

# TOP 20 ACCOUNTS

Your at-a-glance guide to which agencies hold the professional and consumer accounts on the top 20 prescription drug brands by US sales

Rank	Product	Manufacturer	2006 US sales	Prof. agency	Consumer agency
1	<b>Lipitor</b>	Pfizer	\$8.66 billion	Cline Davis & Mann	Kaplan Thaler Group
2	<b>Nexium</b>	AstraZeneca	\$5.15 billion	Saatchi & Saatchi Healthcare Advertising	Saatchi & Saatchi Consumer Healthcare
3	<b>Advair Diskus</b>	GlaxoSmithKline	\$3.95 billion	Torre Lazur McCann	Grey Worldwide
4	<b>Aranesp</b>	Amgen	\$3.94 billion	AbelsonTaylor (oncology) Cline Davis & Mann (nephrology)	AbelsonTaylor (oncology)
5	<b>Prevacid</b>	TAP	\$3.59 billion	AbelsonTaylor	Merkley + Partners
6	<b>Epogen</b>	Amgen	\$3.24 billion	Cline Davis & Mann	N/A
7	<b>Zocor</b>	Merck	\$3.18 billion	N/A (off-patent)	N/A
8	<b>Enbrel</b>	Amgen	\$3.09 billion	Euro RSCG Life Chelsea	Glow Worm
9	<b>Seroquel</b>	AstraZeneca	\$3.03 billion	Saatchi & Saatchi Healthcare Advertising	Saatchi & Saatchi Consumer Healthcare
10	<b>Singulair</b>	Merck	\$3.00 billion	Juice Pharma	DDB NY
11	<b>Plavix</b>	BMS/Sanofi-Aventis	\$2.95 billion	Torre Lazur McCann	Saatchi & Saatchi Consumer Consumer Healthcare
12	<b>Neulasta</b>	Amgen	\$2.92 billion	AbelsonTaylor (oncology) Cline Davis & Mann (nephrology)	AbelsonTaylor
13	<b>Procrit</b>	Ortho Biotech	\$2.89 billion	Altum	Anderson DDB Health & Lifestyle
14	<b>Norvasc</b>	Pfizer	\$2.70 billion	N/A (off-patent)	N/A
15	<b>Effexor XR</b>	Wyeth	\$2.64 billion	Euro RSCG Life Chelsea	Euro RSCG Life Chelsea
16	<b>Actos</b>	Takeda	\$2.60 billion	AbelsonTaylor	N/A
17	<b>Risperdal</b>	Janssen	\$2.54 billion	Cline Davis & Mann	N/A
18	<b>Remicade</b>	Centocor	\$2.53 billion	BrandPharm	Anderson DDB Health & Lifestyle
19	<b>Lexapro</b>	Forest Labs	\$2.42 billion	Grey Healthcare Group	N/A
20	<b>Zyprexa</b>	Eli Lilly & Co.	\$2.42 billion	GSW Worldwide	N/A

Source: IMS Health, IMS National Sales Perspectives™, 2/2007