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FULL YEAR 2003

# MEGABRANDS

## Verizon again leads big telecom, auto megabrand spenders

By MARK SCHUMANN

FOR THE SECOND YEAR IN A ROW, rival megabrands Verizon and AT&T each spent more than \$1 billion on measured media, topping all other brands and helping to boost overall domestic measured ad spending to \$128.4 billion in 2003, up from \$120.1 billion in 2002. Verizon surpassed AT&T in 2002 and continued the ascent by increasing its budget 11.1% while AT&T tapered spending by 3.4%.

Spending for all megabrands was \$41.4 billion, up 12.4%, according to

TNS Media Intelligence/CMR, the source for this report. The totals in the Megabrands report included for the first time spending in Spanish-language TV, business magazines, local magazines and the Internet. Despite talk of the death of the 30-second spot, TV accounted for \$25.2 billion, or 61%, of the total—although that was down from 63.1% the prior year. Print, which accounted for 31.5% of the total, grew more, rising 16.7% behind double-digit increases in magazines and newspapers.

Among all advertisers, print was up 8.3%, while all TV showed a modest gain of only 3.4%. Spot TV held television in check, declining 5.4% to a total of \$16.2 billion. It was the only media category to

See BRANDS on Page S-2

### TOP 5 MEGABRANDS

RANKED BY U.S. MEASURED MEDIA SPENDING IN 2003

RANK	CATEGORY	TOTAL	U.S. MEASURED AD SPENDING IN 2003			
			% CHG	PRINT	TV	OTHER
1	Verizon	\$1,178	11.1	\$552	\$506	\$120
2	AT&T <sup>1</sup>	1,036	-3.4	579	372	85
3	Ford	853	-3.2	254	567	32
4	Sprint	805	23.9	497	289	19
5	Nissan	776	38.5	194	551	31

### TOP 5 AD CATEGORIES

RANKED BY U.S. MEASURED MEDIA SPENDING IN 2003

RANK	CATEGORY	U.S. MEASURED AD SPENDING		TOP MEGABRAND	SPENDING IN 2003
		2003	% CHG		
1	Automotive	\$18,393	8.2	Ford	\$853
2	Retail	16,205	6.3	Sears	627
3	Movies & media <sup>2</sup>	8,319	7.6	Sony Pictures	619
4	Drugs	6,863	18.7	Nexium heartburn Rx	227
5	Food	6,403	0.4	General Mills	290

Notes: Dollars are in millions. <sup>1</sup>The AT&T megabrand includes spending from two parent companies: AT&T Corp. and AT&T Wireless Services. The spending is grouped together because they use the same brand name. <sup>2</sup>Movies and studios are not megabrands and thus not in the Top 200 ranking due to the one-time nature of spending behind a particular movie.

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Full media breakout for all Megabrands on AdAge.com  
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### INSIDE

#### Main ranking

Megabrands ranked 1 to 200 by total U.S. measured media

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#### Top auto dealer associations

Ford Motor Co. dealers lead the pack with \$708 million in measured media

PAGES S-3

#### Top movies and top DVDs

'The Last Samurai' topped all movies in 2003 with \$46.6 million in advertising

PAGES S-4 AND S-5

# AdAge SPECIAL REPORT MEGABRANDS

## Brands

From Page S-1  
show any loss in 2003. Network TV gained only 1.8% to a total of \$20.4 billion.

Among the Top 200, the 31 automotive megabrands led the way with \$9.4 billion, up 6.9%. The drop in spot TV by automakers no doubt had an influence on the decline in that medium. Automakers spent

\$2.39 billion, down 5%, in spot TV. Some of that money shifted away from TV and into print: the top car brands spent almost \$250 million more in magazines in 2003.

### FORDLEADSCARS

Although Ford Motor Co.'s Ford marque led all autos with \$853 million in measured ad spending, Nissan Motor Co.'s Nissan megabrand moved up to become the second-ranked auto brand for the

first time with \$776 million, a 38.5% increase over 2002. Heavy spending behind new vehicles such as the Murano crossover SUV, Armada SUV and the Quest minivan contributed to Nissan's overall increase.

