital networks; Raymond Goulbourne, exec VP-media sls; Stephen Hill, exec VP-entertainment prog, music & talent; Kelli Lawson, exec VP-sl strategy & partnerships; Byron Marchant, exec VP, chief activation officer & genl counsel; Byron Phillips, exec VP-entertainment; Michael Pickrum, exec VP & chief operating officer-BET Interactive; Janet Rolle, exec VP & chief mktg officer.

#### In-house.

**MTV Networks:** 1515 Broadway, New York, N.Y. 10039/Phone: (212) 258-8000. Judy McGrath, chmn & CEO-MTV Networks.

**In-house.** — CMT, MTV, MTV2, Nickelodeon, Nick at Nite, VH-1.

**MPG,** New York. Eva Kantrowitz, sr VP & grp acct dir. — media svcs, Comedy Central.

**Paramount Home Entertainment:** 5555 Melrose Ave., Los Angeles, Calif. 90038/Phone: (323) 956-5000. Thomas Lesinski, pres-ww home entertainment; Meagan Burrows, pres-domestic home entertainment; Michael Arkin, sr VP-mktg.

**Mediaedge:cia,** Los Angeles. Rino Scanzoni, chmn; Lee Doyle, CEO-N. Amer.; Jeff Killingsworth, mg ptrn. — media svcs, Viacom video.

**Paramount Pictures:** 5555 Melrose Ave., Los Angeles, Calif. 90038/Phone: (323) 956-5000. Brad Grey, chmn & CEO-Paramount Motion Picture Group.

**Mediaedge:cia,** Los Angeles. Rino Scanzoni, chmn; Lee Doyle, CEO-N. America; Jeff Killingsworth, mg ptrn. — media svcs, Paramount Pictures, DreamWorks SKG.

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## 64 Visa International

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$62,366	\$44,759	39.3
Sunday magazine	NA	4,613	NA
B2B magazines	2,601	2,753	-5.5
Spanish-language magazines	1,233	1,077	14.6
Newspaper	12,609	15,257	-17.4
National newspaper	3,948	1,664	137.3
Spanish-language Newspaper	14	21	-36.4
FSI	65	NA	NA
Network TV	220,497	173,221	27.3
Spot TV	945	797	18.5
Cable TV networks	53,181	55,659	-4.5
Spanish-language TV	19,621	14,339	36.8
National spot radio	3,384	8,315	-59.3
Local radio	11,968	16,872	-29.1
Outdoor	8,267	NA	NA
Internet	17,243	20,899	-17.5
Measured media	417,941	360,244	16.0
Unmeasured spending	179,118	140,095	27.9
Total	597,059	500,339	19.3
By brand	2006	2005	% chg
Visa	417,877	360,207	16.0

### Sales & earnings (\$ in millions)

U.S.	2006	2005	% chg
Sales	2,923	2,641	10.7
Net income	455	360	26.4

### Headquarters

Visa International/P.O. Box 8999, San Francisco, Calif. 94128/Phone: (650) 432-3200.

### Notes

Visa in October 2006 began preparing for an initial public offering, an effort it said could take 12 to 18 months. Moving toward that IPO, Visa in 2007 plans to merge its U.S., Canadian and international units, creating Visa Inc.

Visa in May 2007 named Joseph W. Saunders as chairman-CEO. He previously was president of card services at Washington Mutual, which bought his old firm, Providian Financial.

Rival MasterCard staged an IPO in May 2006.

### Personnel, brands, agencies

**Corporate:** Joseph W. Saunders, chmn & CEO; John Elkins, exec VP-global brand & mktg.

**AKQA**, San Francisco. Stuart Sproule, mg dir. — interactive mktg.

**Visa USA:** P.O. Box 194607, San Francisco, Calif. 94119/Phone: (415) 932-2100. John P. Coghlan, pres & CEO; Susanne D. Lyons, chief mktg officer; Kevin Burke, sr VP-adv & branding; Michael Lynch, sr VP-partnership mktg.

**TBWA/Chiat/Day**, Los Angeles. Chad Seymour, acct dir.

**Arc Worldwide**, San Francisco. Lee Dixon, sr VP & mg dir. — promo, interactive, direct mktg.

**GMR Marketing**, Dave Rosenberg, exec VP. — event mktg.

**Lopez Negrete Communications**, Houston. Alex Lopez Negrete, pres & CEO; Victoria Lopez Negrete, grp acct dir & dir-ops. — Hispanic adv.

