

Ranking Table 1

Advertising spending

Ranking by total advertising spending in 2019*

Includes total spending in all measured media for the 27 fast-food restaurants that ranked in the top-25 in advertising spending in 2019 and/or targeted their advertising to children, Hispanic, and/or Black consumers

Most

Least

Rank	Company	Restaurant	Total advertising spending (\$ mill)			2019 advertising spending by medium (\$ mill)				
			2012	2019	Change	TV	TV % of total	Outdoor	Radio	Digital
1	McDonald's Corp	McDonald's	\$971.8	\$776.8	-20%	\$633.7	82%	\$70.7	\$33.0	\$39.3
2	Domino's Pizza	Domino's	\$191.1	\$441.6	131%	\$432.3	98%	\$4.5	\$3.5	\$1.2
3	Yum! Brands	Taco Bell	\$274.7	\$377.5	37%	\$350.1	93%	\$0.9	\$19.0	\$3.3
4	Restaurant Brands Intl	Burger King	\$236.4	\$348.8	48%	\$345.1	99%	\$2.1	\$0.2	\$1.3
5	Doctor's Associates	Subway	\$595.3	\$250.5	-58%	\$209.5	84%	\$9.4	\$19.1	\$11.5
6	Wendy's	Wendy's	\$274.5	\$247.0	-10%	\$218.9	89%	\$4.1	\$16.2	\$7.3
7	Roark Capital Group	Sonic	\$173.7	\$207.2	19%	\$203.1	98%	\$1.3	\$0.4	\$2.4
8	Yum! Brands	KFC	\$258.1	\$200.5	-22%	\$187.7	94%	\$0.7	\$4.8	\$6.4
9	Yum! Brands	Pizza Hut	\$245.8	\$194.6	-21%	\$187.0	96%	\$0.3	\$0.9	\$6.3
10	Dunkin' Brands	Dunkin'	\$135.1	\$186.6	38%	\$158.9	85%	\$14.1	\$8.5	\$5.0
11	Little Caesars Enterprise	Little Caesars	\$88.5	\$174.7	98%	\$169.0	97%	\$1.5	\$3.8	\$0.3
12	Roark Capital Group	Arby's	\$137.8	\$173.6	26%	\$169.0	97%	\$1.2	\$2.4	\$1.0
13	Papa John's Intl	Papa John's	\$153.3	\$148.8	-3%	\$140.9	95%	\$0.3	\$1.0	\$5.6
14	Restaurant Brands Intl	Popeyes	\$68.8	\$122.2	78%	\$119.9	98%	\$0.8	\$1.1	\$0.1
15	Chick-fil-A	Chick-fil-A	\$29.9	\$119.4	299%	\$99.9	84%	\$8.8	\$2.6	\$5.9
16	Berkshire Hathaway	Dairy Queen	\$75.8	\$105.4	39%	\$98.1	93%	\$1.4	\$5.3	\$0.6
17	Jack In The Box	Jack In The Box	\$103.7	\$80.3	-23%	\$73.7	92%	\$2.7	\$1.9	\$2.0
18	Roark Capital Group	Carl's Jr.	\$62.5	\$70.5	13%	\$63.1	89%	\$4.4	\$2.4	\$0.2
19	Chipotle Mexican Grill	Chipotle	\$1.9	\$69.4	3613%	\$62.7	90%	\$3.2	\$0.2	\$2.2
20	JAB Holding Company	Panera Bread	\$37.3	\$67.7	81%	\$53.9	80%	\$8.1	\$3.9	\$1.7
21	Starbucks Corp	Starbucks	\$44.3	\$66.6	50%	\$54.5	82%	\$0.5	\$0.0	\$6.3
22	Roark Capital Group	Hardee's	\$40.7	\$45.2	11%	\$38.8	86%	\$4.6	\$0.9	\$0.9
23	Zaxby's Franchising	Zaxby's	**	\$44.6		\$42.0	94%	\$1.5	\$0.1	\$1.0
24	Oak Hill Capital Partners	Checkers/Rally's	\$35.3	\$42.9	21%	\$41.6	97%	\$0.5	\$0.0	\$0.7
25	Culver Franchising System	Culver's	\$13.9	\$41.4	198%	\$36.0	87%	\$3.1	\$2.2	\$0.1
26	Roark Capital Group	Jimmy John's	**	\$38.7		\$34.3	89%	\$2.3	\$0.0	\$2.1
27	Cicis Enterprise	Cicis Pizza	\$14.5	\$21.9	51%	\$21.3	98%	\$0.3	\$0.0	\$0.2
		All other restaurants (n=247)	\$366.3	\$382.5	4%	\$321.2	84%	\$32.1	\$20.3	\$4.5

*Includes spending in 18 different media including television, magazine, internet, radio, newspaper, freestanding insert coupons, and outdoor advertising

**Restaurant did not advertise in 2012

Source: Nielsen (2012, 2019)