

SA's Top Performers

The leading advertising and media agencies and advertisers in South Africa for 2001, ranked by income, billing, or expenditure, as per the latest issue of AdFocus.

Leading Agencies

Agency	Income (Rm)	Billing (Rm)
FCB SA	228,5	1274,2
TBWA SA	215,8	1054,4
O&M Rightford	200,4	560,5
Y&R Gitam	101,5	495,0
Leo Burnett	65,4	389,0
Saatchi & Saatchi	57,3	116,4
The Agency	56,8	325,0
J Walter Thompson	54,3	216,2
The Jupiter Drawing Room	47,5	80,3
Lowe Bull Calvert Pace	42,9	300,2

Leading Media Agencies

Agency	Billing (Rm)
OMD Media Direction	1182
The Media Shop	912
Mindshare	741
CIA Nota Bene	650
Media By Storm/	393
Media Edge	389
Starcom	300
Initiative Media	231
MediaCompete	

Top Ten Advertisers

Advertisers	Spend (Rm)
SA Breweries	165
Shoprite Checkers	151
Pick 'n Pay	143
Vodacom Communications	124
Standard Bank	121
Lever Ponds	110
Coca-Cola Export Corp	108
Edcon	96
MTN	87
Telkom SA	81

Data by ACNielsen AdEx

For more, visit: <https://www.bizcommunity.com>