**OMD Worldwide**, New York. Matt Kasindorf, acct dir; John Mattimore, dir-natl bdcst buying. — media svcs.

## 86 Volkswagen

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$38,722	\$80,156	-51.7
Sunday magazine	737	3,780	-80.5
B2B magazines	1,029	1,066	-3.5
Local magazines	1,158	322	259.6
Spanish-language magazines	403	604	-33.2
Newspaper	12,705	19,986	-36.4
National newspaper	12,209	23,227	-47.4
Spanish-language Newspaper	46	19	138.7
Network TV	97,808	162,083	-39.7
Spot TV	32,624	44,896	-27.3
Syndicated TV	9,929	1,611	516.4
Cable TV networks	45,749	43,360	5.5
Spanish-language TV	12,328	9,099	35.5
Network radio	2,005	NA	NA
National spot radio	2,049	2,960	-30.8
Local radio	8,171	5,664	44.3
Outdoor	4,667	5,987	-22.0
Internet	19,544	19,967	-2.1
Measured media	301,884	424,786	-28.9
Unmeasured spending	117,399	165,194	-28.9
Total	419,283	589,980	-28.9
By brand	2006	2005	% chg
Volkswagen	253,289	321,013	-21.1
Audi	47,308	101,375	-53.3

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$131,084	\$116,320	12.7
Earnings	3,436	1,386	147.9
North America	2006	2005	% chg
Sales	18,262	16,983	7.5
Division sales	2006	2005	% chg
Automotive	47,376	42,582	11.3
Other	15,201	15,246	-0.3
Genuine parts	4,725	4,350	8.6

### Headquarters

Volkswagen/D-38436, Wolfsburg, Germany /Phone: 49-5361-923-596.

### U.S. Headquarters

Volkswagen/Volkswagen of America, 3800 Hamlin Rd., Auburn Hills, Mich. 48326/Phone: (248) 754-5000.

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## Personnel, brands, agencies

**Corporate:** Dr. Martin Winterkorn, chmn; Frank Witter, CEO-Volkswagen of America.

**Audi of America:** 3800 Hamlin Rd., Auburn Hills, Mich. 48326/Phone: (248) 754-5000. Johan de Nysschen, exec VP; Reinhard Fischer, dir-sls plng & distribution; Scott Keogh, chief mktg mgr; Stephen Berkov, dir-mktg; Younghee Wong, media mktg mgr.

**Venables, Bell & Partners**, San Francisco. Erik Petersen, grp mgmt dir. — Audi.

**MediaCom**, New York. Bret Itskowitch, sr VP & grp dir. — media svcs, Audi.

**Factory Design Labs**, Denver. — interactive mktg, Audi.usa.com, Audi.

**Bentley Motors:** 3800 Hamlin Rd., Auburn Hills, Mich. 48326/Phone: (248) 754-6464. Julian Jenkins, dir-mktg & comms.

**Fuse Communication**, Birmingham, Mich. Chris Ward, acct dir. — Bentley.

**MediaCom**, New York. David Fasola, sr ptrn & grp dir. — media svcs, Bentley.

**Volkswagen of America:** 3800 Hamlin Rd., Auburn Hills, Mich. 48326/Phone: (248) 754-5000. Adrian Hallmark, exec VP.

**Crispin Porter & Bogusky**, Miami. Alex Bogusky, chief creative officer. — Volkswagen vehicles.

**MediaCom**, New York. David Fasola, sr VP & grp dir. — media svcs, Volkswagen.

**Ad\*itive**, Philadelphia. Monroe Blakes, mg ptrn. — African-American adv, Volkswagen.

**CreativeOnDemand**, Coral Gables, Fla. Daniel Marrero, ptrn. — Hispanic adv, Volkswagen.

## 79 Vonage Holdings Corp.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$3,503	\$7,919	-55.8
Sunday magazine	.673	1,382	-51.3
B2B magazines	.687	439	56.5
Newspaper	2,964	1,252	136.7
National newspaper	4,048	2,555	58.4
Network TV	86,197	15,854	443.7
Spot TV	1,976	695	184.5
Syndicated TV	95,462	69,585	37.2
Cable TV networks	83,251	36,427	128.5
Network radio	45	240	-81.3
National spot radio	309	496	-37.8
Local radio	350	1,135	-69.2
Internet	185,662	275,753	-32.7
Measured media	465,124	413,731	12.4
Total	465,124	413,731	12.4
By brand	2006	2005	% chg
Vonage	465,124	413,731	12.4

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence. See Page 8 for methodology.

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$607	\$269	125.6
Earnings	-339	-261	NA
U.S.	2006	2005	% chg
Sales	581	261	122.6

## Headquarters

Vonage Holdings Corp./23 Main St., Holmdel, N.J. 07733/Phone: (732) 528-2600.

