

The top 100 advertisers of 2015

Who spent the most last year by Zaira Lakhpatwala

In keeping with our annual tradition, here's a list of the biggest spenders of 2015, based on data from marketing consultancy firm Ipsos. Saudi Telecom takes the lead, jumping up from third position with a growth of 45.68 percent, followed by 2014's leader, Sedar. Pepsi also jumps up one position, coming in at third – predictably so, with its global “Pepsi Challenge” campaign being launched in the Middle East in March 2015. Coca-Cola, which ranked 12th in 2014, came seventh in 2015. Reckitt Benckiser's Dettol and Dabur both grew by roughly eight percent, even though Dettol dropped from second to fourth position and Dabur from fifth to sixth. Saudi professional league, Abdul Latif Jameel League, soared from 51st in 2014 to fifth in 2015 with an astounding growth of 326 percent. Etisalat's position changes only slightly – moving from tenth to eighth – presumably due to the “Etisalat Challenge” that saw heavy investment in celebrities and social influencers, none of which did much good for the campaign. P&G's Head & Shoulders comes in at ninth place – from 15th place in 2014 – after upping its ad spend by 27 percent.

Surprisingly, some big spenders have dropped their budgets in 2015. For instance, Mobily has gone from sixth in 2014 to 15th last year with its ad spend decreasing by almost 42 percent; while other big players such as Dove, Ooredoo and Ariel cut their budgets by almost 50 percent. However, some unexpected players like Sensodyne and ADNOC increased their budget by more than a 100 percent.

Source: Ipsos Statex multi-country (GCC countries), from January 1, 2015, to December 1, 2015. All amounts are in \$1,000.

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SAUDI TELECOM

2015: 224,985 2014: 154,443

Growth rate YOY: 45.68%

Advertiser: Saudi Telecom

Media agency: Starcom Mediavest Group, Direct

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DABUR

2015: 151,440 2014: 140,204

Growth rate YOY: 8.01%

Advertiser: Dabur

Media agency: Universal Media, Zenith Media

2



SEDAR

2015: 196,481 2014: 168,678

Growth rate YOY: 16.48%

Advertiser: Sedar

Media agency: Direct

7



COCA-COLA

2015: 115,899 2016: 95,770

Growth rate YOY: 21.02%

Advertiser: Coca-Cola Company

Media agency: Universal Media

3



PEPSI

2015: 177,128 2014: 150,908

Growth rate YOY: 17.37%

Advertiser: Pepsico INC

Media agency: OMD, MEC

8



ETISALAT

2015: 114,640 2014: 104,773

Growth rate YOY: 9.42%

Advertiser: Etisalat

Media agency: Initiative

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DETTOL

2015: 170,461 2014: 157,381

Growth rate YOY: 8.31%

Advertiser: Reckitt-Benckiser

Media agency: Universal Media, Reflection Advertising

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HEAD & SHOULDERS

2015: 113,491 2014: 89,434

Growth rate YOY: 26.90%

Advertiser: Procter & Gamble

Media agency: Starcom Mediavest Group

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ABDUL LATIF JAMEEL LEAGUE

2015: 152,648 2014: 35,798

Growth rate YOY: 326.41%

Advertiser: Abdul Latif Jameel

Media agency: Drive Dentsu

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ALMARAI

2015: 106,452 2014: 110,091

Growth rate YOY: -3.31%

Advertiser: Almarai

Media agency: Starcom Mediavest Group

11



TOYOTA

2015: 98,560 2014: 113,498

Growth rate YOY: -13.16%

Advertiser: Toyota Motor Corporation

Media agency: Drive Dentsu, GMASCO, Media Market, ICOM, M.C.A.A, Optimedia

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SAMSUNG

2015: 95,694 2014: 117,994

Growth rate YOY: -18.90% Advertiser: Samsung

Media agency: Starcom Mediavest Group, ICOM, Direct, BPN, Media Zone, MEC, BPG Maxus, Mindshare, OMD, Initiative, Impact & Echo, GMASCO, Zenith Media, TBWA/BCOMAD

