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Procter & Gamble largest worldwide advertiser

Business Courier of Cincinnati

Procter & Gamble Co., ranked as the top advertiser in 2007, again, having spent almost \$9.4 billion worldwide.

The maker of Tide, Olay and Pampers outspent **Unilever**, the second-highest advertiser, by almost two-to-one. Unilever spent \$5.2 billion, according to a special publication by *Advertising Age* that ranks global marketers.

Just \$3.7 billion of P&G's ad budget is spent in U.S., according to AdAge, while \$3.1 billion is spent in Europe.

L'Oreal ranked as the third-largest advertiser, with \$3.4 billion, followed by **General Motors**, with \$3.3 billion.

In its annual report, P&G said it spent almost \$8.7 billion in worldwide advertising in its last fiscal year, ended June 30.

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