## Notes

TNS estimates of measured ad spending are far higher than Vonage's stated spending. In its 10-K, Vonage reported advertising costs of \$296.9 million in 2006, \$204.9 million in 2005 and \$52.5 million in 2004.

Measured ad spending, based on rate cards, is inherently overstated compared to actual cost. While Ad Age could have discounted Vonage's media spending from TNS figures, Ad Age took the view that monitored media is more or less overstated equally for all advertisers in this report. Since Vonage's stated expense is below the measured figure, Ad Age lists no unmeasured spending for Vonage.

In its April 2007 10-K, Vonage said its stated advertising costs "include online, television, print and radio advertising, direct mail, alternative media, promotions, sponsorships and inbound and outbound telemarketing."

## Personnel, brands, agencies

**Corporate:** Jeffrey A. Citron, dir, chmn & chief strategist; Timothy G. Smith, pres-Vonage Network; Louis A. Mamakos, exec VP & chief tech officer; Sharon A. O'Leary, exec VP, secretary & chief legal officer.

**Arnold Worldwide**, New York. Greg Johnson, exec VP & grp acct dir. — cons adv & interactive mktg, Vonage.

**MPG**, New York. Edward Montes, sr VP & mg dir. — digital media plng, buying & reporting, direct response media plng, buying & reporting, Vonage Broadband Telephone.

## 34 Wal-Mart Stores

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$91,560	\$40,610	125.5
Sunday magazine	4,931	10,679	-53.8
B2B magazines	.671	1,229	-45.4
Spanish-language magazines	2,113	1,026	105.9
Newspaper	23,714	30,686	-22.7
National newspaper	2,718	2,007	35.4
Spanish-language Newspaper	835	839	-0.5
FSI	.635	2,930	-78.3
Network TV	137,819	205,800	-33.0
Spot TV	28,030	63,398	-55.8
Syndicated TV	24,111	49,968	-51.7
Cable TV networks	73,971	54,451	35.8
Spanish-language TV	57,853	56,659	2.1
Network radio	14,574	13,829	5.4

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By media	2006	2005	% chg
National spot radio	2,916	5,005	-41.7
Local radio	6,727	7,951	-15.4
Outdoor	1,980	856	131.2
Internet	61,158	34,238	78.6
Measured media	536,315	582,161	-7.9
Unmeasured spending	536,315	388,107	38.2
Total	1,072,630	970,268	10.5
By brand	2006	2005	% chg
Wal-Mart	515,382	563,858	-8.6
Sam's Club	20,298	15,342	32.3

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$348,650	\$312,101	11.7
Earnings	11,284	11,231	0.5
U.S.	2006	2005	% chg
Sales	271,534	252,864	7.4
Operating income	20,497	18,713	9.5
Division sales	2006	2005	% chg
Wal-Mart	226,294	209,910	7.8
International	77,116	62,719	23.0
Sam's Club	41,582	39,798	4.5

## Headquarters

Wal-Mart Stores/702 S.W. 8th St., Bentonville, Ark. 72716/Phone: (479) 273-4000.

## Notes

Wal-Mart in January 2007 awarded its creative account to Interpublic Group's Martin Agency and assigned media to Publicis Groupe's MediaVest. Independent GlobalHue won the African-American account; incumbent Lopez Negrete Communications kept the Hispanic account.

The decisions followed a stunning series of events after Wal-Mart in May 2006 put its accounts in review. In November 2006, it selected Interpublic's DraftFCB (creative) and Aegis' Carat (media). Just a month later, it terminated Julie Roehm, senior VP-marketing communications and point person on the review, and put the accounts back in review. Ms. Roehm in December 2006 sued Wal-Mart for wrongful termination and breach of contract; Wal-Mart's counterclaim then accused her of having an affair with a subordinate and accepting improper gratuities from DraftFCB, among others. Ms. Roehm has denied the charges.

Separate from the Wal-Mart review, the company staged a 2006 review for Sam's Club. The warehouse chain in August 2006 moved its account to independent StrawberryFrog from Omnicom's GSD&M.

## Personnel, brands, agencies

**Corporate:** S. Robson Walton, chmn; Lee Scott, Jr., pres & CEO;

**Sam's Club:** 608 SW 8th St., Bentonville, Ark. 72716/Phone: (479) 273-4000. C. Douglas McMillon, pres & CEO; Greg Spragg, exec VP-merch.

**StrawberryFrog:** New York. Scott Goodsen, CEO & chief creative officer. — Sam's Club.

**Wal-Mart Stores, USA:** 702 S.W. Eighth St., Bentonville, Ark. 72716/Phone: (479) 273-4000. Eduardo Castro-Wright, pres & CEO; John E. Fleming, exec VP & chief merch officer; Stephen Quinn, exec VP & chief mktg officer.