Chevrolet, the No. 1 overall megabrand in 2000 with a measured budget of \$819 million, has taken its foot off the gas in recent years, cutting spending back to \$687 million in 2003, a drop of 19.4%.

General Motors Corp. corporate spending, up 50.5% to \$379 million, compensated for some of this decline, however, as the automaker continued to push companywide incentive programs.

Magazines had a strong year in 2003, growing 6.3% overall and 16.1% among the Top 200 megabrands. Top auto megabrands Ford, Nissan, Toyota and Chevrolet spent \$727 million in consumer magazines, leading the Top 200

brands to measured spending of \$5.6 billion.

Newspapers were the primary beneficiaries of the telecommunications splurge in 2003. Of the \$5.4 billion spent by telecom megabrands in the Top 200, \$2.1 billion went to newspapers. Verizon, AT&T, Sprint and Cingular alone spent a combined \$1.67 billion in newspapers in 2003. These brands were a driving force behind newspaper's 19% growth among the top 200 brands.

Retailers were the second-largest category as well as the second-biggest contributors to newspapers. The top 27 retail megabrands, led by Sears, Roebuck & Co., Home Depot, Wal-Mart Stores & Target Stores, spent a total of \$6.3 billion on advertising in 2003. More than \$1.9 billion of that was placed in newspapers.

### PRINT PUSH

With the growth of magazines and newspapers outpacing TV in 2003, the spending among all advertisers in the two media has almost reached parity. TV (network, spot, syndicated and cable) accounted for \$54.4 billion of the total \$128.4 billion, while print (all forms of magazines and newspapers measured by CMR) balanced that figure with \$53.0 billion of its own. Radio, outdoor and Internet advertising round out the rest.

Financial services brands among the Top 200 showed robust growth in 2003. The 18 brands on the list spent \$3.4 billion, up 21% over 2002, with \$2 billion of that amount going into some form of TV. The American Express, Visa, and MasterCard megabrands led the pack, spending \$1.02 billion combined, up 20.2%. Citibank, BankOne, and Wachovia financial services all had triple-digit growth in their media outlays as they made a push behind branded credit cards and consumer services.

McDonald's, the leading restaurant megabrand, spent \$619 million in 2003. The chain began its "I'm lovin' it" campaign late in the year and also advertised new items targeting more health-conscious customers. Burger King, before the arrival of "subservientchicken.com" and a new lead agency, saw its media outlays decline by 19.1%. The No. 2 burger chain spent \$294 million, less than half of the budget behind the golden arches. The 13 restaurant megabrands spent a combined \$2.7 billion, up only 2.9% over 2002.

Early outlooks for 2004 are positive. Total first-quarter spending increased 9.6% over the same period in 2003. The Summer Olympics coupled with a tight election-year race should continue to drive ad spending, in spite of uncertainty in Iraq and an economy that has yet to reach a full recovery. ■

