

RANK	BRAND	AMOUNT 2014 (\$)	AMOUNT 2013 (\$)	GROWTH RATE YOY	ADVERTISER	MEDIA AGENCY
1	Sedar	168,493	120,413	39.93	Sedar	Direct
2	Dettol	157,381	130,487	20.61	Reckitt-Benckiser	Reflection Advertising, Zenith Media
3	Saudi Telecom	153,758	150,529	2.15	Saudi Telecom, Blackberry, Huawei	Starcom MediaVest Group
4	Pepsi	150,316	182,932	-17.83	PepsiCo Inc	OMD
5	Dabur	140,401	156,554	-10.32	Dabur	Universal Media, Zenith Media, Direct
6	Mobily	131,733	180,151	-26.88	Etihad Etisalat	Initiative, Media Zone
7	Samsung	117,321	160,207	-26.77	Samsung	Starcom MediaVest Group, ICOM, BPG Maxus, Media Zone, Direct, MEC, BPN, Cheil Communications, Initiative, Mindshare, Impact & Echo, GMASCO, Dot Back Space
8	Toyota	109,089	85,969	26.89	Toyota Motor Corporation	Drive Dentsu, ICOM, GMASCO, Media Market, Optimedia
9	Almarai	108,628	75,519	43.84	Almarai	Starcom MediaVest Group, Direct
10	Etisalat	101,239	91,777	10.31	Etisalat	Initiative
11	Zain	99,391	124,879	-20.41	Zain	MSMENA, Mindshare
12	Coca-Cola	95,543	92,657	3.12	Coca-Cola Company	Universal Media
13	Ford	91,112	119,848	-23.98	Ford Motor Company	MEC, Universal Media, Luluat Al Khaleej
14	McDonald's	90,926	110,000	-17.34	McDonald's Corporation	Universal Media, OMD, Direct, Media Market, MEC
15	Head & Shoulders	89,414	93,227	-4.09	Procter & Gamble	Starcom MediaVest Group
16	KFC	89,278	90,663	-1.53	Americana	Initiative, Universal Media
17	Ooredoo	75,731	50,151	51.01	Ooredoo	Zenith Media, Universal Media, Far East Media Services
18	Dove	75,642	84,072	-10.03	Unilever	Magna
19	Ariel	65,310	61,444	6.29	Procter & Gamble	Starcom MediaVest Group
20	Omo	61,247	NA	NA	Unilever	Magna
21	Pampers	56,906	54,688	4.06	Procter & Gamble	Starcom MediaVest Group
22	Chevrolet	56,590	87,286	-35.17	General Motors	MEC, Carat Aegis Media, Impact & Echo, Starcom MediaVest Group, Direct, BPG Maxus
23	X Hose	55,969	NA	NA	US Hose Corporation	Direct
24	Nissan	55,787	42,805	30.33	Nissan	Mindshare, OMD, BCOMAD, Al Mana Media, TBWA\RAAD/ALMOAYYED, MEC
25	Arabtec Holding	54,421	34,650	57.06	Arabtec Holding	MediaCom
26	Kinder	52,720	54,978	-4.11	Ferrero	Optimedia
27	57357 Hospital	52,417	55,913	-6.25	57357 Hospital	Tarek Nour Communications
28	Emirates airline	52,345	22,946	128.12	Emirates airline	Havas Media
29	Galaxy	51,797	94,565	-45.23	Mars	Starcom MediaVest Group
30	Nivea	51,674	50,787	1.75	Beiersdorf AG	OMD
31	Pantene Pro-V	51,609	66,468	-22.36	Procter & Gamble	Starcom MediaVest Group
32	Mekado	51,390	36,718	39.96	Mekado	Direct
33	Johnson & Johnson	49,371	NA	NA	Johnson & Johnson	Initiative, Universal Media
34	Al Daawa Wal Irshad	49,103	29,826	64.63	Al Daawa Wal Irshad	Direct
35	Lipton	47,099	49,364	-4.59	Unilever, Pepsi Lipton International	Magna, OMD
36	TREsemme	43,821	NA	NA	Unilever	Magna
37	Bama Herbs	43,737	23,812	83.68	Bama Herbs	Direct
38	LG	43,047	34,981	23.06	LG, Jarir Bookstore	Havas Media, BPG Maxus, Carat Aegis Media, MEC, Impact & Echo, Direct, Mindshare, GMASCO
39	El Sabah	42,903	28,344	51.37	El Sabah Lil Tibaha Wal Nasher	Direct
40	Dream Land	42,699	NA	NA	Bahgat Group, Dream Land	OMD, Direct
41	Freez	42,498	43,255	-1.75	Solvid	OMD
42	Qatar National Bank	41,657	41,382	0.66	Qatar National Bank	MediaCom
43	Wella	41,134	NA	NA	Procter & Gamble	Starcom MediaVest Group, MEC
44	Hyundai	40,754	58,561	-30.41	Hyundai Motor Company	Havas Media, Media Zone, Raad Afyouni, Zenith Media, Initiative, BPN, MEC, Direct
45	Orbit Showtime Network	40,655	30,654	32.63	Orbit Showtime Network	Starcom MediaVest Group
46	Domino's Pizza	40,066	37,755	6.12	Domino's Pizza	PHD, MC Group
47	Tide	38,880	37,358	4.07	Procter & Gamble	Starcom MediaVest Group
48	Panadol	38,181	26,670	43.16	GlaxoSmithKline	MediaCom
49	du	37,363	50,219	-25.59	du	OMD, Optimedia, Direct