**Martin Agency,** Richmond, Va. Christine Branin, sr VP & mgmt super; Brad Armstrong, VP & grp mgmt super. — Wal-Mart.

**MediaVest USA,** New York. Bill Tucker, CEO-MediaVest USA. — media buying, media plng, Wal-Mart Stores.

**42 Degrees (Starcom MediaVest Group),** New York. — multicultural media plng & buying, Wal-Mart.

**Lopez Negrete Communications,** Houston. Alex Lopez Negrete, pres, CEO & chief creative officer; Adalis Arroyo, grp acct dir. — Hispanic adv, Wal-Mart.

**GlobalHue,** Southfield, Mich. Donald L. Coleman, chmn & CEO. — African-American adv, Wal-Mart.

**IW Group,** Los Angeles. Nita Song, pres & CEO. — Asian-American adv, Wal-Mart Stores.

## 84 Washington Mutual

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$1,039	\$170	510.6
Sunday magazine	NA	199	NA
B2B magazines	843	1,354	-37.8
Local magazines	116	196	-40.9
Spanish-language magazines	20	135	-85.3
Newspaper	79,722	66,323	20.2
National newspaper	472	262	80.0
Spanish-language newspaper	2,540	1,979	28.3
Spot TV	33,707	40,575	-16.9
Cable TV networks	13,687	99	NA
National spot radio	3,367	9,187	-63.3
Local radio	5,632	22,596	-75.1
Outdoor	14,536	21,647	-32.9
Internet	17,672	2,905	508.3
Measured media	173,351	167,627	3.4
Unmeasured spending	269,661	239,235	12.7
Total	443,012	406,862	8.9
By brand	2006	2005	% chg
Washington Mutual	172,991	166,490	3.9

### Sales & earnings (\$ in millions)

Worldwide & U.S.	2006	2005	% chg
Sales	\$14,498	\$13,315	8.9
Earnings	3,558	3,432	3.7
Division sales	2006	2005	% chg
Retail Banking Group	2,266	2,032	11.5
Card Services Group	745	172	333.1
Commercial Group	368	443	-16.9
Home Loans Group	NA	1,029	NA

## Headquarters

Washington Mutual/1301 Second Ave, Seattle, Wash. 98101/Phone: (206) 461-2000.

## Notes

Revenue figures reflect net interest income plus non-interest income.

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## Personnel, brands, agencies

**Corporate:** Kerry K. Killinger, chmn & CEO; Stephen J. Rotella, pres & chief operating officer; Todd H. Baker, exec VP-corp strategy & devel; Alfred R. Brooks, pres-commercial group; Thomas W. Casey, exec VP & cfo; Ronald J. Cathcart, exec VP & chief enterprise risk officer; Fay L. Chapman, sr exec VP & chief legal officer; James B. Corcoran, pres-retail banking; Daryl D. David, exec VP & chief HR officer; Debora D. Horvath, exec VP & chief information officer; Anthony F. Vuoto, pres-WaMu card services; David C. Schneider, pres-home loans.

**Leo Burnett Worldwide**, Chicago. Jamie Kieffer, acct dir. — Washington Mutual.

**Starcom USA**, Chicago. Helen McCormack, assoc dir. — media svcs, Washington Mutual.

**Avenue A/Razorfish**, Seattle & Portland. Colin Kinsella, pres-West region. — interactive mktg, Washington Mutual.

**Carol H. Williams Advertising**, Oakland, Calif. Carol H. Williams, pres, CEO & chief creative officer. — African-American adv, Washington Mutual.

**IW Group**, Los Angeles. Betty Kao, grp acct dir. — Asian-American adv, Washington Mutual.

## 82 Wells Fargo & Co.

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$3,356	\$3,764	-10.8
Sunday magazine	.62	NA	NA
B2B magazines	2,482	2,259	9.9
Local magazines	735	574	27.9
Spanish-language magazines	12	27	-55.0
Newspaper	16,787	24,476	-31.4
National newspaper	1,933	5,018	-61.5
Spanish-language Newspaper	305	414	-26.4
Network TV	37	NA	NA
Spot TV	18,495	13,057	41.6
Cable TV networks	34	NA	NA
Network radio	1,929	NA	NA
National spot radio	9,246	11,099	-16.7
Local radio	18,199	20,453	-11.0
Outdoor	6,854	6,041	13.5
Internet	7,054	6,675	5.7
Measured media	87,519	93,857	-6.8
Unmeasured spending	368,545	349,282	5.5
Total	456,064	443,139	2.9
<b>By brand</b>	<b>2006</b>	<b>2005</b>	<b>% chg</b>
Wells Fargo	85,903	92,938	-7.6

### Sales & earnings (\$ in millions)

Worldwide & U.S.	2006	2005	% chg
Sales	\$35,691	\$32,949	8.3
Earnings	8,482	7,671	10.6

### Headquarters

Wells Fargo & Co./420 Montgomery St., San Francisco, Calif. 94163/Phone: 800-411-4932.

