

Рейтинг медиа-агентств и медиагрупп Украины-2008

TOP – 21 MEDIA AGENCIES Ukraine 2008						
Rank-2008	Rank-2007	Media Agency	International holding	Group in Ukraine	Estim. billing, \$ Mil (without taxes)	Main Clients
1	1	MediaVest	Publicis	Publicis Groupe Media	103	P&G, SIB, BeeLine, CocaCola, Mars, Ratiopharm, Olimp, Electrolux, Raiffaizen Bank Aval, YCA, PZU, Praktiker, Western Union, Qbox, AXA, Supra
2	3	MindShare	WPP	Group M	72	Roshen, MTS, Foxtrot, LG, Mivina, Nadra bank, Kimberly Clark, и др.
3	-	ZenithOptimedia	Publicis	Publicis Groupe Media	61	L'Oreal, Nestle, LG, US Pharmacia, Toyota, Walmark, Puma, Medoff, City.Com, Siemens, Hyundai, Whirlpool, UZTS, British Airways, Renaissance Life
4-5	4-6	AITI/Carat	Aegis	Aegis Media	60	Астелит, JTI, Philips, Lactalis, Новые напитки, Adidas, SCA, Нижфарм - Группа компаний Стада, Украинский Медиа Холдинг, Телерадиокомпания Украина, Росинка, Альфа банк и др.
4-5	8-9	Optimum Media	Omnicom	Optimum Media/OMD	60	Beko, Dilmah, Henkel Group, Hugo Boss, KIA, KRKA, McDonald's, Nissan Motors/brand Infiniti, Nokia Siemens Network, Nokian Tyres & Vianor, Ruukki, Sony Pictures/Columbia pictures, UkrSibbank, Visa, Vision TV/Viasat, Vitmark, Wrigley и др.
6	2	Starcom	Publicis	Publicis Groupe Media	57	Kraft, Samsung, GSK, Avon, PMU, Chumak, Kinopalats, Real, Metro, MTI, KPP, Sniezka, Olympic-Park, 1+1, Claritin, Le Vele, VAB Group, Cyprus tourism, Chupa-chups, Finance&Kredit, Glaxo, Dr Irena Eris, Centrum, Dragon Capital, METRO Cash&Carry, Pizza, HELLO
7	04.Чер	Maxima	Local (Russian)		56	МТС, Тошиба, ПУМБ (Первый Украинский Международный Банк), Аристо Девелоперз, ОАО "Детский Мир", Карпатська Джерельна и др.
8 – 10	7	AMM/Vizeum	Aegis	Aegis Media	53	Оболонь, Johnson&Johnson, Эльдорадо, Континиум, Mitsubishi, МолодьСпортЛото, TEVA, Swedbank, Panasonic, Marie Claire - всего более 50 клиентов
8 – 10	Гпр.14	Initiative Media	Interpublic (IPG)	ADV Group	53	Unilever, Danone, Tchibo, OTP Bank, Indesit, Dirol, Austrian Airlines, Fujitsu-Siemens и др.
8 – 10	4 – 6	МПГ	Local		53	Kyivstar, Unique, Евуар, Росава и др.

11	8--9	Media Direction	Omnicom	Atlantic Group	50	AVK, Capri-Sun, Edipresse, Ficosota, Foxtrot/Foxmart (till June 2008), Frito Lay, Generali Garant, Golden Lady, Grindex, Hayat Kimya, IDS, ITG, Kyocera Mita, Nevskaya Kosmetika, Bayer, Bacardi-Martini, Oriflame, NBTY, PepsiCo., DeAgostini, Benetton, Slavutich/Carlsberg Group (Tuborg, Carlsberg, Lviske, Arsenal, Baltika 3, Baltika 0), Honda, ING Retail, Walmark (since June 2008), Hame, Digital Ventures, Vitek, Technoservice, Quickstep
12	12 - 14	Universal McCann	Interpublic (IPG)	ADV Group	44	BBH, BAT, SV, Evroset, Delta Bank, RedBull, VAB-group, Mobil, Mastercard, Eko market, Bonduelle, Microsoft, Tetrapak, Universalnaya, Intel, Nestle, Tochka, CDMA, Trans Oil, Vitec, КТМ-Инвест
13	10--11	MediaCom	WPP	Group M	38	P&G, NOKIA, WBD, Bittner, Ferrero, Shell, UnicreditBank, и др.
14	-	mediaedge:cia	WPP	Group M	35	Colgate Palmolive, Erste Bank, Novartis, Sony Ericsson, Utel, и др
15	10 - 11	Arena/Media Expert	Havas	ADV Group	32	RBK, BDF, Sagmel, PEOPLE net, Банк Форум, Maxus, Mattel, Noviy Zir, DHL, Bankophon, Sony Ericsson, Auchan, KOLO, Sharp, ZIC, EEB, Jacuzzi, Lissod, Atlanta, Volia, Poznjakizhilstroy, Evrocomission, Voloshkove Pole
16 - 17	-	Magma Media Arts Ukraine	Local (Russian)	Media Arts Group Ukraine	28	Ariete / DeLonghi Group, Астелит, Boehringer Ingelheim, Bosto / Herba Ukraine, Bristol Myers Squibb, Carlo Pazolini, Marks & Spencer, Mondi, Paritet Service, Providna, Ranbaxy Laboratories, Страховые Традиции, УкрГазБанк, Unimilk, и др.
16 - 17	-	Media Systems	Dentsu		28	Sony, Berlin-Chemie, Winner (Ford, Land Rover, Volvo...), ARDO и др.
18	-	Maxximum Consulting	Local	Maxximum Media Group	20	Оранта, Etalon, Атлант-М, St Sofia, Arterium, NORD, Viola, Navigator, Скворцово и др.
19	-	Nirvana media	Local	United Communication Group	18	Оранта, Etalon, Атлант-М, St.Sofia, Arterium, NORD, Viola, Navigator, Скворцово и др.
		Linea12/ETC	Local		17	Ukrtelecom (OGO!, U'tel), Мерпа, MaryKay; CreditEuropaBank; PernoRicard;DeltaSport; Toyota; MTSBU и др

20-21	-					Sandoz, Квайссер Фарма, Правэкс, ПроКредит, Контакт Страхование, Олком, Гелиус, Галичина, Банк «Финансовая инициатива» и др.
		MediaKit	Local		17	
22	-	MPG	Havas	ADV Group	16	Nissan, Allianz/Rosno, LVMH, Canon, PUIG, Air France, Credit Suisse
23	15	Ukrmedia	Local	Atlantic Group	15	SC Johnson, Sanofi Aventis, HP, Hochland, Golden Foods, и др.

ТОП – 5 МЕДИА ГРУПП УКРАИНЫ					
Rank - 2008	Rank - 2007	Group in Ukraine	Media agencies	International Holding	Estimated billing, \$ Mil (without taxes)
1	1	Publicis Groupe Media	MediaVest ZenithOptimedia Starcom	Publicis	221
2-3	2	Group M	MindShare MediaCom Mediaedge:cia	WPP	145
2-3	4	ADV Group	Initiative Media Universal McCann Arena/Media Expert MPG	Interpublic (IPG) Havas	145
4	3	Aegis Media	AITI/Carat AMM/Vizeum	Aegis	113
5	5-7	Atlantic Group	Media Direction Ukrmedia	Local	65

