

<https://www.campaignlive.com/article/check-top-global-advertisers-media-agencies/1590774>

Check out the top global advertisers and media agencies

Procter & Gamble is the largest global advertiser, perhaps unsurprisingly, with \$7 billion in media spend last year, followed by Unilever (\$4.1B), General Motors (\$3.2B), L'Oréal (\$3B) and Renault-Nissan-Mitsubishi Alliance (\$2.8B).

According to the new Global Advertising Ranking Report from COMvergence, the top 34 advertisers have a global media spend of more than \$1 billion, representing 60 percent of the world's top 175 advertisers.

The Automotive and CPG/FCMG (personal, home and healthcare) categories each account for 20 percent or \$23 billion of the total spend in the study, while food and soft drinks make up 14 percent. These three categories alone make up more than half of the \$114.5 billion spent on media globally.

On the agency side, GroupM is the lead media spender across nine categories, including clothing and sports, energy, CPG (food & beverages), CPG (personal, home and healthcare), internet, IT and electronics, luxury, media and entertainment, and travel and tourism.

Omnicom Media Group led the way in automotive, games and toys, restaurants and telecom; and Publicis Media led in finance and insurance ad pharmaceuticals. Dentsu Aegis Network took the top spot in alcohol, with Mediabrands as the leader in retail.

See a couple charts from the study below.

GLOBAL ADVERTISER RANKING 2018 (global spend >\$100M)							
Rank	Advertiser	Product Category	Global media spend 2018 in US \$	Rank	Advertiser	Product Category	Global media spend 2018 in US \$
01	Procter & Gamble Co (P&G)	FMCG (Personal, Home & Health Care)	6 930	01	Honda Motor Co.	Automotive	1 620
02	Unilever	FMCG (Personal, Home & Health Care)	4 110	02	Walt Disney Co.	Media & Entertainment	1 570
03	General Motors (GM)	Automotive	3 180	03	Wm's Inc.	FMCG (Food, Beverages)	1 520
04	L'Oréal	FMCG (Personal, Home & Health Care)	3 040	04	PepsiCo	FMCG (Food, Beverages)	1 470
05	Renault-Nissan-Mitsubishi Alliance	Automotive	2 800	05	Expedia	Travel & Tourism	1 450
06	Coca-Cola Co.	FMCG (Food, Beverages)	2 770	06	Apple	IT & Electronics	1 390
07	Volkswagen Group	Automotive	2 560	07	Telekom Deutschland GmbH	Telecom	1 310
08	Nestlé	FMCG (Food, Beverages)	2 400	08	Ferrero	FMCG (Food, Beverages)	1 220
09	Ford Motor Co.	Automotive	2 370	09	Anheuser-Busch Inbev (AB-Inbev)	Alcohol	1 210
10	McDonald's	Restaurants	2 160	10	AT&T	Telecom	1 170
11	BB (Reckitt Benckiser)	FMCG (Personal, Home & Health Care)	2 020	11	PSA Peugeot Citroën	Automotive	1 160
12	Alphabet (Google)	Internet	1 970	12	Hyundai Motor Co.	Automotive	1 150
13	Toyota Motor Corp	Automotive	1 930	13	Bayer	Pharmaceutical	1 070
14	Amazon.com Inc.	Retail	1 820	14	Sony Corp.	Media & Entertainment	1 020
15	Pfizer	Pharmaceutical	1 800	15	J&F Hennessy Louis Vuitton (LVMH)	Luxury Goods	940
16	GlaxoSmithKline (GSK)	Pharmaceutical	1 800	16	Warner Media	Media & Entertainment	920
17	Fiat Chrysler Automobiles (FCA)	Automotive	1 770	17	Daimler	Automotive	900
18	Samsung Electronics	IT & Electronics	1 750	18	Mondelez International	FMCG (Food, Beverages)	870
19	Yum! Brands	Restaurants	1 750	19	Wal-Mart Stores, Inc.	Retail	840
20	Johnson & Johnson (J&J)	FMCG (Personal, Home & Health Care)	1 640	20	Colgate Palmolive	FMCG (Personal, Home & Health Care)	760