



Top Social Spenders: TikTok Edition

Looking to reach social advertisers? We used Winmo Social to surface brands spending \$3M+ on TikTok over the past 12 months. Check 'em out:

Advertiser	Parent Company	12 Month TikTok Spend	Notable Agency	Decision-Makers	Most Likely to Issue Media RFPs	Website
Acura	Honda Motor Company	\$4,090,000	Mediahub Global Los Angeles	Marketing Contacts	Q2	www.acura.com
Android	Google Inc.	\$4,117,400	Essence	Marketing Contacts	Q1	www.android.com
Apple, Inc.	Apple, Inc.	\$4,018,400	OMD	Marketing Contacts	Q1	www.apple.com
Beyond	US Foods, Inc.	\$5,931,100	Harvey Agency	Marketing Contacts		www.usfoods.com
ButcherBox	ButcherBox OpCo LLC	\$3,278,600		Marketing Contacts		www.butcherbox.com
Chevrolet	General Motors Corporation	\$7,154,800	Carat	Marketing Contacts	Q1	www.chevrolet.com
DoorDash	DoorDash, Inc.	\$3,886,400	Kepler Group	Marketing Contacts	Q1	www.doordash.com
ESPN, Inc.	ESPN, Inc.	\$2,995,900	Starcom Worldwide	Marketing Contacts	Q2	www.espn.go.com
Ford	Ford Motor Company	\$5,364,000	GTB	Marketing Contacts	Q1	www.ford.com
Gillette	The Procter & Gamble Company	\$5,991,700	Carat	Marketing Contacts	Q1	www.gillette.com
Honda	American Honda Motor Co., Inc.	\$3,314,900	RPA	Marketing Contacts	Q1	www.automobiles.honda
Hulu	Hulu	\$4,547,700	Publicis North America	Marketing Contacts	Q4	www.hulu.com
Intuit, Inc.	Intuit, Inc.	\$4,000,000	MediaMonks	Marketing Contacts	Q1	www.intuit.com
Keeps	Thirty Madison, Inc.	\$9,000,000	Quirk Creative	Marketing Contacts		www.keeps.com
Planters	Hormel Foods Corporation	\$5,726,600	Amobee Inc.	Marketing Contacts	Q2	www.planters.com
Puma	Puma North America, Inc.	\$12,038,800	Havas Media Group	Marketing Contacts	Q3	www.puma.com
Shapermint	Shapermint	\$3,653,800		Marketing Contacts		www.shapermint.com
Torrid LLC	Torrid LLC	\$3,151,100		Marketing Contacts	Q2	www.torrid.com
Vans, Inc.	Vans, Inc.	\$14,817,300	Starcom Worldwide	Marketing Contacts	Q3	www.vans.com

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

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