

OMA NI January - December 2009 Top 10 Reports

Total spend for Period 2009: £26,263,001

Total spend for Period 2008: £26,608,943



2009 - Categories

Category	Revenue
RETAIL	5,171,191
DRINK	5,011,715
GOVT,SOCIAL,POLITICAL ORGANIS	4,783,017
ENTERTAINMENT & THE MEDIA	2,324,084
TRAVEL & TRANSPORT	2,041,360
TELECOMMS	1,743,014
FINANCE	1,276,256
MOTORS	1,262,675
FOOD	1,157,954
COSMETICS & TOILETRIES	513,417

2009 - Agencies

Agencies	Revenue
MEDIABRANDS LTD.	1,992,440
ARDMORE ADVERTISING & MARKETING LTD.	1,852,440
OMD UK	1,441,696
MINDSHARE IRELAND	1,430,739
MEDIACOM [UK]	1,252,877
UNIVERSAL MCCANN DUBLIN	1,073,290
WALKERS MEDIA	1,003,612
GENESIS ADVERTISING LTD.	905,760
LYLE BAILIE	890,589
STARCOM	799,211

Compiled from OMA Industry Spend Records

2009 - Advertisers

Advertiser	Revenue
DIAGEO	1,733,227
COCA COLA IRELAND LTD.	1,071,736
MCDONALDS	1,015,661
KENTUCKY FRIED CHICKEN	896,958
N.I. FIRE & RESCUE SERVICE	890,725
C&C GROUP Plc.	629,981
UNILEVER	604,281
HEALTH PROMOTION AGENCY	602,125
BRITISH TELECOMMUNICATIONS	590,240
TRANSLINK	513,144

2009 - Brands*

Brands	Revenue
KENTUCKY FRIED CHICKEN	896,958
FIRE PREVENTION	848,101
MCDONALDS	667,116
COCA COLA	630,662
GUINNESS	564,912
HARP ICE COLD	432,534
SPAR	429,059
NORTHERN IRELAND TOURIST BOARD	361,532
BRENNANS BREAD	349,574
COORS FINE LIGHT	337,257

* Brand Sponsorship campaigns reported as separate brand