



2023 NFL Spenders

Brand	Parent Co	Lead Detail	Industry	2022 Regular Season Digital	FY 2022 Digital	2022 Regular Season TV	FY 2022 TV	\$ Spent During "NFL Football" During the 2022 season	Notable Agency
Acura	The American Honda Company	Edge Lead	Automotive	\$4m	\$14.8m	\$27.6m	\$71.9m	\$18.5m	<i>RPA - Media Planning, Buying, Creative AOR</i>
Allstate		Edge Lead	Insurance	\$4.1m	\$32.7m	\$99m	\$308m	\$52.6m	<i>The Allstate Corporation (In-house Creative) - Creative, Social AOR</i>
Amazon Prime Video	Amazon	Edge Lead	Media & Entertainment	\$29.3m	\$105.5m	\$160m	\$307.7m	\$107.3m	<i>Initiative - Media Planning, Media Buying AOR</i>
Apple TV+	Apple	Edge Lead	Media & Entertainment	\$5.4m	\$33.2m	\$17.2m	\$133.7m	\$6.3m	<i>OMD - Media Planning, Media Buying AOR</i>
BetMGM	MGM Resorts International	Edge Lead	Casinos & Gambling	\$10m	\$27.7m	\$37.7m	\$52.6m	\$32.2m	<i>72andSunny - Creative (worked with BetMGM on their September 2023</i>
Bud Light	Anheuser-Busch	Edge Lead	Food & Beverage	\$6.7m	\$21.7m	\$45.9m	\$46.4m	\$43.4m	<i>Anomaly - Creative AOR</i>
Burger King	Restaurant Brands International	Edge Lead	Restaurants	\$13.9m	\$59m	\$98.7m	\$200.5m	\$66.4m	<i>PHD USA - Media Planning, Media Buying AOR</i>
Caesars Sportsbook	Caesars Entertainment	Edge Lead	Casinos & Gambling	\$3.1m	\$25.6m	\$31.1m	\$76.7m	\$22m	<i>Caesars Sportsbook (CS) - In-house Media (CS does not seem to have</i>
Chevrolet	General Motors	Edge Lead	Automotive	\$23m	\$61m	\$107.5m	\$314.5m	\$71.4m	<i>Carat - Media Planning, Media Buying AOR</i>
Coca-Cola	The Coca-Cola Company	x	Food & Beverage	\$15.9m	\$34.6m	\$71.4m	102.1m	\$35.3m	<i>WPP Group, Inc. - Media Planning, Buying, Creative AOR</i>
****	****	Edge Lead	Food & Beverage	\$7.9m	\$38m	\$21.3m	\$48.1m	\$15.8m	****
****	****	Edge Lead	Media & Entertainment	\$16.4m	\$53.2m	\$42.3m	\$42m	\$34.4m	****
****	****	x	Media & Entertainment	\$131m	\$331.4m	\$75m	\$213.7m	\$36.5m	****
****	****	Edge Lead	Restaurants	\$23m	\$88.2m	\$149m	\$357.4m	\$40.3m	****
****	****	Edge Lead	Casinos & Gambling	\$25.5m	\$62m	\$44.7m	\$79.6m	\$33.5m	****
****	****	Edge Lead	Casinos & Gambling	\$22.3m	\$48.2m	\$122.2m	\$138.2m	\$98.7m	****
****	****	x	Insurance	\$8.7m	\$20.6m	\$20m	\$56.3m	\$10.5m	****
****	****	Edge Lead	Automotive	\$7.2m	\$22.4m	\$33m	\$114.5m	\$8.9m	****
****	****	Edge Lead	Food & Beverage	\$12.1m	\$59.8m	\$13.7m	\$53m	\$7.1m	****
****	****	Edge Lead	Insurance	\$24m	\$96.5m	\$306.8m	\$706.4m	\$178.8m	****
****	****	Edge Lead	Automotive	\$16.2m	\$21.7m	\$71.5m	\$125.9m	\$48.4m	****
****	****	x	Non-Profit	\$586.9k	\$5.4m	\$34m	\$43.3m	\$20.7m	****

