

# BRANDWEEK

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## It's A Numbers Game— *Make Your Ad Count!*

Match the numbers with the benefits of advertising in SuperBrands:

- |            |   |
|------------|---|
| (A) 365    | (1) The number of America's top brands ranked by media spending in SuperBrands. |
| (B) 26,070 | (2) Product categories covered with advertising adjacencies available.          |
| (C) 2,000  | (3) Consumers interviewed to provide EquiTrends invaluable enhanced data.       |
| (D) 25     | (4) The days of the year top-level industry players refer to SuperBrands.       |
| (E) 30,000 | (5) Brandweek's circulation of marketing decision-makers                        |

**BRANDWEEK**  
superBrands

Answers: A) 4 B) 5 C) 1 D) 2 E) 3

# EVERYBODY KNOWS THERE'S STRENGTH IN NUMBERS.

And in 2003, savvy brand marketers will be looking to SuperBrands to make their businesses stronger.

ISSUE DATE: JUNE 23, 2003  
Special Section Ad Close: June 4, 2003

Brandweek takes America's top 2000 brands and ranks them by media spending. With 25 product categories investigated — plus essential inside information on sales, trends, market shares and comparative budget breakdowns — this year-long reference guide will be hot at the fingertips of the movers, shakers and decision-makers that matter to your company!

One ad in this special reference issue can provide your company with exposure all year long. All the facts add up — you can't afford to not advertise in **SuperBrands**.

BRAND	COMPANY NAME, LOCATION	LEAD AGENCY, LOCATION	Total Sales (\$mil)	Media Expense (\$mil)	Quality	Saliency	Equity
<b>SUB-COMPACT</b>							
1. Honda Civic	American Honda, Torrance, CA	Rubin Postaer, Santa Monica, CA	331,780	\$96.2	6.70	69	46.2
2. Ford Focus	Ford Motor, Dearborn, MI	J. Walter Thompson, Detroit	264,414	48.8	4.93	55	27.1
3. Toyota Corolla	Toyota Motor Sales, Torrance, CA	Saatchi & Saatchi, Torrance, CA	245,029	28.5	6.49	65	42.2
4. Chevy Cavalier	General Motors, Detroit	Campbell-Ewald, Warren, MI	233,298	26.3	5.35	66	35.3
5. Saturn S Series	General Motors, Detroit	Goodby, Silverstein, San Francisco	162,110	36.3	6.40	55	35.2
<b>SEDAN</b>							
1. Honda Accord	American Honda Torrance, CA	Rubin Postaer, Santa Monica, CA	414,718	\$94.3	7.00	69	48.3
2. Toyota Camry	Toyota Motor Sales, Torrance, CA	Saatchi & Saatchi, Torrance, CA	390,449	137.6	7.19	71	51.0
3. Ford Taurus	Ford Motor, Dearborn, MI	J. Walter Thompson, Detroit	353,560	11.2	5.45	76	41.4
4. Chevy Impala	General Motors, Detroit	Campbell-Ewald, Warren, MI	208,396	26.3	N/A	N/A	N/A
5. Pontiac Grand Am	General Motors, Detroit	D'Arcy, Bloomfield Hills, MI	182,046	54.7	6.07	70	42.5
<b>TRUCKS, SUVs, MINIVANS</b>							
1. Ford F Series	Ford Motor, Dearborn, MI	J. Walter Thompson, Detroit	911,597	\$82.6	6.31	68	42.9
2. Chevy Silverado Pickup	General Motors, Detroit	Campbell-Ewald, Detroit	715,723	97.6	6.44	61	39.3
3. Ford Explorer	Ford Motor, Dearborn, MI	J. Walter Thompson, Detroit	415,921	155.0	5.65	75	42.4
4. Dodge Ram Pickup	DaimlerChrysler, Auburn Hills, MI	BBDO Detroit, Troy, MI	344,638	110.4	6.54	67	43.8
5. Ford Ranger Pickup	Ford Motor, Dearborn, MI	J. Walter Thompson, Detroit	272,460	10.0	5.63	67	37.7
6. Dodge Caravan	DaimlerChrysler, Auburn Hills, MI	BBDO Detroit, Troy, MI	242,036	110.9	6.04	66	39.9
7. Jeep Grand Cherokee	DaimlerChrysler, Auburn Hills, MI	BBDO Detroit, Troy, MI	223,612	90.7	6.21	70	43.5
8. GMC Sierra Pickup	General Motors, Detroit	Lowes Worldwide, New York	210,154	57.9	6.72	72	48.4
9. Chevy Tahoe	General Motors, Detroit	Campbell-Ewald, Detroit	202,319	51.6	6.13	67	41.1
10. Ford Windstar	Ford Motor, Dearborn, MI	J. Walter Thompson, Detroit	179,595	39.2	5.33	56	29.8

Source: World's Automotive Reports (Sponsor); CPM (Media); Total Research; CMI (New York, page 54)

## EXCLUSIVE DATA

This year **SuperBrands** will once again offer exclusive Equitrend data courtesy of Harris Interactive Corporation. This vital brand equity information is culled from interviews with over 30,000 consumers whose perceptions of over 1,000 brands in 25 categories is measured by using a combination of three factors: **Quality**, **Saliency** and **Equity**. Enhanced data is also available on *Brandweek.com*.



The SuperBrands issue also includes a feature article focusing on the latest trends in branding.

## PREMIUM PLACEMENT, PACKAGES & MORE

Place your ad next to the category that's most pertinent to your business! From Fast Food to Financial Services, Toys to Tobacco, **SuperBrands** offers premium positions in all categories. To find out more about availability and rates, speak to your sales representative.

Enhance your exposure by sponsoring the **SuperBrands** report online at *Brandweek.com*. Your ad can run within a certain category or throughout the report. One month sponsorship packages are available. Contact your sales representative for information on availability and rates.

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