

Top 100 Advertisers 2010

2009	2010	Advertiser	2010 (US\$ 000)	2009 (US\$ 000)	Var,%
1	1	CASAS BAHIA	738,138	681,705	3
2	2	UNILEVER BRASIL	480,388	455,791	1
3	3	AMBEV	305,836	214,462	36
8	4	HYUNDAI CAO A	255,881	131,189	86
4	5	CAIXA ECONÔMICA FEDERAL	252,170	201,310	20
5	6	BRADESCO	207,306	165,604	19
19	7	RECKITT BENCKISER	189,490	93,950	92
7	8	FIAT	182,332	147,156	18
17	9	CERVEJARIA PETRÓPOLIS	180,219	100,469	71
23	10	PROCTER & GAMBLE	178,126	86,687	96
14	11	VOLKSWAGEN	167,642	106,576	50
9	12	PETROBRAS	166,990	129,503	23
10	13	TIM BRASIL	140,923	126,679	6
11	14	FORD	140,207	121,105	10
13	15	COCA COLA	138,881	113,704	17
16	16	VIVO	131,184	101,620	23
6	17	HYPERMARCAS	130,671	165,073	-24
22	18	GRUPO PÃO DE AÇÚCAR	130,318	87,374	42
15	19	GENERAL MOTORS	130,311	104,784	19
21	20	ITAÚ	128,340	88,155	39
26	21	PEUGEOT CITROËN	122,784	74,390	57
99	22	TIM WE	122,449	17,257	577
12	23	DANONE	113,097	118,760	-9
30	24	L'OREAL	111,572	68,358	56
24	25	COLGATE PALMOLIVE	110,443	81,848	29
25	26	BANCO DO BRASIL	100,532	75,236	27
27	27	AVON	92,332	73,991	19
32	28	OI	91,347	65,024	34
39	29	RENAULT DO BRASIL	88,055	54,484	54
18	30	CLARO	87,283	95,131	-12
38	31	SUPERMERCADO GUANABARA	82,732	55,668	42
29	32	SKY BRASIL	82,032	69,660	12
34	33	QUÍMICA AMPARO	78,544	63,273	18
47	34	NESTLÉ	77,785	46,945	58
20	35	INSINUANTE	76,539	89,718	-19
31	36	RICARDO ELETRO	75,177	65,719	9
36	37	NATURA	74,298	57,259	24
35	38	KIA MOTORS	74,176	58,683	21
45	39	NET COMUNICAÇÃO	73,564	47,558	48
41	40	TELEFÔNICA	71,362	53,190	28
53	41	HSBC	68,169	41,437	57
42	42	CARREFOUR	66,862	52,990	20
28	43	PONTO FRIO	66,607	70,885	-10
33	44	UOL	66,389	63,783	-1
66	45	SAMSUNG	66,349	30,528	107
52	46	JOHNSON & JOHNSON	65,249	42,376	47
81	47	SANTANDER	64,933	23,563	163
44	48	O BOTICÁRIO	62,308	49,147	21
48	49	ONE BRASIL MÍDIA INTERATIVA	60,774	44,406	31
65	50	SCHINCARIOL	59,382	31,139	82
61	51	MC DONALD'S	55,822	33,215	60
60	52	KRAFT FOODS	52,983	34,492	47
43	53	KAISER	51,195	52,973	-8
50	54	ÓTICA DINIZ	49,451	43,040	10
74	55	EMBRATEL	48,691	25,040	86
57	56	LOJAS MARABRAZ	47,465	37,404	21
37	57	PEPSICO	47,188	55,897	-19
54	58	GLAXOSMITHKLINE	45,427	39,987	8
141	59	DOLLY	43,628	10,688	289
58	60	ALPARGATAS	43,597	37,216	12
51	61	MAGAZINE LUIZA	42,648	42,393	-4
175	62	HEWLETT PACKARD	42,496	7,683	428
55	63	SADIA	42,475	38,648	5
62	64	VISA DO BRASIL	42,280	31,979	26
106	65	HONDA AUTOMÓVEIS	39,049	15,785	136
40	66	DIVCOM PHARMA	38,890	53,676	-31
89	67	ULTRAFARMA	38,872	20,502	81
56	68	CVC	38,408	38,259	-4
*	69	CIELO PAG. ELETRÔNICOS	37,954		*
*	70	GENOMMA LAB. INTERN.	37,926		*
84	71	NISSAN DO BRASIL	37,214	21,595	64
59	72	CERAS JOHNSON	36,211	34,720	-1
71	73	MATTEL	34,862	25,564	30
70	74	LOJAS RIACHUELO	34,063	26,286	24
97	75	NEXTEL	31,963	17,433	75
136	76	CAIXA CAPITALIZAÇÃO	30,849	11,177	163
129	77	CALÇADOS AZALÉIA	30,841	11,941	146
69	78	MITSUBISHI	30,403	26,436	10
114	79	TOYOTA	30,134	14,264	102
68	80	WALMART	29,116	26,831	4
83	81	MASTERCARD	28,456	22,508	21
92	82	CORREIOS	28,447	19,435	40
128	83	PANAMERICANO	28,018	12,063	122
##	84	INTELIG	27,914		##
79	85	PERNAMBUCANAS	27,677	23,806	11
80	86	CADBURY ADAMS	27,562	23,721	11
272	87	BRADESCO SEG. E PREV.	26,829	4,371	486
64	88	HABIB'S	26,412	31,613	-20
85	89	SUPERMERCADOS BOMPREÇO	25,693	21,388	15
78	90	MOTO HONDA	24,821	23,910	-1
77	91	IPIRANGA	24,279	24,187	-4
49	92	VALE	23,975	43,677	-48
87	93	KIMBERLY CLARK BRASIL	23,620	20,619	9
96	94	NIELY COSMÉTICOS	23,166	18,396	20
112	95	MARISA	23,042	14,525	51
90	96	GRENDENE	22,757	20,356	7
88	97	SANOFI AVENTIS	22,632	20,578	5
67	98	TAM LINHAS AÉREAS	21,922	30,224	-31
105	99	TIME FOR FUN	21,433	16,104	27
93	100	PREZUNIC	21,344	19,202	6

Source: Ranking Agencies & Advertisers/Ibope Monitor