

OMA RoI Q2 April - June 2009 Top 10 Reports

Total spend for Period 2009: €26,920,239

Total spend for Period 2008: €30,858,285



2009 - Categories

Category	Revenue
DRINK	6,331,191
TELECOMMS	4,665,263
FOOD	3,699,667
ENTERTAINMENT & THE MEDIA	3,015,082
GOVT,SOCIAL,POLITICAL ORGANIS	1,862,656
RETAIL	1,832,402
FINANCE	1,739,098
COSMETICS & TOILETRIES	918,042
TRAVEL & TRANSPORT	902,511
MOTORS	540,166

2009 - Agencies

Agencies	Revenue
MINDSHARE IRELAND	5,670,445
CARAT IRELAND	3,685,524
MEDIABRANDS LTD.	2,067,582
OMD IRELAND	2,020,417
VIZEUM IRELAND	1,774,062
STARCOM	1,480,300
UNIVERSAL MCCANN DUBLIN	1,458,990
MEDIACOM - DUBLIN	1,101,055
ZENITH OPTIMEDIA	833,747
YOUNG EURO RSCG	806,903

Compiled from OMA Industry Spend Records

2009 - Advertisers

Advertiser	Revenue
DIAGEO	1,790,323
UNILEVER	1,331,857
EIRCOM	1,292,722
HEINEKEN IRELAND	1,256,982
TESCO STORES HOLDINGS LTD	1,067,960
KELLOGGS IRELAND	992,230
COCA COLA IRELAND LTD.	779,119
GLAXOSMITHKLINE	759,438
VODAFONE	694,234
BULMERS LTD	590,666

2009 - Brands*

Brands	Revenue
HEINEKEN RUGBY SPONSORSHIP	621,661
EIRCOM DIRECTORY ENQUIRIES	586,535
TESCO MOBILE	559,420
WRIGLEY'S GUM DISPOSAL	503,901
EIRCOM BROADBAND	496,115
FBD INSURANCE	476,591
CARLSBERG SPONSORSHIP	455,744
BUDWEISER ICE COLD	444,375
7UP FREE	440,691
LIBERTAS	437,560

* Brand Sponsorship campaigns reported as separate brand