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## TOP 200 MEGABRANDS

Ranked by total measured U.S. advertising spending in 2003

RANK 2003	RANK 2002	ADVERTISER	PARENT COMPANY	TOTAL U.S. AD SPENDING		MAGAZINES & NEWSPAPERS	TV & CABLE
				2003	% CHG		
1	2	Verizon telecommunications	Verizon Communications	\$1,177.5	11.1	\$552.3	\$505.5
2	1	AT&T telecommunications*	AT&T Corp./AT&T Wireless	1,035.9	-3.4	578.7	371.7
3	3	Ford vehicles	Ford Motor Co.	853.1	-3.2	254.0	566.5
4	6	Sprint telecommunications	Sprint Corp.	805.4	23.9	497.2	289.4
5	9	Nissan vehicles	Nissan Motor Co.	776.1	38.5	193.6	550.9
6	5	Toyota vehicles	Toyota Motor Corp.	757.4	7.5	244.0	457.1
7	4	Chevrolet vehicles	General Motors Corp.	687.0	-19.4	208.1	447.8
8	11	Cingular wireless phone service	SBC Communications	645.0	24.3	344.8	226.8
9	7	Sears department stores	Sears, Roebuck & Co.	627.3	-0.6	150.5	446.6
10	8	McDonald's restaurants	McDonald's Corp.	619.4	2.3	23.8	545.5
11	12	Dodge vehicles	DaimlerChrysler	584.9	17.3	181.3	380.8
12	16	Home Depot building supply stores	Home Depot	539.4	31.3	135.5	298.0
13	13	Chrysler vehicles	DaimlerChrysler	509.5	16.5	216.2	271.4
14	10	Honda vehicles	Honda Motor Co.	486.6	-8.2	87.2	392.5
15	15	Wal-Mart discount stores	Wal-Mart Stores	467.7	11.2	35.3	418.2
16	14	Dell computers	Dell Computer Corp.	466.9	10.6	233.5	178.6
17	28	Microsoft software	Microsoft Corp.	458.2	59.0	242.2	182.7
18	21	Target discount stores	Target Corp.	442.7	20.1	196.7	230.2
19	17	IBM computers & services	IBM Corp.	423.1	6.5	253.8	153.5
20	26	Hewlett-Packard computers	Hewlett-Packard Co.	409.3	38.0	271.0	100.1
21	19	J.C. Penney Co. department stores	J.C. Penney Corp.	402.3	5.2	143.5	201.9
22	38	General Motors corporate	General Motors Corp.	378.6	50.5	244.0	105.9
23	31	American Express financial services	American Express Co.	368.7	29.7	149.8	178.0
24	20	Volkswagen vehicles	Volkswagen	367.2	-0.7	75.6	268.9
25	23	T-Mobile wireless phone service	Deutsche Telekom	364.5	1.9	161.8	183.2
26	18	Macy's department stores	Federated Department Stores	363.8	-7.9	295.3	57.5
27	106	SBC telecommunications	SBC Communications	360.8	190.6	82.6	188.2
28	29	Jeep vehicles	DaimlerChrysler	334.3	17.4	92.3	232.2
29	25	Visa credit cards	Visa International	332.8	9.2	33.9	257.9
30	24	Best Buy electronics stores	Best Buy Co.	322.2	2.9	178.4	126.0
31	36	Mastercard credit cards	MasterCard International	316.9	22.8	69.7	227.1
32	27	Wendys restaurants	Wendys International	315.3	8.7	32.5	271.3
33	35	Lowe's building supply stores	Lowe's Cos.	302.2	13.4	72.5	206.8
34	22	Burger King restaurants	Texas Pacific Group	294.2	-19.1	4.1	266.8
35	32	L'Oreal cosmetics	L'Oreal	290.3	2.9	91.7	197.1
36	49	General Mills cereals	General Mills	289.7	27.5	10.5	272.2
37	65	Kohl's department stores	Kohl's Corp.	281.1	42.8	103.4	152.9
38	46	Kellogg's breakfast foods	Kellogg Co.	281.0	21.7	63.4	211.4
39	30	Mitsubishi vehicles	Mitsubishi Motors Corp.	276.7	-2.7	53.8	221.1
40	72	Crest dental products	Procter & Gamble Co.	270.4	53.1	51.9	211.1
41	43	Subway restaurants	Doctor's Associates	268.8	15.6	1.4	263.0
42	33	Budweiser & Bud Light beer	Anheuser-Busch Cos.	266.7	-3.9	11.0	241.2
43	61	Nextel telecommunications	Nextel Communications	264.5	32.3	159.5	69.0
44	45	Lexus vehicles	Toyota Motor Corp.	256.6	11.1	92.5	150.7
45	41	Miller beer	SABMiller	255.7	4.4	27.5	185.3
46	54	America Online internet service	Time Warner	255.7	22.4	22.2	196.2
47	39	Kia vehicles	Kia Motors Corp.	250.0	-0.5	43.8	201.8
48	37	State Farm insurance	State Farm Mutual Auto Insurance Co.	246.4	-2.1	73.7	111.0
49	71	Hyundai vehicles	Hyundai Motor Co.	239.6	34.0	20.8	216.1
50	40	Circuit City electronics stores	Circuit City Stores	239.3	-4.6	78.2	136.7
51	79	Clairol haircare products	Procter & Gamble Co.	235.6	45.6	76.7	156.6
52	70	Sony electronics	Sony Corp.	234.4	29.5	82.7	142.2
53	133	Citibank financial services	CitiGroup	233.6	123.8	103.2	86.3
54	42	KFC restaurants	Yum Brands	232.2	-0.2	0.3	229.6
55	57	Mazda vehicles	Mazda Motor Corp.	231.0	13.9	82.1	142.2
56	44	Dillard's department stores	Dillard's	227.8	-1.8	224.8	2.0
57	64	Nexium heartburn Rx	AstraZeneca	227.5	14.8	63.8	141.9
58	53	Saturn vehicles	General Motors Corp.	226.9	5.0	11.7	209.2
59	55	Acura vehicles	Honda Motor Co.	221.9	6.3	61.2	156.9
60	76	Olay skincare products	Procter & Gamble Co.	210.3	28.6	105.4	98.9
61	96	Tylenol pain remedies	Johnson & Johnson	209.3	56.0	43.6	152.7
62	48	Pepsi & Diet Pepsi beverages	PepsiCo	207.8	-8.8	6.9	177.9
63	51	Cadillac vehicles	General Motors Corp.	207.4	-7.2	62.7	141.0
64	59	RadioShack electronics stores	RadioShack Corp.	205.9	2.0	19.2	140.2
65	60	Taco Bell restaurants	Yum Brands	205.3	2.2	0.7	195.7
66	101	Allstate insurance	Allstate Corp.	204.5	57.0	34.9	120.4

