

OMA NI January - June 2009 Top 10 Reports

Total spend for Period 2009: £12,309,774

Total spend for Period 2008: £13,751,479

2009 - Categories

Category	Revenue
GOVT, SOCIAL, POLITICAL ORGANISATIONS	2,719,169
RETAIL	2,099,105
DRINK	2,070,931
TRAVEL & TRANSPORT	1,240,162
ENTERTAINMENT & THE MEDIA	1,098,023
TELECOMMS	710,489
FOOD	628,427
FINANCE	625,979
MOTORS	593,140
BUSINESS & INDUSTRIAL	133,844

2009 - Agencies

Agencies	Revenue
MINDSHARE IRELAND	823,193
ARDMORE ADVERTISING & MARKETING LTD.	799,766
MEDIACOM [UK]	795,442
MEDIABRANDS LTD.	744,632
OMD UK	687,728
UNIVERSAL MCCANN DUBLIN	502,651
GENESIS ADVERTISING LTD.	443,140
CARAT UK	432,872
A.V. BROWNE ADVERTISING	362,898
CARAT UK	210,711

Compiled from OMA Industry Spend Records



2009 - Advertisers

Advertiser	Revenue
DIAGEO	714,579
HEALTH PROMOTION AGENCY	517,016
COCA COLA IRELAND LTD.	502,651
N I FIRE AUTHORITY	475,363
KENTUCKY FRIED CHICKEN	464,874
MCDONALDS	459,102
C&C GROUP Plc.	309,612
VODAFONE	235,653
COORS BREWERS	233,588
BRENNANS BREAD	225,508

2009 - Brands*

Brands	Revenue
KENTUCKY FRIED CHICKEN	464,874
MCDONALDS	334,476
COCA COLA	255,167
COORS FINE LIGHT	233,588
HARP ICE COLD	226,296
BRENNANS BREAD	225,508
FIRE SAFETY	213,714
GUINNESS	212,310
NORTHERN IRELAND TOURIST BOARD	206,338
FIRE PREVENTION	186,907

* Brand Sponsorship campaigns reported as separate brand