Media measured are from TNS Media Intelligence, except FSI's from TNS's Marx Promotion Intelligence. See Page 8 for methodology.

## Notes

Wells Fargo reported advertising and promotion expenses of \$456 million in 2006, \$443 million in 2005 and \$459 million in 2004.

## Personnel, brands, agencies

**Corporate:** Richard M. Kovacevich, chmn & CEO; John G. Stumpf, pres & chief operating officer.

**Publicis Modem**, San Francisco. Nancy Langenstein, sr VP-mktg. — direct mktg, Consumer Credit Group.

## 85 Wendy's International

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$19,989	\$38,721	-48.4
B2B magazines	.22	NA	NA
Spanish-language magazines	NA	124	NA
Newspaper	143	197	-27.1
National newspaper	NA	333	NA
Spanish-language Newspaper	43	29	46.9
FSI	76	14	426.4
Network TV	164,092	166,448	-1.4
Spot TV	37,702	39,718	-5.1
Syndicated TV	27,217	31,283	-13.0
Cable TV networks	60,009	51,246	17.1
Spanish-language TV	18,524	18,612	-0.5
Network radio	70	100	-30.0
National spot radio	3,542	3,491	1.5
Local radio	16,553	13,541	22.2
Outdoor	6,319	7,871	-19.7
Internet	6,924	4,559	51.9
Measured media	361,223	376,285	-4.0
Unmeasured spending	73,985	77,070	-4.0
Total	435,209	453,356	-4.0
<b>By brand</b>	<b>2006</b>	<b>2005</b>	<b>% chg</b>
Wendy's	360,355	375,099	-3.9

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$2,439	\$2,455	-0.7
Earnings	.94	224	-58.0
<b>U.S.</b>	<b>2006</b>	<b>2005</b>	<b>% chg</b>
Sales	2,197	2,223	-1.2
<b>Division sales</b>	<b>2006</b>	<b>2005</b>	<b>% chg</b>
U.S. systemwide sales	7,804	7,680	1.6

### Headquarters

Wendy's International/One Dave Thomas Blvd., Dublin, Ohio 43017/Phone: (614) 764-3100.

## Notes

Wendy's in June 2007 said it would "explore a possible sale of the company." This came after Wendy's in April 2007 said its board was reviewing "strategic options to enhance shareholder value," including "a possible sale, merger or other business combination." Major shareholders including Highfields Capital Management and Triun Fund Management have been pushing for change.

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Wendy's in April 2006 named Chief Financial Officer Kerri Anderson as interim CEO, replacing Jack Schuessler; she became permanent president-CEO in November 2006.

Wendy's focused on its mainstay brand in 2006, narrowing its portfolio. The company in March 2006 staged an initial public offering for 17.25% of its Tim Hortons unit; in September 2006, Wendy's spun off its remaining 82.75% stake. In October 2006, Wendy's put its Café Express venture up for sale. In November 2006, Wendy's sold its Baja Fresh operation to an investor group.

Wendy's U.S. advertising total is based on systemwide U.S. sales from both corporate and franchise operations of \$7.8 billion in 2006 and \$7.7 billion in 2005, figures reported by Technomic. Sales and profits shown in the accompanying box are just corporate, representing results from corporate-owned restaurants and fees from franchisees.

## Personnel, brands, agencies

**Corporate:** Ian Rowden, chief mktg officer; Denny Lynch, sr VP-comms

**McCann Erickson Worldwide**, New York. Gary Steele, exec VP — corp.

**Universal McCann Worldwide**, New York. George Hayes, exec VP & dir-client svcs. — media svcs.

**Wendy's North America:** One Dave Thomas Blvd., Dublin, Ohio 43017-0256/Phone: (614) 764-3100. Kerri B. Anderson, pres & CEO; Dave Near, chief operating officer; Ian Rowden, chief mktg officer; Jonathan F. Catherwood, exec VP-mergers, acquisitions & treasurer; Jeffrey M. Cava, exec VP-HR, admin & bakery; Edward K. Choe, exec VP-restaurant svcs; Leon McCorkle, exec VP, genl counsel & sec; John D. Barker, sr VP, corp affairs & investor relations; Brendan P. Foley, Jr., sr VP, genl controller & asst sec; Tad G. Wampfler, sr VP-supply chain mgmt; Robert M. Whittington, sr VP & chief info officer.