Notes: Dollars are in millions. \*The AT&T brand includes spending from both AT&T Corp. and AT&T Wireless Services because they use the same brand name. Measured media from TNS Media Intelligence/CMR's Strategy. Magazines and newspapers includes: consumer magazines, Sunday magazines, local magazines, business publications, local newspapers, and national newspapers; TV & cable includes: network TV, spot TV, syndicated TV, Spanish-language TV and cable TV networks. Other media not broken out but included in the total are network radio, national spot radio, outdoor and an Advertising Age estimate of Internet spending. Ranking continues on Page S-4.

## TOP 5 AUTO DEALER ASSOCIATIONS

By U.S. measured ad spending in 2003, consolidated by manufacturer

RANK	DEALER ASSOCIATION	MEASURED AD SPENDING	
		2003	% CHG
1	Ford Motor Co. dealer associations	\$708	0.0
2	General Motors Corp. dealer associations	657	17.1
3	Toyota Motor Corp. dealer associations	465	8.9
4	DaimlerChrysler dealer associations	380	25.0
5	Hyundai Motor Co. dealer associations	105	-25.1
	<b>Top 5 total</b>	<b>2,316</b>	<b>8.2</b>

Note: Dollars are in millions. Measured spending from TNS Media Intelligence/CMR.

Word  
play

BLACK LIGHT

Baby Grand

Jumbo shrimp

Entertainment business

Serious fun

# AdAge SPECIAL REPORT MEGABRANDS

## TOP 5 MOVIES

By U.S. measured media advertising spending in 2003

RANK	MOVIE	STUDIO	AD \$ IN 2003
1	'The Last Samurai'	Warner Bros. Pictures	\$46.6
2	'Finding Nemo'	Buena Vista Motion Pictures	46.5
3	'Pirates of the Caribbean'	Buena Vista Motion Pictures	43.0
4	'Terminator 3: Rise of the Machines'	Warner Bros. Pictures	40.9
5	'Mystic River'	Warner Bros. Pictures	40.5
Top 5 total			217.5

Note: Dollars are in millions. Measured spending from TNS Media Intelligence/CMR.