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FORD

2015: 81,517 2014: 91,390

Growth rate YOY: -10.80%

Advertiser: Ford Motor Company

Media agency: MEC, Universal Media, Luluat Al Khaleej, Direct

14



MCDONALD'S

2015: 80,192 2014: 90,339

Growth rate YOY: -11.23%

Advertiser: McDonald's Corporation

Media agency: Universal Media, OMD, Media Market, Al Mana Media

15



MOBILY

2015: 77,056 2014: 132,422

Growth rate YOY: -41.81%

Advertiser: Etihad Etisalat

Media agency: Initiative

16



KFC

2015: 70,408 2014: 89,833

Growth rate YOY: -21.62%

Advertiser: Americana

Media agency: Initiative, Uniexpo

17



PANTENE PRO-V

2015: 63,591 2014: 51,664

Growth rate YOY: 23.09%

Advertiser: Procter & Gamble

Media agency: Starcom Mediavest Group

18



ZAIN

2015: 61,833 2014: 98,858

Growth rate YOY: -37.45%

Advertiser: Zain

Media agency: Mindshare

19



PAMPERS

2015: 61,534 2014: 56,895

Growth rate YOY: 8.15%

Advertiser: Procter & Gamble

Media agency: Starcom Mediavest Group

20



SAUDI ARABIAN AIRLINES
 2015: 58,890 2014: 31,640
 Growth rate YOY: 86.13%
 Advertiser: Saudi Arabian Airlines
 Media agency: ICOM, Havas Media, Direct

29

ELVIVE

ELVIVE
 2015: 44,714 2014: 36,938
 Growth rate YOY: 21.05%
 Advertiser: L'Oréal Paris
 Media agency: Universal Media

38

57357 HOSPITAL
 2015: 40,069 2014: 52,152
 Growth rate YOY: -23.17%
 Advertiser: 57357 Hospital
 Media agency: Tarek Nour Communications

21



NISSAN
 2015: 55,693 2014: 56,863
 Growth rate YOY: -2.06%
 Advertiser: Nissan
 Media agency: Mindshare, OMD, TBWA\BCOMAD, Al Mana Media, Initiative, TBWA\RAAD\ALMOAYYED, MEC

30



LG
 2015: 44,358 2014: 37,279
 Growth rate YOY: 18.99% Advertiser: LG
 Media agency: Havas Media, BPG Maxus, Direct, MEC, Universal Media, Mindshare, Carat Aegis Media, GMASCO, Impact & Echo

39



VANISH
 2015: 39,514 2014: 29,536
 Growth rate YOY: 33.78%
 Advertiser: Reckitt-Benckiser
 Media agency: Universal Media, Reflection Advertising

22



DU
 2015: 55,650 2014: 40,322
 Growth rate YOY: 38.01%
 Advertiser: DU
 Media agency: Starcom Mediavest Group

31



PIZZA HUT
 2015: 43,733 2014: 32,143
 Growth rate YOY: 36.06%
 Advertiser: Yum International
 Media agency: PHD, Initiative, Optimedia, Starcom Mediavest Group

40



OMO
 2015: 39,410 2014: 61,136
 Growth rate YOY: -35.54%
 Advertiser: Unilever
 Media agency: Magna

23



LIPTON
 2015: 54,597 2014: 47,054
 Growth rate YOY: 16.03%
 Advertiser: Unilever, Pepsi Lipton International
 Media agency: Magna, OMD

32



JOHNSON & JOHNSON
 2015: 43,429 2014: 49,366
 Growth rate YOY: -12.03%
 Advertiser: Johnson & Johnson
 Media agency: J3 Media

41



KINDER
 2015: 39,360 2014: 52,637
 Growth rate YOY: -25.22%
 Advertiser: Ferrero
 Media agency: Optimedia, PHD

24



NIVEA
 2015: 54,548 2014: 51,717
 Growth rate YOY: 5.47%
 Advertiser: Beiersdorf AG
 Media agency: OMD

