

Top Brands Y2014 (000 US\$)		
Television Top Spenders		
Rank	Brand	%Var'n Y14/13
1	57357 Hospital	0
2	Honest	-18
3	Coca Cola	-11
4	Magdi Yacoub H.f	132
5	Pampers	224
6	Dettol	15
7	Ariel	137
8	Dabur	25
9	Mobinil	22
10	Etisalat Egypt	4
11	Sedar	73
12	Pepsi	-53
13	Dostourak-egypt	N
14	Dream Park	71
15	Fairy	203



Period	Y2012	Y2013	Y2014	Var'n %
Jan	668	689	1068	55
Feb	647	735	919	25
Mar	768	966	1146	19
Apr	774	964	1309	36
May	878	1084	1378	27
Jun	880	1144	1157	1
Jul	1128	1666	2474	48
Aug	1302	1141	519	-55
Sep	689	824	1087	32
Total	7733	9214	11056	20

Media	Y2012		Y2013		Y2014		Var'n %	Growth Index*	
	Value	Sh%	Value	Sh%	Value	Sh%	Y2013/2014	Y14	Y13
Television	7,503	97	9,000	98	10846	98	21	145	120
Newspaper	7	0	8	0	8	0	-1	107	108
Magazine	222	3	206	2	203	2	-2	91	93
Radio	0	0	0	0	0	0	#DIV/0!	####	####
Total	7,733	100	9,214	100	11,056	100	20	143	119

Annual Growth & Media Split Y2012 - Y2014
(Millions US\$ - Semi Logarithmic)

Year	Television	Newspaper	Magazine	Radio
Y2012	7500	1000	100	50
Y2013	9000	1000	100	50
Y2014	10500	1000	100	50

Rank	Brand	Y2014	Y14/13
1	Rolex	2,232	3
2	Chanel	1,604	11
3	Christian Dior	1,543	-3
4	Omega	1,362	40
5	Du	1,336	-13
6	B.m.w.	1,313	36
7	Louis Vuitton	1,210	41
8	Bvlgari	1,127	95
9	Cartier	1,119	13
10	Samsung	1,025	0
11	Cadillac	972	47
12	Longines	872	23
13	The Economist	867	107
14	Etihad	762	104
15	Pantene	755	75

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