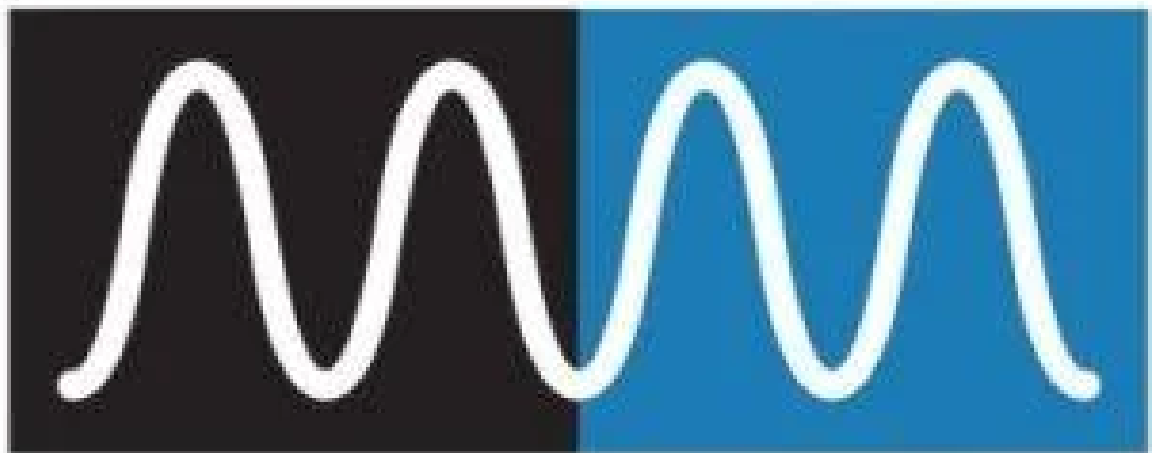


# Black Friday Blitz Has Retailers Bringing The Noise To Radio.

Nov 30, 2021



**MEDIA MONITORS**

From shoes, shirts and fine jewelry to mattresses and department stores, retailers brought the noise to the airwaves in the lead-up to the biggest shopping day of the year.

Starting from the ground up, footwear marketers put their best foot forward chasing Black Friday shoppers, with Famous Footwear at No.58, Skechers at No. 71 and Boot Barn at No. 80 for the week of Nov. 22-28. They were joined by assorted apparel retailers such as with Old Navy at No. 44, UNTUCKit at No. 75 and Gap Factory at No. 81 on the Media Monitors round-up of top radio advertisers based on spot volume. Of course, department stores were among the biggest retail advertisers during Thanksgiving week, including Kohl's at No. 12, JC Penney at No. 13, Macy's at No. 16 and Walmart at No. 98.

Among the jewelers pitching their wares: Shane Co. at No. 43 and Diamond's Direct at No. 61. Mattress stores were also part of the retail advertising blitz, led by Mattress Firm at No. 11, and Sleep Number at No. 83.

ULTA Beauty went all in on radio to market its hair products and beauty supplies, airing 31,402 spots during the week, to jump 24-7 on the weekly spot count chart, which tracks advertising in 110 markets. Likewise, with a heightened focus on fitness among Americans, Peloton upped its cadence to reach its highest position yet on the tally, climbing 21-9 with 29,263 spot airings.

In an encouraging sign for the struggling automotive category, four car and truck advertisers made the list, led by Nissan at No. 21, Nissan Frontier at No. 38, Ford Dealer Association at No. 94 and Ford Motor Co. at No., 96.


**MEDIA MONITORS®**

**National Radio**  
 November 22 - 28, 2021

Monitored data for the most aired spots Nationally.			
TW	LW	Account	Instances
1	1	The Home Depot	61518
2	3	iHeartRadio	59626
3	5	State Farm	51912
4	11	CDC Centers For Disease Control & Prevention	48505
5	9	Wendy's	36278
6	19	BioNTech-Pfizer	32868
7	24	ULTA Beauty	31402
8	30	Vicks	30434
9	21	Peloton	29263
10	17	McDonald's	29116

And note the growing presence of Big Pharma advertisers in the latest Top 100. It includes three Pfizer brands: BioNTech-Pfizer at 6, Pfizer's IBRANCE at No. 34 and Pfizer's Eucrisa at No. 70, along with Janssen Biotech's TREMFYA at No. 41 and Bristol Myers Squibb-Pfizer at 29. For the week of Nov. 22-28, 2021, the top 10 on the Media Monitors tally are The Home Depot at 1, iHeartRadio at 2, State Farm at 3, Centers for Disease Control & Prevention at 4, Wendy's at 5, BioNTech-Pfizer at 6, Ulta Beauty at 7, Vicks at 8, Peloton at 9 and McDonald's at 10.