33



GALAXY
 2015: 43,168 2014: 51,794
 Growth rate YOY: -16.65%
 Advertiser: MARS
 Media agency: Starcom Mediavest Group

42



OOREDOO
 2015: 39,132 2014: 74,374
 Growth rate YOY: -47.38%
 Advertiser: Ooredoo
 Media agency: Zenith Media, Universal Media, Far East Media Services

25



ADNOC
 2015: 54,205 2014: 27,182
 Growth rate YOY: 99.42%
 Advertiser: ADNOC
 Media agency: MEC

34



DREAM LAND
 2015: 42,487 2014: 42,699
 Growth rate YOY: -0.50%
 Advertiser: Bahgat Group, Dream Land
 Media agency: OMD, Direct

43



DOVE
 2015: 37,947 2014: 75,670
 Growth rate YOY: -49.85%
 Advertiser: Unilever
 Media agency: Magna

26



SENSODYNE
 2015: 51,820 2014: 25,035
 Growth rate YOY: 106.99%
 Advertiser: GLAXOSMITHKLINE
 Media agency: MediaCom

35



QATAR NATIONAL BANK
 2015: 42,459 2014: 41,960
 Growth rate YOY: 1.19%
 Advertiser: Qatar National Bank
 Media agency: MediaCom

44



LAY'S
 2015: 37,367 2014: NA
 Growth rate YOY: NA
 Advertiser: PepsiCo Inc
 Media agency: OMD

27



CHEVROLET
 2015: 45,594 2014: 56,960
 Growth rate YOY: -19.95%
 Advertiser: General Motors
 Media agency: Carat Aegis Media, Impact & Echo, Starcom Mediavest Group, MEC

36

GAO MODA
 2015: 42,053 2014: 29,556
 Growth rate YOY: 42.28%
 Advertiser: Gao Moda
 Media agency: Direct

45

FREEZ
 2015: 37,235 2014: 42,502
 Growth rate YOY: -12.39%
 Advertiser: Solvid
 Media agency: OMD

28



NIDO
 2015: 44,909 2014: NA
 Growth rate YOY: NA
 Advertiser: Nestlé
 Media agency: MEC

37



PANADOL
 2015: 41,113 2014: 38,171
 Growth rate YOY: 7.71%
 Advertiser: GlaxoSmithKline
 Media agency: MediaCom, Starcom Mediavest Group

46

FEBRAYER AL KUWAIT
 2015: 37,073 2014: NA
 Growth rate YOY: NA
 Advertiser: Rotana
 Media agency: Direct

47

MEKDADO

2015: 35,498 2014: 51,390
Growth rate YOY: -30.92%Advertiser: Mekdado
Media agency: Direct

56



KRAFT

2015: 32,684 2014: 32,224
Growth rate YOY: 1.43%
Advertiser: Mondelez International
Media agency: Starcom Mediavest Group

65



LIFEBUOY

2015: 28,726 2014: 33,014
Growth rate YOY: -12.99%
Advertiser: Unilever
Media agency: Magna

48



BMW

2015: 34,637 2014: 23,076
Growth rate YOY: 50.10%Advertiser: BMW
Media agency: Zenith Media

57



EMIRATES

2015: 32,599 2014: 52,572
Growth rate YOY: -37.99%Advertiser: Emirates
Media agency: Havas Media

66



LUX

2015: 28,293 2014: 31,296
Growth rate YOY: -9.60%Advertiser: Unilever
Media agency: Magna

49



ARIEL

2015: 34,429 2014: 65,307
Growth rate YOY: -47.28%Advertiser: Procter & Gamble
Media agency: Starcom Mediavest Group

58



Mercedes-Benz

MERCEDES-BENZ

2015: 32,309 2014: 29,807
Growth rate YOY: 8.39%Advertiser: Daimler
Media agency: MEC, OMD, Media Zone, Dot Back Space

67



TWIX

2015: 28,213 2014: 26,369
Growth rate YOY: 6.99%Advertiser: MARS
Media agency: Starcom Mediavest Group