## Numbers game

90,000,000 +  
in-store impressions per month<sup>1</sup>

50,000,000  
active members

5,000,000 +  
monthly direct mail

\$75,660  
mean household income<sup>2</sup>

97%  
direct mail open rate<sup>3</sup>

#1  
incentive supplier 3 years running<sup>4</sup>



1. & 3. Based on Blockbuster transaction data for 2003. This transaction data was adjusted by average shopping group size from the Nielsen Media Research March/August 2003 Blockbuster TV Intercept Studies. 2. MRI 2003 Doublebase, base of adults 18+. 4. Incentive Magazine, May 2003. BLOCKBUSTER name, design and related marks are trademarks of Blockbuster Inc. © 2004 Blockbuster Inc. All rights reserved.

## TOP 200 MEGABRANDS

Ranked by total measured U.S. advertising spending in 2003

RANK		ADVERTISER	PARENT COMPANY	TOTAL U.S. AD SPENDING		MAGAZINES & NEWSPAPERS	TV & CABLE
2003	2002			2003	% CHG		
67	52	Gateway computers	Gateway	\$202.8	-7.3	\$45.7	\$121.4
68	50	Nike shoes & apparel	Nike	200.0	-11.7	64.8	126.9
69	63	Capital One financial services	Capital One Financial Corp.	193.5	-2.5	13.5	178.4
70	47	GMC vehicles	General Motors Corp.	193.2	-15.3	55.7	132.4
71	58	Clorox bleaches & cleaners	Clorox Co.	192.1	-5.2	90.7	101.0
72	66	Disney entertainment & resorts	Walt Disney Co.	189.6	-2.6	57.9	101.9
73	78	Old Navy clothing stores	Gap Inc.	188.7	16.1	3.5	177.6
74	75	Pizza Hut restaurants	Yum Brands	188.2	13.5	0.3	185.0
75	83	DirecTV satellite television	News Corp.	187.7	21.4	24.2	146.5
76	84	Infiniti vehicles	Nissan Motor Co.	185.7	20.2	76.0	101.0
77	80	Lincoln vehicles	Ford Motor Co.	185.1	15.4	62.4	118.1
78	68	Office of National Drug Control	U.S. Government	181.1	-4.7	27.1	143.9
79	154	BankOne financial services	JP Morgan Chase	179.7	107.5	47.0	84.2
80	34	Kmart discount stores	Kmart Corp.	179.1	-34.0	95.0	71.0
81	56	Bank of America financial services	Bank of America Corp.	177.4	-14.1	41.8	101.0
82	82	Pontiac vehicles	General Motors Corp.	176.6	13.8	47.9	123.0
83	125	Pantene haircare products	Procter & Gamble Co.	175.5	55.9	36.8	137.9
84	NA	10-10-987 long distance service	MCI	171.4	NA	2.7	168.7
85	67	Coke & Diet Coke beverages	Coca-Cola Co.	167.6	-12.6	11.0	145.2
86	107	Kraft foods	Altria Group	167.5	36.4	57.1	83.7
87	88	Geico insurance	Berkshire Hathaway	167.0	13.0	15.7	120.3
88	123	Canon cameras & office equipment	Canon	165.0	44.0	103.7	55.3
89	85	Neutrogena skincare products	Johnson & Johnson	162.8	6.2	66.6	95.6
90	77	Nabisco foods	Altria Group	160.3	-2.0	64.8	94.2
91	90	UPS shipping services	United Parcel Service	159.1	10.6	17.3	123.8
92	89	Southwest Airlines	Southwest Airlines	153.2	4.4	9.1	127.1
