



Top Brands Spending on Branded Content Buying in Q1 2024

Advertiser Name	Title	First Name	Last Name	Phone	Email	LinkedIn	Agency Partner(s)
Ancestry	Chief Executive Officer	Deborah	Liu	(801) 705-7000		https://www.linkedin.com/in/deborahliu/	Starcom Worldwide, Wieden + Kennedy, Weber Shandwick, 1000heads
Ashley HomeStore	Senior Vice President, Marketing	Nick	Lezin	(813) 620-3444	nlezin@ashleyfurniture.com	https://www.linkedin.com/in/nicklezin/	Kettle, Empower
Booking.com	President & Chief Executive Officer	Glenn	Fogel	(203) 299-8000 ext; 8126	glenn.fogel@booking.com	https://www.linkedin.com/in/glennfogel/	Anomaly, Mindshare, H&S Communications, MediaMonks
Bounty	Chief Brand Officer	Marc	Pritchard	(513) 983-1100	pritchard.ms@pg.com	https://www.linkedin.com/in/marcpritchardpg	Carat, MSLGroup, Saatchi & Saatchi
Buick	Vice President, Marketing	Molly	Peck	(313) 556-5000	molly.peck@gm.com	https://www.linkedin.com/in/molly-peck-	Jack Morton Worldwide, Weber Shandwick, Carat, Leo Burnett Detroit, Martin Retail Group
Chase	Chief Marketing Officer	*****	*****	*****	*****	*****	*****
CVS Health	Chief Marketing Officer	*****	*****	*****	*****	*****	*****
Dior	Chairman & Chief Executive Officer - North	*****	*****	*****	*****	*****	*****
Domino's	Chief Executive Officer	*****	*****	*****	*****	*****	*****
Febreze	Chief Executive Officer - Fabric & Home Care	*****	*****	*****	*****	*****	*****
GMC	Chief Digital Officer	*****	*****	*****	*****	*****	*****
H&R Block, Inc.	Chief Marketing & Experience Officer	*****	*****	*****	*****	*****	*****
IHOP	Chief Marketing Officer	*****	*****	*****	*****	*****	*****
Louis Vuitton	Senior Vice President, Media - Americas	*****	*****	*****	*****	*****	*****
Mattress Firm, Inc	resident & Chief Executive Officer	*****	*****	*****	*****	*****	*****
NBCUniversal, Inc.	Chief Marketing Officer	*****	*****	*****	*****	*****	*****
NerdWallet	Chief Executive Officer	*****	*****	*****	*****	*****	*****

Nutrisystem	Marketing Director	*****	*****	*****	*****	*****	*****
Pepsi	Chief Marketing Officer	*****	*****	*****	*****	*****	*****
Subway	Chief Executive Officer	*****	*****	*****	*****	*****	*****
The Alzheimer's Association	Director, Marketing	*****	*****	*****	*****	*****	*****
Walgreens Co.	Chief Marketing Officer	*****	*****	*****	*****	*****	*****
Wayfair, LLC	Chief Executive Officer & Co-Founder	*****	*****	*****	*****	*****	*****
WeightWatchers	Chief Marketing Officer	*****	*****	*****	*****	*****	*****

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

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