



Top UK Social Spenders: TikTok Edition

Looking to reach social advertisers? We used Winmo Social to surface brands spending on TikTok over 12 months ending Feb 2023. Check 'em out:

| Advertiser | Parent Company | 12 Month TikTok Spend | Notable Agency | Decision-Makers | Most Likely to Issue Media RFPs | Website |
|---------------|------------------------------|-----------------------|--|------------------------------------|---------------------------------|--|
| Adobe | Adobe | £322,600 | | Marketing Contacts | Q2 | www.adobe.com/uk |
| Android | Google | £169,800 | Essence | Marketing Contacts | | www.google.co.uk |
| Braun | The Procter & Gamble Company | £147,500 | Starcom | Marketing Contacts | Q1 | www.pg.co.uk |
| Bumble | Bumble | £278,300 | Wavemaker London | Marketing Contacts | | bumble.com |
| Canesten | Bayer | £241,500 | MediaCom London | Marketing Contacts | Q4 | www.bayer.co.uk |
| Dawn | Unilever | £157,700 | MindShare UK | Marketing Contacts | | www.unilever.co.uk |
| eBay Inc | eBay inc | £567,900 | MediaCom London | Marketing Contacts | Q3 | www.ebay.co.uk |
| Elvie | Elvie | £371,200 | Mather London | Marketing Contacts | | www.elvie.com |
| Lookfantastic | The Hut Group | £591,800 | | Marketing Contacts | | www.thehutgroup.com |
| Lucozade | Lucozade Ribena Suntory | £382,000 | MediaCom London | Marketing Contacts | Q4 | www.lrsuntory.com |
| Mind | Mind | £110,900 | John Ayling & Associates | Marketing Contacts | | www.mind.org.uk |
| Pampers | The Procter & Gamble Company | £128,800 | Publicis Media | Marketing Contacts | Q3 | www.pg.co.uk |
| Prima | Hearst Magazines | £112,700 | Wavemaker London | Marketing Contacts | | www.hearst.co.uk |
| Revolut | Revolut | £407,900 | Wieden & Kennedy London | Marketing Contacts | | www.revolut.com |
| Revolution | Revolution Bars Group | £211,000 | Social Chain | Marketing Contacts | | revolutionbarsgroup.com |
| Spotify | Spotify | £223,700 | UM London | Marketing Contacts | | www.spotify.com/uk |
| Wella | Wella Company | £174,000 | Publicis Groupe UK | Marketing Contacts | Q3 | www.wellacompany.com |
| Zoopla | Zoopla Limited | £116,500 | Zenith | Marketing Contacts | Q3 | www.zoopla.co.uk |

There's way more where that came from. Instantly find brand and agency teams spending on TikTok, Instagram, YouTube, Facebook and Twitter.

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