50



HYUNDAI

2015: 34,334 2014: 41,079
Growth rate YOY: -16.42%Advertiser: Hyundai Motors Company
Media agency: Havas Media, BPN, Media Zone, Initiative, Zenith Media, MEC, Direct

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HYPERMARKETS • SUPERMARKETS • DEPARTMENT STORES

LULU HYPERMARKET

2015: 31,642 2014: 24,726
Growth rate YOY: 27.97%Advertiser: Emke Group
Media agency: Protos Media

68



CADBURY'S

2015: 27,643 2014: 26,134
Growth rate YOY: 5.77%Advertiser: Mondelez International
Media agency: Starcom Mediavest Group

51



L'USINE

2015: 33,654 2014: NA
Growth rate YOY: NAAdvertiser: Almarai
Media agency: Starcom Mediavest Group

60



ULTRA DOUX

2015: 31,186 2014: NA
Growth rate YOY: NAAdvertiser: Garnier
Media agency: Direct, Universal Media

69



KIRI

2015: 27,370 2014: 23,181
Growth rate YOY: 18.07%Advertiser: Bel Group
Media agency: Zenith Media

52



TANG

2015: 33,277 2014: 34,754
Growth rate YOY: -4.25%Advertiser: Mondelez International
Media agency: Starcom Mediavest Group

61



LAND ROVER

2015: 30,479 2014: NA
Growth rate YOY: NAAdvertiser: Land Rover
Media agency: MEC, Luluat Al Khaleej, Zenith Media

70



FANTA

2015: 26,589 2014: NA
Growth rate YOY: NAAdvertiser: Coca-Cola Company
Media agency: Universal Media, Mindshare, Direct

53



ZIG ZAG SLIMMER

2015: 33,106 2014: NA
Growth rate YOY: NAAdvertiser: Zig Zag Slimmer
Media agency: Direct

62



YASHMK RESTAURANT

2015: 30,409 2014: NA
Growth rate YOY: NAAdvertiser: Yashmk Restaurant
Media agency: Direct

71



WIZZO GAMES

2015: 26,448 2014: NA
Growth rate YOY: NAAdvertiser: Wizzo Games
Media agency: Direct

54



KIA

2015: 33,066 2014: 28,902
Growth rate YOY: 14.41%Advertiser: KIA Motors
Media agency: Havas Media, Initiative, Al Hudhud, MEC

63

SNOWWHITE

2015: 30,034 2014: 31,556
Growth rate YOY: -4.82%Advertiser: Snowwhite
Media agency: Direct

72



HARDEE'S

2015: 26,396 2014: 27,404
Growth rate YOY: -3.68%Advertiser: Americana
Media agency: Initiative, Uniexpo

55

DREAM PARK

2015: 32,878 2014: 24,461
Growth rate YOY: 34.41%Advertiser: Dream Park
Media agency: Al Ahran Advertising Agency

64



NESTLÉ

2015: 29,888 2014: NA
Growth rate YOY: NAAdvertiser: Nestlé
Media agency: MEC

73

MAGED AL MUHANDES

2015: 26,235 2014: NA
Growth rate YOY: NAAdvertiser: Maged Al Muhandes
Media agency: Direct

74



MAGGI

2015: 25,911 2014: NA
Growth rate YOY: NA
Advertiser: Nestlé
Media agency: MEC, Zenith Media

83



KIT KAT

2015: 24,126 2014: NA
Growth rate YOY: NA
Advertiser: Nestlé
Media agency: MEC

92



PERSIL

2015: 22,810 2014: 22,276
Growth rate YOY: 2.40%
Advertiser: Henkel
Media agency: OMD

75



ORAL-B

2015: 25,853 2014: NA
Growth rate YOY: NA
Advertiser: Procter & Gamble
Media agency: Starcom Mediavest Group, Direct

84



PUCK

2015: 24,105 2014: NA
Growth rate YOY: NA
Advertiser: Arla Foods, Danya Foods
Media agency: PHD, Universal Media

