

## OMA RoI Q3 July – September 2009 Top 10 Reports

Total spend for Period 2009: €31,501,644

Total spend for Period 2008: €35,501,611



### 2009 - Categories

Category	Revenue
DRINK	8,631,239
FOOD	5,284,061
TELECOMMS	4,760,193
RETAIL	3,588,684
ENTERTAINMENT & THE MEDIA	2,832,909
GOVT,SOCIAL,POLITICAL ORGANIS	1,842,257
TRAVEL & TRANSPORT	1,386,229
FINANCE	956,509
COSMETICS & TOILETRIES	489,351
BUSINESS & INDUSTRIAL	339,830

### 2009 - Agencies

Agencies	Revenue
CARAT IRELAND	5,410,071
MINDSHARE IRELAND	5,178,196
MEDIABRANDS LTD.	3,290,393
OMD IRELAND	2,673,836
VIZEUM IRELAND	2,291,040
MEDIACOM - DUBLIN	2,064,637
UNIVERSAL MCCANN DUBLIN	1,507,584
STARCOM	731,539
MEDIAEDGE:CIA	716,195
MCM COMMUNICATIONS LTD.	678,154

Compiled from OMA Industry Spend Records

### 2009 - Advertisers

Advertiser	Revenue
DIAGEO	2,989,073
HEINEKEN IRELAND	1,682,004
VODAFONE	1,616,406
TESCO STORES HOLDINGS LTD	1,299,010
GLAXOSMITHKLINE	1,270,108
METEOR	1,099,111
UNILEVER	1,034,994
EIRCOM	970,091
WRIGLEY	963,952
COCA COLA IRELAND LTD.	809,195

### 2009 - Brands\*

Brands	Revenue
TESCO PRICING	1,148,873
GUINNESS	997,747
LUCOZADE ENERGY	865,971
WRIGLEY'S GUM DISPOSAL	857,121
COORS LIGHT	704,628
EIRCOM DIRECTORY ENQUIRIES	606,738
IKEA	471,167
VODAFONE	467,379
GUINNESS GAA SPONSORSHIP	451,763
NATIONAL LOTTERY	437,138

\* Brand Sponsorship campaigns reported as separate brand