93	92	Progressive auto insurance	Progressive Corp.	152.2	7.9	3.2	142.0
94	69	Coors & Coors Light beer	Adolph Coors Co.	151.6	-17.0	5.7	134.5
95	110	GE appliances & financial services	General Electric Co.	148.8	22.7	63.3	81.5
96	186	Ebay online auction	Ebay	147.5	99.5	52.0	33.9
97	151	Dove skincare products	Unilever	146.9	67.2	31.6	114.2
98	91	Gap clothing stores	Gap Inc.	146.0	3.4	34.8	96.0
99	62	Kodak cameras & film	Eastman Kodak Co.	145.9	-26.5	22.0	121.7
100	94	Mercedes-Benz vehicles	DaimlerChrysler	145.0	6.9	64.9	71.6
101	384	Netflix.com online video rental	Netflix	143.0	360.6	0.1	1.2
102	113	Fry's electronics stores	Fry's Electronics	142.8	19.7	138.2	4.6
103	74	Buick vehicles	General Motors Corp.	139.8	-17.9	46.8	83.7
104	93	Subaru vehicles	Fuji Heavy Industries	139.3	2.6	36.6	100.1
105	129	BMW vehicles	BMW	137.7	26.0	55.4	74.0
106	342	Wachovia financial services	Wachovia Corp.	133.3	265.7	52.4	66.8
107	159	Washington Mutual financial services	Washington Mutual	132.9	57.8	51.6	48.7
108	105	Walgreens drug stores	Walgreen Co.	131.7	5.6	70.2	51.8
109	122	Intel processors	Intel Corp.	131.1	14.3	62.0	64.2
110	98	Gatorade beverages	PepsiCo	131.0	-1.4	7.0	121.6
111	99	Domino's Pizza restaurants	Domino's Pizza	129.7	-1.9	1.5	121.3
112	120	Bose audio equipment	Bose Corp.	129.1	11.6	106.2	14.0
113	73	Campbell's soup & packaged foods	Campbell Soup Co.	127.9	-27.3	33.8	86.7
114	349	Comcast cable services	Comcast Corp.	127.2	263.0	45.6	72.1
115	116	Cover Girl cosmetics	Procter & Gamble Co.	125.2	6.8	49.5	74.2
116	118	Hallmark cards & gifts	Hallmark Cards	124.9	6.7	30.3	91.2
117	100	Apple computers & iPod	Apple Computer	122.7	-6.2	49.2	59.2
118	157	Revlon cosmetics	Revlon	122.5	45.2	41.3	81.2
119	111	Quaker cereals	PepsiCo	120.9	0.3	31.1	89.2
120	130	Toys "R" Us stores	Toys-R-Us	120.9	13.6	17.0	85.5
121	95	Allegra allergy Rx	Aventis	120.8	-10.4	56.9	60.7
122	207	BellSouth telecommunications	BellSouth Corp.	117.7	73.6	29.0	65.4
123	114	U.S. Army	U.S. Government	116.2	-2.3	20.7	93.3
124	162	Prevacid heartburn Rx	TAP Pharmaceutical Products	115.7	38.1	20.9	93.2
125	126	Gillette shaving products	Gillette Co.	115.4	3.7	32.8	78.9
126	260	Singulair Rx	Merck & Co.	115.3	127.0	34.2	80.1
127	259	Zoloft depression Rx	Pfizer	115.1	125.9	43.5	70.9
128	247	Expedia.com online travel service	InterActiveCorp	115.0	109.2	21.7	85.8
129	119	Qwest telecommunications	Qwest Communications Intl.	114.7	-1.1	29.8	32.2
130	223	Philip Morris corporate	Altria Group	112.6	80.5	23.1	84.9
131	135	Viagra impotence Rx	Pfizer	111.6	12.8	29.1	72.9
132	170	Lipitor cholesterol Rx	Pfizer	110.0	37.2	45.9	64.0
133	138	Post cereals	Altria Group	109.5	12.6	27.7	79.2