93

BURJ KHALIFA

BURJ KHALIFA

2015: 22,769 2014: NA
Growth rate YOY: NA
Advertiser: Emaar
Media agency: MEC

76



TIDE

2015: 25,727 2014: 38,896
Growth rate YOY: -33.86%
Advertiser: Procter & Gamble
Media agency: Starcom Mediavest Group

85



DIOR

2015: 24,077 2014: 23,121
Growth rate YOY: 4.13%
Advertiser: Louis Vuitton Moët Hennessy Group
Media agency: OMD, Equation Media, Direct, MEC, AGA

94



DOWNY

2015: 22,473 2014: NA
Growth rate YOY: NA
Advertiser: Procter & Gamble
Media agency: Starcom Mediavest Group

77



KELLOGG'S

2015: 25,563 2014: 23,380
Growth rate YOY: 9.34%
Advertiser: Kellogg's
Media agency: Carat Aegis Media, Direct

86



LEXUS

2015: 23,983 2014: 24,954
Growth rate YOY: -3.89%
Advertiser: Toyota Motor Corporation
Media agency: Drive Dentsu, GMASCO, Media Market, ICOM, M.C.A.A., Direct

95



SUNSILK

2015: 22,146 2014: 33,625
Growth rate YOY: -34.14%
Advertiser: Unilever
Media agency: Magna

78

RABEH SAQER

2015: 25,415 2014: NA
Growth rate YOY: NA
Advertiser: Rabeh Saqer
Media agency: Direct

87



SAFEGUARD

2015: 23,914 2014: NA
Growth rate YOY: NA
Advertiser: Procter & Gamble
Media agency: Starcom Mediavest Group

96



VOLKSWAGEN

2015: 22,017 2014: 22,366
Growth rate YOY: -1.56%
Advertiser: Volkswagen Group
Media agency: MediaCom, PHD, Direct

79

DROSH

2015: 25,183 2014: NA
Growth rate YOY: NA
Advertiser: Ajlan & Bros.
Media agency: Direct

88



7 DAYS

2015: 23,847 2014: NA
Growth rate YOY: NA
Advertiser: Chipita
Media agency: Starcom Mediavest Group

97



CARREFOUR

2015: 21,837 2014: NA
Growth rate YOY: NA
Advertiser: Majid Al Futtaim, The Wave Muscat
Media agency: Starcom Mediavest Group, Universal Media, Mindshare, Havas Media

80



GUCCI

2015: 25,101 2014: NA
Growth rate YOY: NA
Advertiser: Procter & Gamble, Gucci
Media agency: Starcom Mediavest Group, Zenith Media, Magna

89



TALABAT.COM

2015: 23,789 2014: NA
Growth rate YOY: NA
Advertiser: Talabat.com
Media agency: Initiative, Universal Media, Direct

98



PERT PLUS

2015: 21,836 2014: NA
Growth rate YOY: NA
Advertiser: Procter & Gamble
Media Agency: Starcom Mediavest Group

81



7 UP

2015: 24,428 2014: NA
Growth rate YOY: NA
Advertiser: PepsiCo Inc
Media agency: OMD

90



SNICKERS

2015: 23,380 2014: 29,513
Growth rate YOY: -20.78%
Advertiser: MARS
Media agency: Starcom Mediavest Group

99

FITAIHI

2015: 21,707 2014: NA
Growth rate YOY: NA
Advertiser: Ahmed Hasan Fitaihi
Media Agency: Direct

82

EVA

2015: 24,210 2014: 29,389
Growth rate YOY: -17.62%
Advertiser: Eva, Eva Collagen
Media agency: Tarek Nour Communications, Initiative

91



TRESemmé

2015: 22,838 2014: 44,022
Growth rate YOY: -48.12%
Advertiser: Unilever
Media agency: Magna

100



PRAN

2015: 21,482 2014: NA
Growth rate YOY: NA
Advertiser: Pran RFL Group
Media Agency: Direct