

## OMA NI January - September 2009 Top 10 Reports

**Total spend for Period 2009: £19,109,943**

**Total spend for Period 2008: £20,141,540**



### 2009 - Categories

Category	Revenue
DRINK	3,712,592
GOVT,SOCIAL,POLITICAL ORGANIS	3,674,951
RETAIL	3,458,776
ENTERTAINMENT & THE MEDIA	1,859,655
TRAVEL & TRANSPORT	1,685,571
TELECOMMS	1,123,190
FOOD	878,089
FINANCE	843,156
MOTORS	830,230
COSMETICS & TOILETRIES	293,814

### 2009 - Agencies

Agencies	Revenue
MEDIABRANDS LTD.	1,442,994
MEDIACOM [ UK]	1,299,536
MINDSHARE IRELAND	1,272,192
ARDMORE ADVERTISING & MARKETING LTD.	1,258,907
OMD UK	997,291
UNIVERSAL MCCANN DUBLIN	803,815
WALKERS MEDIA	762,115
GENESIS ADVERTISING LTD.	711,271
YOUNG EURO RSCG	570,523
CARAT UK	543,040

**Compiled from OMA Industry Spend Records**

### 2009 - Advertisers

Advertiser	Revenue
DIAGEO	1,396,347
COCA COLA IRELAND LTD.	803,815
MCDONALDS	769,730
KENTUCKY FRIED CHICKEN	661,327
HEALTH PROMOTION AGENCY	602,125
N.I. FIRE & RESCUE SERVICE	579,831
C&C GROUP Plc.	534,687
TRANSLINK	411,444
UNILEVER	406,479
GLAXOSMITHKLINE	323,215

### 2009 - Brands\*

Brands	Revenue
KENTUCKY FRIED CHICKEN	661,327
FIRE PREVENTION	579,831
MCDONALDS	486,008
GUINNESS	445,227
HARP ICE COLD	432,534
COCA COLA	362,741
BRENNANS BREAD	293,225
SPAR	270,396
DIET COKE	251,292
NORTHERN IRELAND TOURIST BOARD	239,788

**\* Brand Sponsorship campaigns reported as separate brand**