

OMA RoI January – December 2009 Top 10 Reports

Total spend for Period 2009: €115,065,351

Total spend for Period 2008: €128,162,423



2009 - Categories

Category	Revenue
DRINK	27,376,568
TELECOMMS	18,049,464
FOOD	16,316,118
ENTERTAINMENT & THE MEDIA	12,702,716
RETAIL	9,496,232
FINANCE	6,668,818
GOVT,SOCIAL,POLITICAL ORGANIS	5,893,500
TRAVEL & TRANSPORT	4,751,762
MOTORS	2,717,342
HOUSEHOLD STORES	2,643,451

2009 - Agencies

Agencies	Revenue
MINDSHARE IRELAND	23,789,733
CARAT IRELAND	16,065,164
VIZEUM IRELAND	10,029,717
MEDIABRANDS LTD.	8,936,497
OMD IRELAND	7,245,048
UNIVERSAL MCCANN DUBLIN	5,179,114
MEDIACOM - DUBLIN	4,203,602
MEDIAVEST IRELAND	3,698,016
STARCOM	3,629,568
ZENITH OPTIMEDIA	3,498,175

Compiled from OMA Industry Spend Records

2009 - Advertisers

Advertiser	Revenue
DIAGEO	7,860,447
HEINEKEN IRELAND	5,654,487
UNILEVER	5,041,160
VODAFONE	4,024,565
EIRCOM	3,845,063
METEOR	3,222,503
GLAXOSMITHKLINE	3,117,017
TESCO STORES HOLDINGS LTD	2,938,276
COCA COLA IRELAND LTD.	2,788,912
KELLOGGS IRELAND	2,648,943

2009 - Brands*

Brands	Revenue
GUINNESS	2,506,103
EIRCOM DIRECTORY ENQUIRIES	2,108,072
COCA COLA	1,567,760
TESCO PRICING	1,526,954
EIRCOM BROADBAND	1,494,054
MCDONALDS	1,431,957
HIBERNIAN AVIVA	1,410,914
LUCOZADE ENERGY	1,401,574
HEINEKEN	1,398,606
COORS LIGHT	1,398,317

* Brand Sponsorship campaigns reported as separate brand