

CINEMA ADVERTISERS (2019)

2019 TOP 10 CINEMA ADVERTISERS



£12,715,182



£11,626,200



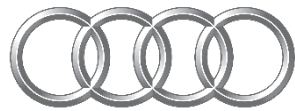
£9,532,570



£9,190,996



£7,812,890



Audi

£7,156,008



**compare
themarket™**

£5,986,232



£5,408,061



£5,277,801



£4,108,798

TOP 10 CINEMA SPENDING CATEGORIES

01 Jan – 31 December 2018

**Entertainment
& Leisure**



£44,009,445

Motors



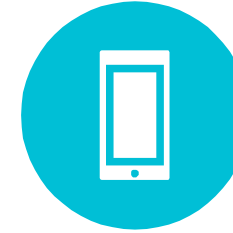
£35,988,905

Finance



£27,049,416

Telecoms



£23,004,918

**Gov. Social,
Political**



£22,117,541

Drink



£18,193,338

Electronics & Tech



£17,909,083

Travel & Transport



£17,121,628

Food



£14,910,992

Media



£13,621,676

ENTERTAINMENT & LEISURE CATEGORY

Top 10 cinema spenders - 2019

1	McDonalds	£11,626,200
2	KFC	£3,478,306
3	Amazon	£3,259,112
4	Netflix	£2,178,882
5	Apple	£1,918,241
6	Now TV	£1,580,766
7	Camelot	£1,470,103
8	Universal Parks & Resorts	£1,403,903
9	Facebook	£1,358,778
10	BBC	£1,328,349

MOTORS CATEGORY

Top 10 cinema spenders - 2019

1	Audi	£7,156,008
2	BMW	£5,277,801
3	Seatd	£3,968,974
4	Nissan	£2,444,697
5	Volkswagen	£2,287,068
6	Skoda	£2,167,650
7	Citroen	£1,856,698
8	Renault	£1,330,331
9	Vauxhall	£1,267,949
10	Kia	£1,039,535

FINANCE CATEGORY

Top 10 cinema spenders - 2019

1	BGL Group	£5,986,232
2	Barclays	£2,688,136
3	Lloyds	£2,673,038
4	Halifax	£2,236,546
5	Natwest	£1,929,942
6	American Express	£1,561,840
7	Visa	£1,174,865
8	Barclaycard	£1,171,979
9	AA	£1,025,001
10	Confused.com	£898,408

TELECOMS CATEGORY

Top cinema spenders - 2019

1	Samsung	£7,013,273
2	Apple	£6,556,623
3	Sky	£2,804,149
4	EE	£2,223,364
5	Vodafone	£1,944,392
6	BT	£1,482,297
7	Tesco Mobile	£751,241
8	Sony Mobile	£218,579

GOVERNMENT, SOCIAL & POLITICAL

Top 10 cinema spenders - 2019

1	The Open University	£3,875,001
2	HM Government	£3,064,069
3	Department For Education	£1,948,075
4	Ministry Of Defence	£1,571,126
5	Department For Transport	£1,301,572
6	National Trust	£1,153,287
7	Transport For London	£779,851
8	National Citizen Service	£526,597
9	Royal National Lifeboat Institute	£485,903
10	Home Office	£484,449

DRINK CATEGORY

Top 10 cinema spenders - 2019

1	Heineken	£1,852,930
2	Beam Suntory	£1,660,753
3	Molson Coors	£1,582,558
4	Coca Cola	£1,498,917
5	Moet Hennessy	£1,410,922
6	Red Bull	£1,127,236
7	Carlsberg	£698,580
8	Bacardi	£674,311
9	Jacobs Douwe Egberts	£668,115
10	Asahi	£656,316

ELECTRONICS & TECH CATEGORY

Top 10 cinema spenders - 2019

1	Amazon	£4,442,510
2	Apple	£2,822,459
3	Facebook	£2,434,681
4	Sky	£2,370,497
5	Beats	£2,161,815
6	Google	£1,432,233
7	Sonos	£864,627
8	Sodastream	£394,543
9	Marshall Headphones	£327,869
10	Nestle	£298,282

TRAVEL & TRANSPORT CATEGORY

Top 10 cinema spenders - 2019

1	Center Parcs	£1,767,897
2	Cathay Pacific Airways	£1,213,487
3	British Airways	£1,054,462
4	TUI	£952,948
5	Marriott Hotels	£773,991
6	Turkish Airlines	£733,333
7	Disneyland USA	£724,979
8	Great Western Railway	£664,725
9	Hotels.com	£543,651
10	Hilton International Hotels	£505,879

FOOD CATEGORY

Top 10 cinema spenders - 2019

1	Sainsbury's	£3,002,135
2	Perfetti Van Melle	£1,451,670
3	Tesco	£1,362,677
4	Lidl	£1,153,522
5	Unilever	£1,085,099
6	Walkers	£1,051,174
7	Agriculture & Horticulture Development	£774,216
8	Cooperative Food	£727,815
9	Aldi	£483,758
10	Mars Confectionery	£464,739

MEDIA CATEGORY

Top 10 cinema spenders - 2019

1	Sky	£4,016,350
2	ITV	£2,992,980
3	BBC	£2,780,449
4	Channel 4	£1,256,204
5	Walt Disney	£943,476
6	Apple	£481,996
7	Turner Broadcasting	£441,413
8	News UK	£310,281
9	Guardian News & Media	£234,736
10	Comedy Partners Cable TV	£69,723