**McCann Erickson Worldwide**, New York. Gary Steele, exec VP — Wendy's.

**Universal McCann Worldwide**, New York. Rich Anderson, sr VP & mg dir. — media plng.

**NAS Recruitment Communications**, Cincinnati, Ohio. Matthew Adam, VP. — recruitment mktg.

**Vidal Partnership**, New York. Manny Vidal, founder; Tony Ruiz, ptrn & acct brand team leader. — Hispanic adv & media svcs.

## 33 Wyeth

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$55,137	\$24,530	124.8
Sunday magazine	NA	2,461	NA
B2B magazines	2,535	1,889	34.2
Spanish-language magazines	175	NA	NA
Newspaper	6,514	188	NA
National newspaper	34	233	-85.6
FSI	9,944	7,730	28.6
Network TV	153,932	140,128	9.9
Spot TV	4,115	5,835	-29.5
Syndicated TV	73,609	84,466	-12.9

By media	2006	2005	% chg
Cable TV networks	76,582	74,675	2.6
Spanish-language TV	17,896	14,177	26.2
Network radio	7,297	7,651	-4.6
National spot radio	11,531	374	NA
Local radio	12,365	275	NA
Outdoor	11	259	-95.8
Internet	17,848	18,991	-6.0
Measured media	449,523	383,861	17.1
Unmeasured spending	627,256	508,839	23.3
Total	1,076,779	892,699	20.6

By brand	2006	2005	% chg
Advil	108,079	96,976	11.4
Enbrel	69,942	49,878	40.2
Centrum	38,669	41,006	-5.7
Psoriasisinfo.com	27,290	0	NA
Wyeth	26,470	14,730	79.7
Effexor XR	26,347	4,048	550.9
Robitussin	20,022	21,285	-5.9
Protonix	16,755	623	NA
Alavert	16,075	29,289	-45.1
ChapStick	15,265	11,419	33.7
Knowmenopause.com	12,205	0	NA
YourTimeForChange.com	11,935	0	NA
Synvisc	10,701	6,286	70.3

## Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$20,351	\$18,756	8.5
Earnings	4,197	3,656	14.8
U.S.	2006	2005	% chg
Sales	11,054	10,344	6.9
Division sales	2006	2005	% chg
Pharmaceuticals	16,884	15,321	10.2
Consumer Health Care	2,530	2,554	-0.9
Animal Health	936	881	6.2

## Headquarters

Wyeth/5 Giralda Farms, Madison, N.J. 07940/Phone: (973) 660-5000.

## Notes

Wyeth advertising in this report includes Enbrel, the arthritis drug which it holds in a co-promotion venture with Amgen.

## Personnel, brands, agencies

**Corporate:** Robert Essner, chmn & CEO; Bernard Poussot, pres.

**Wyeth Advertising (In-house)** Richard Feldheim, pres; Marianne McArdle, exec VP-natl TV.

**Fort Dodge Animal Health:** 9225 Indian Creek Pkwy. Ste. 400, Overland Park, Kan. 66210/Phone: (913) 664-7000. E. Thomas Corcoran, pres; Brent Standridge, sr VP-N. Amer. sls & mktg; Scott Bormann, VP-sls; Craig Wallace, VP-mktg.

**Latorra, Paul & McCann Advertising**, Syracuse, N.Y. Lou Latorra, pres. — Fort Dodge Animal Health.

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**Wyeth Consumer Healthcare:** 5 Giralda Farms, Madison, N.J. 07940/Phone: (973) 660-5000. Doug Rogers, pres; Tim McFadden, exec VP-mktg; Andrew Davis, sr VP-analgesics & nutritional bus unit; Bob Sanders, sr VP-respiratory & topicals bus unit; Valerie Caruso, sr VP-mktg insights & innovation; Roger Gravitte, sr VP-sls; Keith Wypyszynski, sr VP-trade relations; Mark Sobray, VP-medical sls & mktg; Steve Palmisano, sr VP-adv dir.

**Carrafiello-Diehl Associates,** Irvington, N.Y. Nancy Silverman, mgmt super. — Caltrate, Centrum.

**CommonHealth,** Parsippany, N.J. Matt Giegerich, pres & CEO-CommonHealth; Darlene Dobry, pres-Carbon (a CommonHealth Co.). — Advil.

**Grey,** New York. Maureen Maldari, exec VP-acct mgmt. — Advil, Advil Cold & Sinus, Alavert, ChapStick, Children's Advil, Preparation-H, Robitussin.