Notes: Dollars are in millions. 2002 rankings represent data compiled in 2004. Measured media from TNS Media Intelligence/CMR's Strategy. Magazines and newspapers includes: consumer magazines, Sunday magazines, local magazines, business publications, local newspapers, and national newspapers; TV & cable includes: network TV, spot TV, syndicated TV, Spanish-language TV and cable TV networks. Other media not broken out but included in the total are network radio, national spot radio, outdoor and an Advertising Age estimate of Internet spending. Ranking continues on Page S-5. Go to AdAge.com for a full media breakout of all megabrands.

## TOP 200 MEGABRANDS 134-200

Ranked by total measured U.S. advertising spending in 2003

RANK 2003	RANK 2002	ADVERTISER	PARENT COMPANY	TOTAL U.S. AD SPENDING 2003	% CHG	MAGAZINES & NEWSPAPERS	TV & CABLE
134	112	Robinson's May dept. stores	May Department Stores Co.	\$109.2	-8.7	\$97.6	\$10.9
135	86	Wrigley's chewing gum	Wm. Wrigley Jr. Co.	107.8	-27.8	31.0	62.3
136	142	Applebee's restaurants	Applebee's International	107.5	13.5	0.2	104.5
137	97	Clarinex allergy Rx	Schering-Plough Corp.	106.3	-20.2	32.9	70.0
138	467	MCI telecommunications	MCI	105.7	341.8	26.8	76.4
139	121	Mervyn's department stores	Target Corp.	105.2	-8.7	61.0	34.6
140	160	Rooms to Go furniture stores	Rooms To Go	103.8	23.5	59.5	40.9
141	136	Foley's department stores	May Department Stores Co.	103.5	5.0	95.0	8.5
142	187	Alltel phone services	Alltel Corp.	103.4	40.2	48.1	28.7
143	141	Maybelline cosmetics	L'Oreal	103.0	8.2	38.3	64.5
144	128	Advair asthma Rx	GlaxoSmithKline	102.4	-6.4	28.6	71.3
145	134	Arby's restaurants	Triarc Cos.	102.0	-0.8	0.4	97.1
146	108	Compaq computers	Hewlett-Packard Co.	101.7	-16.6	46.1	47.4
147	81	Charles Schwab financial services	Charles Schwab & Co.	100.6	-37.1	48.7	42.9
148	297	Dish Network satellite TV	Echostar Communications Corp.	100.5	136.0	40.6	46.6
149	184	Zyrtec allergy Rx	Pfizer	99.0	32.7	14.8	83.3
150	146	Fox broadcast & cable television	News Corp.	97.9	6.0	46.1	0.4
151	104	Office Depot office supply stores	Office Depot	97.7	-21.8	27.2	56.2
152	148	Dr Pepper soft drinks	Cadbury Schweppes	95.7	6.6	0.8	94.3
153	132	Samsung electronics & appliances	Samsung Group	95.7	-8.7	73.3	14.3
154	139	Advil pain remedies	Wyeth	95.6	-1.1	2.0	86.7
155	166	Chili's restaurants	Brinker Intl.	95.0	17.3	0.0	88.9
156	176	ABC television network	Walt Disney Co.	93.9	20.3	57.2	0.2
157	231	Petmed Express pet supplies	Petmed Express	93.9	54.7	0.1	93.3
158	150	Nintendo video games & systems	Nintendo Co.	93.6	6.4	13.2	76.0
159	156	American Airlines	AMR Corp.	93.5	10.5	58.2	21.7
160	227	Aveeno skin care products	Johnson & Johnson	93.0	50.8	39.3	53.8
161	131	Discover Card credit card	Morgan Stanley	93.0	-12.4	10.6	75.5
162	182	Red Lobster restaurants	Darden Restaurants	92.1	21.8	0.2	77.0
163	218	Swiffer floor cleaning products	Procter & Gamble Co.	91.9	41.8	0.7	91.2
164	137	U.S. dairy products	U.S. dairy producers & processors	91.6	-6.6	20.0	53.1
165	127	Fidelity financial services	FMR Corp.	91.4	-17.5	52.3	34.1
166	177	Flonase allergy Rx	GlaxoSmithKline	90.6	16.1	36.5	51.9
167	149	Mercury vehicles	Ford Motor Co.	90.4	1.7	40.8	47.6