****	****	Edge Lead	Automotive	\$13.2m	\$33.8m	\$78.9m	\$147.5m	\$58.2m	****
****	****	Edge Lead	Media & Entertainment	\$80.8m	\$279m	\$46.9m	\$90.3m	\$25m	****
****	****	Edge Lead	Automotive	\$37.4m	\$81.2m	\$104.4m	\$213.2m	\$77.6m	****
****	****	Edge Lead	Automotive	\$9.1m	\$35.6m	\$83.9m	\$172.3m	\$46.4m	****
****	****	Edge Lead	Restaurants	\$9.1m	\$41.9m	\$46.5m	\$111.1m	\$28.1m	****
****	****	Edge Lead	Automotive	\$13.1m	\$31.4m	\$49m	\$149m	\$7.3m	****
****	****	x	Food & Beverage	\$2.7m	\$10.7m	\$619.4k	\$28.8m	\$524.9k	****
****	****	Edge Lead	Automotive	\$14.3m	\$34.8m	\$64m	\$169.7m	\$18.9m	****
****	****	x	Insurance	\$23.8m	\$103.3m	139.5m	\$329m	\$40.4m	****
****	****	Edge Lead	Restaurants	\$13.7m	\$50.4m	\$56.6m	\$105.1m	\$37.8m	****
****	****	Edge Lead	Retail	\$43.2m	\$98.9m	\$87.6m	\$176.3m	\$50.3m	****
****	****	Edge Lead	Restaurants	\$48.3m	\$143.4m	\$61.5m	\$162m	\$17.8m	****
****	****	Edge Lead	Food & Beverage	\$8.8m	\$35.3m	\$18.9m	\$41.7m	\$17.2m	****
****	****	Edge Lead	Food & Beverage	\$27.2m	\$55.1m	\$5.2m	\$22.3m	\$3.4m	****
****	****	Edge Lead	Restaurants	\$16.7m	\$30.8m	\$44.5m	\$97.2m	\$24.4m	****
****	****	Edge Lead	Food & Beverage	\$7.2m	\$23.4m	\$7.1m	\$43m	\$6.5m	****
****	****	Edge Lead	Food & Beverage	\$7.9m	\$5.1m	\$21.5m	\$29.9m	\$19.3m	****
****	****	Edge Lead	Restaurants	\$20.7m	\$45.4m	\$49.20	\$133.6m	\$19.6m	****
****	****	Edge Lead	Insurance	\$17.5m	\$98.1m	\$318.1m	\$710.2m	\$193.9m	****
****	****	x	Automotive	\$3.5m	\$11.2m	\$70.2m	\$152.1m	\$47.4m	****
****	****	Edge Lead	Food & Beverage	\$6.6m	\$20.6m	\$4.2m	\$8.9m	\$1.2m	****
****	****	Edge Lead	Restaurants	\$11.4m	\$34.9m	\$51.3m	\$139m	\$15.3m	****
****	****	Edge Lead	Food & Beverage	\$13m	\$20m	\$13.5m	\$23.7m	\$5.5m	****
****	****	Edge Lead	Insurance	\$58.5m	\$133.1m	\$138m	\$329.8m	\$85.8m	****
****	****	Edge Lead	Restaurants	\$6.4m	\$22.9m	\$106.1m	\$242.7m	\$59.2m	****
****	****	Edge Lead	Restaurants	\$30.8m	\$74.8m	\$100.1m	\$250.2m	\$48.1m	****

****	****	Edge Lead	Retail	\$108.5m	\$240.2m	\$85.3m	\$147.8m	\$35.3m	****
****	****	Edge Lead	Food & Beverage	\$3.6m	\$11.3m	\$5m	\$22.7m	\$1.5m	****
****	****	Edge Lead	Automotive	\$24.4m	\$84.2m	\$115.5m	\$416.7m	\$72.8m	****
****	****	Edge Lead	Telecommunications	\$59.5m	\$133m	\$228.3m	\$438.4m	\$127.4m	****
****	****	Edge Lead	Restaurants	\$32.2m	\$71.7m	\$76.6m	\$185.7m	\$28.3m	****

Want complete details for these decision-makers, plus more marketing contacts and budget owners at 35,000+ brands?

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