**Publicis Modem,** Norwalk, Conn. Tim Smith, sr VP- relationship leader. — media svcs, on-line mktg & media.

**Bravo Group,** New York. Veronica Vela, acct super. — Hispanic adv, Analgesic, Respiratory, Topicals & Nutritional Categories.

**Wyeth Pharmaceuticals:** 500 Arcola Rd., Collegeville, Pa. 19426/Phone: (610)902- 1200. Bernard J. Poussot, pres.

**Dorland Global Corp.,** Philadelphia. Harry Sweeney, chmn & CEO; Rita Sweeney, pres & chief operating officer; Richard Minoff, pres-Dorland Pharmaceutical. — institutional care, managed care, pharmaceutical care.

**Euro RSCG Life Chelsea,** New York. Pamela Pinta, mg dir-all products; Steven Nothel, exec VP & dir-client svcs; Eric Morse, VP & acct grp super- Effexor XR & Zosyn; Maha Elashri, VP & acct grp super-Enbrel; John DeFranco, exec VP & dir- client svcs-Pristiq; Nelson Figueroa, sr VP & mgmt super-Pristiq; Debbie Sutton Memmel, VP & acct grp super-Protonix.

**Euro RSCG Life LM&P,** New York. Barbara Patchefsky, sr VP & mgmt super; Cathie Golden, VP & acct grp super. — Hib Titer, Meningitec, Prevenar/Prevnar.

**Grey,** New York. Maureen Maldari, exec VP-acct mgmt. — Lybrel DTC.

**Grey Healthcare Group,** New York. — Lybrel, ReFacto, Rapamune.

**McCann Healthcare Worldwide,** Parsippany, N.J. Charles Buckwell, CEO-Complete Medical Group. — Prevnar, Rapamune.

**Ogilvy Healthworld,** New York. Michael Guarini, exec grp dir. — cons awareness adv, Bazedoxifene, Bazedoxifene CE, Premarin DTC, Premarin VC, Prempro, Protonix, Tygacil.

**OgilvyOne Worldwide,** New York. Donna Tuths, acct exec; Shelly Lazarus, CEO-Ogilvy & Mather Worldwide. — Lybrel.

**Zenith Media USA,** New York. JoAnn Accarino, sr VP-comms plng. — media plng, Altace, Effexor, Enbrel, Premarin/Prempro.

**In-house.** Richard Feldheim, pres. — media buying.

**Publicis Modem,** San Francisco. Candice Smith, VP & dir-strategy & enablement. — interactive mktg.

## 46 Yum Brands

### U.S. ad spending (\$ in thousands)

By media	2006	2005	% chg
Magazine	\$2,203	\$3,898	-43.5
B2B magazines	NA	169	NA
Spanish-language magazines	NA	16	NA
Newspaper	1,637	1,170	39.8
National newspaper	897	NA	NA
Spanish-language Newspaper	79	26	200.4
FSI	2,207	3,262	-32.3
Network TV	294,275	307,285	-4.2
Spot TV	223,289	213,098	4.8
Syndicated TV	6,267	6,405	-2.2
Cable TV networks	157,913	130,681	20.8
Spanish-language TV	15,428	18,452	-16.4
Network radio	215	208	3.4
National spot radio	8,742	7,315	19.5
Local radio	26,953	20,717	30.1
Outdoor	5,778	5,728	0.9
Internet	2,815	921	205.8
Measured media	748,699	719,351	4.1
Unmeasured spending	153,348	147,337	4.1
Total	902,047	866,688	4.1

By brand	2006	2005	% chg
Taco Bell	260,226	231,777	12.3
KFC	251,405	245,987	2.2
Pizza Hut	206,434	213,405	-3.3
Long John Silver's	25,279	22,561	12.0

### Sales & earnings (\$ in millions)

Worldwide	2006	2005	% chg
Sales	\$9,561	\$9,349	2.3
Earnings	824	762	8.1
U.S.	2006	2005	% chg
Sales	5,603	5,929	-5.5
Operating profit	763	760	0.4
Division sales	2006	2005	% chg
U.S. systemwide sales	17,800	17,700	0.6
U.S. company rest.	5,603	5,929	-5.5
International company rest.	2,320	2,124	9.2
China division	1,638	1,296	26.4

### Headquarters

Yum Brands/1441 Gardiner Lane, Louisville, Ky. 40213/Phone: (502) 874-8300.

### Notes

Yum's U.S. advertising total is based on systemwide U.S. sales from both corporate and franchise operations of \$17.8 billion in 2006 and \$17.7 billion in 2005. Figures in the accompanying box— sales, earnings and operating profits; worldwide sales by region— are just corporate, representing results from corporate-owned restaurants and fees from franchisees.