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50	Elvive	36,942	31,817	16.11	L'Oréal Paris	Universal Media
51	Abdul Latif Jameel League	35,798	NA	NA	Abdul Latif Jameel	Drive Dentsu
52	Himalaya Herbals	35,662	26,215	36.03	Himalaya Herbals	MEC
53	Tang	34,766	34,611	0.45	Mondelez International	Starcom MediaVest Group
54	Sunsilk	33,664	39,397	-14.55	Unilever	Magna
55	Lifebuoy	32,769	NA	NA	Unilever	Magna
56	Viva	32,580	45,517	-28.42	Viva	Starcom MediaVest Group, Universal Media, Direct
57	Pizza Hut	32,194	33,304	-3.33	Yum International	Initiative, Optimedia, Media Zone
58	Kraft	32,178	21,736	48.04	Mondelez International	Starcom MediaVest Group
59	Snowwhite	31,556	28,064	12.44	Snowwhite	Direct
60	Saudi Airlines	31,520	21,922	43.78	Saudi Airlines	ICOM, Havas Media
61	Lux	31,303	43,661	-28.30	Unilever	Magna
62	Chipsy	29,835	NA	NA	PepsiCo Inc	OMD
63	Gao Moda	29,738	NA	NA	Gao Moda	Direct
64	Clear	29,683	29,263	1.44	Unilever	Magna
65	Vanish	29,534	NA	NA	Reckitt-Benckiser	Reflection Advertising, Zenith Media
66	Snickers	29,517	29,389	0.44	Mars	Starcom MediaVest Group
67	Mercedes-Benz	29,446	22,108	33.20	Daimler, Mercedes-Benz	OMD, Direct, Mediazone, MEC
68	Eva	29,381	NA	NA	Eva, Eva Collagen	Tarek Nour Communications, Initiative
69	Fairy	29,171	37,328	-21.85	Procter & Gamble	Starcom MediaVest Group
70	Doha Municipality	28,056	NA	NA	Government of Qatar	Direct
71	Hardee's	27,435	29,772	-7.85	Americana	Initiative, Universal Media
72	Kia	27,063	45,260	-40.21	Kia Motors	Havas Media, Initiative, Al Hudhud
73	Adnoc	26,641	23,150	15.08	Adnoc	AGA, MEC
74	Betty Crocker	26,607	NA	NA	Betty Crocker	MEC, Direct
75	Twix	26,361	NA	NA	MARS	Starcom MediaVest Group
76	Cadbury's	26,135	22,429	16.52	Mondelez International	Starcom MediaVest Group
77	First Gulf Bank	26,056	35,084	-25.73	First Gulf Bank	BPG Maxus
78	Dodge	25,680	27,011	-4.93	Chrysler	MEC, GMASCO, Direct
79	Sensodyne	25,036	29,050	-13.82	GlaxoSmithKline	MediaCom
80	Lexus	24,587	NA	NA	Toyota Motor Corporation	Drive Dentsu, ICOM, GMASCO, MEC, Media Market, Direct
81	Lulu Hypermarket	24,555	24,777	-0.90	EMKE Group	Protos Media
82	Sunburst	24,547	28,013	-12.37	Sunburst	Direct
83	Dream Park	24,461	38,870	-37.07	Dream Park	Al-Ahram Advertising Agency
84	Braun	24,197	29,893	-19.06	Procter & Gamble, De'Longhi	Starcom MediaVest Group, MediaCom
85	Bario	23,917	NA	NA	PepsiCo Inc	OMD
86	Veet	23,829	NA	NA	Reckitt-Benckiser	Reflection Advertising, Zenith Media
87	Kiri	23,433	26,692	-12.21	Bel Group	Zenith Media
88	Kellogg's	23,381	NA	NA	Kellogg's	Carat Aegis Media, Direct
89	Dior	23,097	NA	NA	Louis Vuitton Moët Hennessy Group	OMD, AGA, MEC
90	Aspire Academy For Sports Excellence	22,961	NA	NA	Aspire Academy For Sports Excellence	Starcom MediaVest Group
91	BMW	22,919	NA	NA	BMW	Zenith Media
92	InStyler	22,391	NA	NA	InStyler	Direct
93	Persil	22,262	23,833	-6.59	Henkel	OMD
94	Volkswagen	22,130	34,046	-35.00	Volkswagen Group	MediaCom
95	My-HD	22,102	NA	NA	My-HD	Direct
96	Rio Mare	22,083	NA	NA	Bolton Group	Optimedia
97	Daffah	21,953	28,451	-22.84	Daffah	Media Zone
98	SUBWAY	21,651	NA	NA	SUBWAY	Magna
99	Citruss Television	21,317	24,367	-12.52	Citruss Television	Optimedia
100	Tropicana	21,102	NA	NA	PepsiCo Inc	OMD

Source: Ipsos Stat Statex Multi Country (GCC countries), from January 1, 2014 to December 31, 2014