168	144	Purina pet food	Nestle	90.1	-3.8	7.5	75.6
169	1047	Claritin allergy Rx	Schering-Plough Corp.	89.7	NA	4.5	82.2
170	330	Garnier haircare products	L'Oreal	89.6	132.6	17.2	71.9
171	286	Hummer vehicles	General Motors Corp.	89.1	97.9	18.7	68.6
172	296	Nokia wireless phones	Nokia Corp.	88.8	108.4	39.3	32.2
173	117	MSN Internet services	Microsoft Corp.	88.5	-24.4	9.4	67.1
174	209	United Airlines	UAL Corp.	88.5	33.2	68.7	3.9
175	158	FedEx delivery services	FedEx Corp.	88.5	4.9	22.6	59.4
176	161	Jaguar vehicles	Ford Motor Co.	87.8	4.4	44.9	35.5
177	165	Celebrex arthritis Rx	Pfizer	87.4	7.3	12.0	74.8
178	171	Yoplait yogurt	General Mills	86.8	8.4	5.0	81.9
179	164	Olive Garden restaurants	Darden Restaurants	86.7	4.9	0.0	82.0
180	155	Michelob beer	Anheuser-Busch Cos.	86.6	0.4	18.1	58.5
181	183	Ortho contraceptive Rx	Johnson & Johnson	86.6	14.8	25.8	59.4
182	169	Royal Caribbean cruise lines	Royal Caribbean Intl.	84.6	5.4	29.2	50.9
183	240	Bowflex exercise equipment	Nautilus Group	83.8	43.3	1.2	82.6
184	319	Ameriquest Mortgage fin. svcs.	Ameriquest Mortgage Co.	83.4	110.9	0.0	55.6
185	168	Colgate dental products	Colgate-Palmolive Co.	82.9	2.9	18.3	62.4
186	172	Bounty household paper products	Procter & Gamble Co.	82.8	3.6	22.4	57.2
187	262	Oral-B dental products	Gillette Co.	81.8	62.4	6.0	75.7
188	214	Mattel toys	Mattel	81.3	24.3	1.2	79.5
189	140	HBO cable television	Time Warner	81.3	-15.1	62.0	7.2
190	185	Audi vehicles	Volkswagen	81.3	9.0	48.0	31.7
191	145	Zocor cholesterol Rx	Merck & Co.	81.2	-13.1	34.8	45.4
192	115	Pillsbury bakery products	General Mills	79.9	-32.0	6.2	73.6
193	222	CVS drug stores	CVS Corp.	79.9	24.4	39.5	21.7
194	228	Saab vehicles	General Motors Corp.	79.7	29.2	15.6	59.3
195	234	Nestle candy, food & beverages	Nestle	78.6	30.7	21.5	53.9
197	143	Listerine mouthwash & PocketPaks	Pfizer	78.3	-16.9	0.2	74.3
197	180	Victoria's Secret women's apparel	Limited Brands	78.1	2.5	17.5	57.0
198	194	Vioxx osteoarthritis Rx	Merck & Co.	78.0	8.2	57.8	19.9
199	251	Plavix blood thinner Rx	Bristol-Myers Squibb Co.	77.8	45.2	33.7	43.8
200	217	Fisher-Price toys	Mattel	77.6	19.5	7.7	69.4

Notes: Dollars are in millions. 2002 rankings represent data compiled in 2004. Measured media from TNS Media Intelligence/CMR's Strategy. Magazines and newspapers includes: consumer magazines, Sunday magazines, local magazines, business publications, local newspapers, and national newspapers; TV & cable includes: network TV, spot TV, syndicated TV, Spanish-language TV and cable TV networks. Other media not broken out but included in the total are network radio, national spot radio, outdoor and an Advertising Age estimate of Internet spending. Go to AdAge.com for a full media breakout of all megabrands.

## TOP 5 DVD & HOME VIDEOS

By U.S. measured media advertising in 2003

RANK	MOVIE	PARENT COMPANY	AD \$ IN 2003
1	'Finding Nemo'	Walt Disney Co.	\$31.0
2	'The Lion King'	Walt Disney Co.	20.2
3	'Pirates of the Caribbean'	Walt Disney Co.	18.4
4	'Indiana Jones Collection'	Viacom	14.4
5	'Harry Potter & The Chamber of Secrets'	Time Warner	14.0
Top 5 totals			98.0

Note: Dollars are in millions. Measured spending from TNS Media Intelligence/CMR.

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