### Personnel, brands, agencies

**Corporate:** David C. Novak, chmn, pres & CEO; Jonathan D. Blum, sr VP-public affairs; Emil J. Brolik, pres-U.S. brand building; Anne P. Pyerlein, chief people officer; Christian L. Campbell,

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sr VP, genl counsel & chief franchise policy officer; Richard T. Carucci, cfo; Peter R. Hearl, chief operating & devel officer; Ted Knopf, sr VP-finance & corp controller; Tim Jerzyk, sr VP-investor relations & treasurer.

**Mediaedge:cia**, New York. Rino Scanzoni, chmn; Lee Doyle, CEO-N. Amer.; Mindy Welsh, mg ptrn & acct dir. — media buying, natl adult TV, corp.

**A&W All American Food:** 1900 Colonel Sanders Lane, Louisville, Ky. 40213/Phone: (502) 874-8300. Peter R. Hearl, acting pres.

**Creative Alliance**, Louisville, Ky. Luke Blackburn, VP- acct svcs; Zach McClave, acct exec. — print & point purchase.

**Empower MediaMarketing**, Cincinnati. Mitchell Dunn, acct super; Courtney Ackerman, acct super. — natl media buying.

**KFC Corp.:** 1441 Gardiner Lane, Louisville, Ky. 40213/Phone: (502) 874-8300. Gregg Dedrick, pres & chief concept officer; Harvey Brownlee, Jr., chief operating officer.

**DraftFCB**, Chicago. Rahul Roy, VP & grp mgmt dir. — KFC.

**Mediaedge:cia**, New York. Rino Scanzoni, chmn; Lee Doyle, CEO-N. Amer.; Mindy Welsh, mg ptrn & acct dir. — media buying & media comms svcs, KFC.

**Creative Alliance**, Louisville, Ky. Carrie Frazier, VP-acct svcs; Ricardo Nieto, sr VP-retail print svcs. — print & point of purchase, KFC.

**Long John Silver's:** 1900 Colonel Sanders Lane, Louisville, Ky. 40213/Phone: (502) 874-8300. tbd, pres & CEO; Steve Provost, chief mktg officer; Brent Cutler, chief food innovation officer; Toni Tiedemann, dir-cons insights; Don Gates, dir-mktg; Paula Ashley-Rogness, dir-media; Michelle Moore, assoc mgr-adv.

**Mediaedge:cia**, New York. Charles Courtier, exec chmn ww; Lee Doyle, mg ptrn, client svcs dir; Mindy Welsh, mg ptrn, acct dir.

— media buying, media comms svcs, Long John Silver's.

**Empower MediaMarketing**, Cincinnati. Mitchell Dunn, acct super; Cathy Shaffner, acct officer. — natl media buying.

**Creative Alliance**, Louisville, Ky. Luke Blackburn, VP- acct svcs; Mary Beth Baal, acct super. — natl print creative, natl print & point-of-purchase & merch creative.

**Element 79 Partners**, Chicago. Ken Fill, mgmt dir. — bdcast.

**Pizza Hut:** 14841 Dallas Pkwy., Dallas, Texas 75254/Phone: (972) 338-7700. Scott Bergren, pres & chief concept officer; Patrick Murtha, chief operating officer.

**BBDO Worldwide**, New York. Gavin Blawie, sr acct dir. — Pizza Hut.

**Mediaedge:cia**, New York. Rino Scanzoni, chmn; Lee Doyle, CEO-N. Amer.; Mindy Welsh, mg ptrn & acct dir. — media buying, media comms svcs.

**TracyLocke**, Dallas. Ron Askew, pres & CEO; Timberly Paddon, dir client svcs.

**Dieste Harmel & Partners**, Dallas. Yolanda Cassity, exec dir. — Hispanic adv.

**Taco Bell:** 17901 Von Karman, Irvine, Calif. 92614/Phone: (949) 863-4500. Greg Creed, pres & chief concept officer; Rob Savage, chief operating officer.

**DraftFCB**, San Francisco & Chicago, Ill. Rahul Roy, VP & group mgmt. — Taco Bell.

**Mediaedge:cia**, New York. Rino Scanzoni, chmn; Lee Doyle, CEO-N. Amer.; Mindy Welsh, mg ptrn & acct dir. — media buying, media comms svcs.

**Dieste Harmel & Partners**, Irvine, Calif. Yolanda Cassity, gm. — Hispanic adv, creative.

**Millsport**, Stamford, Conn. David Giglio, acct mg. — sports mktg, event coordination, event plng, adv strategy.